



Community Profile

Rings: 1, 3, 5 mile radii

3828 W Owen K Garriott Rd, Enid, OK

Latitude: 36.3913

Longitude: -97.92475

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	6,580	29,162	46,773
2010 Total Population	7,007	30,426	49,169
2019 Total Population	6,940	31,098	49,784
2019 Group Quarters	126	469	1,492
2024 Total Population	6,935	31,459	50,124
2019-2024 Annual Rate	-0.01%	0.23%	0.14%
2019 Total Daytime Population	8,436	35,320	52,427
Workers	5,146	19,530	26,576
Residents	3,290	15,790	25,851
Household Summary			
2000 Households	2,900	12,257	18,896
2000 Average Household Size	2.23	2.32	2.39
2010 Households	3,155	13,004	19,717
2010 Average Household Size	2.18	2.30	2.42
2019 Households	3,111	13,208	19,795
2019 Average Household Size	2.19	2.32	2.44
2024 Households	3,101	13,325	19,877
2024 Average Household Size	2.20	2.33	2.45
2019-2024 Annual Rate	-0.06%	0.18%	0.08%
2010 Families	1,944	8,219	12,666
2010 Average Family Size	2.76	2.89	3.00
2019 Families	1,882	8,240	12,530
2019 Average Family Size	2.79	2.92	3.04
2024 Families	1,864	8,282	12,525
2024 Average Family Size	2.80	2.93	3.06
2019-2024 Annual Rate	-0.19%	0.10%	-0.01%
Housing Unit Summary			
2000 Housing Units	3,174	13,563	21,184
Owner Occupied Housing Units	63.7%	63.6%	60.8%
Renter Occupied Housing Units	27.7%	26.8%	28.4%
Vacant Housing Units	8.6%	9.6%	10.8%
2010 Housing Units	3,412	14,261	21,925
Owner Occupied Housing Units	59.1%	61.5%	58.5%
Renter Occupied Housing Units	33.3%	29.7%	31.4%
Vacant Housing Units	7.5%	8.8%	10.1%
2019 Housing Units	3,415	14,582	22,283
Owner Occupied Housing Units	57.1%	59.5%	56.3%
Renter Occupied Housing Units	34.0%	31.1%	32.5%
Vacant Housing Units	8.9%	9.4%	11.2%
2024 Housing Units	3,428	14,710	22,416
Owner Occupied Housing Units	58.3%	60.3%	56.9%
Renter Occupied Housing Units	32.2%	30.3%	31.7%
Vacant Housing Units	9.5%	9.4%	11.3%
Median Household Income			
2019	\$55,358	\$54,952	\$49,522
2024	\$59,376	\$59,230	\$53,324
Median Home Value			
2019	\$132,896	\$143,480	\$123,866
2024	\$144,764	\$165,093	\$145,033
Per Capita Income			
2019	\$30,787	\$31,409	\$26,708
2024	\$34,903	\$34,691	\$29,754
Median Age			
2010	39.8	39.4	36.5
2019	40.7	40.4	37.8
2024	41.3	41.2	38.4

