

# LAWTON MARKETVUE



## PREPARED BY



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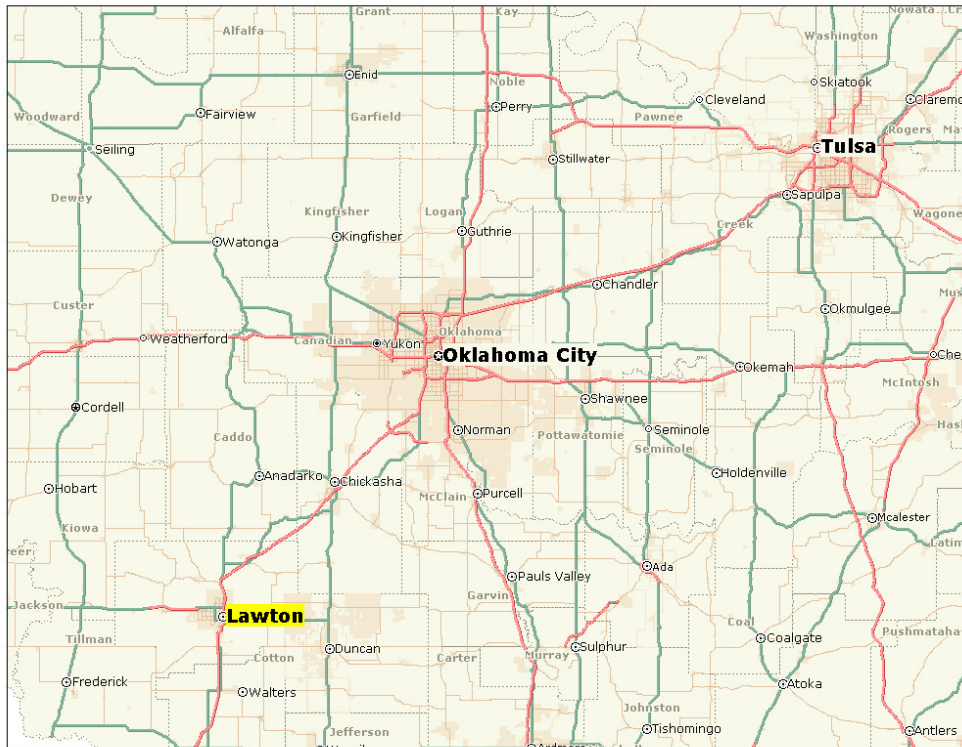
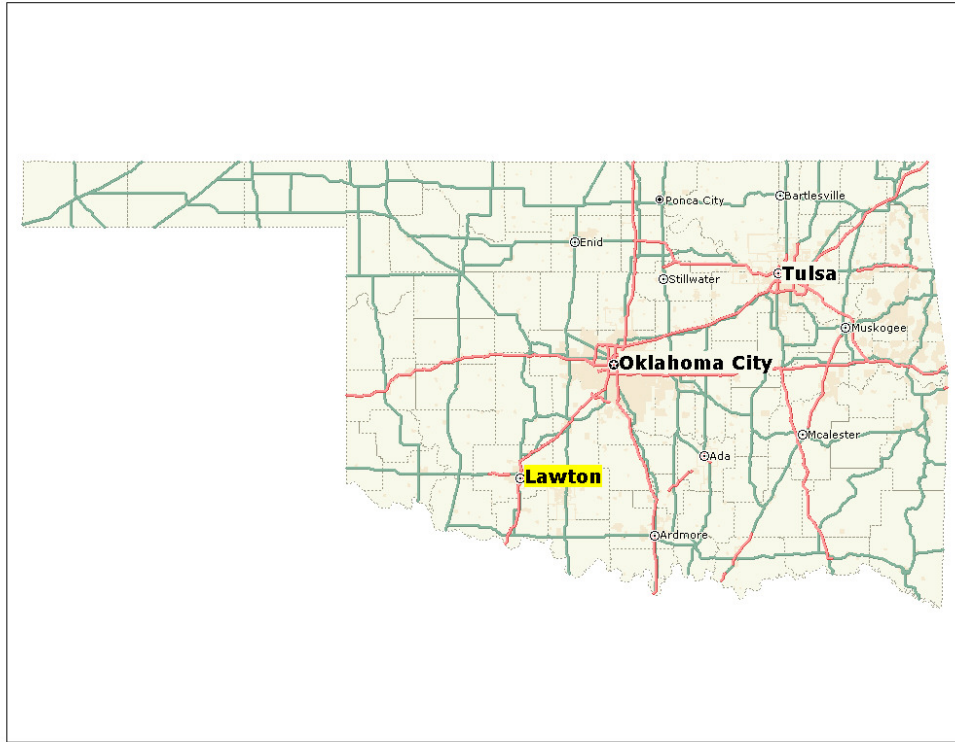


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# Lawton, Oklahoma

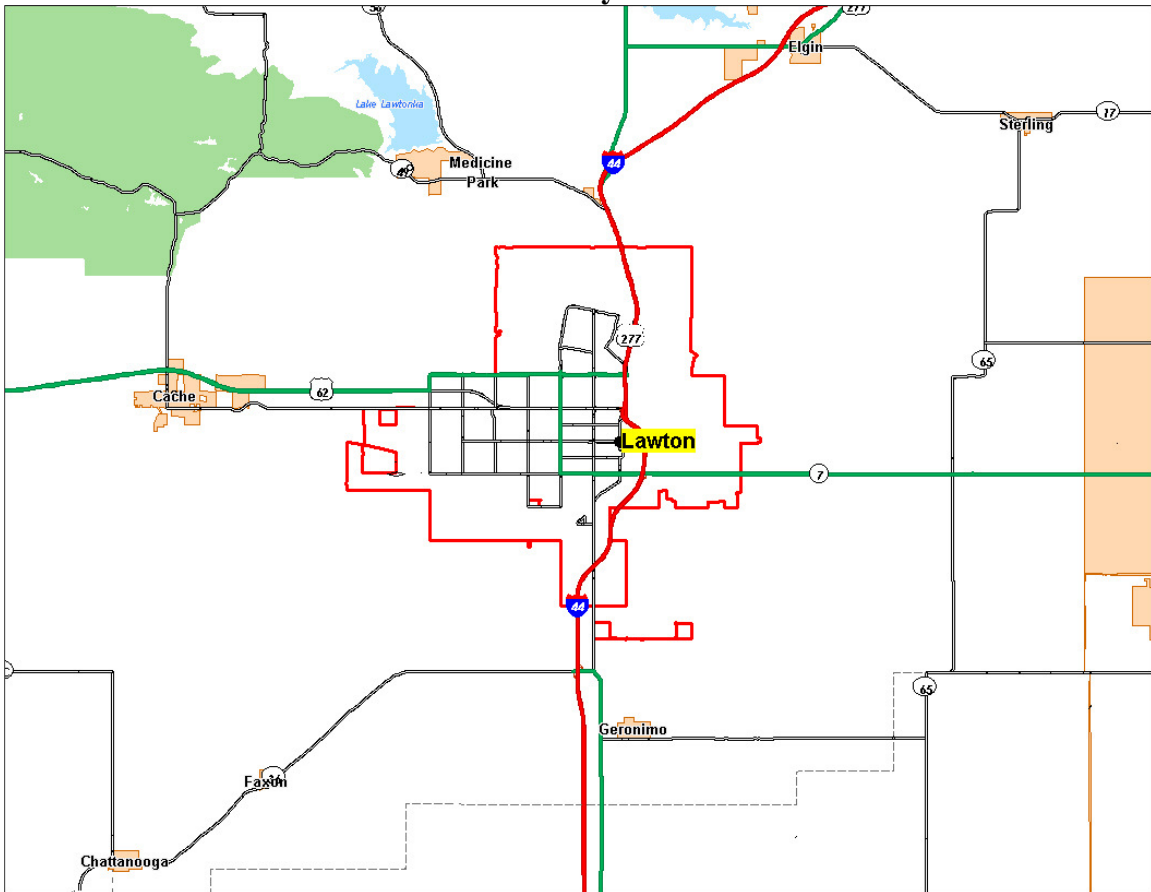




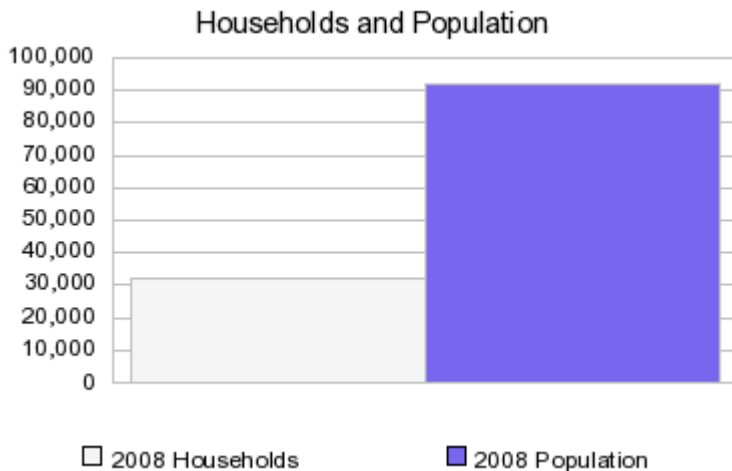
**Lawton to:**

City	Miles
Albuquerque, NM	497
Amarillo, TX	214
Austin, TX	355
Chicago, IL	885
Dallas, TX	190
Denver, CO	579
Houston, TX	430
Kansas City, MO	440
Little Rock, AR	420
Oklahoma City, OK	85
St. Louis, MO	585
Tulsa, OK	190
Wichita, KS	246

## Lawton City Limits



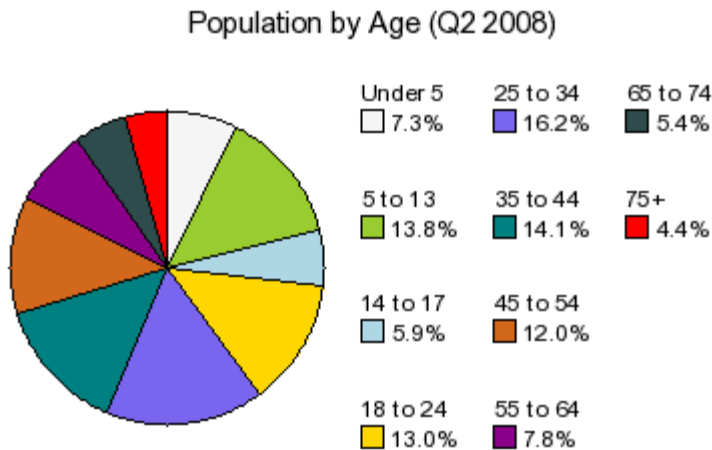
## Population Demographics



The number of households in the study area in 2000 was **31,899**. The household count in Q2 2008 is estimated to be **32,304**. For 2013, the High Range of the Five Year forecast was **37,096** and the Low Range was **31,289** with the actual household projection estimated at **33,602**, a change of **4.02%**. The population in the study area in 2000 it was **92,725**. The population in Q2 2008 is estimated to be **92,057**. For 2013, the High Range of the Five Year forecast was **106,441** and the Low Range was **91,440** with the actual household projection estimated at **97,396** representing a change of **5.80%**.

	2000 Census	Q2 2008 Estimate	2013 Projection	Percent Change Q2 2008 to 2013
Total Population	92,725	92,057	97,396	5.80%
Total Households	31,899	32,304	33,602	4.02%

### Population by Age



In 2000, the median age of the population was **29**. The median age in Q2 2008 is estimated to be **31** and it is predicted to change in five years to **32** years.

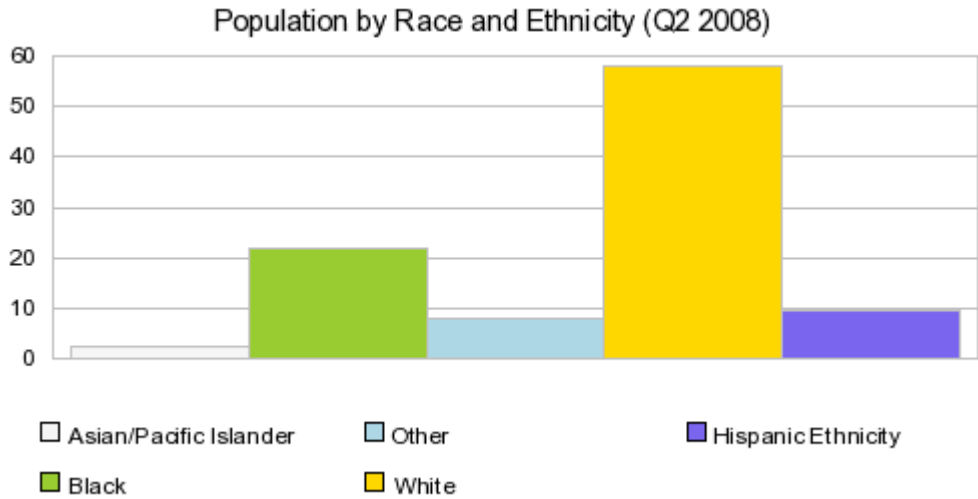
In Q2 2008, females represented **48.65%** of the population with a median age of **33** and males represented **51.35%** of the population with a median age of **29** years.

In Q2 2008, the most prominent age group in this geography is **25 to 34** years. The age group least represented in this geography is **75 +** years. The table below sorts age groups by the Q2 2008 Estimate for the Age Groups.

