

Housing Demand Analysis

BASE PROJECTION OF POTENTIAL

DOWNTOWN RENTAL HOUSING DEMAND

	Analysis Year			Notes
	2005	2010	2015	
Total population	1,128,728	1,171,728	1,211,329	From OK Dept. of Commerce
Population per household	2.47	2.47	2.47	From Census / Claritas / ACOG
Total households	456,975	474,384	490,417	
Renter share	34.4%	34.4%	34.4%	From Claritas
Total Households	157,199	163,188	168,703	
Likely to move / live Downtown	16%	16%	16%	From survey (adjusted)
Potential households	25,152	26,110	26,993	
% affording	30%	30%	30%	CDS Spillette estimate
Net demand	7,546	7,833	8,098	

BASE PROJECTION OF POTENTIAL

DOWNTOWN FOR-SALE HOUSING DEMAND

	Analysis Year			Notes
	2005	2010	2015	
Total population	1,128,728	1,171,728	1,211,329	From OK Dept. of Commerce
Population per household	2.47	2.47	2.47	From Census / Claritas / ACOG
Total households	456,975	474,384	490,417	
Owner share	65.6%	65.6%	65.6%	From Claritas
Total Households	299,776	311,196	321,713	
Likely to move / live Downtown	5%	5%	5%	From survey (adjusted)
Potential households	14,989	15,560	16,086	
% affording	30%	30%	30%	CDS Spillette estimate
Net demand	4,497	4,668	4,826	

Source: Oklahoma Department of Commerce; US Census 2000; Claritas, Inc.; and CDS Market Research | Spillette Consulting