



Community Profile

3209 S Broadway, Edmond, Oklahoma, 73013
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 35.62449
Longitude: -97.48699

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	6,381	59,727	114,377
2010 Total Population	7,464	65,896	141,570
2021 Total Population	8,716	71,894	164,572
2021 Group Quarters	495	2,229	2,813
2026 Total Population	9,135	74,683	174,557
2021-2026 Annual Rate	0.94%	0.76%	1.19%
2021 Total Daytime Population	12,927	79,165	172,349
Workers	9,049	47,145	97,263
Residents	3,878	32,020	75,086
Household Summary			
2000 Households	2,462	22,583	44,292
2000 Average Household Size	2.42	2.52	2.49
2010 Households	3,287	26,734	57,004
2010 Average Household Size	2.16	2.38	2.43
2021 Households	3,966	29,357	66,101
2021 Average Household Size	2.07	2.37	2.45
2026 Households	4,212	30,498	69,919
2026 Average Household Size	2.05	2.38	2.46
2021-2026 Annual Rate	1.21%	0.77%	1.13%
2010 Families	1,792	16,618	36,302
2010 Average Family Size	2.91	2.95	3.02
2021 Families	2,049	17,745	41,276
2021 Average Family Size	2.84	2.96	3.05
2026 Families	2,152	18,325	43,525
2026 Average Family Size	2.82	2.97	3.07
2021-2026 Annual Rate	0.99%	0.65%	1.07%
Housing Unit Summary			
2000 Housing Units	2,574	23,772	47,465
Owner Occupied Housing Units	57.3%	62.4%	58.5%
Renter Occupied Housing Units	38.3%	32.6%	34.8%
Vacant Housing Units	4.4%	5.0%	6.7%
2010 Housing Units	3,477	28,327	61,688
Owner Occupied Housing Units	40.4%	57.6%	56.7%
Renter Occupied Housing Units	54.2%	36.7%	35.7%
Vacant Housing Units	5.5%	5.6%	7.6%
2021 Housing Units	4,189	30,902	71,415
Owner Occupied Housing Units	35.6%	55.8%	55.3%
Renter Occupied Housing Units	59.1%	39.2%	37.3%
Vacant Housing Units	5.3%	5.0%	7.4%
2026 Housing Units	4,435	31,998	75,368
Owner Occupied Housing Units	34.8%	55.8%	55.8%
Renter Occupied Housing Units	60.2%	39.5%	37.0%
Vacant Housing Units	5.0%	4.7%	7.2%
Median Household Income			
2021	\$57,683	\$65,999	\$69,521
2026	\$60,464	\$71,723	\$76,439
Median Home Value			
2021	\$163,083	\$197,302	\$225,709
2026	\$183,207	\$227,710	\$257,543
Per Capita Income			
2021	\$32,912	\$36,945	\$39,191
2026	\$35,828	\$40,485	\$43,100
Median Age			
2010	29.5	31.5	32.7
2021	31.3	33.8	34.8
2026	30.9	34.7	35.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	3,966	29,357	66,101
<\$15,000	11.1%	8.3%	8.1%
\$15,000 - \$24,999	10.6%	8.3%	7.9%
\$25,000 - \$34,999	7.5%	6.9%	7.0%
\$35,000 - \$49,999	12.2%	12.6%	12.7%
\$50,000 - \$74,999	21.1%	19.3%	17.3%
\$75,000 - \$99,999	12.6%	14.1%	13.2%
\$100,000 - \$149,999	15.3%	16.1%	16.3%
\$150,000 - \$199,999	6.2%	6.8%	8.3%
\$200,000+	3.4%	7.6%	9.4%
Average Household Income	\$73,422	\$90,594	\$97,256
2026 Households by Income			
Household Income Base	4,212	30,498	69,919
<\$15,000	10.2%	7.5%	7.2%
\$15,000 - \$24,999	9.6%	7.4%	7.0%
\$25,000 - \$34,999	6.9%	6.1%	6.2%
\$35,000 - \$49,999	12.2%	12.0%	11.8%
\$50,000 - \$74,999	21.4%	18.8%	16.7%
\$75,000 - \$99,999	12.7%	14.1%	13.2%
\$100,000 - \$149,999	16.5%	17.7%	17.7%
\$150,000 - \$199,999	7.3%	8.2%	9.8%
\$200,000+	3.4%	8.2%	10.3%
Average Household Income	\$79,283	\$99,284	\$107,262
2021 Owner Occupied Housing Units by Value			
Total	1,488	17,230	39,448
<\$50,000	1.1%	1.0%	1.2%
\$50,000 - \$99,999	5.2%	2.5%	3.9%
\$100,000 - \$149,999	35.3%	17.1%	13.1%
\$150,000 - \$199,999	31.7%	31.1%	23.4%
\$200,000 - \$249,999	9.7%	16.3%	16.4%
\$250,000 - \$299,999	5.2%	9.1%	12.2%
\$300,000 - \$399,999	8.2%	11.1%	14.8%
\$400,000 - \$499,999	1.9%	4.5%	5.9%
\$500,000 - \$749,999	1.1%	4.7%	5.4%
\$750,000 - \$999,999	0.1%	1.6%	2.1%
\$1,000,000 - \$1,499,999	0.2%	0.5%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.4%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$188,517	\$256,163	\$285,278
2026 Owner Occupied Housing Units by Value			
Total	1,540	17,863	42,016
<\$50,000	0.5%	0.3%	0.4%
\$50,000 - \$99,999	2.3%	1.0%	2.1%
\$100,000 - \$149,999	24.5%	10.2%	8.6%
\$150,000 - \$199,999	34.2%	28.6%	20.5%
\$200,000 - \$249,999	12.8%	17.7%	16.5%
\$250,000 - \$299,999	6.4%	10.4%	13.3%
\$300,000 - \$399,999	13.3%	15.2%	18.7%
\$400,000 - \$499,999	3.7%	6.3%	7.7%
\$500,000 - \$749,999	1.6%	6.3%	6.7%
\$750,000 - \$999,999	0.3%	2.2%	2.7%
\$1,000,000 - \$1,499,999	0.3%	0.8%	1.8%
\$1,500,000 - \$1,999,999	0.0%	0.9%	0.8%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$219,107	\$298,347	\$330,244