### Population by Age

	2000 Census		Q2 2008 Estimate		2013 Projection		Percent Change Q2 2008 to 2013
0 to 4	7,487	8.07%	6,681	7.26%	6,789	6.97%	1.62%
5 to 13	11,741	12.66%	12,743	13.84%	12,200	12.53%	-4.26%
14 to 17	6,337	6.83%	5,468	5.94%	5,865	6.02%	7.25%
18 to 24	14,202	15.32%	11,987	13.02%	13,373	13.73%	11.56%
25 to 34	15,135	16.32%	14,922	16.21%	15,388	15.80%	3.13%
35 to 44	14,153	15.26%	12,943	14.06%	13,428	13.79%	3.75%
45 to 54	8,951	9.65%	11,091	12.05%	12,003	12.32%	8.23%
55 to 64	6,015	6.49%	7,154	7.77%	8,554	8.78%	19.56%
65 to 74	4,928	5.32%	4,973	5.40%	5,359	5.50%	7.76%
75 +	3,774	4.07%	4,095	4.45%	4,436	4.55%	8.33%
18 to 44	43,491	46.90%	39,852	43.29%	42,189	43.32%	18.43%

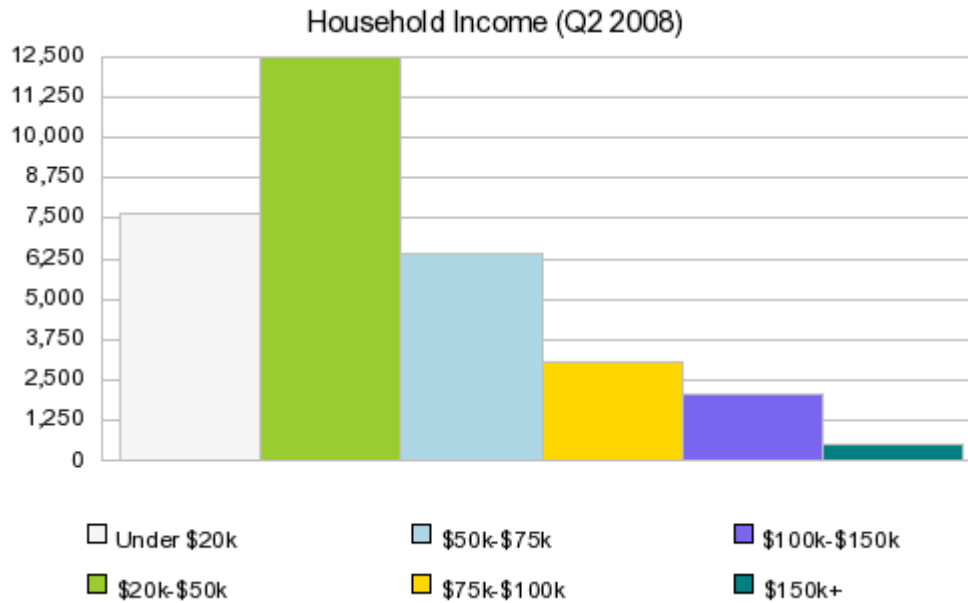
**Population by Race/Ethnicity**



In Q2 2008, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **Asian**. Note that the following table is sorted by the predominant Race for Q2 2008.

**Population by Race/Ethnicity**

	2000 Census		Q2 2008 Estimate	
White	56,835	61.29%	60,142	65.33%
Black	21,470	23.15%	21,167	22.99%
Other Race	12,131	13.08%	8,319	9.04%
Hispanic Ethnicity	8,646	9.32%	8,844	9.61%
Asian	2,289	2.47%	2,429	2.64%

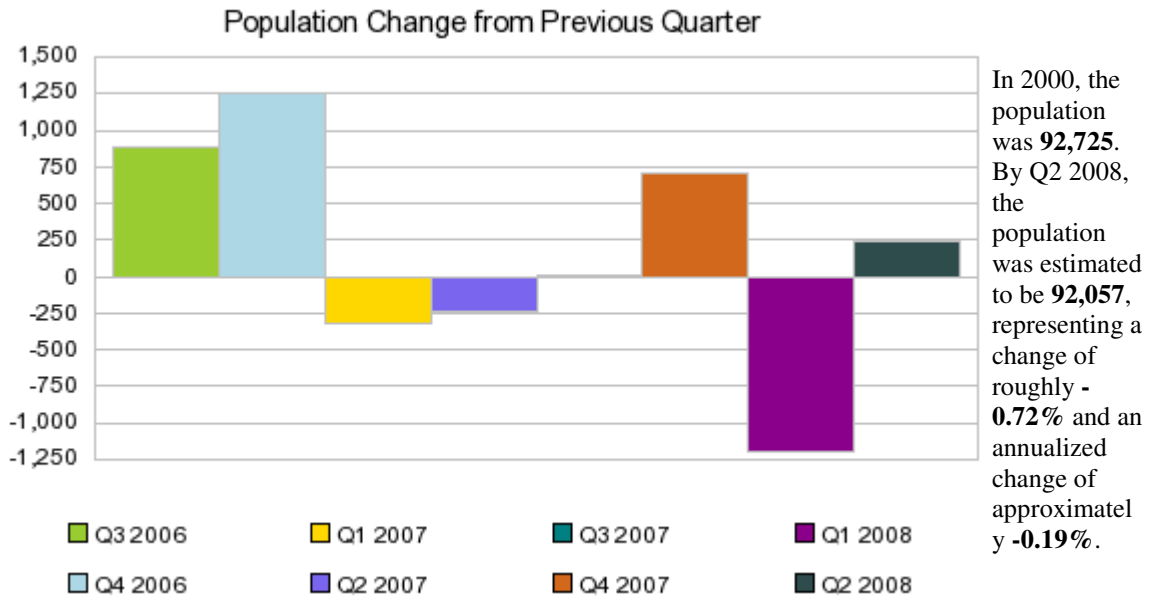


In Q2 2008 the predominant household income category in this study area is \$20k to \$50k, and the income group that is least represented in this geography is \$150K +. The following table ranks income groups by the Q2 2008 Income Classes.

**Households by Income**

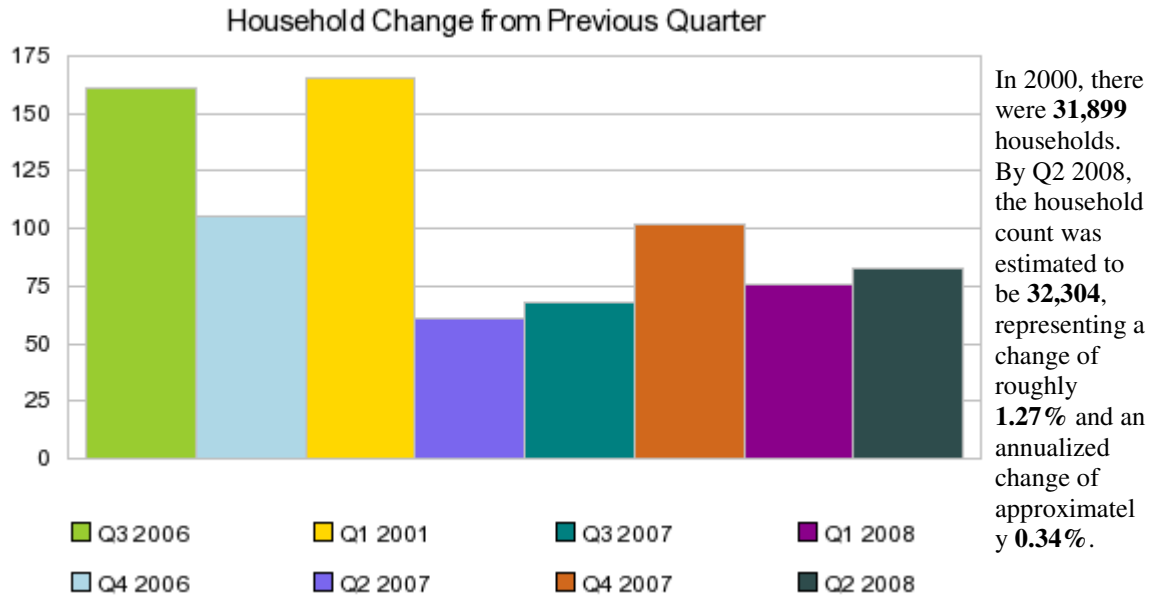
	2000 Census		Q2 2008 Estimate	
\$0 - \$19,999	9,212	28.88%	7,678	23.77%
\$20,000 - \$49,999	13,491	42.29%	12,475	38.62%
\$50,000 - \$74,999	5,624	17.63%	6,392	19.79%
\$75,000 - \$99,999	2,032	6.37%	3,044	9.42%
\$100,000 - \$149,999	1,129	3.54%	2,046	6.33%
\$150,000 +	410	1.29%	478	1.48%
\$50,000 +	9,195	28.83%	11,961	37.03%
Average Hhld Income	\$40,564.00		\$48,644.00	
Median Hhld Income	\$33,111.00		\$39,439.00	
Per Capita Income	\$13,955		\$17,070	

## Lawton City Limit Population Growth



### Population Change

Quarter	Population Change from Previous Quarter		
	Population	Change	% Change
Q3 2006	91,595	884	0.97%
Q4 2006	92,850	1,255	1.37%
Q1 2007	92,534	-316	-0.34%
Q2 2007	92,296	-238	-0.26%
Q3 2007	92,309	13	0.01%
Q4 2007	93,017	708	0.77%
Q1 2008	91,820	-1,197	-1.29%
Q2 2008	92,057	237	0.26%



### Household Change

Quarter	Household Change from Previous Quarter		
	Households	Change	% Change
Q3 2006	31,645	161	0.51%
Q4 2006	31,750	106	0.33%
Q1 2007	31,916	165	0.52%
Q2 2007	31,977	61	0.19%
Q3 2007	32,044	68	0.21%
Q4 2007	32,146	102	0.32%
Q1 2008	32,222	76	0.24%
Q2 2008	32,304	82	0.26%

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**Lawton City Limits**  
**2008 Weekly Per Capita Potentials (Persons Living in Households)**

	Lawton city
<b>Demographics</b>	
Population Est Current Year	92,057
Households Est Current Year	32,304
Average Household Income	\$48,644.00
<b>2008 Weekly Per Capita Potentials (Persons Living in Households)</b>	
Average annual expenditures	\$5,663.43
<b>Average Annual Expenditures - General</b>	
Alcoholic beverages	\$81.81
Apparel and services	\$444.53
Cash contributions	\$144.41
Education	\$141.98
Entertainment	\$271.59
Food	\$239.27
Health Care	\$319.03
Housing	\$1,288.22
Miscellaneous	\$183.60
Personal care products and services	\$32.94
Personal insurance	\$11.91
Reading	\$6.81
Tobacco products and smoking supplies	\$20.28
Transportation	\$2,477.06
<b>Average Annual Expenditures - Alcoholic beverages</b>	
At home	\$41.62
Away from home(except on trips)	\$40.19
<b>Average Annual Expenditures - Alcoholic beverages: Away from home (except on trips)</b>	
Beer and ale	\$13.15
Other alcoholic beverages	\$18.18
Wine	\$8.85
<b>Average Annual Expenditures - Apparel and services</b>	
Children under 2	\$14.64
Footwear	\$58.21
Men and boys	\$146.49
Other apparel products and services	\$37.16
Women and girls	\$188.02
<b>Average Annual Expenditures - Apparel and services: Men and boys</b>	
Boys, 2 to 15	\$24.69
Men, 16 and over	\$121.81
<b>Average Annual Expenditures - Apparel and services: Women and girls</b>	
Girls, 2 to 15	\$30.67

Women, 16 and over	\$157.35
<b>Average Annual Expenditures - Entertainment</b>	
Fees and admissions	\$41.84
Other entertainment supplies, equipment, and services	\$87.19
Pets, toys and playground equipment	\$35.85
Television, radios, sound equipment	\$106.71
<b>Average Annual Expenditures - Entertainment:Other entertainment supp, equip and serv</b>	
Photographic equipment, supplies and services	\$13.82
Sports, recreation and exercise equipment	\$73.36
<b>Average Annual Expenditures - Entertainment:Pets, toys, and playground equip</b>	
Pets	\$26.43
<b>Average Annual Expenditures - Entertainment:Television, radio, sound equip</b>	
Radios, sound equipment	\$62.80
Televisions	\$43.91
<b>Average Annual Expenditures - Food</b>	
Food at home	\$167.70
Food away from home	\$71.57
<b>Average Annual Expenditures - Food:Food at home</b>	
Cereals and bakery products	\$18.59
Dairy products	\$9.56
Fats and oils	\$6.01
Fruits and vegetables	\$26.18
Meats, poultry, fish, and eggs	\$59.27
Miscellaneous foods	\$25.76
Nonalcoholic beverages	\$13.21
Other food at home	\$54.09
Sugar and other sweets	\$5.99
<b>Average Annual Expenditures - Food:Food at home:Cereals and bakery products</b>	
Bakery products	\$12.63
Cereals and cereal products	\$5.96
<b>Average Annual Expenditures - Food:Food at home:Cereals and bakery products:Bakery products</b>	
Bread	\$1.73
Cookies and crackers	\$2.73
Other bakery products	\$6.78
<b>Average Annual Expenditures - Food:Food at home:Dairy products</b>	
Fresh milk and cream	\$2.64
Other dairy products	\$6.92
<b>Average Annual Expenditures - Food:Food at home:Fruits and vegetables</b>	
Fresh fruits	\$6.02
Fresh vegetables	\$4.84
Processed fruits	\$8.88
Processed vegetables	\$6.45
<b>Average Annual Expenditures - Food:Food at home:Fruits and vegetables:Processed fruits</b>	
Frozen fruits and fruit juices	\$3.40

<b>Average Annual Expenditures - Food:Food at home:Fruits and vegetables:Processed veg</b>	
Canned and dried vegetables and juices	\$5.08
<b>Average Annual Expenditures - Food:Food at home:Meats, poultry, fish and eggs</b>	
Beef	\$23.12
Fish and seafood	\$9.50
Other meats	\$7.08
Pork	\$11.61
Poultry	\$7.13
<b>Average Annual Expenditures - Food:Food at home:Meats, poultry, fish and eggs:Beef</b>	
Roast	\$9.73
Steak	\$7.85
<b>Average Annual Expenditures - Food:Food at home:Meats, poultry, fish and eggs:Other meats</b>	
Lamb, organ meats and others	\$2.94
Lunch meats (cold cuts)	\$2.99
<b>Average Annual Expenditures - Food:Food at home:Meats, poultry, fish and eggs:Pork</b>	
Ham	\$2.43
<b>Average Annual Expenditures - Food:Food at home:Meats, poultry, fish and eggs:Poultry</b>	
Fresh and frozen chickens	\$4.42
<b>Average Annual Expenditures - Food:Food at home:Misc foods</b>	
Condiments and seasonings	\$4.48
Frozen prepared foods	\$5.89
Other canned and packaged prepared foods	\$10.01
Potato chips, nuts, and other snacks	\$3.85
<b>Average Annual Expenditures - Food:Food at home:Nonalcoholic beverages</b>	
Coffee	\$3.24
<b>Average Annual Expenditures - Food:Food away from home</b>	
Meals at restaurants (except on trips)	\$64.81
<b>Average Annual Expenditures - Food:Meals at restaurants (except on trips)</b>	
Breakfast and brunch	\$12.32
Dinner	\$28.04
Lunch	\$17.95
Snacks and nonalcoholic beverages	\$6.50
<b>Average Annual Expenditures - Health care</b>	
Drugs	\$17.00
Health insurance	\$167.24
Medical services	\$66.24
Medical supplies	\$68.54
<b>Average Annual Expenditures - Health care:Health insurance</b>	
Blue Cross, Blue Shield	\$75.55
Commercial health insurance	\$29.82
Commercial medicare supplements and other health insurance	\$35.96
<b>Average Annual Expenditures - Housing</b>	
Household furnishings and equipment	\$622.20
Household operations	\$146.85
Housekeeping supplies	\$30.15
Shelter	\$413.25

