



The**Retail**Coach®

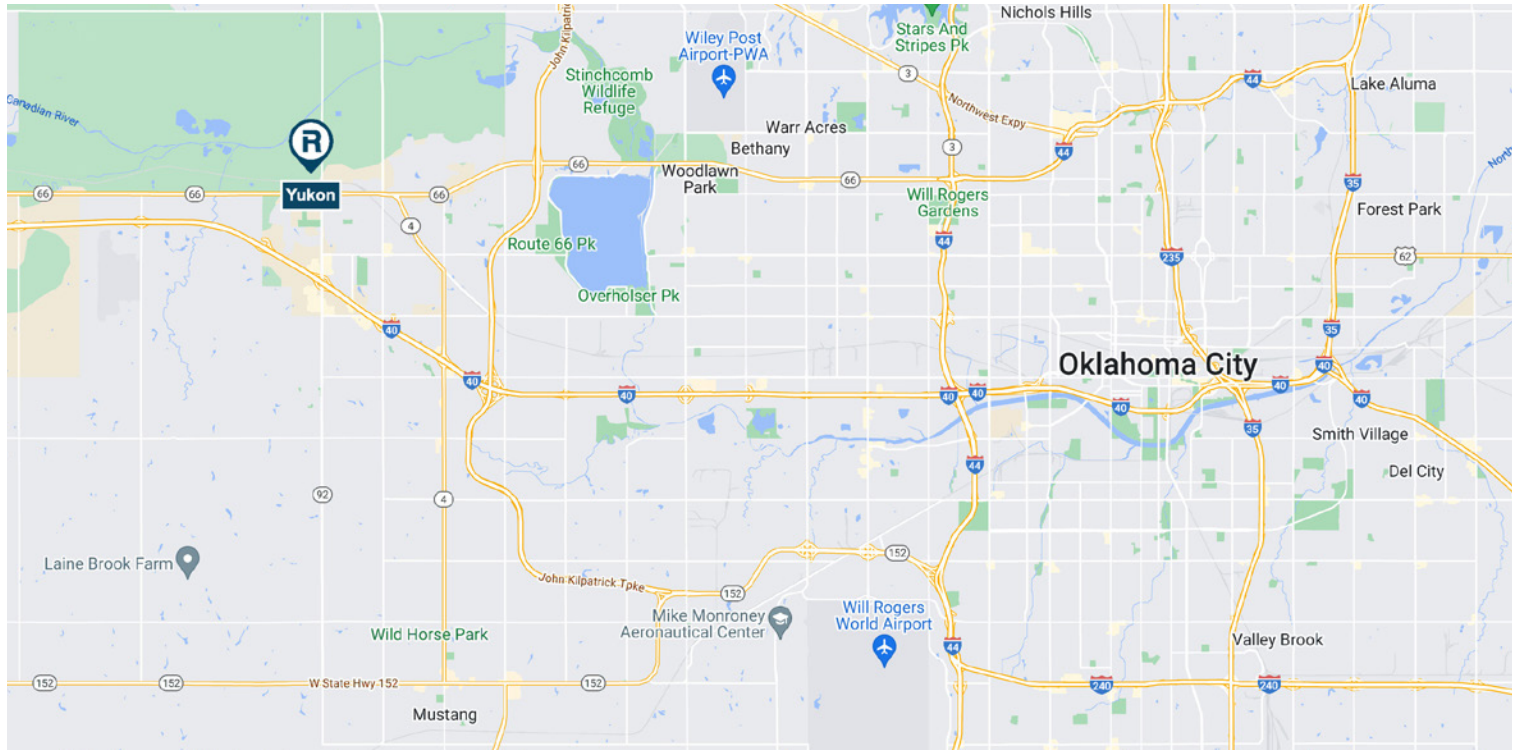
Community Demographic Profile

YUKON, OKLAHOMA

Prepared for City of Yukon
November 2023

Community • Demographic Snapshot

Yukon, Oklahoma



Population

2020	23,630
2023	24,438
2028	25,600

Educational Attainment (%)