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	7,462	65,898	141,571
0 - 4	7.7%	6.6%	7.2%
5 - 9	7.0%	6.2%	6.9%
10 - 14	5.7%	6.1%	6.7%
15 - 24	19.9%	20.0%	16.7%
25 - 34	17.6%	15.5%	15.5%
35 - 44	10.2%	11.0%	12.3%
45 - 54	10.7%	12.7%	13.2%
55 - 64	8.2%	10.9%	10.7%
65 - 74	5.9%	5.7%	5.6%
75 - 84	4.4%	3.5%	3.4%
85 +	2.7%	1.6%	1.7%
18 +	76.3%	77.3%	75.3%
2021 Population by Age			
Total	8,718	71,895	164,574
0 - 4	6.5%	5.9%	6.5%
5 - 9	5.8%	5.8%	6.6%
10 - 14	5.0%	5.7%	6.6%
15 - 24	20.0%	17.7%	15.1%
25 - 34	19.0%	16.9%	15.6%
35 - 44	11.7%	12.2%	13.5%
45 - 54	8.4%	9.9%	10.9%
55 - 64	8.0%	10.7%	10.9%
65 - 74	6.5%	8.7%	8.4%
75 - 84	5.1%	4.4%	4.1%
85 +	3.9%	2.1%	1.9%
18 +	79.7%	79.4%	76.7%
2026 Population by Age			
Total	9,135	74,683	174,558
0 - 4	6.6%	6.0%	6.6%
5 - 9	5.6%	5.6%	6.5%
10 - 14	4.8%	5.5%	6.4%
15 - 24	20.5%	17.6%	15.0%
25 - 34	18.4%	15.7%	14.9%
35 - 44	12.3%	13.3%	14.2%
45 - 54	8.9%	10.3%	11.1%
55 - 64	7.1%	9.3%	9.8%
65 - 74	6.5%	8.9%	8.7%
75 - 84	5.2%	5.5%	5.0%
85 +	4.1%	2.3%	2.0%
18 +	80.5%	79.7%	77.0%
2010 Population by Sex			
Males	3,445	31,414	67,651
Females	4,019	34,482	73,919
2021 Population by Sex			
Males	4,077	34,463	79,259
Females	4,639	37,431	85,313
2026 Population by Sex			
Males	4,270	35,757	84,042
Females	4,866	38,926	90,515

