

Mosaic Household Summary Chart Report



Geography: Owasso (Place)

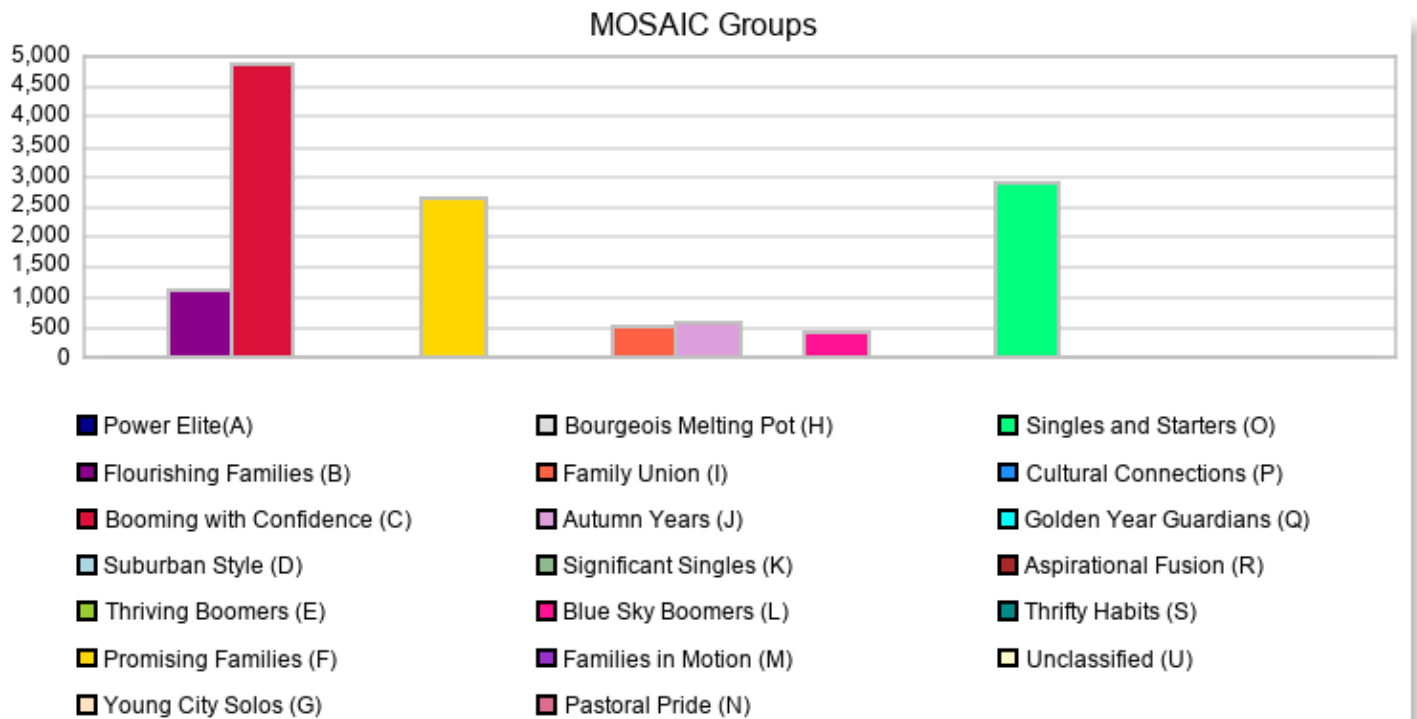
Date: April 29, 2022

Current Year Estimate

Demographic Overview

Total Population	34,728	Median Income	\$77,097
% Male Population	48.7%	Per Capita Income	\$36,623
% Female Population	51.3%	Average Household Income	\$97,008
Median Age	34.6	Employees	10,651
Population Density	2,140.5	Establishments*	1,230
Total Households	13,086	Owner Occupied Housing Units	69.7%
Average Household Size	2.7	Renter Occupied Housing Units	30.3%
Household Growth from 2000 to 2010	85.5%	Occupied Housing Units	95.2%
		Vacant Housing Units	4.9%

Current Year Mosaic Groups



The **Dominant MOSAIC Group** for this geography is Group **Group C Booming with Confidence**. The number of Households from this Group is **4,870**, which is approximately **37%** of the Total Households.

Sorted By Current Year Mosaic Groups

	Households	Percent Households
Group C-Booming with Confidence	4,870	37.2%
Group O-Singles and Starters	2,912	22.3%
Group F-Promising Families	2,656	20.3%
Group B-Flourishing Families	1,125	8.6%
Group J-Autumn Years	581	4.4%
Group I-Family Union	517	4.0%
Group L-Blue Sky Boomers	424	3.2%

Group U-Unclassified	0	0.0%
Group S-Thrifty Habits	0	0.0%
Group R-Aspirational Fusion	0	0.0%
Group Q-Golden Year Guardians	0	0.0%
Group P-Cultural Connections	0	0.0%
Group N-Pastoral Pride	0	0.0%
Group M-Families in Motion	0	0.0%
Group K-Significant Singles	0	0.0%
Group H-Bourgeois Melting Pot	0	0.0%
Group G-Young City Solos	0	0.0%
Group E-Thriving Boomers	0	0.0%
Group D-Suburban Style	0	0.0%
Group A-Power Elite	0	0.0%

*Establishment counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).

Copyright 2021 Dun and Bradstreet, Inc. All rights reserved
© 2017 Easy Analytic Software, Inc. (EASI®) All Rights Reserved, Alteryx, Inc.
© 2021 Experian Information Solutions, Inc. • All rights reserved, Alteryx, Inc.
© 2021 Experian Marketing Solutions, Inc. • All rights reserved
Â© 2021 Alteryx, Inc. All Rights Reserved