Utilities, fuels, and public services	\$75.78
<b>Average Annual Expenditures - Housing:Household furnishings and equip</b>	
Floor coverings	\$46.06
Furniture	\$145.09
Household textiles	\$46.20
Major appliances	\$164.20
Miscellaneous household equipment	\$189.99
Small appliances, miscellaneous housewares	\$30.66
<b>Average Annual Expenditures - Housing:Household furnishings and equip:Small app, misc housewares</b>	
Housewares	\$24.95
Small appliances	\$5.71
<b>Average Annual Expenditures - Housing:Household operations</b>	
Other household expenses	\$100.38
Personal services	\$46.47
<b>Average Annual Expenditures - Housing:Housekeeping supplies</b>	
Laundry and cleaning supplies	\$5.63
Other household products	\$15.44
Postage and stationery	\$9.08
<b>Average Annual Expenditures - Housing:Shelter</b>	
Owned dwellings	\$413.25
<b>Average Annual Expenditures - Housing:Shelter:Owned dwellings</b>	
Maintenance, repairs, insurance, other expenses	\$397.80
<b>Average Annual Expenditures - Housing:Shelter:Owned dwellings:Main, repairs, insurance, other exp</b>	
Maintenance and repair commodities	\$82.46
Maintenance and repair services	\$253.09
Property management and security	\$17.74
<b>Average Annual Expenditures - Housing:Shelter:Owned dwellings:Main, repairs, insurance, other exp:Main and repair comm</b>	
Materials for patio, walk, fence, driveway, masonry, brick and stucco work	\$11.01
<b>Average Annual Expenditures - Housing:Utilities, fuels and public serv</b>	
Electricity	\$10.01
Fuel oil and other fuels	\$33.48
Natural gas	\$7.04
Water and other public services	\$10.41
<b>Average Annual Expenditures - Housing:Utilities, fuels and public serv:Fuel oil and other fuels</b>	
Bottled gas	\$9.43
Fuel oil	\$18.69
Telephone services	\$14.84
Wood and other fuels	\$5.36
<b>Average Annual Expenditures - Housing:Utilities, fuels and public serv:Water and other public serv</b>	
Septic tank cleaning	\$4.69
Trash and garbage collection	\$2.04
Water and sewerage maintenance	\$3.69
<b>Average Annual Expenditures - Personal care products and serv</b>	

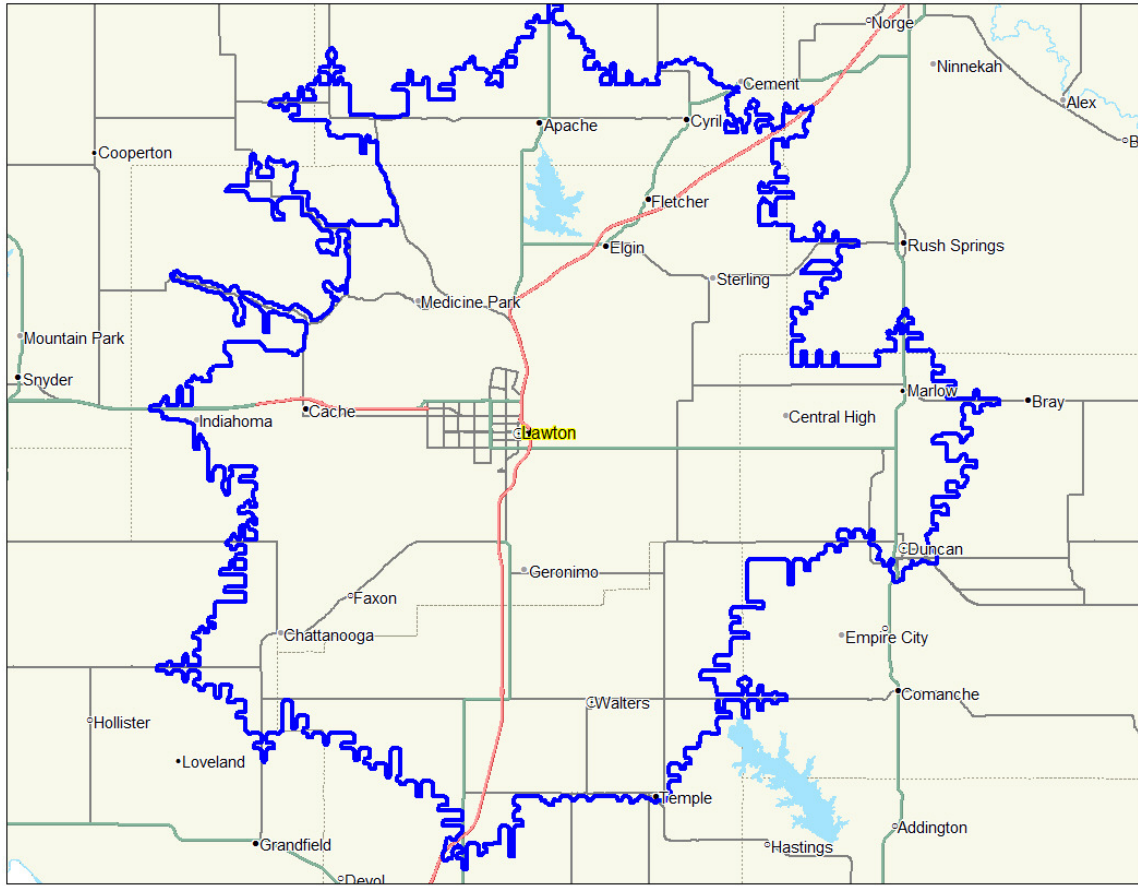
Personal care products	\$29.40
Personal care services	\$3.54
<b>Average Annual Expenditures - Transportation</b>	
Gasoline and motor oil	\$41.87
Other vehicle expenses	\$341.49
Public transportation	\$72.89
Vehicle purchases (net outlay)	\$2,020.81
Vehicle rental, licenses, other charges	\$118.38
<b>Average Annual Expenditures - Transportation:Other vehicle expenses</b>	
Vehicle finance charges	\$21.89
Vehicle maintenance and repairs	\$188.41
<b>Average Annual Expenditures - Transportation:Vehicle purchases (net outlay)</b>	
Cars and trucks, new	\$1,549.62
Cars and trucks, used	\$471.20
<b>Average Annual Expenditures - Transportation:Vehicle rental, licenses, other charges</b>	
Leased and rented vehicles	\$97.01
Parking fees	\$3.74
<b>Average Annual Expenditures - Transportation:Vehicle rental, licenses, other charges:Leased and rented vehicles</b>	
Leased vehicles	\$75.28
Rented vehicles	\$21.74

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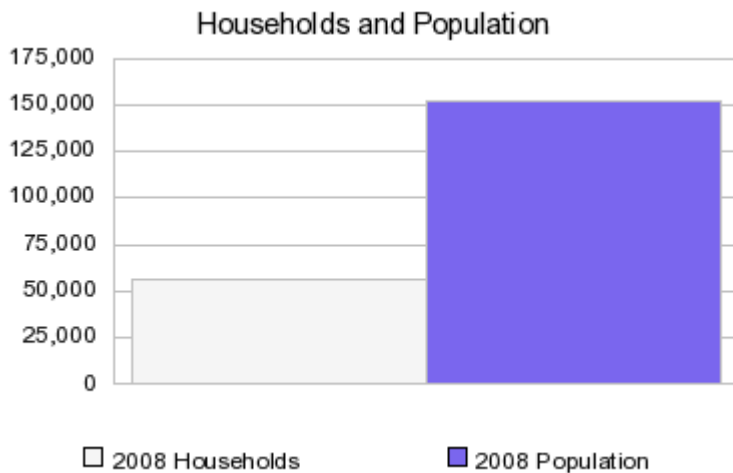
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## Lawton Primary Trade Area 30 Minute Drive Time



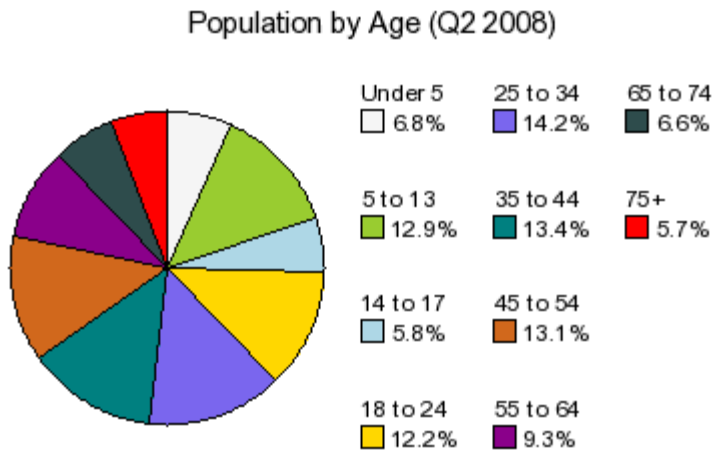
### Population Demographics



The number of households in the study area in 2000 was **55,626**. The household count in Q2 2008 is estimated to be **55,882**. For 2013, the High Range of the Five Year forecast was **64,094** and the Low Range was **53,762** with the actual household projection estimated at **57,412**, a change of **2.74%**. The population in the study area in 2000 it was **153,559**. The population in Q2 2008 is estimated to be **152,661**. For 2013, the High Range of the Five Year forecast was **175,972** and the Low Range was **149,340** with the actual household projection estimated at **158,728** representing a change of **3.97%**.

	2000 Census	Q2 2008 Estimate	2013 Projection	Percent Change Q2 2008 to 2013
Total Population	153,559	152,661	158,728	3.97%
Total Households	55,626	55,882	57,412	2.74%

### Population by Age



In 2000, the median age of the population was **32**. The median age in Q2 2008 is estimated to be **34** and it is predicted to change in five years to **34** years.

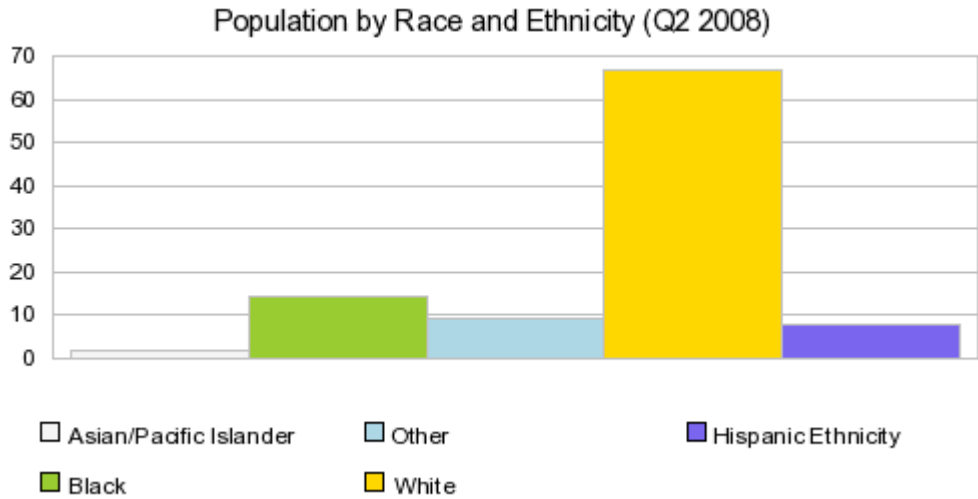
In Q2 2008, females represented **49.49%** of the population with a median age of **36** and males represented **50.51%** of the population with a median age of **31** years.

In Q2 2008, the most prominent age group in this geography is **25 to 34** years. The age group least represented in this geography is **75 +** years. The table below sorts age groups by the Q2 2008 Estimate for the Age Groups.

### Population by Age

	2000 Census	Percent Change Q2 2008 to 2013	Q2 2008 Estimate	Percent Change Q2 2008 to 2013	2013 Projection	Percent Change Q2 2008 to 2013	
0 to 4	11,575	7.54%	10,383	6.80%	10,464	6.59%	0.77%
5 to 13	18,615	12.12%	19,702	12.91%	18,960	11.94%	-3.76%
14 to 17	11,009	7.17%	8,919	5.84%	9,019	5.68%	1.12%
18 to 24	19,282	12.56%	18,623	12.20%	19,884	12.53%	6.77%
25 to 34	21,751	14.16%	21,718	14.23%	23,526	14.82%	8.32%
35 to 44	23,651	15.40%	20,431	13.38%	19,963	12.58%	-2.29%
45 to 54	17,131	11.16%	19,986	13.09%	20,790	13.10%	4.03%
55 to 64	11,944	7.78%	14,124	9.25%	16,232	10.23%	14.93%
65 to 74	10,186	6.63%	10,005	6.55%	10,705	6.74%	7.00%
75 +	8,415	5.48%	8,771	5.75%	9,186	5.79%	4.73%
18 to 44	64,684	42.12%	60,772	39.81%	63,372	39.92%	12.80%

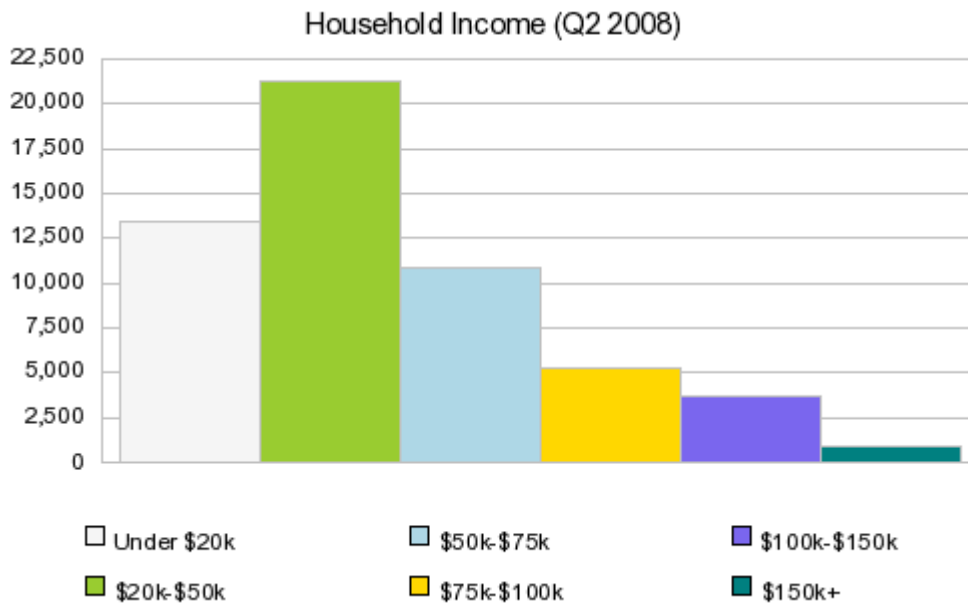
**Population by Race/Ethnicity**



In Q2 2008, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **Asian**. Note that the following table is sorted by the predominant Race for Q2 2008.

