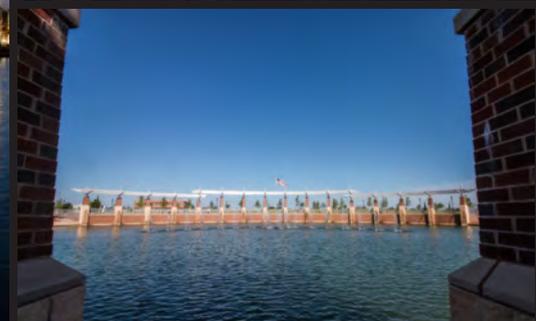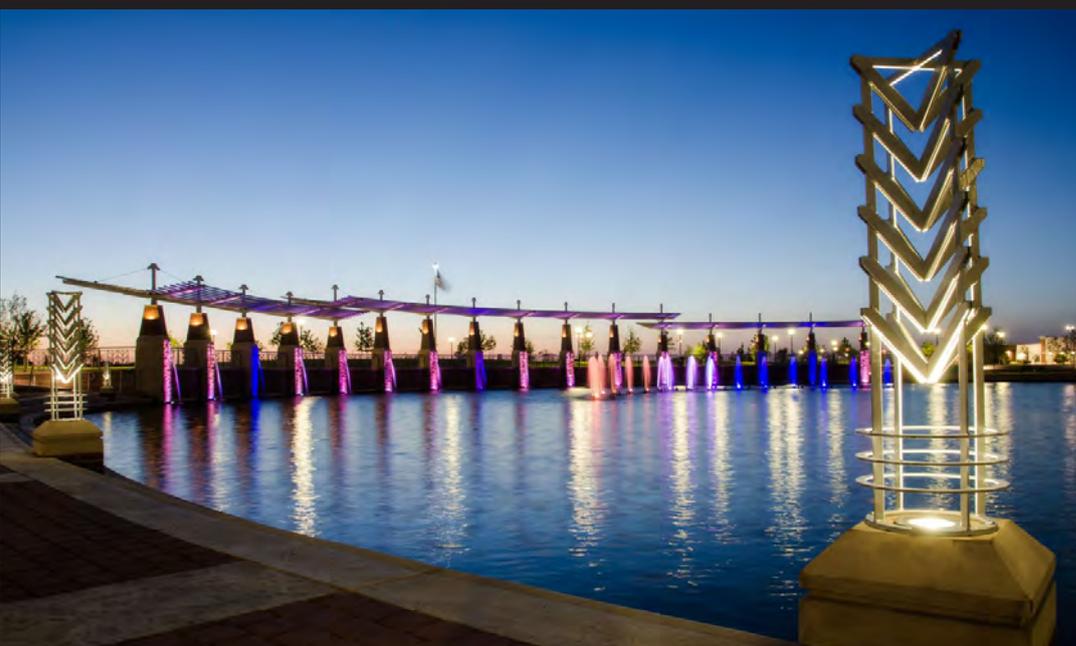# UNIVERSITY TOWN CENTER *at* NORTH PARK

Norman, Oklahoma // 2,000,000 +/- SF Regional Lifestyle Center

Phase (I) anchored by Target // Phase (II) anchored by Kohls

Home to the John Q. Hammons Embassy Suites Hotel & Convention Center

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 35.2356/-97.4831

University Town Center Norman, OK	3 mi radius		5 mi radius		10 mi radius		20 mi radius	
Population								
Estimated Population (2024)	57,470		118,472		269,848		810,842	
Projected Population (2029)	58,861		121,308		277,549		847,210	
Census Population (2020)	55,669		114,385		264,097		781,072	
Census Population (2010)	50,700		99,738		224,736		700,148	
Projected Annual Growth (2024 to 2029)	1,391	0.5%	2,836	0.5%	7,701	0.6%	36,369	0.9%
Historical Annual Growth (2020 to 2024)	1,802	0.8%	4,087	0.9%	5,750	0.5%	29,770	1.0%
Historical Annual Growth (2010 to 2020)	4,968	2.4%	14,647	3.7%	39,361	4.4%	80,924	2.9%
Estimated Population Density (2024)	2,033	psm	1,509	psm	859	psm	645	psm
Trade Area Size	28.3	sq mi	78.5	sq mi	314.0	sq mi	1,256.5	sq mi
Households								
Estimated Households (2024)	25,108		48,872		108,811		318,910	
Projected Households (2029)	26,765		52,203		116,494		339,446	
Census Households (2020)	23,242		45,182		101,943		300,188	
Census Households (2010)	21,330		40,224		87,877		270,417	
Estimated Households with Children (2024)	5,712	22.7%	11,936	24.4%	31,035	28.5%	94,006	29.5%
Estimated Average Household Size (2024)	2.22		2.24		2.38		2.48	
Average Household Income								
Estimated Average Household Income (2024)	$106,220		$94,570		$102,660		$91,516	
Projected Average Household Income (2029)	$111,136		$98,219		$106,539		$95,451	
Estimated Average Family Income (2024)	$152,459		$129,697		$131,255		$111,636	
Median Household Income								
Estimated Median Household Income (2024)	$76,554		$69,933		$77,992		$69,584	
Projected Median Household Income (2029)	$79,124		$71,711		$79,360		$71,257	