Graduate or Professional Degree	8.15%
Bachelors Degree	18.59%
Associate Degree	8.12%
Some College	22.69%
High School Graduate (or GED)	33.00%
Some High School, No Degree	6.35%
Less than 9th Grade	3.10%

Income

Average HH	\$94,246
Median HH	\$79,566
Per Capita	\$37,731

Age

0 - 9 Years	13.29%
10 - 17 Years	11.68%
18 - 24 Years	8.27%
25 - 34 Years	12.18%
35 - 44 Years	14.49%
45 - 54 Years	11.63%
55 - 64 Years	11.24%
65 and Older	17.23%
Median Age	38.20
Average Age	39.10

Race Distribution (%)

White	76.04%
Black/African American	3.46%
American Indian/Alaskan	4.10%
Asian	2.72%
Native Hawaiian/Islander	0.04%
Other Race	2.98%
Two or More Races	10.66%
Hispanic	9.63%



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Community • Demographic Profile

Yukon, Oklahoma

DESCRIPTION	DATA	%
Population		
2028 Projection	25,600	
2023 Estimate	24,438	
2020 Census	23,630	
2010 Census	22,716	
Growth 2023 - 2028		4.75%
Growth 2020 - 2023		3.42%
Growth 2010 - 2020		4.02%
2023 Est. Population by Single-Classification Race	24,438	
White Alone	18,582	76.04%
Black or African American Alone	846	3.46%
Amer. Indian and Alaska Native Alone	1,002	4.10%
Asian Alone	665	2.72%
Native Hawaiian and Other Pacific Island Alone	11	0.04%
Some Other Race Alone	728	2.98%
Two or More Races	2,604	10.66%
2023 Est. Population by Hispanic or Latino Origin	24,438	
Not Hispanic or Latino	22,085	90.37%
Hispanic or Latino	2,353	9.63%
Mexican	1,742	74.03%
Puerto Rican	45	1.91%
Cuban	3	0.13%
All Other Hispanic or Latino	563	23.93%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	2,353	
White Alone	803	34.13%
Black or African American Alone	25	1.06%
American Indian and Alaska Native Alone	86	3.65%
Asian Alone	12	0.51%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	661	28.09%
Two or More Races	766	32.55%
2023 Est. Pop by Race, Asian Alone, by Category	665	
Chinese, except Taiwanese	2	0.30%
Filipino	1	0.15%
Japanese	0	0.00%
Asian Indian	253	38.05%
Korean	0	0.00%
Vietnamese	144	21.65%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	216	32.48%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	49	7.37%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	24,438	
Arab	3	0.01%
Czech	137	0.56%
Danish	44	0.18%
Dutch	267	1.09%
English	2,193	8.97%
French (except Basque)	279	1.14%
French Canadian	49	0.20%
German	3,162	12.94%
Greek	29	0.12%
Hungarian	4	0.02%
Irish	2,265	9.27%
Italian	482	1.97%
Lithuanian	0	0.00%
United States or American	2,061	8.43%
Norwegian	196	0.80%
Polish	192	0.79%
Portuguese	12	0.05%
Russian	31	0.13%
Scottish	363	1.49%
Scotch-Irish	259	1.06%
Slovak	1	0.00%
Subsaharan African	30	0.12%
Swedish	46	0.19%
Swiss	35	0.14%
Ukrainian	1	0.00%
Welsh	157	0.64%
West Indian (except Hisp. groups)	31	0.13%
Other ancestries	7,593	31.07%
Ancestry Unclassified	4,516	18.48%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	20,788	90.92%
Speak Asian/Pacific Island Language at Home	207	0.91%
Speak IndoEuropean Language at Home	253	1.11%
Speak Spanish at Home	1,568	6.86%
Speak Other Language at Home	47	0.21%

