

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Quine & Associates, Inc.
 Lat/Lon: 35.3473/-96.912



Del Plaza SC						
E Independence & N Harrison, Shawnee OK 74804	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	9,287		30,576		36,449	
Projected Population (2028)	8,861		29,492		35,559	
Census Population (2020)	9,420		30,548		36,208	
Census Population (2010)	9,190		28,988		34,408	
Projected Annual Growth (2023 to 2028)	-426	-0.9%	-1,084	-0.7%	-890	-0.5%
Historical Annual Growth (2020 to 2023)	-133	-0.5%	28	-	241	0.2%
Historical Annual Growth (2010 to 2020)	230	0.8%	1,559	1.8%	1,800	1.7%
Estimated Population Density (2023)	2,958 psm		1,082 psm		464 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2023)	3,938		11,759		13,977	
Projected Households (2028)	3,809		11,453		13,774	
Census Households (2020)	3,943		11,606		13,725	
Census Households (2010)	3,886		11,288		13,265	
Estimated Households with Children (2023)	1,158	29.4%	3,679	31.3%	4,479	32.0%
Estimated Average Household Size (2023)	2.34		2.44		2.47	
Average Household Income						
Estimated Average Household Income (2023)	\$74,598		\$73,333		\$74,341	
Projected Average Household Income (2028)	\$79,156		\$76,116		\$75,958	
Estimated Average Family Income (2023)	\$85,417		\$87,619		\$88,686	
Median Household Income						
Estimated Median Household Income (2023)	\$52,682		\$52,538		\$54,343	
Projected Median Household Income (2028)	\$47,008		\$47,128		\$48,865	
Estimated Median Family Income (2023)	\$70,338		\$67,412		\$69,599	
Per Capita Income						
Estimated Per Capita Income (2023)	\$31,687		\$28,679		\$28,916	
Projected Per Capita Income (2028)	\$34,082		\$30,054		\$29,842	
Estimated Per Capita Income 5 Year Growth	\$2,395	7.6%	\$1,375	4.8%	\$926	3.2%
Estimated Average Household Net Worth (2023)	\$225,440		\$247,572		\$264,867	
Daytime Demos (2023)						
Total Businesses	267		1,211		1,425	
Total Employees	2,224		12,328		14,914	
Company Headquarter Businesses	10	3.8%	40	3.3%	43	3.0%
Company Headquarter Employees	304	13.7%	1,003	8.1%	1,146	7.7%
Employee Population per Business	8.3		10.2		10.5	
Residential Population per Business	34.8		25.3		25.6	

