	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	12,240	54,901	82,468
2010 Total Population	12,640	59,257	89,525
2018 Total Population	11,844	56,300	87,630
2018 Group Quarters	465	2,902	7,731
2023 Total Population	11,250	53,862	84,786
2018-2023 Annual Rate	-1.02%	-0.88%	-0.66%
2018 Total Daytime Population	15,898	72,012	99,458
Workers	9,847	42,527	56,422
Residents	6,051	29,485	43,036
Household Summary			
2000 Households	5,285	21,690	30,037
2000 Average Household Size	2.25	2.48	2.59
2010 Households	5,543	23,578	33,180
2010 Average Household Size	2.20	2.39	2.47
2018 Households	5,175	22,309	32,388
2018 Average Household Size	2.20	2.39	2.47
2023 Households	4,904	21,284	31,226
2023 Average Household Size	2.20	2.39	2.47
2018-2023 Annual Rate	-1.07%	-0.94%	-0.73%
2010 Families	3,168	14,474	21,140
2010 Average Family Size	2.84	3.01	3.07
2018 Families	2,886	13,428	20,276
2018 Average Family Size	2.90	3.06	3.12
2023 Families	2,712	12,724	19,426
2023 Average Family Size	2.92	3.08	3.14
2018-2023 Annual Rate	-1.24%	-1.07%	-0.85%
Housing Unit Summary			
2000 Housing Units	6,296	25,712	34,597
Owner Occupied Housing Units	46.2%	44.5%	46.6%
Renter Occupied Housing Units	37.8%	39.9%	40.2%
Vacant Housing Units	16.1%	15.6%	13.2%
2010 Housing Units	6,430	27,230	37,595
Owner Occupied Housing Units	40.1%	39.3%	42.2%
Renter Occupied Housing Units	46.1%	47.3%	46.1%
Vacant Housing Units	13.8%	13.4%	11.7%
2018 Housing Units	6,430	27,263	38,049
Owner Occupied Housing Units	33.2%	32.8%	36.4%
Renter Occupied Housing Units	47.3%	49.1%	48.7%
Vacant Housing Units	19.5%	18.2%	14.9%
2023 Housing Units	6,560	27,812	38,875
Owner Occupied Housing Units	30.8%	30.5%	34.2%
Renter Occupied Housing Units	44.0%	46.0%	46.1%
Vacant Housing Units	25.2%	23.5%	19.7%
Median Household Income			
2018	$39,973	$39,158	$46,321
2023	$43,151	$42,662	$51,278
Median Home Value			
2018	$100,121	$96,626	$125,331
2023	$120,116	$113,517	$145,156
Per Capita Income			
2018	$23,631	$22,164	$24,353
2023	$26,165	$24,773	$27,238
Median Age			
2010	32.8	29.9	29.4
2018	34.7	31.8	31.3
2023	35.9	32.2	31.8

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

May 30, 2019

	1 mile	3 mile	5 mile
2018 Households by Income			
Household Income Base	5,175	22,309	32,388
<$15,000	16.2%	16.8%	13.8%
$15,000 - $24,999	15.1%	14.0%	12.0%
$25,000 - $34,999	12.2%	13.7%	12.2%
$35,000 - $49,999	15.8%	15.5%	14.8%
$50,000 - $74,999	20.1%	18.3%	19.9%
$75,000 - $99,999	8.7%	9.8%	11.5%
$100,000 - $149,999	7.5%	7.6%	10.0%
$150,000 - $199,999	2.9%	2.1%	3.0%
$200,000+	1.5%	2.1%	2.7%
Average Household Income	$53,843	$54,182	$61,812
2023 Households by Income			
Household Income Base	4,904	21,284	31,226
<$15,000	14.6%	15.1%	12.1%
$15,000 - $24,999	14.3%	13.1%	11.0%
$25,000 - $34,999	11.8%	13.2%	11.5%
$35,000 - $49,999	14.9%	14.6%	13.8%
$50,000 - $74,999	20.0%	18.3%	19.5%
$75,000 - $99,999	9.7%	11.0%	12.7%
$100,000 - $149,999	9.5%	9.6%	12.4%
$150,000 - $199,999	3.4%	2.6%	3.6%
$200,000+	1.7%	2.6%	3.3%
Average Household Income	$59,813	$60,926	$69,732
2018 Owner Occupied Housing Units by Value			
Total	2,133	8,931	13,857
<$50,000	13.3%	14.6%	10.5%
$50,000 - $99,999	36.7%	37.9%	28.2%
$100,000 - $149,999	19.4%	20.6%	22.3%
$150,000 - $199,999	11.6%	13.4%	17.2%
$200,000 - $249,999	9.5%	7.4%	9.0%
$250,000 - $299,999	2.9%	2.3%	5.0%
$300,000 - $399,999	3.7%	1.8%	4.3%
$400,000 - $499,999	2.1%	0.8%	1.5%
$500,000 - $749,999	0.9%	0.3%	0.9%
$750,000 - $999,999	0.0%	0.2%	0.6%
$1,000,000 - $1,499,999	0.0%	0.6%	0.5%
$1,500,000 - $1,999,999	0.0%	0.1%	0.0%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$132,720	$125,929	$155,371
2023 Owner Occupied Housing Units by Value			
Total	2,018	8,488	13,297
<$50,000	11.3%	12.3%	8.5%
$50,000 - $99,999	30.9%	32.1%	23.0%
$100,000 - $149,999	19.3%	20.7%	20.5%
$150,000 - $199,999	13.5%	16.3%	19.6%
$200,000 - $249,999	10.7%	9.4%	10.8%
$250,000 - $299,999	4.1%	3.2%	6.3%
$300,000 - $399,999	5.6%	2.9%	5.9%
$400,000 - $499,999	3.0%	1.3%	2.2%
$500,000 - $749,999	1.7%	0.6%	1.5%
$750,000 - $999,999	0.0%	0.4%	0.9%
$1,000,000 - $1,499,999	0.0%	0.9%	0.6%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$152,343	$145,476	$178,339