**Population by Race/Ethnicity**

	2000 Census		Q2 2008 Estimate	
White	107,557	70.04%	111,442	73.00%
Black	23,087	15.03%	22,944	15.03%
Other Race	20,387	13.28%	15,523	10.17%
Hispanic Ethnicity	11,547	7.52%	12,149	7.96%
Asian	2,528	1.65%	2,752	1.80%

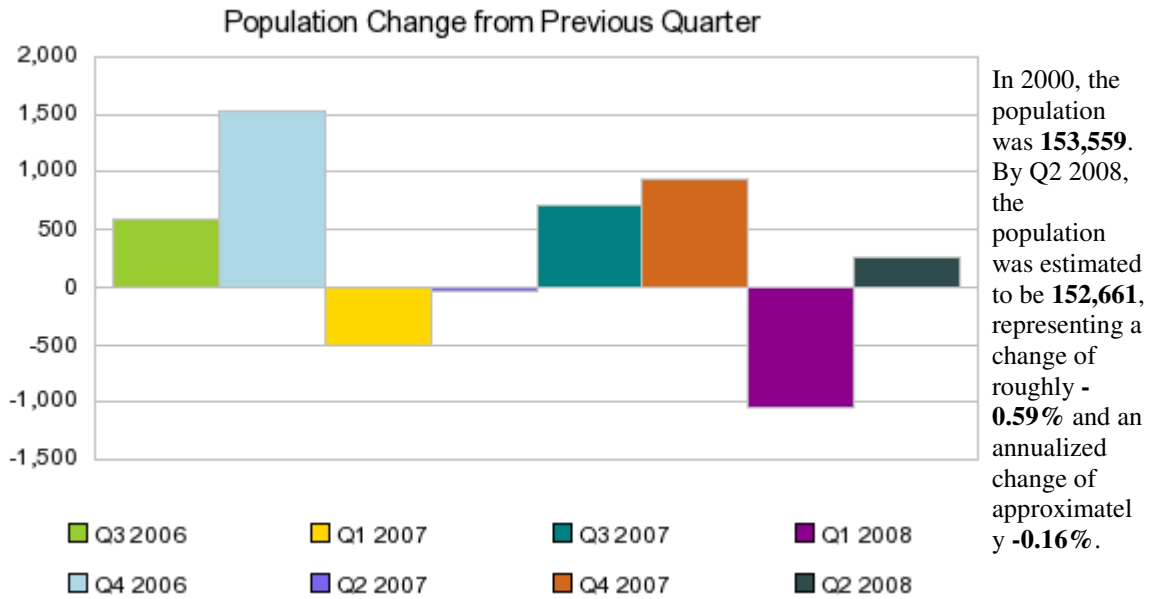


In Q2 2008 the predominant household income category in this study area is **\$20k to \$50k**, and the income group that is least represented in this geography is **\$150K +**. The following table ranks income groups by the Q2 2008 Income Classes.

#### Households by Income

	2000 Census		Q2 2008 Estimate	
\$0 - \$19,999	16,365	29.42%	13,487	24.13%
\$20,000 - \$49,999	23,042	41.42%	21,309	38.13%
\$50,000 - \$74,999	9,646	17.34%	10,855	19.42%
\$75,000 - \$99,999	3,774	6.78%	5,281	9.45%
\$100,000 - \$149,999	1,996	3.59%	3,686	6.60%
\$150,000 +	803	1.44%	921	1.65%
<b>\$50,000 +</b>	<b>16,219</b>	<b>29.16%</b>	<b>20,743</b>	<b>37.12%</b>
Average Hhld Income	\$40,993.00		\$49,159.00	
Median Hhld Income	\$32,869.00		\$39,274.00	
Per Capita Income	\$14,849		\$17,995	

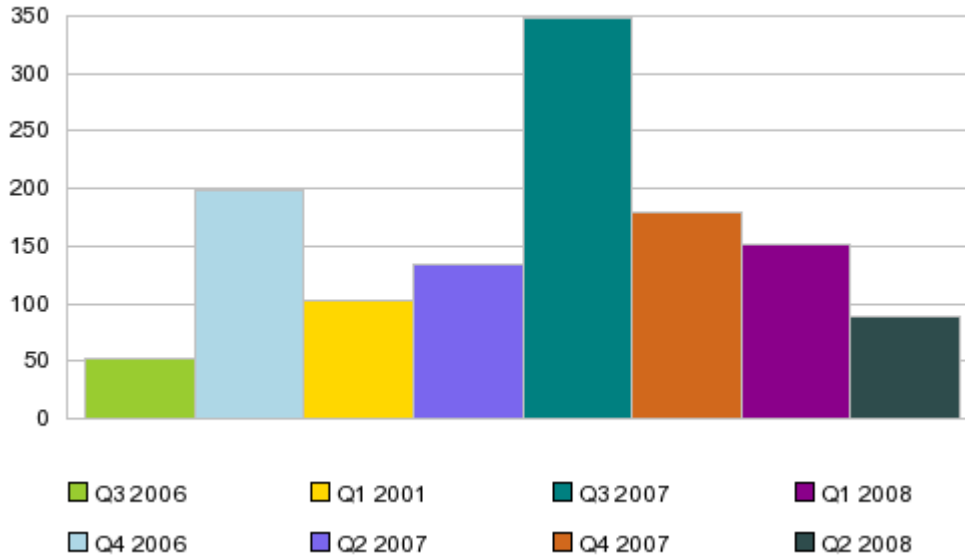
## Lawton Primary Trade Area – 30 Minute Drive Time - Population Growth



### Population Change

Quarter	Population Change from Previous Quarter		
	Population	Change	% Change
Q3 2006	150,817	586	0.39%
Q4 2006	152,346	1,529	1.01%
Q1 2007	151,845	-502	-0.33%
Q2 2007	151,806	-38	-0.03%
Q3 2007	152,510	703	0.46%
Q4 2007	153,445	935	0.61%
Q1 2008	152,398	-1,047	-0.68%
Q2 2008	152,661	263	0.17%

Household Change from Previous Quarter



In 2000, there were **55,626** households. By Q2 2008, the household count was estimated to be **55,882**, representing a change of roughly **0.46%** and an annualized change of approximately **0.12%**.

**Household Change**

Quarter	Household Change from Previous Quarter		
	Households	Change	% Change
Q3 2006	54,679	53	0.10%
Q4 2006	54,877	199	0.36%
Q1 2007	54,980	103	0.19%
Q2 2007	55,114	134	0.24%
Q3 2007	55,462	348	0.63%
Q4 2007	55,642	180	0.32%
Q1 2008	55,793	151	0.27%
Q2 2008	55,882	89	0.16%

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## Education Attainment

30 Minutes

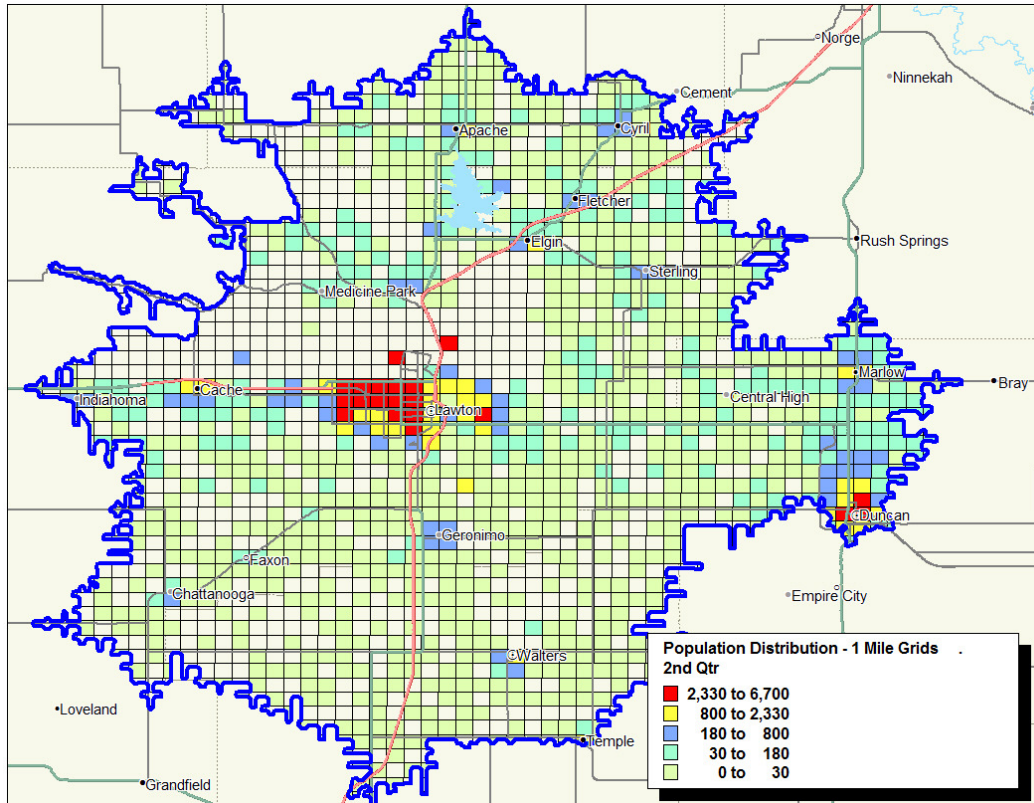
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Educational Attainment	
College - Associate	4,599
College - Bachelors	12,448
College - Doctorate	449
College - Masters	3,963
College - Professional	1,105
Grade Less than 9	4,547
Grade 9 to 12	11,500
High School	31,026
Some college	25,397
Total Educated	95,034
Educational Attainment: By Percent (%)	
% College Associate	4.84%
% College Bachelors	13.10%
% College Doctorate	0.47%
% College Masters	4.17%
% College Professional	1.16%
% Grade 9 to 12	12.10%
% Grade Less than 9	4.78%
% High School	32.65%
% Some College	26.72%

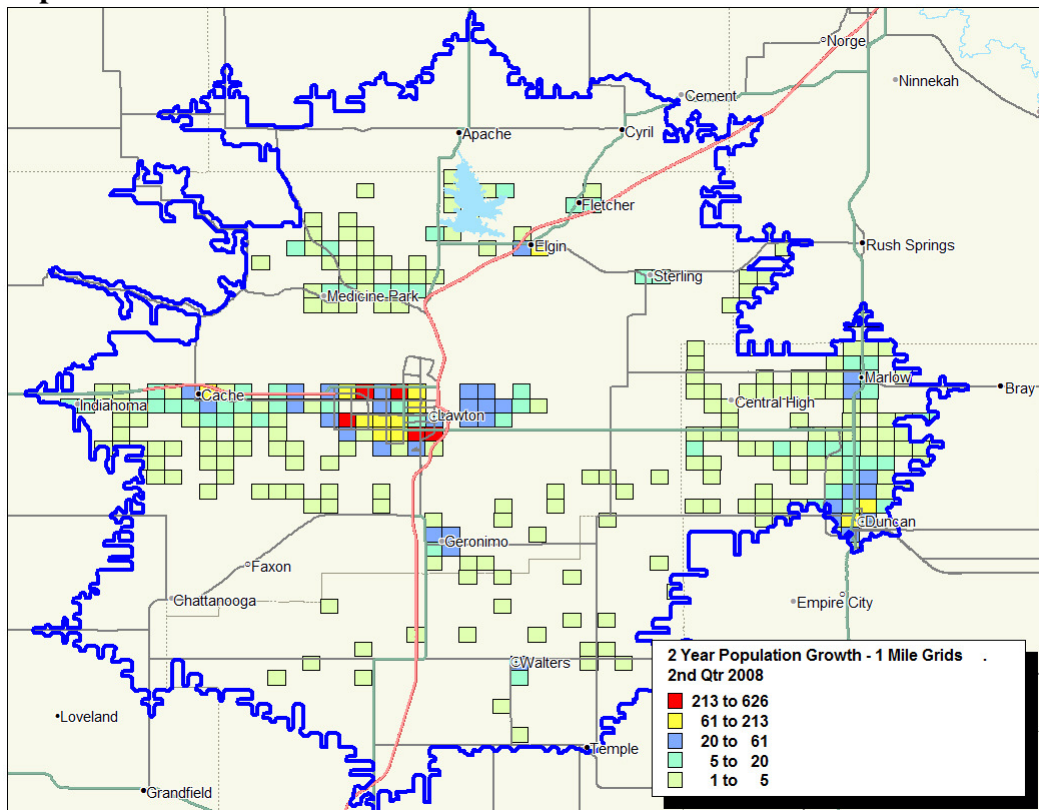
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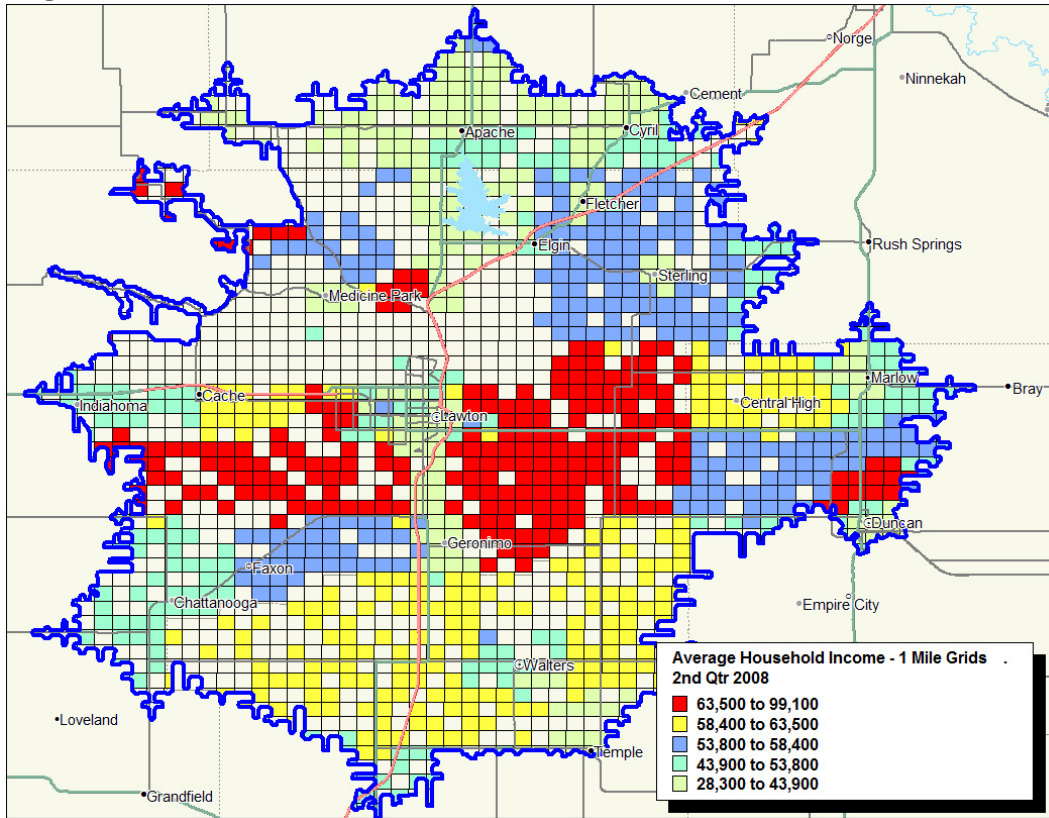
## Population Distribution