Estimated Median Family Income (2024)	$114,438		$100,356		$102,291		$88,757	
Per Capita Income								
Estimated Per Capita Income (2024)	$46,583		$39,423		$41,610		$36,147	
Projected Per Capita Income (2029)	$50,707		$42,667		$44,925		$38,390	
Estimated Per Capita Income 5 Year Growth	$4,125	8.9%	$3,245	8.2%	$3,316	8.0%	$2,243	6.2%
Estimated Average Household Net Worth (2024)	$910,955		$789,633		$890,657		$780,425	
Daytime Demos (2024)								
Total Businesses	3,374		4,437		8,705		28,873	
Total Employees	34,174		45,018		81,351		335,676	
Company Headquarter Businesses	82	2.4%	110	2.5%	218	2.5%	953	3.3%
Company Headquarter Employees	5,100	14.9%	5,985	13.3%	8,640	10.6%	54,739	16.3%
Employee Population per Business	10.1		10.1		9.3		11.6	
Residential Population per Business	17.0		26.7		31.0		28.1	

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 35.2356/-97.4831

University Town Center Norman, OK	3 mi radius		5 mi radius		10 mi radius		20 mi radius	
Race & Ethnicity								
White (2024)	42,878	74.6%	85,929	72.5%	194,749	72.2%	505,205	62.3%
Black or African American (2024)	2,623	4.6%	6,765	5.7%	16,110	6.0%	90,802	11.2%
American Indian or Alaska Native (2024)	1,635	2.8%	3,275	2.8%	7,575	2.8%	24,644	3.0%
Asian (2024)	2,428	4.2%	5,640	4.8%	13,197	4.9%	28,822	3.6%
Hawaiian or Pacific Islander (2024)	31	-	62	-	176	-	892	0.1%
Other Race (2024)	1,759	3.1%	4,707	4.0%	9,062	3.4%	69,191	8.5%
Two or More Races (2024)	6,116	10.6%	12,094	10.2%	28,978	10.7%	91,287	11.3%
Not Hispanic or Latino Population (2024)	52,069	90.6%	107,136	90.4%	242,536	89.9%	662,032	81.6%
Hispanic or Latino Population (2024)	5,401	9.4%	11,336	9.6%	27,312	10.1%	148,810	18.4%
Not Hispanic or Latino Population (2029)	52,873	89.8%	108,729	89.6%	246,681	88.9%	689,884	81.4%
Hispanic or Latino Population (2029)	5,989	10.2%	12,579	10.4%	30,867	11.1%	157,326	18.6%
Not Hispanic or Latino Population (2020)	50,332	90.4%	103,364	90.4%	236,722	89.6%	627,125	80.3%
Hispanic or Latino Population (2020)	5,336	9.6%	11,021	9.6%	27,375	10.4%	153,947	19.7%
