



Demographic and Income Comparison Profile

University North Park
 24th Ave NW, Norman, Oklahoma, 73069
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 35.24066
 Longitude: -97.48203

	5 minutes	10 minutes	15 minutes
Census 2010 Summary			
Population	10,674	63,754	170,916
Households	4,563	26,251	67,237
Families	2,893	15,682	41,010
Average Household Size	2.32	2.37	2.43
Owner Occupied Housing Units	3,008	16,060	40,274
Renter Occupied Housing Units	1,555	10,186	26,964
Median Age	38.4	33.1	30.2
Census 2020 Summary			
Population	12,256	73,386	196,202
Households	5,320	30,075	76,053
Average Household Size	2.23	2.37	2.45
2022 Summary			
Population	12,785	75,718	201,542
Households	5,472	31,018	78,201
Families	3,251	18,578	47,018
Average Household Size	2.26	2.37	2.45
Owner Occupied Housing Units	3,291	18,554	45,870
Renter Occupied Housing Units	2,181	12,464	32,331
Median Age	40.7	35.5	32.9
Median Household Income	\$78,771	\$73,128	\$67,256
Average Household Income	\$111,499	\$98,801	\$88,366
2027 Summary			
Population	13,184	78,204	207,380
Households	5,652	32,070	80,603
Families	3,367	19,194	48,482
Average Household Size	2.26	2.37	2.45
Owner Occupied Housing Units	3,469	19,420	47,914
Renter Occupied Housing Units	2,183	12,650	32,689
Median Age	41.0	36.1	33.5
Median Household Income	\$91,891	\$84,450	\$77,891
Average Household Income	\$125,959	\$112,030	\$100,316
Trends: 2022-2027 Annual Rate			
Population	0.62%	0.65%	0.57%
Households	0.65%	0.67%	0.61%
Families	0.70%	0.65%	0.62%
Owner Households	1.06%	0.92%	0.88%
Median Household Income	3.13%	2.92%	2.98%

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	301	5.5%	2,550	8.2%	7,282	9.3%
\$15,000 - \$24,999	391	7.1%	2,142	6.9%	5,707	7.3%
\$25,000 - \$34,999	363	6.6%	2,228	7.2%	6,072	7.8%
\$35,000 - \$49,999	601	11.0%	3,358	10.8%	8,926	11.4%
\$50,000 - \$74,999	955	17.5%	5,523	17.8%	14,543	18.6%
\$75,000 - \$99,999	657	12.0%	3,760	12.1%	10,714	13.7%
\$100,000 - \$149,999	1,118	20.4%	6,572	21.2%	15,600	20.0%
\$150,000 - \$199,999	547	10.0%	2,673	8.6%	5,665	7.2%
\$200,000+	538	9.8%	2,203	7.1%	3,683	4.7%
Median Household Income	\$78,771		\$73,128		\$67,256	
Average Household Income	\$111,499		\$98,801		\$88,366	
Per Capita Income	\$48,196		\$40,777		\$34,585	

2027 Households by Income	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	247	4.4%	2,113	6.6%	6,173	7.7%
\$15,000 - \$24,999	339	6.0%	1,821	5.7%	4,974	6.2%
\$25,000 - \$34,999	387	6.8%	1,887	5.9%	4,940	6.1%
\$35,000 - \$49,999	572	10.1%	3,060	9.5%	7,841	9.7%
\$50,000 - \$74,999	807	14.3%	5,481	17.1%	14,634	18.2%
\$75,000 - \$99,999	650	11.5%	3,776	11.8%	11,528	14.3%
\$100,000 - \$149,999	1,285	22.7%	7,751	24.2%	18,653	23.1%
\$150,000 - \$199,999	727	12.9%	3,627	11.3%	7,610	9.4%
\$200,000+	637	11.3%	2,544	7.9%	4,240	5.3%
Median Household Income	\$91,891		\$84,450		\$77,891	
Average Household Income	\$125,959		\$112,030		\$100,316	
Per Capita Income	\$54,459		\$46,263		\$39,299	

