



TheRetailCoach®

# HIGHWAY 75 SUBMARKET PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Jenks, Oklahoma

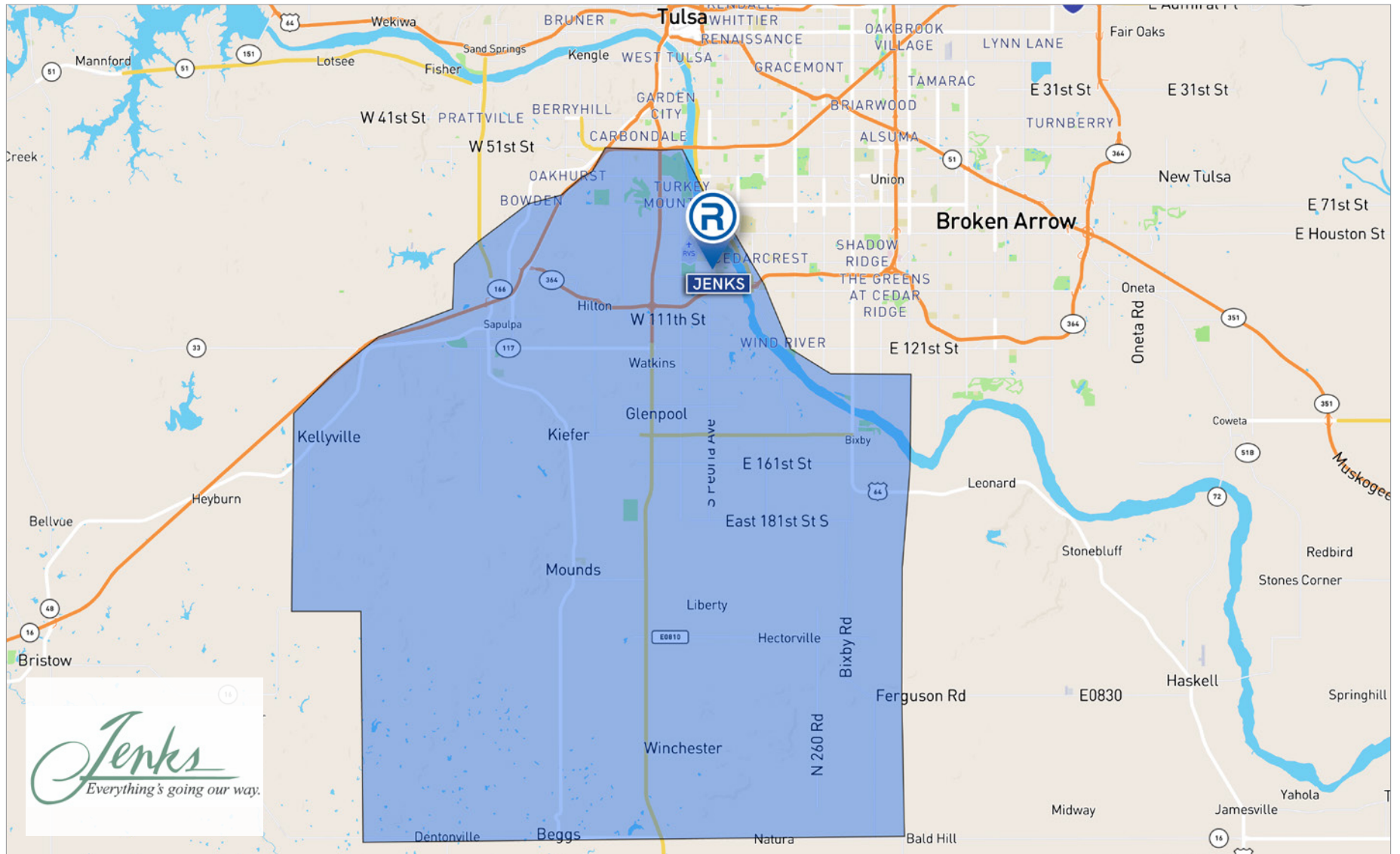
Prepared for  
The City of Jenks, Oklahoma  
July 2017





# HIGHWAY 75 SUBMARKET PRIMARY RETAIL TRADE AREA

Jenks, Oklahoma



**CONTACT** CHRISTOPHER SHROUT, CITY MANAGER

The City of Jenks, Oklahoma | 211 North Elm Street | P.O. Box 2007 | Jenks, Oklahoma 74037 | 918.556.7410  
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# HIGHWAY 75 SUBMARKET PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