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

April 28, 2022



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2010 Population by Race/Ethnicity			
Total	7,465	65,896	141,569
White Alone	74.9%	77.1%	71.2%
Black Alone	11.7%	9.5%	15.3%
American Indian Alone	2.5%	2.6%	2.3%
Asian Alone	3.2%	3.9%	4.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.7%	2.2%	2.4%
Two or More Races	5.8%	4.6%	4.6%
Hispanic Origin	5.6%	5.7%	6.0%
Diversity Index	48.4	46.0	52.8
2021 Population by Race/Ethnicity			
Total	8,717	71,894	164,572
White Alone	71.8%	72.8%	67.5%
Black Alone	11.9%	10.4%	15.8%
American Indian Alone	2.6%	2.8%	2.4%
Asian Alone	4.2%	4.9%	5.2%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	2.6%	3.3%	3.4%
Two or More Races	6.7%	5.7%	5.6%
Hispanic Origin	8.2%	8.5%	8.5%
Diversity Index	54.7	54.1	59.1
2026 Population by Race/Ethnicity			
Total	9,135	74,683	174,555
White Alone	71.8%	72.5%	67.5%
Black Alone	11.9%	10.6%	15.8%
American Indian Alone	2.6%	2.8%	2.4%
Asian Alone	4.2%	4.9%	5.2%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	2.6%	3.4%	3.4%
Two or More Races	6.7%	5.7%	5.6%
Hispanic Origin	8.5%	8.7%	8.6%
Diversity Index	55.0	54.5	59.3
2010 Population by Relationship and Household Type			
Total	7,464	65,896	141,570
In Households	95.2%	96.6%	98.0%
In Family Households	71.5%	75.9%	79.0%
Householder	23.8%	25.2%	25.7%
Spouse	15.5%	18.9%	19.3%
Child	27.9%	27.7%	29.7%
Other relative	2.7%	2.5%	2.7%
Nonrelative	1.6%	1.5%	1.6%
In Nonfamily Households	23.7%	20.7%	19.0%
In Group Quarters	4.8%	3.4%	2.0%
Institutionalized Population	1.4%	0.4%	0.6%
Noninstitutionalized Population	3.4%	3.0%	1.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Population 25+ by Educational Attainment			
Total	5,460	46,689	107,378
Less than 9th Grade	1.4%	1.1%	1.4%
9th - 12th Grade, No Diploma	1.7%	3.1%	3.0%
High School Graduate	16.6%	14.9%	15.3%
GED/Alternative Credential	2.3%	2.7%	2.9%
Some College, No Degree	23.7%	22.0%	21.4%
Associate Degree	8.7%	6.9%	6.7%
Bachelor's Degree	28.9%	29.4%	29.4%
Graduate/Professional Degree	16.6%	19.8%	19.9%
2021 Population 15+ by Marital Status			
Total	7,206	59,391	132,180
Never Married	38.8%	35.0%	33.6%
Married	40.9%	49.0%	50.3%
Widowed	6.9%	5.1%	5.0%
Divorced	13.4%	10.8%	11.0%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,089	41,758	93,340
Population 16+ Employed	95.7%	96.1%	96.2%
Population 16+ Unemployment rate	4.3%	3.9%	3.8%
Population 16-24 Employed	21.4%	18.2%	15.4%
Population 16-24 Unemployment rate	4.7%	7.3%	6.4%
Population 25-54 Employed	60.6%	59.3%	62.1%
Population 25-54 Unemployment rate	4.8%	3.6%	3.7%
Population 55-64 Employed	9.3%	13.7%	14.3%
Population 55-64 Unemployment rate	1.7%	1.8%	1.9%
Population 65+ Employed	8.6%	8.8%	8.2%
Population 65+ Unemployment rate	3.0%	2.2%	2.5%
2021 Employed Population 16+ by Industry			
Total	4,868	40,116	89,819
Agriculture/Mining	4.8%	3.4%	3.6%
Construction	7.7%	5.3%	4.9%
Manufacturing	4.0%	4.0%	4.8%
Wholesale Trade	2.0%	1.9%	2.3%
Retail Trade	13.7%	12.3%	11.7%
Transportation/Utilities	4.6%	4.2%	4.5%
Information	2.1%	1.5%	1.9%
Finance/Insurance/Real Estate	5.8%	8.1%	8.1%
Services	49.0%	52.3%	51.8%
Public Administration	6.2%	7.0%	6.5%
2021 Employed Population 16+ by Occupation			
Total	4,871	40,119	89,820
White Collar	71.5%	72.6%	74.3%
Management/Business/Financial	18.4%	19.7%	21.5%
Professional	31.0%	31.0%	30.1%
Sales	9.2%	10.1%	10.7%
Administrative Support	12.9%	11.9%	12.0%
Services	13.1%	14.4%	13.2%
Blue Collar	15.4%	13.0%	12.5%
Farming/Forestry/Fishing	0.8%	0.3%	0.2%
Construction/Extraction	3.2%	3.1%	3.0%
Installation/Maintenance/Repair	4.6%	2.8%	2.2%
Production	2.3%	2.3%	2.4%
Transportation/Material Moving	4.6%	4.5%	4.8%

