Main Category	Item	Measure	Description	Source	Link	Source Notes
People	Population Trends	Population	Count of all persons living in geographical area	U.S. Census, Population Estimates	www.census.gov/programs-surveys/popest/data/tables.html	
People	Age Groups	Population Ages 20 to 44 Years	Count of all persons who were aged 20 to 44 years	U.S. Census, American Community Survey 5-Year Averages	data.census.gov	Note: The U.S. Census published only 5-year estimates for ACS data in 2020 due to the pandemic. These are "period" estimates that represent data collected over a period of time. These are compared to 5-Year estimates for 2021.
People	Diversity Index	Diversity Index	Represents the likelihood that two persons, chosen at random from the same area, belong to different races or ethnic groups. The Diversity Index ranges from 0 (no diversity) to 100 (complete diversity), where an area's index tends toward 100 when the population is more evenly divided across race and ethnic groups.	ESRI	Proprietary access	
Income	Median Household Income	Median Household Income	Mathematical median calculation of income by members of a household received on a regular basis from wages, salary, commissions, bonuses, self-employment, dividends, Social Security, retirement, etc.	U.S. Census, American Community Survey 5-Year Averages	data.census.gov	
Income	Living Wage	MIT Living Wage (Hourly)	Developed by Amy Glasmeier of the Massachusetts Institute of Technology, the Living Wage is an estimated local wage rate that a full-time worker requires to cover the costs of their family's basic needs - minimum standards of living - where they reside. A family of 4: two adults, two children, with both adults working.	Living Wage Calculator, MIT (livingwage.mit.edu)	livingwage.mit.edu/	
Income	Poverty Rate	Population Below Poverty Level (%)	The Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is in poverty. If the total income for a family or unrelated individual falls below the relevant poverty threshold, then the family (and every individual in it) or unrelated individual is considered in poverty. Shown here as a percentage of the total population.	U.S. Census, American Community Survey 5-Year Averages	data.census.gov	
Livability	Cost of Living Index	Cost of Living Index (COLI)	Area Vibes sources C2ER Cost of Living Index and models upon that data.	AreaVibes, Modeled on C2ER	www.areavibes.com	
Livability	Housing Costs	Median Sale Price of Homes	The median price at which homes were sold, mm/yy to mm/yy comparison	Zillow	www.zillow.com/research/data/	
Livability	Housing Costs	Median Sale Price of Homes	The median price at which homes were sold.	RedFin (San Angelo)	www.redfin.com/city/16534/TX/San-Angelo/housing-market	Note: Data for San Angelo was not available from Zillow for comparison. Redfin data was used for San Angelo in this measure.
Livability	Housing Availability	For Sale Home Inventory (12-Month Average)	The count of unique listings that were active at any time in a given month.	Zillow	www.zillow.com/research/data/	
Livability	Rental Costs	Rent Index (12-Month Average)	Observed Rent Index is a measure of the typical, observed market rate rent and is weighted to the rental housing stock to ensure representativeness across the entire market, not just those homes currently listed for rent. The index computes the mean of listed rents that fall into the 40th to 60th percentile range for all homes and apartments in a given region, which is once again weighted to reflect the rental housing stock.	Zillow	www.zillow.com/research/data/	
Livability	Crime Rate	Violent Crime Rate per 100,000	Rate includes violent offenses reported to city law enforcement department using the FBI Uniform Crime Reporting Program standards per 100,000 residents in the city. Crimes include murder, rape, robbery and aggravated assault.	FBI Uniform Crime Reports, Texas Department of Public Safety	cde.ucr.cjis.gov; www.dps.texas.gov/section/crime-records/crime-texas	
Livability	Crime Rate	Property Crime Rate per 100,000	Rate includes property (non-violent) offenses reported to city law enforcement department using the FBI Uniform Crime Reporting Program standards per 100,000 residents in the city. Crimes include burglary, larceny-theft, and auto theft.	FBI Uniform Crime Reports, Texas Department of Public Safety	cde.ucr.cjis.gov; www.dps.texas.gov/section/crime-records/crime-texas	
Livability	Walkability/Bikability	Average Walk Score for City	Walk Score is a number between 0 and 100 that measures the walkability of any address. Walk Score for a city or neighborhood is an average for that area. The highest city score is San Francisco at 89.	Walkscore.com	Walkscore.com	
Livability	Walkability/Bikability	Average Bike Score for City	Bike Score service measures whether a location is good for biking on a scale from 0 - 100. An average is calculated for the city or neighborhood level. The highest city score is Minneapolis at 83.	Walkscore.com	Walkscore.com	
