



# Market Profile

Davis, OK  
 Davis City, OK (4019450)  
 Geography: Place

Prepared by OG&E

**Davis city, O...**

<b>Population Summary</b>	
2000 Total Population	2,563
2010 Total Population	2,683
2020 Total Population	2,774
2020 Group Quarters	54
2025 Total Population	2,792
2020-2025 Annual Rate	0.13%
2020 Total Daytime Population	2,749
Workers	1,123
Residents	1,626
<b>Household Summary</b>	
2000 Households	1,015
2000 Average Household Size	2.47
2010 Households	1,086
2010 Average Household Size	2.42
2020 Households	1,109
2020 Average Household Size	2.45
2025 Households	1,112
2025 Average Household Size	2.46
2020-2025 Annual Rate	0.05%
2010 Families	699
2010 Average Family Size	3.04
2020 Families	721
2020 Average Family Size	3.05
2025 Families	720
2025 Average Family Size	3.07
2020-2025 Annual Rate	-0.03%
<b>Housing Unit Summary</b>	
2000 Housing Units	1,165
Owner Occupied Housing Units	64.9%
Renter Occupied Housing Units	22.2%
Vacant Housing Units	12.9%
2010 Housing Units	1,251
Owner Occupied Housing Units	54.7%
Renter Occupied Housing Units	32.1%
Vacant Housing Units	13.2%
2020 Housing Units	1,280
Owner Occupied Housing Units	53.2%
Renter Occupied Housing Units	33.4%
Vacant Housing Units	13.4%
2025 Housing Units	1,289
Owner Occupied Housing Units	52.5%
Renter Occupied Housing Units	33.7%
Vacant Housing Units	13.7%
<b>Median Household Income</b>	
2020	\$48,595
2025	\$52,371
<b>Median Home Value</b>	
2020	\$95,088
2025	\$98,704
<b>Per Capita Income</b>	
2020	\$23,859
2025	\$26,278
<b>Median Age</b>	
2010	37.0
2020	39.8
2025	41.1

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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## 2020 Households by Income

Household Income Base	1,109
<\$15,000	11.4%
\$15,000 - \$24,999	12.9%
\$25,000 - \$34,999	13.4%
\$35,000 - \$49,999	13.3%
\$50,000 - \$74,999	19.6%
\$75,000 - \$99,999	17.1%
\$100,000 - \$149,999	8.9%
\$150,000 - \$199,999	1.9%
\$200,000+	1.5%
Average Household Income	\$59,578

## 2025 Households by Income

Household Income Base	1,113
<\$15,000	10.5%
\$15,000 - \$24,999	11.9%
\$25,000 - \$34,999	12.1%
\$35,000 - \$49,999	12.8%
\$50,000 - \$74,999	19.7%
\$75,000 - \$99,999	18.4%
\$100,000 - \$149,999	10.2%
\$150,000 - \$199,999	2.6%
\$200,000+	1.8%
Average Household Income	\$65,801

## 2020 Owner Occupied Housing Units by Value

Total	682
<\$50,000	12.3%
\$50,000 - \$99,999	41.8%
\$100,000 - \$149,999	16.4%
\$150,000 - \$199,999	14.8%
\$200,000 - \$249,999	8.7%
\$250,000 - \$299,999	3.8%
\$300,000 - \$399,999	0.7%
\$400,000 - \$499,999	0.7%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.7%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$123,094

## 2025 Owner Occupied Housing Units by Value

Total	676
<\$50,000	11.1%
\$50,000 - \$99,999	39.9%
\$100,000 - \$149,999	16.7%
\$150,000 - \$199,999	15.8%
\$200,000 - \$249,999	9.9%
\$250,000 - \$299,999	4.1%
\$300,000 - \$399,999	0.7%
\$400,000 - \$499,999	0.7%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$128,698

**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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		Davis city, O...
<b>2010 Population by Age</b>		
Total		2,683
0 - 4		7.4%
5 - 9		7.5%
10 - 14		7.0%
15 - 24		12.9%
25 - 34		12.7%
35 - 44		12.1%
45 - 54		12.4%
55 - 64		10.5%
65 - 74		8.6%
75 - 84		6.4%
85 +		2.5%
18 +		74.3%
<b>2020 Population by Age</b>		
Total		2,773
0 - 4		6.4%
5 - 9		6.3%
10 - 14		6.0%
15 - 24		11.8%
25 - 34		13.2%
35 - 44		12.7%
45 - 54		11.3%
55 - 64		12.3%
65 - 74		11.0%
75 - 84		6.2%
85 +		2.8%
18 +		77.5%
<b>2025 Population by Age</b>		
Total		2,792
0 - 4		6.2%
5 - 9		6.2%
10 - 14		6.7%
15 - 24		11.1%
25 - 34		11.7%
35 - 44		13.0%
45 - 54		11.9%
55 - 64		11.7%
65 - 74		11.4%
75 - 84		7.4%
85 +		2.7%
18 +		77.5%
<b>2010 Population by Sex</b>		
Males		1,276
Females		1,407
<b>2020 Population by Sex</b>		
Males		1,328
Females		1,445
<b>2025 Population by Sex</b>		
Males		1,333
Females		1,459

