Nichols Hills Crossing
7310 N Western Ave, Oklahoma City, Oklahoma, 73116
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 35.54610
Longitude: -97.52921

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,680	62,430	166,474
2010 Total Population	5,250	61,841	167,451
2020 Total Population	5,644	66,083	179,398
2020 Group Quarters	0	650	3,442
2025 Total Population	5,859	68,366	185,391
2020-2025 Annual Rate	0.75%	0.68%	0.66%
2020 Total Daytime Population	10,541	94,485	239,475
Workers	7,740	61,536	148,311
Residents	2,801	32,949	91,164
Household Summary			
2000 Households	2,344	28,566	75,734
2000 Average Household Size	2.42	2.15	2.15
2010 Households	2,188	28,116	75,708
2010 Average Household Size	2.40	2.18	2.17
2020 Households	2,322	29,599	80,337
2020 Average Household Size	2.43	2.21	2.19
2025 Households	2,398	30,489	82,866
2025 Average Household Size	2.44	2.22	2.20
2020-2025 Annual Rate	0.65%	0.59%	0.62%
2010 Families	1,373	14,847	39,136
2010 Average Family Size	3.04	2.92	2.95
2020 Families	1,433	15,351	40,431
2020 Average Family Size	3.09	2.97	2.99
2025 Families	1,474	15,724	41,328
2025 Average Family Size	3.11	2.99	3.00
2020-2025 Annual Rate	0.57%	0.48%	0.44%
Housing Unit Summary			
2000 Housing Units	2,571	31,794	85,447
Owner Occupied Housing Units	62.9%	56.3%	48.3%
Renter Occupied Housing Units	28.3%	33.6%	40.3%
Vacant Housing Units	8.8%	10.2%	11.4%
2010 Housing Units	2,469	31,657	86,203
Owner Occupied Housing Units	57.4%	53.8%	45.9%
Renter Occupied Housing Units	31.2%	35.0%	41.9%
Vacant Housing Units	11.4%	11.2%	12.2%
2020 Housing Units	2,603	33,516	91,704
Owner Occupied Housing Units	55.3%	51.8%	44.2%
Renter Occupied Housing Units	33.9%	36.5%	43.4%
Vacant Housing Units	10.8%	11.7%	12.4%
2025 Housing Units	2,679	34,478	94,413
Owner Occupied Housing Units	54.8%	51.3%	43.8%
Renter Occupied Housing Units	34.7%	37.2%	43.9%
Vacant Housing Units	10.5%	11.6%	12.2%
Median Household Income			
2020	$70,816	$53,283	$49,011
2025	$75,842	$55,191	$51,041
Median Home Value			
2020	$428,889	$163,361	$149,726
2025	$469,519	$192,832	$173,137
Per Capita Income			
2020	$57,530	$38,219	$33,014
2025	$61,155	$40,624	$35,187
Median Age			
2010	37.3	35.8	34.7
2020	39.3	38.1	37.0
2025	40.2	39.2	37.9

