DAVIS, OK COMMUNITY ANALYSIS 75 MILE RADIUS



PREPARED BY





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Executive Summary Report with Charts



Geography: Davis 75 Mile Radius



The number of households in the study area in 2000 was **509,104**. The household count in Q3 2011 is estimated to be **562,368**. For 2016, the High Range of the Five Year forecast was **676,313** and the Low Range was **524,547** with the actual household projection estimated at **612,774**, a change of **8.96%**. The population in the study area in 2000 it was **1,308,986**. The population in Q3 2011 is estimated to be **1,458,467**. For 2016, the High Range of the Five Year forecast was **1,752,162** and the Low Range was **1,366,291** with the actual household projection estimated at **1,586,586** representing a change of **8.78%**.

| | | | | Percent Change |
|------------------|-----------|-----------|------------|----------------|
| | 2000 | Q3 2011 | 2016 | 2011 to |
| | Census | Estimate | Projection | 2016 |
| Total Population | 1,308,986 | 1,458,467 | 1,586,586 | 8.78% |
| Total Households | 509,104 | 562,368 | 612,774 | 8.96% |

Population by Age

Population by Age (Q3 2011)



In 2000, the median age of the population was **35**. The median age in Q3 2011 is estimated to be **36** and it is predicted to change in five years to **36** years.

In Q3 2011, females represented **50.33%** of the population with a median age of **37** and males represented **49.67%** of the population with a median age of **34** years.

In Q3 2011, the most prominent age group in this geography is **25 to 34** years. The age group least represented in this geography is **14 to 17** years.

Population by Age

| | | | | | | | Percent Change |
|----------|----------------|--------|---------------------|--------|--------------------|--------|----------------|
| | 2000 Census | | Q3 2011 Estimate | | 2016 Projection | | 2011 to 2016 |
| 0 to 4 | 89,948 | 6.87% | 103,783 | 7.12% | 108,258 | 6.82% | 4.31% |
| 5 to 13 | 148,111 | 11.31% | 180,321 | 12.36% | 195,461 | 12.32% | 8.40% |
| 14 to 17 | 96,767 | 7.39% | 77,903 | 5.34% | 85,575 | 5.39% | 9.85% |
| 18 to 24 | 141,424 | 10.80% | 152,192 | 10.44% | 157,573 | 9.93% | 3.54% |
| 25 to 34 | 173,505 | 13.25% | 203,801 | 13.97% | 220,024 | 13.87% | 7.96% |
| 35 to 44 | 202,045 | 15.44% | 179,503 | 12.31% | 199,051 | 12.55% | 10.89% |
| 45 to 54 | 168,123 | 12.84% | 196,981 | 13.51% | 194,122 | 12.24% | -1.45% |
| 55 to 64 | 118,006 | 9.02% | 170,090 | 11.66% | 195,733 | 12.34% | 15.08% |
| 65 to 74 | 92,336 | 7.05% | 110,701 | 7.59% | 138,981 | 8.76% | 25.55% |
| 75 + | 78,721 | 6.01% | 83,192 | 5.70% | 91,808 | 5.79% | 10.36% |

Population by Race/Ethnicity (Hispanic Shown Separately)



Population by Race/Ethnicity

| | 2000 Census | | Q3 2011 Estimate | | |
|--------------------|-------------|--------|---------------------|--------|--|
| White | 966,885 | 73.87% | 993,993 | 68.15% | |
| Black | 109,091 | 8.33% | 116,147 | 7.96% | |
| Asian | 20,830 | 1.59% | 26,866 | 1.84% | |
| Other Race | 125,587 | 9.59% | 156,770 | 10.75% | |
| Hispanic Ethnicity | 86,593 | 6.62% | 164,691 | 11.29% | |

Households by Income



In Q3 2011 the predominant household income category in this study area is **\$20k to \$50k**, and the income group that is least represented in this geography is **\$150K +**. The following table ranks income groups by the Q3 2011 Income Classes.