Not Hispanic or Latino Population (2010)	47,136	93.0%	93,035	93.3%	208,657	92.8%	591,980	84.6%
Hispanic or Latino Population (2010)	3,565	7.0%	6,704	6.7%	16,079	7.2%	108,168	15.4%
Projected Hispanic Annual Growth (2024 to 2029)	587	2.2%	1,243	2.2%	3,556	2.6%	8,516	1.1%
Historic Hispanic Annual Growth (2010 to 2024)	1,837	3.7%	4,632	4.9%	11,232	5.0%	40,642	2.7%
Age Distribution (2024)								
Age Under 5	2,529	4.4%	5,344	4.5%	13,075	4.8%	48,295	6.0%
Age 5 to 9 Years	3,025	5.3%	6,042	5.1%	15,198	5.6%	53,745	6.6%
Age 10 to 14 Years	3,324	5.8%	6,261	5.3%	16,232	6.0%	55,443	6.8%
Age 15 to 19 Years	4,007	7.0%	10,557	8.9%	21,940	8.1%	60,874	7.5%
Age 20 to 24 Years	6,211	10.8%	19,050	16.1%	31,025	11.5%	68,060	8.4%
Age 25 to 29 Years	3,978	6.9%	8,664	7.3%	19,333	7.2%	59,755	7.4%
Age 30 to 34 Years	3,885	6.8%	7,931	6.7%	18,690	6.9%	59,992	7.4%
Age 35 to 39 Years	3,915	6.8%	7,644	6.5%	18,491	6.9%	57,601	7.1%
Age 40 to 44 Years	3,921	6.8%	7,516	6.3%	18,231	6.8%	55,798	6.9%
Age 45 to 49 Years	3,163	5.5%	5,792	4.9%	14,760	5.5%	46,664	5.8%
Age 50 to 54 Years	3,207	5.6%	5,650	4.8%	14,307	5.3%	45,310	5.6%
Age 55 to 59 Years	2,856	5.0%	5,073	4.3%	13,241	4.9%	42,818	5.3%
Age 60 to 64 Years	3,236	5.6%	5,739	4.8%	14,526	5.4%	44,773	5.5%
Age 65 to 74 Years	5,776	10.1%	9,957	8.4%	23,867	8.8%	68,173	8.4%
Age 75 to 84 Years	3,206	5.6%	5,321	4.5%	12,777	4.7%	33,530	4.1%
Age 85 Years or Over	1,229	2.1%	1,932	1.6%	4,155	1.5%	10,010	1.2%
Median Age	37.1		34.0		35.5		34.8	
Gender Age Distribution (2024)								
Female Population	28,494	49.6%	55,797	47.1%	132,605	49.1%	399,698	49.3%
Age 0 to 19 Years	6,095	21.4%	12,351	22.1%	30,907	23.3%	104,178	26.1%
Age 20 to 64 Years	16,953	59.5%	34,261	61.4%	79,742	60.1%	235,995	59.0%
Age 65 Years or Over	5,446	19.1%	9,185	16.5%	21,955	16.6%	59,524	14.9%
Female Median Age	38.2		35.8		36.8		35.7	
Male Population	28,977	50.4%	62,675	52.9%	137,243	50.9%	411,144	50.7%
Age 0 to 19 Years	6,791	23.4%	15,853	25.3%	35,538	25.9%	114,178	27.8%
Age 20 to 64 Years	17,420	60.1%	38,797	61.9%	82,861	60.4%	244,776	59.5%
