



WOODWARD
OKLAHOMA

COMMUNITY ANALYSIS



PREPARED BY



OKLAHOMA
DEPARTMENT OF COMMERCE

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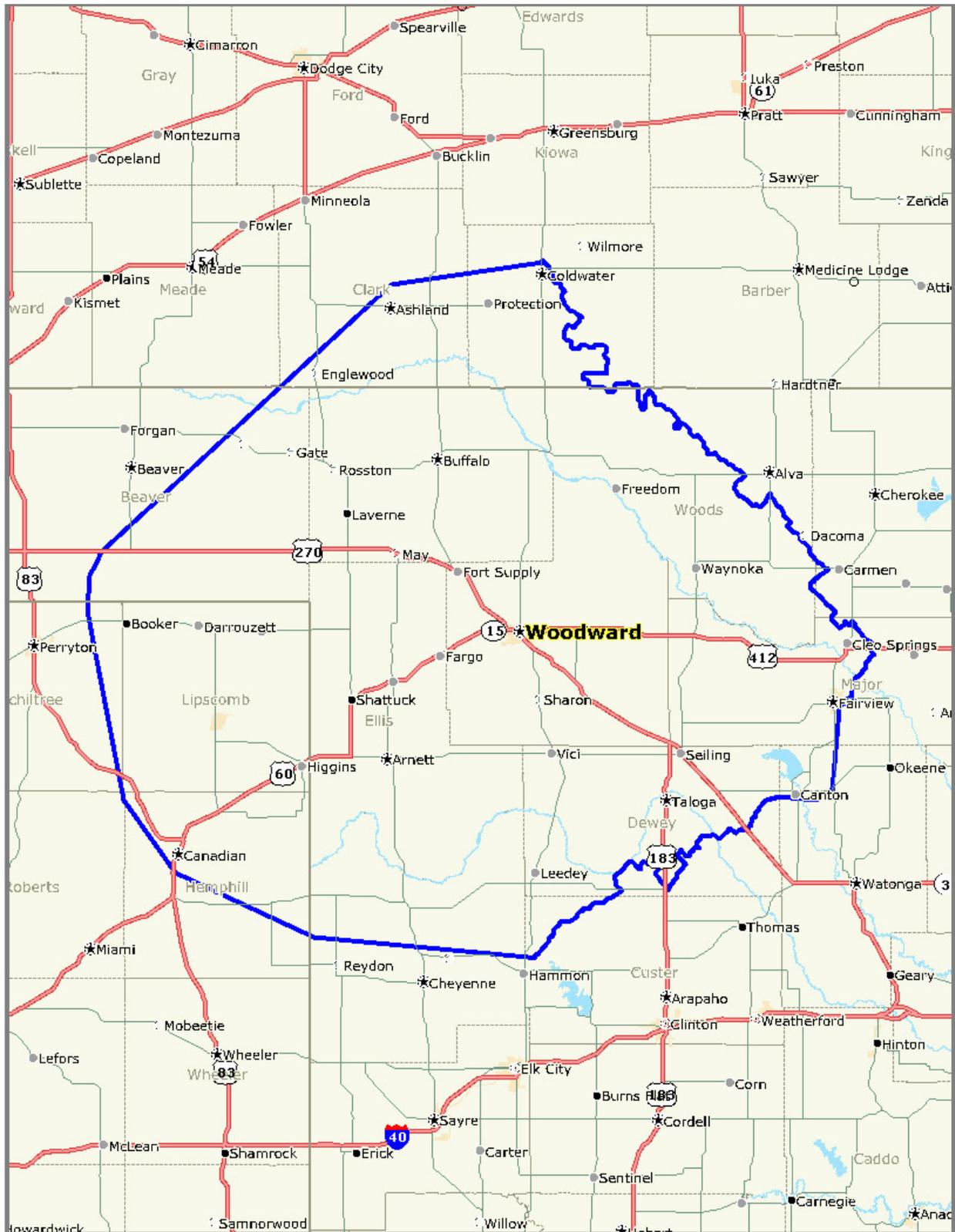
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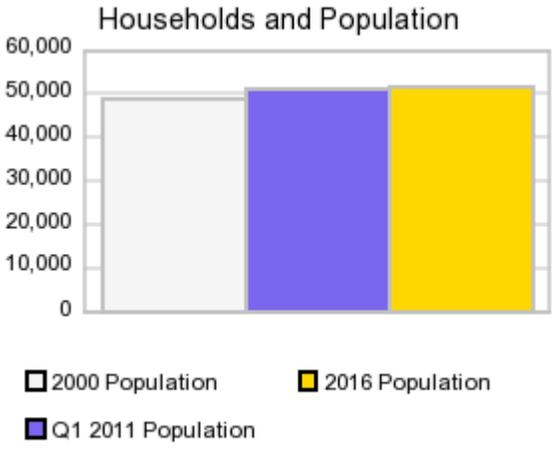


Executive Summary Report with Charts



Geography: **Woodward Market Area**

Population Demographics

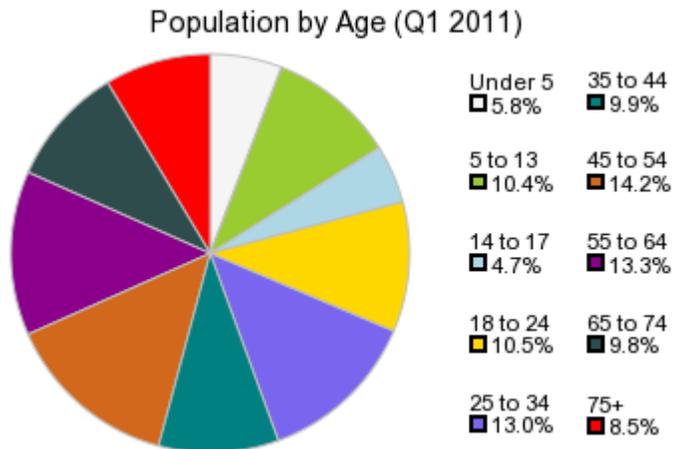


The number of households in the study area in 2000 was **19,716** . The household count in Q1 2011 is estimated to be **20,728** . For 2016, the High Range of the Five Year forecast was **24,420** and the Low Range was **19,413** with the actual household projection estimated at **20,907** , a change of **0.86%** .

The population in the study area in 2000 was **48,866** . The population in Q1 2011 is estimated to be **51,291** . For 2016, the High Range of the Five Year forecast was **60,099** and the Low Range was **48,115** with the actual household projection estimated at **51,729** representing a change of **0.86%** .

	2000 Census	Q1 2011 Estimate	2016 Projection	Percent Change 2011 to 2016
Total Population	48,866	51,291	51,729	0.86%
Total Households	19,716	20,728	20,907	0.86%

Population by Age



In 2000, the median age of the population was **40** . The median age in Q1 2011 is estimated to be **41** and it is predicted to change in five years to **39** years.

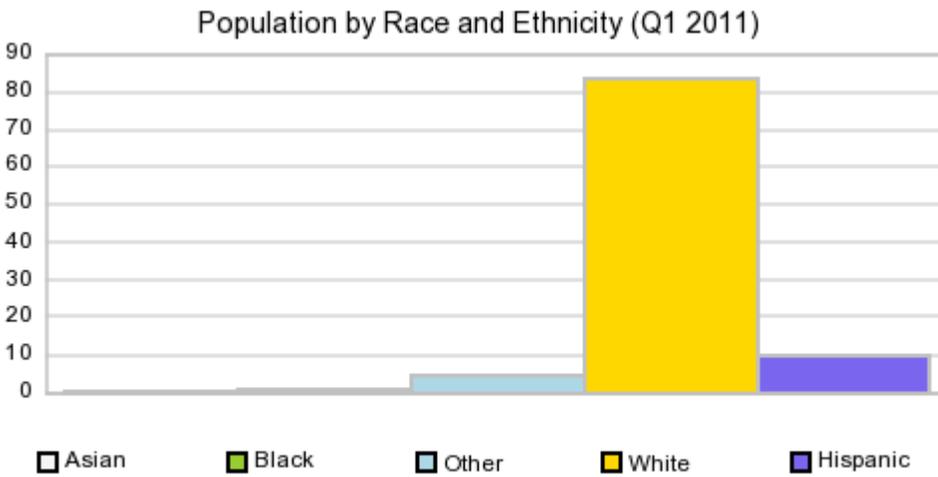
In Q1 2011, females represented **50.36%** of the population with a median age of **43** and males represented **49.64%** of the population with a median age of **38** years.

