



TheRetailCoach®

HIGHWAY 75 SUBMARKET PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Jenks, Oklahoma

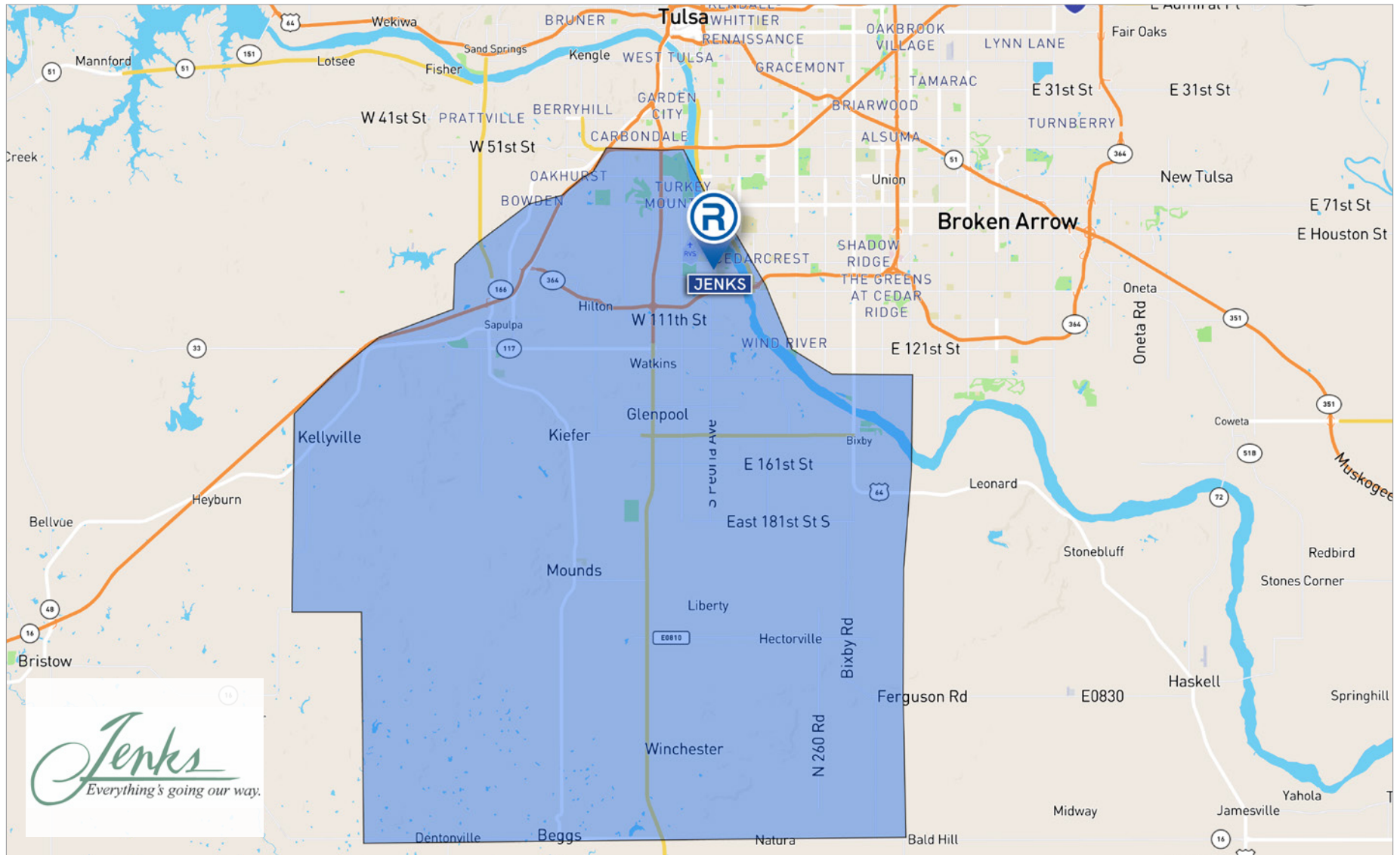
Prepared for
The City of Jenks, Oklahoma
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HIGHWAY 75 SUBMARKET PRIMARY RETAIL TRADE AREA

