



Demographic and Income Comparison Profile

Sooner Mall
 3301 W Main St, Norman, Oklahoma, 73072
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 35.22029
 Longitude: -97.49036

	5 minutes	10 minutes	15 minutes
Census 2010 Summary			
Population	12,777	51,152	143,292
Households	5,535	20,798	56,794
Families	3,405	11,611	33,274
Average Household Size	2.29	2.28	2.40
Owner Occupied Housing Units	3,497	11,642	32,011
Renter Occupied Housing Units	2,038	9,156	24,784
Median Age	38.4	31.7	29.3
Census 2020 Summary			
Population	13,349	54,302	164,515
Households	5,764	21,658	64,075
Average Household Size	2.26	2.29	2.41
2022 Summary			
Population	13,453	55,878	169,518
Households	5,921	22,278	66,054
Families	3,527	12,108	38,247
Average Household Size	2.22	2.29	2.42
Owner Occupied Housing Units	3,660	12,332	36,471
Renter Occupied Housing Units	2,261	9,946	29,583
Median Age	41.3	34.2	31.8
Median Household Income	\$75,818	\$65,863	\$64,189
Average Household Income	\$110,186	\$97,823	\$86,277
2027 Summary			
Population	13,878	57,649	174,932
Households	6,111	23,033	68,328
Families	3,633	12,526	39,590
Average Household Size	2.22	2.30	2.42
Owner Occupied Housing Units	3,861	12,946	38,268
Renter Occupied Housing Units	2,250	10,088	30,060
Median Age	42.2	35.4	32.3
Median Household Income	\$90,291	\$75,644	\$74,606
Average Household Income	\$123,459	\$110,399	\$98,188
Trends: 2022-2027 Annual Rate			
Population	0.62%	0.63%	0.63%
Households	0.63%	0.67%	0.68%
Families	0.59%	0.68%	0.69%
Owner Households	1.07%	0.98%	0.97%
Median Household Income	3.56%	2.81%	3.05%

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	274	4.6%	2,253	10.1%	6,864	10.4%
\$15,000 - \$24,999	434	7.3%	1,789	8.0%	5,142	7.8%
\$25,000 - \$34,999	391	6.6%	1,745	7.8%	5,340	8.1%
\$35,000 - \$49,999	734	12.4%	2,520	11.3%	7,514	11.4%
\$50,000 - \$74,999	1,099	18.6%	3,959	17.8%	12,408	18.8%
\$75,000 - \$99,999	671	11.3%	2,445	11.0%	8,706	13.2%
\$100,000 - \$149,999	1,156	19.5%	4,008	18.0%	12,474	18.9%
\$150,000 - \$199,999	594	10.0%	1,706	7.7%	4,499	6.8%
\$200,000+	568	9.6%	1,851	8.3%	3,097	4.7%
Median Household Income	\$75,818		\$65,863		\$64,189	
Average Household Income	\$110,186		\$97,823		\$86,277	
Per Capita Income	\$48,544		\$39,479		\$33,912	

2027 Households by Income	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	219	3.6%	1,891	8.2%	5,836	8.5%
\$15,000 - \$24,999	352	5.8%	1,529	6.6%	4,443	6.5%
\$25,000 - \$34,999	432	7.1%	1,629	7.1%	4,304	6.3%
\$35,000 - \$49,999	782	12.8%	2,524	11.0%	6,853	10.0%
\$50,000 - \$74,999	919	15.0%	3,863	16.8%	12,866	18.8%
\$75,000 - \$99,999	530	8.7%	2,395	10.4%	9,402	13.8%
\$100,000 - \$149,999	1,430	23.4%	4,809	20.9%	14,876	21.8%
\$150,000 - \$199,999	810	13.3%	2,275	9.9%	6,145	9.0%
\$200,000+	638	10.4%	2,116	9.2%	3,595	5.3%
Median Household Income	\$90,291		\$75,644		\$74,606	
Average Household Income	\$123,459		\$110,399		\$98,188	
Per Capita Income	\$54,415		\$44,603		\$38,642	