In Q1 2011, the most prominent age group in this geography is **45 to 54** years. The age group least represented in this geography is **14 to 17** years.

Population by Age

	2000		Q1 2011		2016		Percent Change
	Census		Estimate		Projection		2011 to 2016
0 to 4	2,833	5.80%	2,970	5.79%	3,316	6.41%	11.64%
5 to 13	5,341	10.93%	5,336	10.40%	5,362	10.37%	0.49%
14 to 17	4,024	8.23%	2,398	4.68%	2,373	4.59%	-1.04%
18 to 24	3,637	7.44%	5,378	10.48%	4,624	8.94%	-14.02%
25 to 34	4,791	9.80%	6,691	13.04%	7,834	15.14%	17.09%
35 to 44	7,459	15.26%	5,080	9.90%	5,121	9.90%	0.82%
45 to 54	6,683	13.68%	7,266	14.17%	5,889	11.38%	-18.95%
55 to 64	5,243	10.73%	6,805	13.27%	7,285	14.08%	7.06%
65 to 74	4,277	8.75%	5,009	9.77%	5,428	10.49%	8.36%
75 +	4,578	9.37%	4,359	8.50%	4,497	8.69%	3.18%

Population by Race/Ethnicity

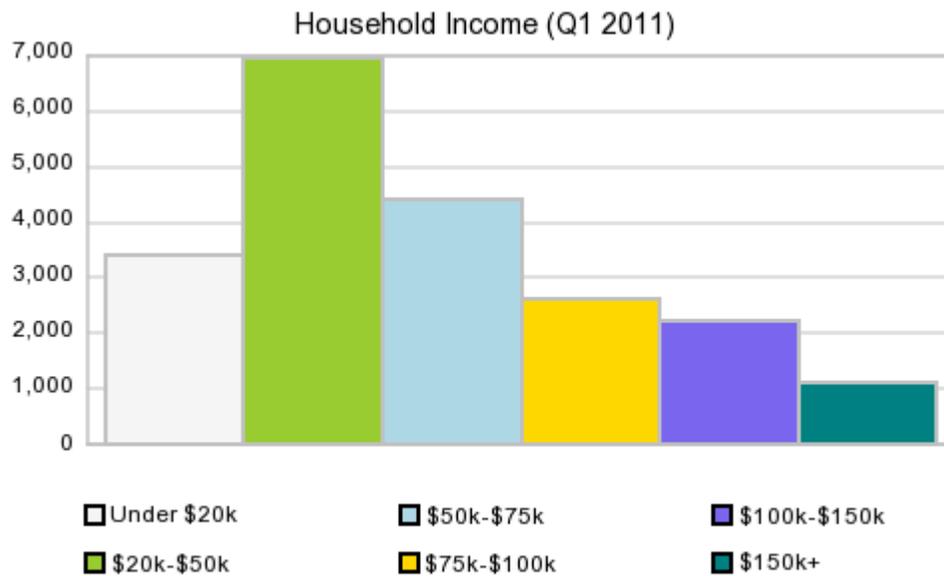


In Q1 2011, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **Asian**.

Population by Race/Ethnicity

	2000		Q1 2011	
	Census		Estimate	
White	43,999	90.04%	42,896	83.63%
Black	289	0.59%	598	1.17%
Asian	41	0.08%	143	0.28%
Hispanic	2,714	5.55%	5,285	10.30%
Other Race	1,822	3.73%	2,368	4.62%

Households by Income



In Q1 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 Q1 2011 Income Classes.

Households by Income

	2000 Census		Q1 2011 Estimate	
\$0 - \$19,999	5,988	30.37%	3,404	16.42%
\$20,000 - \$49,999	8,434	42.78%	6,956	33.56%
\$50,000 - \$74,999	3,152	15.99%	4,426	21.35%
\$75,000 - \$99,999	1,226	6.22%	2,611	12.60%
\$100,000 - \$149,999	631	3.20%	2,235	10.78%
\$150,000 +	285	1.44%	1,097	5.29%
Average Hhld Income	\$40,755.00		\$63,718.00	
Median Hhld Income	\$31,559.00		\$50,023.00	
Per Capita Income	\$16,443		\$25,751	

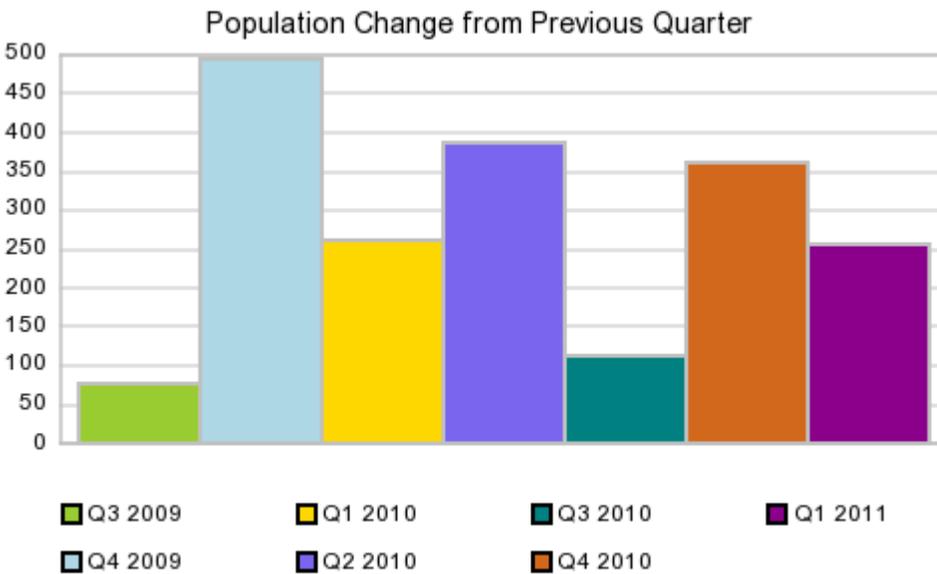
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Growth Summary Report



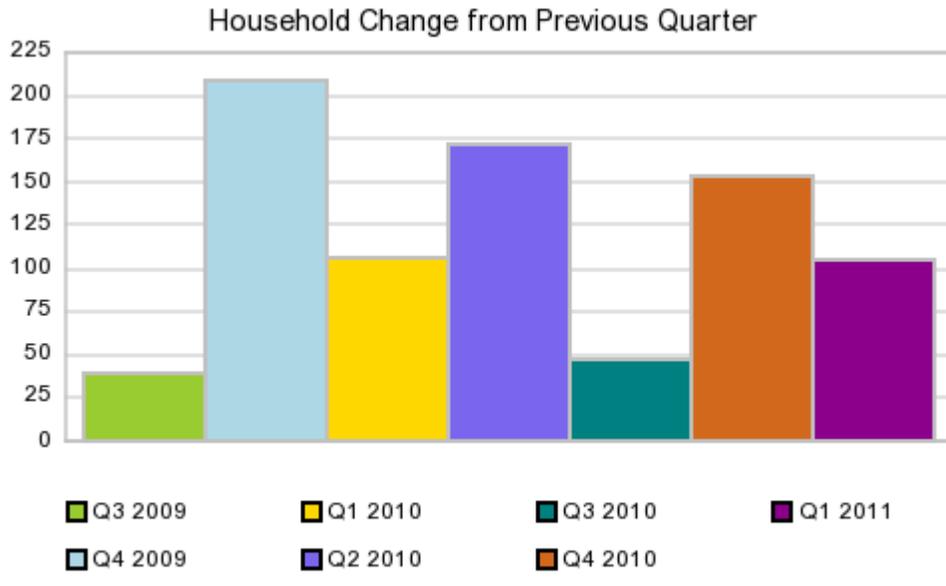
Geography: **Woodward Market Area**



In 2000, the population was **48,866** . By Q1 2011, the population was estimated to be **51,291** , representing a change of roughly **4.96%** and an annualized change of approximately **1.32%** .