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 mile	5 mile
2010 Population by Age			
Total	12,646	59,260	89,523
0 - 4	7.6%	8.7%	8.2%
5 - 9	6.1%	7.3%	7.1%
10 - 14	5.5%	6.2%	6.2%
15 - 24	16.5%	17.7%	19.4%
25 - 34	17.3%	17.8%	17.8%
35 - 44	11.6%	11.4%	11.6%
45 - 54	13.6%	12.2%	11.8%
55 - 64	9.9%	8.6%	8.3%
65 - 74	5.5%	5.3%	5.0%
75 - 84	4.2%	3.6%	3.3%
85 +	2.1%	1.2%	1.2%
18 +	77.1%	74.0%	74.7%
2018 Population by Age			
Total	11,844	56,303	87,629
0 - 4	6.9%	8.0%	7.5%
5 - 9	6.5%	7.3%	7.0%
10 - 14	5.9%	6.7%	6.4%
15 - 24	13.9%	15.9%	17.5%
25 - 34	17.3%	17.6%	18.0%
35 - 44	13.0%	13.0%	12.8%
45 - 54	11.0%	10.1%	9.9%
55 - 64	11.7%	10.1%	9.7%
65 - 74	7.5%	6.4%	6.3%
75 - 84	4.0%	3.5%	3.4%
85 +	2.3%	1.4%	1.4%
18 +	77.5%	74.4%	75.6%
2023 Population by Age			
Total	11,252	53,859	84,788
0 - 4	6.8%	8.0%	7.6%
5 - 9	6.2%	7.1%	6.9%
10 - 14	6.2%	6.7%	6.4%
15 - 24	14.2%	16.5%	17.8%
25 - 34	15.3%	16.0%	16.5%
35 - 44	14.4%	14.1%	14.2%
45 - 54	10.6%	9.9%	9.5%
55 - 64	11.0%	9.5%	9.2%
65 - 74	8.8%	7.2%	7.0%
75 - 84	4.4%	3.7%	3.6%
85 +	2.2%	1.4%	1.4%
18 +	77.3%	74.4%	75.5%
2010 Population by Sex			
Males	6,245	29,254	45,538
Females	6,395	30,003	43,987
2018 Population by Sex			
Males	5,844	27,898	44,750
Females	6,000	28,402	42,880
2023 Population by Sex			
Males	5,569	26,819	43,508
Females	5,680	27,043	41,279