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2010 Households by Type			
Total	3,288	26,734	57,005
Households with 1 Person	36.6%	28.1%	28.4%
Households with 2+ People	63.4%	71.9%	71.6%
Family Households	54.5%	62.2%	63.7%
Husband-wife Families	35.4%	46.8%	47.9%
With Related Children	14.5%	20.6%	22.2%
Other Family (No Spouse Present)	19.0%	15.4%	15.8%
Other Family with Male Householder	3.9%	3.9%	3.9%
With Related Children	2.1%	2.1%	2.2%
Other Family with Female Householder	15.1%	11.5%	11.9%
With Related Children	11.3%	7.8%	8.4%
Nonfamily Households	8.9%	9.7%	7.9%
All Households with Children	28.4%	30.8%	33.1%
Multigenerational Households	1.9%	2.1%	2.5%
Unmarried Partner Households	4.5%	4.9%	5.0%
Male-female	3.9%	4.3%	4.4%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	3,288	26,735	57,004
1 Person Household	36.6%	28.1%	28.4%
2 Person Household	33.0%	35.5%	34.0%
3 Person Household	14.1%	16.6%	16.3%
4 Person Household	9.9%	12.4%	13.1%
5 Person Household	4.3%	5.0%	5.5%
6 Person Household	1.6%	1.7%	1.9%
7 + Person Household	0.5%	0.7%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	3,287	26,734	57,004
Owner Occupied	42.7%	61.1%	61.4%
Owned with a Mortgage/Loan	30.9%	46.5%	48.0%
Owned Free and Clear	11.8%	14.5%	13.4%
Renter Occupied	57.3%	38.9%	38.6%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	185	177	162
Percent of Income for Mortgage	11.9%	12.5%	13.6%
Wealth Index	54	100	112
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,477	28,327	61,688
Housing Units Inside Urbanized Area	100.0%	99.3%	97.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.7%	2.4%
2010 Population By Urban/ Rural Status			
Total Population	7,464	65,896	141,570
Population Inside Urbanized Area	100.0%	99.4%	97.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.6%	2.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Young and Restless (11B)	College Towns (14B)	Young and Restless (11B)
2.	College Towns (14B)	Young and Restless (11B)	College Towns (14B)
3.	Metro Fusion (11C)	Bright Young Professionals (8C)	Up and Coming Families (7A)
2021 Consumer Spending			
Apparel & Services: Total \$	\$7,171,570	\$62,858,331	\$151,826,737
Average Spent	\$1,808.26	\$2,141.17	\$2,296.89
Spending Potential Index	85	101	108
Education: Total \$	\$5,667,810	\$51,888,693	\$122,956,597
Average Spent	\$1,429.10	\$1,767.51	\$1,860.13
Spending Potential Index	83	102	108
Entertainment/Recreation: Total \$	\$10,103,207	\$92,223,928	\$221,688,977
Average Spent	\$2,547.46	\$3,141.46	\$3,353.79
Spending Potential Index	79	97	104
Food at Home: Total \$	\$17,830,159	\$156,660,133	\$377,331,380
Average Spent	\$4,495.75	\$5,336.38	\$5,708.41
Spending Potential Index	83	98	105
Food Away from Home: Total \$	\$12,825,333	\$112,104,900	\$270,981,552
Average Spent	\$3,233.82	\$3,818.68	\$4,099.51
Spending Potential Index	85	101	108
Health Care: Total \$	\$19,142,989	\$175,589,531	\$421,631,089
Average Spent	\$4,826.77	\$5,981.18	\$6,378.59
Spending Potential Index	77	96	102
HH Furnishings & Equipment: Total \$	\$7,109,277	\$65,267,905	\$158,241,272
Average Spent	\$1,792.56	\$2,223.25	\$2,393.93
Spending Potential Index	79	99	106
Personal Care Products & Services: Total \$	\$2,938,737	\$26,248,436	\$63,361,342
Average Spent	\$740.98	\$894.11	\$958.55
Spending Potential Index	83	100	107
Shelter: Total \$	\$65,941,313	\$587,304,444	\$1,412,493,841
Average Spent	\$16,626.65	\$20,005.60	\$21,368.72
Spending Potential Index	82	99	106
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,192,189	\$68,015,155	\$165,858,512
Average Spent	\$1,813.46	\$2,316.83	\$2,509.17
Spending Potential Index	76	97	105
Travel: Total \$	\$7,595,396	\$72,144,344	\$174,505,572
Average Spent	\$1,915.13	\$2,457.48	\$2,639.98
Spending Potential Index	76	97	104
Vehicle Maintenance & Repairs: Total \$	\$3,725,142	\$32,776,633	\$78,910,264
Average Spent	\$939.27	\$1,116.48	\$1,193.78
Spending Potential Index	85	101	108

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.