Population Change

Quarter	Population Change from Previous Quarter		
	Population	Change	% Change
Q2 2009	49,341	86	0.17%
Q3 2009	49,417	77	0.16%
Q4 2009	49,912	494	1.00%
Q1 2010	50,172	260	0.52%
Q2 2010	50,558	387	0.77%
Q3 2010	50,672	113	0.22%
Q4 2010	51,034	363	0.72%
Current Quarter	51,291	256	0.50%



In 2000, there were **19,716** households. By Q1 2011, the household count was estimated to be **20,728**, representing a change of roughly **5.14%** and an annualized change of approximately **1.37%**.

Household Change

Quarter	Households	Household Change from Previous Quarter	
		Change	% Change
Q2 2009	19,897	27	0.14%
Q3 2009	19,936	39	0.20%
Q4 2009	20,145	209	1.05%
Q1 2010	20,251	106	0.53%
Q2 2010	20,423	172	0.85%
Q3 2010	20,470	48	0.23%
Q4 2010	20,623	153	0.75%
Current Quarter	20,728	106	0.51%

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PopStats Housing Value Summary



Geography: **Woodward Market Area**

Housing Units Q1 2011

Housing Units	24,739
Owner-Occupied	63.80%
Renter-Occupied	19.99%
Vacant	16.21%

Housing Value

Under \$10,000	3.43%
\$ 10,000 to \$14,999	4.43%
\$ 15,000 to \$19,999	5.37%
\$ 20,000 to \$25,000	1.95%
\$ 25,000 to \$29,999	3.15%
\$ 30,000 to \$34,999	4.80%
\$ 35,000 to \$39,999	4.11%
\$ 40,000 to \$49,999	8.19%
\$ 50,000 to \$59,999	6.55%
\$ 60,000 to \$69,999	8.55%
\$ 70,000 to \$79,999	5.96%
\$ 80,000 to \$89,999	7.34%
\$ 90,000 to \$99,999	6.04%
\$ 100,000 to \$124,999	11.59%
\$ 125,000 to \$149,999	7.26%
\$ 150,000 to \$174,999	4.01%
\$ 175,000 to \$199,999	1.87%
\$ 200,000 to \$249,999	2.23%
\$ 250,000 to \$299,999	1.07%
\$ 300,000 to \$399,999	1.11%
\$ 400,000 to \$499,999	0.37%
\$ 500,000 to \$749,999	0.20%
\$ 750,000 to \$999,999	0.15%
Over \$1,000,000	0.27%

Average Home Value by Quarter

Average Home Value 09Q2	\$89,595
Average Home Value 09Q3	\$88,661
Average Home Value 09Q4	\$88,303
Average Home Value 10Q1	\$88,591
Average Home Value 10Q2	\$88,519
Average Home Value 10Q3	\$87,884
Average Home Value 10Q4	\$88,281
Average Home Value 11Q1	\$87,737
Median Home Value Q1 2011	\$69,313

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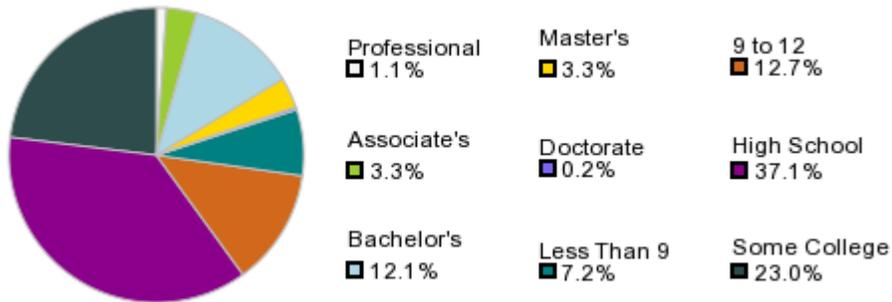
Educational Attainment

Geography: **Woodward Market Area**

Educational Attainment	
College - Associate	1,167
College - Bachelors	4,245
College - Doctorate	84
College - Masters	1,158
College - Professional	379
Grade Less than 9	2,543
Grade 9 to 12	4,481
High School	13,068
Some college	8,083
Total Educated	35,209

Educational Attainment: By Percent (%) Chart

Educational Attainment (Q1 2011)



Educational Attainment: By Percent (%)

% College Associate	3.32%
% College Bachelors	12.06%
% College Doctorate	0.24%
% College Masters	3.29%
% College Professional	1.08%
% Grade 9 to 12	12.73%
% Grade Less than 9	7.22%
% High School	37.11%
% Some College	22.96%

WorkPlace Summary



Geography: **Woodward Market Area**

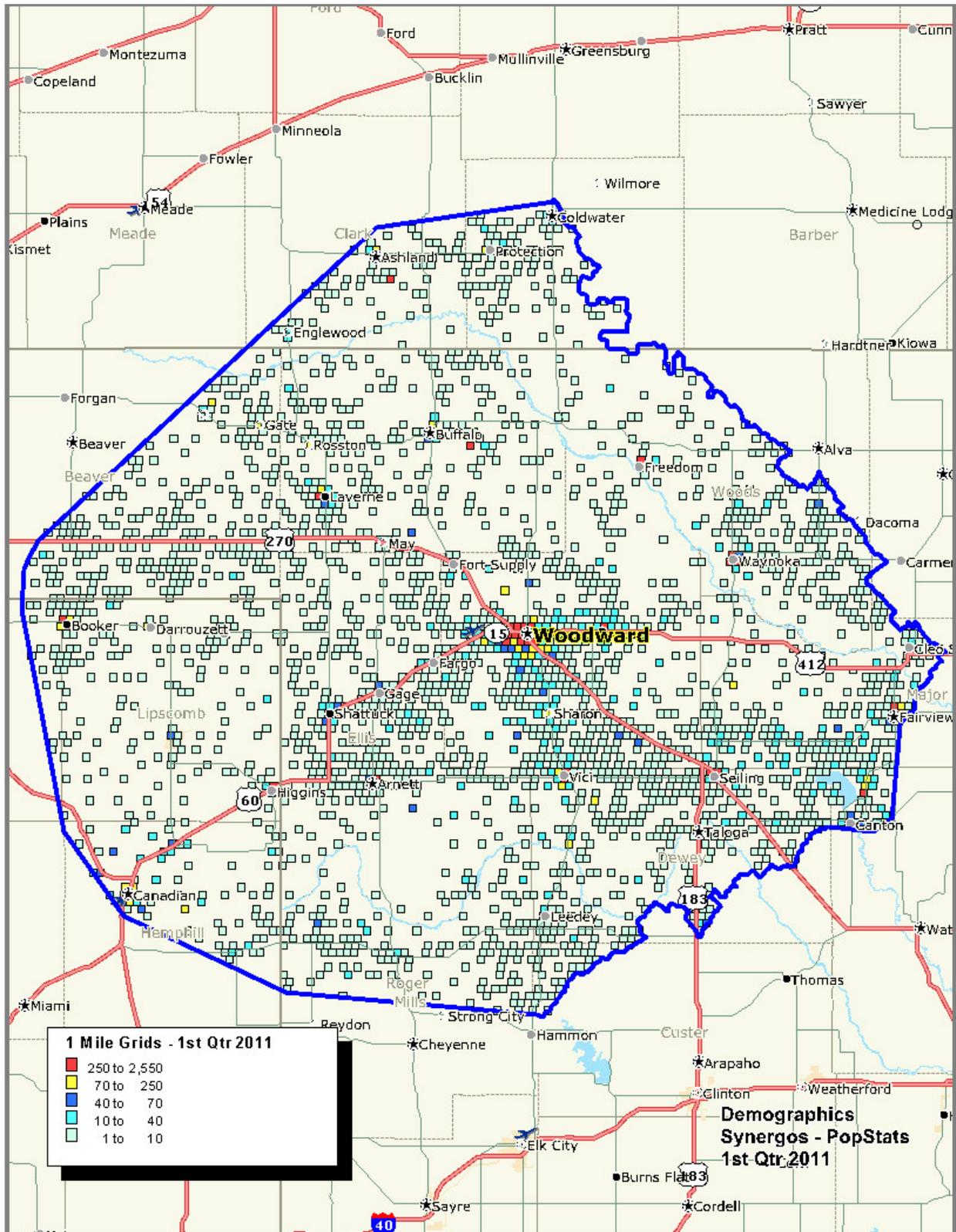
Q1 2011 WorkPlace Totals			Q1 2011 Employees By Occupation		
Employees Est	18,793		<i>"White Collar" Employees</i>	6,044	32.2%
Establishment Est	2,197		Management occupations	999	5.3%
Average Employee Size	8.6		Business and financial operations occupations	641	3.4%
			Computer and mathematical science occupations	266	1.4%
Daytime Population*	Count	%	Architecture and engineering occupations	180	1.0%
<i>Total (Includes Employees Est)</i>	48,581		Life, physical, and social science occupations	128	0.7%
Children at Home	2,237	4.6%	Community and social services occupations	570	3.0%
Homemakers	6,913	14.2%	Legal occupations	121	0.6%
Retired/Disabled Persons	8,043	16.6%	Education, training, and library occupations	1,398	7.4%
Student Populations: Total	9,877	20.3%	Arts, design, entertainment, sports, and media occupations	283	1.5%
Prekindergarten to 8th Grade	6,751	13.9%	Healthcare practitioners and technical occupations	1,034	5.5%
9th Grade to 12th Grade	2,743	5.6%	Healthcare support occupations	424	2.3%
Post-Secondary Students	382	0.8%	<i>"Blue Collar" Employees</i>	12,038	64.1%
Unemployed	1,553	3.2%	Protective service occupations	252	1.3%
Work at Home	1,130	2.3%	Food preparation and serving related occupations	1,242	6.6%
			Building and grounds cleaning and maintenance occupations	547	2.9%
Salary/Wage per Employee per Annum CrYr	Count	%	Personal care and service occupations	524	2.8%
Average Employee Salary	\$36,161		Sales and related occupations	2,447	13.0%
Median Employee Salary	\$32,959		Office and administrative support occupations	3,418	18.2%
\$10,000 to \$19,999	2,813	15.0%	Farming, fishing, and forestry occupations	45	0.2%
\$20,000 to \$29,999	4,898	26.1%	Construction and extraction occupations	900	4.8%
\$30,000 to \$39,999	3,521	18.7%	Installation, maintenance, and repair occupations	743	4.0%
\$40,000 to \$49,999	4,235	22.5%	Production occupations	719	3.8%
\$50,000 to \$59,999	858	4.6%	Transportation and material moving occupations	1,200	6.4%
\$60,000 to \$74,999	934	5.0%			
\$75,000 to \$84,999	488	2.6%	<i>Military</i>	0	0.0%
\$85,000 to \$99,999	343	1.8%	<i>Unclassified</i>	711	3.8%
\$100,000 or more	142	0.8%			