Age 65 Years or Over	4,766	16.4%	8,024	12.8%	18,844	13.7%	52,189	12.7%
Male Median Age	36.0		32.5		34.4		34.1	

Lat/Lon: 35.2356/-97.4831

University Town Center Norman, OK	3 mi radius		5 mi radius		10 mi radius		20 mi radius	
Household Income Distribution (2024)								
HH Income $200,000 or More	2,677	10.7%	3,966	8.1%	9,433	8.7%	23,657	7.4%
HH Income $150,000 to $199,999	2,290	9.1%	3,913	8.0%	9,578	8.8%	23,409	7.3%
HH Income $100,000 to $149,999	4,104	16.3%	7,839	16.0%	19,428	17.9%	49,628	15.6%
HH Income $75,000 to $99,999	2,632	10.5%	5,520	11.3%	14,506	13.3%	40,484	12.7%
HH Income $50,000 to $74,999	4,667	18.6%	7,840	16.0%	17,869	16.4%	54,755	17.2%
HH Income $35,000 to $49,999	2,736	10.9%	5,852	12.0%	12,803	11.8%	40,295	12.6%
HH Income $25,000 to $34,999	1,805	7.2%	3,862	7.9%	7,529	6.9%	25,208	7.9%
HH Income $15,000 to $24,999	1,689	6.7%	3,615	7.4%	6,526	6.0%	24,778	7.8%
HH Income Under $15,000	2,508	10.0%	6,464	13.2%	11,139	10.2%	36,696	11.5%
HH Income $35,000 or More	19,106	76.1%	34,931	71.5%	83,617	76.8%	232,228	72.8%
HH Income $75,000 or More	11,704	46.6%	21,239	43.5%	52,944	48.7%	137,178	43.0%
Housing (2024)								
Total Housing Units	26,748		51,970		114,815		347,832	
Housing Units Occupied	25,108	93.9%	48,872	94.0%	108,811	94.8%	318,910	91.7%
Housing Units Owner-Occupied	13,814	55.0%	24,363	49.9%	64,891	59.6%	185,030	58.0%
Housing Units, Renter-Occupied	11,294	45.0%	24,509	50.1%	43,920	40.4%	133,881	42.0%
Housing Units, Vacant	1,640	6.5%	3,098	6.3%	6,004	5.5%	28,922	9.1%
Marital Status (2024)								
Never Married	16,932	34.8%	41,908	41.6%	78,786	35.0%	221,986	34.0%
Currently Married	21,937	45.1%	41,069	40.7%	105,240	46.7%	293,973	45.0%
Separated	1,590	3.3%	3,081	3.1%	6,148	2.7%	25,508	3.9%
Widowed	1,888	3.9%	3,919	3.9%	10,664	4.7%	34,073	5.2%
Divorced	6,244	12.9%	10,848	10.8%	24,505	10.9%	77,819	11.9%
Household Type (2024)								
Population Family	37,323	64.9%	74,947	63.3%	194,915	72.2%	604,723	74.6%
Population Non-Family	18,382	32.0%	34,358	29.0%	64,261	23.8%	185,359	22.9%