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	3,111	13,208	19,795
<\$15,000	7.5%	9.4%	10.6%
\$15,000 - \$24,999	12.9%	11.6%	13.9%
\$25,000 - \$34,999	9.1%	10.1%	11.9%
\$35,000 - \$49,999	13.2%	13.6%	13.9%
\$50,000 - \$74,999	23.9%	19.7%	19.8%
\$75,000 - \$99,999	12.6%	13.0%	11.3%
\$100,000 - \$149,999	12.0%	13.8%	11.4%
\$150,000 - \$199,999	6.9%	4.9%	3.9%
\$200,000+	1.8%	4.1%	3.3%
Average Household Income	\$69,732	\$74,215	\$67,107
2024 Households by Income			
Household Income Base	3,101	13,325	19,877
<\$15,000	6.3%	8.1%	9.1%
\$15,000 - \$24,999	11.5%	10.5%	12.6%
\$25,000 - \$34,999	8.4%	9.5%	11.2%
\$35,000 - \$49,999	12.3%	12.8%	13.3%
\$50,000 - \$74,999	23.6%	19.5%	19.9%
\$75,000 - \$99,999	13.2%	13.5%	12.0%
\$100,000 - \$149,999	12.9%	15.4%	13.1%
\$150,000 - \$199,999	9.2%	6.1%	5.0%
\$200,000+	2.6%	4.5%	3.8%
Average Household Income	\$79,274	\$82,207	\$74,969
2019 Owner Occupied Housing Units by Value			
Total	1,951	8,675	12,552
<\$50,000	3.3%	9.3%	16.5%
\$50,000 - \$99,999	19.7%	18.9%	23.5%
\$100,000 - \$149,999	41.1%	25.1%	20.9%
\$150,000 - \$199,999	24.6%	18.8%	15.4%
\$200,000 - \$249,999	4.9%	8.5%	7.1%
\$250,000 - \$299,999	3.6%	6.1%	5.4%
\$300,000 - \$399,999	2.3%	8.8%	7.2%
\$400,000 - \$499,999	0.0%	2.4%	2.0%
\$500,000 - \$749,999	0.1%	1.5%	1.4%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 - \$1,499,999	0.4%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.1%	0.0%	0.0%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$145,876	\$177,731	\$156,857
2024 Owner Occupied Housing Units by Value			
Total	1,998	8,864	12,760
<\$50,000	2.5%	7.5%	14.4%
\$50,000 - \$99,999	14.4%	14.9%	19.3%
\$100,000 - \$149,999	37.0%	21.5%	18.0%
\$150,000 - \$199,999	29.5%	20.1%	16.7%
\$200,000 - \$249,999	6.6%	9.8%	8.5%
\$250,000 - \$299,999	5.5%	7.5%	7.3%
\$300,000 - \$399,999	3.7%	12.2%	10.1%
\$400,000 - \$499,999	0.0%	3.5%	3.0%
\$500,000 - \$749,999	0.2%	2.3%	2.1%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 - \$1,499,999	0.6%	0.5%	0.4%
\$1,500,000 - \$1,999,999	0.1%	0.0%	0.0%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$161,856	\$200,663	\$179,234

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	7,006	30,423	49,169
0 - 4	6.6%	7.1%	7.9%
5 - 9	6.0%	6.6%	7.1%
10 - 14	5.5%	6.0%	6.2%
15 - 24	11.9%	11.8%	13.0%
25 - 34	14.5%	13.5%	14.2%
35 - 44	11.1%	11.0%	11.1%
45 - 54	13.2%	14.0%	13.8%
55 - 64	11.4%	12.5%	11.5%
65 - 74	8.4%	8.4%	7.5%
75 - 84	7.7%	6.3%	5.4%
85 +	3.9%	2.8%	2.4%
18 +	78.9%	76.7%	75.2%
2019 Population by Age			
Total	6,939	31,097	49,783
0 - 4	6.0%	6.5%	7.2%
5 - 9	6.0%	6.5%	7.0%
10 - 14	5.8%	6.5%	6.8%
15 - 24	10.2%	10.5%	11.8%
25 - 34	14.1%	12.9%	13.5%
35 - 44	13.0%	12.1%	12.3%
45 - 54	10.9%	11.0%	11.0%
55 - 64	12.4%	13.3%	12.6%
65 - 74	10.1%	11.0%	9.7%
75 - 84	7.3%	6.5%	5.6%
85 +	4.3%	3.2%	2.7%
18 +	79.3%	77.2%	75.5%
2024 Population by Age			
Total	6,936	31,459	50,126
0 - 4	6.0%	6.5%	7.2%
5 - 9	6.0%	6.5%	7.0%
10 - 14	6.2%	6.6%	7.0%
15 - 24	10.6%	10.9%	12.3%
25 - 34	12.1%	11.4%	12.2%
35 - 44	14.4%	12.8%	12.7%
45 - 54	10.9%	10.8%	10.7%
55 - 64	11.2%	11.8%	11.4%
65 - 74	11.1%	12.1%	10.7%
75 - 84	7.4%	7.4%	6.2%
85 +	4.1%	3.1%	2.6%
18 +	78.6%	76.7%	75.0%
2010 Population by Sex			
Males	3,388	14,792	24,081
Females	3,619	15,634	25,088
2019 Population by Sex			
Males	3,352	15,090	24,358
Females	3,588	16,008	25,426
2024 Population by Sex			
Males	3,353	15,255	24,526
Females	3,582	16,204	25,597