Jenks, Oklahoma



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HIGHWAY 75 SUBMARKET PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Jenks, Oklahoma

DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	80,472	
2010 Total Population	96,066	
2017 Total Population	108,626	
2017 Group Quarters	1,156	
2022 Total Population	116,524	
2017-2022 Annual Rate		1.41%
2017 Total Daytime Population		
Workers	40,379	
Residents	56,858	
Household Summary		
2000 Households	29,514	
2000 Average Household Size	2.69	
2010 Households	35,726	
2010 Average Household Size	2.66	
2017 Households	39,914	
2017 Average Household Size	2.69	
2022 Households	42,607	
2022 Average Household Size	2.71	
2017-2022 Annual Rate		1.31%
2010 Families	26,399	
2010 Average Family Size	3.1	
2017 Families	29,382	
2017 Average Family Size	3.14	
2022 Families	31,308	
2022 Average Family Size	3.16	
2017-2022 Annual Rate		1.28%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	31,617	
Owner Occupied Housing Units		69.40%
Renter Occupied Housing Units		23.90%
Vacant Housing Units		6.70%
2010 Housing Units	39,109	
Owner Occupied Housing Units		67.50%
Renter Occupied Housing Units		23.80%
Vacant Housing Units		8.70%
2017 Housing Units	43,040	
Owner Occupied Housing Units		67.00%
Renter Occupied Housing Units		25.80%
Vacant Housing Units		7.30%
2022 Housing Units	45,523	
Owner Occupied Housing Units		67.80%
Renter Occupied Housing Units		25.80%
Vacant Housing Units		6.40%
Median Household Income		
2017	\$58,490	
2022	\$65,868	
Median Home Value		
2017	\$165,487	
2022	\$203,907	
Per Capita Income		
2017	\$29,606	
2022	\$33,546	



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DESCRIPTION	DATA	%
Median Age		
2010	36.1	
2017	37.4	
2022	38.2	
2017 Households by Income		
Household Income Base	39,914	
<\$15,000		9.80%
\$15,000 - \$24,999		9.70%
\$25,000 - \$34,999		8.40%
\$35,000 - \$49,999		13.70%
\$50,000 - \$74,999		19.40%
\$75,000 - \$99,999		13.40%
\$100,000 - \$149,999		14.80%
\$150,000 - \$199,999		5.30%
\$200,000+		5.60%
Average Household Income	\$80,082	
2022 Households by Income		
Household Income Base	42,607	
<\$15,000		9.60%
\$15,000 - \$24,999		9.00%
\$25,000 - \$34,999		7.30%
\$35,000 - \$49,999		11.70%
\$50,000 - \$74,999		17.40%
\$75,000 - \$99,999		14.80%
\$100,000 - \$149,999		17.30%
\$150,000 - \$199,999		6.20%
\$200,000+		6.70%
Average Household Income	\$91,354	

DESCRIPTION	DATA	%
2017 Owner Occupied Housing Units by Value		
Total	28,829	
<\$50,000		7.20%
\$50,000 - \$99,999		16.20%
\$100,000 - \$149,999		21.30%
\$150,000 - \$199,999		17.10%
\$200,000 - \$249,999		12.10%
\$250,000 - \$299,999		7.90%
\$300,000 - \$399,999		8.20%
\$400,000 - \$499,999		4.10%
\$500,000 - \$749,999		3.90%
\$750,000 - \$999,999		1.00%
\$1,000,000 +		1.10%
Average Home Value	\$212,849	
2022 Owner Occupied Housing Units by Value		
Total	30,865	
<\$50,000		5.50%
\$50,000 - \$99,999		11.80%
\$100,000 - \$149,999		15.40%
\$150,000 - \$199,999		16.20%
\$200,000 - \$249,999		13.80%
\$250,000 - \$299,999		10.10%
\$300,000 - \$399,999		11.70%
\$400,000 - \$499,999		6.40%
\$500,000 - \$749,999		6.00%
\$750,000 - \$999,999		1.50%
\$1,000,000 +		1.50%
Average Home Value	\$256,267	