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	621	5.8%	4,170	6.5%	11,745	6.9%
Age 5 - 9	681	6.4%	4,081	6.4%	11,179	6.5%
Age 10 - 14	673	6.3%	3,856	6.0%	10,134	5.9%
Age 15 - 19	671	6.3%	3,923	6.2%	13,757	8.0%
Age 20 - 24	764	7.2%	7,094	11.1%	21,881	12.8%
Age 25 - 34	1,481	13.9%	10,515	16.5%	29,046	17.0%
Age 35 - 44	1,320	12.4%	7,940	12.5%	20,411	11.9%
Age 45 - 54	1,547	14.5%	8,294	13.0%	20,304	11.9%
Age 55 - 64	1,365	12.8%	6,852	10.7%	16,417	9.6%
Age 65 - 74	821	7.7%	3,801	6.0%	9,201	5.4%
Age 75 - 84	539	5.0%	2,315	3.6%	5,034	2.9%
Age 85+	189	1.8%	914	1.4%	1,807	1.1%

2022 Population by Age	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	659	5.2%	4,595	6.1%	12,311	6.1%
Age 5 - 9	709	5.5%	4,632	6.1%	12,152	6.0%
Age 10 - 14	742	5.8%	4,627	6.1%	11,836	5.9%
Age 15 - 19	773	6.0%	4,911	6.5%	15,996	7.9%
Age 20 - 24	793	6.2%	6,568	8.7%	23,080	11.5%
Age 25 - 34	1,771	13.9%	11,964	15.8%	32,111	15.9%
Age 35 - 44	1,598	12.5%	10,565	14.0%	27,227	13.5%
Age 45 - 54	1,468	11.5%	8,240	10.9%	20,299	10.1%
Age 55 - 64	1,629	12.7%	8,399	11.1%	20,269	10.1%
Age 65 - 74	1,388	10.9%	6,386	8.4%	15,447	7.7%
Age 75 - 84	856	6.7%	3,438	4.5%	7,910	3.9%
Age 85+	400	3.1%	1,393	1.8%	2,903	1.4%

2027 Population by Age	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	697	5.3%	4,799	6.1%	12,741	6.1%
Age 5 - 9	732	5.6%	4,743	6.1%	12,351	6.0%
Age 10 - 14	750	5.7%	4,720	6.0%	12,174	5.9%
Age 15 - 19	716	5.4%	4,910	6.3%	16,124	7.8%
Age 20 - 24	794	6.0%	6,862	8.8%	23,855	11.5%
Age 25 - 34	1,830	13.9%	11,747	15.0%	30,975	14.9%
Age 35 - 44	1,734	13.2%	11,287	14.4%	28,962	14.0%
Age 45 - 54	1,507	11.4%	8,769	11.2%	21,847	10.5%
Age 55 - 64	1,476	11.2%	7,776	9.9%	18,863	9.1%
Age 65 - 74	1,478	11.2%	6,836	8.7%	16,469	7.9%
Age 75 - 84	1,028	7.8%	4,204	5.4%	9,693	4.7%
Age 85+	441	3.3%	1,549	2.0%	3,326	1.6%

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	8,823	82.7%	52,133	81.8%	135,032	79.0%
Black Alone	306	2.9%	2,203	3.5%	7,848	4.6%
American Indian Alone	446	4.2%	2,810	4.4%	7,628	4.5%
Asian Alone	428	4.0%	1,945	3.1%	6,000	3.5%
Pacific Islander Alone	15	0.1%	49	0.1%	125	0.1%
Some Other Race Alone	124	1.2%	1,238	1.9%	4,275	2.5%
Two or More Races	530	5.0%	3,377	5.3%	10,009	5.9%
Hispanic Origin (Any Race)	603	5.6%	4,382	6.9%	12,914	7.6%

