



Demographic and Income Comparison Profile

Parkway Plaza
 588 Ed Noble Pkwy, Norman, Oklahoma, 73072
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 35.21145
 Longitude: -97.48460

	5 minutes	10 minutes	15 minutes
Census 2010 Summary			
Population	7,331	50,910	128,689
Households	3,450	20,149	51,142
Families	1,738	10,798	29,370
Average Household Size	2.09	2.24	2.38
Owner Occupied Housing Units	1,503	10,635	28,105
Renter Occupied Housing Units	1,947	9,514	23,033
Median Age	34.8	29.0	29.1
Census 2020 Summary			
Population	7,411	54,666	149,694
Households	3,399	21,050	58,821
Average Household Size	2.13	2.22	2.38
2022 Summary			
Population	7,542	56,051	154,147
Households	3,481	21,621	60,579
Families	1,665	11,162	34,433
Average Household Size	2.12	2.23	2.38
Owner Occupied Housing Units	1,590	11,129	32,081
Renter Occupied Housing Units	1,891	10,492	28,498
Median Age	38.2	30.9	31.5
Median Household Income	\$56,638	\$62,294	\$62,650
Average Household Income	\$80,709	\$94,136	\$85,685
2027 Summary			
Population	7,761	57,593	158,964
Households	3,578	22,309	62,605
Families	1,708	11,536	35,613
Average Household Size	2.12	2.23	2.38
Owner Occupied Housing Units	1,690	11,694	33,659
Renter Occupied Housing Units	1,887	10,614	28,946
Median Age	39.5	32.0	31.9
Median Household Income	\$61,948	\$70,612	\$72,628
Average Household Income	\$91,497	\$106,365	\$97,571
Trends: 2022-2027 Annual Rate			
Population	0.57%	0.54%	0.62%
Households	0.55%	0.63%	0.66%
Families	0.51%	0.66%	0.68%
Owner Households	1.23%	1.00%	0.96%
Median Household Income	1.81%	2.54%	3.00%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	205	5.9%	2,358	10.9%	6,607	10.9%
\$15,000 - \$24,999	275	7.9%	1,800	8.3%	4,947	8.2%
\$25,000 - \$34,999	434	12.5%	1,838	8.5%	4,902	8.1%
\$35,000 - \$49,999	570	16.4%	2,525	11.7%	6,987	11.5%
\$50,000 - \$74,999	720	20.7%	3,908	18.1%	11,384	18.8%
\$75,000 - \$99,999	360	10.3%	2,296	10.6%	7,548	12.5%
\$100,000 - \$149,999	599	17.2%	3,675	17.0%	11,230	18.5%
\$150,000 - \$199,999	180	5.2%	1,543	7.1%	4,055	6.7%
\$200,000+	138	4.0%	1,678	7.8%	2,910	4.8%
Median Household Income	\$56,638		\$62,294		\$62,650	
Average Household Income	\$80,709		\$94,136		\$85,685	
Per Capita Income	\$37,230		\$36,758		\$33,982	

2027 Households by Income	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	165	4.6%	1,985	8.9%	5,605	9.0%
\$15,000 - \$24,999	269	7.5%	1,545	6.9%	4,268	6.8%
\$25,000 - \$34,999	405	11.3%	1,723	7.7%	4,063	6.5%
\$35,000 - \$49,999	574	16.0%	2,567	11.5%	6,465	10.3%
\$50,000 - \$74,999	656	18.3%	3,832	17.2%	11,691	18.7%
\$75,000 - \$99,999	247	6.9%	2,247	10.1%	8,080	12.9%
\$100,000 - \$149,999	846	23.6%	4,426	19.8%	13,528	21.6%
\$150,000 - \$199,999	261	7.3%	2,062	9.2%	5,539	8.8%
\$200,000+	155	4.3%	1,921	8.6%	3,356	5.4%
Median Household Income	\$61,948		\$70,612		\$72,628	
Average Household Income	\$91,497		\$106,365		\$97,571	
Per Capita Income	\$42,215		\$41,618		\$38,734	

