



Community Profile

Portland Plaza 2
 3601 NW 39th St, Oklahoma City, Oklahoma, 73112
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 35.51277
 Longitude: -97.58120

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	11,408	108,776	213,112
2010 Total Population	11,301	110,031	210,502
2020 Total Population	11,989	114,956	224,294
2020 Group Quarters	256	3,016	7,981
2025 Total Population	12,342	117,692	231,465
2020-2025 Annual Rate	0.58%	0.47%	0.63%
2020 Total Daytime Population	12,813	120,562	281,178
Workers	6,746	61,209	164,945
Residents	6,067	59,353	116,233
Household Summary			
2000 Households	5,587	48,667	92,010
2000 Average Household Size	1.99	2.18	2.24
2010 Households	5,284	47,296	88,892
2010 Average Household Size	2.09	2.26	2.28
2020 Households	5,519	48,631	94,163
2020 Average Household Size	2.13	2.30	2.30
2025 Households	5,665	49,571	97,118
2025 Average Household Size	2.13	2.31	2.30
2020-2025 Annual Rate	0.52%	0.38%	0.62%
2010 Families	2,585	25,162	48,541
2010 Average Family Size	2.88	3.02	3.03
2020 Families	2,624	25,304	49,934
2020 Average Family Size	2.94	3.08	3.07
2025 Families	2,668	25,635	50,957
2025 Average Family Size	2.96	3.10	3.09
2020-2025 Annual Rate	0.33%	0.26%	0.41%
Housing Unit Summary			
2000 Housing Units	6,076	54,280	103,822
Owner Occupied Housing Units	44.5%	49.5%	48.1%
Renter Occupied Housing Units	47.5%	40.1%	40.5%
Vacant Housing Units	8.0%	10.3%	11.4%
2010 Housing Units	5,918	53,307	101,999
Owner Occupied Housing Units	42.8%	47.8%	46.4%
Renter Occupied Housing Units	46.5%	40.9%	40.8%
Vacant Housing Units	10.7%	11.3%	12.9%
2020 Housing Units	6,166	55,024	108,415
Owner Occupied Housing Units	41.5%	46.7%	44.8%
Renter Occupied Housing Units	48.0%	41.6%	42.1%
Vacant Housing Units	10.5%	11.6%	13.1%
2025 Housing Units	6,305	56,003	111,544
Owner Occupied Housing Units	41.2%	46.6%	44.4%
Renter Occupied Housing Units	48.7%	41.9%	42.7%
Vacant Housing Units	10.2%	11.5%	12.9%
Median Household Income			
2020	\$42,103	\$47,639	\$48,182
2025	\$43,592	\$49,990	\$50,458
Median Home Value			
2020	\$113,528	\$132,448	\$141,612
2025	\$122,807	\$143,656	\$158,800
Per Capita Income			
2020	\$26,969	\$28,581	\$29,648
2025	\$28,051	\$30,218	\$31,623
Median Age			
2010	34.3	34.1	34.3
2020	36.6	36.4	36.4
2025	37.4	37.1	37.1