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 03, 2019



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Rings: 1, 3, 5 mile radii

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2010 Population by Race/Ethnicity			
Total	7,007	30,426	49,168
White Alone	88.5%	86.4%	82.2%
Black Alone	2.1%	2.6%	3.3%
American Indian Alone	2.1%	2.2%	2.3%
Asian Alone	1.9%	1.4%	1.1%
Pacific Islander Alone	0.4%	1.4%	2.2%
Some Other Race Alone	1.8%	2.7%	5.3%
Two or More Races	3.2%	3.3%	3.7%
Hispanic Origin	5.3%	6.0%	10.0%
Diversity Index	29.5	33.7	44.4
2019 Population by Race/Ethnicity			
Total	6,941	31,099	49,785
White Alone	83.6%	80.9%	75.3%
Black Alone	2.5%	2.9%	3.5%
American Indian Alone	2.5%	2.7%	2.7%
Asian Alone	2.8%	2.1%	1.6%
Pacific Islander Alone	0.8%	2.6%	3.9%
Some Other Race Alone	3.3%	4.4%	8.2%
Two or More Races	4.5%	4.5%	4.9%
Hispanic Origin	9.3%	10.0%	15.4%
Diversity Index	41.7	46.1	57.8
2024 Population by Race/Ethnicity			
Total	6,936	31,458	50,124
White Alone	80.4%	77.5%	71.3%
Black Alone	2.7%	2.9%	3.5%
American Indian Alone	2.7%	2.9%	2.8%
Asian Alone	3.2%	2.4%	1.8%
Pacific Islander Alone	1.0%	3.3%	4.7%
Some Other Race Alone	4.6%	5.8%	10.4%
Two or More Races	5.3%	5.2%	5.6%
Hispanic Origin	12.5%	13.1%	19.5%
Diversity Index	49.3	53.3	64.8
2010 Population by Relationship and Household Type			
Total	7,007	30,426	49,169
In Households	98.2%	98.4%	96.9%
In Family Households	78.2%	79.9%	79.8%
Householder	27.3%	26.9%	25.8%
Spouse	21.8%	21.1%	19.2%
Child	25.6%	27.5%	29.1%
Other relative	1.9%	2.4%	3.2%
Nonrelative	1.5%	2.0%	2.5%
In Nonfamily Households	20.0%	18.5%	17.2%
In Group Quarters	1.8%	1.6%	3.1%
Institutionalized Population	1.7%	1.2%	1.6%
Noninstitutionalized Population	0.1%	0.4%	1.5%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	5,002	21,781	33,468
Less than 9th Grade	2.6%	2.3%	4.2%
9th - 12th Grade, No Diploma	4.0%	5.4%	7.8%
High School Graduate	32.8%	28.0%	29.6%
GED/Alternative Credential	5.3%	4.4%	4.8%
Some College, No Degree	21.6%	23.6%	22.2%
Associate Degree	9.0%	8.1%	8.2%
Bachelor's Degree	15.1%	17.2%	14.5%
Graduate/Professional Degree	9.6%	11.0%	8.7%
2019 Population 15+ by Marital Status			
Total	5,708	25,057	39,352
Never Married	22.1%	22.5%	25.2%
Married	57.8%	57.8%	53.7%
Widowed	7.6%	7.7%	7.6%
Divorced	12.5%	12.0%	13.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.9%	96.2%	96.1%
Civilian Unemployed (Unemployment Rate)	2.1%	3.8%	3.9%
2019 Employed Population 16+ by Industry			
Total	3,594	15,024	23,266
Agriculture/Mining	9.6%	8.7%	8.8%
Construction	5.1%	5.6%	7.1%
Manufacturing	8.5%	6.2%	7.3%
Wholesale Trade	2.8%	2.7%	2.6%
Retail Trade	10.6%	11.9%	11.9%
Transportation/Utilities	7.5%	7.2%	6.4%
Information	1.1%	1.5%	1.3%
Finance/Insurance/Real Estate	4.3%	6.5%	5.6%
Services	44.4%	44.1%	43.8%
Public Administration	6.0%	5.7%	5.1%
2019 Employed Population 16+ by Occupation			
Total	3,593	15,024	23,266
White Collar	48.0%	55.0%	49.8%
Management/Business/Financial	10.8%	12.8%	10.5%
Professional	16.4%	20.4%	17.8%
Sales	7.1%	11.8%	10.2%
Administrative Support	13.8%	10.0%	11.3%
Services	21.1%	17.1%	19.5%
Blue Collar	30.9%	27.9%	30.7%
Farming/Forestry/Fishing	1.5%	0.6%	0.6%
Construction/Extraction	6.6%	7.2%	9.0%
Installation/Maintenance/Repair	7.9%	4.9%	4.5%
Production	7.5%	7.4%	7.5%
Transportation/Material Moving	7.3%	7.7%	9.1%
2010 Population By Urban/ Rural Status			
Total Population	7,007	30,426	49,169
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	93.8%	93.8%	92.8%
Rural Population	6.2%	6.2%	7.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	3,155	13,005	19,717