2020 Race and Ethnicity	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,833	72.1%	52,200	71.1%	134,525	68.6%
Black Alone	522	4.3%	3,101	4.2%	10,769	5.5%
American Indian Alone	521	4.3%	3,231	4.4%	8,429	4.3%
Asian Alone	541	4.4%	2,547	3.5%	7,468	3.8%
Pacific Islander Alone	9	0.1%	54	0.1%	188	0.1%
Some Other Race Alone	374	3.1%	2,446	3.3%	8,611	4.4%
Two or More Races	1,457	11.9%	9,807	13.4%	26,212	13.4%
Hispanic Origin (Any Race)	1,010	8.2%	6,787	9.2%	21,135	10.8%

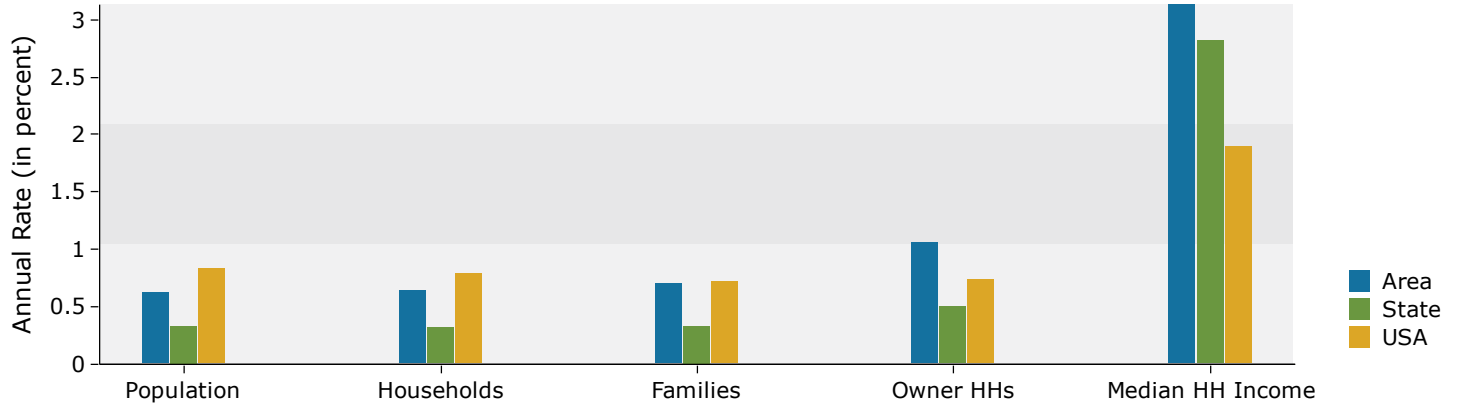
2022 Race and Ethnicity	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,149	71.6%	53,366	70.5%	136,781	67.9%
Black Alone	556	4.3%	3,250	4.3%	11,197	5.6%
American Indian Alone	539	4.2%	3,352	4.4%	8,709	4.3%
Asian Alone	580	4.5%	2,653	3.5%	7,762	3.9%
Pacific Islander Alone	9	0.1%	55	0.1%	192	0.1%
Some Other Race Alone	398	3.1%	2,611	3.4%	9,096	4.5%
Two or More Races	1,554	12.2%	10,432	13.8%	27,805	13.8%
Hispanic Origin (Any Race)	1,041	8.1%	6,984	9.2%	21,575	10.7%

2027 Race and Ethnicity	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,234	70.1%	53,813	68.8%	137,093	66.1%
Black Alone	596	4.5%	3,492	4.5%	11,987	5.8%
American Indian Alone	561	4.3%	3,502	4.5%	9,068	4.4%
Asian Alone	624	4.7%	2,861	3.7%	8,279	4.0%
Pacific Islander Alone	9	0.1%	60	0.1%	203	0.1%
Some Other Race Alone	449	3.4%	2,974	3.8%	10,232	4.9%
Two or More Races	1,709	13.0%	11,502	14.7%	30,517	14.7%
Hispanic Origin (Any Race)	1,075	8.2%	7,292	9.3%	22,371	10.8%

