Community Profile

Belle Isle Station
1700 Belle Isle Blvd, Oklahoma City, Oklahoma, 73118
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	8,049	81,743	187,028
2020 Total Population	8,209	82,327	192,143
2020 Group Quarters	157	2,035	6,011
2026 Total Population	8,493	84,833	201,594
2026 Group Quarters	155	2,039	6,030
2031 Total Population	8,663	86,752	207,029
2026-2031 Annual Rate	0.40%	0.45%	0.53%
2026 Total Daytime Population	21,805	140,933	335,553
Workers	18,475	103,871	243,631
Residents	3,330	37,062	91,922

Household Summary			
2010 Total Households	4,115	36,951	80,890
2010 Average Household Size	1.95	2.16	2.22
2020 Total Households	4,229	37,866	85,114
2020 Average Household Size	1.90	2.12	2.19
2026 Total Households	4,378	39,526	90,115
2026 Average Household Size	1.90	2.09	2.17
2031 Total Households	4,488	40,606	92,896
2031 Average Household Size	1.90	2.09	2.16
2026-2031 Annual Rate	0.50%	0.54%	0.61%
2026 Families	1,883	18,676	43,654
2026 Average Family Size	2.76	2.98	3.08
2031 Families	1,909	19,019	44,539
2031 Average Family Size	2.75	2.98	3.08
2026-2031 Growth Rate	0.27%	0.36%	0.40%

Median Household Income			
2026	$75,461	$68,122	$64,221
2031	$80,921	$75,695	$71,219

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$62,628	$53,885	$43,583
2031	$68,402	$59,247	$48,191

2026 Households by Income			
Household Income Base	4,379	39,527	90,114
<$10,000	8.2%	7.3%	8.3%
$10,000-14,999	1.8%	3.8%	4.3%
$15,000-19,999	1.6%	2.6%	2.8%
$20,000-24,999	3.4%	3.5%	3.8%
$25,000-29,999	2.2%	2.8%	3.0%
$30,000-34,999	3.7%	3.9%	3.9%
$35,000-39,999	3.4%	3.9%	4.0%
$40,000-44,999	4.2%	4.6%	4.6%
$45,000-49,999	3.2%	3.7%	3.8%
$50,000-59,999	7.6%	7.4%	8.0%
$60,000-74,999	10.3%	11.0%	11.1%
$75000-99999	15.0%	12.8%	13.3%
$100,000-124,999	10.7%	9.0%	8.8%
$125,000-149,999	4.0%	5.0%	5.7%
$150000-199999	7.2%	6.6%	6.5%
$200,000-249,999	2.6%	2.6%	2.0%
$250,000-299,999	2.0%	1.9%	1.3%
$300,000-399,999	1.6%	1.4%	1.0%
$400,000-499,999	2.0%	2.2%	1.3%
$500,000+	5.3%	4.1%	2.6%
Average Household Income	$122,669	$115,215	$97,112

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	78	83	94
Percent of Income for Mortgage	27.5%	25.6%	22.3%
Wealth Index	98	86	68

Median Home Value			
2026	$353,392	$297,014	$243,254
2031	$388,274	$354,537	$304,045

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	2,223	19,282	41,407
<$50,000	0.3%	2.1%	3.3%
$50,000 - $99,999	0.7%	4.7%	6.5%
$100,000 - $149,999	5.0%	7.1%	10.9%
$150,000 - $199,999	10.4%	11.7%	17.1%
$200,000 - $249,999	12.7%	12.7%	14.2%
$250,000 - $299,999	11.3%	12.5%	11.8%
$300,000 - $399,999	17.9%	18.2%	14.2%
$400,000 - $499,999	9.7%	8.3%	6.1%
$500,000 - $749,999	18.1%	12.3%	9.5%
$750,000 - $999,999	10.2%	4.6%	2.9%
$1,000,000 - $1,499,999	1.8%	2.9%	1.9%
$1,500,000 - $1,999,999	0.6%	1.7%	0.9%
$2,000,000 +	1.2%	1.4%	0.8%
Average Home Value	$454,504	$410,436	$331,925