Community • Demographic Profile

Yukon, Oklahoma

DESCRIPTION	DATA	%
2023 Est. Population by Age	24,438	
Age 0 - 4	1,575	6.45%
Age 5 - 9	1,673	6.85%
Age 10 - 14	1,810	7.41%
Age 15 - 17	1,043	4.27%
Age 18 - 20	910	3.72%
Age 21 - 24	1,110	4.54%
Age 25 - 34	2,977	12.18%
Age 35 - 44	3,541	14.49%
Age 45 - 54	2,841	11.63%
Age 55 - 64	2,747	11.24%
Age 65 - 74	2,313	9.47%
Age 75 - 84	1,305	5.34%
Age 85 and over	593	2.43%
Age 16 and over	19,039	77.91%
Age 18 and over	18,337	75.03%
Age 21 and over	17,427	71.31%
Age 65 and over	4,211	17.23%
2023 Est. Median Age		38.20
2023 Est. Average Age		39.10
2023 Est. Population by Sex	24,438	
Male	11,592	47.43%
Female	12,846	52.57%
2023 Est. Male Population by Age	11,592	
Age 0 - 4	796	6.87%
Age 5 - 9	846	7.30%
Age 10 - 14	883	7.62%
Age 15 - 17	518	4.47%
Age 18 - 20	456	3.93%
Age 21 - 24	553	4.77%
Age 25 - 34	1,433	12.36%
Age 35 - 44	1,699	14.66%
Age 45 - 54	1,351	11.66%
Age 55 - 64	1,304	11.25%
Age 65 - 74	1,037	8.95%
Age 75 - 84	527	4.55%
Age 85 and over	189	1.63%
2023 Est. Median Age, Male		36.87
2023 Est. Average Age, Male		37.70
2023 Est. Female Population by Age	12,846	
Age 0 - 4	779	6.06%
Age 5 - 9	827	6.44%
Age 10 - 14	927	7.22%
Age 15 - 17	525	4.09%
Age 18 - 20	454	3.53%
Age 21 - 24	557	4.34%
Age 25 - 34	1,544	12.02%
Age 35 - 44	1,842	14.34%
Age 45 - 54	1,490	11.60%
Age 55 - 64	1,443	11.23%
Age 65 - 74	1,276	9.93%
Age 75 - 84	778	6.06%
Age 85 and over	404	3.14%
2023 Est. Median Age, Female		39.40
2023 Est. Average Age, Female		40.30

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,944	30.67%
Males, Never Married	2,968	15.32%
Females, Never Married	2,976	15.36%
Married, Spouse present	8,569	44.22%
Married, Spouse absent	1,012	5.22%
Widowed	1,238	6.39%
Males Widowed	400	2.06%
Females Widowed	838	4.32%
Divorced	2,617	13.50%
Males Divorced	1,185	6.12%
Females Divorced	1,432	7.39%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	506	3.10%
Some High School, no diploma	1,036	6.35%
High School Graduate (or GED)	5,384	33.00%
Some College, no degree	3,702	22.69%
Associate Degree	1,325	8.12%
Bachelor's Degree	3,034	18.59%
Master's Degree	1,185	7.26%
Professional School Degree	72	0.44%
Doctorate Degree	73	0.45%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	584	52.24%
High School Graduate	300	26.83%
Some College or Associate's Degree	143	12.79%
Bachelor's Degree or Higher	91	8.14%
Households		
2028 Projection	10,184	
2023 Estimate	9,682	
2020 Census	9,345	
2010 Census	8,808	
Growth 2023 - 2028		5.18%
Growth 2020 - 2023		3.61%
Growth 2010 - 2020		6.10%
2023 Est. Households by Household Type	9,682	
Family Households	7,020	72.51%
Nonfamily Households	2,662	27.49%
2023 Est. Group Quarters Population	254	
2023 Households by Ethnicity, Hispanic/Latino	628	

