



Market Profile

Spencer, Oklahoma
 Drive Time Bands: 0-5, 5-10, 10-15 minute radii

Prepared by Esri
 Latitude: 35.50765
 Longitude: -97.38283

	0 - 5 minute	5 - 10 minute	10 - 15 minute
Population Summary			
2010 Total Population	8,284	48,483	69,178
2020 Total Population	8,804	49,017	75,014
2020 Group Quarters	166	644	2,002
2022 Total Population	9,107	50,058	77,167
2022 Group Quarters	166	644	1,999
2027 Total Population	9,255	51,216	79,695
2022-2027 Annual Rate	0.32%	0.46%	0.65%
2022 Total Daytime Population	7,554	50,882	148,597
Workers	2,261	24,670	107,772
Residents	5,293	26,212	40,825
Household Summary			
2010 Households	3,520	20,102	28,105
2010 Average Household Size	2.32	2.38	2.40
2020 Total Households	3,789	20,221	31,368
2020 Average Household Size	2.28	2.39	2.33
2022 Total Households	3,850	20,627	32,148
2022 Average Household Size	2.32	2.40	2.34
2027 Total Households	3,903	21,035	33,236
2027 Average Household Size	2.33	2.40	2.34
2022-2027 Annual Rate	0.27%	0.39%	0.67%
2010 Families	2,054	12,533	17,351
2010 Average Family Size	3.03	3.01	3.07
2022 Total Families	2,189	12,531	18,857
2022 Average Family Size	3.05	3.05	3.03
2027 Total Families	2,225	12,810	19,420
2027 Average Family Size	3.04	3.04	3.03
2022-2027 Annual Rate	0.33%	0.44%	0.59%
Housing Unit Summary			
2000 Housing Units	3,733	21,969	31,587
Owner Occupied Housing Units	49.5%	58.9%	54.5%
Renter Occupied Housing Units	40.4%	32.3%	31.5%
Vacant Housing Units	10.1%	8.8%	14.0%
2010 Housing Units	3,922	22,464	31,990
Owner Occupied Housing Units	47.9%	54.8%	54.0%
Renter Occupied Housing Units	41.9%	34.7%	33.8%
Vacant Housing Units	10.2%	10.5%	12.1%
2020 Housing Units	4,269	22,673	35,378
Vacant Housing Units	11.2%	10.8%	11.3%
2022 Housing Units	4,358	23,130	36,164
Owner Occupied Housing Units	43.7%	53.8%	50.7%
Renter Occupied Housing Units	44.7%	35.3%	38.2%
Vacant Housing Units	11.7%	10.8%	11.1%
2027 Housing Units	4,454	23,730	37,619
Owner Occupied Housing Units	44.0%	54.6%	50.7%
Renter Occupied Housing Units	43.7%	34.1%	37.6%
Vacant Housing Units	12.4%	11.4%	11.7%
Median Household Income			
2022	\$38,492	\$53,204	\$55,350
2027	\$46,301	\$60,379	\$63,847
Median Home Value			
2022	\$94,938	\$150,510	\$185,825
2027	\$181,550	\$205,755	\$239,481
Per Capita Income			
2022	\$24,090	\$29,263	\$35,022
2027	\$28,716	\$34,524	\$40,665
Median Age			
2010	35.5	36.8	36.6
2022	37.3	38.7	38.2
2027	38.0	39.7	38.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income			
Household Income Base	3,850	20,625	32,132
<\$15,000	17.0%	11.9%	14.4%
\$15,000 - \$24,999	15.7%	9.6%	9.3%
\$25,000 - \$34,999	13.1%	9.0%	8.4%
\$35,000 - \$49,999	13.8%	15.4%	12.6%
\$50,000 - \$74,999	16.6%	21.5%	18.6%
\$75,000 - \$99,999	13.7%	13.4%	12.3%
\$100,000 - \$149,999	6.6%	12.3%	12.8%
