

TULSA'S  FUTURE
REGIONAL ECONOMIC DEVELOPMENT

METRO COMPARISON

Tulsa & Northern California

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POPULATION

	2014	2024	Difference	Percent ch.
Tulsa MSA	1,080,064	1,166,369	86,305	8.0%
San Francisco MSA	4,584,981	4,648,486	63,505	1.4
Oakland MDiv	2,716,668	2,821,667	104,999	3.9
San Francisco MDiv	1,607,954	1,570,419	(37,535)	-2.3
San Jose MSA	1,923,664	1,945,767	22,103	1.1
United States	—	—	—	6.8

Source: U.S. Bureau of the Census, [Population Estimates](#).

*Tulsa MSA population custom data to include entire economic development region encompassing Mayes and Muskogee Counties.

LABOR FORCE, EMPLOYMENT & UNEMPLOYMENT

June 2025

	Labor force	Employment	Unemployment	Unemp. Rate
Tulsa MSA	582,425	562,879	19,546	3.3%
San Francisco MSA	2,504,722	2,387,738	116,984	4.7
Oakland MDiv	1,450,798	1,377,996	72,802	5.0
San Francisco MDiv	927,455	888,908	38,547	4.2
San Jose MSA	1,060,494	1,010,760	49,734	4.7
United States	—	—	—	4.4

Source: U.S. Bureau of Labor Statistics, [Local Area Unemployment Statistics](#).

*Tulsa MSA population custom data to include entire economic development region encompassing Mayes and Muskogee Counties.

NONFARM PAYROLL JOBS & JOB GROWTH

	2023	2024	Difference	Percent ch.
Tulsa MSA	455,400	469,900	14,500	3.18%
San Francisco MSA	2,460,200	2,442,300	-17,900	-0.73
Oakland MDiv	1,183,300	1,182,800	-500	-0.04
San Francisco MDiv	1,165,300	1,147,300	-18,000	-1.54
San Jose MSA	1,154,000	1,152,200	-1,800	-0.16
United States	—	—	—	4.30

Source: U.S. Bureau of Labor Statistics, [Current Employment Statistics](#).

EDUCATIONAL ATTAINMENT

Population 25 years & older, 2023

	H.S. graduate or higher	At least some college	Bachelor's degree or higher	Graduate degree
Tulsa MSA	90.2%	62.2%	30.9%	10.5%
San Francisco MSA	89.5	74.6	53.1	23.3
Oakland MDiv	89.3	72.8	49.6	21.5
San Francisco MDiv	89.4	76.5	57.9	25.4
San Jose MSA	87.7	70.2	46.8	20.6
United States	89.8	63.9	36.2	14.3

Source: U.S. Bureau of the Census, [American Community Survey](#).

MEDIAN AGE

2023

	Years
Tulsa MSA	37.6
San Francisco MSA	40.7
Oakland MDiv	40.0
San Francisco MDiv	41.0
San Jose MSA	39.2
United States	39.2

Source: U.S. Bureau of the Census, [American Community Survey](#).

INCOME

2023

	Median household income	Median family income	Per capita income
Tulsa MSA	\$65,561	\$82,486	\$36,154
San Francisco MSA	127,792	155,564	71,496
Oakland MDiv	121,327	147,912	62,523
San Francisco MDiv	138,562	171,205	85,265
San Jose MSA	119,234	139,454	63,732
United States	77,719	96,401	43,313

Source: U.S. Bureau of the Census, [American Community Survey](#).

MEAN TRAVEL TIME TO WORK

2023

	Minutes
Tulsa MSA	22.2
San Francisco MSA	31.7
Oakland MDiv	33.6
San Francisco MDiv	29.0
San Jose MSA	30.8
United States	26.8

Source: U.S. Bureau of the Census, [American Community Survey](#).

CRIME

Total area actually reporting, 2023

	2022		2023	
	Violent crime	Property crime	Violent crime	Property crime
Tulsa MSA	5,947	31,267	5,030	24,518
San Francisco MSA	NA	NA	28,082	173,878
Oakland MDiv	NA	NA	19,431	118,228
San Francisco MDiv	NA	NA	8,012	55,650
San Jose MSA	7,641	48,428	NA	NA
U.S. Metros	1,102,990	5,642,018	1,088,219	5,611,026
United States	1,268,880	6,513,829	1,253,813	6,419,149

Source: U.S. Federal Bureau of Investigation, [Crime in the United States](#).