	Employees	% Establishments		%
Q1 2011 By Industry				
Agriculture, Forestry, Fishing and Hunting	199	1.1%	37	1.7%
Mining	523	2.8%	46	2.1%
Utilities	191	1.0%	12	0.5%
Construction	888	4.7%	142	6.5%
Manufacturing	817	4.4%	45	2.0%
Wholesale Trade	307	1.6%	66	3.0%
Retail Trade	3,240	17.2%	300	13.7%
Transportation and Storage	662	3.5%	48	2.2%
Information	644	3.4%	49	2.2%
Finance and Insurance	996	5.3%	139	6.3%
Real Estate and Rental and Leasing	273	1.5%	54	2.4%
Professional, Scientific, and Technical Services	531	2.8%	145	6.6%
Management of Companies and Enterprises	154	0.8%	5	0.2%
Admin/Support and Waste Management and Remediation Services	192	1.0%	27	1.2%
Educational services	1,330	7.1%	57	2.6%
Health Care and Social Assistance	2,595	13.8%	206	9.4%
Arts, Entertainment, and Recreation	350	1.9%	42	1.9%
Accommodation and Food Services	1,395	7.4%	112	5.1%
Other Services (except Public Administration)	1,282	6.8%	314	14.3%
Public Administration	1,666	8.9%	282	12.9%
Military	0	0.0%	0	0.0%
Unknown classification	556	3.0%	69	3.1%

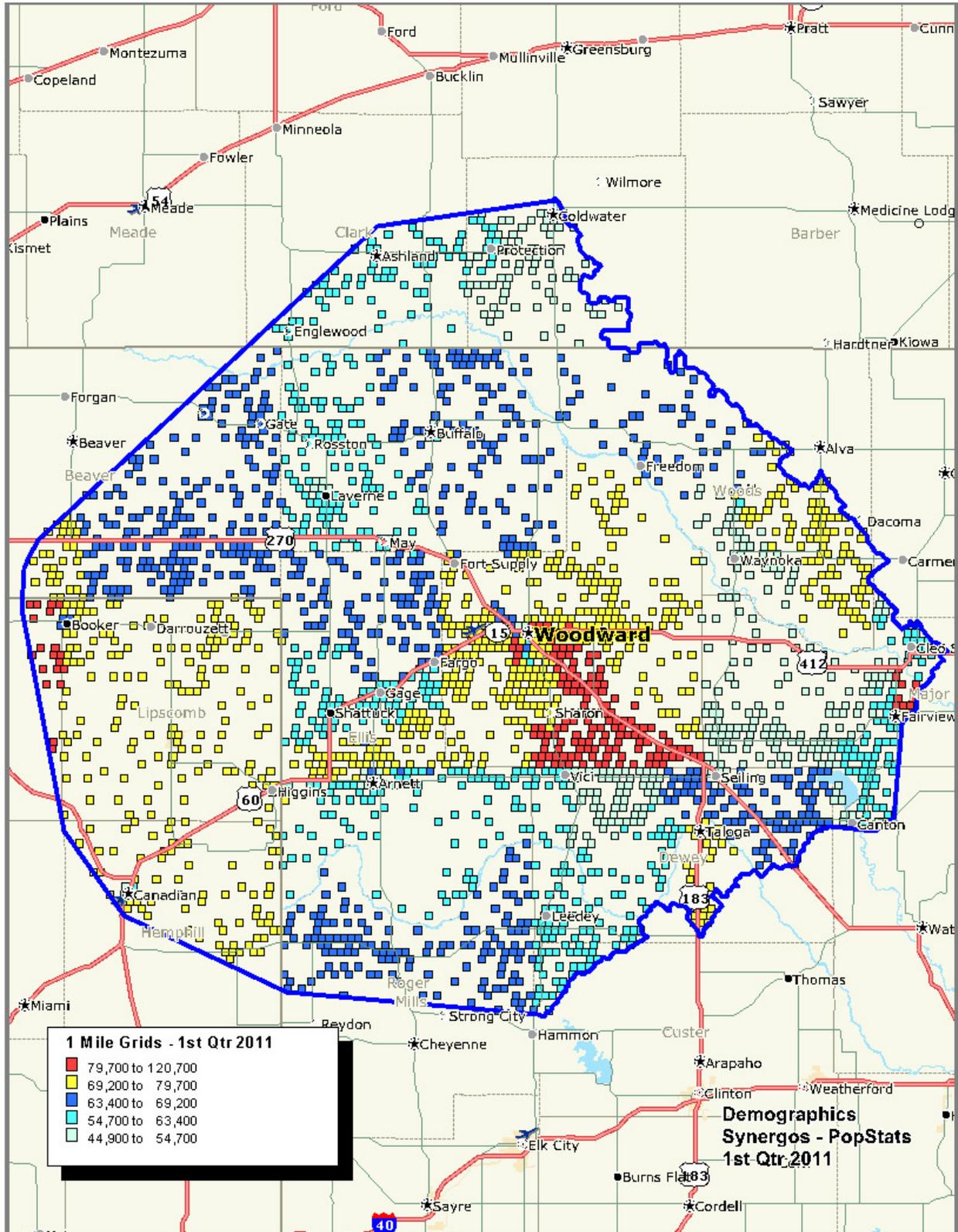
***Important:** *Some people can be classified as having several of the above attributes at the same time. For example, college students who are working their way through school or people employed but working out of their homes. Therefore, some people may be counted twice. This double-counting causes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