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	455	6.2%	2,502	4.9%	8,491	6.6%
Age 5 - 9	386	5.3%	2,557	5.0%	7,944	6.2%
Age 10 - 14	379	5.2%	2,452	4.8%	7,141	5.5%
Age 15 - 19	376	5.1%	5,969	11.7%	11,093	8.6%
Age 20 - 24	839	11.5%	8,576	16.8%	19,360	15.0%
Age 25 - 34	1,254	17.1%	7,224	14.2%	21,829	17.0%
Age 35 - 44	834	11.4%	5,228	10.3%	14,587	11.3%
Age 45 - 54	891	12.2%	5,737	11.3%	14,532	11.3%
Age 55 - 64	838	11.4%	5,078	10.0%	11,870	9.2%
Age 65 - 74	499	6.8%	2,930	5.8%	6,600	5.1%
Age 75 - 84	390	5.3%	1,870	3.7%	3,795	2.9%
Age 85+	190	2.6%	785	1.5%	1,446	1.1%

2022 Population by Age	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	406	5.4%	2,394	4.3%	9,061	5.9%
Age 5 - 9	391	5.2%	2,402	4.3%	8,842	5.7%
Age 10 - 14	388	5.1%	2,451	4.4%	8,528	5.5%
Age 15 - 19	388	5.1%	6,684	11.9%	13,103	8.5%
Age 20 - 24	528	7.0%	9,146	16.3%	20,649	13.4%
Age 25 - 34	1,303	17.3%	7,995	14.3%	25,473	16.5%
Age 35 - 44	1,010	13.4%	5,701	10.2%	19,619	12.7%
Age 45 - 54	764	10.1%	5,027	9.0%	14,764	9.6%
Age 55 - 64	880	11.7%	5,705	10.2%	14,800	9.6%
Age 65 - 74	768	10.2%	4,603	8.2%	11,199	7.3%
Age 75 - 84	474	6.3%	2,699	4.8%	5,831	3.8%
Age 85+	242	3.2%	1,244	2.2%	2,277	1.5%

2027 Population by Age	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	423	5.5%	2,498	4.3%	9,448	5.9%
Age 5 - 9	395	5.1%	2,448	4.3%	9,017	5.7%
Age 10 - 14	384	4.9%	2,464	4.3%	8,745	5.5%
Age 15 - 19	380	4.9%	6,496	11.3%	13,236	8.3%
Age 20 - 24	587	7.6%	9,295	16.1%	21,450	13.5%
Age 25 - 34	1,123	14.5%	7,747	13.5%	24,510	15.4%
Age 35 - 44	1,196	15.4%	6,434	11.2%	21,194	13.3%
Age 45 - 54	842	10.9%	5,206	9.0%	15,854	10.0%
Age 55 - 64	792	10.2%	5,283	9.2%	13,871	8.7%
Age 65 - 74	806	10.4%	5,007	8.7%	11,942	7.5%
Age 75 - 84	571	7.4%	3,327	5.8%	7,152	4.5%
Age 85+	260	3.4%	1,388	2.4%	2,543	1.6%

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2010 Race and Ethnicity	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	5,797	79.1%	41,250	81.0%	101,851	79.1%
Black Alone	292	4.0%	1,784	3.5%	5,796	4.5%
American Indian Alone	369	5.0%	2,194	4.3%	5,965	4.6%
Asian Alone	269	3.7%	2,189	4.3%	4,583	3.6%
Pacific Islander Alone	7	0.1%	47	0.1%	99	0.1%
Some Other Race Alone	221	3.0%	819	1.6%	2,918	2.3%
Two or More Races	375	5.1%	2,628	5.2%	7,477	5.8%
Hispanic Origin (Any Race)	738	10.1%	3,150	6.2%	9,263	7.2%

2020 Race and Ethnicity	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	5,068	68.4%	39,126	71.6%	103,226	69.0%
Black Alone	432	5.8%	2,055	3.8%	8,098	5.4%
American Indian Alone	335	4.5%	2,220	4.1%	6,437	4.3%
Asian Alone	208	2.8%	2,112	3.9%	5,704	3.8%
Pacific Islander Alone	4	0.1%	33	0.1%	131	0.1%
Some Other Race Alone	393	5.3%	3,083	5.6%	6,548	4.4%
Two or More Races	971	13.1%	6,038	11.0%	19,550	13.1%
Hispanic Origin (Any Race)	906	12.2%	5,034	9.2%	15,065	10.1%