Housing Unit Summary			
2010 Total Housing Units	4,501	42,204	92,894
Owner Occupied Housing Units	57.9%	55.2%	53.3%
Renter Occupied Housing Units	42.1%	44.8%	46.7%
Vacant Housing Units	8.6%	12.4%	12.9%
2020 Housing Units	4,713	42,960	97,285
Owner Occupied Housing Units	52.8%	50.6%	47.9%
Renter Occupied Housing Units	47.3%	49.4%	52.1%
Vacant Housing Units	10.4%	11.8%	12.4%
2026 Housing Units	4,920	45,260	103,797
Owner Occupied Housing Units	50.8%	48.8%	46.0%
Renter Occupied Housing Units	49.3%	51.2%	54.0%
Vacant Housing Units	11.0%	12.7%	13.2%
2031 Total Housing Units	5,040	46,284	106,712
Owner Occupied Housing Units	50.0%	48.1%	45.4%
Renter Occupied Housing Units	50.0%	51.9%	54.6%
Vacant Housing Units	10.9%	12.3%	12.9%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	4,169	41,952	100,542
Females	4,324	42,881	101,052

Median Age			
2010	36.7	35.1	34.8
2020	38.4	35.7	35.3
2026	39.8	36.9	36.6
2031	41.6	38.1	37.9

2026 Population by Age			
Total	8,493	84,833	201,594
0 - 4	4.8%	5.4%	5.7%
5 - 9	4.7%	5.4%	5.7%
10 - 14	4.3%	4.8%	5.3%
15 - 24	9.8%	12.4%	12.9%
25 - 34	18.2%	18.8%	17.8%
35 - 44	15.9%	15.3%	15.2%
45 - 54	11.2%	11.3%	11.5%
55 - 64	10.6%	10.3%	10.2%
65 - 74	11.9%	9.9%	9.6%
75 - 84	6.9%	5.4%	5.1%
85 +	2.3%	1.7%	1.7%
18 +	83.9%	81.5%	80.1%

2026 Population 15+ by Marital Status			
Total	7,319	71,540	167,868
Never Married	36.2%	41.1%	41.0%
Married	45.9%	42.3%	40.5%
Widowed	6.2%	4.4%	5.3%
Divorced	11.7%	12.3%	13.2%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	6,487	60,984	141,837
Less than 9th Grade	2.4%	2.9%	3.8%
9th - 12th Grade, No Diploma	1.5%	3.5%	5.3%
High School Graduate	14.9%	14.7%	19.1%
GED/Alternative Credential	2.0%	3.5%	4.2%
Some College, No Degree	17.0%	19.7%	19.4%
Associate Degree	7.1%	7.4%	7.8%
Bachelor's Degree	30.8%	28.6%	24.7%
Graduate/Professional Degree	24.3%	19.8%	15.9%

2020 Population by Race/Ethnicity			
Total	8,209	82,327	192,143
White Alone	64.9%	56.3%	49.2%
Black Alone	8.4%	16.3%	21.0%
American Indian Alone	2.9%	2.9%	3.0%
Asian Alone	7.2%	4.9%	3.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.5%	7.1%	10.1%
Two or More Races	4.5%	7.1%	10.1%
Hispanic Origin	11.5%	15.0%	19.2%
Diversity Index	64.1	72.7	78.3

2026 Population by Race/Ethnicity			
Total	8,494	84,833	201,595
White Alone	62.7%	54.0%	47.1%
Black Alone	8.4%	16.3%	20.9%
American Indian Alone	3.2%	3.1%	3.2%
Asian Alone	7.1%	4.9%	3.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.3%	8.0%	11.2%
Two or More Races	13.2%	13.6%	13.6%
Hispanic Origin	13.3%	16.7%	21.0%
Diversity Index	67.2	75.0	80.0

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	5,389	49,642	113,384
White Collar	76.2%	70.8%	64.7%
Management/Business/Financial	24.0%	20.2%	17.6%
Professional	29.7%	29.6%	26.4%
Sales	7.8%	8.8%	8.1%
Administrative Support	14.7%	12.1%	12.5%
Services	11.6%	14.4%	17.1%

