Community Profile

308 S Bryant Ave, Edmond, Oklahoma, 73034

Rings: 1, 3, 5 mile radii

Prepared by Esri

Latitude: 35.65083

Longitude: -97.46039

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	9,225	57,367	86,336
2010 Total Population	10,399	64,024	109,241
2020 Total Population	11,320	71,878	126,067
2020 Group Quarters	922	2,250	2,526
2025 Total Population	11,740	75,249	134,037
2020-2025 Annual Rate	0.73%	0.92%	1.23%
2020 Total Daytime Population	12,671	73,727	124,884
Workers	7,083	37,461	61,371
Residents	5,588	36,266	63,513
Household Summary			
2000 Households	3,716	21,245	31,662
2000 Average Household Size	2.23	2.56	2.63
2010 Households	4,300	25,414	42,032
2010 Average Household Size	2.20	2.43	2.54
2020 Households	4,678	28,497	48,044
2020 Average Household Size	2.22	2.44	2.57
2025 Households	4,851	29,803	50,875
2025 Average Household Size	2.23	2.45	2.58
2020-2025 Annual Rate	0.73%	0.90%	1.15%
2010 Families	2,174	16,349	29,068
2010 Average Family Size	2.85	2.96	3.02
2020 Families	2,310	18,139	33,048
2020 Average Family Size	2.87	2.98	3.07
2025 Families	2,383	18,919	34,986
2025 Average Family Size	2.88	2.98	3.08
2020-2025 Annual Rate	0.62%	0.85%	1.15%
Housing Unit Summary			
2000 Housing Units	4,045	22,271	33,136
Owner Occupied Housing Units	42.6%	64.6%	69.8%
Renter Occupied Housing Units	49.2%	30.8%	25.8%
Vacant Housing Units	8.1%	4.6%	4.4%
2010 Housing Units	4,641	26,889	44,347
Owner Occupied Housing Units	38.6%	58.8%	66.9%
Renter Occupied Housing Units	54.1%	35.7%	27.9%
Vacant Housing Units	7.3%	5.5%	5.2%
2020 Housing Units	4,998	29,845	50,232
Owner Occupied Housing Units	36.8%	57.8%	66.1%
Renter Occupied Housing Units	56.8%	37.7%	29.6%
Vacant Housing Units	6.4%	4.5%	4.4%
2025 Housing Units	5,160	31,080	52,972
Owner Occupied Housing Units	36.1%	57.5%	66.2%
Renter Occupied Housing Units	57.9%	38.4%	29.9%
Vacant Housing Units	6.0%	4.1%	4.0%
Median Household Income			
2020	$52,735	$68,284	$79,656
2025	$53,996	$72,062	$84,483
Median Home Value			
2020	$237,564	$220,038	$245,464
2025	$267,458	$248,150	$286,451
Per Capita Income			
2020	$33,059	$38,845	$42,726
2025	$33,799	$42,262	$47,260
Median Age			
2010	25.6	32.4	34.2
2020	28.3	34.0	35.8
2025	28.9	35.2	36.7

