



Community Profile

Rings: 1, 3, 5 mile radii

2910 NW Cache Rd, Lawton, OK 73505,

Latitude: 34.6228

Longitude: -98.42969

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	11,754	57,521	81,205
2010 Total Population	12,023	63,099	87,870
2018 Total Population	11,239	60,181	85,602
2018 Group Quarters	128	3,507	7,752
2023 Total Population	10,673	57,681	82,710
2018-2023 Annual Rate	-1.03%	-0.84%	-0.69%
2018 Total Daytime Population	15,361	73,172	98,492
Workers	9,173	42,079	56,551
Residents	6,188	31,093	41,941
Household Summary			
2000 Households	4,787	22,647	29,477
2000 Average Household Size	2.43	2.49	2.59
2010 Households	4,963	24,769	32,432
2010 Average Household Size	2.40	2.41	2.47
2018 Households	4,636	23,522	31,491
2018 Average Household Size	2.40	2.41	2.47
2023 Households	4,403	22,476	30,307
2023 Average Household Size	2.39	2.41	2.47
2018-2023 Annual Rate	-1.03%	-0.91%	-0.76%
2010 Families	3,040	15,322	20,700
2010 Average Family Size	3.00	3.02	3.07
2018 Families	2,774	14,271	19,744
2018 Average Family Size	3.06	3.08	3.12
2023 Families	2,614	13,544	18,885
2023 Average Family Size	3.08	3.09	3.14
2018-2023 Annual Rate	-1.18%	-1.04%	-0.89%
Housing Unit Summary			
2000 Housing Units	5,605	26,605	34,020
Owner Occupied Housing Units	47.5%	45.8%	46.3%
Renter Occupied Housing Units	37.9%	39.3%	40.3%
Vacant Housing Units	14.6%	14.9%	13.4%
2010 Housing Units	5,515	28,429	36,799
Owner Occupied Housing Units	44.2%	40.3%	42.1%
Renter Occupied Housing Units	45.7%	46.9%	46.0%
Vacant Housing Units	10.0%	12.9%	11.9%
2018 Housing Units	5,515	28,464	37,112
Owner Occupied Housing Units	36.6%	33.8%	36.3%
Renter Occupied Housing Units	47.5%	48.8%	48.5%
Vacant Housing Units	15.9%	17.4%	15.1%
2023 Housing Units	5,626	29,037	37,899
Owner Occupied Housing Units	33.8%	31.6%	34.1%
Renter Occupied Housing Units	44.5%	45.9%	45.9%
Vacant Housing Units	21.7%	22.6%	20.0%
Median Household Income			
2018	\$41,753	\$40,835	\$46,174
2023	\$45,100	\$44,807	\$51,156
Median Home Value			
2018	\$98,793	\$102,766	\$125,192
2023	\$116,846	\$120,391	\$144,922
Per Capita Income			
2018	\$23,221	\$22,842	\$24,250
2023	\$25,813	\$25,526	\$27,105
Median Age			
2010	31.5	29.9	29.3
2018	33.5	31.7	31.2
2023	34.5	32.2	31.7

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.