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	694	5.4%	2,752	5.4%	9,714	6.8%
Age 5 - 9	826	6.5%	2,906	5.7%	9,064	6.3%
Age 10 - 14	821	6.4%	2,762	5.4%	8,180	5.7%
Age 15 - 19	746	5.8%	4,754	9.3%	12,032	8.4%
Age 20 - 24	970	7.6%	7,118	13.9%	20,399	14.2%
Age 25 - 34	1,798	14.1%	7,432	14.5%	24,776	17.3%
Age 35 - 44	1,570	12.3%	5,791	11.3%	16,583	11.6%
Age 45 - 54	1,871	14.6%	6,294	12.3%	16,336	11.4%
Age 55 - 64	1,642	12.9%	5,453	10.7%	13,217	9.2%
Age 65 - 74	941	7.4%	3,109	6.1%	7,346	5.1%
Age 75 - 84	619	4.8%	1,965	3.8%	4,124	2.9%
Age 85+	279	2.2%	818	1.6%	1,523	1.1%

2022 Population by Age	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	643	4.8%	2,678	4.8%	10,208	6.0%
Age 5 - 9	679	5.0%	2,742	4.9%	9,988	5.9%
Age 10 - 14	718	5.3%	2,822	5.1%	9,656	5.7%
Age 15 - 19	794	5.9%	5,145	9.2%	14,037	8.3%
Age 20 - 24	866	6.4%	6,970	12.5%	21,511	12.7%
Age 25 - 34	1,885	14.0%	8,256	14.8%	27,856	16.4%
Age 35 - 44	1,724	12.8%	6,320	11.3%	22,333	13.2%
Age 45 - 54	1,495	11.1%	5,644	10.1%	16,482	9.7%
Age 55 - 64	1,784	13.3%	6,238	11.2%	16,365	9.7%
Age 65 - 74	1,531	11.4%	4,928	8.8%	12,322	7.3%
Age 75 - 84	908	6.7%	2,841	5.1%	6,359	3.8%
Age 85+	426	3.2%	1,293	2.3%	2,402	1.4%

2027 Population by Age	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	671	4.8%	2,790	4.8%	10,642	6.1%
Age 5 - 9	713	5.1%	2,792	4.8%	10,185	5.8%
Age 10 - 14	715	5.2%	2,836	4.9%	9,939	5.7%
Age 15 - 19	683	4.9%	4,929	8.6%	14,260	8.2%
Age 20 - 24	848	6.1%	7,175	12.4%	22,320	12.8%
Age 25 - 34	1,863	13.4%	8,020	13.9%	26,994	15.4%
Age 35 - 44	1,986	14.3%	7,052	12.2%	23,860	13.6%
Age 45 - 54	1,565	11.3%	5,877	10.2%	17,812	10.2%
Age 55 - 64	1,581	11.4%	5,819	10.1%	15,314	8.8%
Age 65 - 74	1,641	11.8%	5,401	9.4%	13,149	7.5%
Age 75 - 84	1,144	8.2%	3,513	6.1%	7,748	4.4%
Age 85+	468	3.4%	1,443	2.5%	2,709	1.5%

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 Race and Ethnicity	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,523	82.4%	41,901	81.9%	113,305	79.1%
Black Alone	382	3.0%	1,578	3.1%	6,498	4.5%
American Indian Alone	467	3.7%	2,209	4.3%	6,549	4.6%
Asian Alone	599	4.7%	1,859	3.6%	5,018	3.5%
Pacific Islander Alone	17	0.1%	45	0.1%	112	0.1%
Some Other Race Alone	175	1.4%	918	1.8%	3,373	2.4%
Two or More Races	614	4.8%	2,643	5.2%	8,437	5.9%
Hispanic Origin (Any Race)	692	5.4%	3,350	6.5%	10,523	7.3%