May 30, 2019

Rings: 1, 3, 5 mile radii

701 NW Sheridan Rd, Lawton, OK 73505,
Latitude: 34.6164
Longitude: -98.42148

	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	12,639	59,257	89,525
White Alone	65.6%	59.0%	60.3%
Black Alone	14.9%	21.2%	21.1%
American Indian Alone	5.8%	5.4%	4.6%
Asian Alone	2.3%	2.3%	2.7%
Pacific Islander Alone	0.6%	0.6%	0.6%
Some Other Race Alone	4.1%	3.8%	3.5%
Two or More Races	6.8%	7.7%	7.1%
Hispanic Origin	12.9%	13.3%	12.7%
Diversity Index	64.7	69.5	68.0
2018 Population by Race/Ethnicity			
Total	11,843	56,299	87,630
White Alone	62.2%	55.7%	57.1%
Black Alone	15.3%	21.6%	21.5%
American Indian Alone	5.9%	5.5%	4.7%
Asian Alone	2.9%	2.8%	3.4%
Pacific Islander Alone	0.8%	0.7%	0.8%
Some Other Race Alone	4.8%	4.5%	4.1%
Two or More Races	8.2%	9.1%	8.4%
Hispanic Origin	15.4%	15.9%	15.2%
Diversity Index	69.4	73.5	72.1
2023 Population by Race/Ethnicity			
Total	11,249	53,862	84,786
White Alone	60.3%	54.0%	55.4%
Black Alone	15.2%	21.4%	21.3%
American Indian Alone	6.1%	5.6%	4.8%
Asian Alone	3.2%	3.2%	3.8%
Pacific Islander Alone	0.9%	0.8%	1.0%
Some Other Race Alone	5.1%	4.8%	4.4%
Two or More Races	9.2%	10.2%	9.4%
Hispanic Origin	17.3%	17.8%	17.0%
Diversity Index	72.0	75.8	74.5
2010 Population by Relationship and Household Type			
Total	12,640	59,257	89,525
In Households	96.3%	95.1%	91.4%
In Family Households	74.3%	76.4%	74.9%
Householder	24.5%	24.1%	23.6%
Spouse	15.8%	15.1%	15.9%
Child	27.7%	30.9%	30.0%
Other relative	3.2%	3.4%	3.0%
Nonrelative	3.1%	2.9%	2.4%
In Nonfamily Households	22.0%	18.7%	16.4%
In Group Quarters	3.7%	4.9%	8.6%
Institutionalized Population	2.1%	1.2%	1.6%
Noninstitutionalized Population	1.6%	3.7%	7.1%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 mile	5 mile
2018 Population 25+ by Educational Attainment			
Total	7,917	34,998	53,927
Less than 9th Grade	2.1%	3.6%	2.8%
9th - 12th Grade, No Diploma	9.0%	8.5%	7.4%
High School Graduate	26.5%	27.0%	26.2%
GED/Alternative Credential	8.5%	7.1%	6.3%
Some College, No Degree	27.5%	29.9%	29.1%
Associate Degree	6.7%	6.7%	7.5%
Bachelor's Degree	11.2%	11.1%	13.7%
Graduate/Professional Degree	8.6%	6.1%	7.1%
2018 Population 15+ by Marital Status			
Total	9,564	43,959	69,279
Never Married	34.5%	35.9%	36.7%
Married	41.2%	39.7%	42.1%
Widowed	8.4%	6.9%	6.2%
Divorced	15.9%	17.5%	15.0%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	94.7%	91.3%	91.8%
Civilian Unemployed (Unemployment Rate)	5.3%	8.7%	8.2%
2018 Employed Population 16+ by Industry			
Total	5,456	23,814	35,935
Agriculture/Mining	1.0%	0.8%	1.1%
Construction	8.7%	6.6%	6.0%
Manufacturing	6.4%	8.3%	8.5%
Wholesale Trade	0.8%	1.0%	1.1%
Retail Trade	12.5%	13.2%	13.5%
Transportation/Utilities	3.8%	4.1%	3.9%
Information	1.2%	1.4%	1.4%
Finance/Insurance/Real Estate	3.0%	3.6%	4.0%
Services	51.8%	49.1%	47.6%
Public Administration	10.7%	11.8%	13.1%
2018 Employed Population 16+ by Occupation			
Total	5,456	23,813	35,935
White Collar	46.7%	48.4%	54.5%
Management/Business/Financial	9.0%	9.7%	11.3%
Professional	16.5%	16.6%	20.0%
Sales	9.3%	10.8%	10.9%
Administrative Support	11.9%	11.4%	12.3%
Services	25.8%	26.7%	22.9%
Blue Collar	27.5%	24.9%	22.5%
Farming/Forestry/Fishing	0.2%	0.2%	0.3%
Construction/Extraction	8.4%	5.0%	4.1%
Installation/Maintenance/Repair	6.1%	4.9%	4.6%
Production	5.9%	6.7%	6.4%
Transportation/Material Moving	6.9%	8.1%	7.2%
2010 Population By Urban/ Rural Status			
Total Population	12,640	59,257	89,525
Population Inside Urbanized Area	100.0%	99.3%	98.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.7%	1.8%