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	5,519	48,631	94,163
<\$15,000	12.3%	12.2%	13.3%
\$15,000 - \$24,999	13.1%	11.3%	11.2%
\$25,000 - \$34,999	14.5%	12.1%	11.2%
\$35,000 - \$49,999	17.9%	16.3%	15.7%
\$50,000 - \$74,999	19.4%	20.1%	19.2%
\$75,000 - \$99,999	11.6%	11.5%	11.2%
\$100,000 - \$149,999	6.2%	9.3%	9.9%
\$150,000 - \$199,999	2.2%	3.2%	3.5%
\$200,000+	2.8%	4.0%	4.8%
Average Household Income	\$58,672	\$67,191	\$70,216
2025 Households by Income			
Household Income Base	5,665	49,571	97,118
<\$15,000	11.8%	11.5%	12.5%
\$15,000 - \$24,999	12.5%	10.8%	10.7%
\$25,000 - \$34,999	14.2%	11.7%	10.9%
\$35,000 - \$49,999	17.6%	16.0%	15.3%
\$50,000 - \$74,999	19.9%	20.4%	19.4%
\$75,000 - \$99,999	12.4%	12.1%	11.8%
\$100,000 - \$149,999	6.8%	10.0%	10.7%
\$150,000 - \$199,999	2.4%	3.5%	3.8%
\$200,000+	2.4%	3.9%	4.9%
Average Household Income	\$61,239	\$71,391	\$74,985
2020 Owner Occupied Housing Units by Value			
Total	2,560	25,721	48,516
<\$50,000	3.4%	3.9%	5.0%
\$50,000 - \$99,999	37.4%	25.2%	21.2%
\$100,000 - \$149,999	33.7%	32.2%	28.7%
\$150,000 - \$199,999	14.9%	16.9%	17.7%
\$200,000 - \$249,999	1.9%	7.2%	7.6%
\$250,000 - \$299,999	3.6%	4.4%	5.4%
\$300,000 - \$399,999	0.5%	3.6%	5.3%
\$400,000 - \$499,999	0.6%	1.7%	2.9%
\$500,000 - \$749,999	2.7%	2.2%	2.8%
\$750,000 - \$999,999	1.1%	1.1%	1.8%
\$1,000,000 - \$1,499,999	0.0%	0.9%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	0.0%	0.5%	0.6%
Average Home Value	\$142,819	\$188,200	\$209,666
2025 Owner Occupied Housing Units by Value			
Total	2,596	26,112	49,475
<\$50,000	2.6%	3.0%	3.9%
\$50,000 - \$99,999	31.8%	20.0%	16.5%
\$100,000 - \$149,999	34.2%	30.9%	26.4%
\$150,000 - \$199,999	15.0%	17.4%	17.9%
\$200,000 - \$249,999	2.6%	8.4%	8.5%
\$250,000 - \$299,999	6.2%	5.8%	6.9%
\$300,000 - \$399,999	1.0%	5.0%	7.4%
\$400,000 - \$499,999	0.3%	2.2%	3.8%
\$500,000 - \$749,999	4.1%	3.1%	3.6%
\$750,000 - \$999,999	2.0%	1.8%	2.7%
\$1,000,000 - \$1,499,999	0.0%	1.3%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	0.0%	0.8%	0.8%
Average Home Value	\$165,162	\$219,504	\$243,736

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.



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2010 Population by Age			
Total	11,302	110,032	210,502
0 - 4	7.7%	7.5%	7.5%
5 - 9	5.6%	6.1%	6.3%
10 - 14	4.7%	5.3%	5.6%
15 - 24	14.1%	14.8%	14.4%
25 - 34	18.9%	17.6%	17.3%
35 - 44	12.1%	12.3%	12.3%
45 - 54	14.4%	13.2%	13.4%
55 - 64	10.5%	10.7%	10.9%
65 - 74	5.5%	5.9%	6.2%
75 - 84	4.5%	4.4%	4.2%
85 +	1.9%	2.1%	1.8%
18 +	78.9%	77.9%	77.2%
2020 Population by Age			
Total	11,990	114,956	224,293
0 - 4	6.7%	6.7%	6.7%
5 - 9	6.3%	6.3%	6.2%
10 - 14	5.9%	6.1%	6.0%
15 - 24	12.5%	13.4%	13.4%
25 - 34	16.1%	15.3%	15.7%
35 - 44	14.6%	14.2%	13.6%
45 - 54	11.7%	11.3%	11.4%
55 - 64	11.9%	11.5%	11.7%
65 - 74	8.4%	8.6%	8.7%
75 - 84	4.1%	4.4%	4.5%
85 +	2.0%	2.2%	2.1%
18 +	78.3%	77.7%	77.8%
2025 Population by Age			
Total	12,343	117,694	231,465
0 - 4	6.6%	6.7%	6.6%
5 - 9	6.1%	6.2%	6.1%
10 - 14	5.8%	6.0%	5.9%
15 - 24	13.6%	14.2%	13.8%
25 - 34	14.5%	14.2%	14.8%
35 - 44	14.6%	13.9%	13.6%
45 - 54	11.7%	11.6%	11.5%
55 - 64	11.0%	10.5%	10.7%
65 - 74	9.4%	9.4%	9.6%
75 - 84	5.0%	5.3%	5.4%
85 +	1.7%	2.1%	2.1%
18 +	78.0%	77.8%	78.0%
2010 Population by Sex			
Males	5,419	54,182	104,609
Females	5,882	55,849	105,893
2020 Population by Sex			
Males	5,829	56,920	111,896
Females	6,160	58,036	112,398
2025 Population by Sex			
Males	6,049	58,292	115,461
Females	6,294	59,400	116,003