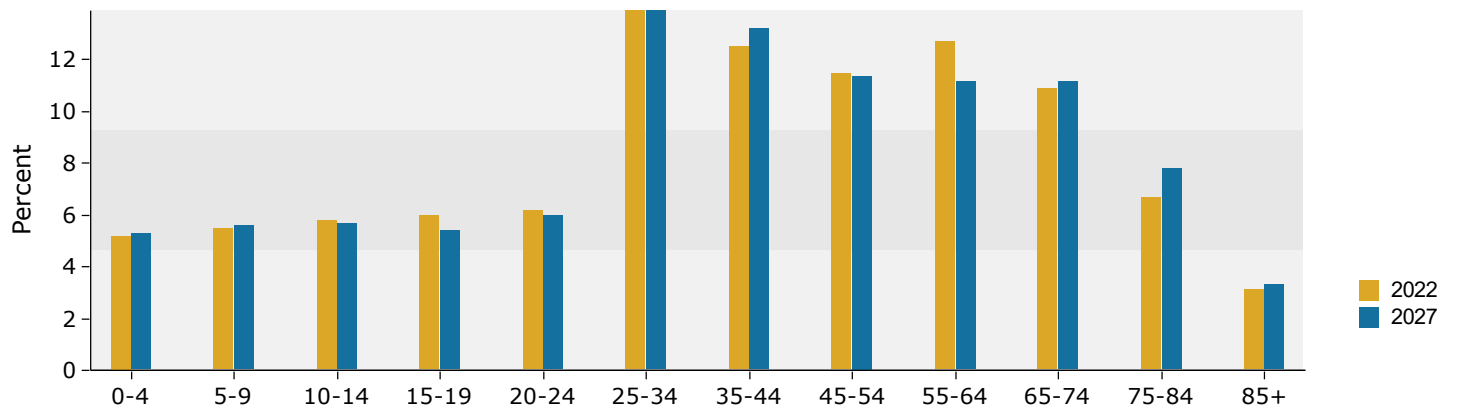
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