GROSS DOMESTIC PRODUCT

	GDP 2023 (millions)	Real growth rates		
		2016-2019	2020-2023	2016-2023
Tulsa MSA	\$ 53,909	4.3%	9.5%	8.1%
San Francisco MSA	681,890	23.4	14.3	41.5
San Jose MSA	392,455	18.5	15.6	45.6
U.S. Metros	—	8.7	12.0	19.1

Source: U.S. Bureau of Economic Analysis, [GDP by Metropolitan Area](#).

AVERAGE HOURLY EARNINGS

Total private

	2022	2023	2024	Percent change	
				2022-2023	2023-2024
Tulsa MSA	\$29.04	\$31.10	\$32.54	7.1	4.6
San Francisco MSA	44.43	44.99	46.07	1.3	2.4
Oakland MDiv	37.80	38.38	41.00	1.5	6.8
San Francisco MDiv	51.03	51.60	51.46	1.1	-0.3
San Jose MSA	49.97	52.40	54.27	4.9	3.6
United States	32.26	33.72	35.06	4.5	4.0

Source: U.S. Bureau of Labor Statistics, [Current Employment Statistics](#).

MEDIAN SALARY INDEXES FOR MAJOR OCCUPATION GROUPS

U.S.=100, May 2024

	Tulsa MSA	San Francisco MSA	San Jose MSA
All occupations	92	149	167
Management	82	143	170
Business & financial operations	89	136	154
Computer & mathematical	82	157	167
Architecture & engineering	91	135	167
Life, physical, & social science	92	160	149
Community & social service	84	126	135
Legal	73	157	200
Education, training, & library	81	124	132
Arts, design, entertainment, sports, & media	83	152	154
Healthcare practitioners & technical	95	165	192
Healthcare support	96	99	99
Protective service	93	112	110
Food preparation & serving related	81	123	128
Building & grounds cleaning & maintenance	89	124	121
Personal care & service	83	124	125
Sales & related	92	134	142
Office & administrative support	90	132	135
Farming, fishing, & forestry	98	129	120
Construction & extraction	84	135	136
Installation, maintenance, & repair	99	129	130
Production	101	114	117
Transportation & material moving	88	115	112

Source: U.S. Bureau of Labor Statistics, [Occupational Employment Statistics](#).

STATE & LOCAL TAX BURDEN

2022

	Taxes per capita						Taxes per \$1000 of personal income
	Taxes	Property	Sales & gross receipts	Individual income	Corporate income	Other	
Oklahoma	\$5,026	\$940	\$2,097	\$1,034	\$202	\$537	\$87
California	9,217	2,097	2,152	3,738	667	429	81
United States	7,104	1,947	2,368	1,802	479	403	107

Source: U.S. Bureau of the Census, [State & Local Government Finances](#).

CORPORATE INCOME TAX

	Tax year 2023
Oklahoma	4.0%
California	8.84%

Sources: Federation of Tax Administrators, [Current Tax Rates](#).

INDIVIDUAL INCOME TAX

	Maximum rate, tax year 2024
Oklahoma	4.75%
California	13.30% ¹

Sources: Federation of Tax Administrators, [Current Tax Rates](#).

UNEMPLOYMENT INSURANCE

Taxable wage bases & tax rates, January 2025

	Taxable wage base	Minimum rate	Maximum rate ²	New employer Rate ³
Oklahoma	\$28,200	0.30%	9.20%	1.50%
California	7,000	1.50	6.20	3.40

Source: U.S. Employment & Training Administration, [Significant Provisions of State Unemployment Insurance Laws](#).

Average employer contribution rates, 2024

	Average employer tax rate as a percent of taxable wages	Average employer tax rate as a percent of total wages
Oklahoma	1.28%	0.42%
California	3.14	0.35
United States	2.03	0.47

Source: U.S. Employment & Training Administration, [Average Employer Contribution Rates by State](#).