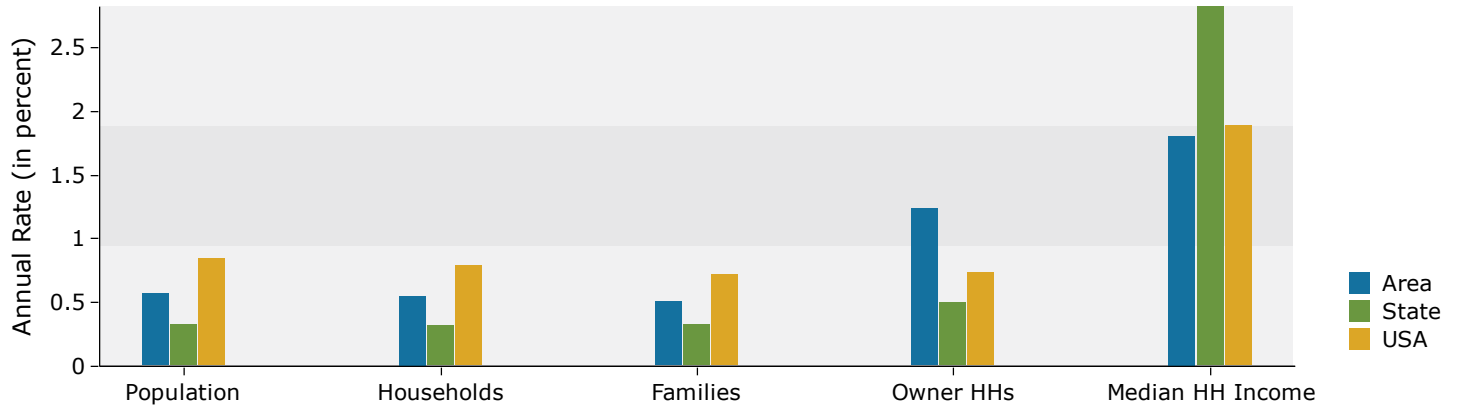
2022 Race and Ethnicity	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	5,108	67.7%	39,774	71.0%	105,218	68.3%
Black Alone	442	5.9%	2,137	3.8%	8,444	5.5%
American Indian Alone	342	4.5%	2,287	4.1%	6,668	4.3%
Asian Alone	216	2.9%	2,184	3.9%	5,936	3.9%
Pacific Islander Alone	4	0.1%	34	0.1%	134	0.1%
Some Other Race Alone	410	5.4%	3,237	5.8%	6,938	4.5%
Two or More Races	1,020	13.5%	6,399	11.4%	20,810	13.5%
Hispanic Origin (Any Race)	922	12.2%	5,112	9.1%	15,416	10.0%

2027 Race and Ethnicity	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	5,122	66.0%	39,898	69.3%	105,713	66.5%
Black Alone	473	6.1%	2,284	4.0%	9,061	5.7%
American Indian Alone	354	4.6%	2,376	4.1%	6,958	4.4%
Asian Alone	233	3.0%	2,337	4.1%	6,343	4.0%
Pacific Islander Alone	5	0.1%	35	0.1%	144	0.1%
Some Other Race Alone	458	5.9%	3,621	6.3%	7,830	4.9%
Two or More Races	1,117	14.4%	7,042	12.2%	22,916	14.4%
Hispanic Origin (Any Race)	964	12.4%	5,295	9.2%	16,029	10.1%