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2018 Households by Income			
Household Income Base	4,636	23,522	31,491
<\$15,000	14.2%	16.0%	14.0%
\$15,000 - \$24,999	12.9%	13.4%	11.9%
\$25,000 - \$34,999	13.4%	13.5%	12.3%
\$35,000 - \$49,999	17.8%	15.3%	14.8%
\$50,000 - \$74,999	20.1%	19.1%	19.9%
\$75,000 - \$99,999	10.2%	10.1%	11.4%
\$100,000 - \$149,999	7.8%	8.1%	10.0%
\$150,000 - \$199,999	2.4%	2.3%	3.0%
\$200,000+	1.4%	2.4%	2.7%
Average Household Income	\$54,866	\$56,208	\$61,711
2023 Households by Income			
Household Income Base	4,403	22,476	30,307
<\$15,000	12.7%	14.3%	12.3%
\$15,000 - \$24,999	12.0%	12.5%	11.0%
\$25,000 - \$34,999	12.9%	12.9%	11.6%
\$35,000 - \$49,999	16.8%	14.4%	13.8%
\$50,000 - \$74,999	20.0%	19.0%	19.5%
\$75,000 - \$99,999	11.5%	11.2%	12.6%
\$100,000 - \$149,999	9.9%	10.2%	12.5%
\$150,000 - \$199,999	2.7%	2.7%	3.5%
\$200,000+	1.6%	2.8%	3.3%
Average Household Income	\$61,026	\$63,221	\$69,599
2018 Owner Occupied Housing Units by Value			
Total	2,018	9,620	13,466
<\$50,000	8.9%	13.3%	10.6%
\$50,000 - \$99,999	42.1%	35.4%	28.2%
\$100,000 - \$149,999	16.7%	22.8%	22.3%
\$150,000 - \$199,999	10.6%	14.7%	17.1%
\$200,000 - \$249,999	12.2%	7.3%	9.0%
\$250,000 - \$299,999	3.4%	2.2%	5.0%
\$300,000 - \$399,999	2.9%	2.0%	4.3%
\$400,000 - \$499,999	2.5%	0.8%	1.5%
\$500,000 - \$749,999	0.3%	0.4%	0.9%
\$750,000 - \$999,999	0.0%	0.3%	0.6%
\$1,000,000 - \$1,499,999	0.2%	0.6%	0.5%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$139,465	\$131,271	\$155,492
2023 Owner Occupied Housing Units by Value			
Total	1,901	9,158	12,905
<\$50,000	7.2%	11.2%	8.6%
\$50,000 - \$99,999	37.1%	29.7%	23.0%
\$100,000 - \$149,999	17.1%	22.3%	20.4%
\$150,000 - \$199,999	12.0%	17.7%	19.4%
\$200,000 - \$249,999	13.6%	9.3%	10.7%
\$250,000 - \$299,999	4.6%	3.1%	6.3%
\$300,000 - \$399,999	3.7%	3.2%	6.0%
\$400,000 - \$499,999	3.6%	1.3%	2.3%
\$500,000 - \$749,999	0.6%	0.7%	1.5%
\$750,000 - \$999,999	0.1%	0.6%	0.9%
\$1,000,000 - \$1,499,999	0.3%	0.8%	0.7%
\$1,500,000 - \$1,999,999	0.1%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$154,419	\$151,480	\$178,557

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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2010 Population by Age			
Total	12,022	63,097	87,869
0 - 4	8.8%	8.6%	8.2%
5 - 9	7.3%	7.2%	7.1%
10 - 14	6.2%	6.2%	6.2%
15 - 24	15.4%	18.0%	19.5%
25 - 34	17.4%	17.8%	17.8%
35 - 44	10.7%	11.3%	11.6%
45 - 54	12.4%	12.1%	11.8%
55 - 64	9.4%	8.6%	8.3%
65 - 74	5.7%	5.3%	5.0%
75 - 84	4.6%	3.6%	3.2%
85 +	2.1%	1.2%	1.1%
18 +	73.9%	74.3%	74.7%
2018 Population by Age			
Total	11,239	60,182	85,603
0 - 4	8.1%	7.9%	7.5%
5 - 9	7.5%	7.2%	7.0%
10 - 14	6.7%	6.6%	6.4%
15 - 24	13.0%	16.3%	17.7%
25 - 34	17.4%	17.6%	18.1%
35 - 44	12.8%	12.9%	12.8%
45 - 54	10.0%	10.0%	9.9%
55 - 64	10.7%	10.0%	9.7%
65 - 74	7.2%	6.4%	6.2%
75 - 84	4.3%	3.6%	3.3%
85 +	2.3%	1.5%	1.3%
18 +	74.2%	74.7%	75.6%
2023 Population by Age			
Total	10,673	57,682	82,710
0 - 4	8.1%	7.9%	7.6%
5 - 9	7.4%	7.0%	6.9%
10 - 14	7.0%	6.6%	6.4%
15 - 24	13.1%	16.8%	18.0%
25 - 34	15.2%	16.0%	16.5%
35 - 44	14.3%	14.1%	14.1%
45 - 54	10.0%	9.8%	9.5%
55 - 64	9.8%	9.4%	9.1%
65 - 74	8.2%	7.1%	7.0%
75 - 84	4.5%	3.8%	3.6%
85 +	2.4%	1.5%	1.4%
18 +	73.7%	74.7%	75.5%
2010 Population by Sex			
Males	5,707	31,255	44,766
Females	6,316	31,844	43,104
2018 Population by Sex			
Males	5,361	29,922	43,778
Females	5,879	30,258	41,824
2023 Population by Sex			
Males	5,124	28,827	42,508
Females	5,549	28,854	40,202