Population Group Quarters	1,765	3.1%	9,167	7.7%	10,672	4.0%	20,760	2.6%
Family Households	11,583	46.1%	24,121	49.4%	61,691	56.7%	184,148	57.7%
Non-Family Households	13,525	53.9%	24,751	50.6%	47,120	43.3%	134,762	42.3%
Married Couple with Children	4,183	19.1%	8,018	19.5%	21,535	20.5%	61,278	20.8%
Average Family Household Size	3.2		3.1		3.2		3.3	
Household Size (2024)								
1 Person Households	11,748	46.8%	20,218	41.4%	39,767	36.5%	117,695	36.9%
2 Person Households	8,279	33.0%	17,049	34.9%	41,207	37.9%	117,376	36.8%
3 Person Households	2,276	9.1%	5,367	11.0%	12,472	11.5%	36,643	11.5%
4 Person Households	1,763	7.0%	3,944	8.1%	9,225	8.5%	26,090	8.2%
5 Person Households	703	2.8%	1,543	3.2%	4,020	3.7%	13,169	4.1%
6 or More Person Households	339	1.3%	751	1.5%	2,121	1.9%	7,937	2.5%
Household Vehicles (2024)								
Households with 0 Vehicles Available	1,497	6.0%	3,550	7.3%	5,821	5.3%	21,946	6.9%
Households with 1 Vehicles Available	9,586	38.2%	18,801	38.5%	36,892	33.9%	111,930	35.1%
Households with 2 or More Vehicles Available	14,025	55.9%	26,521	54.3%	66,098	60.7%	185,035	58.0%
Total Vehicles Available	43,262		83,127		201,407		577,995	
Average Vehicles Per Household	1.7		1.7		1.9		1.8	

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
Calculated using Weighted Block Centroid from Block Groups
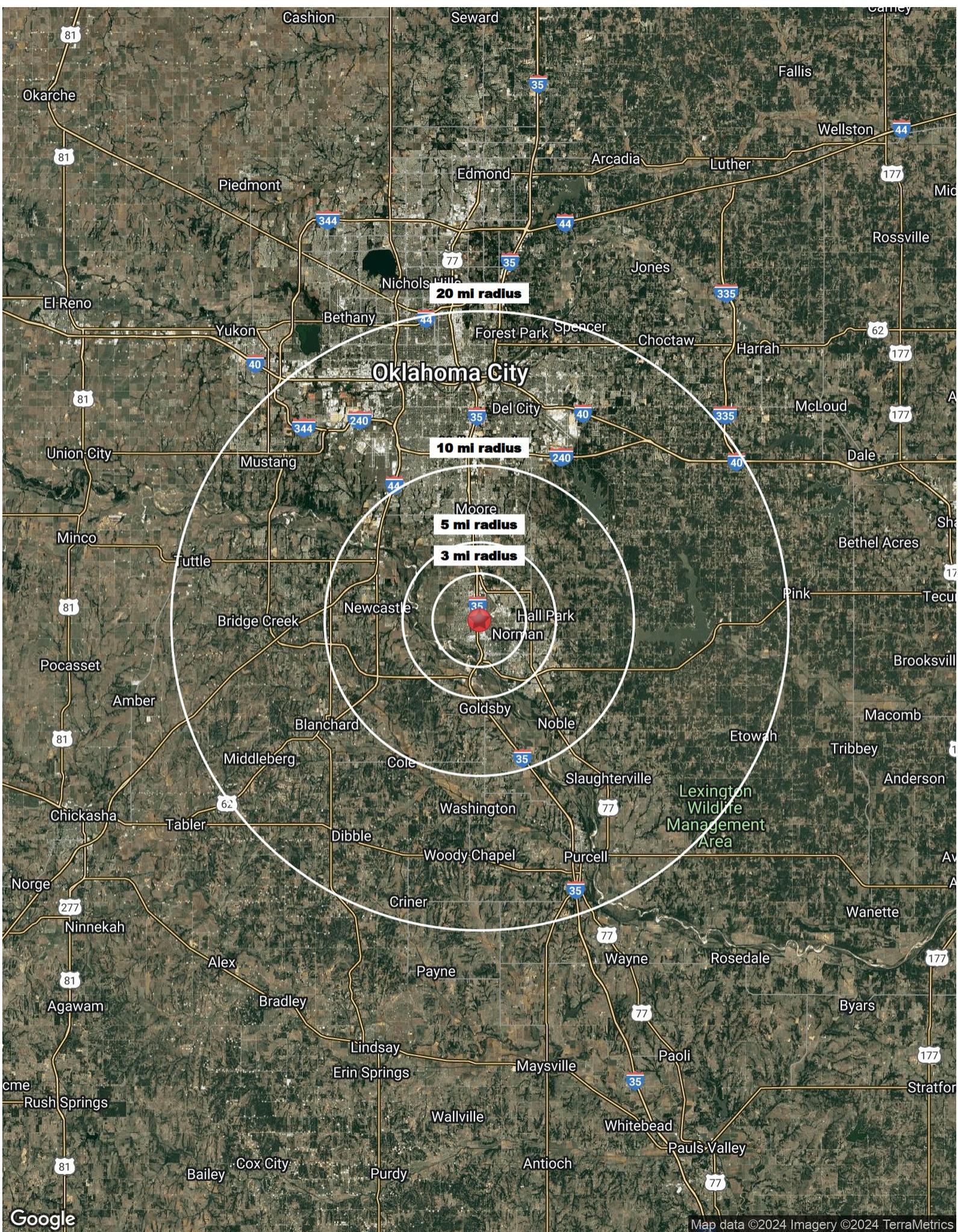
Lat/Lon: 35.2356/-97.4831

University Town Center Norman, OK	3 mi radius		5 mi radius		10 mi radius		20 mi radius	
Labor Force (2024)								
Estimated Labor Population Age 16 Years or Over	47,755		99,351		221,481		641,708	
Estimated Civilian Employed	32,110	67.2%	65,214	65.6%	148,743	67.2%	418,916	65.3%
Estimated Civilian Unemployed	894	1.9%	2,621	2.6%	5,239	2.4%	16,204	2.5%
Estimated in Armed Forces	158	0.3%	669	0.7%	2,290	1.0%	7,192	1.1%
Estimated Not in Labor Force	14,593	30.6%	30,848	31.0%	65,208	29.4%	199,396	31.1%
Unemployment Rate	1.9%		2.6%		2.4%		2.5%	
Occupation (2024)								