\$150,000 - \$199,999	1.4%	4.4%	5.7%
\$200,000+	2.0%	2.3%	6.0%
Average Household Income	\$56,744	\$70,759	\$83,492
2027 Households by Income			
Household Income Base	3,903	21,033	33,227
<\$15,000	14.8%	9.7%	11.9%
\$15,000 - \$24,999	14.0%	7.8%	8.1%
\$25,000 - \$34,999	10.4%	7.8%	7.5%
\$35,000 - \$49,999	13.5%	14.3%	11.9%
\$50,000 - \$74,999	15.9%	20.2%	16.7%
\$75,000 - \$99,999	16.1%	13.8%	12.6%
\$100,000 - \$149,999	10.0%	16.2%	16.3%
\$150,000 - \$199,999	2.8%	7.3%	8.1%
\$200,000+	2.5%	2.9%	6.9%
Average Household Income	\$67,859	\$83,759	\$96,848
2022 Owner Occupied Housing Units by Value			
Total	1,903	12,446	18,302
<\$50,000	16.0%	8.7%	7.9%
\$50,000 - \$99,999	37.9%	20.9%	16.0%
\$100,000 - \$149,999	13.1%	20.3%	13.0%
\$150,000 - \$199,999	9.5%	13.8%	18.2%
\$200,000 - \$249,999	8.1%	13.2%	11.2%
\$250,000 - \$299,999	2.2%	8.2%	7.7%
\$300,000 - \$399,999	4.6%	4.9%	8.1%
\$400,000 - \$499,999	4.0%	2.2%	5.4%
\$500,000 - \$749,999	2.2%	3.4%	6.8%
\$750,000 - \$999,999	0.9%	1.8%	2.1%
\$1,000,000 - \$1,499,999	0.6%	1.2%	1.7%
\$1,500,000 - \$1,999,999	0.8%	1.2%	1.7%
\$2,000,000 +	0.2%	0.3%	0.2%
Average Home Value	\$171,993	\$225,669	\$276,978
2027 Owner Occupied Housing Units by Value			
Total	1,958	12,938	19,058
<\$50,000	9.2%	5.1%	5.0%
\$50,000 - \$99,999	21.5%	12.3%	9.6%
\$100,000 - \$149,999	12.0%	17.1%	9.0%
\$150,000 - \$199,999	11.7%	13.8%	16.9%
\$200,000 - \$249,999	11.0%	14.5%	12.0%
\$250,000 - \$299,999	5.6%	10.9%	9.8%
\$300,000 - \$399,999	8.1%	7.4%	11.9%
\$400,000 - \$499,999	10.6%	4.0%	7.3%
\$500,000 - \$749,999	4.3%	6.6%	10.3%
\$750,000 - \$999,999	2.4%	3.6%	3.2%
\$1,000,000 - \$1,499,999	1.7%	2.5%	2.6%
\$1,500,000 - \$1,999,999	1.7%	1.9%	2.2%
\$2,000,000 +	0.2%	0.3%	0.1%
Average Home Value	\$274,541	\$305,609	\$343,979

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age			
Total	8,285	48,484	69,180
0 - 4	7.5%	7.6%	7.4%
5 - 9	7.3%	6.7%	7.0%
10 - 14	7.1%	6.5%	6.6%
15 - 24	14.7%	13.7%	13.5%
25 - 34	12.8%	13.5%	13.6%
35 - 44	11.0%	11.2%	11.6%
45 - 54	13.8%	14.3%	14.2%
55 - 64	12.5%	11.9%	12.2%
65 - 74	7.7%	7.2%	7.5%
75 - 84	4.3%	5.4%	4.7%
85 +	1.3%	2.1%	1.7%
18 +	73.5%	75.2%	74.9%
2022 Population by Age			
Total	9,108	50,058	77,168
0 - 4	6.6%	6.6%	6.3%
5 - 9	6.5%	6.5%	6.3%
10 - 14	6.5%	6.3%	6.1%
15 - 24	13.1%	11.6%	13.4%
25 - 34	14.6%	13.9%	13.8%
35 - 44	10.9%	12.5%	11.9%
45 - 54	10.6%	10.8%	10.8%
55 - 64	12.7%	12.9%	12.6%
65 - 74	11.2%	10.5%	10.7%
75 - 84	5.5%	5.8%	5.7%
85 +	1.7%	2.6%	2.2%
18 +	76.5%	77.2%	77.5%
2027 Population by Age			
Total	9,256	51,218	79,695
0 - 4	6.7%	6.6%	6.3%
5 - 9	6.3%	6.4%	6.1%
10 - 14	6.3%	6.4%	6.1%
15 - 24	13.5%	11.6%	13.4%
25 - 34	13.5%	12.5%	13.3%
35 - 44	11.6%	13.4%	12.2%
45 - 54	10.5%	11.1%	10.8%
55 - 64	11.3%	11.3%	11.2%