WORKERS' COMPENSATION

Employer costs per \$100 of covered wages

	2020	2021	2022	Percent change 2021-2022
Oklahoma	\$1.05	\$1.00	\$0.97	-2.90%
California	1.45	1.34	1.43	-7.20
United States	1.08	1.01	1.00	-0.60

Source: National Academy of Social Insurance, Workers' Compensation: [Benefits, Coverage, & Costs, February 2024](#).

EMPLOYMENT-BASED HEALTH INSURANCE

Average annual cost, 2022

	Single premium	Employee-plus-one premium	Family premium
Oklahoma	\$6,852	\$13,586	\$19,402
California	7,379	14,471	21,591
United States	7,322	14,463	21,158

Sources: U.S. Agency for Healthcare Research & Quality, Center for Financing, Access & Cost Trends, [2022 Medical Expenditure Panel Survey—Insurance Component 2023](#).

¹ An additional 1% tax is imposed on taxable income over \$1 million, making the maximum rate 13.3% over \$1 million.

² Rates apply only to experience rated employers and do not include applicable non UI taxes, surtaxes, penalties, or surcharges.

³ New employer rate shown is the basic rate. Higher rates may apply depending on industry classification and/or other factors in state law. Most commonly, states impose a higher rate or industry average or surcharge on new construction employers.

ELECTRIC UTILITY SERVICE

Average retail price to ultimate consumers by end-use sector (cents per kWh)

	Residential		Commercial		Industrial		All sectors	
	2023	2024	2023	2024	2023	2024	2023	2024
Oklahoma	12.08¢	12.24¢	9.34¢	8.94¢	6.26¢	5.78¢	9.3¢	9.08¢
California	29.51	31.86	23.91	25.29	18.64	21.98	24.87	27.00
United States	16.00	16.48	12.59	12.85	8.04	8.15	12.68	12.99

Source: U.S. Energy Information Administration, [Electricity Data Browser](#).

NATURAL GAS UTILITY SERVICE

Dollars per 1,000 cubic feet

	Residential price		Commercial				Industrial			
	2023	2024	Price		% of deliveries		Price		% of deliveries	
			2023	2024	2023	2024	2023	2024	2023	2024
Oklahoma	\$15.02	\$13.86	\$11.67	\$9.74	47.90%	45.80%	\$3.32	\$3.03	5.80%	5.60%
California	21.85	21.85	17.21	13.86	54.1	45.70	14.07	11.38	4.90	4.90
U.S.	15.39	14.59	11.07	10.14	65.4	64.10	4.53	3.93	13.30	13.80

Note: Natural gas price data is based on varying reported proportions of total sales in each sector and each state. Percent (%) above is the percentage of total deliveries to customer group represented by each price. Residential price estimates are based on about 100% of residential deliveries, but commercial and industrial price estimates are based on data for varying portions of total deliveries to those customers.

Source: Energy Information Administration, [Natural Gas Monthly](#).

REAL ESTATE VACANCY RATES & QUOTED LEASE RATES

Office, 2025 Q3

	Total market		Class A		Class B	
	Vacancy rate	Lease rate	Vacancy rate	Lease rate	Vacancy rate	Lease rate
Tulsa MSA	10.4%	\$18.00	15.4%	\$19.93	10.7%	\$17.23
San Francisco MSA	22.9	50.76	27.8	56.72	20.8	45.99
San Jose MSA	16.5	54.62	19.8	62.05	16.3	50.40

Industrial, 2025 Q3

	Total market		Flex		Warehouse	
	Vacancy rate	Lease rate	Vacancy rate	Lease rate	Vacancy rate	Lease rate
Tulsa MSA	3.4%	\$7.03	6.0%	\$9.05	3.5%	\$7.36
San Francisco MSA	7.6	22.64	22.8	37.93	8.7	22.39
San Jose MSA	5.5	20.67	11.5	30.40	5.2	19.73

Source: [CoStar Realty Information](#).

BUILDING COST INDEX

2024

	Commercial	Residential
Tulsa	82	85
Oakland	125	120
San Francisco	129	126
United States	100	100

Source: R.S. Means, [Square Foot Cost](#).