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	2,322	29,599	80,337
<$15,000	13.3%	10.2%	13.0%
$15,000 - $24,999	7.5%	10.3%	11.2%
$25,000 - $34,999	7.4%	9.8%	11.2%
$35,000 - $49,999	12.1%	16.0%	15.3%
$50,000 - $74,999	11.2%	19.9%	19.1%
$75,000 - $99,999	8.2%	11.2%	11.0%
$100,000 - $149,999	11.0%	10.0%	9.7%
$150,000 - $199,999	5.3%	4.2%	3.6%
$200,000+	24.1%	8.5%	5.9%
Average Household Income	$140,566	$85,095	$73,741
2025 Households by Income			
Household Income Base	2,398	30,489	82,866
<$15,000	12.3%	9.6%	12.2%
$15,000 - $24,999	7.2%	9.7%	10.7%
$25,000 - $34,999	7.1%	9.4%	10.8%
$35,000 - $49,999	11.8%	15.6%	15.0%
$50,000 - $74,999	11.2%	20.1%	19.3%
$75,000 - $99,999	8.4%	11.7%	11.5%
$100,000 - $149,999	11.6%	10.7%	10.4%
$150,000 - $199,999	5.5%	4.6%	4.0%
$200,000+	24.9%	8.7%	6.1%
Average Household Income	$150,115	$90,833	$78,812
2020 Owner Occupied Housing Units by Value			
Total	1,439	17,359	40,572
<$50,000	7.9%	3.4%	4.6%
$50,000 - $99,999	10.9%	17.2%	19.4%
$100,000 - $149,999	4.0%	25.2%	26.1%
$150,000 - $199,999	2.8%	15.5%	16.8%
$200,000 - $249,999	6.0%	6.9%	7.6%
$250,000 - $299,999	5.9%	6.0%	6.3%
$300,000 - $399,999	9.8%	7.7%	6.4%
$400,000 - $499,999	9.4%	5.1%	4.5%
$500,000 - $749,999	14.7%	6.2%	4.2%
$750,000 - $999,999	10.6%	3.0%	2.1%
$1,000,000 - $1,499,999	10.1%	1.7%	1.0%
$1,500,000 - $1,999,999	3.8%	0.7%	0.3%
$2,000,000 +	4.2%	1.3%	0.7%
Average Home Value	$598,281	$282,815	$232,883
2025 Owner Occupied Housing Units by Value			
Total	1,468	17,671	41,368
<$50,000	7.4%	2.6%	3.7%
$50,000 - $99,999	8.7%	12.3%	15.1%
$100,000 - $149,999	2.8%	22.2%	23.5%
$150,000 - $199,999	2.1%	15.0%	16.8%
$200,000 - $249,999	4.4%	7.2%	8.0%
$250,000 - $299,999	5.3%	7.3%	7.9%
$300,000 - $399,999	10.5%	10.0%	8.1%
$400,000 - $499,999	12.7%	6.7%	5.8%
$500,000 - $749,999	13.1%	7.9%	5.5%
$750,000 - $999,999	12.4%	4.1%	3.0%
$1,000,000 - $1,499,999	11.3%	2.2%	1.4%
$1,500,000 - $1,999,999	4.3%	0.8%	0.4%
$2,000,000 +	5.0%	1.8%	0.9%
Average Home Value	$654,223	$330,949	$269,512

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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Latitude: 35.54610
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	1 mile	3 miles	5 miles
2010 Population by Age			
Total	5,252	61,842	167,452
0 - 4	6.9%	7.1%	7.2%
5 - 9	7.6%	6.1%	6.0%
10 - 14	7.6%	5.6%	5.4%
15 - 24	11.9%	12.0%	14.0%
25 - 34	13.2%	18.2%	17.9%
35 - 44	11.7%	11.7%	12.0%
45 - 54	14.2%	13.2%	13.4%
55 - 64	13.6%	12.2%	11.4%
65 - 74	7.3%	6.8%	6.4%
75 - 84	4.1%	4.8%	4.4%
85 +	1.7%	2.2%	2.0%
18 +	73.4%	78.0%	78.3%
2020 Population by Age			
Total	5,644	66,084	179,396
0 - 4	6.6%	6.4%	6.5%
5 - 9	6.6%	6.0%	6.1%
10 - 14	6.5%	5.9%	5.9%
15 - 24	12.9%	11.6%	12.6%
25 - 34	11.6%	15.3%	15.9%
35 - 44	13.1%	14.0%	13.9%
45 - 54	11.2%	10.9%	11.2%
55 - 64	13.5%	12.3%	11.9%
65 - 74	10.7%	9.9%	9.3%
75 - 84	5.2%	5.1%	4.6%
85 +	2.0%	2.6%	2.2%
18 +	76.1%	78.4%	78.4%
2025 Population by Age			
Total	5,859	68,363	185,390
0 - 4	6.5%	6.4%	6.4%
5 - 9	6.8%	5.9%	5.9%
10 - 14	6.5%	5.8%	5.7%
15 - 24	11.9%	12.1%	13.2%
25 - 34	11.7%	14.1%	14.6%
35 - 44	13.2%	13.9%	13.9%
45 - 54	12.1%	11.4%	11.5%
55 - 64	11.4%	11.0%	10.8%
65 - 74	11.5%	10.5%	10.0%
75 - 84	6.1%	6.2%	5.7%
85 +	2.2%	2.6%	2.2%
18 +	76.7%	78.7%	78.7%
2010 Population by Sex			
Males	2,488	29,610	80,955
Females	2,762	32,231	86,496
2020 Population by Sex			
Males	2,702	31,797	87,187
Females	2,942	34,286	92,211
2025 Population by Sex			
Males	2,811	32,910	90,050
Females	3,048	35,456	95,341