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Households by Income			
Household Income Base	4,678	28,497	48,044
<$15,000	14.4%	9.8%	7.1%
$15,000 - $24,999	10.3%	7.7%	6.4%
$25,000 - $34,999	8.4%	7.0%	5.8%
$35,000 - $49,999	14.7%	11.9%	10.6%
$50,000 - $74,999	14.0%	17.1%	17.0%
$75,000 - $99,999	11.2%	13.2%	13.5%
$100,000 - $149,999	13.4%	15.9%	18.1%
$150,000 - $199,999	6.6%	7.5%	8.9%
$200,000+	6.8%	9.9%	12.6%
Average Household Income	$80,157	$98,327	$111,643
2025 Households by Income			
Household Income Base	4,851	29,803	50,875
<$15,000	13.8%	9.4%	6.7%
$15,000 - $24,999	9.9%	7.3%	5.9%
$25,000 - $34,999	8.1%	6.6%	5.4%
$35,000 - $49,999	15.0%	11.4%	9.9%
$50,000 - $74,999	14.7%	16.7%	16.2%
$75,000 - $99,999	11.8%	13.1%	13.2%
$100,000 - $149,999	14.2%	16.3%	18.2%
$150,000 - $199,999	6.6%	8.0%	9.6%
$200,000+	5.9%	11.1%	14.9%
Average Household Income	$81,894	$107,181	$123,949
2020 Owner Occupied Housing Units by Value			
Total	1,839	17,246	33,174
<$50,000	3.0%	1.8%	1.2%
$50,000 - $99,999	1.9%	3.1%	2.3%
$100,000 - $149,999	7.7%	17.5%	13.4%
$150,000 - $199,999	21.6%	21.8%	21.0%
$200,000 - $249,999	21.1%	14.4%	13.3%
$250,000 - $299,999	17.7%	12.0%	11.8%
$300,000 - $399,999	18.9%	15.2%	16.3%
$400,000 - $499,999	1.4%	5.5%	8.1%
$500,000 - $749,999	4.1%	5.9%	7.5%
$750,000 - $999,999	2.3%	1.5%	3.1%
$1,000,000 - $1,499,999	0.0%	0.7%	1.2%
$1,500,000 - $1,999,999	0.4%	0.2%	0.5%
$2,000,000 +	0.0%	0.3%	0.3%
Average Home Value	$271,044	$274,801	$314,900
2025 Owner Occupied Housing Units by Value			
Total	1,865	17,871	35,040
<$50,000	1.2%	1.1%	0.7%
$50,000 - $99,999	0.9%	2.1%	1.4%
$100,000 - $149,999	4.6%	14.1%	10.1%
$150,000 - $199,999	17.2%	19.7%	17.5%
$200,000 - $249,999	19.5%	13.5%	11.6%
$250,000 - $299,999	19.2%	11.8%	12.0%
$300,000 - $399,999	23.1%	17.3%	18.7%
$400,000 - $499,999	2.0%	7.4%	10.9%
$500,000 - $749,999	6.7%	8.4%	9.7%
$750,000 - $999,999	4.6%	2.4%	4.1%
$1,000,000 - $1,499,999	0.0%	1.3%	1.9%
$1,500,000 - $1,999,999	1.1%	0.4%	0.9%
$2,000,000 +	0.0%	0.5%	0.5%
Average Home Value	$324,356	$318,545	$365,720

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

February 02, 2021

Community Profile

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Rings: 1, 3, 5 mile radii   Latitude: 35.65083
        Longitude: -97.46039

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	10,399	64,026	109,240
0 - 4	5.1%	6.1%	6.6%
5 - 9	4.9%	6.3%	7.0%
10 - 14	4.9%	6.6%	7.1%
15 - 24	34.1%	20.6%	16.8%
25 - 34	14.2%	13.5%	13.5%
35 - 44	8.9%	10.8%	12.4%
45 - 54	10.0%	13.4%	14.3%
55 - 64	9.0%	11.4%	11.6%
65 - 74	5.0%	6.2%	6.0%
75 - 84	2.9%	3.6%	3.3%
85 +	1.0%	1.6%	1.4%
18 +	82.4%	77.1%	75.1%
2020 Population by Age			
Total	11,320	71,877	126,065
0 - 4	4.9%	5.6%	6.0%
5 - 9	4.6%	5.6%	6.4%
10 - 14	4.1%	5.8%	6.7%
15 - 24	28.6%	18.7%	15.8%
25 - 34	20.6%	15.7%	14.0%
35 - 44	9.4%	10.7%	12.4%
45 - 54	7.5%	10.6%	12.0%
55 - 64	8.6%	11.7%	12.1%
65 - 74	6.8%	9.1%	8.9%
75 - 84	3.4%	4.4%	4.0%
85 +	1.3%	2.1%	1.7%
18 +	84.0%	79.5%	77.1%
2025 Population by Age			
Total	11,739	75,247	134,037
0 - 4	5.1%	5.7%	6.1%
5 - 9	4.6%	5.5%	6.2%
10 - 14	4.2%	5.6%	6.5%
15 - 24	27.5%	17.8%	15.1%
25 - 34	18.9%	15.1%	13.9%
35 - 44	11.9%	11.8%	13.0%
45 - 54	7.3%	10.4%	11.7%
55 - 64	7.8%	10.5%	11.1%
65 - 74	7.1%	9.7%	9.6%
75 - 84	4.0%	5.5%	5.1%
85 +	1.5%	2.3%	1.9%
18 +	84.0%	80.0%	77.6%
2010 Population by Sex			
Males	5,101	30,678	52,764
Females	5,298	33,346	56,477
2020 Population by Sex			
Males	5,585	34,608	61,103
Females	5,734	37,270	64,964
2025 Population by Sex			
Males	5,755	36,244	64,961
Females	5,985	39,005	69,076