5 minutes

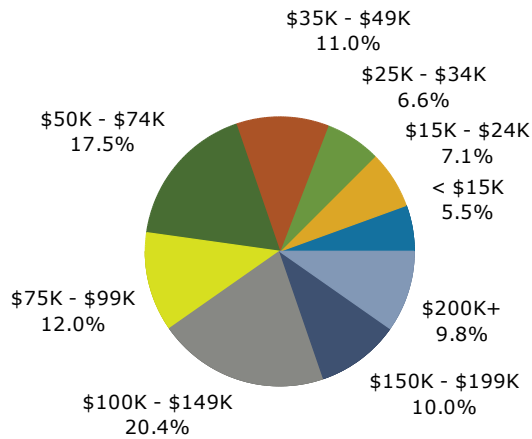
Trends 2022-2027



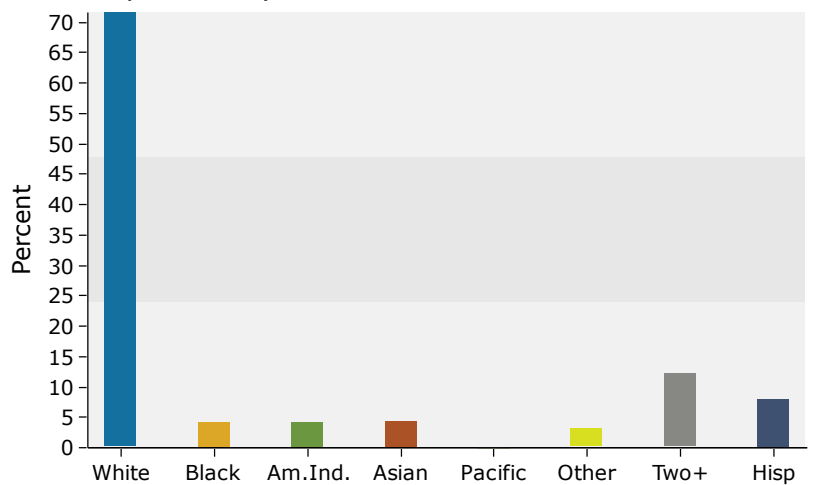
Population by Age



2022 Household Income



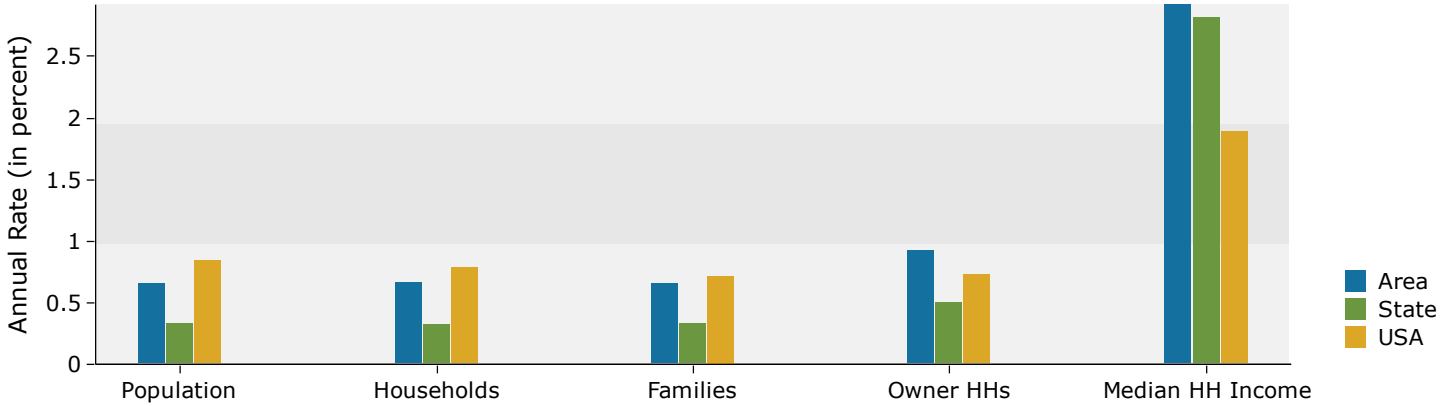
2022 Population by Race



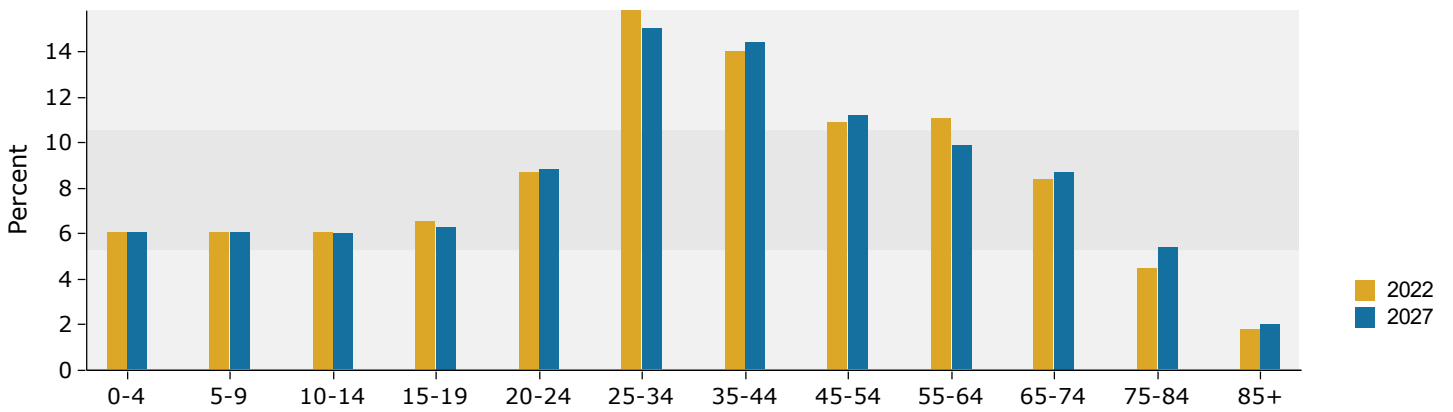
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