Households with 1 Person	33.1%	31.5%	30.2%
Households with 2+ People	66.9%	68.5%	69.8%
Family Households	61.6%	63.2%	64.2%
Husband-wife Families	49.3%	49.7%	47.9%
With Related Children	18.8%	19.5%	20.3%
Other Family (No Spouse Present)	12.3%	13.5%	16.3%
Other Family with Male Householder	3.7%	4.1%	4.8%
With Related Children	2.3%	2.7%	3.2%
Other Family with Female Householder	8.6%	9.4%	11.5%
With Related Children	5.3%	6.4%	8.0%
Nonfamily Households	5.3%	5.3%	5.6%
All Households with Children	26.8%	29.0%	32.0%
Multigenerational Households	1.8%	2.4%	3.2%
Unmarried Partner Households	4.8%	5.5%	6.4%
Male-female	4.4%	5.0%	5.9%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	3,155	13,005	19,717
1 Person Household	33.1%	31.5%	30.2%
2 Person Household	37.2%	36.3%	34.6%
3 Person Household	12.9%	13.4%	14.3%
4 Person Household	11.3%	11.3%	11.8%
5 Person Household	4.0%	4.7%	5.4%
6 Person Household	1.1%	1.7%	2.2%
7 + Person Household	0.5%	1.0%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	3,155	13,004	19,717
Owner Occupied	64.0%	67.4%	65.0%
Owned with a Mortgage/Loan	40.5%	41.6%	39.0%
Owned Free and Clear	23.4%	25.8%	26.0%
Renter Occupied	36.0%	32.6%	35.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,412	14,261	21,925
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	94.1%	94.2%	92.9%
Rural Housing Units	5.9%	5.8%	7.1%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Rustbelt Traditions (5D)	Traditional Living (12B)	Traditional Living (12B)
2.	Midlife Constants (5E)	Old and Newcomers (8F)	Midlife Constants (5E)
3.	Old and Newcomers (8F)	Midlife Constants (5E)	Hardscrabble Road (8G)
2019 Consumer Spending			
Apparel & Services: Total \$	\$5,254,740	\$23,730,470	\$32,265,992
Average Spent	\$1,689.08	\$1,796.67	\$1,630.01
Spending Potential Index	79	84	76
Education: Total \$	\$3,734,499	\$17,311,897	\$23,078,581
Average Spent	\$1,200.42	\$1,310.71	\$1,165.88
Spending Potential Index	75	82	73
Entertainment/Recreation: Total \$	\$8,269,481	\$37,173,007	\$50,865,447
Average Spent	\$2,658.14	\$2,814.43	\$2,569.61
Spending Potential Index	81	86	79
Food at Home: Total \$	\$13,108,972	\$58,745,904	\$80,740,993
Average Spent	\$4,213.75	\$4,447.75	\$4,078.86
Spending Potential Index	81	86	79
Food Away from Home: Total \$	\$9,127,776	\$41,120,403	\$55,999,239
Average Spent	\$2,934.03	\$3,113.30	\$2,828.96
Spending Potential Index	80	85	77
Health Care: Total \$	\$15,870,559	\$71,027,598	\$97,838,719
Average Spent	\$5,101.43	\$5,377.62	\$4,942.60
Spending Potential Index	86	91	83
HH Furnishings & Equipment: Total \$	\$5,409,290	\$24,362,773	\$33,071,136
Average Spent	\$1,738.76	\$1,844.55	\$1,670.68
Spending Potential Index	82	87	78
Personal Care Products & Services: Total \$	\$2,263,906	\$10,196,466	\$13,766,910
Average Spent	\$727.71	\$771.99	\$695.47
Spending Potential Index	82	87	78
Shelter: Total \$	\$45,120,136	\$203,867,829	\$275,195,469
Average Spent	\$14,503.42	\$15,435.18	\$13,902.27
Spending Potential Index	78	83	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,460,421	\$28,839,563	\$38,659,217
Average Spent	\$2,076.64	\$2,183.49	\$1,952.98
Spending Potential Index	84	88	79
Travel: Total \$	\$5,438,853	\$24,688,575	\$32,961,255
Average Spent	\$1,748.27	\$1,869.21	\$1,665.13
Spending Potential Index	78	83	74
Vehicle Maintenance & Repairs: Total \$	\$3,018,508	\$13,472,512	\$18,410,126
Average Spent	\$970.27	\$1,020.03	\$930.04
Spending Potential Index	85	89	81

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.