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

February 02, 2021

308 S Bryant Ave, Edmond, Oklahoma, 73034
Rings: 1, 3, 5 mile radii

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2010 Population by Race/Ethnicity			
Total	10,399	64,025	109,241
White Alone	75.9%	80.8%	80.7%
Black Alone	6.7%	6.6%	7.0%
American Indian Alone	3.4%	2.7%	2.4%
Asian Alone	6.4%	3.5%	3.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.4%	2.0%	1.6%
Two or More Races	4.1%	4.4%	4.2%
Hispanic Origin	7.6%	5.5%	4.9%
Diversity Index	49.6	41.0	40.3
2020 Population by Race/Ethnicity			
Total	11,321	71,877	126,068
White Alone	71.1%	77.3%	77.3%
Black Alone	7.2%	7.0%	7.6%
American Indian Alone	3.5%	2.8%	2.5%
Asian Alone	7.9%	4.4%	5.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.1%	2.9%	2.4%
Two or More Races	5.0%	5.4%	5.1%
Hispanic Origin	11.2%	7.9%	7.0%
Diversity Index	58.5	48.3	47.3
2025 Population by Race/Ethnicity			
Total	11,741	75,250	134,036
White Alone	70.9%	77.2%	77.2%
Black Alone	7.3%	7.0%	7.6%
American Indian Alone	3.5%	2.8%	2.5%
Asian Alone	7.9%	4.4%	5.0%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	5.3%	3.0%	2.4%
Two or More Races	5.0%	5.4%	5.2%
Hispanic Origin	11.5%	8.1%	7.2%
Diversity Index	58.9	48.6	47.5
2010 Population by Relationship and Household Type			
Total	10,399	64,024	109,241
In Households	91.1%	96.5%	97.7%
In Family Households	60.9%	76.9%	81.7%
Householder	20.7%	25.5%	26.6%
Spouse	15.1%	19.9%	21.6%
Child	21.2%	27.9%	30.0%
Other relative	2.5%	2.2%	2.2%
Nonrelative	1.4%	1.4%	1.2%
In Nonfamily Households	30.3%	19.6%	15.9%
In Group Quarters	8.9%	3.5%	2.3%
Institutionalized Population	0.1%	0.4%	0.5%
Noninstitutionalized Population	8.8%	3.1%	1.8%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Population 25+ by Educational Attainment			
Total	6,534	46,162	82,078
Less than 9th Grade	0.8%	0.9%	0.9%
9th - 12th Grade, No Diploma	1.7%	2.1%	1.8%
High School Graduate	11.9%	14.2%	12.8%
GED/Alternative Credential	3.6%	2.1%	1.9%
Some College, No Degree	23.2%	21.4%	20.9%
Associate Degree	7.1%	6.8%	6.3%
Bachelor's Degree	30.7%	29.9%	31.9%
Graduate/Professional Degree	21.0%	22.6%	23.4%
2020 Population 15+ by Marital Status			
Total	9,766	59,581	101,954
Never Married	47.3%	33.7%	29.2%
Married	41.9%	52.1%	56.9%
Widowed	2.6%	4.9%	4.7%
Divorced	8.1%	9.3%	9.2%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,557	39,596	68,656
Population 16+ Employed	88.3%	90.4%	91.3%
Population 16+ Unemployment rate	11.7%	9.6%	8.7%
Population 16-24 Employed	29.3%	18.8%	15.6%
Population 16-24 Unemployment rate	17.3%	16.4%	15.4%
Population 25-54 Employed	53.8%	57.2%	59.9%
Population 25-54 Unemployment rate	9.5%	8.2%	7.6%
Population 55-64 Employed	11.0%	15.8%	16.8%
Population 55-64 Unemployment rate	8.6%	7.2%	6.7%
Population 65+ Employed	5.9%	8.2%	7.7%
Population 65+ Unemployment rate	7.3%	6.7%	6.6%
2020 Employed Population 16+ by Industry			
Total	5,790	35,789	62,676
Agriculture/Mining	2.8%	3.6%	4.4%
Construction	4.9%	5.1%	4.9%
Manufacturing	2.7%	4.8%	5.1%
Wholesale Trade	1.5%	2.0%	2.4%
Retail Trade	13.1%	10.5%	10.0%
Transportation/Utilities	3.5%	4.2%	4.2%
Information	1.3%	1.4%	1.5%
Finance/Insurance/Real Estate	11.3%	8.8%	8.7%
Services	55.3%	54.4%	52.6%
Public Administration	3.7%	5.2%	6.1%
2020 Employed Population 16+ by Occupation			
Total	5,790	35,788	62,676
White Collar	64.9%	70.6%	74.1%
Management/Business/Financial	15.3%	18.6%	19.9%
Professional	25.0%	28.4%	30.4%
Sales	13.6%	11.4%	11.7%
Administrative Support	11.1%	12.3%	12.1%
Services	23.4%	16.7%	14.1%
Blue Collar	11.7%	12.7%	11.8%
Farming/Forestry/Fishing	0.2%	0.3%	0.2%
Construction/Extraction	2.5%	2.8%	3.0%
Installation/Maintenance/Repair	2.1%	2.7%	2.5%
Production	2.4%	2.9%	2.7%
Transportation/Material Moving	4.5%	3.9%	3.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	4,301	25,415	42,032