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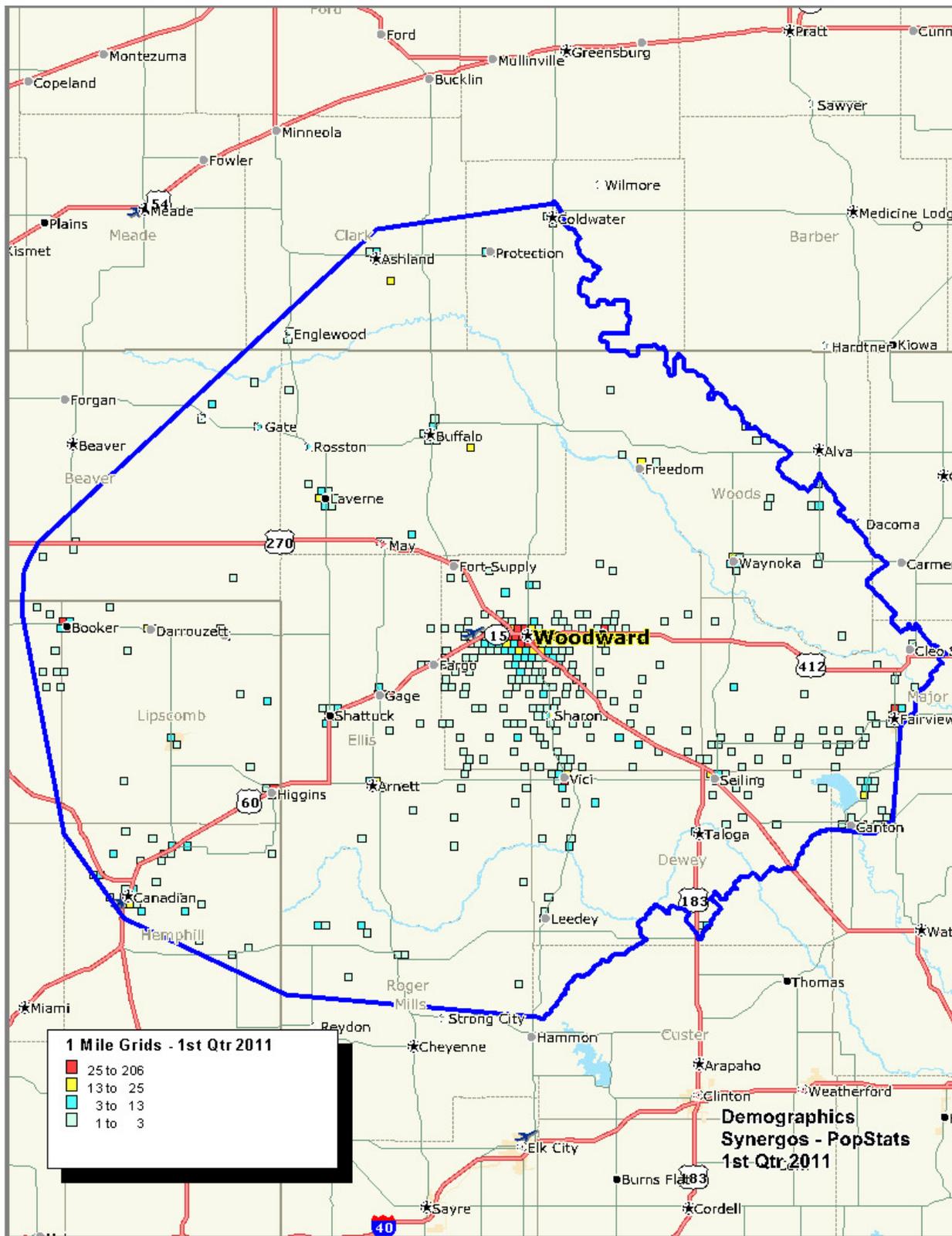
Population Distribution