2020 Race and Ethnicity	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,639	72.2%	38,844	71.5%	113,151	68.8%
Black Alone	544	4.1%	1,931	3.6%	8,948	5.4%
American Indian Alone	524	3.9%	2,314	4.3%	7,047	4.3%
Asian Alone	659	4.9%	2,001	3.7%	6,177	3.8%
Pacific Islander Alone	12	0.1%	33	0.1%	147	0.1%
Some Other Race Alone	345	2.6%	2,664	4.9%	7,162	4.4%
Two or More Races	1,626	12.2%	6,514	12.0%	21,883	13.3%
Hispanic Origin (Any Race)	953	7.1%	5,079	9.4%	17,062	10.4%

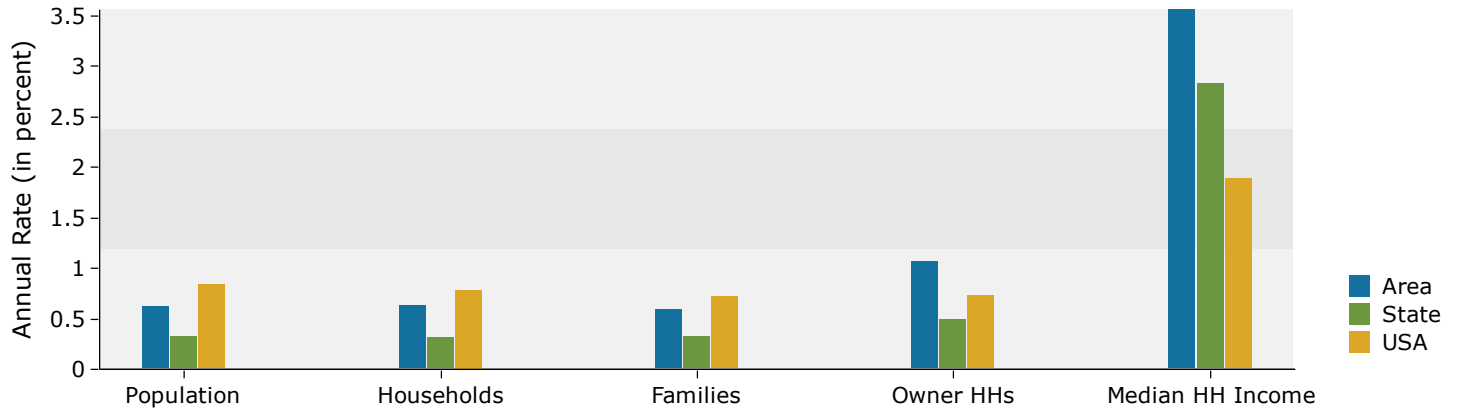
2022 Race and Ethnicity	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,642	71.7%	39,617	70.9%	115,399	68.1%
Black Alone	557	4.1%	2,020	3.6%	9,340	5.5%
American Indian Alone	530	3.9%	2,395	4.3%	7,305	4.3%
Asian Alone	662	4.9%	2,081	3.7%	6,437	3.8%
Pacific Islander Alone	13	0.1%	34	0.1%	150	0.1%
Some Other Race Alone	360	2.7%	2,810	5.0%	7,588	4.5%
Two or More Races	1,690	12.6%	6,921	12.4%	23,298	13.7%
Hispanic Origin (Any Race)	960	7.1%	5,199	9.3%	17,474	10.3%

2027 Race and Ethnicity	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,723	70.1%	39,905	69.2%	115,990	66.3%
Black Alone	603	4.3%	2,169	3.8%	10,040	5.7%
American Indian Alone	552	4.0%	2,500	4.3%	7,629	4.4%
Asian Alone	708	5.1%	2,235	3.9%	6,886	3.9%
Pacific Islander Alone	14	0.1%	37	0.1%	162	0.1%
Some Other Race Alone	415	3.0%	3,167	5.5%	8,569	4.9%
Two or More Races	1,864	13.4%	7,636	13.2%	25,656	14.7%
Hispanic Origin (Any Race)	1,007	7.3%	5,427	9.4%	18,183	10.4%

