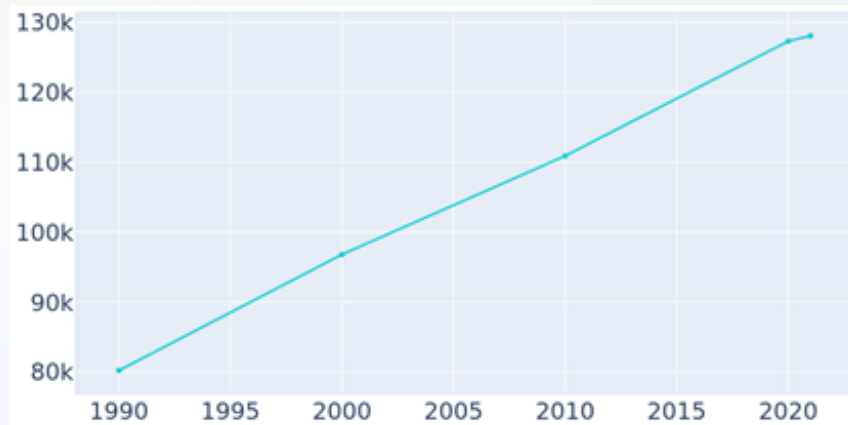




Population Change In Norman Benchmark Number One DEMOGRAPHICS



Year	Population	Growth Rate
2021	128,097	0.6%
2020	127,321	1.4%
2010	110,925	1.4%
2000	96,821	1.9%

Moore	53.7%	(2.56% annually)
Broken Arrow	44.1%	(2.20% annually)
Edmond	39.0%	(1.86% annually)
Oklahoma City	34.5%	(1.72% annually)
Norman	31.5%	(1.57% annually)
Stillwater	22.6%	(1.08% annually)



Change in Diversity Benchmark Number Two DEMOGRAPHICS

	2000 MINORITY %	2020 MINORITY %	
United States	22.90%	24.2%	
State of Oklahoma	17.41%	26.8%	
Oklahoma City	31.6%	35.7%	4.1
Broken Arrow	14.7%	26.9%	12.2
Norman	17.7%	25.2%	7.5
Moore	15.4%	25.1%	9.7
Stillwater	17.6%	23.1%	5.5
Edmond	13.5%	20.0%	6.5



Population Per Square Mile Benchmark Number Three DENSITY DEMOGRAPHIC

- Norman's land area is 178.77 square miles.
- In 2000, Norman had a population per square mile of 541 residents. In 2020, that had increased to 712 residents per square mile.
- Cities in Oklahoma ranked by population:

	<u>Density</u>
1. Oklahoma City	1,126 per square mile
2. Tulsa	2,097 per square mile
3. Norman	712 per square mile
4. Broken Arrow	1,851 per square mile
5. Edmond	1,119 per square mile
6. Lawton	1,117 per square mile
7. Moore	2,913 per square mile



**Per Capita Income
Benchmark Number Four
ECONOMY**

United States	\$37,638
State of Oklahoma	\$30,976
Edmond	\$48,984
Broken Arrow	\$41,844
Norman	\$33,899
Oklahoma City	\$33,162
Moore	\$32,178
Stillwater	\$23,686



Annual Percent Job Change Benchmark Number Five ECONOMY

- Between the years 2000 - 2020, Norman added 11,288 jobs, an increase of 22.6%, or 1.13% annually. This rate was 15% slower than that of the Oklahoma City MSA (1.30%) and 7.1% slower than the state of Oklahoma (1.21%).
- Since 2000, for every 100 new residents that have moved to Norman, 36 new jobs have been created locally.



Business Mix Benchmark Number Six ECONOMY

Norman's Changing Economy	2000	2020	Change
Manufacturing	7.00%	9.78%	2.78%
Retail trade	12.10%	13.18%	1.08%
Educational services, and health care and social assistance	28.60%	29.31%	0.71%
Professional, scientific, and management, and administrative and waste management services	9.30%	9.82%	0.52%
Transportation and warehousing, and utilities	3.60%	4.09%	0.49%
Wholesale trade	2.40%	2.56%	0.16%
Finance and insurance, and real estate and rental and leasing	5.20%	5.25%	0.05%
Agriculture, forestry, fishing and hunting, and mining	1.40%	1.17%	-0.23%
Public administration	6.30%	6.06%	-0.24%
Information	3.00%	2.43%	-0.57%
Arts, entertainment, and recreation, and accommodation and food services	11.10%	10.14%	-0.96%
Construction	5.20%	3.67%	-1.53%
Other services, except public administration	4.90%	2.53%	-2.37%