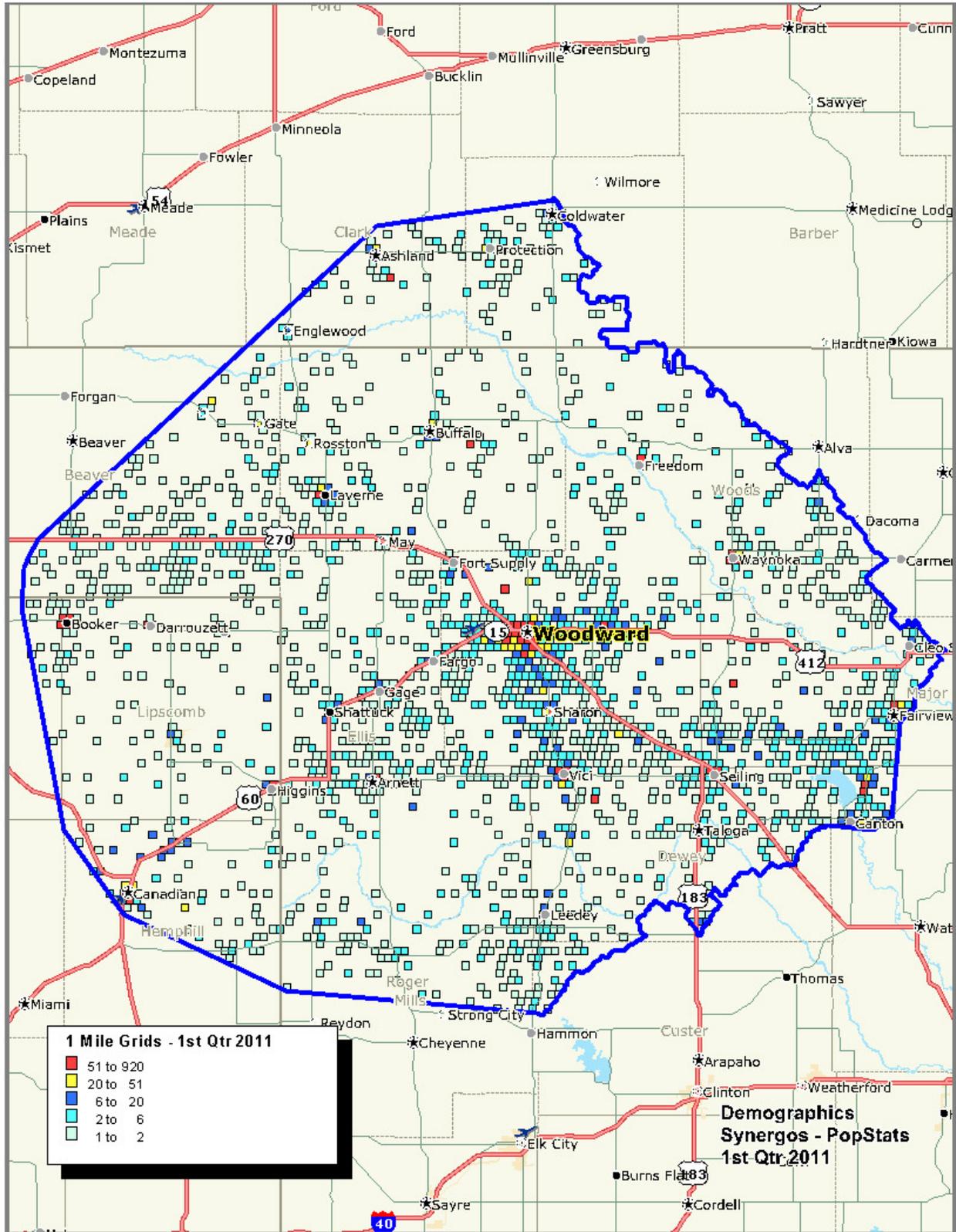
Average Household Income



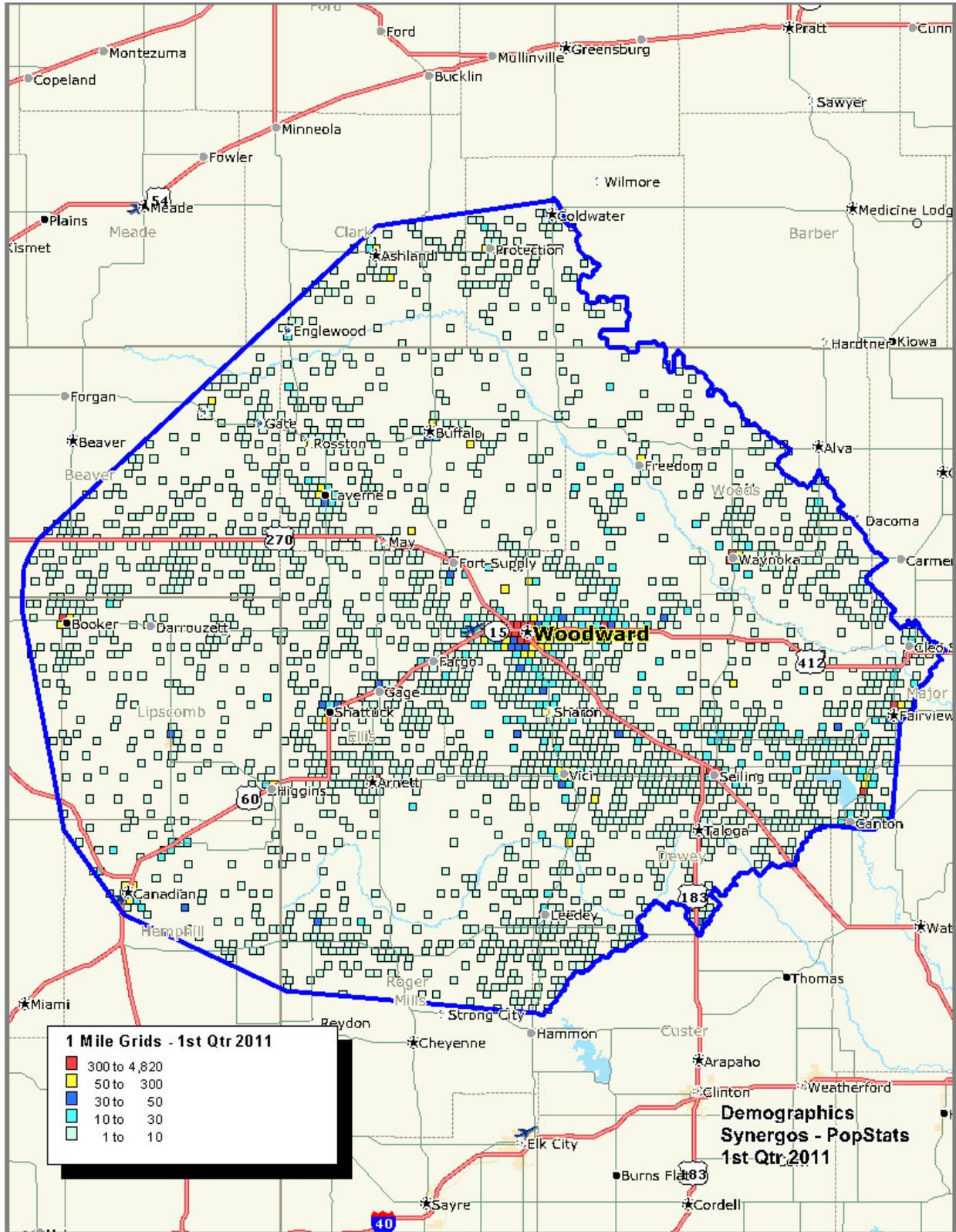
Number of Households with Income > \$100,000