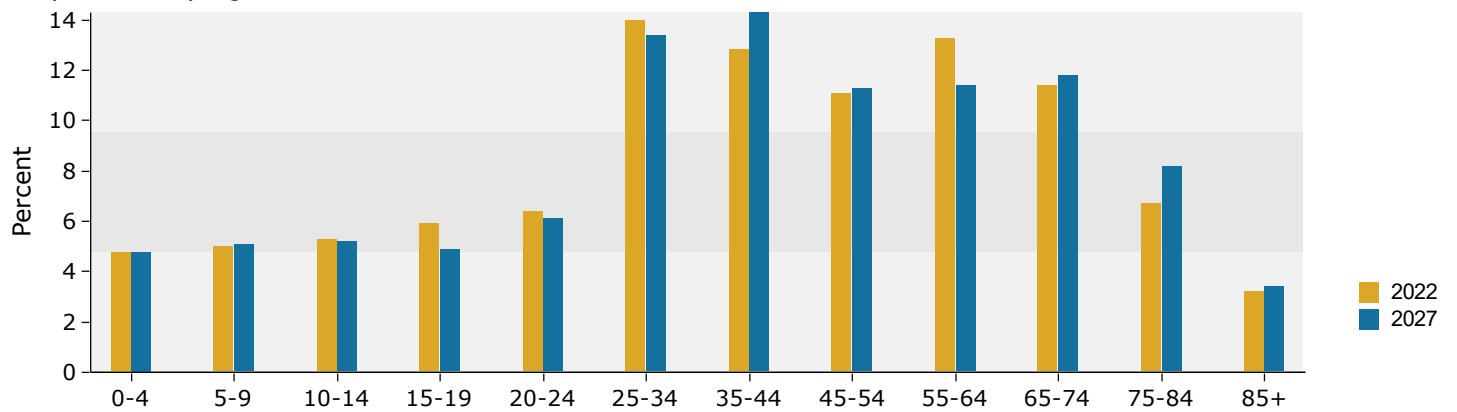
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