**Total Retail Sales
Benchmark Number Seven
ECONOMY**

Oklahoma City	\$10,999,824,000
Norman	\$2,234,066,000
Broken Arrow	\$1,858,447,000
Edmond	\$1,550,993,000
Moore	\$721,079,000
Stillwater	\$770,300,000



**Median Household Income
Benchmark Number Eight
QUALITY OF LIFE**

United States	\$69,021
State of Oklahoma	\$56,956
Edmond	\$87,591
Broken Arrow	\$76,733
Moore	\$68,562
Norman	\$59,866
Oklahoma City	\$59,679
Stillwater	\$37,991



People without Health Coverage
Benchmark Number Nine
QUALITY OF LIFE

United States	9.8%
State of Oklahoma	16.3%
Edmond	9.2%
Stillwater	10.4%
Norman	10.9%
Broken Arrow	12.2%
Moore	13.4%
Oklahoma City	16.3%

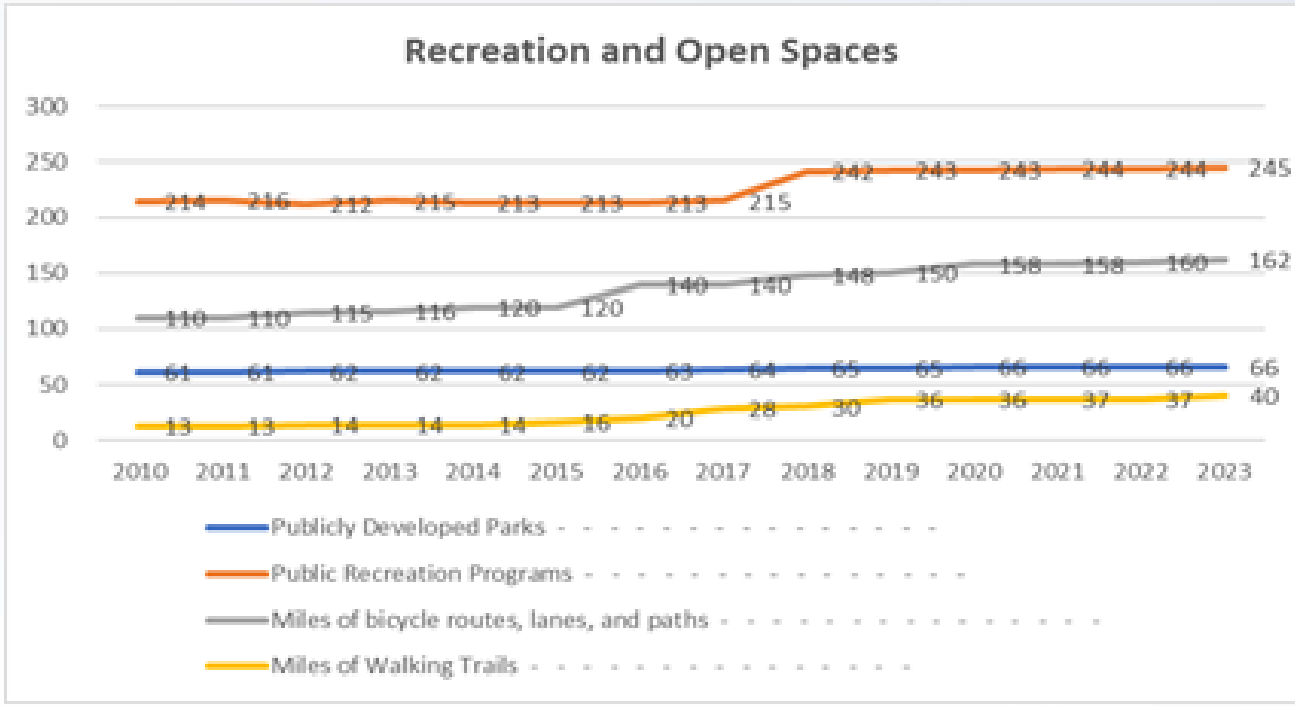


Percent of Individuals in Poverty
Benchmark Number Ten
QUALITY OF LIFE

United States	11.6%
State of Oklahoma	15.6%
Broken Arrow	8.1%
Moore	10.3%
Edmond	10.5%
Oklahoma City	14.9%
Norman	16.7%
Stillwater	31.2%