COST OF LIVING INDEX

2025 Q1, U.S.=100

	Composite	Grocery items [14.16%]	Housing [27.87%]	Utilities [9.3%]	Transportation [8.87%]	Health-care [4.69%]	Misc. [35.11%]
Tulsa MSA	83.1	95.9	64.7	94.8	87.2	94.4	87.1
Oakland MDiv	131.3	111.8	156.8	150.2	137.7	119.6	114.2
San Francisco MDiv	160.3	114.9	251.4	152.7	140.9	125.1	117.2
San Jose MSA	181.2	110.4	326.6	146.0	135.7	106.2	123.3

Source: The Council for Community & Economic Research, [Cost of Living Index](#).

MEDIAN APARTMENT RENTS

2025

	1 bedroom	2 bedrooms	3 bedrooms
Tulsa MSA	\$1,008	\$1,252	\$1,652
Oakland MDiv	2,398	2,922	3,739
San Francisco MDiv	3,158	3,769	4,701
San Jose MSA	3,260	3,776	4,905

Source: U.S. Department of Housing & Urban Development, [50th Percentile Rent Estimates](#).

COST OF HOUSING INDEX (CHI)

2025 Q1

	CHI: % of typical family's income needed for mortgage payment ⁴	Low-Income CHI: % of low-income* family's income needed for mortgage payment	Median sales price	Median Family Income
Tulsa MSA	28%	55%	\$264,600	90,300
San Francisco MSA	64	128	1,320,000	178,100
San Jose MSA	88	176	2,020,000	195,200
United States	35	70	402,300	104,200

Source: National Association of Home Builders, [Cost of Housing Index](#).

MEDIAN HOME PRICE

Existing single-family homes

	2025 Q1	2022	2023	2024	Percent Change	
					2022-2023	2022-2023
Tulsa MSA	\$264,600	\$242,300	\$254,300	\$266,000	4.95	4.60
San Francisco MSA	1,251,000	1,320,000	1,350,000	1,272,500	2.27	-5.74
San Jose MSA	1,750,300	1,640,000	1,797,800	1,765,000	9.62	-1.82
United States	402,300	92,800	394,100	412,500	0.33	4.64

Source: National Association of Realtors, [Metropolitan Median Home Prices & Affordability](#).

⁴ The CHI is calculated as the ratio of mortgage payment over median family income. Low-Income CHI follows the same methodology, but the denominator is 50% of the area's median income.

MEDIAN HOME PRICE, 3-BEDROOM HOMES

Seasonally adjusted, June 2025

		City ⁵	Median Value	
Tulsa MSA		Bixby	\$ 274,850	
		Owasso	273,294	
		Broken Arrow	260,735	
		Tulsa	218,253	
		Bartlesville	169,123	
		Muskogee	160,028	
San Francisco MSA	Oakland MDiv	Berkeley	\$ 1,498,570	
		Fremont	1,462,142	
		Oakland	880,918	
		Hayward	870,007	
		Concord	735,538	
		Richmond	639,943	
	San Francisco MDiv	Redwood City	\$ 1,898,037	
		San Mateo	1,782,496	
		San Francisco	1,560,341	
		San Bruno	1,396,118	
		South San Francisco	1,231,905	
		Daly City	1,167,076	
		San Jose MSA	Palo Alto	\$ 3,284,598
			Mountain View	2,168,795
Sunnyvale	1,936,831			
Santa Clara	1,783,132			
Milpitas	1,431,891			
San Jose	1,398,394			

Source: Zillow. [Zillow Home Value Index](#).

METROPOLITAN AREA DEFINITIONS

Tulsa, OK Metropolitan Statistical Area (MSA)

- Tulsa County
- Rogers County
- Wagoner County
- Creek County
- Osage County
- Okmulgee County
- Pawnee County
- Mayes County (Within region)
- Muskogee County (within region)

San Francisco-Oakland-Fremont, CA MSA

- Oakland-Fremont-Berkeley, CA Metropolitan Division (MDiv)
 - Alameda County
 - Contra Costa County
- San Francisco-San Mateo-Redwood City, CA MDiv
 - San Francisco County
 - San Mateo County
- San Rafael, CA MDiv
 - Marin County

San Jose-Sunnyvale-Santa Clara, CA MSA

- San Benito County
- Santa Clara Count

⁵ Selection represents the 6 largest reported cities in each metro