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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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	5,252	61,841	167,450
White Alone	60.8%	60.1%	57.6%
Black Alone	27.7%	23.8%	24.1%
American Indian Alone	2.2%	2.9%	2.9%
Asian Alone	1.2%	3.1%	3.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.6%	4.9%	6.3%
Two or More Races	4.4%	5.1%	5.2%
Hispanic Origin	7.1%	9.1%	12.0%
Diversity Index	61.2	65.0	69.1
2020 Population by Race/Ethnicity			
Total	5,643	66,083	179,398
White Alone	56.7%	55.5%	53.1%
Black Alone	29.1%	24.8%	24.8%
American Indian Alone	2.3%	3.0%	2.9%
Asian Alone	1.4%	3.7%	4.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.2%	7.0%	8.5%
Two or More Races	5.2%	6.0%	6.1%
Hispanic Origin	9.9%	12.6%	15.9%
Diversity Index	66.6	71.0	74.6
2025 Population by Race/Ethnicity			
Total	5,858	68,366	185,391
White Alone	56.0%	55.0%	52.7%
Black Alone	29.6%	25.2%	25.1%
American Indian Alone	2.3%	3.0%	2.9%
Asian Alone	1.4%	3.6%	4.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.4%	7.2%	8.6%
Two or More Races	5.3%	6.0%	6.1%
Hispanic Origin	10.1%	12.8%	16.1%
Diversity Index	67.1	71.4	74.9
2010 Population by Relationship and Household Type			
Total	5,250	61,841	167,451
In Households	100.0%	98.9%	97.9%
In Family Households	81.4%	72.4%	71.2%
Householder	26.1%	24.0%	23.3%
Spouse	17.6%	15.4%	14.6%
Child	32.2%	27.1%	26.8%
Other relative	3.6%	3.7%	4.1%
Nonrelative	1.8%	2.2%	2.4%
In Nonfamily Households	18.6%	26.5%	26.7%
In Group Quarters	0.0%	1.1%	2.1%
Institutionalized Population	0.0%	0.9%	1.1%
Noninstitutionalized Population	0.0%	0.2%	0.9%

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	3,807	46,288	123,872
Less than 9th Grade	0.8%	2.8%	3.8%
9th - 12th Grade, No Diploma	6.4%	5.5%	6.1%
High School Graduate	14.3%	17.9%	19.4%
GED/Alternative Credential	2.3%	3.3%	3.5%
Some College, No Degree	17.9%	21.4%	22.8%
Associate Degree	4.7%	6.9%	6.8%
Bachelor's Degree	26.9%	25.2%	23.0%
Graduate/Professional Degree	26.7%	17.0%	14.6%
2020 Population 15+ by Marital Status			
Total	4,530	53,947	146,401
Never Married	28.6%	39.2%	40.6%
Married	52.1%	40.8%	38.9%
Widowed	5.1%	5.5%	6.0%
Divorced	14.3%	14.5%	14.6%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,108	36,610	98,253
Population 16+ Employed	91.8%	90.4%	89.5%
Population 16+ Unemployment rate	8.2%	9.6%	10.5%
Population 16-24 Employed	12.1%	11.4%	13.2%
Population 16-24 Unemployment rate	12.4%	15.7%	16.2%
Population 25-54 Employed	56.3%	62.6%	63.6%
Population 25-54 Unemployment rate	8.1%	9.2%	9.9%
Population 55-64 Employed	17.7%	16.4%	15.0%
Population 55-64 Unemployment rate	7.5%	8.0%	9.1%
Population 65+ Employed	14.0%	9.6%	8.2%
Population 65+ Unemployment rate	5.7%	6.9%	7.5%
2020 Employed Population 16+ by Industry			
Total	2,852	33,102	87,948
Agriculture/Mining	6.4%	4.7%	3.3%
Construction	3.7%	5.2%	6.2%
Manufacturing	3.6%	5.6%	6.3%
Wholesale Trade	2.5%	2.0%	2.3%
Retail Trade	11.5%	9.1%	10.0%
Transportation/Utilities	4.0%	3.6%	3.4%
Information	1.4%	1.5%	1.8%
Finance/Insurance/Real Estate	12.6%	9.7%	8.7%
Services	51.0%	52.8%	52.3%
Public Administration	3.3%	5.8%	5.7%
2020 Employed Population 16+ by Occupation			
Total	2,850	33,103	87,948
White Collar	72.5%	68.1%	65.7%
Management/Business/Financial	19.8%	18.3%	16.5%
Professional	28.8%	25.4%	24.6%
Sales	12.0%	9.6%	9.7%
Administrative Support	12.0%	14.9%	14.9%
Services	15.4%	17.5%	18.3%
Blue Collar	12.0%	14.3%	16.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.6%	3.9%	4.7%
Installation/Maintenance/Repair	1.5%	2.4%	2.6%
Production	2.7%	4.1%	4.4%
Transportation/Material Moving	4.3%	3.8%	4.2%