HIGHWAY 75 SUBMARKET PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2010 Population by Age		
Total	96,065	
0 - 4		7.30%
5 - 9		7.80%
10 - 14		7.60%
15 - 24		12.30%
25 - 34		13.40%
35 - 44		13.60%
45 - 54		14.50%
55 - 64		11.50%
65 - 74		6.80%
75 - 84		3.70%
85 +		1.50%
18 +		72.90%
2017 Population by Age		
Total	108,626	
0 - 4		6.80%
5 - 9		7.10%
10 - 14		7.30%
15 - 24		12.40%
25 - 34		13.20%
35 - 44		13.40%
45 - 54		12.90%
55 - 64		12.50%
65 - 74		8.80%
75 - 84		4.00%
85 +		1.60%
18 +		74.80%

DESCRIPTION	DATA	%
2022 Population by Age		
Total	116,524	
0 - 4		6.70%
5 - 9		6.90%
10 - 14		7.20%
15 - 24		12.00%
25 - 34		12.80%
35 - 44		13.70%
45 - 54		12.20%
55 - 64		12.20%
65 - 74		9.70%
75 - 84		5.00%
85 +		1.70%
18 +		75.10%
2010 Population by Sex		
Males	46,928	
Females	49,138	
2017 Population by Sex		
Males	53,189	
Females	55,437	
2022 Population by Sex		
Males	57,205	
Females	59,319	



HIGHWAY 75 SUBMARKET PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Jenks, Oklahoma

DESCRIPTION	DATA	%
2010 Population by Race/Ethnicity		
Total	96,067	
White Alone		77.50%
Black Alone		3.50%
American Indian Alone		9.20%
Asian Alone		1.20%
Pacific Islander Alone		0.10%
Some Other Race Alone		2.10%
Two or More Races		6.50%
Hispanic Origin		5.30%
Diversity Index	45.1	
2017 Population by Race/Ethnicity		
Total	108,628	
White Alone		75.50%
Black Alone		3.60%
American Indian Alone		9.30%
Asian Alone		1.70%
Pacific Islander Alone		0.10%
Some Other Race Alone		2.70%
Two or More Races		7.10%
Hispanic Origin		6.70%
Diversity Index	49.3	

DESCRIPTION	DATA	%
2022 Population by Race/Ethnicity		
Total	116,524	
White Alone		73.60%
Black Alone		3.60%
American Indian Alone		9.50%
Asian Alone		2.10%
Pacific Islander Alone		0.20%
Some Other Race Alone		3.30%
Two or More Races		7.70%
Hispanic Origin		8.10%
Diversity Index	52.9	
2010 Population by Relationship and Household Type		
Total	96,066	
In Households		98.80%
In Family Households		87.20%
Householder		27.40%
Spouse		21.10%
Child		33.50%
Other relative		3.00%
Nonrelative		2.10%
In Nonfamily Households		11.60%
In Group Quarters		1.20%
Institutionalized Population		0.90%
Noninstitutionalized Population		0.30%



HIGHWAY 75 SUBMARKET PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2017 Population 25+ by Educational Attainment		
Total	72,144	
Less than 9th Grade		2.70%
9th - 12th Grade, No Diploma		7.50%
High School Graduate		24.60%
GED/Alternative Credential		4.20%
Some College, No Degree		23.60%
Associate Degree		9.30%
Bachelor's Degree		19.50%
Graduate/Professional Degree		8.60%
2017 Population 15+ by Marital Status		
Total	85,589	
Never Married		24.80%
Married		56.30%
Widowed		6.00%
Divorced		12.90%
2017 Civilian Population 16+ in Labor Force		
Civilian Employed		95.20%
Civilian Unemployed (Unemployment Rate)		4.80%