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Race & Ethnicity							
White (2023)	6,728	72.4%	20,607	67.4%	24,876	68.2%	
Black or African American (2023)	349	3.8%	1,414	4.6%	1,581	4.3%	
American Indian or Alaska Native (2023)	698	7.5%	2,242	7.3%	2,694	7.4%	
Asian (2023)	72	0.8%	1,670	5.5%	1,714	4.7%	
Hawaiian or Pacific Islander (2023)	6	-	11	-	14	-	
Other Race (2023)	178	1.9%	773	2.5%	854	2.3%	
Two or More Races (2023)	1,256	13.5%	3,859	12.6%	4,716	12.9%	
Not Hispanic or Latino Population (2023)	8,785	94.6%	28,648	93.7%	34,184	93.8%	
Hispanic or Latino Population (2023)	502	5.4%	1,928	6.3%	2,266	6.2%	
Not Hispanic or Latino Population (2028)	8,382	94.6%	27,635	93.7%	33,354	93.8%	
Hispanic or Latino Population (2028)	479	5.4%	1,857	6.3%	2,204	6.2%	
Not Hispanic or Latino Population (2020)	8,912	94.6%	28,260	92.5%	33,639	92.9%	
Hispanic or Latino Population (2020)	508	5.4%	2,288	7.5%	2,568	7.1%	
Not Hispanic or Latino Population (2010)	8,747	95.2%	27,526	95.0%	32,722	95.1%	
Hispanic or Latino Population (2010)	443	4.8%	1,462	5.0%	1,686	4.9%	
Projected Hispanic Annual Growth (2023 to 2028)	-23	-0.9%	-71	-0.7%	-61	-0.5%	
Historic Hispanic Annual Growth (2010 to 2023)	59	1.0%	467	2.5%	580	2.6%	
Age Distribution (2023)							
Age Under 5	581	6.3%	1,979	6.5%	2,323	6.4%	
Age 5 to 9 Years	632	6.8%	1,979	6.5%	2,376	6.5%	
Age 10 to 14 Years	668	7.2%	2,065	6.8%	2,503	6.9%	
Age 15 to 19 Years	546	5.9%	2,292	7.5%	2,687	7.4%	
Age 20 to 24 Years	585	6.3%	2,782	9.1%	3,062	8.4%	
Age 25 to 29 Years	626	6.7%	2,014	6.6%	2,368	6.5%	
Age 30 to 34 Years	575	6.2%	1,967	6.4%	2,325	6.4%	
Age 35 to 39 Years	542	5.8%	1,775	5.8%	2,144	5.9%	
Age 40 to 44 Years	535	5.8%	1,690	5.5%	2,071	5.7%	
Age 45 to 49 Years	492	5.3%	1,673	5.5%	2,024	5.6%	
Age 50 to 54 Years	540	5.8%	1,692	5.5%	2,037	5.6%	
Age 55 to 59 Years	575	6.2%	1,818	5.9%	2,203	6.0%	
Age 60 to 64 Years	570	6.1%	1,705	5.6%	2,126	5.8%	
Age 65 to 74 Years	973	10.5%	2,844	9.3%	3,517	9.6%	
Age 75 to 84 Years	594	6.4%	1,672	5.5%	1,983	5.4%	
Age 85 Years or Over	252	2.7%	628	2.1%	701	1.9%	
Median Age	38.6		35.3		35.9		
Gender Age Distribution (2023)							
Female Population	4,763	51.3%	16,122	52.7%	19,048	52.3%	
Age 0 to 19 Years	1,147	24.1%	4,269	26.5%	5,004	26.3%	
Age 20 to 64 Years	2,545	53.4%	8,856	54.9%	10,487	55.1%	
Age 65 Years or Over	1,072	22.5%	2,997	18.6%	3,557	18.7%	
Female Median Age	41.8		36.6		37.2		
Male Population	4,524	48.7%	14,454	47.3%	17,402	47.7%	
Age 0 to 19 Years	1,280	28.3%	4,046	28.0%	4,885	28.1%	
Age 20 to 64 Years	2,496	55.2%	8,261	57.1%	9,874	56.7%	
Age 65 Years or Over	748	16.5%	2,148	14.9%	2,643	15.2%	
Male Median Age	35.1		34.2		34.7		

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Household Income Distribution (2023)						
HH Income \$200,000 or More	70	1.8%	328	2.8%	461	3.3%
HH Income \$150,000 to \$199,999	209	5.3%	586	5.0%	697	5.0%
HH Income \$100,000 to \$149,999	560	14.2%	1,372	11.7%	1,789	12.8%
HH Income \$75,000 to \$99,999	458	11.6%	1,374	11.7%	1,684	12.0%
HH Income \$50,000 to \$74,999	719	18.3%	2,160	18.4%	2,496	17.9%
HH Income \$35,000 to \$49,999	507	12.9%	1,561	13.3%	1,858	13.3%
HH Income \$25,000 to \$34,999	466	11.8%	1,315	11.2%	1,529	10.9%
HH Income \$15,000 to \$24,999	417	10.6%	1,324	11.3%	1,479	10.6%
HH Income Under \$15,000	533	13.5%	1,741	14.8%	1,984	14.2%
HH Income \$35,000 or More	2,522	64.0%	7,379	62.8%	8,985	64.3%
HH Income \$75,000 or More	1,297	32.9%	3,659	31.1%	4,631	33.1%
Housing (2023)						
Total Housing Units	4,361		13,239		15,695	
Housing Units Occupied	3,938	90.3%	11,759	88.8%	13,977	89.1%
Housing Units Owner-Occupied	2,416	61.3%	7,141	60.7%	8,816	63.1%
Housing Units, Renter-Occupied	1,523	38.7%	4,617	39.3%	5,161	36.9%
Housing Units, Vacant	422	10.7%	1,480	12.6%	1,718	12.3%
Marital Status (2023)						
Never Married	2,109	28.5%	8,425	34.3%	9,735	33.3%
Currently Married	3,264	44.1%	9,488	38.6%	11,668	39.9%
Separated	256	3.5%	965	3.9%	1,122	3.8%
Widowed	580	7.8%	1,918	7.8%	2,328	8.0%
Divorced	1,196	16.2%	3,757	15.3%	4,394	15.0%
Household Type (2023)						
Population Family	7,453	80.3%	23,375	76.4%	28,549	78.3%
Population Non-Family	1,751	18.8%	5,266	17.2%	5,927	16.3%
Population Group Quarters	83	0.9%	1,935	6.3%	1,974	5.4%
Family Households	2,469	62.7%	7,501	63.8%	9,182	65.7%
Non-Family Households	1,470	37.3%	4,257	36.2%	4,795	34.3%
Married Couple with Children	651	19.9%	2,095	22.1%	2,629	22.5%
Average Family Household Size	3.0		3.1		3.1	
Household Size (2023)						
1 Person Households	1,284	32.6%	3,661	31.1%	4,123	29.5%
2 Person Households	1,365	34.7%	3,998	34.0%	4,880	34.9%
3 Person Households	575	14.6%	1,808	15.4%	2,179	15.6%
4 Person Households	421	10.7%	1,307	11.1%	1,576	11.3%
5 Person Households	201	5.1%	644	5.5%	799	5.7%
6 or More Person Households	93	2.4%	340	2.9%	420	3.0%
Household Vehicles (2023)						
Households with 0 Vehicles Available	249	6.3%	832	7.1%	923	6.6%
Households with 1 Vehicles Available	1,508	38.3%	4,433	37.7%	4,972	35.6%
Households with 2 or More Vehicles Available	2,181	55.4%	6,493	55.2%	8,082	57.8%
Total Vehicles Available	6,698		19,962		24,782	
Average Vehicles Per Household	1.7		1.7		1.8	