Occupation: Population Age 16 Years or Over	31,537		64,370		148,817		422,103	
Management, Business, Financial Operations	5,558	17.6%	10,675	16.6%	24,671	16.6%	66,308	15.7%
Professional, Related	9,508	30.1%	19,079	29.6%	40,984	27.5%	98,155	23.3%
Service	3,961	12.6%	9,050	14.1%	19,310	13.0%	65,221	15.5%
Sales, Office	7,334	23.3%	14,893	23.1%	36,842	24.8%	95,848	22.7%
Farming, Fishing, Forestry	70	0.2%	186	0.3%	443	0.3%	1,240	0.3%
Construct, Extraction, Maintenance	2,206	7.0%	4,766	7.4%	11,611	7.8%	43,523	10.3%
Production, Transport Material Moving	2,900	9.2%	5,721	8.9%	14,956	10.0%	51,807	12.3%
White Collar Workers	22,399	71.0%	44,647	69.4%	102,497	68.9%	260,312	61.7%
Blue Collar Workers	9,137	29.0%	19,723	30.6%	46,320	31.1%	161,792	38.3%
Consumer Expenditure (2024)								
Total Household Expenditure	$1.81 B		$3.24 B		$7.85 B		$20.92 B	
Total Non-Retail Expenditure	$961.59 M	53.1%	$1.72 B	53.0%	$4.15 B	52.9%	$11.07 B	52.9%
Total Retail Expenditure	$849.9 M	46.9%	$1.52 B	47.0%	$3.7 B	47.1%	$9.85 B	47.1%
Apparel	$64.02 M	3.5%	$114.49 M	3.5%	$277.31 M	3.5%	$736.72 M	3.5%
Contributions	$61.21 M	3.4%	$107.19 M	3.3%	$261.52 M	3.3%	$687.92 M	3.3%
Education	$57.42 M	3.2%	$100.8 M	3.1%	$243.84 M	3.1%	$634.36 M	3.0%
Entertainment	$103.13 M	5.7%	$183.38 M	5.7%	$447.12 M	5.7%	$1.18 B	5.7%
Food and Beverages	$264.39 M	14.6%	$476 M	14.7%	$1.15 B	14.6%	$3.08 B	14.7%
Furnishings and Equipment	$64 M	3.5%	$113.93 M	3.5%	$277.76 M	3.5%	$735.4 M	3.5%
Gifts	$46.64 M	2.6%	$81.39 M	2.5%	$197.43 M	2.5%	$519.14 M	2.5%
Health Care	$150.88 M	8.3%	$270.96 M	8.4%	$656.8 M	8.4%	$1.76 B	8.4%
Household Operations	$71.75 M	4.0%	$127.53 M	3.9%	$309.49 M	3.9%	$821.74 M	3.9%
Miscellaneous Expenses	$34.57 M	1.9%	$61.58 M	1.9%	$149.07 M	1.9%	$396.56 M	1.9%
Personal Care	$24.3 M	1.3%	$43.52 M	1.3%	$105.36 M	1.3%	$280.8 M	1.3%
Personal Insurance	$12.92 M	0.7%	$22.71 M	0.7%	$55.98 M	0.7%	$146.72 M	0.7%
Reading	$4 M	0.2%	$7.11 M	0.2%	$17.25 M	0.2%	$45.83 M	0.2%
Shelter	$384.51 M	21.2%	$690.1 M	21.3%	$1.66 B	21.1%	$4.44 B	21.2%
