



Executive Summary

Rockwell Northwest
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 35.55579
Longitude: -97.63687

	1 mile	3 miles	5 miles
Population			
2010 Population	10,143	73,672	163,622
2020 Population	10,748	79,741	184,191
2022 Population	10,968	80,452	187,869
2027 Population	11,248	81,357	191,695
2010-2020 Annual Rate	0.58%	0.79%	1.19%
2020-2022 Annual Rate	0.90%	0.40%	0.88%
2022-2027 Annual Rate	0.51%	0.22%	0.40%
2022 Male Population	46.6%	48.0%	48.2%
2022 Female Population	53.4%	52.0%	51.8%
2022 Median Age	33.6	38.7	39.7

In the identified area, the current year population is 187,869. In 2020, the Census count in the area was 184,191. The rate of change since 2020 was 0.88% annually. The five-year projection for the population in the area is 191,695 representing a change of 0.40% annually from 2022 to 2027. Currently, the population is 48.2% male and 51.8% female.

Median Age

The median age in this area is 39.7, compared to U.S. median age of 38.9.

Race and Ethnicity

2022 White Alone	43.4%	56.6%	58.9%
2022 Black Alone	32.4%	16.7%	13.3%
2022 American Indian/Alaska Native Alone	2.6%	2.4%	2.7%
2022 Asian Alone	3.1%	5.6%	4.6%
2022 Pacific Islander Alone	0.3%	0.1%	0.1%
2022 Other Race	4.9%	5.2%	7.2%
2022 Two or More Races	13.3%	13.4%	13.2%
2022 Hispanic Origin (Any Race)	11.5%	12.5%	14.8%

Persons of Hispanic origin represent 14.8% of the population in the identified area compared to 19.0% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 70.8 in the identified area, compared to 71.6 for the U.S. as a whole.

Households

2022 Wealth Index	69	88	90
2010 Households	4,168	30,899	71,166
2020 Households	4,417	32,837	77,803
2022 Households	4,527	33,274	79,274
2027 Households	4,635	33,572	80,577
2010-2020 Annual Rate	0.58%	0.61%	0.90%
2020-2022 Annual Rate	1.10%	0.59%	0.84%
2022-2027 Annual Rate	0.47%	0.18%	0.33%
2022 Average Household Size	2.41	2.38	2.34

The household count in this area has changed from 77,803 in 2020 to 79,274 in the current year, a change of 0.84% annually. The five-year projection of households is 80,577, a change of 0.33% annually from the current year total. Average household size is currently 2.34, compared to 2.34 in the year 2020. The number of families in the current year is 46,711 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.



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Mortgage Income			
2022 Percent of Income for Mortgage	19.1%	14.9%	16.0%
Median Household Income			
2022 Median Household Income	\$51,981	\$69,613	\$67,230
2027 Median Household Income	\$62,994	\$81,922	\$79,190
2022-2027 Annual Rate	3.92%	3.31%	3.33%
Average Household Income			
2022 Average Household Income	\$86,013	\$96,524	\$97,128
2027 Average Household Income	\$101,582	\$112,726	\$112,815
2022-2027 Annual Rate	3.38%	3.15%	3.04%
Per Capita Income			
2022 Per Capita Income	\$35,324	\$39,577	\$40,864
2027 Per Capita Income	\$41,643	\$46,084	\$47,279
2022-2027 Annual Rate	3.35%	3.09%	2.96%

Households by Income

Current median household income is \$67,230 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$79,190 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$97,128 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$112,815 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$40,864 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$47,279 in five years, compared to \$47,064 for all U.S. households

Housing			
2022 Housing Affordability Index	120	154	144
2010 Total Housing Units	4,920	33,777	78,352
2010 Owner Occupied Housing Units	1,765	18,742	43,714
2010 Renter Occupied Housing Units	2,402	12,157	27,453
2010 Vacant Housing Units	752	2,878	7,186
2020 Total Housing Units	5,007	36,110	85,896
2020 Vacant Housing Units	590	3,273	8,093
2022 Total Housing Units	5,179	36,755	87,675
2022 Owner Occupied Housing Units	2,075	20,982	49,157
2022 Renter Occupied Housing Units	2,451	12,292	30,118
2022 Vacant Housing Units	652	3,481	8,401
2027 Total Housing Units	5,337	37,389	89,703
2027 Owner Occupied Housing Units	2,181	21,453	50,689
2027 Renter Occupied Housing Units	2,454	12,119	29,888
2027 Vacant Housing Units	702	3,817	9,126

Currently, 56.1% of the 87,675 housing units in the area are owner occupied; 34.4%, renter occupied; and 9.6% are vacant. Currently, in the U.S., 58.2% of the housing units in the area are owner occupied; 31.8% are renter occupied; and 10.0% are vacant. In 2020, there were 85,896 housing units in the area and 9.4% vacant housing units. The annual rate of change in housing units since 2020 is 0.92%. Median home value in the area is \$204,245, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 3.24% annually to \$239,586.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.