May 30, 2019

	1 mile	3 mile	5 mile
2010 Households by Type			
Total	5,543	23,579	33,180
Households with 1 Person	35.2%	31.8%	30.0%
Households with 2+ People	64.8%	68.2%	70.0%
Family Households	57.2%	61.4%	63.7%
Husband-wife Families	36.9%	38.7%	43.0%
With Related Children	15.0%	18.3%	20.7%
Other Family (No Spouse Present)	20.3%	22.7%	20.7%
Other Family with Male Householder	5.4%	5.2%	4.8%
With Related Children	3.4%	3.3%	3.1%
Other Family with Female Householder	14.8%	17.5%	15.9%
With Related Children	10.3%	12.7%	11.6%
Nonfamily Households	7.6%	6.8%	6.3%
All Households with Children	29.5%	35.1%	36.1%
Multigenerational Households	3.1%	4.1%	3.9%
Unmarried Partner Households	7.8%	7.3%	6.5%
Male-female	7.3%	6.7%	5.9%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	5,541	23,578	33,180
1 Person Household	35.2%	31.8%	30.0%
2 Person Household	32.3%	30.5%	30.9%
3 Person Household	15.2%	16.3%	17.0%
4 Person Household	10.0%	11.7%	12.5%
5 Person Household	4.5%	6.0%	6.1%
6 Person Household	1.6%	2.2%	2.2%
7 + Person Household	1.1%	1.4%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	5,543	23,578	33,180
Owner Occupied	46.6%	45.3%	47.8%
Owned with a Mortgage/Loan	29.5%	29.6%	32.6%
Owned Free and Clear	17.0%	15.7%	15.2%
Renter Occupied	53.4%	54.7%	52.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,430	27,230	37,595
Housing Units Inside Urbanized Area	100.0%	99.2%	98.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.8%	1.7%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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		1 mile	3 mile	5 mile
Top 3 Tapestry Segments				
	1.	Traditional Living (12B)	Hardscrabble Road (8G)	Middleburg (4C)
	2.	Set to Impress (11D)	Rustbelt Traditions (5D)	Hardscrabble Road (8G)
	3.	Rustbelt Traditions (5D)	Set to Impress (11D)	Rustbelt Traditions (5D)
2018 Consumer Spending				
Apparel & Services: Total $		$7,377,783	$32,305,648	$53,218,066
Average Spent		$1,425.66	$1,448.10	$1,643.14
Spending Potential Index		66	67	76
Education: Total $		$4,883,320	$20,969,747	$34,516,096
Average Spent		$943.64	$939.97	$1,065.71
Spending Potential Index		65	65	74
Entertainment/Recreation: Total $		$10,866,311	$47,077,566	$77,716,507
Average Spent		$2,099.77	$2,110.25	$2,399.55
Spending Potential Index		65	66	75
Food at Home: Total $		$17,536,914	$76,258,258	$124,451,031
Average Spent		$3,388.78	$3,418.27	$3,842.50
Spending Potential Index		68	68	77
Food Away from Home: Total $		$11,983,202	$52,441,335	$86,586,998
Average Spent		$2,315.59	$2,350.68	$2,673.43
Spending Potential Index		66	67	76
Health Care: Total $		$19,498,340	$83,742,841	$138,171,122
Average Spent		$3,767.80	$3,753.77	$4,266.12
Spending Potential Index		66	66	74
HH Furnishings & Equipment: Total $		$7,028,678	$30,545,516	$50,646,761
Average Spent		$1,358.20	$1,369.20	$1,563.75
Spending Potential Index		65	66	75
Personal Care Products & Services: Total $		$2,775,174	$12,097,410	$20,091,282
Average Spent		$536.27	$542.27	$620.33
Spending Potential Index		65	66	75
Shelter: Total $		$57,532,812	$249,548,939	$409,024,591
Average Spent		$11,117.45	$11,186.02	$12,628.89
Spending Potential Index		66	67	75
Support Payments/Cash Contributions/Gifts in Kind: Total $		$8,086,682	$34,650,096	$57,608,539
Average Spent		$1,562.64	$1,553.19	$1,778.70
Spending Potential Index		63	62	72
Travel: Total $		$6,819,039	$29,498,541	$49,589,627
Average Spent		$1,317.69	$1,322.27	$1,531.11
Spending Potential Index		61	61	71
Vehicle Maintenance & Repairs: Total $		$3,692,923	$16,038,944	$26,396,469
Average Spent		$713.61	$718.94	$815.01
Spending Potential Index		66	67	76

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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