Households by Income

| | 2000 Census | | Q3 2011 Estimate | |
|-----------------------|----------------|--------|---------------------|--------|
| \$0 - \$19,999 | 153,578 | 30.17% | 121,184 | 21.55% |
| \$20,000 - \$49,999 | 207,784 | 40.81% | 201,854 | 35.89% |
| \$50,000 - \$74,999 | 85,324 | 16.76% | 112,096 | 19.93% |
| \$75,000 - \$99,999 | 34,632 | 6.80% | 61,764 | 10.98% |
| \$100,000 - \$149,999 | 18,789 | 3.69% | 46,022 | 8.18% |
| \$150,000 + | 8,998 | 1.77% | 19,447 | 3.46% |
| Average Hhld Income | \$41,884.00 | | \$54,931.00 | |
| Median Hhld Income | \$32,466.00 | | \$43,046.00 | |
| Per Capita Income | \$16,290 | | \$21,181 | |

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Work Place Summary



Geography: Davis 75 Mile Radius

| Q3 2011 Work Place Totals | | | Q3 2011 Employees By Occupation | Count | % |
|--|-------------|-------|--|---------|-------|
| Employees Est | 602,535 | | "White Collar" Employees | 185,102 | 30.7% |
| Establishment Est | 37,013 | | Management occupations | 32,354 | 5.4% |
| Average Employee Size | 16.3 | | Business and financial operations occupations | 22,280 | 3.7% |
| | | | Computer and mathematical science occupations | 9,278 | 1.5% |
| Daytime Population* | Count | % | Architecture and engineering occupations | 7,912 | 1.3% |
| Total (Includes Employees Est) | 1,545,995 | | Life, physical, and social science occupations | 4,798 | 0.8% |
| Children at Home | 77,990 | 5.0% | Community and social services occupations | 19,087 | 3.2% |
| Homemakers | 235,186 | 15.2% | Legal occupations | 8,179 | 1.4% |
| Retired/Disabled Persons | 162,947 | 10.5% | Education, training, and library occupations | 27,242 | 4.5% |
| Student Populations: Total | 383,878 | 24.8% | Arts, design, entertainment, sports, and media occupations | 8,729 | 1.4% |
| Prekindergarten to 8th Grade | 177,955 | 11.5% | Healthcare practitioners and technical occupations | 30,219 | 5.0% |
| 9th Grade to 12th Grade | 70,233 | 4.5% | Healthcare support occupations | 15,023 | 2.5% |
| Post-Secondary Students | 135,689 | 8.8% | | | |
| Unemployed | 65,983 | 4.3% | "Blue Collar" Employees | 391,163 | 64.9% |
| Work at Home | 17,755 | 1.1% | Protective service occupations | 10,380 | 1.7% |
| | | | Food preparation and serving related occupations | 38,994 | 6.5% |
| Salary/Wage per Employee per Annum CrYr | Count | % | Building and grounds cleaning and maintenance occupations | 20,728 | 3.4% |
| Average Employee Salary | \$38,590 | | Personal care and service occupations | 15,879 | 2.6% |
| Median Employee Salary | \$34,305 | | Sales and related occupations | 73,307 | 12.2% |
| \$10,000 to \$19,999 | 55,872 | 9.3% | Office and administrative support occupations | 108,183 | 18.0% |
| \$20,000 to \$29,999 | 162,167 | 26.9% | Farming, fishing, and forestry occupations | 1,410 | 0.2% |
| \$30,000 to \$39,999 | 146,799 | 24.4% | Construction and extraction occupations | 28,410 | 4.7% |
| \$40,000 to \$49,999 | 95,787 | 15.9% | Installation, maintenance, and repair occupations | 26,049 | 4.3% |
| \$50,000 to \$59,999 | 34,016 | 5.6% | Production occupations | 33,381 | 5.5% |
| \$60,000 to \$74,999 | 36,789 | 6.1% | Transportation and material moving occupations | 34,442 | 5.7% |
| \$75,000 to \$84,999 | 25,454 | 4.2% | | | |
| \$85,000 to \$99,999 | , 16,103 | 2.7% | Military | 23,955 | 4.0% |
| \$100,000 or more | 11,358 | 1.9% | Unclassified | 2,315 | 0.4% |