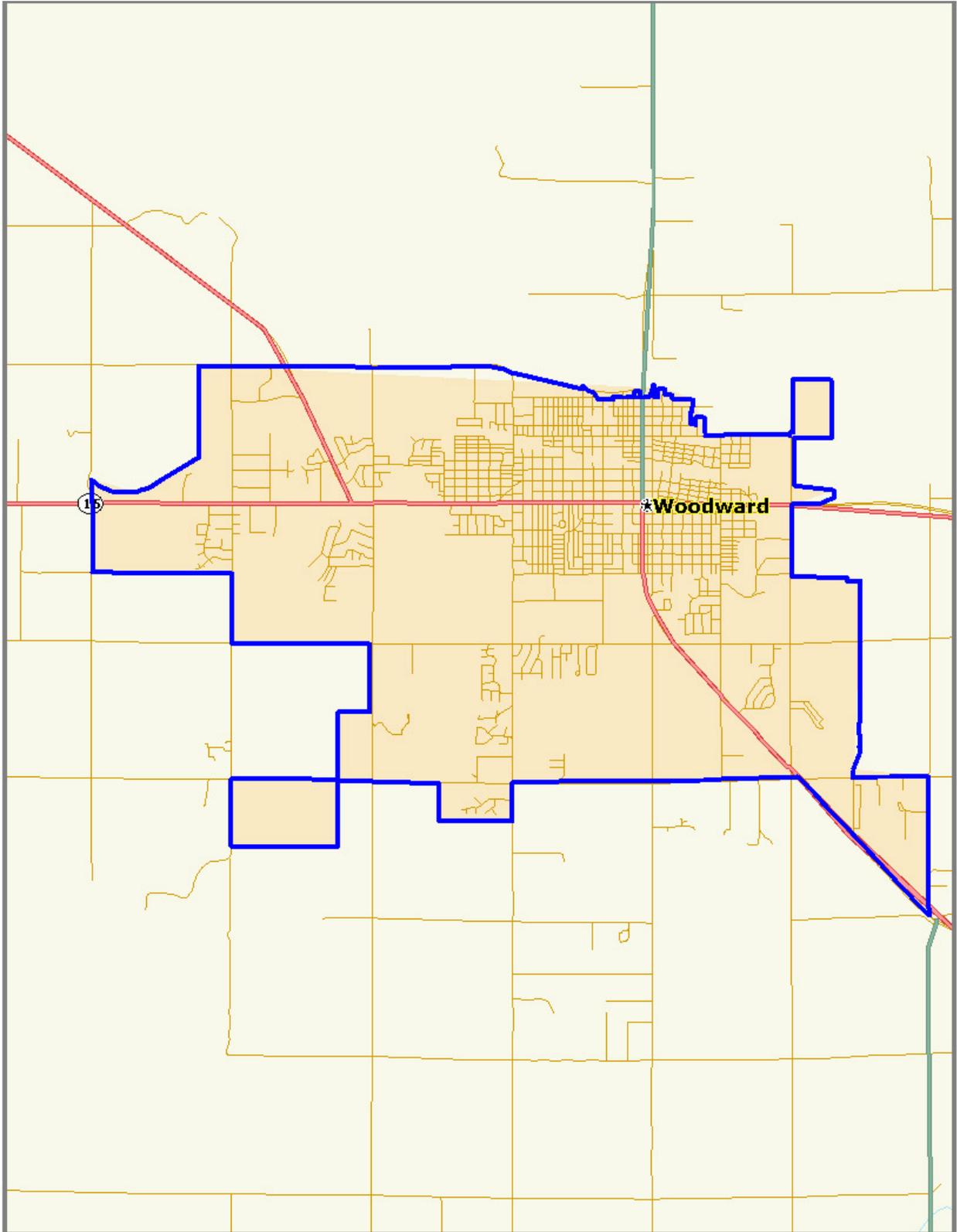
Age Distribution 18 – 44 Years



Total Daytime Population Distribution



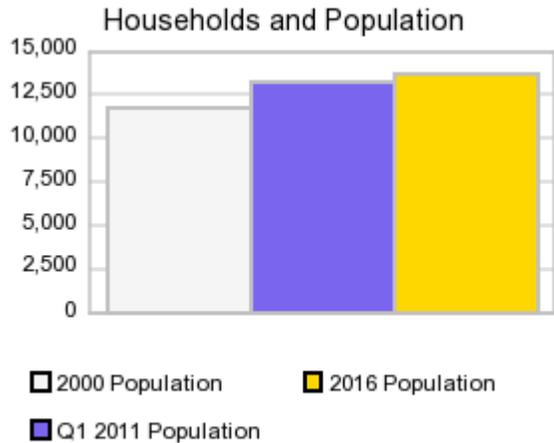
Woodward City Limits



Executive Summary Report with Charts

Geography: **Woodward City Limits**

Population Demographics

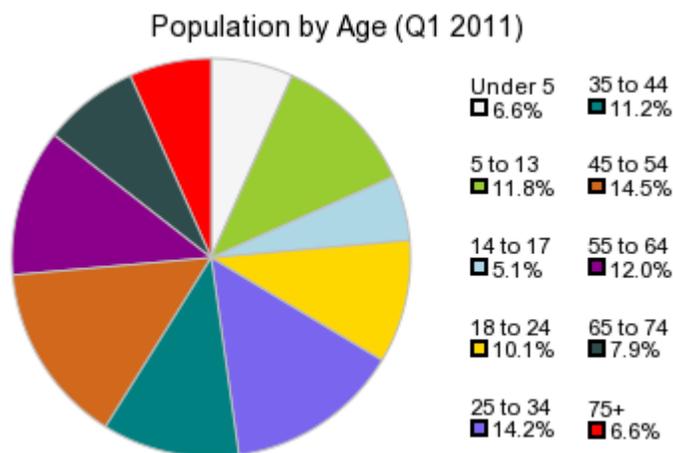


The number of households in the study area in 2000 was **4,750** . The household count in Q1 2011 is estimated to be **5,337** . For 2016, the High Range of the Five Year forecast was **6,121** and the Low Range was **4,995** with the actual household projection estimated at **5,512** , a change of **3.28%** .

The population in the study area in 2000 was **11,783** . The population in Q1 2011 is estimated to be **13,260** . For 2016, the High Range of the Five Year forecast was **15,174** and the Low Range was **12,437** with the actual household projection estimated at **13,697** representing a change of **3.29%** .

	2000 Census	Q1 2011 Estimate	2016 Projection	Percent Change 2011 to 2016
Total Population	11,783	13,260	13,697	3.29%
Total Households	4,750	5,337	5,512	3.28%

Population by Age



In 2000, the median age of the population was **37** . The median age in Q1 2011 is estimated to be **37** and it is predicted to change in five years to **37** years.

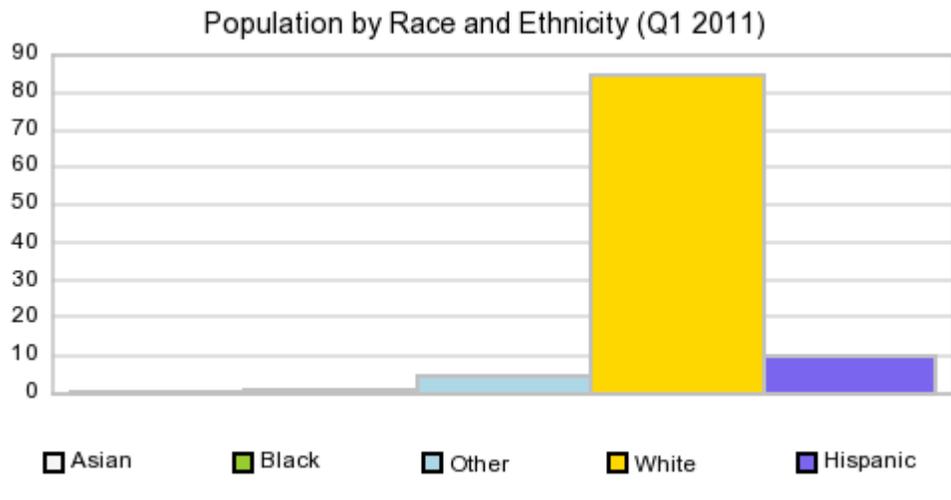
In Q1 2011, females represented **51.09%** of the population with a median age of **39** and males represented **48.91%** of the population with a median age of **35** years.

In Q1 2011, the most prominent age group in this geography is **45 to 54** years. The age group least represented in this geography is **14 to 17** years.

Population by Age

	2000 Census		Q1 2011 Estimate		2016 Projection		Percent Change 2011 to 2016
0 to 4	856	7.27%	879	6.63%	957	6.99%	8.87%
5 to 13	1,375	11.67%	1,567	11.82%	1,566	11.43%	-0.05%
14 to 17	922	7.82%	676	5.10%	721	5.26%	6.61%
18 to 24	1,091	9.26%	1,334	10.06%	1,242	9.06%	-6.91%
25 to 34	1,381	11.72%	1,884	14.21%	2,020	14.75%	7.26%
35 to 44	1,912	16.23%	1,480	11.16%	1,591	11.62%	7.49%
45 to 54	1,497	12.70%	1,923	14.50%	1,611	11.76%	-16.24%
55 to 64	1,081	9.17%	1,591	12.00%	1,880	13.73%	18.15%
65 to 74	892	7.57%	1,054	7.95%	1,183	8.64%	12.27%
75 +	777	6.59%	872	6.58%	926	6.76%	6.15%

Population by Race/Ethnicity

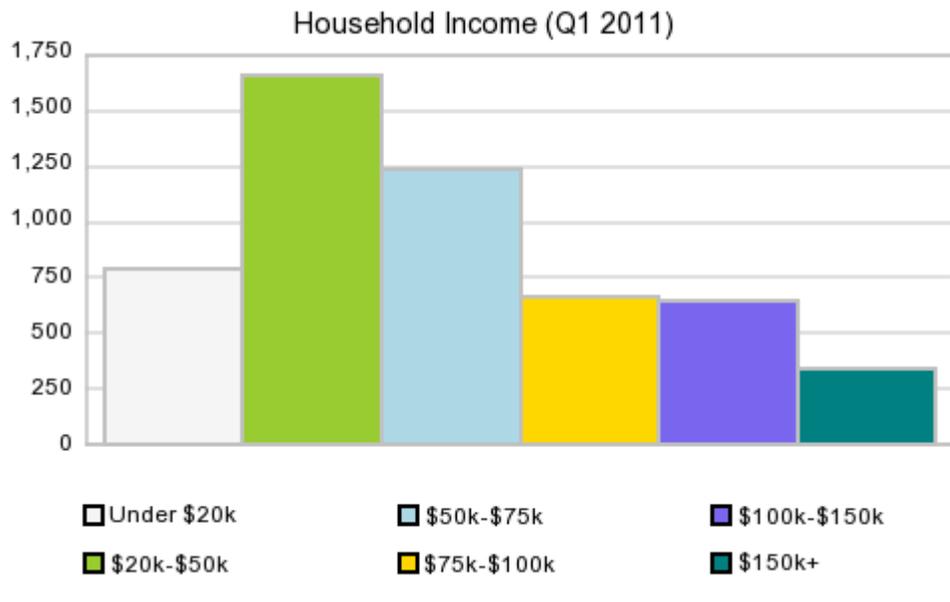


In Q1 2011, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **Asian**.