5 minutes

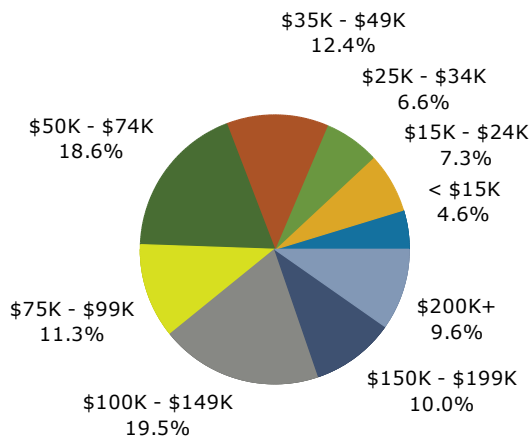
Trends 2022-2027



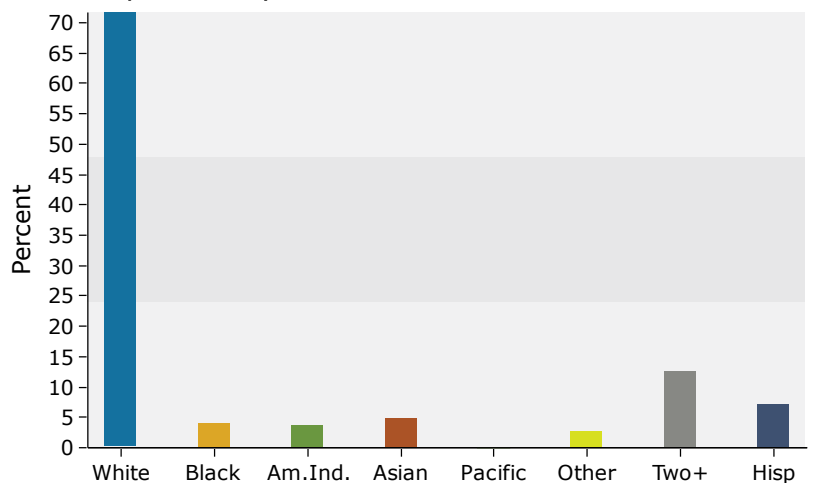
Population by Age



2022 Household Income



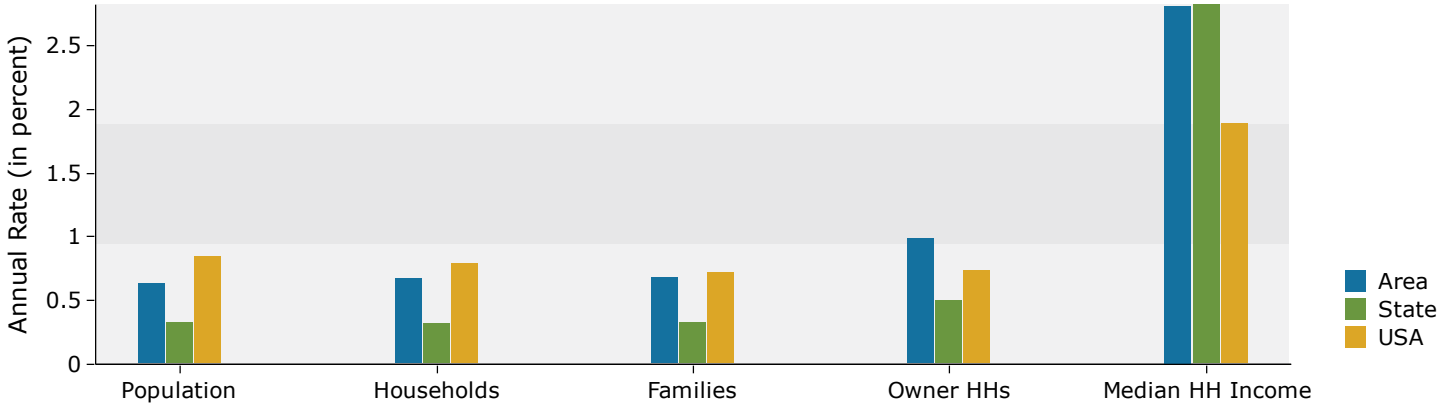
2022 Population by Race



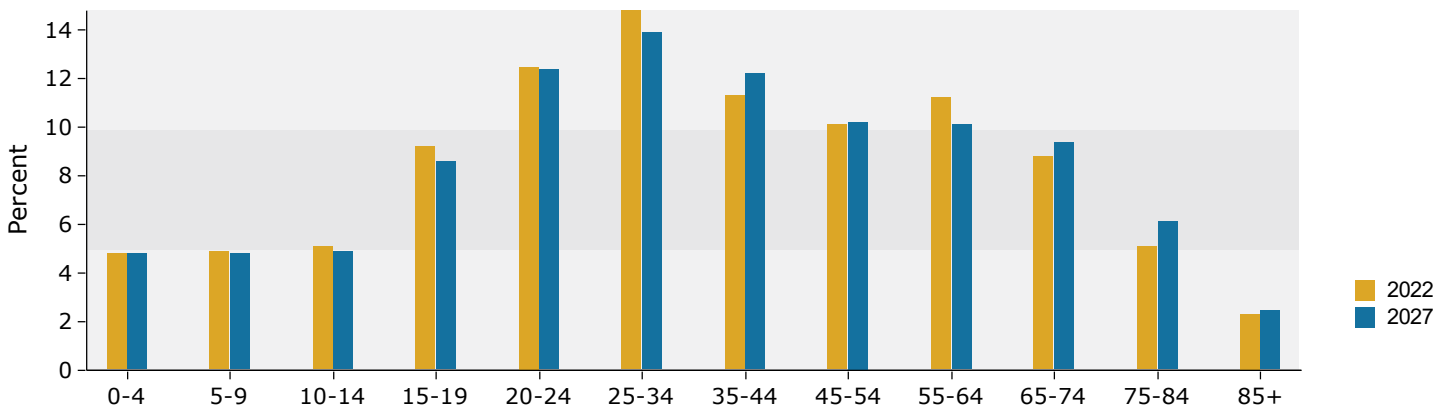
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

