



Community Profile

Rockwell Northwest
 6900 Nw Expressway, Oklahoma City, Oklahoma, 73132
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 35.55599
 Longitude: -97.63535

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	11,354	70,925	160,606
2010 Total Population	10,849	75,130	166,420
2020 Total Population	10,928	79,954	180,922
2020 Group Quarters	33	1,261	2,367
2025 Total Population	11,053	82,511	187,890
2020-2025 Annual Rate	0.23%	0.63%	0.76%
2020 Total Daytime Population	11,652	71,614	183,694
Workers	6,318	31,662	93,012
Residents	5,334	39,952	90,682
Household Summary			
2000 Households	4,689	29,340	70,200
2000 Average Household Size	2.42	2.38	2.25
2010 Households	4,443	31,482	72,423
2010 Average Household Size	2.43	2.35	2.27
2020 Households	4,450	33,172	77,713
2020 Average Household Size	2.45	2.37	2.30
2025 Households	4,490	34,115	80,347
2025 Average Household Size	2.45	2.38	2.31
2020-2025 Annual Rate	0.18%	0.56%	0.67%
2010 Families	2,814	19,849	43,013
2010 Average Family Size	3.01	2.95	2.91
2020 Families	2,749	20,673	45,616
2020 Average Family Size	3.05	2.99	2.96
2025 Families	2,754	21,214	47,055
2025 Average Family Size	3.06	3.00	2.97
2020-2025 Annual Rate	0.04%	0.52%	0.62%
Housing Unit Summary			
2000 Housing Units	5,182	31,286	75,616
Owner Occupied Housing Units	38.8%	56.8%	56.0%
Renter Occupied Housing Units	51.7%	36.9%	36.9%
Vacant Housing Units	9.5%	6.2%	7.2%
2010 Housing Units	5,208	34,418	79,765
Owner Occupied Housing Units	37.5%	55.5%	55.5%
Renter Occupied Housing Units	47.8%	36.0%	35.3%
Vacant Housing Units	14.7%	8.5%	9.2%
2020 Housing Units	5,342	36,257	85,699
Owner Occupied Housing Units	35.7%	55.8%	54.8%
Renter Occupied Housing Units	47.6%	35.7%	35.9%
Vacant Housing Units	16.7%	8.5%	9.3%
2025 Housing Units	5,415	37,217	88,448
Owner Occupied Housing Units	35.3%	56.1%	54.9%
Renter Occupied Housing Units	47.6%	35.6%	36.0%
Vacant Housing Units	17.1%	8.3%	9.2%
Median Household Income			
2020	\$44,549	\$60,552	\$58,162
2025	\$46,649	\$64,157	\$61,073
Median Home Value			
2020	\$176,021	\$170,647	\$170,222
2025	\$185,683	\$183,463	\$185,636
Per Capita Income			
2020	\$26,713	\$33,324	\$35,799
2025	\$28,903	\$36,055	\$38,606
Median Age			
2010	32.3	36.8	37.8
2020	34.2	38.5	39.4
2025	34.5	39.4	40.5