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Labor Force (2023)						
Estimated Labor Population Age 16 Years or Over	7,286		24,183		28,784	
Estimated Civilian Employed	4,474	61.4%	13,663	56.5%	16,189	56.2%
Estimated Civilian Unemployed	141	1.9%	573	2.4%	671	2.3%
Estimated in Armed Forces	9	0.1%	30	0.1%	43	0.1%
Estimated Not in Labor Force	2,662 36.5%		9,917 41.0%		11,882 41.3%	
Unemployment Rate	1.9%		2.4%		2.3%	
Occupation (2023)						
Occupation: Population Age 16 Years or Over	4,474		13,663		16,189	
Management, Business, Financial Operations	434	9.7%	1,557	11.4%	1,890	11.7%
Professional, Related	1,281	28.6%	3,589	26.3%	4,214	26.0%
Service	829	18.5%	2,513	18.4%	2,904	17.9%
Sales, Office	931	20.8%	2,696	19.7%	3,200	19.8%
Farming, Fishing, Forestry	13	0.3%	33	0.2%	36	0.2%
Construct, Extraction, Maintenance	468	10.5%	1,505	11.0%	1,782	11.0%
Production, Transport Material Moving	518	11.6%	1,770	13.0%	2,163	13.4%
White Collar Workers	2,646 59.1%		7,842 57.4%		9,304 57.5%	
Blue Collar Workers	1,828 40.9%		5,821 42.6%		6,885 42.5%	
Consumer Expenditure (2023)						
Total Household Expenditure	\$226.49 M		\$662.35 M		\$795.42 M	
Total Non-Retail Expenditure	\$119.44 M	52.7%	\$349.58 M	52.8%	\$419.62 M	52.8%
Total Retail Expenditure	\$107.05 M	47.3%	\$312.76 M	47.2%	\$375.8 M	47.2%
Apparel	\$7.85 M	3.5%	\$23.05 M	3.5%	\$27.7 M	3.5%
Contributions	\$7.1 M	3.1%	\$20.86 M	3.1%	\$25.17 M	3.2%
Education	\$6.24 M	2.8%	\$18.57 M	2.8%	\$22.42 M	2.8%
Entertainment	\$12.56 M	5.5%	\$36.79 M	5.6%	\$44.3 M	5.6%
Food and Beverages	\$33.72 M	14.9%	\$98.52 M	14.9%	\$118.19 M	14.9%
Furnishings and Equipment	\$7.81 M	3.5%	\$22.85 M	3.4%	\$27.52 M	3.5%
Gifts	\$5.23 M	2.3%	\$15.37 M	2.3%	\$18.57 M	2.3%
Health Care	\$19.67 M	8.7%	\$57.22 M	8.6%	\$68.64 M	8.6%
Household Operations	\$8.79 M	3.9%	\$25.74 M	3.9%	\$30.95 M	3.9%
Miscellaneous Expenses	\$4.27 M	1.9%	\$12.46 M	1.9%	\$14.97 M	1.9%
Personal Care	\$3.04 M	1.3%	\$8.88 M	1.3%	\$10.66 M	1.3%
Personal Insurance	\$1.52 M	0.7%	\$4.45 M	0.7%	\$5.39 M	0.7%
Reading	\$493.56 K	0.2%	\$1.44 M	0.2%	\$1.73 M	0.2%
Shelter	\$48.03 M	21.2%	\$140.57 M	21.2%	\$168.5 M	21.2%
Tobacco	\$1.51 M	0.7%	\$4.4 M	0.7%	\$5.22 M	0.7%
Transportation	\$41.27 M	18.2%	\$120.47 M	18.2%	\$144.85 M	18.2%
Utilities	\$17.4 M	7.7%	\$50.71 M	7.7%	\$60.64 M	7.6%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	6,275		19,479		23,498	
Elementary (Grade Level 0 to 8)	91	1.5%	455	2.3%	538	2.3%
Some High School (Grade Level 9 to 11)	500	8.0%	1,709	8.8%	2,058	8.8%
High School Graduate	2,108	33.6%	6,330	32.5%	7,668	32.6%
Some College	1,257	20.0%	4,469	22.9%	5,471	23.3%
Associate Degree Only	581	9.3%	1,628	8.4%	2,036	8.7%
Bachelor Degree Only	1,040	16.6%	3,039	15.6%	3,596	15.3%
Graduate Degree	697	11.1%	1,848	9.5%	2,130	9.1%