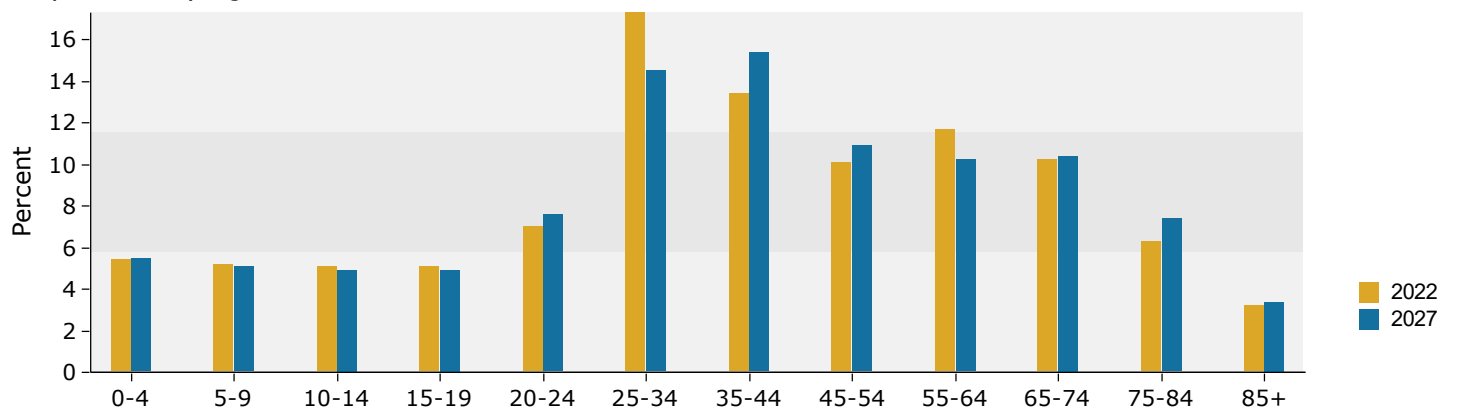
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