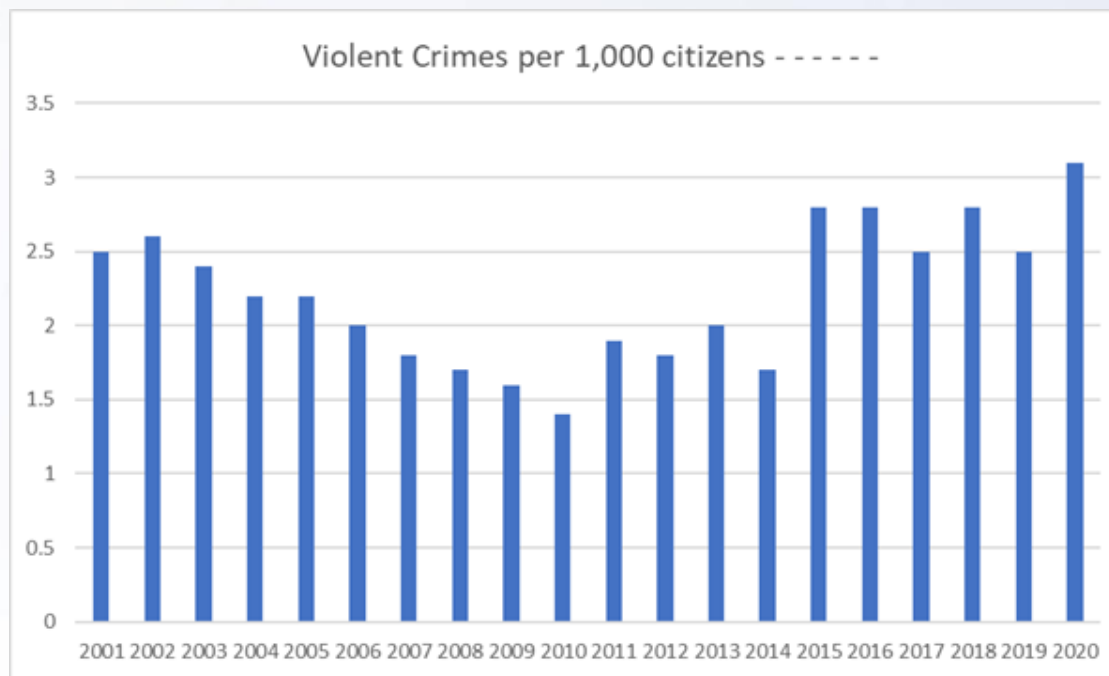


Recreation Programs Benchmark Number Eleven QUALITY OF LIFE





Violent Crimes per 1000 Benchmark Number Twelve QUALITY OF LIFE





**Early Childhood Education
Benchmark Number Thirteen
EDUCATION**

Percentage of three/four-year-olds enrolled in Pre-K

United States	40.2%
Oklahoma	39%
Stillwater	49.2
Moore	44.1
Edmond	41%
Norman	39.7
Oklahoma City	39.2
Broken Arrow	38%



Percentage of People with High School Diplomas Benchmark Number Fourteen EDUCATION

United States	33.7%
State of Oklahoma	26.8%
Edmond	54.7%
Stillwater	51.1%
Norman	44.9%
Broken Arrow	33.9%
Oklahoma City	32.3%
Moore	27.8%