## Jenks, Oklahoma

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	SURPLUS %
<b>NAICS</b>	<b>Industry Summary</b>				
44-45,722	Total Retail Trade and Food & Drink	\$8,119,485,541	\$142,689,189	\$7,976,796,352	0.018
44-45	Total Retail Trade	\$7,971,740,677	\$118,968,061	\$7,852,772,616	0.015
722	Total Food & Drink	\$147,744,865	\$23,721,128	\$124,023,737	0.161
	<b>Industry Group</b>				
441	Motor Vehicle & Parts Dealers	\$375,037,893	\$8,100,405	\$366,937,488	0.022
4411	Automobile Dealers	\$298,065,144	\$2,953,372	\$295,111,772	0.010
4412	Other Motor Vehicle Dealers	\$44,785,666	\$3,353,310	\$41,432,356	0.075
4413	Auto Parts, Accessories & Tire Stores	\$32,187,083	\$1,793,723	\$30,393,360	0.056
442	Furniture & Home Furnishings Stores	\$6,488,595,966	\$1,770,914	\$6,486,825,052	0.000
4421	Furniture Stores	\$19,860,091	\$331,666	\$19,528,425	0.017
4422	Home Furnishings Stores	\$6,468,735,876	\$1,439,248	\$6,467,296,628	0.000
443	Electronics & Appliance Stores	\$40,506,608	\$4,453,707	\$36,052,901	0.110
444	Bldg Materials, Garden Equip. & Supply Stores	\$102,113,441	\$6,005,085	\$96,108,356	0.059
4441	Bldg Material & Supplies Dealers	\$95,429,450	\$5,320,745	\$90,108,705	0.056
4442	Lawn & Garden Equip & Supply Stores	\$6,683,991	\$684,340	\$5,999,651	0.102
445	Food & Beverage Stores	\$154,717,988	\$51,888,229	\$102,829,759	0.335
4451	Grocery Stores	\$135,070,231	\$47,995,031	\$87,075,200	0.355
4452	Specialty Food Stores	\$4,853,874	\$2,340,014	\$2,513,860	0.482
4453	Beer, Wine & Liquor Stores	\$14,793,883	\$1,553,184	\$13,240,699	0.105



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## Jenks, Oklahoma

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	SURPLUS %
446,4461	Health & Personal Care Stores	\$82,608,390	\$11,002,697	\$71,605,693	0.133
447,4471	Gasoline Stations	\$244,273,693	\$12,271,902	\$232,001,791	0.050
448	Clothing & Clothing Accessories Stores	\$55,767,258	\$6,964,031	\$48,803,227	0.125
4481	Clothing Stores	\$39,987,154	\$3,246,352	\$36,740,802	0.081
4482	Shoe Stores	\$9,144,194	\$2,273,943	\$6,870,251	0.249
4483	Jewelry, Luggage & Leather Goods Stores	\$6,635,910	\$1,443,736	\$5,192,174	0.218
451	Sporting Goods, Hobby, Book & Music Stores	\$48,249,513	\$4,216,940	\$44,032,573	0.087
4511	Sporting Goods/Hobby/Musical Instr Stores	\$39,546,443	\$4,216,940	\$35,329,503	0.107
4512	Book, Periodical & Music Stores	\$8,703,070	\$0	\$8,703,070	0.000
452	General Merchandise Stores	\$312,739,019	\$4,769,292	\$307,969,727	0.015
4521	Department Stores Excluding Leased Depts.	\$239,772,523	\$0	\$239,772,523	0.000
4529	Other General Merchandise Stores	\$72,966,496	\$4,769,292	\$68,197,204	0.065
453	Miscellaneous Store Retailers	\$53,878,354	\$7,098,783	\$46,779,571	0.132
4531	Florists	\$2,751,653	\$397,471	\$2,354,182	0.144
4532	Office Supplies, Stationery & Gift Stores	\$10,067,122	\$372,115	\$9,695,007	0.037
4533	Used Merchandise Stores	\$7,485,421	\$1,776,864	\$5,708,557	0.237
4539	Other Miscellaneous Store Retailers	\$33,574,159	\$4,552,333	\$29,021,826	0.136
454	Nonstore Retailers	\$13,252,552	\$426,076	\$12,826,476	0.032
4541	Electronic Shopping & Mail-Order Houses	\$4,783,539	\$426,076	\$4,357,463	0.089
4542	Vending Machine Operators	\$2,231,182	\$0	\$2,231,182	0.000
4543	Direct Selling Establishments	\$6,237,830	\$0	\$6,237,830	0.000