10 minutes

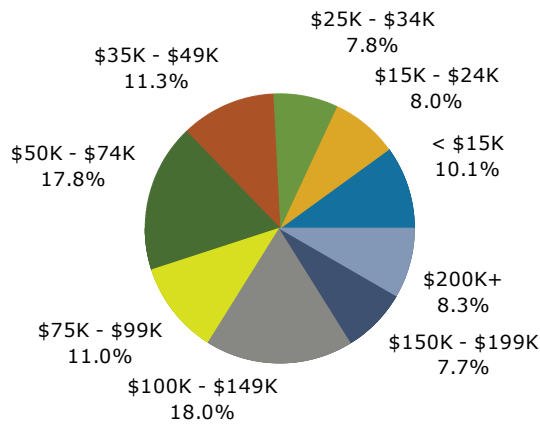
Trends 2022-2027



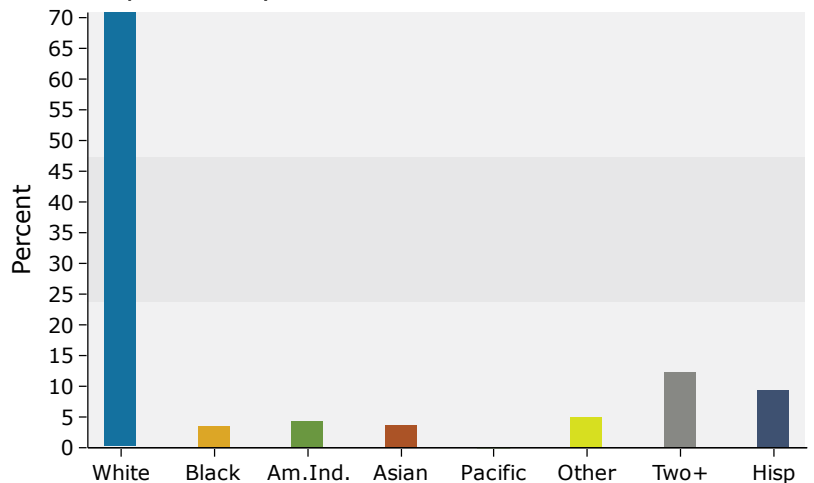
Population by Age



2022 Household Income



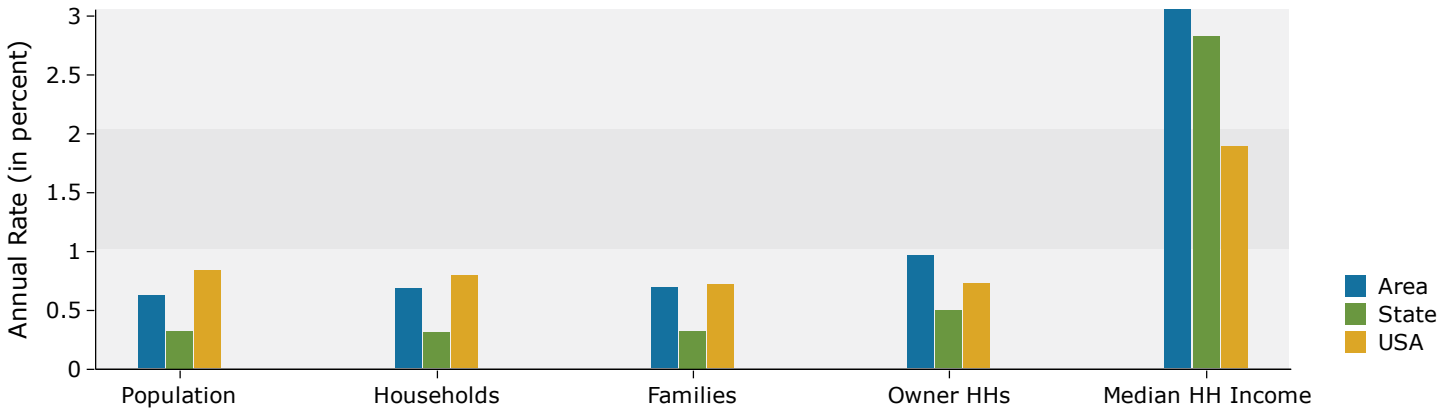
2022 Population by Race



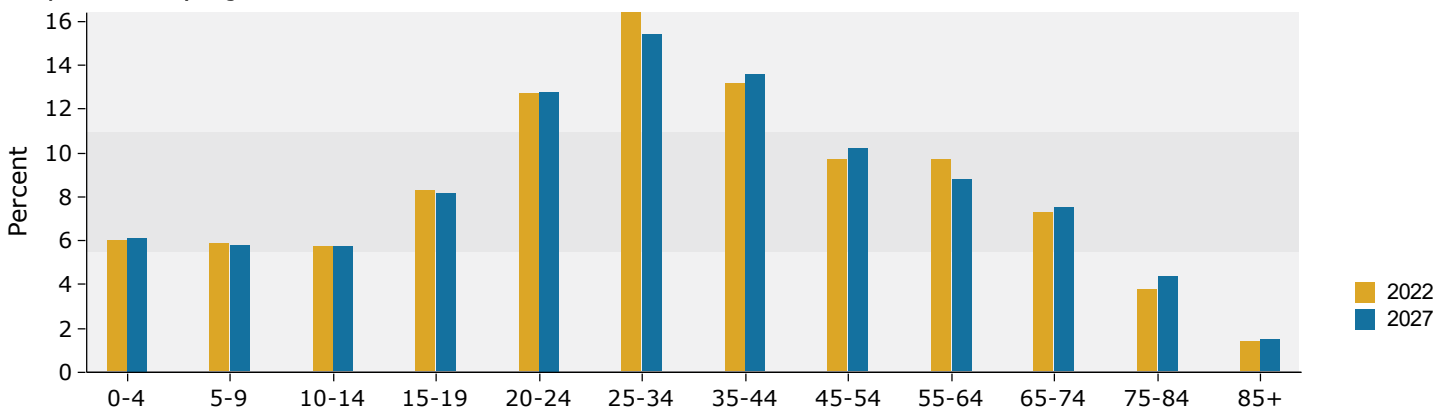