10 minutes

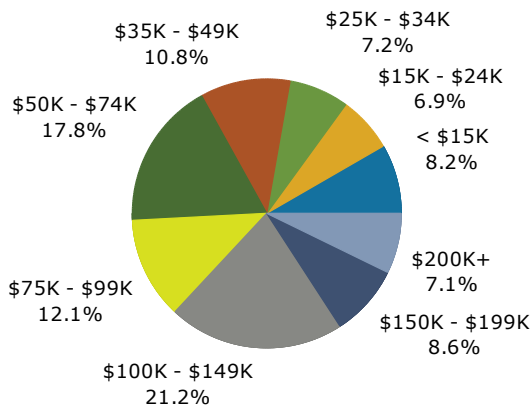
Trends 2022-2027



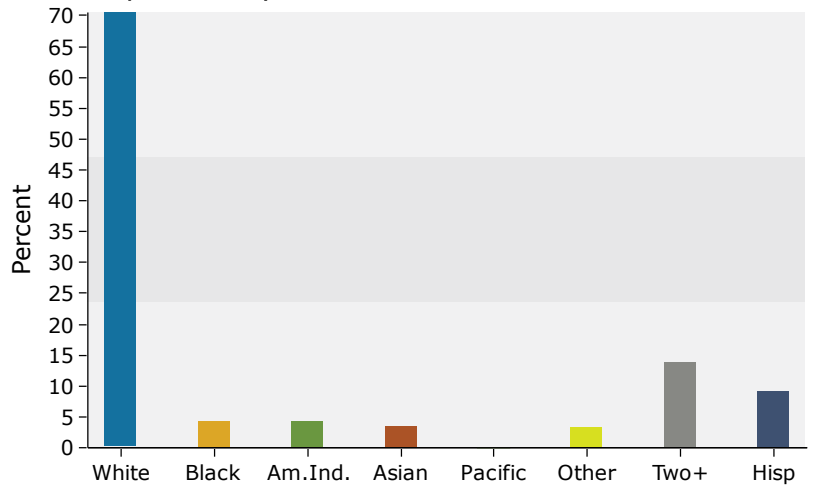
Population by Age



2022 Household Income



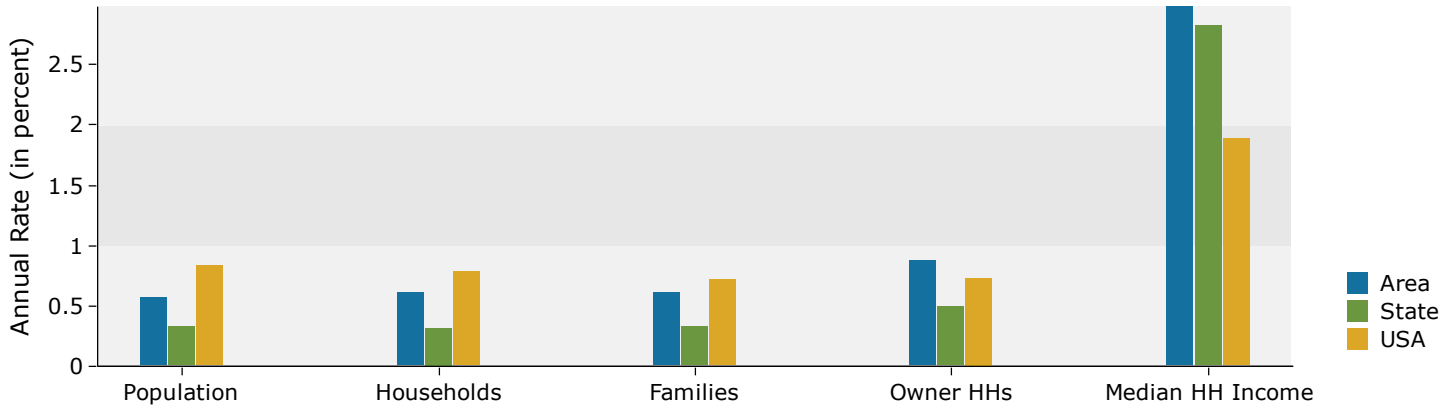
2022 Population by Race



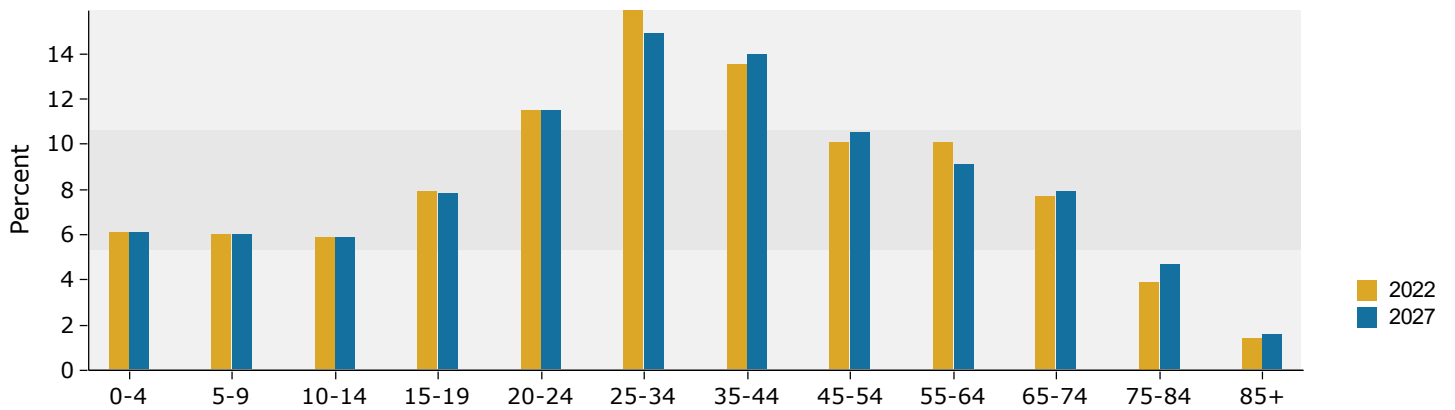