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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2010 Population by Race/Ethnicity			
Total	12,023	63,099	87,870
White Alone	61.9%	59.7%	60.3%
Black Alone	18.4%	20.8%	21.1%
American Indian Alone	4.9%	5.2%	4.6%
Asian Alone	2.3%	2.4%	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	7.7%	7.5%	7.1%
Hispanic Origin	12.9%	13.3%	12.8%
Diversity Index	67.4	68.9	68.0
2018 Population by Race/Ethnicity			
Total	11,239	60,181	85,603
White Alone	58.7%	56.4%	57.1%
Black Alone	18.7%	21.3%	21.6%
American Indian Alone	5.0%	5.2%	4.6%
Asian Alone	2.8%	3.0%	3.4%
Pacific Islander Alone	0.8%	0.7%	0.8%
Some Other Race Alone	4.9%	4.5%	4.1%
Two or More Races	9.1%	8.9%	8.4%
Hispanic Origin	15.3%	15.8%	15.2%
Diversity Index	71.6	73.0	72.1
2023 Population by Race/Ethnicity			
Total	10,672	57,681	82,710
White Alone	57.0%	54.7%	55.4%
Black Alone	18.5%	21.1%	21.4%
American Indian Alone	5.2%	5.3%	4.7%
Asian Alone	3.1%	3.4%	3.8%
Pacific Islander Alone	0.9%	0.9%	1.0%
Some Other Race Alone	5.2%	4.7%	4.4%
Two or More Races	10.2%	9.9%	9.4%
Hispanic Origin	17.1%	17.7%	17.1%
Diversity Index	74.0	75.4	74.5
2010 Population by Relationship and Household Type			
Total	12,023	63,099	87,870
In Households	98.9%	94.4%	91.2%
In Family Households	79.2%	76.2%	74.8%
Householder	25.5%	24.1%	23.5%
Spouse	16.0%	15.4%	15.9%
Child	31.0%	30.6%	30.0%
Other relative	3.5%	3.3%	3.0%
Nonrelative	3.2%	2.8%	2.4%
In Nonfamily Households	19.7%	18.2%	16.3%
In Group Quarters	1.1%	5.6%	8.8%
Institutionalized Population	1.0%	1.2%	1.6%
Noninstitutionalized Population	0.0%	4.4%	7.3%

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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2018 Population 25+ by Educational Attainment			
Total	7,275	37,358	52,546
Less than 9th Grade	2.3%	3.4%	2.8%
9th - 12th Grade, No Diploma	9.5%	8.2%	7.2%
High School Graduate	26.7%	27.0%	26.3%
GED/Alternative Credential	7.0%	6.7%	6.4%
Some College, No Degree	27.5%	30.1%	29.1%
Associate Degree	6.3%	6.9%	7.5%
Bachelor's Degree	11.9%	11.5%	13.6%
Graduate/Professional Degree	9.0%	6.2%	7.1%
2018 Population 15+ by Marital Status			
Total	8,735	47,137	67,672
Never Married	33.0%	35.4%	36.7%
Married	41.1%	40.8%	42.2%
Widowed	9.0%	6.9%	6.1%
Divorced	16.8%	16.9%	14.9%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	92.8%	91.6%	91.7%
Civilian Unemployed (Unemployment Rate)	7.2%	8.4%	8.3%
2018 Employed Population 16+ by Industry			
Total	4,927	25,167	34,994
Agriculture/Mining	0.3%	0.7%	1.1%
Construction	7.1%	6.3%	5.9%
Manufacturing	7.4%	8.5%	8.5%
Wholesale Trade	1.0%	1.0%	1.1%
Retail Trade	15.4%	13.3%	13.4%
Transportation/Utilities	3.5%	4.1%	3.7%
Information	1.5%	1.4%	1.4%
Finance/Insurance/Real Estate	3.2%	3.6%	3.9%
Services	51.6%	49.0%	47.8%
Public Administration	9.1%	12.2%	13.1%
2018 Employed Population 16+ by Occupation			
Total	4,926	25,168	34,993
White Collar	49.1%	49.7%	54.4%
Management/Business/Financial	8.5%	9.8%	11.3%
Professional	17.3%	17.1%	19.8%
Sales	13.3%	10.8%	10.8%
Administrative Support	10.1%	12.0%	12.5%
Services	25.8%	26.0%	23.2%
Blue Collar	25.0%	24.3%	22.4%
Farming/Forestry/Fishing	0.1%	0.2%	0.3%
Construction/Extraction	6.5%	4.7%	4.1%
Installation/Maintenance/Repair	5.9%	4.8%	4.6%
Production	5.7%	6.8%	6.3%
Transportation/Material Moving	6.7%	7.8%	7.1%
2010 Population By Urban/ Rural Status			
Total Population	12,023	63,099	87,870
Population Inside Urbanized Area	100.0%	99.4%	98.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.6%	1.8%