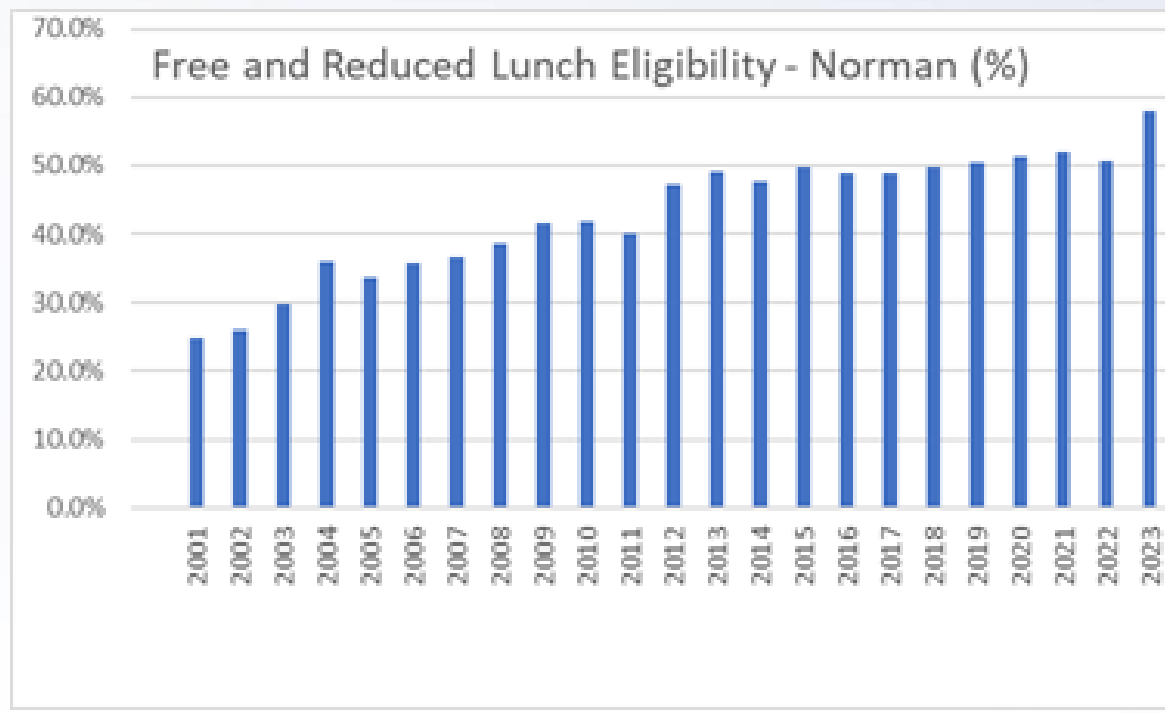


Percentage of People with Bachelor's Degrees or Higher
Benchmark Number Fifteen
EDUCATION

United States	33.7%
State of Oklahoma	26.8%
Edmond	54.7%
Stillwater	51.1%
Norman	44.9%
Broken Arrow	33.9%
Oklahoma City	32.3%
Moore	27.8%

