



Community Profile

Broken Arrow city, OK (4009050)
 Geography: Place

Broken Arrow ...

Population Summary	
2000 Total Population	81,150
2010 Total Population	98,841
2018 Total Population	113,265
2018 Group Quarters	471
2023 Total Population	122,448
2018-2023 Annual Rate	1.57%
2018 Total Daytime Population	89,754
Workers	35,313
Residents	54,441
Household Summary	
2000 Households	28,405
2000 Average Household Size	2.84
2010 Households	36,137
2010 Average Household Size	2.72
2018 Households	41,128
2018 Average Household Size	2.74
2023 Households	44,387
2023 Average Household Size	2.75
2018-2023 Annual Rate	1.54%
2010 Families	27,610
2010 Average Family Size	3.11
2018 Families	30,883
2018 Average Family Size	3.18
2023 Families	33,119
2023 Average Family Size	3.20
2018-2023 Annual Rate	1.41%
Housing Unit Summary	
2000 Housing Units	29,409
Owner Occupied Housing Units	76.4%
Renter Occupied Housing Units	20.2%
Vacant Housing Units	3.4%
2010 Housing Units	38,009
Owner Occupied Housing Units	74.0%
Renter Occupied Housing Units	21.0%
Vacant Housing Units	4.9%
2018 Housing Units	43,049
Owner Occupied Housing Units	69.2%
Renter Occupied Housing Units	26.4%
Vacant Housing Units	4.5%
2023 Housing Units	46,425
Owner Occupied Housing Units	68.7%
Renter Occupied Housing Units	26.9%
Vacant Housing Units	4.4%
Median Household Income	
2018	\$70,845
2023	\$78,715
Median Home Value	
2018	\$176,783
2023	\$191,673
Per Capita Income	
2018	\$31,965
2023	\$35,554
Median Age	
2010	35.7
2018	37.1
2023	37.8

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income

Household Income Base	41,127
<\$15,000	5.7%
\$15,000 - \$24,999	6.6%
\$25,000 - \$34,999	7.6%
\$35,000 - \$49,999	12.3%
\$50,000 - \$74,999	20.4%
\$75,000 - \$99,999	16.4%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	6.9%
\$200,000+	4.9%
Average Household Income	\$87,710

2023 Households by Income

Household Income Base	44,388
<\$15,000	4.9%
\$15,000 - \$24,999	5.8%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	10.7%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	16.8%
\$100,000 - \$149,999	22.8%
\$150,000 - \$199,999	8.1%
\$200,000+	5.7%
Average Household Income	\$97,774

2018 Owner Occupied Housing Units by Value

Total	29,769
<\$50,000	2.2%
\$50,000 - \$99,999	8.0%
\$100,000 - \$149,999	25.4%
\$150,000 - \$199,999	26.9%
\$200,000 - \$249,999	16.8%
\$250,000 - \$299,999	8.2%
\$300,000 - \$399,999	7.2%
\$400,000 - \$499,999	2.0%
\$500,000 - \$749,999	2.4%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$204,464

2023 Owner Occupied Housing Units by Value

Total	31,900
<\$50,000	1.5%
\$50,000 - \$99,999	5.5%
\$100,000 - \$149,999	20.6%
\$150,000 - \$199,999	27.0%
\$200,000 - \$249,999	18.9%
\$250,000 - \$299,999	10.1%
\$300,000 - \$399,999	9.1%
\$400,000 - \$499,999	2.8%
\$500,000 - \$749,999	3.5%
\$750,000 - \$999,999	0.7%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$225,299

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.

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April 16, 2019



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Broken Arrow ...

2010 Population by Age

Total	98,841
0 - 4	7.2%
5 - 9	7.7%
10 - 14	7.7%
15 - 24	12.6%
25 - 34	13.8%
35 - 44	14.2%
45 - 54	14.7%
55 - 64	11.7%
65 - 74	6.1%
75 - 84	3.2%
85 +	1.1%
18 +	72.6%

2018 Population by Age

Total	113,264
0 - 4	6.7%
5 - 9	7.0%
10 - 14	7.1%
15 - 24	12.1%
25 - 34	13.9%
35 - 44	14.0%
45 - 54	12.8%
55 - 64	12.6%
65 - 74	8.6%
75 - 84	3.7%
85 +	1.3%
18 +	75.1%

2023 Population by Age

Total	122,448
0 - 4	6.7%
5 - 9	6.9%
10 - 14	7.2%
15 - 24	11.4%
25 - 34	13.8%
35 - 44	14.4%
45 - 54	12.4%
55 - 64	11.7%
65 - 74	9.5%
75 - 84	4.6%
85 +	1.4%
18 +	75.2%

2010 Population by Sex

Males	48,046
Females	50,795

2018 Population by Sex

Males	55,055
Females	58,209

2023 Population by Sex

Males	59,640
Females	62,808

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April 16, 2019



Community Profile

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 Geography: Place

Broken Arrow ...