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	4,450	33,172	77,713
<\$15,000	14.0%	7.6%	8.0%
\$15,000 - \$24,999	12.5%	8.5%	9.1%
\$25,000 - \$34,999	11.4%	9.8%	9.8%
\$35,000 - \$49,999	17.0%	13.4%	14.8%
\$50,000 - \$74,999	16.0%	20.3%	19.7%
\$75,000 - \$99,999	11.6%	14.9%	13.6%
\$100,000 - \$149,999	10.8%	14.8%	13.4%
\$150,000 - \$199,999	2.9%	6.0%	5.3%
\$200,000+	3.7%	4.6%	6.3%
Average Household Income	\$65,222	\$80,721	\$83,210
2025 Households by Income			
Household Income Base	4,490	34,115	80,347
<\$15,000	13.4%	7.1%	7.5%
\$15,000 - \$24,999	11.9%	7.9%	8.5%
\$25,000 - \$34,999	11.0%	9.3%	9.3%
\$35,000 - \$49,999	16.6%	12.7%	14.2%
\$50,000 - \$74,999	16.0%	19.7%	19.4%
\$75,000 - \$99,999	12.1%	15.4%	13.9%
\$100,000 - \$149,999	11.7%	15.9%	14.4%
\$150,000 - \$199,999	3.3%	6.9%	6.0%
\$200,000+	4.1%	5.0%	6.8%
Average Household Income	\$70,782	\$87,755	\$90,188
2020 Owner Occupied Housing Units by Value			
Total	1,907	20,223	46,945
<\$50,000	1.3%	1.7%	1.9%
\$50,000 - \$99,999	1.8%	6.6%	10.5%
\$100,000 - \$149,999	23.6%	29.3%	27.7%
\$150,000 - \$199,999	44.9%	30.1%	24.6%
\$200,000 - \$249,999	12.0%	13.3%	11.4%
\$250,000 - \$299,999	6.0%	7.8%	7.6%
\$300,000 - \$399,999	4.4%	7.5%	6.9%
\$400,000 - \$499,999	1.7%	1.8%	3.8%
\$500,000 - \$749,999	0.0%	0.7%	2.8%
\$750,000 - \$999,999	4.4%	0.8%	1.5%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.0%	0.1%	0.4%
Average Home Value	\$214,334	\$199,883	\$226,875
2025 Owner Occupied Housing Units by Value			
Total	1,911	20,882	48,531
<\$50,000	0.7%	1.1%	1.2%
\$50,000 - \$99,999	1.3%	4.8%	7.8%
\$100,000 - \$149,999	17.7%	25.0%	24.2%
\$150,000 - \$199,999	42.5%	28.4%	23.5%
\$200,000 - \$249,999	13.6%	14.1%	11.8%
\$250,000 - \$299,999	7.5%	9.6%	9.0%
\$300,000 - \$399,999	6.5%	11.1%	9.6%
\$400,000 - \$499,999	2.7%	2.6%	4.9%
\$500,000 - \$749,999	0.0%	0.9%	3.6%
\$750,000 - \$999,999	7.5%	1.5%	2.4%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.4%
\$2,000,000 +	0.0%	0.2%	0.6%
Average Home Value	\$249,411	\$225,494	\$259,964

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	10,847	75,130	166,420
0 - 4	8.4%	6.7%	6.6%
5 - 9	7.6%	6.4%	6.1%
10 - 14	6.7%	6.4%	5.9%
15 - 24	14.8%	14.0%	12.9%
25 - 34	16.7%	14.3%	15.2%
35 - 44	11.5%	12.0%	11.8%
45 - 54	12.0%	13.9%	13.9%
55 - 64	10.6%	12.3%	12.3%
65 - 74	6.7%	7.1%	7.5%
75 - 84	3.7%	4.7%	5.4%
85 +	1.4%	2.2%	2.4%
18 +	73.1%	76.6%	77.9%
2020 Population by Age			
Total	10,929	79,954	180,922
0 - 4	7.7%	6.1%	5.9%
5 - 9	7.1%	6.1%	5.9%
10 - 14	6.8%	6.2%	5.9%
15 - 24	13.8%	12.5%	11.5%
25 - 34	15.8%	14.4%	14.3%
35 - 44	13.5%	13.0%	13.2%
45 - 54	9.9%	11.3%	11.5%
55 - 64	10.5%	12.7%	12.8%
65 - 74	8.3%	10.1%	10.4%
75 - 84	4.9%	5.3%	5.7%
85 +	1.8%	2.5%	2.8%
18 +	74.6%	78.3%	78.9%
2025 Population by Age			
Total	11,052	82,511	187,887
0 - 4	7.7%	6.0%	5.9%
5 - 9	7.1%	5.9%	5.8%
10 - 14	6.6%	6.0%	5.8%
15 - 24	14.0%	12.2%	11.5%
25 - 34	15.3%	13.7%	13.3%
35 - 44	13.6%	13.6%	13.7%
45 - 54	10.5%	11.4%	11.5%
55 - 64	9.1%	11.3%	11.5%
65 - 74	8.9%	10.9%	11.2%
75 - 84	5.2%	6.4%	6.8%
85 +	2.0%	2.6%	2.9%
18 +	74.8%	78.5%	79.1%
2010 Population by Sex			
Males	5,049	35,710	79,360
Females	5,800	39,420	87,060
2020 Population by Sex			
Males	5,086	38,246	86,851
Females	5,842	41,708	94,071
2025 Population by Sex			
Males	5,118	39,532	90,362
Females	5,935	42,979	97,528