Livability	Walkability/Bikability	Downtown Walk Score for City	Neighborhood Walk Score is an average for that small area as a collection of address scores. An example of a perfect 100 score is Chinatown in San Francisco.	Walkscore.com	Walkscore.com	
Livability	Air Quality	Air Quality (Attainment or Nonattainment)	If the air quality in a geographic area meets or is cleaner than the national standard determined by the EPA, it is called an attainment area while areas that don't meet the national standard are called nonattainment areas.	U.S. Environmental Protection Agency Green Book	https://www.epa.gov/green-book	
Education	Educational Attainment	Population 25 Years or Older with Associate Degree or Higher (%)	Population 25 years or older who have completed 2 or more years of college obtaining a degree of Associate, Bachelor's, or graduate degree.	U.S. Census, American Community Survey 5-Year Averages	data.census.gov	
Education	High School Graduation Rate (4-year cohort)	Graduation Rate (4-Year Cohort)**	The percentage of students that graduate high school and obtain a diploma within four years.	Texas Education Agency, Oklahoma State Dept. of Education	tea.texas.gov/reports-and-data, oklaschools.com	Graduation rate reflects the Tulsa ISD only, not the county level due to the absence of 2020 data for the remaining school districts in the county.
Education	Secondary School Test Scores (SAT)	Average SAT Score ***	The SAT is a standardized test that is an accepted measure of students' knowledge of math, reading, and writing, as well as their college readiness.	Texas Education Agency	tea.texas.gov/reports-and-data/school-performance/accountability-research/ap/ib-and-sat/act	SAT Scores for Tulsa Schools are not available. Texas participation in SAT is strong, while ACT participation is very low. Oklahoma has high ACT participation and very low or non-reporting SAT scores on the local level.
Education	Technical Education	Fall Enrollment at Public Community or Technical College (2-Yr)	Fall enrollment at nearby 2-year public community or technical colleges	www.txhighereddata.org, Tulsa Community College	www.txhighereddata.org; www.tulsacc.edu/about-us/institutional-research	
Infrastructure	Broadband (access)	Households with Fixed Broadband Access at 250 Mbps +	The percent of households with access to fixed broadband internet service at or above 250 Megabits per second (Mbps)	Broadband Map (Dec 2022 data)	broadbandmap.fcc.gov/area-summary/	
Infrastructure	Broadband (access)	Households with Fixed Broadband Access at 1,000 Mbps (1 Gig) +	The percent of households with access to fixed broadband internet service at or above 1,000 Megabits per second (Mbps) or 1 Gig	Broadband Map (Dec 2022 data)	broadbandmap.fcc.gov/area-summary/	
Infrastructure	Broadband (speed)	Average Speed (Mbps)	The average recorded speed of downloads captured through Ookla and M-Labs hosted speed tests.	Ookla & M-Lab download speeds (Mbps)	https://nbam.ntia.gov/pages/bbusacomm-reports-202106	
Infrastructure	Electric	Electricity Rate (Cents per kWh)	Average price of electricity reported per prominent provider	EIA Sales to Ultimate Customers	www.eia.gov/electricity/sales_revenue_price/	
Infrastructure	Roadways/Congestion	Annual delay per Commuter ****	Excess travel time per commuter	Texas A&M Transportation Institute	https://mobility.tamu.edu/umr/	
Infrastructure	Airport	Major International Airport Enplanements	Number of passengers boarding planes at specified airport.	Bureau of Transportation Statistics	https://www.faa.gov/airports/planning_capacity/passenger_allcargo_stats	
Infrastructure	Airport	Regional Airport Enplanements	Number of passengers boarding planes at specified airport.	Bureau of Transportation Statistics	https://www.faa.gov/airports/planning_capacity/passenger_allcargo_stats	
Tourism	Direct Visitor Spending	Total Direct Travel Spending (Millions)	Purchases by travelers during a trip, including lodging taxes and other applicable local and state taxes paid by the traveler at the point of sale.	Travelstats.com, Dean Runjan Associates	travelstats.com	
Labor Force	Labor Force (Residents)	Labor Force (12-Month Average)	Resident population 16 years and older employed or actively looking for work.	Bureau of Labor Statistics	www.bls.org	
Labor Force	Employment (Residents)	Employment (12-Month Average)	Resident population 16 years and older employed regardless of where the job is located.	Bureau of Labor Statistics	www.bls.org	
Labor Force	Unemployment (Residents)	Unemployment (12-Month Average)	Resident population 16 years and older not employed and actively searching for work.	Bureau of Labor Statistics	www.bls.org	
Labor Force	Labor Draw Area	Labor Force within 30-Minute Drive Time	Resident population 16 years or older within a 30-minute drive of city center.	ESRI	Proprietary access	
Labor Force	Labor Draw Area	Population within 30-Minute Drive Time	Population within a 30-minute drive of city center.	ESRI	Proprietary access	