Tobacco	$10.5 M	0.6%	$19.47 M	0.6%	$45.87 M	0.6%	$126.73 M	0.6%
Transportation	$326.81 M	18.0%	$585.99 M	18.1%	$1.43 B	18.2%	$3.8 B	18.1%
Utilities	$130.43 M	7.2%	$236.35 M	7.3%	$568.25 M	7.2%	$1.54 B	7.3%
Educational Attainment (2024)								
Adult Population Age 25 Years or Over	38,374		71,218		172,378		524,425	
Elementary (Grade Level 0 to 8)	818	2.1%	1,260	1.8%	3,285	1.9%	24,404	4.7%
Some High School (Grade Level 9 to 11)	1,478	3.9%	2,788	3.9%	8,146	4.7%	36,859	7.0%
High School Graduate	6,368	16.6%	12,823	18.0%	38,486	22.3%	137,775	26.3%
Some College	7,480	19.5%	14,335	20.1%	37,899	22.0%	115,811	22.1%
Associate Degree Only	2,629	6.8%	5,061	7.1%	14,509	8.4%	42,365	8.1%
Bachelor Degree Only	10,535	27.5%	18,570	26.1%	40,703	23.6%	103,996	19.8%
Graduate Degree	9,067	23.6%	16,381	23.0%	29,351	17.0%	63,215	12.1%

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 35.2356/-97.4831

University Town Center Norman, OK	3 mi radius		5 mi radius		10 mi radius		20 mi radius	
Units In Structure (2024)								
1 Detached Unit	17,825	83.6%	31,992	79.5%	78,584	89.4%	223,255	82.6%
1 Attached Unit	774	3.6%	1,482	3.7%	2,659	3.0%	10,358	3.8%
2 to 4 Units	1,925	9.0%	4,512	11.2%	7,045	8.0%	17,892	6.6%
5 to 9 Units	1,602	7.5%	3,925	9.8%	6,851	7.8%	18,164	6.7%
10 to 19 Units	592	2.8%	2,137	5.3%	4,308	4.9%	11,989	4.4%
20 to 49 Units	756	3.5%	1,541	3.8%	2,608	3.0%	8,060	3.0%
50 or More Units	976	4.6%	2,212	5.5%	3,743	4.3%	15,887	5.9%
Mobile Home or Trailer	653	3.1%	1,063	2.6%	2,977	3.4%	13,054	4.8%
Other Structure	5	-	9	-	35	-	254	-
Homes Built By Year (2024)								
Homes Built 2010 or later	4,255	19.9%	9,113	22.7%	22,007	25.0%	53,378	19.7%
Homes Built 2000 to 2009	3,961	18.6%	8,560	21.3%	22,318	25.4%	47,245	17.5%
Homes Built 1990 to 1999	2,922	13.7%	5,866	14.6%	13,467	15.3%	28,678	10.6%
Homes Built 1980 to 1989	3,779	17.7%	7,133	17.7%	17,340	19.7%	43,135	16.0%
Homes Built 1970 to 1979	3,588	16.8%	7,353	18.3%	15,352	17.5%	44,298	16.4%
Homes Built 1960 to 1969	2,670	12.5%	5,217	13.0%	10,562	12.0%	39,406	14.6%