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2010 Population by Race/Ethnicity			
Total	10,850	75,130	166,418
White Alone	58.1%	69.9%	72.0%
Black Alone	26.4%	14.0%	11.7%
American Indian Alone	2.8%	2.5%	2.7%
Asian Alone	3.0%	4.8%	3.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.2%	3.7%	4.8%
Two or More Races	6.3%	5.0%	4.9%
Hispanic Origin	9.1%	8.7%	10.1%
Diversity Index	65.9	57.0	56.3
2020 Population by Race/Ethnicity			
Total	10,928	79,954	180,922
White Alone	54.2%	65.4%	67.8%
Black Alone	27.0%	14.6%	12.1%
American Indian Alone	2.9%	2.6%	2.7%
Asian Alone	3.8%	6.1%	4.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.7%	5.2%	6.4%
Two or More Races	7.4%	6.0%	5.8%
Hispanic Origin	12.5%	12.1%	13.6%
Diversity Index	71.2	64.3	63.4
2025 Population by Race/Ethnicity			
Total	11,053	82,511	187,891
White Alone	54.1%	65.2%	67.7%
Black Alone	27.0%	14.6%	12.1%
American Indian Alone	2.9%	2.6%	2.8%
Asian Alone	3.8%	6.1%	4.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.8%	5.3%	6.5%
Two or More Races	7.4%	6.0%	5.9%
Hispanic Origin	12.7%	12.3%	13.8%
Diversity Index	71.4	64.6	63.7
2010 Population by Relationship and Household Type			
Total	10,849	75,130	166,420
In Households	99.7%	98.3%	98.6%
In Family Households	80.8%	79.9%	77.4%
Householder	26.1%	26.3%	25.8%
Spouse	15.9%	19.1%	18.6%
Child	32.2%	29.3%	27.5%
Other relative	3.9%	3.3%	3.3%
Nonrelative	2.7%	2.0%	2.0%
In Nonfamily Households	18.9%	18.4%	21.2%
In Group Quarters	0.3%	1.7%	1.4%
Institutionalized Population	0.2%	0.8%	0.9%
Noninstitutionalized Population	0.1%	0.9%	0.5%

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	7,060	55,350	127,815
Less than 9th Grade	1.3%	2.6%	2.7%
9th - 12th Grade, No Diploma	5.0%	4.1%	4.2%
High School Graduate	15.7%	18.7%	18.9%
GED/Alternative Credential	5.7%	4.1%	3.3%
Some College, No Degree	29.6%	24.9%	24.4%
Associate Degree	9.1%	8.9%	7.8%
Bachelor's Degree	22.3%	24.1%	25.0%
Graduate/Professional Degree	11.3%	12.6%	13.5%
2020 Population 15+ by Marital Status			
Total	8,570	65,306	148,683
Never Married	40.6%	31.8%	33.0%
Married	38.5%	49.1%	47.4%
Widowed	5.7%	6.1%	6.4%
Divorced	15.3%	13.0%	13.2%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,254	44,267	100,119
Population 16+ Employed	90.4%	90.9%	90.5%
Population 16+ Unemployment rate	9.6%	9.1%	9.5%
Population 16-24 Employed	15.4%	12.7%	11.9%
Population 16-24 Unemployment rate	14.1%	15.8%	16.0%
Population 25-54 Employed	62.1%	61.9%	61.5%
Population 25-54 Unemployment rate	8.8%	8.2%	8.7%
Population 55-64 Employed	14.4%	17.3%	17.4%
Population 55-64 Unemployment rate	8.9%	8.0%	8.5%
Population 65+ Employed	8.0%	8.1%	9.1%
Population 65+ Unemployment rate	8.1%	7.3%	7.3%
2020 Employed Population 16+ by Industry			
Total	5,655	40,228	90,620
Agriculture/Mining	1.9%	2.9%	3.3%
Construction	3.8%	5.3%	6.4%
Manufacturing	3.4%	5.9%	5.8%
Wholesale Trade	2.6%	2.7%	2.5%
Retail Trade	14.4%	13.0%	11.2%
Transportation/Utilities	4.7%	4.2%	4.1%
Information	1.8%	1.6%	1.7%
Finance/Insurance/Real Estate	7.5%	8.4%	8.8%
Services	54.0%	49.6%	50.2%
Public Administration	6.0%	6.4%	6.2%
2020 Employed Population 16+ by Occupation			
Total	5,657	40,229	90,618
White Collar	62.8%	68.3%	67.6%
Management/Business/Financial	13.7%	15.9%	16.9%
Professional	24.6%	24.7%	23.8%
Sales	10.5%	11.9%	11.0%
Administrative Support	14.1%	15.8%	15.9%
Services	21.6%	15.6%	16.1%
Blue Collar	15.6%	16.1%	16.3%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	3.9%	3.8%	4.9%
Installation/Maintenance/Repair	2.7%	3.1%	2.8%
Production	2.5%	3.6%	3.5%
Transportation/Material Moving	6.4%	5.4%	4.9%