5 minutes

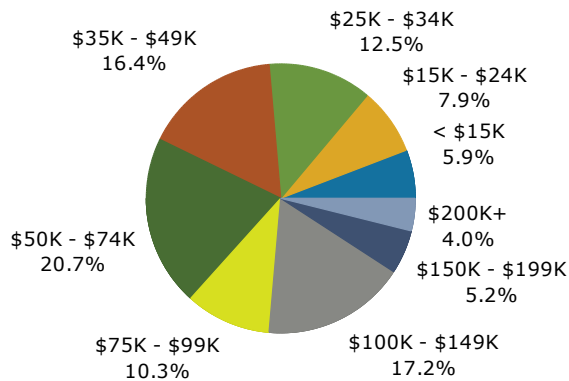
Trends 2022-2027



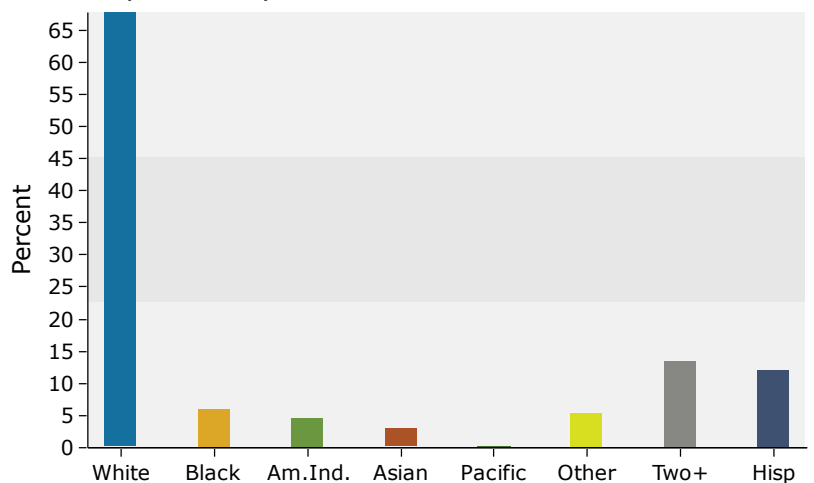
Population by Age



2022 Household Income



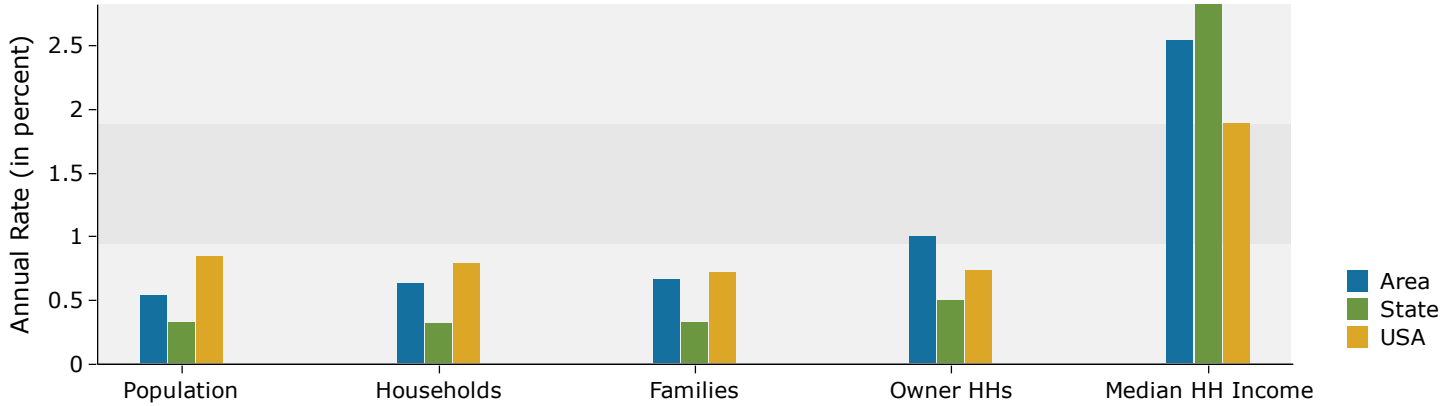
2022 Population by Race



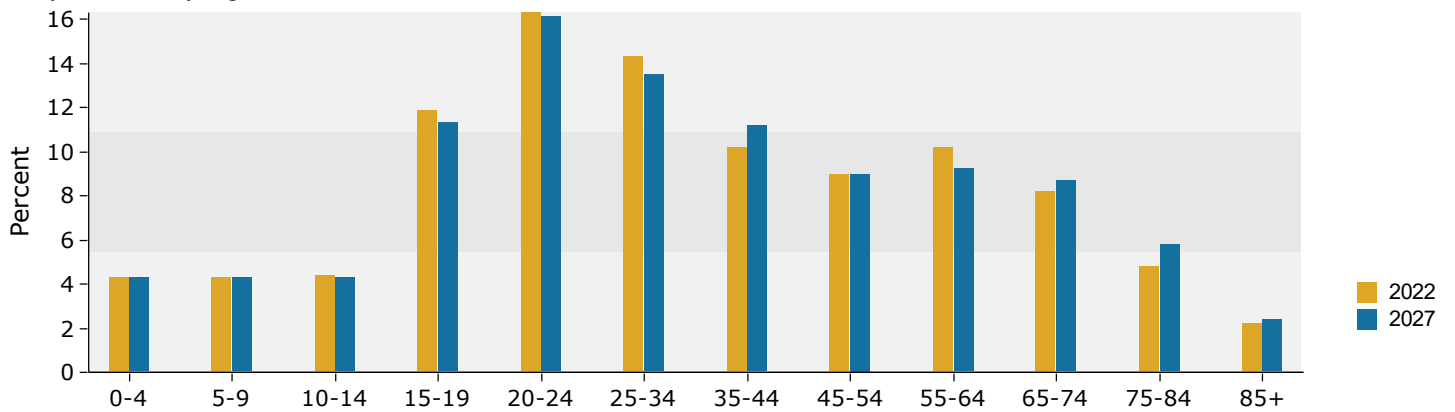
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