Labor Force	Commuting	Net Commuting Exchange	Number of workers (negative or positive) from the exchange of in-commuters and out-commuters from county. One primary job per worker is counted.	U.S. Census, Longitudinal Employer-Household Dynamics (LEHD)	onthemap.ces.census.gov	
Labor Force	Commuting	Inbound Commuting	People who work in the county but live outside the county. One primary job per worker is counted.	U.S. Census, Longitudinal Employer-Household Dynamics (LEHD)	onthemap.ces.census.gov	
Labor Force	Commuting	Outbound Commuting	County residents who work outside the county. One primary job per worker is counted.	U.S. Census, Longitudinal Employer-Household Dynamics (LEHD)	onthemap.ces.census.gov	
Labor Force	Work from home	Worked from home	Percent of residents that reported that they work from home.	U.S. Census, American Community Survey 5-Year Averages	data.census.gov	
Labor Force	Labor Force Participation	Labor Force Participation Rate (% Population 16 Years and Older)	Resident population 16 years or older that is employed or actively looking for work.	U.S. Census, American Community Survey 5-Year Averages	data.census.gov	
Labor Force	Labor Force Participation	Labor Force Participation Rate (% Population 20 to 64 Years)	Resident population 20 to 64 years that is employed or actively looking for work.	U.S. Census, American Community Survey 5-Year Averages	data.census.gov	
Military & Veterans	Military installations	Military Installation Name	Nearest major military installation	Texas Comptroller, Economic Impact Reports	comptroller.texas.gov/economy/economic-data/military	
Military & Veterans	Military installations	Total Direct Employment at Military Installations	Employment of active military, civilian contractors, and Dept. of Defense workers.	Texas Comptroller, Economic Impact Reports	comptroller.texas.gov/economy/economic-data/military	
Military & Veterans	Veteran Population	Veteran Population 18 Years and Older (%)	Percent of total population that reported veteran status.	U.S. Census, American Community Survey 5-Year Averages	data.census.gov	
Businesses & Jobs	Jobs (Workplace-Based)	Jobs (4Q Average)	Number of people employed in geography regardless of where they live.	JobsEQ	Proprietary access	
Businesses & Jobs	Tech Jobs (Workplace-Based)	Tech Job	Number of tech jobs as defined by CompTIA (SOC codes 11-3021, 15-1211, 15-1212, 15-1221, 15-1231, 15-1232, 15-1241, 15-1242, 15-1243, 15-1244, 15-1251, 15-1252, 15-1253, 15-1254, 15-1255, 15-1299, 15-2051, 17-2061, 49-2011)	JobsEQ	Proprietary access	
Businesses & Jobs	Talent Availability	Candidates per Job Opening	Number of resumes on file at state employment organization per active job posting on the same state-sponsored employment site.	Work in Texas, OK Job Match	texaslmi.com/EconomicProfiles/MSAProfiles, okjobmatch.com	
Businesses & Jobs	Job Postings	Online Job Ads	Number of online job postings observed in area for past 30 days.	JobsEQ	Proprietary access	
Businesses & Jobs	Job Postings	Ads per Jobs	Number of online job postings observed per total employment.	JobsEQ	Proprietary access	
Businesses & Jobs	Establishments	Establishments (Covered Establishments)	Number of covered establishments or places of business. Covered establishments have employers that pay into state unemployment insurance.	JobsEQ (Covered Establishments reported by BLS)	Proprietary access	
Businesses & Jobs	New Establishments	New establishments (last 12 months)	Number of new establishments that were begun in past 12-months.	U.S. Census, Business Dynamics	data.census.gov	
Businesses & Jobs	Self-Employment	Self-Employed	Percent of residents that reported self-employment.	U.S. Census, American Community Survey 5-Year Averages	data.census.gov	
Businesses & Jobs	Exports	Exports (billions)	Value of products from area that were exported to another country for sale.	International Trad Administration, Metropolitan Exports	www.trade.gov/ita-metropolitan-export-series	
Businesses & Jobs	GDP/GRP	GDP (billions)	GDP (sometimes referred to as GRP for regions smaller than the national level) measures the final market value of all goods and services produced in the region.	JobsEQ	Proprietary access	
Businesses & Jobs	Average Wage	Annual Average Wages per Worker	The mathematical average of wages paid to workers employed in the area, regardless of where they live.	JobsEQ	Proprietary access	

* San Angelo data for 2022 was not available for comparison. Data from Redfin source was used to compare sale price trends.

** Graduation rate reflects the Tulsa ISD only, not county level due to the absence of data for the county.

*** SAT Scores for Tulsa Schools not available. Texas participation for SAT is strong, while ACT participation is very low. Oklahoma has high ACT participation and very low or non-reporting SAT scores on the local level.

**** Dallas-Ft Worth used for Grand Prairie as it was the closest available option

***** Tulsa did not have 2022 tourism data.

Peer Cities: Killeen, Lubbock, Odessa, Midland, Wichita Falls, Grand Prarie, San Angelo
Aspirational: Waco, Denton and Tulsa, OK