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2010 Population by Race/Ethnicity			
Total	11,302	110,031	210,501
White Alone	67.5%	65.1%	62.9%
Black Alone	12.4%	10.1%	14.6%
American Indian Alone	3.4%	3.6%	3.5%
Asian Alone	4.4%	4.4%	3.5%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	6.4%	11.2%	10.1%
Two or More Races	5.7%	5.5%	5.3%
Hispanic Origin	15.6%	19.4%	17.6%
Diversity Index	65.1	69.9	70.3
2020 Population by Race/Ethnicity			
Total	11,989	114,956	224,294
White Alone	62.4%	59.5%	57.9%
Black Alone	12.9%	10.2%	14.9%
American Indian Alone	3.5%	3.6%	3.5%
Asian Alone	5.2%	5.2%	4.2%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	9.1%	15.0%	13.2%
Two or More Races	6.7%	6.3%	6.1%
Hispanic Origin	21.4%	25.8%	22.9%
Diversity Index	72.8	77.3	76.7
2025 Population by Race/Ethnicity			
Total	12,343	117,693	231,465
White Alone	62.1%	59.2%	57.7%
Black Alone	13.1%	10.2%	15.1%
American Indian Alone	3.5%	3.6%	3.5%
Asian Alone	5.2%	5.1%	4.2%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	9.3%	15.3%	13.4%
Two or More Races	6.7%	6.4%	6.1%
Hispanic Origin	21.8%	26.2%	23.1%
Diversity Index	73.2	77.6	76.9
2010 Population by Relationship and Household Type			
Total	11,301	110,031	210,502
In Households	97.7%	97.3%	96.2%
In Family Households	68.6%	71.9%	72.4%
Householder	22.6%	22.9%	23.0%
Spouse	13.9%	14.8%	14.8%
Child	25.4%	26.9%	27.7%
Other relative	4.0%	4.6%	4.3%
Nonrelative	2.8%	2.8%	2.6%
In Nonfamily Households	29.1%	25.3%	23.8%
In Group Quarters	2.3%	2.7%	3.8%
Institutionalized Population	1.7%	0.9%	2.0%
Noninstitutionalized Population	0.6%	1.8%	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.

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2020 Population 25+ by Educational Attainment			
Total	8,237	77,644	151,957
Less than 9th Grade	5.0%	6.9%	5.8%
9th - 12th Grade, No Diploma	6.6%	6.9%	7.2%
High School Graduate	24.7%	22.0%	20.5%
GED/Alternative Credential	3.7%	4.6%	4.5%
Some College, No Degree	23.7%	22.0%	22.3%
Associate Degree	9.2%	7.0%	7.1%
Bachelor's Degree	19.4%	19.7%	20.6%
Graduate/Professional Degree	7.8%	10.9%	12.0%
2020 Population 15+ by Marital Status			
Total	9,730	92,992	181,953
Never Married	44.3%	39.3%	39.5%
Married	33.2%	40.1%	40.1%
Widowed	6.1%	5.7%	5.5%
Divorced	16.4%	14.9%	14.9%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,640	62,770	119,172
Population 16+ Employed	89.1%	89.1%	89.2%
Population 16+ Unemployment rate	10.9%	10.9%	10.8%
Population 16-24 Employed	15.2%	14.1%	13.9%
Population 16-24 Unemployment rate	15.3%	17.0%	16.9%
Population 25-54 Employed	65.0%	63.2%	62.7%
Population 25-54 Unemployment rate	10.0%	10.1%	10.1%
Population 55-64 Employed	14.4%	15.2%	15.4%
Population 55-64 Unemployment rate	11.2%	9.4%	9.3%
Population 65+ Employed	5.4%	7.4%	8.0%
Population 65+ Unemployment rate	7.2%	7.8%	7.7%
2020 Employed Population 16+ by Industry			
Total	5,917	55,930	106,288
Agriculture/Mining	2.0%	2.9%	3.1%
Construction	9.8%	8.7%	8.1%
Manufacturing	5.5%	6.6%	7.0%
Wholesale Trade	1.9%	2.1%	2.3%
Retail Trade	11.2%	10.7%	11.0%
Transportation/Utilities	3.5%	3.6%	3.9%
Information	1.5%	1.2%	1.4%
Finance/Insurance/Real Estate	8.8%	7.4%	7.6%
Services	49.9%	51.5%	50.2%
Public Administration	5.9%	5.3%	5.4%
2020 Employed Population 16+ by Occupation			
Total	5,916	55,932	106,288
White Collar	59.4%	58.7%	59.7%
Management/Business/Financial	13.4%	13.2%	14.4%
Professional	20.1%	21.1%	21.7%
Sales	9.4%	9.8%	9.8%
Administrative Support	16.5%	14.6%	13.8%
Services	21.0%	20.8%	19.7%
Blue Collar	19.7%	20.5%	20.6%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	7.5%	7.3%	6.9%
Installation/Maintenance/Repair	2.3%	3.0%	3.1%
Production	4.5%	5.3%	5.2%
Transportation/Material Moving	5.4%	4.7%	5.3%