Community • Demographic Profile

Yukon, Oklahoma

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	9,682	
Income < \$15,000	492	5.08%
Income \$15,000 - \$24,999	586	6.05%
Income \$25,000 - \$34,999	626	6.47%
Income \$35,000 - \$49,999	1,384	14.30%
Income \$50,000 - \$74,999	1,449	14.97%
Income \$75,000 - \$99,999	1,707	17.63%
Income \$100,000 - \$124,999	1,449	14.97%
Income \$125,000 - \$149,999	728	7.52%
Income \$150,000 - \$199,999	624	6.45%
Income \$200,000 - \$249,999	270	2.79%
Income \$250,000 - \$499,999	269	2.78%
Income \$500,000+	98	1.01%
2023 Est. Average Household Income		\$94,246
2023 Est. Median Household Income		\$79,566
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$79,071
Black or African American Alone		\$66,771
American Indian and Alaska Native Alone		\$77,823
Asian Alone		\$72,603
Native Hawaiian and Other Pacific Islander Alone		\$117,013
Some Other Race Alone		\$54,333
Two or More Races		\$93,374
Hispanic or Latino		\$53,795
Not Hispanic or Latino		\$80,995
2023 Est. Family HH Type by Presence of Own Child.	7,020	
Married-Couple Family, own children	2,362	33.65%
Married-Couple Family, no own children	3,091	44.03%
Male Householder, own children	275	3.92%
Male Householder, no own children	156	2.22%
Female Householder, own children	681	9.70%
Female Householder, no own children	455	6.48%
2023 Est. Households by Household Size	9,682	
1-person	2,414	24.93%
2-person	3,496	36.11%
3-person	1,636	16.90%
4-person	1,016	10.49%
5-person	709	7.32%
6-person	254	2.62%
7-or-more-person	157	1.62%
2023 Est. Average Household Size		2.50
2023 Est. Households by Presence of People Under 18	9,682	
Households with 1 or More People under Age 18:	3,652	37.72%
Married-Couple Family	2,517	68.92%
Other Family, Male Householder	308	8.43%
Other Family, Female Householder	799	21.88%
Nonfamily, Male Householder	20	0.55%
Nonfamily, Female Householder	8	0.22%

DESCRIPTION	DATA	%
Households with No People under Age 18:	6,030	
Married-Couple Family	2,930	48.59%
Other Family, Male Householder	126	2.09%
Other Family, Female Householder	342	5.67%
Nonfamily, Male Householder	1,064	17.64%
Nonfamily, Female Householder	1,568	26.00%
2023 Est. Households by Number of Vehicles	9,682	
No Vehicles	339	3.50%
1 Vehicle	2,832	29.25%
2 Vehicles	4,276	44.16%
3 Vehicles	1,722	17.79%
4 Vehicles	367	3.79%
5 or more Vehicles	146	1.51%
2023 Est. Average Number of Vehicles		2.0
Family Households		
2028 Projection	7,384	
2023 Estimate	7,020	
2010 Census	6,357	
Growth 2023 - 2028		5.18%
Growth 2010 - 2023		10.43%
2023 Est. Families by Poverty Status	7,020	
2023 Families at or Above Poverty	6,458	91.99%
2023 Families at or Above Poverty with Children	2,591	36.91%
2023 Families Below Poverty	562	8.01%
2023 Families Below Poverty with Children	484	6.89%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	12,718	66.80%
Civilian Labor Force, Unemployed	530	2.78%
Armed Forces	31	0.16%
Not in Labor Force	5,760	30.25%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	12,505	
For-Profit Private Workers	8,853	70.80%
Non-Profit Private Workers	809	6.47%
Local Government Workers	614	4.91%
State Government Workers	574	4.59%
Federal Government Workers	503	4.02%
Self-Employed Workers	1,149	9.19%
Unpaid Family Workers	3	0.02%