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	4,443	31,481	72,423
Households with 1 Person	29.3%	31.1%	33.9%
Households with 2+ People	70.7%	68.9%	66.1%
Family Households	63.3%	63.1%	59.4%
Husband-wife Families	38.5%	45.8%	42.9%
With Related Children	15.3%	18.8%	16.8%
Other Family (No Spouse Present)	24.8%	17.2%	16.5%
Other Family with Male Householder	4.6%	4.2%	4.4%
With Related Children	2.8%	2.6%	2.6%
Other Family with Female Householder	20.2%	13.0%	12.2%
With Related Children	15.6%	9.1%	8.1%
Nonfamily Households	7.3%	5.9%	6.7%
All Households with Children	34.3%	30.8%	27.9%
Multigenerational Households	3.7%	3.1%	2.7%
Unmarried Partner Households	7.1%	5.4%	5.9%
Male-female	6.1%	4.7%	5.0%
Same-sex	1.0%	0.7%	0.9%
2010 Households by Size			
Total	4,443	31,482	72,423
1 Person Household	29.3%	31.0%	33.9%
2 Person Household	34.7%	34.3%	34.6%
3 Person Household	15.8%	15.2%	14.1%
4 Person Household	11.2%	11.3%	10.1%
5 Person Household	5.1%	5.1%	4.6%
6 Person Household	2.5%	1.9%	1.7%
7 + Person Household	1.4%	1.1%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	4,443	31,482	72,423
Owner Occupied	44.0%	60.6%	61.1%
Owned with a Mortgage/Loan	30.5%	44.3%	42.4%
Owned Free and Clear	13.5%	16.3%	18.7%
Renter Occupied	56.0%	39.4%	38.9%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	134	187	181
Percent of Income for Mortgage	16.5%	11.8%	12.2%
Wealth Index	67	87	93
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,208	34,418	79,765
Housing Units Inside Urbanized Area	100.0%	99.5%	99.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.5%	0.5%
2010 Population By Urban/ Rural Status			
Total Population	10,849	75,130	166,420
Population Inside Urbanized Area	100.0%	99.7%	99.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.3%	0.4%

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.	Metro Fusion (11C)	Bright Young Professionals	Rustbelt Traditions (5D)
2.	In Style (5B)	In Style (5B)	Old and Newcomers (8F)
3.	Young and Restless (11B)	Home Improvement (4B)	Midlife Constants (5E)
2020 Consumer Spending			
Apparel & Services: Total \$	\$7,232,219	\$64,589,896	\$156,432,062
Average Spent	\$1,625.22	\$1,947.12	\$2,012.95
Spending Potential Index	76	91	94
Education: Total \$	\$5,727,690	\$52,165,301	\$125,814,080
Average Spent	\$1,287.12	\$1,572.57	\$1,618.96
Spending Potential Index	72	88	91
Entertainment/Recreation: Total \$	\$10,320,084	\$96,208,571	\$233,101,909
Average Spent	\$2,319.12	\$2,900.29	\$2,999.52
Spending Potential Index	71	89	92
Food at Home: Total \$	\$17,585,719	\$158,223,711	\$384,232,218
Average Spent	\$3,951.85	\$4,769.80	\$4,944.25
Spending Potential Index	74	89	93
Food Away from Home: Total \$	\$12,585,145	\$112,873,590	\$273,013,169
Average Spent	\$2,828.12	\$3,402.68	\$3,513.10
Spending Potential Index	75	90	93
Health Care: Total \$	\$18,140,913	\$171,570,545	\$416,745,124
Average Spent	\$4,076.61	\$5,172.15	\$5,362.62
Spending Potential Index	71	90	93
HH Furnishings & Equipment: Total \$	\$7,117,352	\$66,040,550	\$159,499,982
Average Spent	\$1,599.40	\$1,990.85	\$2,052.42
Spending Potential Index	73	91	94
Personal Care Products & Services: Total \$	\$3,060,590	\$28,001,143	\$67,796,950
Average Spent	\$687.77	\$844.12	\$872.40
Spending Potential Index	75	92	95
Shelter: Total \$	\$64,288,295	\$576,118,667	\$1,393,571,645
Average Spent	\$14,446.81	\$17,367.62	\$17,932.28
Spending Potential Index	75	90	93
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,490,504	\$71,402,973	\$171,873,011
Average Spent	\$1,683.26	\$2,152.51	\$2,211.64
Spending Potential Index	72	92	94
Travel: Total \$	\$7,566,670	\$71,712,777	\$172,120,716
Average Spent	\$1,700.38	\$2,161.85	\$2,214.83
Spending Potential Index	71	90	92
Vehicle Maintenance & Repairs: Total \$	\$3,920,470	\$35,765,463	\$87,096,789
Average Spent	\$881.00	\$1,078.18	\$1,120.75
Spending Potential Index	76	93	97

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.