Population by Race/Ethnicity

	2000 Census		Q1 2011 Estimate	
White	10,633	90.24%	11,168	84.22%
Black	32	0.27%	150	1.13%
Asian	10	0.09%	89	0.67%
Hispanic	723	6.14%	1,254	9.45%
Other Race	385	3.26%	600	4.53%

Households by Income



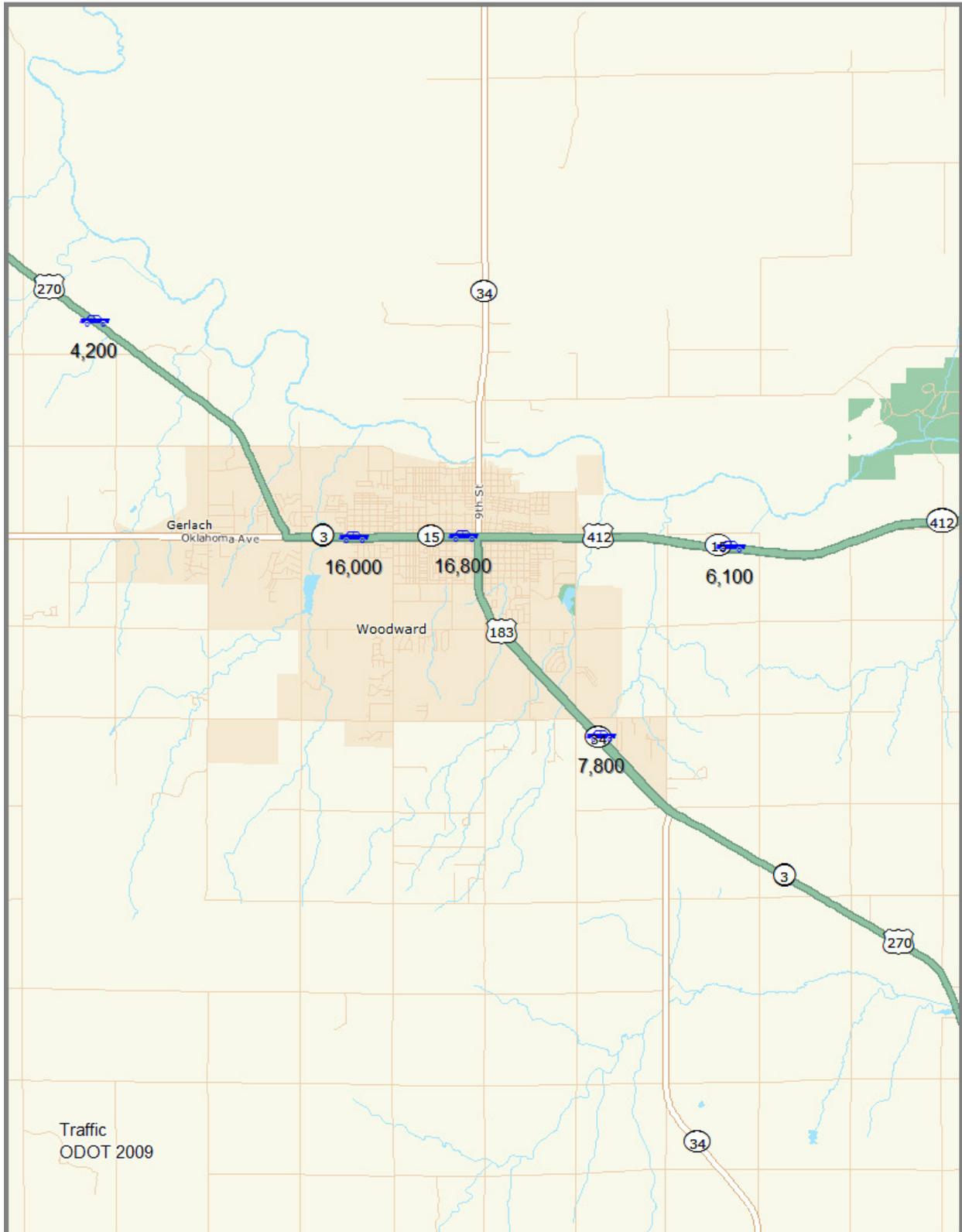
In Q1 2011 the predominant household income category in this study area is **\$20k to \$50k**, and the income group that is least represented in this geography is **\$150K +**. The following table ranks income groups by the Q1 2011 Income Classes.

Households by Income

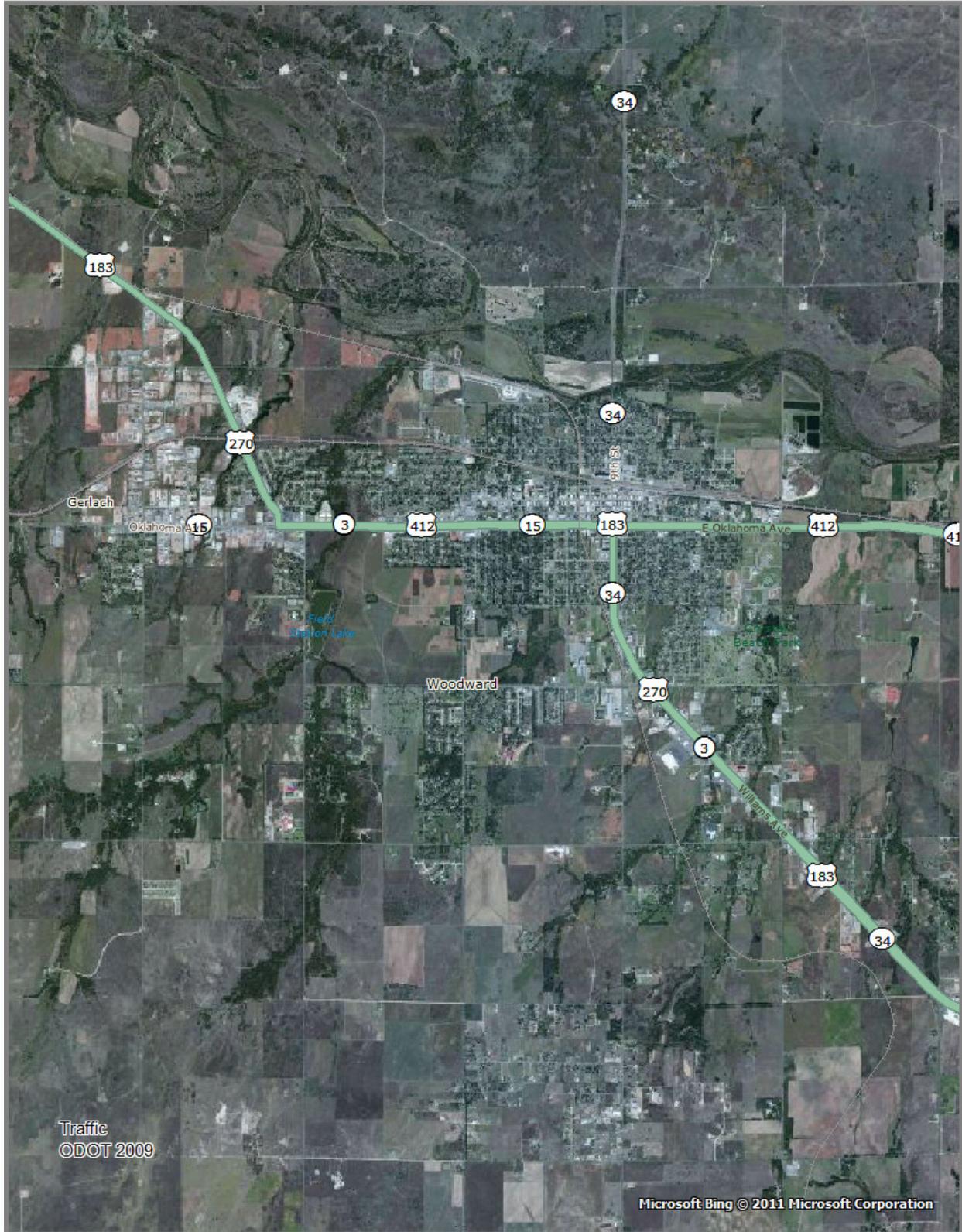
	2000 Census		Q1 2011 Estimate	
\$0 - \$19,999	1,467	30.89%	792	14.83%
\$20,000 - \$49,999	2,017	42.47%	1,652	30.94%
\$50,000 - \$74,999	687	14.46%	1,239	23.21%
\$75,000 - \$99,999	341	7.18%	666	12.48%
\$100,000 - \$149,999	173	3.65%	645	12.08%
\$150,000 +	65	1.36%	345	6.46%
Average Hhld Income	\$41,181.00		\$67,181.00	
Median Hhld Income	\$32,644.00		\$53,980.00	
Per Capita Income	\$16,602		\$27,040	

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Traffic Flow



Aerial View



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.