2010 Population by Race/Ethnicity

Total	98,841
White Alone	79.3%
Black Alone	4.3%
American Indian Alone	5.2%
Asian Alone	3.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.2%
Two or More Races	5.4%
Hispanic Origin	6.5%
Diversity Index	44.3

2018 Population by Race/Ethnicity

Total	113,263
White Alone	75.5%
Black Alone	4.6%
American Indian Alone	5.5%
Asian Alone	5.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.1%
Two or More Races	6.2%
Hispanic Origin	8.4%
Diversity Index	51.2

2023 Population by Race/Ethnicity

Total	122,449
White Alone	72.7%
Black Alone	4.6%
American Indian Alone	5.7%
Asian Alone	6.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.7%
Two or More Races	6.8%
Hispanic Origin	10.1%
Diversity Index	56.0

2010 Population by Relationship and Household Type

Total	98,841
In Households	99.5%
In Family Households	88.8%
Householder	27.9%
Spouse	22.5%
Child	33.8%
Other relative	2.8%
Nonrelative	1.8%
In Nonfamily Households	10.7%
In Group Quarters	0.5%
Institutionalized Population	0.5%
Noninstitutionalized Population	0.0%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Broken Arrow ...

2018 Population 25+ by Educational Attainment

Total	75,840
Less than 9th Grade	1.7%
9th - 12th Grade, No Diploma	4.4%
High School Graduate	20.5%
GED/Alternative Credential	3.5%
Some College, No Degree	25.4%
Associate Degree	10.9%
Bachelor's Degree	23.9%
Graduate/Professional Degree	9.7%

2018 Population 15+ by Marital Status

Total	89,589
Never Married	26.0%
Married	57.1%
Widowed	4.8%
Divorced	12.1%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	95.8%
Civilian Unemployed (Unemployment Rate)	4.2%

2018 Employed Population 16+ by Industry

Total	59,867
Agriculture/Mining	1.4%
Construction	5.6%
Manufacturing	11.6%
Wholesale Trade	3.4%
Retail Trade	12.7%
Transportation/Utilities	6.2%
Information	2.4%
Finance/Insurance/Real Estate	6.6%
Services	47.5%
Public Administration	2.5%

2018 Employed Population 16+ by Occupation

Total	59,868
White Collar	66.8%
Management/Business/Financial	16.7%
Professional	23.2%
Sales	12.0%
Administrative Support	14.9%
Services	14.8%
Blue Collar	18.5%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.7%
Installation/Maintenance/Repair	4.1%
Production	6.0%
Transportation/Material Moving	4.5%

2010 Population By Urban/ Rural Status

Total Population	98,841
Population Inside Urbanized Area	96.9%
Population Inside Urbanized Cluster	0.0%
Rural Population	3.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

April 16, 2019



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	Broken Arrow ...
2010 Households by Type	
Total	36,137
Households with 1 Person	19.2%
Households with 2+ People	80.8%
Family Households	76.4%
Husband-wife Families	61.5%
With Related Children	29.4%
Other Family (No Spouse Present)	14.9%
Other Family with Male Householder	4.5%
With Related Children	3.0%
Other Family with Female Householder	10.3%
With Related Children	7.0%
Nonfamily Households	4.4%
All Households with Children	39.9%
Multigenerational Households	3.6%
Unmarried Partner Households	4.6%
Male-female	4.0%
Same-sex	0.6%
2010 Households by Size	
Total	36,137
1 Person Household	19.2%
2 Person Household	34.7%
3 Person Household	18.3%
4 Person Household	16.4%
5 Person Household	7.4%
6 Person Household	2.7%
7 + Person Household	1.2%
2010 Households by Tenure and Mortgage Status	
Total	36,137
Owner Occupied	77.9%
Owned with a Mortgage/Loan	63.0%
Owned Free and Clear	14.9%
Renter Occupied	22.1%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	38,009
Housing Units Inside Urbanized Area	96.5%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	3.5%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Soccer Moms (4A)
2. Home Improvement (4B)
3. Middleburg (4C)

2018 Consumer Spending

Apparel & Services: Total \$	\$94,232,614
Average Spent	\$2,291.20
Spending Potential Index	105
Education: Total \$	\$61,344,325
Average Spent	\$1,491.55
Spending Potential Index	103
Entertainment/Recreation: Total \$	\$138,539,219
Average Spent	\$3,368.49
Spending Potential Index	105
Food at Home: Total \$	\$212,537,845
Average Spent	\$5,167.72
Spending Potential Index	103
Food Away from Home: Total \$	\$152,866,154
Average Spent	\$3,716.84
Spending Potential Index	106
Health Care: Total \$	\$245,874,124
Average Spent	\$5,978.27
Spending Potential Index	104
HH Furnishings & Equipment: Total \$	\$91,832,567
Average Spent	\$2,232.85
Spending Potential Index	107
Personal Care Products & Services: Total \$	\$36,287,455
Average Spent	\$882.31
Spending Potential Index	107
Shelter: Total \$	\$705,743,852
Average Spent	\$17,159.69
Spending Potential Index	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$104,452,240
Average Spent	\$2,539.69
Spending Potential Index	102
Travel: Total \$	\$93,986,659
Average Spent	\$2,285.22
Spending Potential Index	106
Vehicle Maintenance & Repairs: Total \$	\$46,416,120
Average Spent	\$1,128.58
Spending Potential Index	105

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

April 16, 2019