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

15 minutes

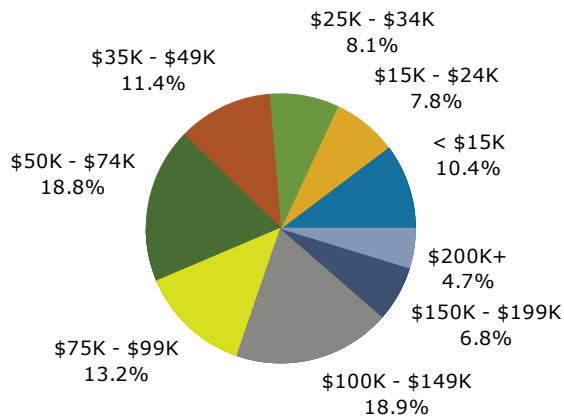
Trends 2022-2027



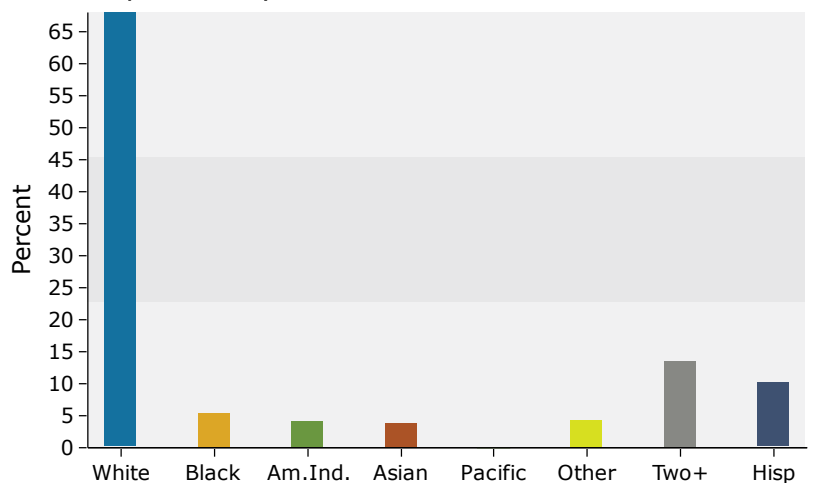
Population by Age



2022 Household Income



2022 Population by Race



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