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

15 minutes

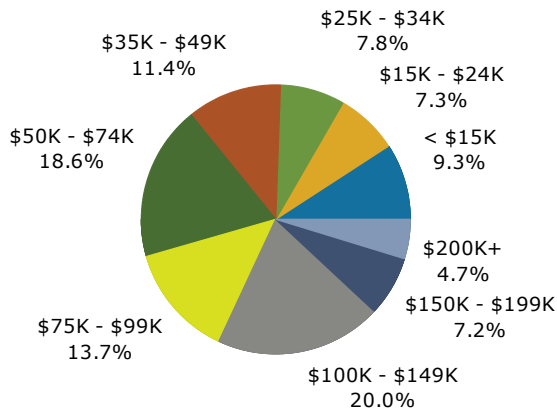
Trends 2022-2027



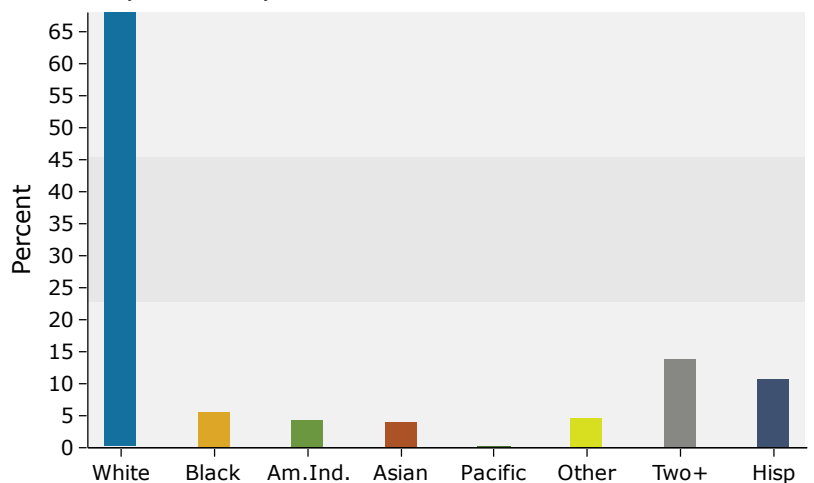
Population by Age



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.