65 - 74	11.7%	11.3%	11.5%
75 - 84	6.7%	6.7%	6.7%
85 +	1.8%	2.6%	2.4%
18 +	76.7%	77.0%	77.8%
2010 Population by Sex			
Males	3,953	22,758	33,594
Females	4,330	25,725	35,584
2022 Population by Sex			
Males	4,335	23,889	37,595
Females	4,773	26,169	39,572
2027 Population by Sex			
Males	4,397	24,563	38,973
Females	4,858	26,653	40,722

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Race/Ethnicity			
Total	8,282	48,484	69,178
White Alone	36.4%	53.7%	56.5%
Black Alone	51.6%	33.7%	29.5%
American Indian Alone	2.6%	3.4%	3.3%
Asian Alone	0.7%	1.3%	1.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.6%	1.5%	3.1%
Two or More Races	7.1%	6.4%	5.8%
Hispanic Origin	4.9%	5.1%	7.3%
Diversity Index	63.4	63.2	64.4
2020 Population by Race/Ethnicity			
Total	8,804	49,017	75,014
White Alone	30.9%	47.3%	51.3%
Black Alone	49.8%	32.1%	26.5%
American Indian Alone	3.7%	3.6%	3.5%
Asian Alone	0.6%	1.4%	2.4%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	5.2%	2.9%	4.3%
Two or More Races	9.7%	12.5%	11.9%
Hispanic Origin	9.5%	7.9%	10.2%
Diversity Index	70.5	70.5	71.3
2022 Population by Race/Ethnicity			
Total	9,107	50,058	77,167
White Alone	30.6%	47.0%	50.9%
Black Alone	49.7%	32.0%	26.3%
American Indian Alone	3.7%	3.6%	3.5%
Asian Alone	0.6%	1.4%	2.5%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	5.2%	3.0%	4.4%
Two or More Races	10.1%	12.9%	12.3%
Hispanic Origin	9.5%	7.9%	10.1%
Diversity Index	70.6	70.8	71.6
2027 Population by Race/Ethnicity			
Total	9,256	51,217	79,695
White Alone	29.5%	45.5%	49.3%
Black Alone	49.4%	31.8%	26.2%
American Indian Alone	3.7%	3.6%	3.5%
Asian Alone	0.6%	1.4%	2.6%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	5.5%	3.1%	4.6%
Two or More Races	11.1%	14.4%	13.7%
Hispanic Origin	9.7%	7.9%	10.1%
Diversity Index	71.3	71.7	72.7
2010 Population by Relationship and Household Type			
Total	8,284	48,483	69,178
In Households	98.5%	98.8%	97.5%
In Family Households	78.0%	80.4%	79.3%
Householder	24.8%	26.0%	25.3%
Spouse	13.0%	15.5%	15.9%
Child	32.7%	32.4%	31.9%
Other relative	4.7%	3.9%	3.9%
Nonrelative	2.8%	2.7%	2.3%
In Nonfamily Households	20.5%	18.5%	18.2%
In Group Quarters	1.5%	1.2%	2.5%
Institutionalized Population	1.4%	1.1%	1.2%
Noninstitutionalized Population	0.0%	0.1%	1.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Population 25+ by Educational Attainment			
Total	6,132	34,551	52,362
Less than 9th Grade	1.5%	2.0%	2.8%
9th - 12th Grade, No Diploma	7.9%	6.9%	7.4%
High School Graduate	38.8%	30.7%	26.6%
GED/Alternative Credential	5.8%	5.1%	5.0%
Some College, No Degree	25.1%	23.6%	21.2%
Associate Degree	5.9%	9.4%	8.4%
Bachelor's Degree	9.7%	15.5%	17.1%
Graduate/Professional Degree	5.4%	6.9%	11.6%
2022 Population 15+ by Marital Status			
Total	7,327	40,367	62,720
Never Married	38.5%	34.5%	35.9%