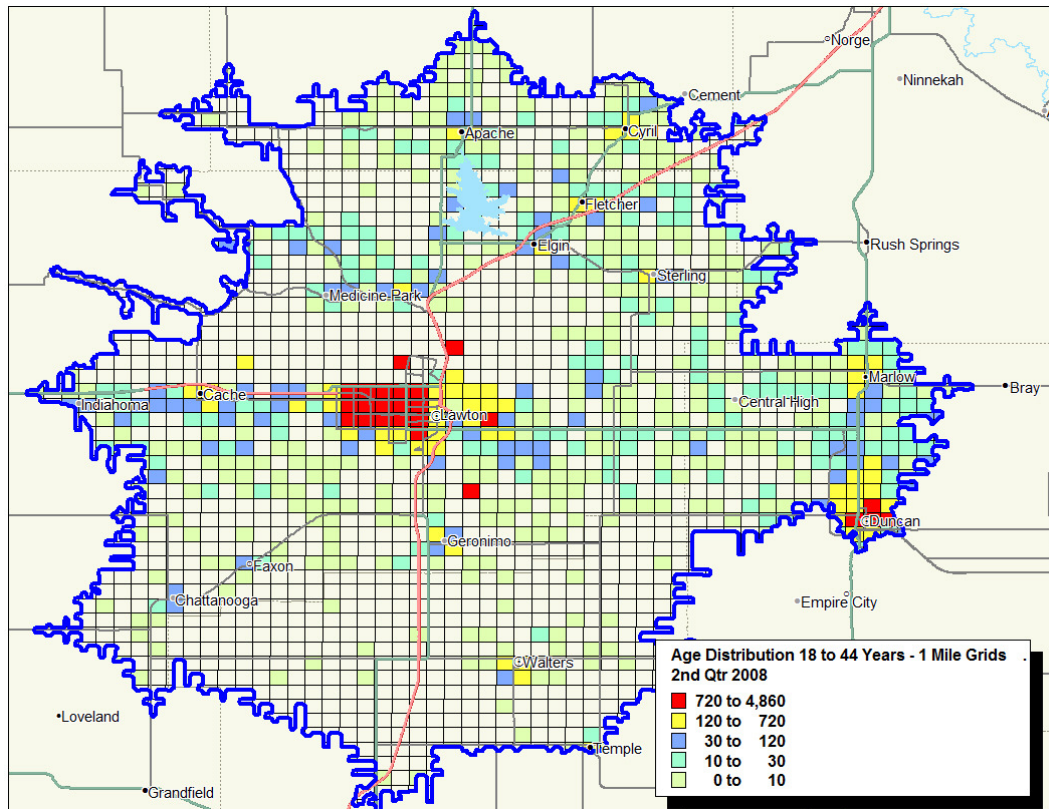
## Population Growth



## Average Household Income



## Age 18 to 44 Years



**Lawton – 30 Minute Drive Time Area  
2008 Weekly Per Capita Potentials (Persons Living in Households)**

	30 Minutes
<b>Demographics</b>	
Population Est Current Year	152,661
Households Est Current Year	55,882
Average Household Income	\$49,159.00
<b>2008 Weekly Per Capita Potentials (Persons Living in Households)</b>	
Average annual expenditures	\$5,686.27
<b>Average Annual Expenditures - General</b>	
Alcoholic beverages	\$80.77
Apparel and services	\$445.02
Cash contributions	\$146.24
Education	\$142.16
Entertainment	\$272.09
Food	\$238.51
Health Care	\$322.73
Housing	\$1,298.05
Miscellaneous	\$187.09
Personal care products and services	\$32.95
Personal insurance	\$12.04
Reading	\$6.87
Tobacco products and smoking supplies	\$20.33
Transportation	\$2,481.43
<b>Average Annual Expenditures - Alcoholic beverages</b>	
At home	\$41.27
Away from home(except on trips)	\$39.50
<b>Average Annual Expenditures - Alcoholic beverages: Away from home (except on trips)</b>	
Beer and ale	\$12.91
Other alcoholic beverages	\$17.87
Wine	\$8.73
<b>Average Annual Expenditures - Apparel and services</b>	
Children under 2	\$14.47
Footwear	\$58.30
Men and boys	\$146.34
Other apparel products and services	\$37.11
Women and girls	\$188.79
<b>Average Annual Expenditures - Apparel and services: Men and boys</b>	
Boys, 2 to 15	\$24.37
Men, 16 and over	\$121.97
<b>Average Annual Expenditures - Apparel and services: Women and girls</b>	
Girls, 2 to 15	\$30.51

Women, 16 and over	\$158.28
<b>Average Annual Expenditures - Entertainment</b>	
Fees and admissions	\$42.24
Other entertainment supplies, equipment, and services	\$86.93
Pets, toys and playground equipment	\$35.78
Television, radios, sound equipment	\$107.14
<b>Average Annual Expenditures - Entertainment:Other entertainment supp, equip and serv</b>	
Photographic equipment, supplies and services	\$13.90
Sports, recreation and exercise equipment	\$73.04
<b>Average Annual Expenditures - Entertainment:Pets, toys, and playground equip</b>	
Pets	\$26.48
<b>Average Annual Expenditures - Entertainment:Television, radio, sound equip</b>	
Radios, sound equipment	\$62.91
Televisions	\$44.23
<b>Average Annual Expenditures - Food</b>	
Food at home	\$166.90
Food away from home	\$71.60
<b>Average Annual Expenditures - Food:Food at home</b>	
Cereals and bakery products	\$18.52
Dairy products	\$9.51
Fats and oils	\$5.99
Fruits and vegetables	\$26.07
Meats, poultry, fish, and eggs	\$59.00
Miscellaneous foods	\$25.56
Nonalcoholic beverages	\$13.15
Other food at home	\$53.81
Sugar and other sweets	\$5.98
<b>Average Annual Expenditures - Food:Food at home:Cereals and bakery products</b>	
Bakery products	\$12.59
Cereals and cereal products	\$5.92
<b>Average Annual Expenditures - Food:Food at home:Cereals and bakery products:Bakery products</b>	
Bread	\$1.73
Cookies and crackers	\$2.72
Other bakery products	\$6.75
<b>Average Annual Expenditures - Food:Food at home:Dairy products</b>	
Fresh milk and cream	\$2.63
Other dairy products	\$6.88
<b>Average Annual Expenditures - Food:Food at home:Fruits and vegetables</b>	
Fresh fruits	\$6.00
Fresh vegetables	\$4.81
Processed fruits	\$8.84
Processed vegetables	\$6.42
<b>Average Annual Expenditures - Food:Food at home:Fruits and vegetables:Processed fruits</b>	
Frozen fruits and fruit juices	\$3.39
<b>Average Annual Expenditures - Food:Food at home:Fruits and vegetables:Processed veg</b>	

Canned and dried vegetables and juices	\$5.06
<b>Average Annual Expenditures - Food:Food at home:Meats, poultry, fish and eggs</b>	
Beef	\$23.02
Fish and seafood	\$9.46
Other meats	\$7.04
Pork	\$11.56
Poultry	\$7.09
<b>Average Annual Expenditures - Food:Food at home:Meats, poultry, fish and eggs:Beef</b>	
Roast	\$9.70
Steak	\$7.81
<b>Average Annual Expenditures - Food:Food at home:Meats, poultry, fish and eggs:Other meats</b>	
Lamb, organ meats and others	\$2.92
Lunch meats (cold cuts)	\$2.97
<b>Average Annual Expenditures - Food:Food at home:Meats, poultry, fish and eggs:Pork</b>	
Ham	\$2.43
<b>Average Annual Expenditures - Food:Food at home:Meats, poultry, fish and eggs:Poultry</b>	
Fresh and frozen chickens	\$4.39
<b>Average Annual Expenditures - Food:Food at home:Misc foods</b>	
Condiments and seasonings	\$4.46
Frozen prepared foods	\$5.86
Other canned and packaged prepared foods	\$9.88
Potato chips, nuts, and other snacks	\$3.83
<b>Average Annual Expenditures - Food:Food at home:Nonalcoholic beverages</b>	
Coffee	\$3.23
<b>Average Annual Expenditures - Food:Food away from home</b>	
Meals at restaurants (except on trips)	\$64.85
<b>Average Annual Expenditures - Food:Meals at restaurants (except on trips)</b>	
Breakfast and brunch	\$12.34
Dinner	\$28.07
Lunch	\$17.95
Snacks and nonalcoholic beverages	\$6.49
<b>Average Annual Expenditures - Health care</b>	
Drugs	\$17.17
Health insurance	\$168.10
Medical services	\$66.98
Medical supplies	\$70.49
<b>Average Annual Expenditures - Health care:Health insurance</b>	
Blue Cross, Blue Shield	\$75.89
Commercial health insurance	\$29.88
Commercial medicare supplements and other health insurance	\$36.43
<b>Average Annual Expenditures - Housing</b>	
Household furnishings and equipment	\$625.73
Household operations	\$147.93
Housekeeping supplies	\$30.29
Shelter	\$416.56
Utilities, fuels, and public services	\$77.55

<b>Average Annual Expenditures - Housing:Household furnishings and equip</b>	
Floor coverings	\$46.82
Furniture	\$145.70
Household textiles	\$46.42
Major appliances	\$165.36
Miscellaneous household equipment	\$190.59
Small appliances, miscellaneous housewares	\$30.84
<b>Average Annual Expenditures - Housing:Household furnishings and equip:Small app, misc housewares</b>	
Housewares	\$25.02
Small appliances	\$5.81
<b>Average Annual Expenditures - Housing:Household operations</b>	
Other household expenses	\$101.40
Personal services	\$46.53
<b>Average Annual Expenditures - Housing:Housekeeping supplies</b>	
Laundry and cleaning supplies	\$5.65
Other household products	\$15.49
Postage and stationery	\$9.15
<b>Average Annual Expenditures - Housing:Shelter</b>	
Owned dwellings	\$416.56
<b>Average Annual Expenditures - Housing:Shelter:Owned dwellings</b>	
Maintenance, repairs, insurance, other expenses	\$401.00
<b>Average Annual Expenditures - Housing:Shelter:Owned dwellings:Main, repairs, insurance, other exp</b>	
Maintenance and repair commodities	\$82.19
Maintenance and repair services	\$255.66
Property management and security	\$18.05
<b>Average Annual Expenditures - Housing:Shelter:Owned dwellings:Main, repairs, insurance, other exp:Main and repair comm</b>	
Materials for patio, walk, fence, driveway, masonry, brick and stucco work	\$10.72
<b>Average Annual Expenditures - Housing:Utilities, fuels and public serv</b>	
Electricity	\$10.28
Fuel oil and other fuels	\$34.46
Natural gas	\$7.24
Water and other public services	\$10.64
<b>Average Annual Expenditures - Housing:Utilities, fuels and public serv:Fuel oil and other fuels</b>	
Bottled gas	\$9.64
Fuel oil	\$19.29
Telephone services	\$14.93
Wood and other fuels	\$5.53
<b>Average Annual Expenditures - Housing:Utilities, fuels and public serv:Water and other public serv</b>	
Septic tank cleaning	\$4.75
Trash and garbage collection	\$2.10
Water and sewerage maintenance	\$3.78
<b>Average Annual Expenditures - Personal care products and serv</b>	
Personal care products	\$29.39

Personal care services	\$3.56
<b>Average Annual Expenditures - Transportation</b>	
Gasoline and motor oil	\$41.74
Other vehicle expenses	\$342.29
Public transportation	\$73.37
Vehicle purchases (net outlay)	\$2,024.02
Vehicle rental, licenses, other charges	\$118.76
<b>Average Annual Expenditures - Transportation:Other vehicle expenses</b>	
Vehicle finance charges	\$21.86
Vehicle maintenance and repairs	\$188.81
<b>Average Annual Expenditures - Transportation:Vehicle purchases (net outlay)</b>	
Cars and trucks, new	\$1,551.59
Cars and trucks, used	\$472.43
<b>Average Annual Expenditures - Transportation:Vehicle rental, licenses, other charges</b>	
Leased and rented vehicles	\$97.33
Parking fees	\$3.75
<b>Average Annual Expenditures - Transportation:Vehicle rental, licenses, other charges:Leased and rented vehicles</b>	
Leased vehicles	\$75.49
Rented vehicles	\$21.84

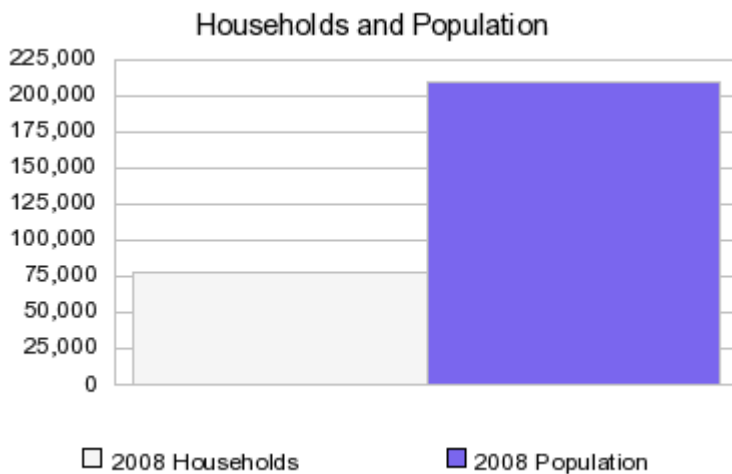
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## Lawton Extended Market Area



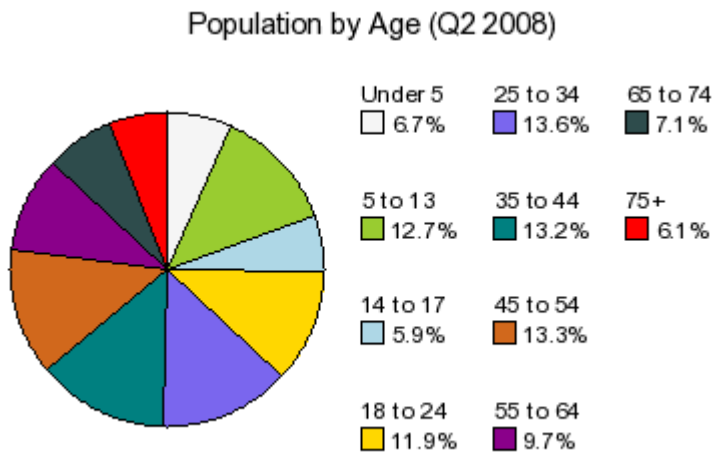
### Population Demographics



The number of households in the study area in 2000 was **79,072**. The household count in Q2 2008 is estimated to be **77,828**. For 2013, the High Range of the Five Year forecast was **88,105** and the Low Range was **73,458** with the actual household projection estimated at **79,747**, a change of **2.47%**. The population in the study area in 2000 it was **214,617**. The population in Q2 2008 is estimated to be **209,722**. For 2013, the High Range of the Five Year forecast was **238,461** and the Low Range was **200,721** with the actual household projection estimated at **216,865** representing a change of **3.41%**.