10 minutes

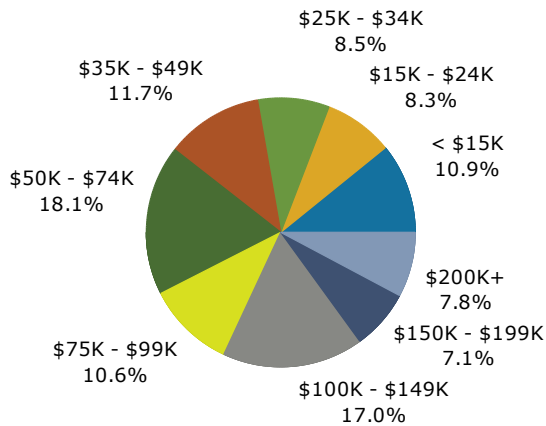
Trends 2022-2027



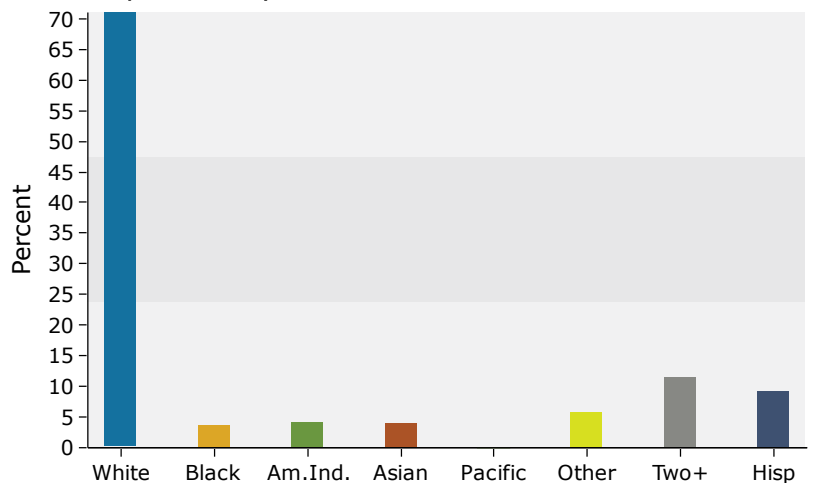
Population by Age



2022 Household Income



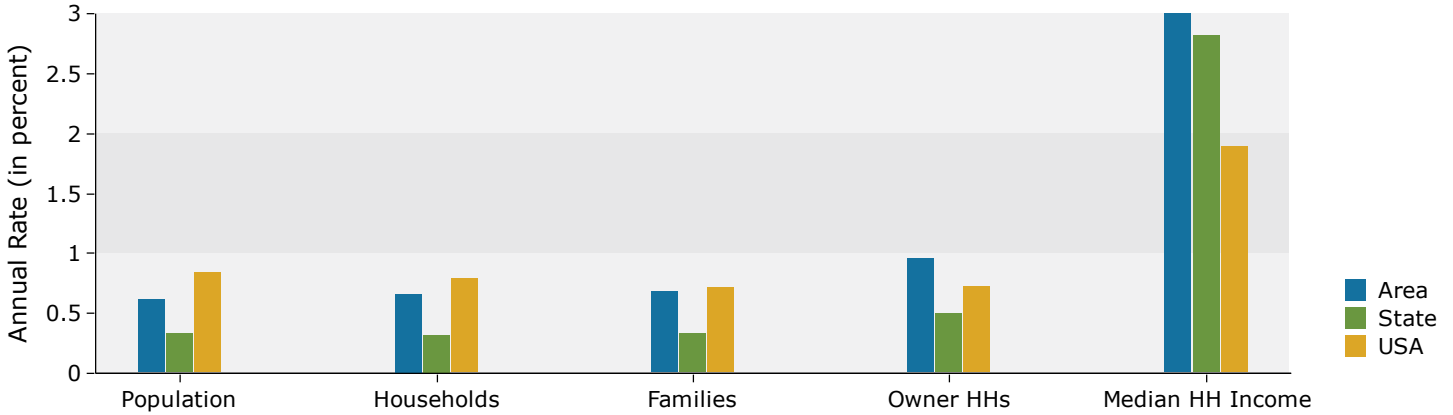
2022 Population by Race



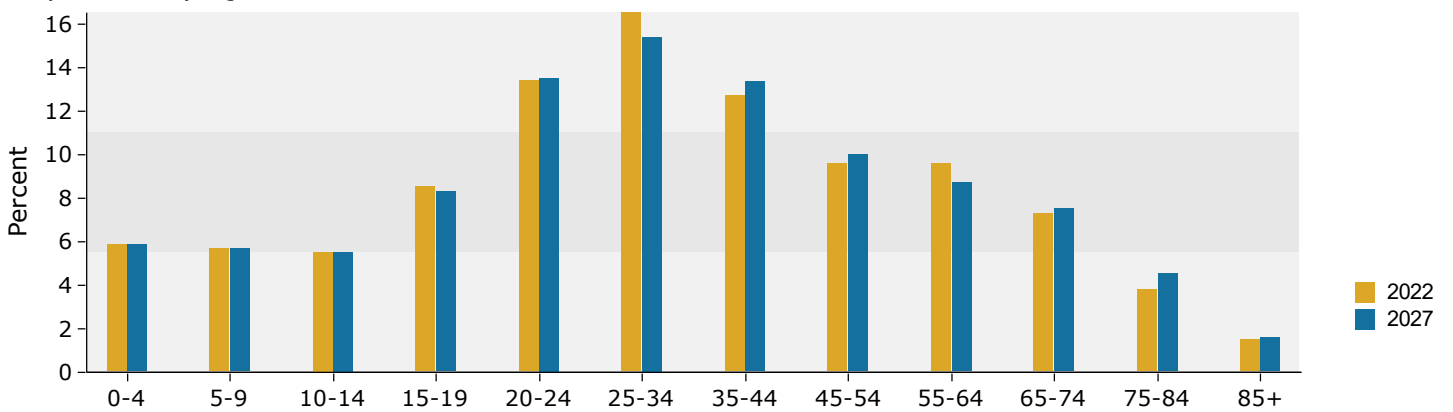