Married	33.9%	42.3%	43.5%
Widowed	7.6%	7.3%	6.5%
Divorced	20.0%	15.9%	14.1%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,113	24,317	36,781
Population 16+ Employed	93.8%	97.0%	96.8%
Population 16+ Unemployment rate	6.2%	3.0%	3.2%
Population 16-24 Employed	14.9%	13.7%	13.2%
Population 16-24 Unemployment rate	12.1%	7.3%	5.9%
Population 25-54 Employed	61.6%	61.4%	61.8%
Population 25-54 Unemployment rate	5.4%	2.7%	3.3%
Population 55-64 Employed	14.5%	15.9%	16.1%
Population 55-64 Unemployment rate	6.8%	1.2%	1.4%
Population 65+ Employed	9.0%	9.0%	8.9%
Population 65+ Unemployment rate	0.3%	1.7%	1.6%
2022 Employed Population 16+ by Industry			
Total	3,857	23,579	35,594
Agriculture/Mining	0.7%	1.5%	2.1%
Construction	6.0%	6.0%	6.6%
Manufacturing	6.0%	5.6%	6.3%
Wholesale Trade	2.9%	2.2%	2.4%
Retail Trade	14.3%	12.4%	10.6%
Transportation/Utilities	6.5%	5.8%	6.2%
Information	1.6%	1.2%	1.1%
Finance/Insurance/Real Estate	5.1%	6.1%	6.0%
Services	43.7%	45.8%	47.5%
Public Administration	13.3%	13.3%	11.3%
2022 Employed Population 16+ by Occupation			
Total	3,859	23,581	35,593
White Collar	50.0%	55.4%	61.2%
Management/Business/Financial	9.9%	12.7%	15.8%
Professional	14.1%	20.3%	23.3%
Sales	10.5%	9.0%	8.1%
Administrative Support	15.5%	13.4%	14.0%
Services	23.8%	18.5%	15.6%
Blue Collar	26.3%	26.1%	23.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	5.6%	5.5%	5.5%
Installation/Maintenance/Repair	5.3%	5.3%	4.3%
Production	4.4%	4.7%	4.2%
Transportation/Material Moving	11.0%	10.6%	9.0%

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2010 Households by Type			
Total	3,519	20,102	28,104
Households with 1 Person	36.0%	32.2%	32.7%
Households with 2+ People	64.0%	67.8%	67.3%
Family Households	58.4%	62.3%	61.7%
Husband-wife Families	30.7%	37.1%	38.7%
With Related Children	11.7%	14.7%	16.3%
Other Family (No Spouse Present)	27.7%	25.2%	23.0%
Other Family with Male Householder	5.8%	5.7%	5.4%
With Related Children	3.4%	3.3%	3.1%
Other Family with Female Householder	21.9%	19.6%	17.6%
With Related Children	15.5%	12.9%	11.6%
Nonfamily Households	5.6%	5.5%	5.5%
All Households with Children	31.2%	31.4%	31.5%
Multigenerational Households	4.6%	4.7%	4.6%
Unmarried Partner Households	6.6%	6.4%	5.8%
Male-female	6.1%	5.8%	5.2%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	3,517	20,103	28,104
1 Person Household	36.0%	32.2%	32.7%
2 Person Household	30.0%	32.7%	31.7%
3 Person Household	15.6%	15.5%	15.3%
4 Person Household	9.1%	10.7%	11.2%
5 Person Household	5.3%	5.3%	5.4%
6 Person Household	2.6%	2.3%	2.2%
7 + Person Household	1.4%	1.4%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	3,520	20,104	28,103
Owner Occupied	53.4%	61.2%	61.5%
Owned with a Mortgage/Loan	34.8%	38.1%	39.1%
Owned Free and Clear	18.6%	23.1%	22.4%