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Jenks, Oklahoma

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	SURPLUS %
722	Food Services & Drinking Places	\$147,744,865	\$23,721,128	\$124,023,737	0.161
7223	Special Food Services	\$1,641,256	\$35,581	\$1,605,675	0.022
7224	Drinking Places - Alcoholic Beverages	\$2,976,191	\$495,720	\$2,480,471	0.167
7225	Restaurants/Other Eating Places	\$143,127,418	\$23,189,827	\$119,937,591	0.162



# HIGHWAY 75 SUBMARKET PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Jenks, Oklahoma

DESCRIPTION	DATA	%
<b>Population Summary</b>		
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	
<b>2017-2022 Annual Rate</b>		1.41%
<b>2017 Total Daytime Population</b>		
Workers	40,379	
Residents	56,858	
<b>Household Summary</b>		
<b>2000 Households</b>	29,514	
2000 Average Household Size	2.69	
<b>2010 Households</b>	35,726	
2010 Average Household Size	2.66	
<b>2017 Households</b>	39,914	
2017 Average Household Size	2.69	
<b>2022 Households</b>	42,607	
2022 Average Household Size	2.71	
<b>2017-2022 Annual Rate</b>		1.31%
2010 Families	26,399	
<b>2010 Average Family Size</b>	3.1	
<b>2017 Families</b>	29,382	
2017 Average Family Size	3.14	
<b>2022 Families</b>	31,308	
2022 Average Family Size	3.16	
<b>2017-2022 Annual Rate</b>		1.28%

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



# HIGHWAY 75 SUBMARKET PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Jenks, Oklahoma

DESCRIPTION	DATA	%
<b>Median Age</b>		
2010	36.1	
2017	37.4	
2022	38.2	
<b>2017 Households by Income</b>		
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%
<b>Average Household Income</b>	<b>\$80,082</b>	
<b>2022 Households by Income</b>		
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%
<b>Average Household Income</b>	<b>\$91,354</b>	

DESCRIPTION	DATA	%
<b>2017 Owner Occupied Housing Units by Value</b>		
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%
<b>Average Home Value</b>	<b>\$212,849</b>	
<b>2022 Owner Occupied Housing Units by Value</b>		
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%
<b>Average Home Value</b>	<b>\$256,267</b>	



# HIGHWAY 75 SUBMARKET PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Jenks, Oklahoma

DESCRIPTION	DATA	%
<b>2010 Population by Age</b>		
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%
<b>2017 Population by Age</b>		
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	%
<b>2022 Population by Age</b>		
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%
<b>2010 Population by Sex</b>		
Males	46,928	
Females	49,138	
<b>2017 Population by Sex</b>		
Males	53,189	
Females	55,437	
<b>2022 Population by Sex</b>		
Males	57,205	
Females	59,319	





# HIGHWAY 75 SUBMARKET PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Jenks, Oklahoma

DESCRIPTION	DATA	%
<b>2010 Population by Race/Ethnicity</b>		
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	
<b>2017 Population by Race/Ethnicity</b>		
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	%
<b>2022 Population by Race/Ethnicity</b>		
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	
<b>2010 Population by Relationship and Household Type</b>		
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

## Jenks, Oklahoma

DESCRIPTION	DATA	%
<b>2017 Population 25+ by Educational Attainment</b>		
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%
<b>2017 Population 15+ by Marital Status</b>		
Total	85,589	
Never Married		24.80%
Married		56.30%
Widowed		6.00%
Divorced		12.90%
<b>2017 Civilian Population 16+ in Labor Force</b>		
Civilian Employed		95.20%
Civilian Unemployed (Unemployment Rate)		4.80%

DESCRIPTION	DATA	%
<b>2017 Employed Population 16+ by Industry</b>		
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%
<b>2017 Employed Population 16+ by Occupation</b>		
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%