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

15 minutes

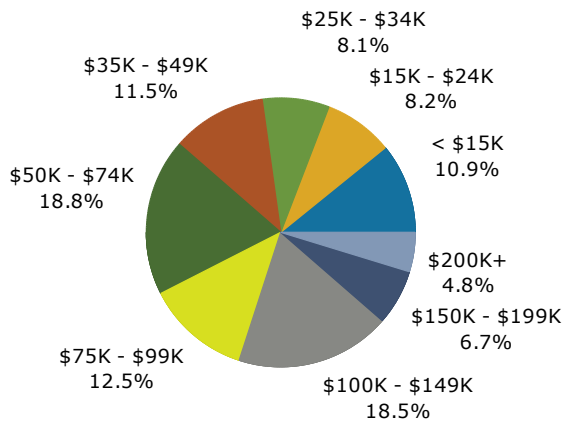
Trends 2022-2027



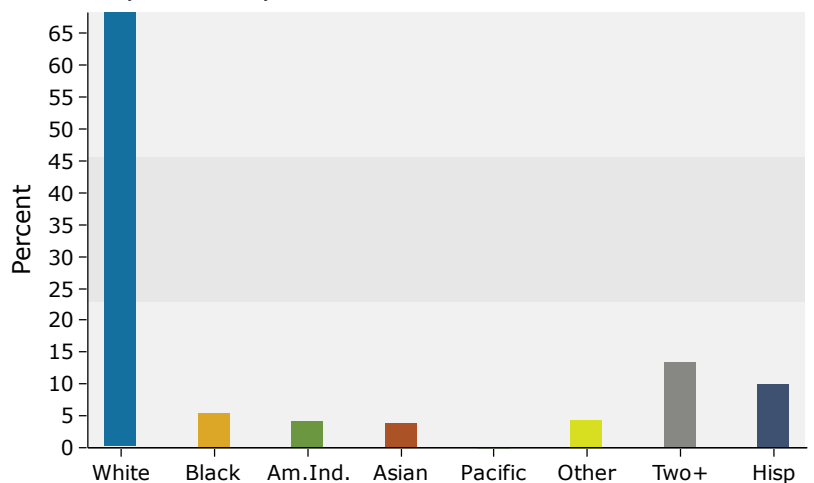
Population by Age



2022 Household Income



2022 Population by Race



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