Renter Occupied	46.6%	38.8%	38.5%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	182	159	134
Percent of Income for Mortgage	13.0%	14.9%	17.7%
Wealth Index	40	56	73
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,922	22,464	31,990
Housing Units Inside Urbanized Area	93.5%	92.7%	90.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	6.5%	7.3%	9.3%
2010 Population By Urban/ Rural Status			
Total Population	8,284	48,483	69,178
Population Inside Urbanized Area	93.5%	93.0%	89.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	6.5%	7.0%	10.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Family Foundations (12A)	Traditional Living (12B)	Modest Income Homes (12D)
2.	Small Town Sincerity (12C)	Midlife Constants (5E)	Traditional Living (12B)
3.	Modest Income Homes (12D)	Comfortable Empty Nesters (5A)	Comfortable Empty Nesters (5A)
2022 Consumer Spending			
Apparel & Services: Total \$	\$5,198,872	\$34,362,381	\$63,120,705
Average Spent	\$1,350.36	\$1,665.89	\$1,963.44
Spending Potential Index	56	69	82
Education: Total \$	\$3,676,232	\$24,961,963	\$47,654,547
Average Spent	\$954.87	\$1,210.16	\$1,482.35
Spending Potential Index	49	62	76
Entertainment/Recreation: Total \$	\$7,898,070	\$52,557,143	\$95,557,049
Average Spent	\$2,051.45	\$2,547.98	\$2,972.41
Spending Potential Index	56	69	81
Food at Home: Total \$	\$13,710,336	\$88,662,799	\$161,615,359
Average Spent	\$3,561.13	\$4,298.39	\$5,027.23
Spending Potential Index	58	69	81
Food Away from Home: Total \$	\$9,239,288	\$60,400,440	\$111,321,982
Average Spent	\$2,399.82	\$2,928.22	\$3,462.80
Spending Potential Index	56	68	80
Health Care: Total \$	\$16,053,180	\$105,526,151	\$190,230,725
Average Spent	\$4,169.66	\$5,115.92	\$5,917.34
Spending Potential Index	59	72	84
HH Furnishings & Equipment: Total \$	\$5,392,132	\$36,184,825	\$66,074,723
Average Spent	\$1,400.55	\$1,754.25	\$2,055.33
Spending Potential Index	55	68	80
Personal Care Products & Services: Total \$	\$2,190,104	\$14,571,798	\$26,710,669
Average Spent	\$568.86	\$706.44	\$830.87
Spending Potential Index	56	69	81
Shelter: Total \$	\$46,731,557	\$311,440,710	\$578,314,244
Average Spent	\$12,138.07	\$15,098.69	\$17,989.12
Spending Potential Index	53	66	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,506,095	\$37,338,783	\$67,631,847
Average Spent	\$1,430.15	\$1,810.19	\$2,103.77
Spending Potential Index	53	67	77
Travel: Total \$	\$5,595,781	\$38,736,184	\$71,332,619
Average Spent	\$1,453.45	\$1,877.94	\$2,218.88
Spending Potential Index	51	65	77
Vehicle Maintenance & Repairs: Total \$	\$2,854,745	\$18,614,876	\$33,664,398
Average Spent	\$741.49	\$902.45	\$1,047.17
Spending Potential Index	59	72	83

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.