Homes Built 1950 to 1959	1,762	8.3%	2,297	5.7%	3,312	3.8%	29,057	10.7%
Homes Built Before 1949	2,170	10.2%	3,333	8.3%	4,456	5.1%	33,714	12.5%
Home Values (2024)								
Home Values $1,000,000 or More	150	1.1%	217	0.9%	412	0.6%	1,413	0.8%
Home Values $500,000 to $999,999	1,162	8.4%	2,057	8.4%	4,599	7.1%	12,223	6.6%
Home Values $400,000 to $499,999	1,191	8.6%	1,856	7.6%	3,761	5.8%	10,052	5.4%
Home Values $300,000 to $399,999	2,269	16.4%	3,954	16.2%	9,979	15.4%	25,336	13.7%
Home Values $200,000 to $299,999	4,971	36.0%	8,502	34.9%	22,798	35.1%	53,200	28.8%
Home Values $150,000 to $199,999	1,984	14.4%	3,970	16.3%	11,936	18.4%	32,525	17.6%
Home Values $100,000 to $149,999	1,165	8.4%	2,492	10.2%	7,461	11.5%	25,821	14.0%
Home Values $70,000 to $99,999	289	2.1%	420	1.7%	1,437	2.2%	10,011	5.4%
Home Values $50,000 to $69,999	183	1.3%	235	1.0%	575	0.9%	4,644	2.5%
Home Values $25,000 to $49,999	166	1.2%	228	0.9%	692	1.1%	4,032	2.2%
Home Values Under $25,000	284	2.1%	433	1.8%	1,242	1.9%	5,772	3.1%
Owner-Occupied Median Home Value	$262,719		$255,534		$242,961		$217,730	
Renter-Occupied Median Rent	$874		$849		$910		$837	
Transportation To Work (2024)								
Drive to Work Alone	22,791	72.3%	45,858	71.2%	112,215	75.4%	322,358	76.4%
Drive to Work in Carpool	2,650	8.4%	5,611	8.7%	12,201	8.2%	38,167	9.0%
Travel to Work by Public Transportation	77	0.2%	978	1.5%	1,162	0.8%	2,172	0.5%
Drive to Work on Motorcycle	16	-	24	-	62	-	739	0.2%
Walk or Bicycle to Work	828	2.6%	2,556	4.0%	3,817	2.6%	8,508	2.0%
Other Means	87	0.3%	183	0.3%	821	0.6%	4,060	1.0%
Work at Home	5,089	16.1%	9,160	14.2%	18,540	12.5%	46,099	10.9%
Travel Time (2024)								
Travel to Work in 14 Minutes or Less	8,820	28.0%	18,240	28.3%	34,708	23.3%	99,195	23.5%
Travel to Work in 15 to 29 Minutes	8,225	26.1%	17,951	27.9%	49,467	33.2%	154,100	36.5%
Travel to Work in 30 to 59 Minutes	8,165	25.9%	16,800	26.1%	40,693	27.3%	106,313	25.2%
Travel to Work in 60 Minutes or More	1,238	3.9%	2,219	3.4%	5,409	3.6%	16,396	3.9%
Average Minutes Travel to Work	20.6		20.4		21.8		21.7	