DESCRIPTION	DATA	%
2017 Employed Population 16+ by Industry		
Total	52,344	
Agriculture/Mining		2.00%
Construction		6.90%
Manufacturing		11.10%
Wholesale Trade		3.20%
Retail Trade		11.10%
Transportation/Utilities		6.50%
Information		2.40%
Finance/Insurance/Real Estate		8.00%
Services		46.10%
Public Administration		2.70%
2017 Employed Population 16+ by Occupation		
Total	52,343	
White Collar		63.70%
Management/Business/Financial		16.40%
Professional		21.50%
Sales		10.80%
Administrative Support		15.00%
Services		14.90%
Blue Collar		21.40%
Farming/Forestry/Fishing		0.40%
Construction/Extraction		4.30%
Installation/Maintenance/Repair		3.90%
Production		7.80%
Transportation/Material Moving		5.10%



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DESCRIPTION	DATA	%
2010 Population By Urban/ Rural Status		
Total Population	96,066	
Population Inside Urbanized Area		72.10%
Population Inside Urbanized Cluster		0.00%
Rural Population		27.90%
2010 Households by Type		
Total	35,726	
Households with 1 Person		21.90%
Households with 2+ People		78.10%
Family Households		73.90%
Husband-wife Families		56.80%
With Related Children		26.40%
Other Family (No Spouse Present)		17.10%
Other Family with Male Householder		5.10%
With Related Children		3.30%
Other Family with Female Householder		12.00%
With Related Children		8.30%
Nonfamily Households		4.20%
All Households with Children		38.50%
Multigenerational Households		4.10%
Unmarried Partner Households		5.30%
Male-female		4.70%
Same-sex		0.60%

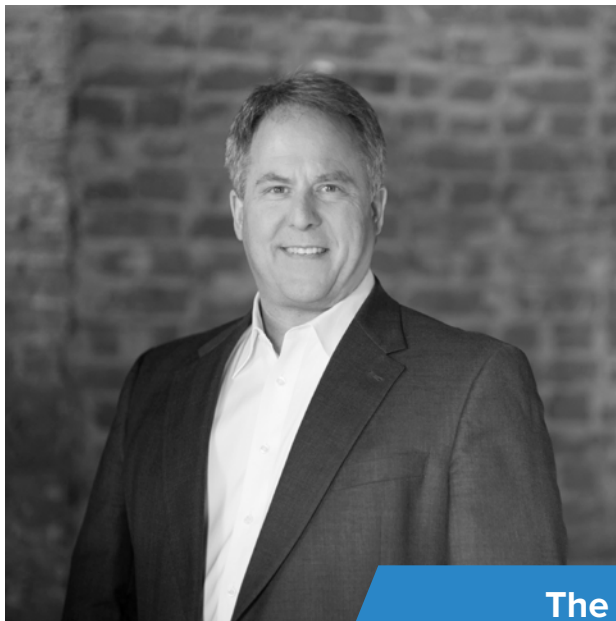
DESCRIPTION	DATA	%
2010 Households by Size		
Total	35,729	
1 Person Household		21.90%
2 Person Household		34.40%
3 Person Household		17.20%
4 Person Household		15.30%
5 Person Household		7.20%
6 Person Household		2.70%
7 + Person Household		2.70%
2010 Households by Tenure and Mortgage Status		
Total	2,889	
Owner Occupied		66.90%
Owned with a Mortgage/Loan		32.10%
Owned Free and Clear		34.80%
Renter Occupied		33.10%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	3,242	
Housing Units Inside Urbanized Area		0.00%
Housing Units Inside Urbanized Cluster		64.70%
Rural Housing Units		35.30%



ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach –

“It’s not about data. It’s about your success.”



ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2016/2017, ESRI 2016/2017, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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