Community • Demographic Profile

Yukon, Oklahoma

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	12,505	
Architect/Engineer	231	1.85%
Arts/Entertainment/Sports	190	1.52%
Building Grounds Maintenance	794	6.35%
Business/Financial Operations	561	4.49%
Community/Social Services	156	1.25%
Computer/Mathematical	404	3.23%
Construction/Extraction	566	4.53%
Education/Training/Library	779	6.23%
Farming/Fishing/Forestry	9	0.07%
Food Prep/Serving	633	5.06%
Health Practitioner/Technician	655	5.24%
Healthcare Support	271	2.17%
Maintenance Repair	322	2.58%
Legal	132	1.06%
Life/Physical/Social Science	78	0.62%
Management	1,170	9.36%
Office/Admin. Support	1,706	13.64%
Production	619	4.95%
Protective Services	118	0.94%
Sales/Related	1,548	12.38%
Personal Care/Service	354	2.83%
Transportation/Moving	1,209	9.67%
2023 Est. Pop 16+ by Occupation Classification	12,505	
White Collar	7,610	60.86%
Blue Collar	2,716	21.72%
Service and Farm	2,179	17.42%
2023 Est. Workers Age 16+ by Transp. to Work	12,328	
Drove Alone	10,735	87.08%
Car Pooled	789	6.40%
Public Transportation	42	0.34%
Walked	142	1.15%
Bicycle	25	0.20%
Other Means	134	1.09%
Worked at Home	461	3.74%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,068	
15 - 29 Minutes	5,206	
30 - 44 Minutes	2,688	
45 - 59 Minutes	549	
60 or more Minutes	352	
2023 Est. Avg Travel Time to Work in Minutes		24
2023 Est. Occupied Housing Units by Tenure	9,682	
Owner Occupied	6,988	72.17%
Renter Occupied	2,694	27.82%
2023 Owner Occ. HUs: Avg. Length of Residence		16.00 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.20 [†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	6,988	
Value Less than \$20,000	182	2.60%
Value \$20,000 - \$39,999	80	1.14%
Value \$40,000 - \$59,999	52	0.74%
Value \$60,000 - \$79,999	115	1.65%
Value \$80,000 - \$99,999	174	2.49%
Value \$100,000 - \$149,999	1,743	24.94%
Value \$150,000 - \$199,999	1,880	26.90%
Value \$200,000 - \$299,999	1,315	18.82%
Value \$300,000 - \$399,999	788	11.28%
Value \$400,000 - \$499,999	408	5.84%
Value \$500,000 - \$749,999	207	2.96%
Value \$750,000 - \$999,999	23	0.33%
Value \$1,000,000 or \$1,499,999	4	0.06%
Value \$1,500,000 or \$1,999,999	1	0.01%
Value \$2,000,000+	16	0.23%
2023 Est. Median All Owner-Occupied Housing Value		\$179,129
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	8,790	86.07%
1 Unit Attached	89	0.87%
2 Units	34	0.33%
3 or 4 Units	155	1.52%
5 to 19 Units	461	4.51%
20 to 49 Units	104	1.02%
50 or More Units	306	3.00%
Mobile Home or Trailer	270	2.64%
Boat, RV, Van, etc.	4	0.04%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	862	8.44%
Housing Units Built 2010 to 2014	306	3.00%
Housing Units Built 2000 to 2009	964	9.44%
Housing Units Built 1990 to 1999	1,070	10.48%
Housing Units Built 1980 to 1989	2,025	19.83%
Housing Units Built 1970 to 1979	2,957	28.95%
Housing Units Built 1960 to 1969	1,090	10.67%
Housing Units Built 1950 to 1959	375	3.67%
Housing Units Built 1940 to 1949	272	2.66%
Housing Unit Built 1939 or Earlier	292	2.86%
2023 Est. Median Year Structure Built		1980

[†] Years



About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.





The**RetailCoach**.®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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