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2010 Households by Type			
Total	2,188	28,115	75,708
Households with 1 Person	30.6%	38.1%	39.3%
Households with 2+ People	69.4%	61.9%	60.7%
Family Households	62.8%	52.8%	51.7%
Husband-wife Families	42.5%	33.9%	32.4%
With Related Children	17.7%	13.1%	13.1%
Other Family (No Spouse Present)	20.2%	19.0%	19.3%
Other Family with Male Householder	4.5%	4.7%	4.9%
With Related Children	2.7%	2.6%	2.7%
Other Family with Female Householder	15.7%	14.2%	14.5%
With Related Children	11.1%	9.5%	9.6%
Nonfamily Households	6.7%	9.1%	9.0%
All Households with Children	31.9%	25.7%	25.8%
Multigenerational Households	3.2%	3.0%	3.0%
Unmarried Partner Households	5.9%	7.3%	7.2%
Male-female	4.9%	5.8%	5.9%
Same-sex	1.0%	1.5%	1.3%
2010 Households by Size			
Total	2,189	28,115	75,708
1 Person Household	30.6%	38.1%	39.3%
2 Person Household	33.7%	33.3%	31.9%
3 Person Household	14.4%	13.2%	13.2%
4 Person Household	11.9%	8.8%	8.6%
5 Person Household	6.1%	4.0%	4.2%
6 Person Household	2.0%	1.6%	1.7%
7 + Person Household	1.3%	1.1%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	2,188	28,116	75,708
Owner Occupied	64.8%	60.6%	52.3%
Owned with a Mortgage/Loan	40.1%	40.8%	35.2%
Owned Free and Clear	24.7%	19.8%	17.1%
Renter Occupied	35.2%	39.4%	47.7%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	91	177	178
Percent of Income for Mortgage	25.3%	12.8%	12.8%
Wealth Index	198	96	77
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,469	31,657	86,203
Housing Units Inside Urbanized Area	100.0%	99.4%	99.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.6%	0.6%
2010 Population By Urban/ Rural Status			
Total Population	5,250	61,841	167,451
Population Inside Urbanized Area	100.0%	99.4%	99.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.6%	0.7%

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

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Top 3 Tapestry Segments			
1.	City Commons (11E)	Old and Newcomers (8F)	Young and Restless (11B)
2.	Top Tier (1A)	Emerald City (8B)	Emerald City (8B)
3.	Traditional Living (12B)	Rustbelt Traditions (5D)	Old and Newcomers (8F)
2020 Consumer Spending			
Apparel & Services: Total $	$7,891,546	$61,991,333	$147,416,086
Average Spent	$3,398.60	$2,094.37	$1,834.97
Spending Potential Index	158	98	86
Education: Total $	$6,893,879	$49,357,844	$115,625,701
Average Spent	$2,968.94	$1,667.55	$1,439.26
Spending Potential Index	166	93	80
Entertainment/Recreation: Total $	$11,786,568	$90,863,425	$213,620,779
Average Spent	$5,076.04	$3,069.81	$2,659.06
Spending Potential Index	156	94	82
Food at Home: Total $	$19,300,786	$151,764,112	$360,937,432
Average Spent	$8,312.14	$5,127.34	$4,492.79
Spending Potential Index	156	96	84
Food Away from Home: Total $	$13,547,405	$107,774,343	$256,311,444
Average Spent	$5,834.37	$3,641.15	$3,190.45
Spending Potential Index	155	97	85
Health Care: Total $	$20,899,043	$162,236,507	$381,505,297
Average Spent	$9,000.45	$5,481.15	$4,748.81
Spending Potential Index	157	95	83
HH Furnishings & Equipment: Total $	$7,963,895	$62,173,711	$146,353,198
Average Spent	$3,429.76	$2,100.53	$1,821.74
Spending Potential Index	157	96	83
Personal Care Products & Services: Total $	$3,387,206	$26,666,341	$63,029,127
Average Spent	$1,458.75	$900.92	$784.56
Spending Potential Index	159	98	85
Shelter: Total $	$69,804,279	$547,862,276	$1,295,563,224
Average Spent	$30,062.14	$18,509.49	$16,126.61
Spending Potential Index	155	96	83
Support Payments/Cash Contributions/Gifts in Kind: Total $	$8,258,386	$65,716,242	$153,269,227
Average Spent	$3,556.58	$2,220.22	$1,907.83
Spending Potential Index	152	95	81
Travel: Total $	$8,591,178	$65,585,891	$151,914,787
Average Spent	$3,699.90	$2,215.81	$1,890.97
Spending Potential Index	153	92	78
Vehicle Maintenance & Repairs: Total $	$4,309,395	$34,618,023	$81,823,241
Average Spent	$1,855.90	$1,169.57	$1,018.50
Spending Potential Index	160	101	88

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