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 16, 2021



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2010 Households by Type			
Total	5,285	47,296	88,892
Households with 1 Person	41.1%	37.3%	36.7%
Households with 2+ People	58.9%	62.7%	63.3%
Family Households	48.9%	53.2%	54.6%
Husband-wife Families	30.0%	34.4%	35.1%
With Related Children	12.6%	15.0%	14.9%
Other Family (No Spouse Present)	18.9%	18.8%	19.5%
Other Family with Male Householder	5.4%	5.4%	5.3%
With Related Children	3.5%	3.1%	3.1%
Other Family with Female Householder	13.4%	13.4%	14.2%
With Related Children	8.9%	8.9%	9.7%
Nonfamily Households	10.0%	9.5%	8.7%
All Households with Children	25.3%	27.5%	28.1%
Multigenerational Households	2.4%	3.0%	3.2%
Unmarried Partner Households	8.7%	7.8%	7.4%
Male-female	7.5%	6.4%	6.2%
Same-sex	1.2%	1.5%	1.2%
2010 Households by Size			
Total	5,286	47,296	88,892
1 Person Household	41.1%	37.3%	36.7%
2 Person Household	31.7%	31.4%	31.6%
3 Person Household	13.0%	13.7%	13.7%
4 Person Household	7.8%	9.2%	9.4%
5 Person Household	3.7%	4.8%	5.0%
6 Person Household	1.7%	2.1%	2.2%
7 + Person Household	1.1%	1.4%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	5,284	47,296	88,892
Owner Occupied	47.9%	53.9%	53.2%
Owned with a Mortgage/Loan	31.7%	35.8%	34.8%
Owned Free and Clear	16.3%	18.1%	18.4%
Renter Occupied	52.1%	46.1%	46.8%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	195	193	184
Percent of Income for Mortgage	11.3%	11.6%	12.3%
Wealth Index	51	63	69
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,918	53,307	101,999
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	11,301	110,031	210,502
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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.

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Top 3 Tapestry Segments			
1.	Set to Impress (11D)	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)
2.	Rustbelt Traditions (5D)	Old and Newcomers (8F)	Set to Impress (11D)
3.	Traditional Living (12B)	Traditional Living (12B)	Old and Newcomers (8F)
2020 Consumer Spending			
Apparel & Services: Total \$	\$8,158,261	\$80,906,055	\$163,918,325
Average Spent	\$1,478.21	\$1,663.67	\$1,740.79
Spending Potential Index	69	78	81
Education: Total \$	\$6,251,162	\$63,243,728	\$128,350,891
Average Spent	\$1,132.66	\$1,300.48	\$1,363.07
Spending Potential Index	63	73	76
Entertainment/Recreation: Total \$	\$11,783,083	\$118,594,748	\$239,200,022
Average Spent	\$2,135.00	\$2,438.67	\$2,540.28
Spending Potential Index	66	75	78
Food at Home: Total \$	\$19,963,356	\$198,416,541	\$402,109,640
Average Spent	\$3,617.21	\$4,080.04	\$4,270.36
Spending Potential Index	68	76	80
Food Away from Home: Total \$	\$14,127,626	\$140,358,354	\$284,714,628
Average Spent	\$2,559.82	\$2,886.19	\$3,023.64
Spending Potential Index	68	77	80
Health Care: Total \$	\$21,074,334	\$212,266,249	\$428,146,685
Average Spent	\$3,818.51	\$4,364.83	\$4,546.87
Spending Potential Index	66	76	79
HH Furnishings & Equipment: Total \$	\$8,062,202	\$81,069,392	\$163,703,939
Average Spent	\$1,460.81	\$1,667.03	\$1,738.52
Spending Potential Index	67	76	80
Personal Care Products & Services: Total \$	\$3,478,170	\$34,722,540	\$70,217,163
Average Spent	\$630.22	\$714.00	\$745.70
Spending Potential Index	69	78	81
Shelter: Total \$	\$70,852,257	\$710,382,724	\$1,441,183,090
Average Spent	\$12,837.88	\$14,607.61	\$15,305.20
Spending Potential Index	66	75	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,297,736	\$85,196,433	\$171,970,786
Average Spent	\$1,503.49	\$1,751.90	\$1,826.31
Spending Potential Index	64	75	78
Travel: Total \$	\$8,192,721	\$84,489,337	\$170,554,688
Average Spent	\$1,484.46	\$1,737.36	\$1,811.27
Spending Potential Index	62	72	75
Vehicle Maintenance & Repairs: Total \$	\$4,549,970	\$45,227,773	\$91,120,818
Average Spent	\$824.42	\$930.02	\$967.69
Spending Potential Index	71	80	83

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.