# HIGHWAY 75 SUBMARKET PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Jenks, Oklahoma

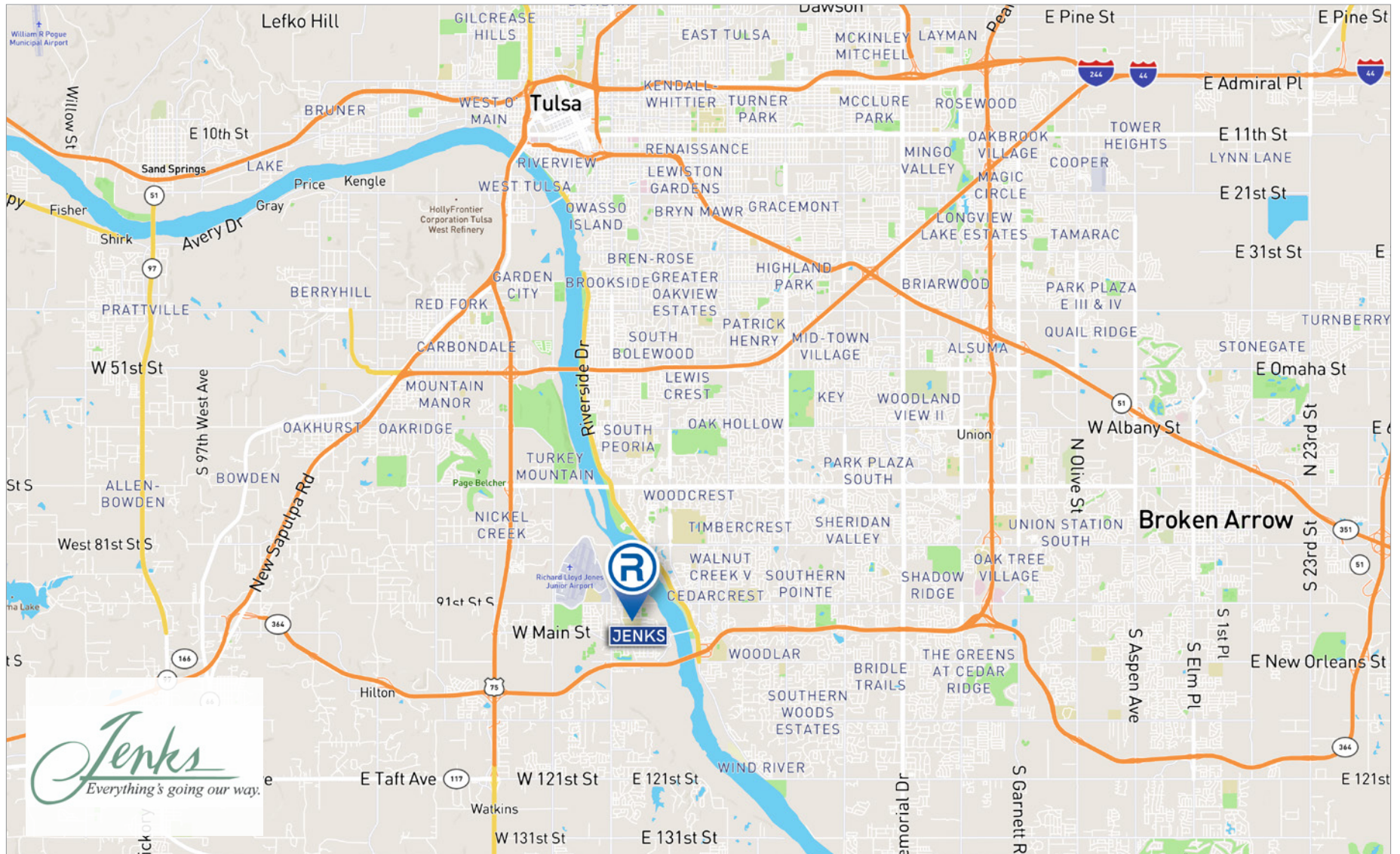
DESCRIPTION	DATA	%
<b>2010 Population By Urban/ Rural Status</b>		
Total Population	96,066	
Population Inside Urbanized Area		72.10%
Population Inside Urbanized Cluster		0.00%
Rural Population		27.90%
<b>2010 Households by Type</b>		
Total	35,726	
Households with 1 Person		21.90%
Households with 2+ People		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	%
<b>2010 Households by Size</b>		
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%
<b>2010 Households by Tenure and Mortgage Status</b>		
Total	2,889	
Owner Occupied		66.90%
Owned with a Mortgage/Loan		32.10%
Owned Free and Clear		34.80%
Renter Occupied		33.10%
<b>2010 Housing Units By Urban/ Rural Status</b>		
Total Housing Units	3,242	
Housing Units Inside Urbanized Area		0.00%
Housing Units Inside Urbanized Cluster		64.70%
Rural Housing Units		35.30%



# LOCATION

Jenks, Oklahoma



## CONTACT CHRISTOPHER SHROUT, CITY MANAGER

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cshROUT@jenksok.org | www.jenksok.com