	<b>2000 Census</b>	<b>Q2 2008 Estimate</b>	<b>2013 Projection</b>	<b>Percent Change Q2 2008 to 2013</b>
Total Population	214,617	209,722	216,865	3.41%
Total Households	79,072	77,828	79,747	2.47%

### Population by Age



In 2000, the median age of the population was **34**. The median age in Q2 2008 is estimated to be **35** and it is predicted to change in five years to **35** years.

In Q2 2008, females represented **49.69%** of the population with a median age of **37** and males represented **50.31%** of the population with a median age of **32** years.

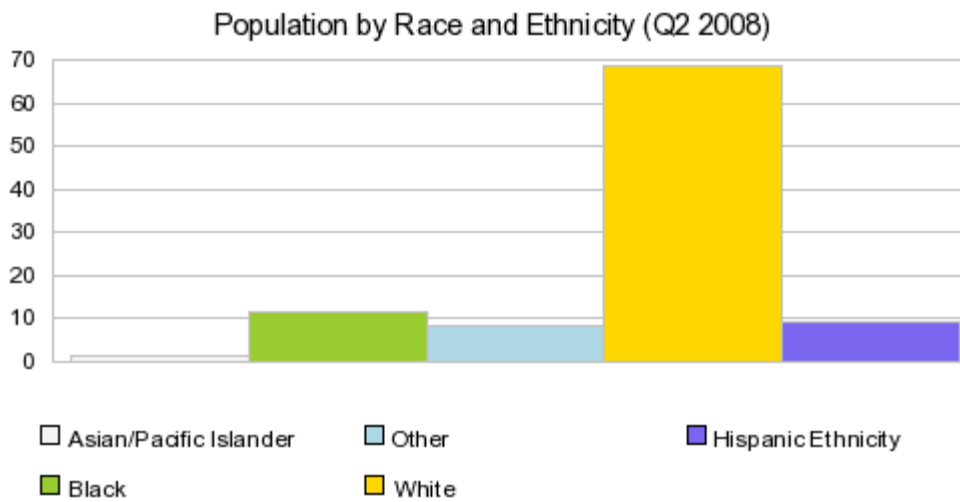
In Q2 2008, the most prominent age group in this geography is **25 to 34** years. The age group least represented in this geography is **14 to 17** years. The table below sorts age groups by the Q2 2008 Estimate for the Age Groups.

### Population by Age

	<b>2000 Census</b>		<b>Q2 2008 Estimate</b>		<b>2013 Projection</b>		<b>Percent Change Q2 2008 to 2013</b>
0 to 4	15,891	7.40%	13,971	6.66%	14,067	6.49%	0.68%
5 to 13	25,905	12.07%	26,546	12.66%	25,529	11.77%	-3.83%
14 to 17	15,977	7.44%	12,291	5.86%	12,215	5.63%	-0.62%
18 to 24	24,663	11.49%	24,958	11.90%	26,049	12.01%	4.37%
25 to 34	29,171	13.59%	28,494	13.59%	31,559	14.55%	10.76%
35 to 44	32,892	15.33%	27,620	13.17%	26,433	12.19%	-4.30%
45 to 54	24,564	11.45%	27,868	13.29%	28,780	13.27%	3.27%
55 to 64	17,781	8.29%	20,311	9.69%	23,024	10.62%	13.35%
65 to 74	14,999	6.99%	14,794	7.05%	15,776	7.27%	6.64%

75 +	12,773	5.95%	12,868	6.14%	13,433	6.19%	4.39%
18 to 44	86,727	40.41%	81,073	38.66%	84,042	38.75%	10.83%

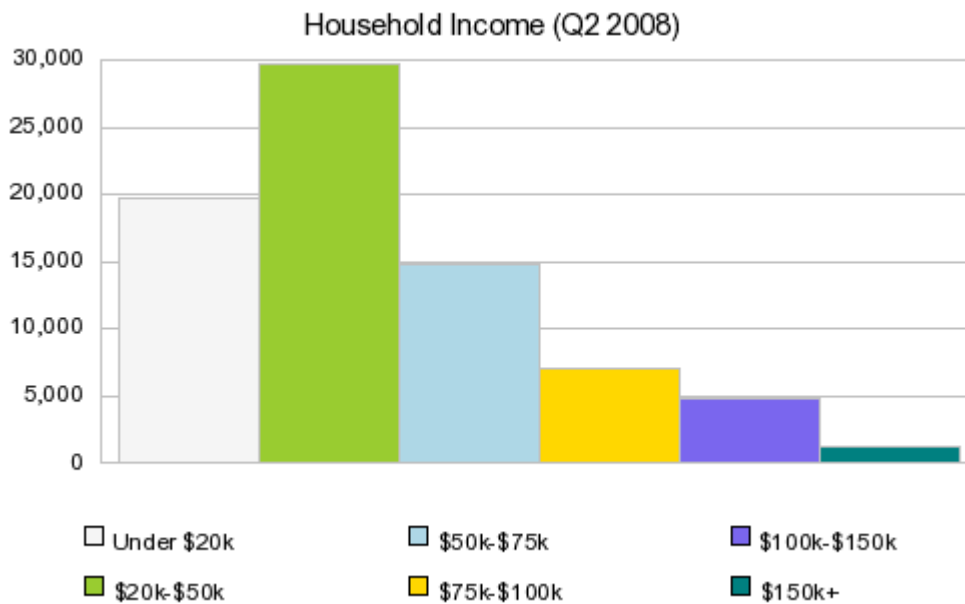
**Population by Race/Ethnicity**



In Q2 2008, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **Asian**. Note that the following table is sorted by the predominant Race for Q2 2008.

**Population by Race/Ethnicity**

	<b>2000 Census</b>		<b>Q2 2008 Estimate</b>	
White	156,439	72.89%	160,798	76.67%
Other Race	28,570	13.31%	19,395	9.25%
Black	26,579	12.38%	26,221	12.50%
Hispanic Ethnicity	18,313	8.53%	19,680	9.38%
Asian	3,030	1.41%	3,307	1.58%



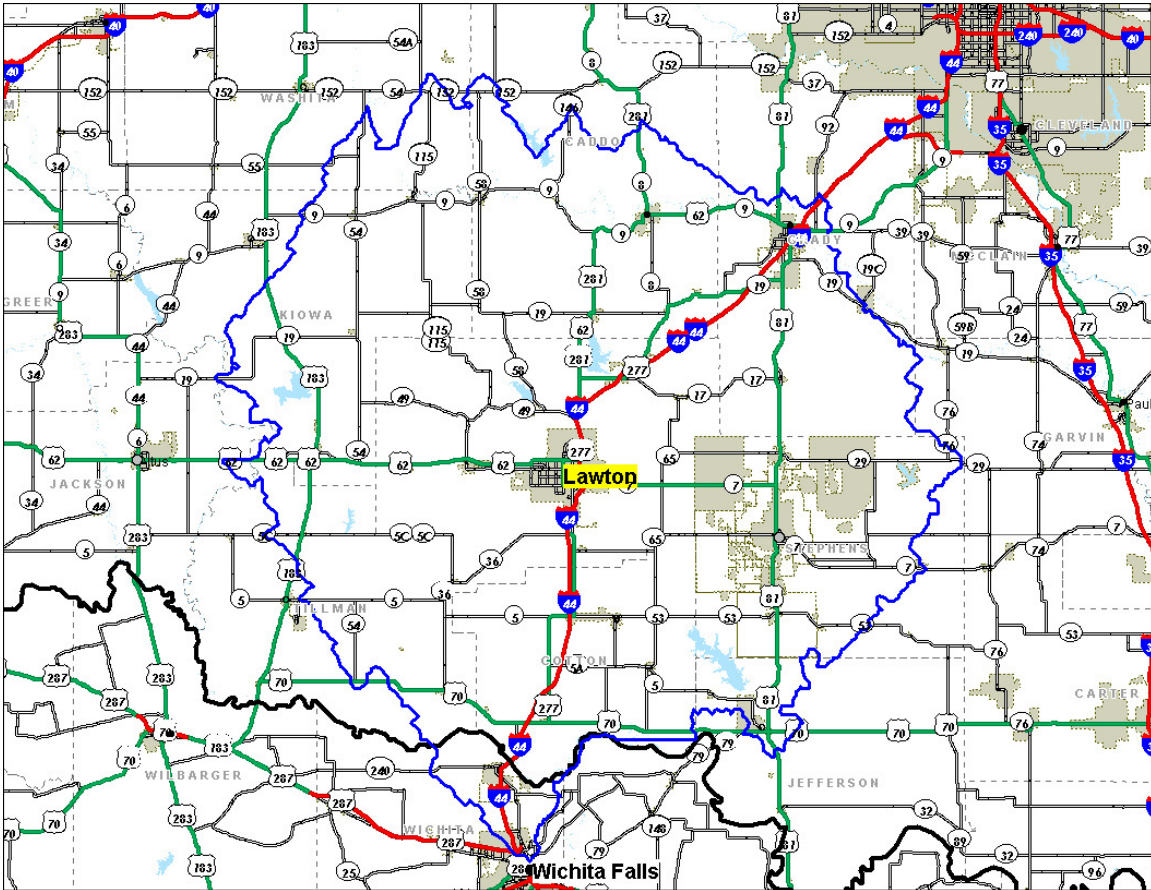
In Q2 2008 the predominant household income category in this study area is **\$20k to \$50k**, and the income group that is least represented in this geography is **\$150K +**. The following table ranks income groups by the Q2 2008 Income Classes.

### Households by Income

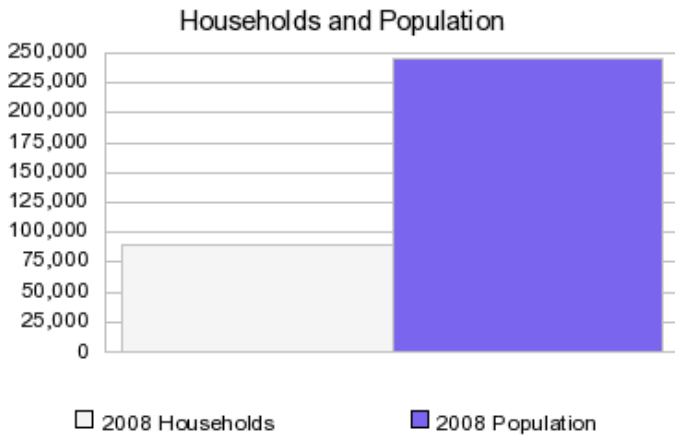
	2000 Census		Q2 2008 Estimate	
\$0 - \$19,999	24,312	30.75%	19,692	25.30%
\$20,000 - \$49,999	32,671	41.32%	29,769	38.25%
\$50,000 - \$74,999	13,246	16.75%	14,798	19.01%
\$75,000 - \$99,999	5,069	6.41%	7,061	9.07%
\$100,000 - \$149,999	2,621	3.32%	4,794	6.16%
\$150,000 +	1,151	1.46%	1,238	1.59%
<b>\$50,000 +</b>	<b>22,088</b>	<b>27.93%</b>	<b>27,890</b>	<b>35.84%</b>
Average Hhld Income	\$40,236.00		\$48,174.00	
Median Hhld Income	\$31,826.00		\$38,028.00	
Per Capita Income	\$14,824		\$17,877	

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## Lawton – Workforce Area 60 Minute Drive Time Area



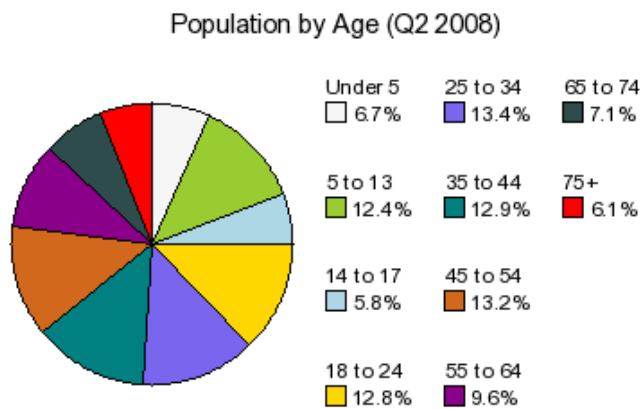
### Population Demographics



The number of households in the study area in 2000 was **90,642**. The household count in Q2 2008 is estimated to be **89,793**. For 2013, the High Range of the Five Year forecast was **100,984** and the Low Range was **83,979** with the actual household projection estimated at **91,167**, a change of **1.53%**. The population in the study area in 2000 it was **250,481**. The population in Q2 2008 is estimated to be **245,322**. For 2013, the High Range of the Five Year forecast was **277,537** and the Low Range was **233,052** with the actual household projection estimated at **252,196** representing a change of **2.80%**.

	<b>2000 Census</b>	<b>Q2 2008 Estimate</b>	<b>2013 Projection</b>	<b>Percent Change Q2 2008 to 2013</b>
Total Population	250,481	245,322	252,196	2.80%
Total Households	90,642	89,793	91,167	1.53%

### Population by Age



In 2000, the median age of the population was **33**. The median age in Q2 2008 is estimated to be **34** and it is predicted to change in five years to **34** years.