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Units In Structure (2023)							
1 Detached Unit		3,282	84.5%	9,507	84.2%	11,246	84.8%
1 Attached Unit		57	1.5%	156	1.4%	196	1.5%
2 to 4 Units		242	6.2%	852	7.5%	951	7.2%
5 to 9 Units		95	2.5%	406	3.6%	472	3.6%
10 to 19 Units		17	0.4%	86	0.8%	123	0.9%
20 to 49 Units		20	0.5%	116	1.0%	131	1.0%
50 or More Units		79	2.0%	323	2.9%	353	2.7%
Mobile Home or Trailer		146	3.8%	309	2.7%	499	3.8%
Other Structure		1	-	3	-	5	-
Homes Built By Year (2023)							
Homes Built 2010 or later		228	5.9%	1,009	8.9%	1,445	10.9%
Homes Built 2000 to 2009		161	4.1%	1,125	10.0%	1,455	11.0%
Homes Built 1990 to 1999		188	4.8%	758	6.7%	975	7.4%
Homes Built 1980 to 1989		353	9.1%	1,042	9.2%	1,328	10.0%
Homes Built 1970 to 1979		973	25.0%	2,454	21.7%	2,850	21.5%
Homes Built 1960 to 1969		661	17.0%	1,504	13.3%	1,785	13.5%
Homes Built 1950 to 1959		546	14.1%	1,214	10.8%	1,307	9.9%
Homes Built Before 1949		828	21.3%	2,652	23.5%	2,833	21.4%
Home Values (2023)							
Home Values \$1,000,000 or More	-	-		6	-	27	0.3%
Home Values \$500,000 to \$999,999		24	1.0%	109	1.5%	138	1.6%
Home Values \$400,000 to \$499,999		47	1.9%	204	2.9%	265	3.0%
Home Values \$300,000 to \$399,999		128	5.3%	531	7.4%	720	8.2%
Home Values \$200,000 to \$299,999		405	16.7%	1,264	17.7%	1,650	18.7%
Home Values \$150,000 to \$199,999		455	18.9%	1,348	18.9%	1,709	19.4%
Home Values \$100,000 to \$149,999		549	22.7%	1,279	17.9%	1,591	18.0%
Home Values \$70,000 to \$99,999		460	19.1%	1,142	16.0%	1,273	14.4%
Home Values \$50,000 to \$69,999		196	8.1%	576	8.1%	651	7.4%
Home Values \$25,000 to \$49,999		64	2.7%	375	5.3%	413	4.7%
Home Values Under \$25,000		87	3.6%	307	4.3%	380	4.3%
Owner-Occupied Median Home Value		\$135,776		\$145,756		\$152,649	
Renter-Occupied Median Rent		\$667		\$634		\$630	
Transportation To Work (2023)							
Drive to Work Alone		3,678	82.2%	11,476	84.0%	13,600	84.0%
Drive to Work in Carpool		406	9.1%	1,008	7.4%	1,176	7.3%
Travel to Work by Public Transportation	-	-		12	-	14	-
Drive to Work on Motorcycle	-	-		41	0.3%	45	0.3%
Walk or Bicycle to Work		95	2.1%	271	2.0%	324	2.0%
Other Means		36	0.8%	157	1.1%	174	1.1%
Work at Home		259	5.8%	698	5.1%	857	5.3%
Travel Time (2023)							
Travel to Work in 14 Minutes or Less		2,316	51.8%	6,975	51.1%	7,817	48.3%
Travel to Work in 15 to 29 Minutes		877	19.6%	2,845	20.8%	3,681	22.7%
Travel to Work in 30 to 59 Minutes		724	16.2%	2,348	17.2%	2,902	17.9%
Travel to Work in 60 Minutes or More		298	6.7%	796	5.8%	932	5.8%
Average Minutes Travel to Work		13.0		13.5		14.2	

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