| Q3 2011 By Industry | Employees | % Es | stablishments | % |
|--|-----------|-------|---------------|-------|
| Agriculture, Forestry, Fishing and Hunting | 2,571 | 0.4% | 265 | 0.7% |
| Mining | 6,775 | 1.1% | 360 | 1.0% |
| Utilities | 3,722 | 0.6% | 135 | 0.4% |
| Construction | 33,141 | 5.5% | 2,637 | 7.1% |
| Manufacturing | 40,889 | 6.8% | 1,314 | 3.6% |
| Wholesale Trade | 10,700 | 1.8% | 1,277 | 3.5% |
| Retail Trade | 94,142 | 15.6% | 5,763 | 15.6% |
| Transportation and Storage | 12,916 | 2.1% | 536 | 1.4% |
| Information | 11,367 | 1.9% | 565 | 1.5% |
| Finance and Insurance | 27,850 | 4.6% | 2,399 | 6.5% |
| Real Estate and Rental and Leasing | 11,275 | 1.9% | 1,452 | 3.9% |
| Professional, Scientific, and Technical Services | 35,194 | 5.8% | 3,738 | 10.1% |
| Management of Companies and Enterprises | 1,723 | 0.3% | 39 | 0.1% |
| Admin/Support and Waste Management and Remediation Services | 24,742 | 4.1% | 1,025 | 2.8% |
| Educational services | 17,096 | 2.8% | 921 | 2.5% |
| Health Care and Social Assistance | 80,785 | 13.4% | 4,600 | 12.4% |
| Arts, Entertainment, and Recreation | 12,677 | 2.1% | 664 | 1.8% |
| Accommodation and Food Services | 43,202 | 7.2% | 1,960 | 5.3% |
| Other Services (except Public Administration) | 46,499 | 7.7% | 5,030 | 13.6% |
| Public Administration | 60,298 | 10.0% | 1,865 | 5.0% |
| Military | 23,955 | 4.0% | 5 | 0.0% |
| Unknown classification | 1,017 | 0.2% | 463 | 1.3% |

***Important:** Some people can be classified as having several of the above attributes at the same time. For example, college students who are working their way through school or people employed but working out of their homes. Therefore, some people may be counted twice. This double-counting causes the daytime population to be approximately 6% higher than the population figures found in STI: PopStats. (C) 2011 Synergos All Rights Reserved, Alteryx, Inc.

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PopStats Demographic Data

This PopStats demographic data utilized in this report is provided by Synergos Technologies. This data is updated quarterly to end users based on new ZIP+4 data (note that new data and statistics are delivered monthly, updated quarterly). This data is modeled where a growth factor is derived for every ZIP+4 in the country. This application occurs via a proprietary model that uses this information as well as other pertinent factors (see below) to generate a current estimate. The data sources for PopStats datasets come from:

- United States Postal Service (USPS)
- United States Department of Defense (DMDC)
- United States Census Bureau
- National Center for Education Statistics (NCES)
- Federal Financial Institutions Examination Council (FFIEC)
- Internal Revenue Service (IRS)
- Bureau of Economic Analysis (BEA)
- Bureau of Labor Statistics (BLS)
- Office of Federal Housing Enterprise Oversight (OFHEO)

Most data vendors and therefore most data analysts are using information that is delivered once annually and is based upon trended census growth figures (i.e., 1990 to 2000). Census trended data misses any new growth that may occur, particularly isolated hot communities that tend to flare up in a few years and sometimes a few quarters.