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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2010 Households by Type			
Total	4,963	24,769	32,432
Households with 1 Person	32.2%	31.5%	29.9%
Households with 2+ People	67.8%	68.5%	70.1%
Family Households	61.3%	61.9%	63.8%
Husband-wife Families	38.3%	39.7%	43.2%
With Related Children	15.5%	18.7%	20.9%
Other Family (No Spouse Present)	22.9%	22.2%	20.7%
Other Family with Male Householder	5.1%	5.2%	4.8%
With Related Children	3.4%	3.3%	3.1%
Other Family with Female Householder	17.8%	17.0%	15.8%
With Related Children	13.1%	12.3%	11.5%
Nonfamily Households	6.5%	6.6%	6.3%
All Households with Children	32.9%	35.1%	36.2%
Multigenerational Households	3.5%	4.0%	3.9%
Unmarried Partner Households	7.7%	7.1%	6.5%
Male-female	7.0%	6.6%	6.0%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	4,963	24,770	32,432
1 Person Household	32.2%	31.5%	29.9%
2 Person Household	32.3%	30.7%	30.8%
3 Person Household	16.1%	16.4%	17.0%
4 Person Household	10.7%	11.8%	12.5%
5 Person Household	5.4%	6.0%	6.2%
6 Person Household	1.9%	2.2%	2.2%
7 + Person Household	1.4%	1.4%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	4,963	24,769	32,432
Owner Occupied	49.2%	46.2%	47.8%
Owned with a Mortgage/Loan	31.6%	30.6%	32.6%
Owned Free and Clear	17.5%	15.6%	15.2%
Renter Occupied	50.8%	53.8%	52.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,515	28,429	36,799
Housing Units Inside Urbanized Area	100.0%	99.3%	98.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.7%	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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Top 3 Tapestry Segments			
1.	Traditional Living (12B)	Hardscrabble Road (8G)	Middleburg (4C)
2.	Midlife Constants (5E)	Rustbelt Traditions (5D)	Hardscrabble Road (8G)
3.	Hardscrabble Road (8G)	Set to Impress (11D)	Rustbelt Traditions (5D)
2018 Consumer Spending			
Apparel & Services: Total \$	\$6,688,834	\$35,264,963	\$51,683,440
Average Spent	\$1,442.80	\$1,499.23	\$1,641.21
Spending Potential Index	66	69	75
Education: Total \$	\$4,388,872	\$22,922,831	\$33,532,148
Average Spent	\$946.69	\$974.53	\$1,064.82
Spending Potential Index	65	67	74
Entertainment/Recreation: Total \$	\$9,956,498	\$51,430,347	\$75,424,936
Average Spent	\$2,147.65	\$2,186.48	\$2,395.13
Spending Potential Index	67	68	74
Food at Home: Total \$	\$15,962,416	\$83,046,220	\$120,828,314
Average Spent	\$3,443.14	\$3,530.58	\$3,836.92
Spending Potential Index	69	70	76
Food Away from Home: Total \$	\$10,860,696	\$57,273,814	\$84,074,706
Average Spent	\$2,342.69	\$2,434.90	\$2,669.80
Spending Potential Index	67	69	76
Health Care: Total \$	\$18,043,447	\$91,487,966	\$134,011,764
Average Spent	\$3,892.03	\$3,889.46	\$4,255.56
Spending Potential Index	68	68	74
HH Furnishings & Equipment: Total \$	\$6,433,624	\$33,401,093	\$49,148,531
Average Spent	\$1,387.75	\$1,419.99	\$1,560.72
Spending Potential Index	66	68	75
Personal Care Products & Services: Total \$	\$2,523,495	\$13,237,341	\$19,498,984
Average Spent	\$544.33	\$562.76	\$619.19
Spending Potential Index	66	68	75
Shelter: Total \$	\$51,738,514	\$272,330,043	\$397,171,613
Average Spent	\$11,160.16	\$11,577.67	\$12,612.23
Spending Potential Index	66	69	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,415,637	\$37,968,197	\$55,876,908
Average Spent	\$1,599.58	\$1,614.16	\$1,774.38
Spending Potential Index	64	65	71
Travel: Total \$	\$6,231,800	\$32,405,211	\$48,115,121
Average Spent	\$1,344.22	\$1,377.66	\$1,527.90
Spending Potential Index	62	64	71
Vehicle Maintenance & Repairs: Total \$	\$3,379,157	\$17,503,275	\$25,619,904
Average Spent	\$728.89	\$744.12	\$813.56
Spending Potential Index	68	69	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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