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>	
Total	2,683
White Alone	78.3%
Black Alone	2.2%
American Indian Alone	12.2%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.6%
Two or More Races	5.1%
Hispanic Origin	3.5%
Diversity Index	41.4
<b>2020 Population by Race/Ethnicity</b>	
Total	2,775
White Alone	75.6%
Black Alone	2.8%
American Indian Alone	13.2%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.5%
Two or More Races	6.0%
Hispanic Origin	3.7%
Diversity Index	45.2
<b>2025 Population by Race/Ethnicity</b>	
Total	2,792
White Alone	73.4%
Black Alone	3.0%
American Indian Alone	13.9%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.0%
Two or More Races	6.7%
Hispanic Origin	4.7%
Diversity Index	49.1
<b>2010 Population by Relationship and Household Type</b>	
Total	2,683
In Households	97.8%
In Family Households	81.8%
Householder	26.1%
Spouse	18.6%
Child	31.8%
Other relative	2.7%
Nonrelative	2.7%
In Nonfamily Households	16.0%
In Group Quarters	2.2%
Institutionalized Population	2.2%
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.

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2020 Population 25+ by Educational Attainment	
Total	1,926
Less than 9th Grade	4.2%
9th - 12th Grade, No Diploma	11.1%
High School Graduate	33.0%
GED/Alternative Credential	6.4%
Some College, No Degree	21.4%
Associate Degree	8.2%
Bachelor's Degree	12.0%
Graduate/Professional Degree	3.7%
2020 Population 15+ by Marital Status	
Total	2,253
Never Married	25.4%
Married	51.8%
Widowed	7.9%
Divorced	14.9%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	1,309
Population 16+ Employed	88.1%
Population 16+ Unemployment rate	11.9%
Population 16-24 Employed	11.5%
Population 16-24 Unemployment rate	18.9%
Population 25-54 Employed	65.2%
Population 25-54 Unemployment rate	11.1%
Population 55-64 Employed	18.6%
Population 55-64 Unemployment rate	10.5%
Population 65+ Employed	4.7%
Population 65+ Unemployment rate	10.0%
2020 Employed Population 16+ by Industry	
Total	1,153
Agriculture/Mining	4.9%
Construction	8.7%
Manufacturing	11.9%
Wholesale Trade	4.9%
Retail Trade	11.9%
Transportation/Utilities	4.1%
Information	1.3%
Finance/Insurance/Real Estate	4.6%
Services	44.4%
Public Administration	3.5%
2020 Employed Population 16+ by Occupation	
Total	1,154
White Collar	48.5%
Management/Business/Financial	12.7%
Professional	14.1%
Sales	10.5%
Administrative Support	11.2%
Services	24.4%
Blue Collar	27.1%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	7.5%
Installation/Maintenance/Repair	3.4%
Production	10.1%
Transportation/Material Moving	6.2%

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<b>2010 Households by Type</b>	
Total	1,086
Households with 1 Person	31.9%
Households with 2+ People	68.1%
Family Households	64.4%
Husband-wife Families	45.9%
With Related Children	20.4%
Other Family (No Spouse Present)	18.4%
Other Family with Male Householder	6.3%
With Related Children	5.2%
Other Family with Female Householder	12.2%
With Related Children	8.8%
Nonfamily Households	3.8%
All Households with Children	34.7%
Multigenerational Households	3.9%
Unmarried Partner Households	6.1%
Male-female	5.4%
Same-sex	0.6%
<b>2010 Households by Size</b>	
Total	1,086
1 Person Household	31.9%
2 Person Household	31.2%
3 Person Household	14.0%
4 Person Household	13.2%
5 Person Household	6.8%
6 Person Household	2.3%
7 + Person Household	0.6%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	1,086
Owner Occupied	63.0%
Owned with a Mortgage/Loan	34.8%
Owned Free and Clear	28.2%
Renter Occupied	37.0%
<b>2020 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	324
Percent of Income for Mortgage	8.2%
Wealth Index	51
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	1,251
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	95.4%
Rural Housing Units	4.6%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	2,683
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	95.3%
Rural Population	4.7%

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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### Top 3 Tapestry Segments

1. Heartland Communities (6F)
2. Down the Road (10D)
3. Diners & Miners (10C)

### 2020 Consumer Spending

Apparel & Services: Total \$	\$1,553,576
Average Spent	\$1,400.88
Spending Potential Index	65
Education: Total \$	\$1,097,986
Average Spent	\$990.07
Spending Potential Index	55
Entertainment/Recreation: Total \$	\$2,679,030
Average Spent	\$2,415.72
Spending Potential Index	74
Food at Home: Total \$	\$4,315,402
Average Spent	\$3,891.26
Spending Potential Index	73
Food Away from Home: Total \$	\$2,788,604
Average Spent	\$2,514.52
Spending Potential Index	67
Health Care: Total \$	\$4,946,860
Average Spent	\$4,460.65
Spending Potential Index	78
HH Furnishings & Equipment: Total \$	\$1,660,215
Average Spent	\$1,497.04
Spending Potential Index	69
Personal Care Products & Services: Total \$	\$680,445
Average Spent	\$613.57
Spending Potential Index	67
Shelter: Total \$	\$13,071,069
Average Spent	\$11,786.36
Spending Potential Index	61
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,873,653
Average Spent	\$1,689.50
Spending Potential Index	72
Travel: Total \$	\$1,675,421
Average Spent	\$1,510.75
Spending Potential Index	63
Vehicle Maintenance & Repairs: Total \$	\$963,366
Average Spent	\$868.68
Spending Potential Index	75

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.