Households with 1 Person	32.6%	26.1%	23.3%
Households with 2+ People	67.4%	73.9%	76.7%
Family Households	50.5%	64.3%	69.2%
Husband-wife Families	36.8%	50.3%	56.2%
With Related Children	15.3%	21.8%	26.1%
Other Family (No Spouse Present)	13.8%	14.0%	13.0%
Other Family with Male Householder	3.8%	3.6%	3.4%
With Related Children	1.8%	1.9%	1.9%
Other Family with Female Householder	10.0%	10.4%	9.6%
With Related Children	6.4%	7.1%	6.5%
Nonfamily Households	16.9%	9.5%	7.6%
All Households with Children	23.8%	31.1%	34.8%
Multigenerational Households	1.2%	1.8%	2.1%
Unmarried Partner Households	5.7%	4.4%	4.0%
Male-female	5.1%	3.8%	3.5%
Same-sex	0.5%	0.6%	0.5%
2010 Households by Size			
Total	4,299	25,416	42,033
1 Person Household	32.6%	26.1%	23.3%
2 Person Household	36.5%	36.5%	36.0%
3 Person Household	15.2%	16.5%	17.1%
4 Person Household	10.3%	13.2%	14.9%
5 Person Household	3.7%	5.3%	6.0%
6 Person Household	1.3%	1.7%	2.0%
7 + Person Household	0.4%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	4,300	25,414	42,032
Owner Occupied	41.6%	62.2%	70.6%
Owned with a Mortgage/Loan	29.3%	46.7%	55.0%
Owned Free and Clear	12.3%	15.5%	15.6%
Renter Occupied	58.4%	37.8%	29.4%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	120	165	172
Percent of Income for Mortgage	18.8%	13.5%	12.9%
Wealth Index	71	122	145
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,641	26,889	44,347
Housing Units Inside Urbanized Area	100.0%	99.0%	96.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.0%	3.8%
2010 Population By Urban/ Rural Status			
Total Population	10,399	64,024	109,241
Population Inside Urbanized Area	100.0%	98.9%	95.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.1%	4.1%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
1.	College Towns (14B)	College Towns (14B)	College Towns (14B)
2.	Young and Restless (11B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
3.	Emerald City (8B)	Young and Restless (11B)	Professional Pride (1B)
2020 Consumer Spending			
Apparel & Services: Total $	$9,682,764	$68,541,913	$129,614,812
Average Spent	$2,069.85	$2,405.23	$2,697.84
Spending Potential Index	96	112	126
Education: Total $	$8,037,643	$58,666,617	$111,235,865
Average Spent	$1,718.18	$2,058.69	$2,315.29
Spending Potential Index	96	115	129
Entertainment/Recreation: Total $	$13,404,001	$99,987,414	$190,895,286
Average Spent	$2,865.33	$3,508.70	$3,973.34
Spending Potential Index	88	108	122
Food at Home: Total $	$22,810,824	$164,335,219	$309,922,096
Average Spent	$4,876.19	$5,766.76	$6,450.80
Spending Potential Index	91	108	121
Food Away from Home: Total $	$16,852,935	$119,200,255	$225,285,383
Average Spent	$3,602.59	$4,182.91	$4,689.15
Spending Potential Index	96	111	124
Health Care: Total $	$22,937,444	$174,185,101	$332,868,748
Average Spent	$4,903.26	$6,112.40	$6,928.41
Spending Potential Index	85	106	121
HH Furnishings & Equipment: Total $	$9,196,592	$68,778,836	$131,972,136
Average Spent	$1,965.92	$2,413.55	$2,746.90
Spending Potential Index	90	110	126
Personal Care Products & Services: Total $	$4,027,218	$29,249,799	$55,734,905
Average Spent	$860.88	$1,026.42	$1,160.08
Spending Potential Index	94	112	126
Shelter: Total $	$84,545,203	$608,703,970	$1,148,780,440
Average Spent	$18,072.94	$21,360.28	$23,911.01
Spending Potential Index	93	110	123
Support Payments/Cash Contributions/Gifts in Kind: Total $	$9,392,415	$72,528,113	$140,742,936
Average Spent	$2,007.78	$2,545.11	$2,929.46
Spending Potential Index	86	109	125
Travel: Total $	$9,369,444	$74,196,005	$144,197,541
Average Spent	$2,002.87	$2,603.64	$3,001.36
Spending Potential Index	83	108	125
Vehicle Maintenance & Repairs: Total $	$5,392,535	$37,466,474	$69,881,877
Average Spent	$1,152.74	$1,314.75	$1,454.54
Spending Potential Index	99	113	126

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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