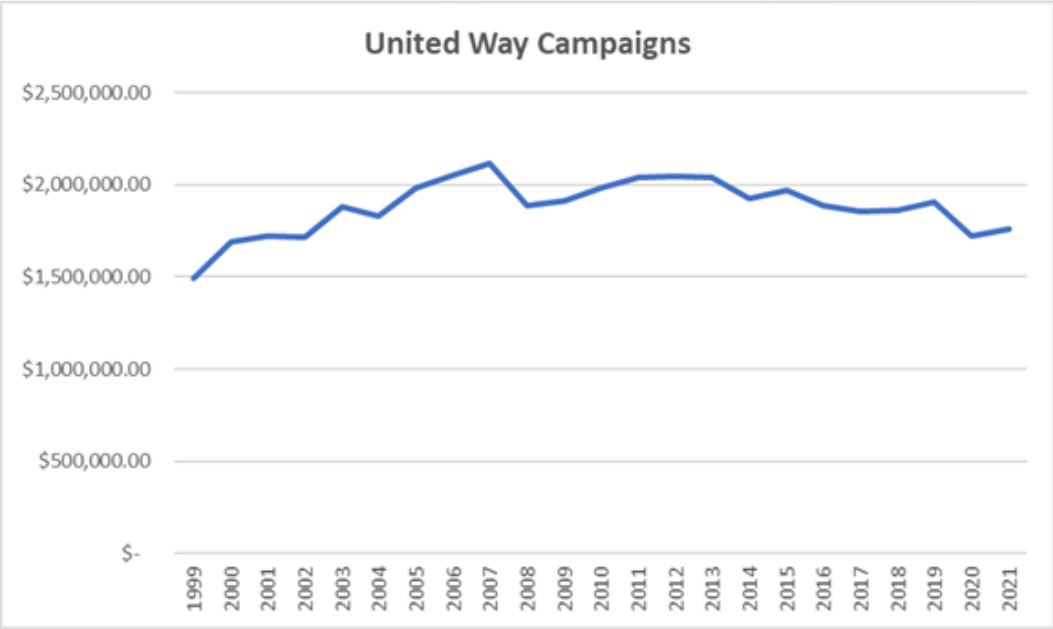


Free and Reduced Lunch Benchmark Number Sixteen EDUCATION



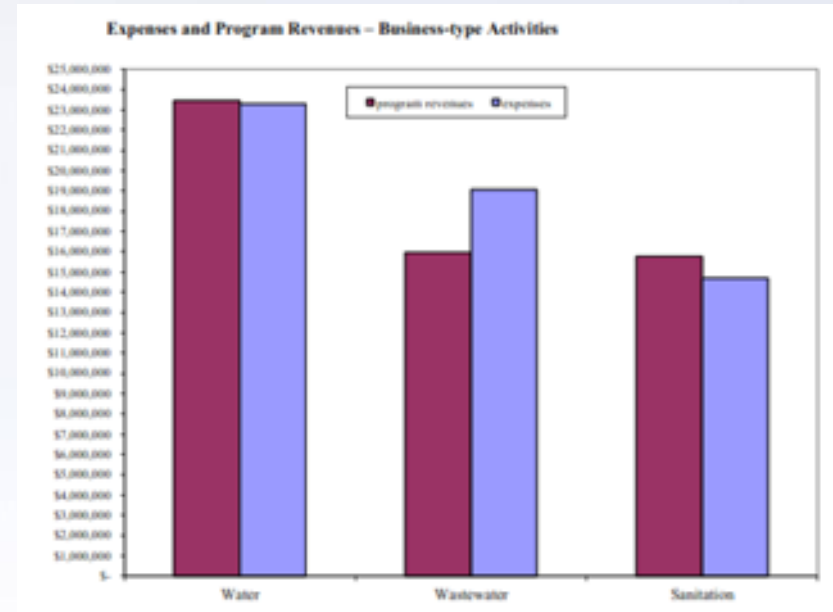
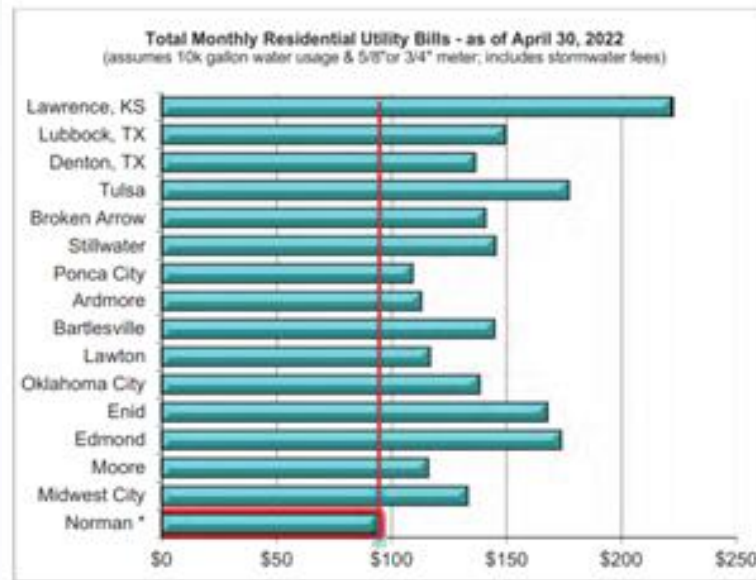


**Philanthropy/United Way Support
Benchmark Number Seventeen
PRIVATE SECTOR LEADERSHIP**





Public Transportation Benchmark Number Eighteen INFRASTRUCTURE





SOURCES

US Census Bureau QuickFacts data are derived from: Population Estimates, American Community Survey, Census of Population and Housing, Current Population Survey, Small Area Health Insurance Estimates, Small Area Income and Poverty Estimates, State and County Housing Unit Estimates, County Business Patterns, Nonemployer Statistics, Economic Census, Survey of Business Owners, Building Permits.