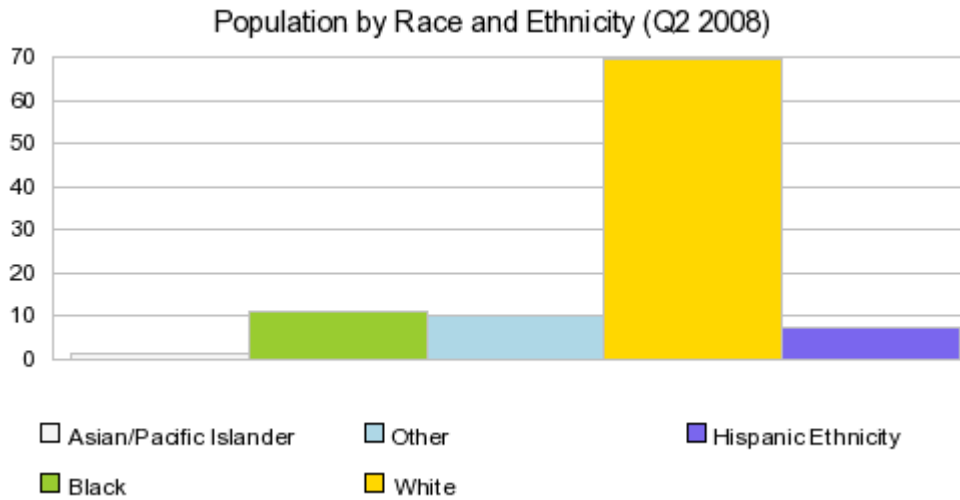
In Q2 2008, females represented **49.57%** of the population with a median age of **37** and males represented **50.43%** of the population with a median age of **32** years.

In Q2 2008, the most prominent age group in this geography is **25 to 34** years. The age group least represented in this geography is **14 to 17** years. The table below sorts age groups by the Q2 2008 Estimate for the Age Groups.

### Population by Age

	<b>2000 Census</b>		<b>Q2 2008 Estimate</b>		<b>2013 Projection</b>		<b>Percent Change Q2 2008 to 2013</b>
0 to 4	17,997	7.19%	16,314	6.65%	16,292	6.46%	-0.14%
5 to 13	30,068	12.00%	30,488	12.43%	29,324	11.63%	-3.82%
14 to 17	18,569	7.41%	14,240	5.80%	13,896	5.51%	-2.41%
18 to 24	31,648	12.63%	31,454	12.82%	32,786	13.00%	4.24%
25 to 34	33,343	13.31%	32,993	13.45%	36,744	14.57%	11.37%
35 to 44	38,023	15.18%	31,754	12.94%	29,991	11.89%	-5.55%
45 to 54	28,233	11.27%	32,356	13.19%	32,985	13.08%	1.95%
55 to 64	20,812	8.31%	23,577	9.61%	26,481	10.50%	12.32%
65 to 74	17,404	6.95%	17,302	7.05%	18,231	7.23%	5.37%
75 +	14,384	5.74%	14,844	6.05%	15,466	6.13%	4.19%
18 to 44	103,014	41.13%	96,201	39.21%	99,521	39.46%	10.05%

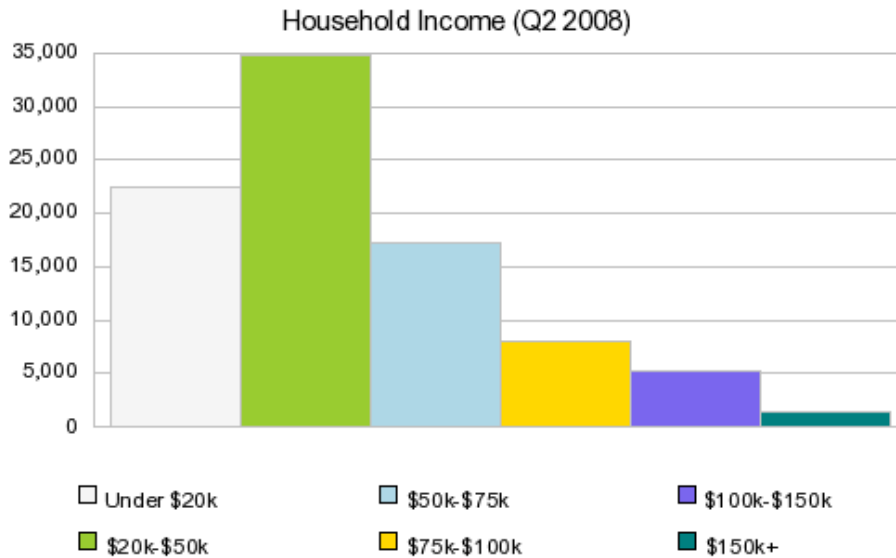
## Population by Race/Ethnicity



In Q2 2008, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **Asian**. Note that the following table is sorted by the predominant Race for Q2 2008.

## Population by Race/Ethnicity

	2000 Census		Q2 2008 Estimate	
White	182,990	73.06%	185,402	75.57%
Other Race	34,622	13.82%	27,288	11.12%
Black	29,497	11.78%	28,954	11.80%
Hispanic Ethnicity	17,063	6.81%	18,529	7.55%
Asian	3,372	1.35%	3,678	1.50%



In Q2 2008 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 Q2 2008 Income Classes.

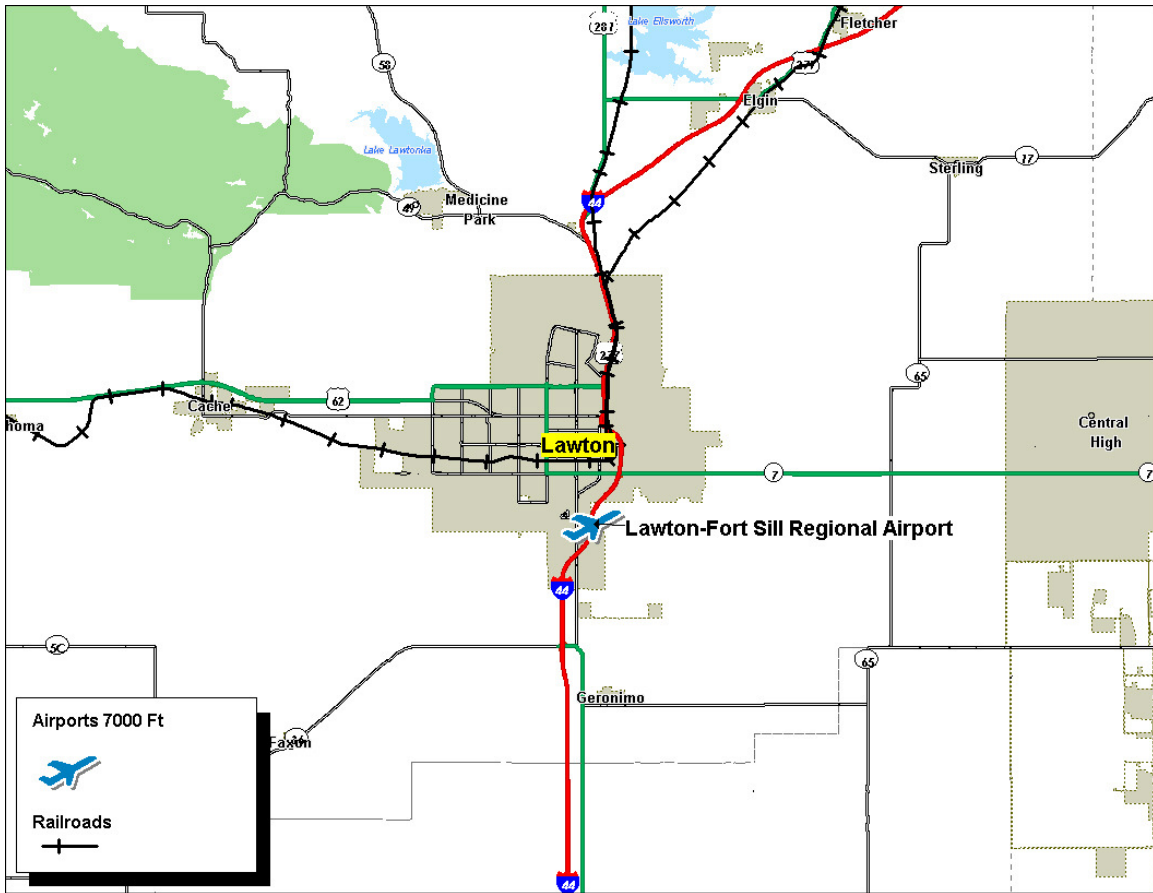
### Households by Income

	2000 Census		Q2 2008 Estimate	
\$0 - \$19,999	27,560	30.41%	22,472	25.03%
\$20,000 - \$49,999	38,086	42.02%	34,899	38.87%
\$50,000 - \$74,999	15,207	16.78%	17,157	19.11%
\$75,000 - \$99,999	5,711	6.30%	8,093	9.01%
\$100,000 - \$149,999	2,803	3.09%	5,294	5.90%
\$150,000 +	1,276	1.41%	1,324	1.47%
<b>\$50,000 +</b>	<b>24,997</b>	<b>27.58%</b>	<b>31,868</b>	<b>35.49%</b>
Average Hhld Income	\$40,064.00		\$47,916.00	
Median Hhld Income	\$31,916.00		\$37,986.00	
Per Capita Income	\$14,498		\$17,538	

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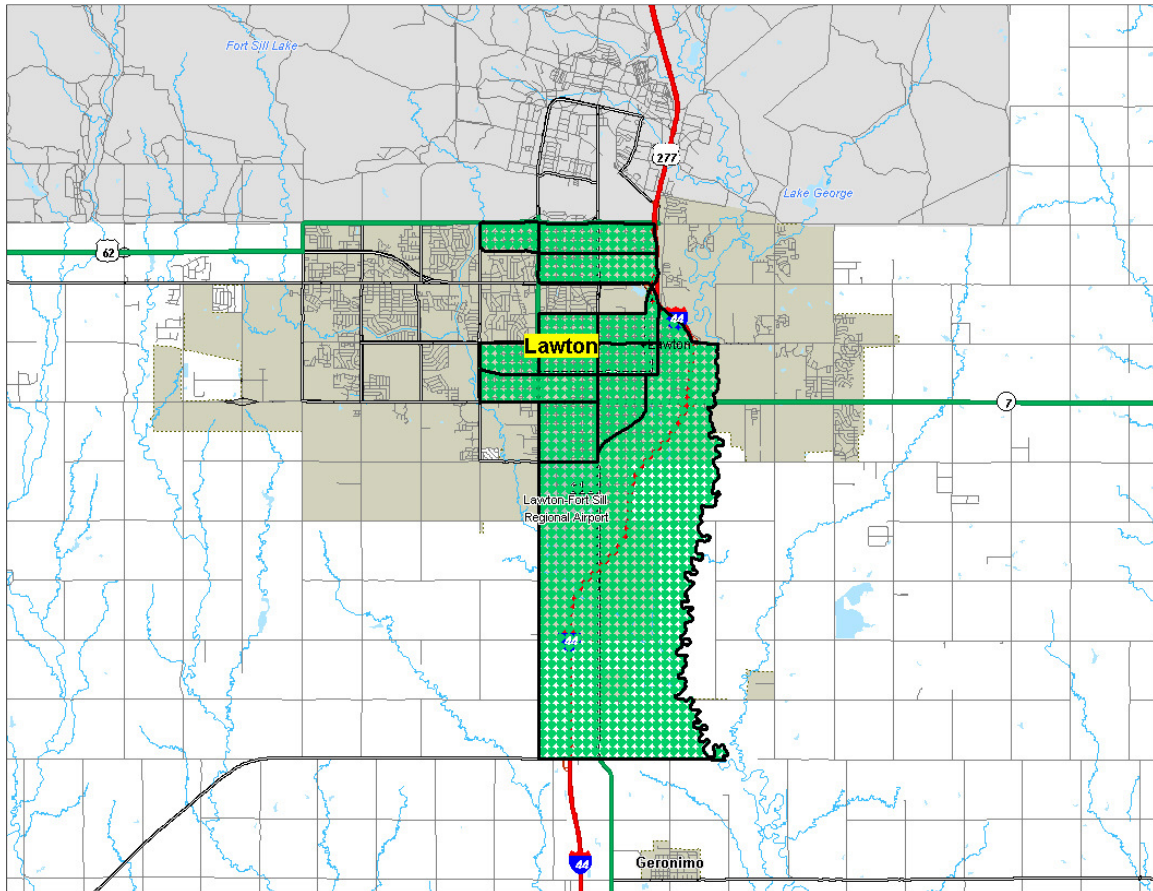
# Industrial Information

## Transportation Links



## Incentive Areas

### New Market Tax Credit Areas

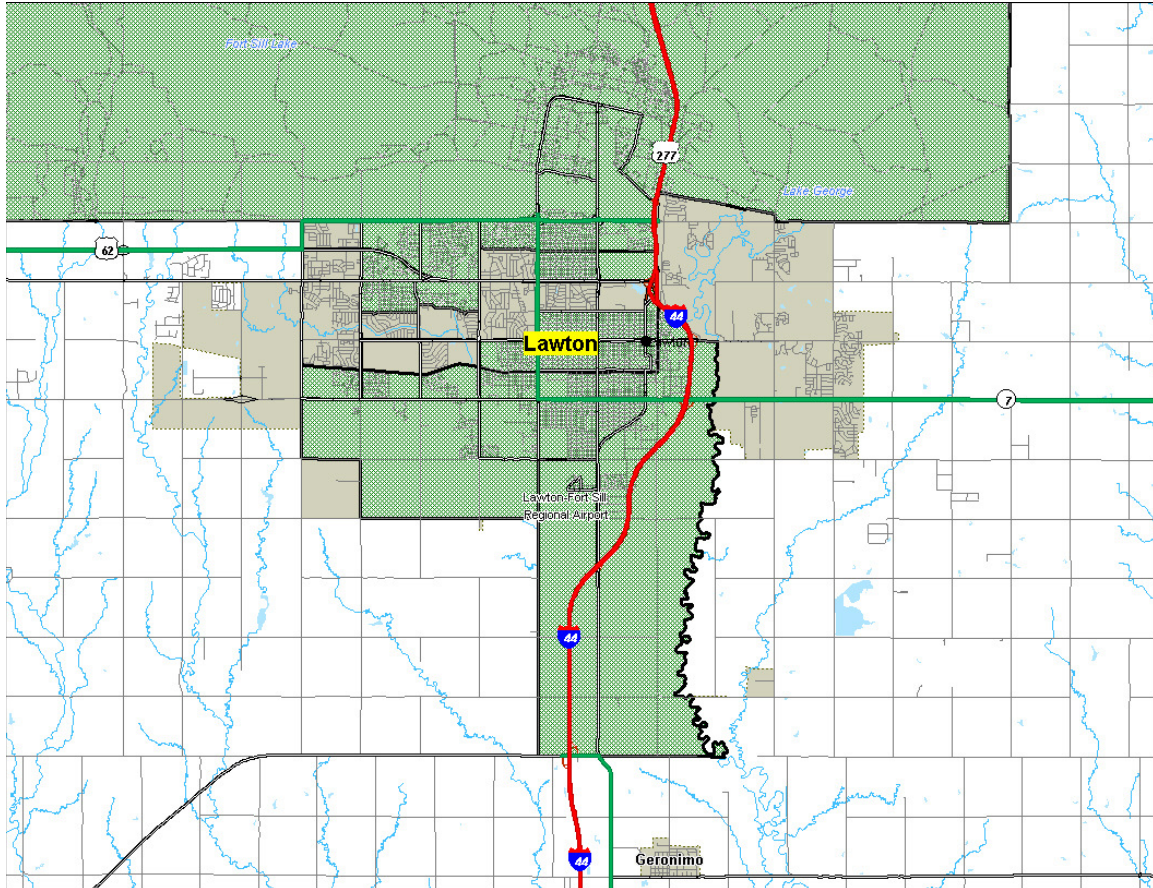


#### **Rural Enterprises of Oklahoma New Markets Tax Credit Program**

The New Markets Tax Credit Program enacted by Congress in 2000 to meet the challenge of economic development in low-income rural and urban communities. In Oklahoma, the program is administered by REI New Markets Investment, LLC. REI is a wholly owned subsidiary of Rural Enterprises of Oklahoma, Inc., which is a Community Development Financial Institution of the U.S. Treasury Department and a Certified Development Company of the U.S. Small Business Administration