2026 Employed Pop 16+ by Occupation			
Total	5,389	49,642	113,384
Blue Collar	12.3%	14.9%	18.2%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	1.9%	3.8%	5.3%
Installation/Maintenance/Repair	2.3%	2.7%	3.1%
Production	3.3%	3.9%	4.1%
Transportation/Material Moving	4.7%	4.3%	5.5%
White Collar	76.2%	70.8%	64.7%
Management/Business/Financial	24.0%	20.2%	17.6%
Professional	29.7%	29.6%	26.4%
Sales	7.8%	8.8%	8.1%
Administrative Support	14.7%	12.1%	12.5%
Services	11.6%	14.4%	17.1%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,389	49,642	113,384
Population 16+ Employed	97.3%	96.8%	96.1%
Population 16+ Unemployment rate	2.7%	3.2%	3.9%
Population 16-24 Employed	9.5%	12.3%	13.5%
Population 16-24 Unemployment rate	8.9%	6.5%	7.1%
Population 25-54 Employed	60.0%	62.3%	61.5%
Population 25-54 Unemployment rate	2.2%	2.9%	3.6%
Population 55-64 Employed	13%	13%	13%
Population 55-64 Unemployment rate	2.7%	3.1%	3.8%
Population 65+ Employed	15%	9%	8%
Population 65+ Unemployment rate	0.4%	0.8%	1.0%

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	5,243	48,048	108,975
Agriculture/Mining	4.3%	2.0%	1.9%
Construction	4.7%	5.8%	7.4%
Manufacturing	7.4%	6.5%	6.3%
Wholesale Trade	2.9%	1.9%	1.7%
Retail Trade	5.7%	9.7%	10.7%
Transportation/Utilities	7.3%	5.5%	5.8%
Information	2%	2%	2%
Finance/Insurance/Real Estate	6.7%	6.0%	6.0%
Services	52.8%	53.7%	52.4%
Public Administration	5.9%	6.5%	6.1%

2026 Consumer Spending			
Apparel & Services: Total $	$11,672,887	$98,133,335	$189,700,176
Average Spent	$2,666.26	$2,482.75	$2,105.09
Spending Potential Index	104	97	82
Education: Total $	$8,958,864	$76,425,422	$144,935,680
Average Spent	$2,046.34	$1,933.55	$1,608.34
Spending Potential Index	102	96	80
Entertainment/Recreation: Total $	$18,820,503	$161,686,160	$311,334,752
Average Spent	$4,298.88	$4,090.63	$3,454.86
Spending Potential Index	100	95	80
Food at Home: Total $	$36,007,784	$305,320,248	$592,438,719
Average Spent	$8,224.71	$7,724.54	$6,574.25
Spending Potential Index	104	98	83
Food Away from Home: Total $	$20,088,560	$169,192,118	$326,663,012
Average Spent	$4,588.52	$4,280.53	$3,624.96
Spending Potential Index	103	96	81
Health Care: Total $	$34,703,415	$299,889,513	$581,612,840
Average Spent	$7,926.77	$7,587.15	$6,454.12
Spending Potential Index	99	95	80
HH Furnishings & Equipment: Total $	$12,505,113	$106,276,546	$204,263,128
Average Spent	$2,856.35	$2,688.78	$2,266.69
Spending Potential Index	100	95	80
Personal Care Products & Services: Total $	$5,188,870	$43,358,128	$83,173,882
Average Spent	$1,185.21	$1,096.95	$922.97
Spending Potential Index	104	96	81

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$125,280,464	$1,040,458,676	$1,993,625,805
Average Spent	$28,615.91	$26,323.40	$22,123.13
Spending Potential Index	104	95	80
Support Payments/Gifts in Kind: Total $	$13,265,567	$111,324,147	$211,446,387
Average Spent	$3,030.05	$2,816.48	$2,346.41
Spending Potential Index	99	92	77
Travel: Total $	$15,280,047	$129,497,536	$245,724,071
Average Spent	$3,490.19	$3,276.26	$2,726.78
Spending Potential Index	95	90	75
Vehicle Maintenance & Repairs: Total $	$5,605,681	$47,585,724	$91,959,616
Average Spent	$1,280.42	$1,203.91	$1,020.47
Spending Potential Index	103	97	82

Top Tapestry Segment

1 mile

Metro Fusion (C3):

This segment is characterized by mobile households in densely populated urban areas.

Learn more about this segment...

3 miles

Emerging Hub (D1):

This segment is characterized by young, high-earning, mobile urban professionals.

Learn more about this segment...

5 miles

Middle Ground (K2):

This segment is characterized by affordable Midwestern and Southern suburbs with a strong labor force.

Learn more about this segment...

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.

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.

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.

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: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.