**For detailed information contact the Oklahoma Department of Commerce.  
[www.okcommerce.gov](http://www.okcommerce.gov)**

## Enterprise Zones



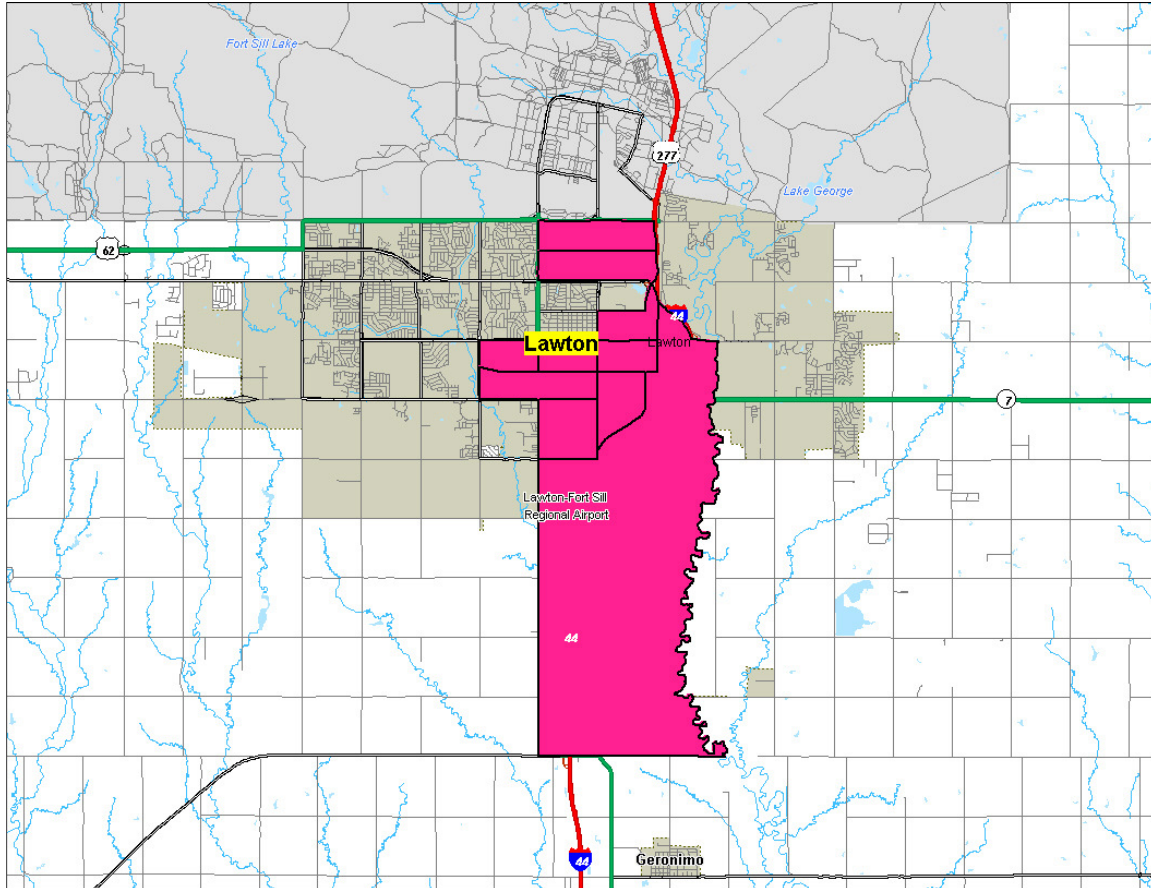
**Opportunity & Enterprise Zones** - Businesses located in one of Oklahoma's Opportunity or Enterprise Zones may receive enhanced financial incentives for stimulating economic expansion in rural and disadvantaged communities.

*Enterprise Zones* can be designated in disadvantaged counties, cities or portions of cities. The Oklahoma Department of Commerce designates enterprise zones and publishes lists of eligible counties, cities and census tracts.

**For detailed information contact the Oklahoma Department of Commerce.**

[www.okcommerce.gov](http://www.okcommerce.gov)

## Opportunity Zones



**Opportunity & Enterprise Zones** - Businesses located in one of Oklahoma's Opportunity or Enterprise Zones may receive enhanced financial incentives for stimulating economic expansion in rural and disadvantaged communities.

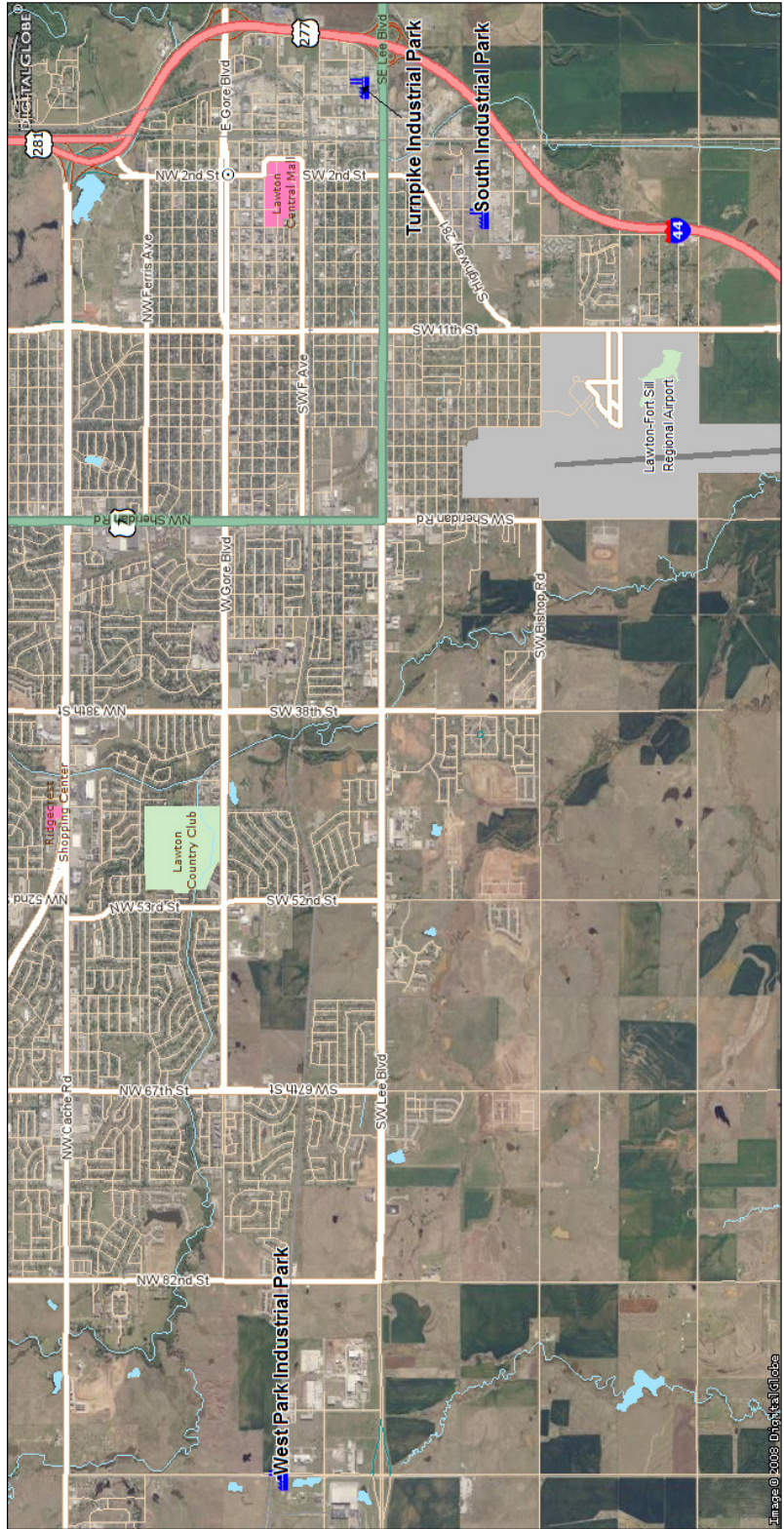
*Opportunity Zones* are those census tracts in which, according to the most recent federal decennial census, at least 30% of the residents have an annual gross household income from all sources below the poverty guidelines established by the US Department of Health and Human Services.

Opportunity Zones are areas where companies may qualify to use the [Small Employer Quality Jobs Incentive Act](#). If a company is locating in an Opportunity Zone and meets the other requirements to qualify for the [Oklahoma Quality Jobs Program Act](#), then it does not have to also meet the new wage threshold introduced in 2003. This legislation requires, in general, that salaries of the new direct jobs must equal the average county wage or the cap which renews annually, whichever is lower (Refer to the [Quality Jobs Guidelines](#) for the latest figures). As well, these companies receive an automatic 5% benefit level.

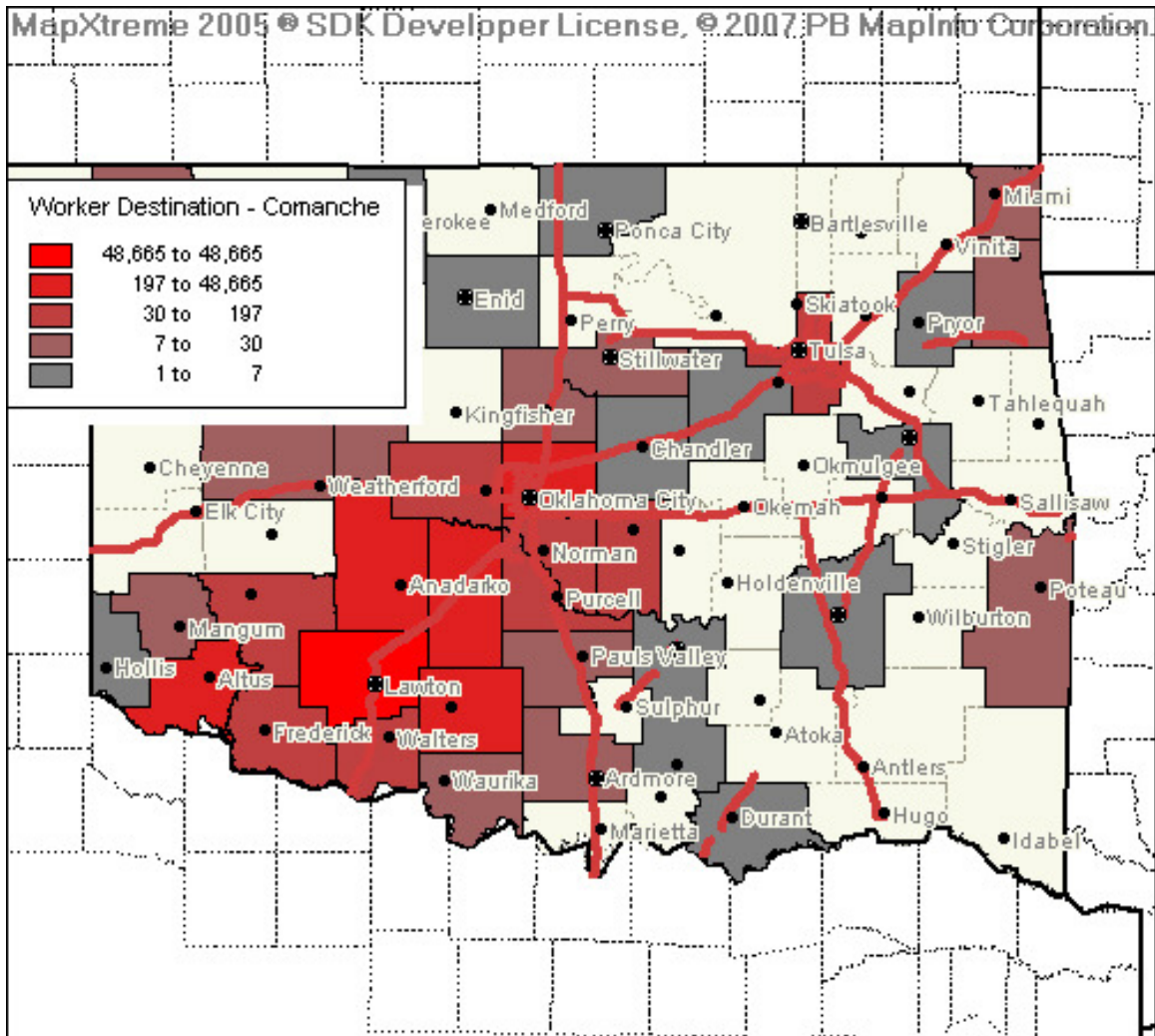
**For detailed information contact the Oklahoma Department of Commerce.**

[www.okcommerce.gov](http://www.okcommerce.gov)

Lawton Aerial – April 2008



## Journey to Work



Provided by Oklahoma Center for Rural Development at NSU

For additional information contact 918-458-9687

[murphyrf@nsuok.edu](mailto:murphyrf@nsuok.edu)

The Worker Destination Map indicates where workers are traveling for work from the selected county.

## Education Information

### Education Centers