# COMMUNITY • DEMOGRAPHIC PROFILE

Jenks, Oklahoma

DESCRIPTION	DATA	%
<b>Population Summary</b>		
2000 Total Population	9,956	
2010 Total Population	16,937	
2017 Total Population	20,890	
2017 Group Quarters	166	
2022 Total Population	23,375	
<b>2017-2022 Annual Rate</b>		2.27%
<b>2017 Total Daytime Population</b>		
Workers	4,620	
Residents	10,144	
<b>Household Summary</b>		
<b>2000 Households</b>	3,592	
2000 Average Household Size	2.75	
<b>2010 Households</b>	5,960	
2010 Average Household Size	2.81	
<b>2017 Households</b>	7,265	
2017 Average Household Size	2.85	
<b>2022 Households</b>	8,087	
2022 Average Household Size	2.87	
<b>2017-2022 Annual Rate</b>		2.17%
2010 Families	4,759	
<b>2010 Average Family Size</b>	3.18	
<b>2017 Families</b>	5,754	
2017 Average Family Size	3.23	
<b>2022 Families</b>	6,389	
2022 Average Family Size	3.25	
<b>2017-2022 Annual Rate</b>		2.12%

DESCRIPTION	DATA	%
<b>Housing Unit Summary</b>		
<b>2000 Housing Units</b>	3,737	
Owner Occupied Housing Units		78.20%
Renter Occupied Housing Units		17.90%
Vacant Housing Units		3.90%
<b>2010 Housing Units</b>	6,401	
Owner Occupied Housing Units		78.30%
Renter Occupied Housing Units		14.80%
Vacant Housing Units		6.90%
<b>2017 Housing Units</b>	7,543	
Owner Occupied Housing Units		80.00%
Renter Occupied Housing Units		16.30%
Vacant Housing Units		3.70%
<b>2022 Housing Units</b>	8,297	
Owner Occupied Housing Units		81.00%
Renter Occupied Housing Units		16.50%
Vacant Housing Units		2.50%
<b>Median Household Income</b>		
2017	\$87,743	
2022	\$94,894	
<b>Median Home Value</b>		
2017	\$211,852	
2022	\$236,443	
<b>Per Capita Income</b>		
2017	\$36,441	
2022	\$40,666	



# COMMUNITY • DEMOGRAPHIC PROFILE

Jenks, Oklahoma

DESCRIPTION	DATA	%
<b>Median Age</b>		
2010	34.8	
2017	36.3	
2022	36.6	
<b>2017 Households by Income</b>		
Household Income Base	7,266	
<\$15,000		3.30%
\$15,000 - \$24,999		5.20%
\$25,000 - \$34,999		4.60%
\$35,000 - \$49,999		11.00%
\$50,000 - \$74,999		15.70%
\$75,000 - \$99,999		17.30%
\$100,000 - \$149,999		25.80%
\$150,000 - \$199,999		9.40%
\$200,000+		7.60%
<b>Average Household Income</b>	\$103,672	
<b>2022 Households by Income</b>		
Household Income Base	8,087	
<\$15,000		3.30%
\$15,000 - \$24,999		4.80%
\$25,000 - \$34,999		4.00%
\$35,000 - \$49,999		9.20%
\$50,000 - \$74,999		13.70%
\$75,000 - \$99,999		17.70%
\$100,000 - \$149,999		27.50%
\$150,000 - \$199,999		10.40%
\$200,000+		9.30%
<b>Average Household Income</b>	\$116,460	

DESCRIPTION	DATA	%
<b>2017 Owner Occupied Housing Units by Value</b>		
Total	6,033	
<\$50,000		1.30%
\$50,000 - \$99,999		3.00%
\$100,000 - \$149,999		17.10%
\$150,000 - \$199,999		23.40%
\$200,000 - \$249,999		22.10%
\$250,000 - \$299,999		10.30%
\$300,000 - \$399,999		13.00%
\$400,000 - \$499,999		3.10%
\$500,000 - \$749,999		5.00%
\$750,000 - \$999,999		0.80%
\$1,000,000 +		1.00%
<b>Average Home Value</b>	\$252,747	
<b>2022 Owner Occupied Housing Units by Value</b>		
Total	6,718	
<\$50,000		0.80%
\$50,000 - \$99,999		2.10%
\$100,000 - \$149,999		11.10%
\$150,000 - \$199,999		19.10%
\$200,000 - \$249,999		23.10%
\$250,000 - \$299,999		12.60%
\$300,000 - \$399,999		16.70%
\$400,000 - \$499,999		4.10%
\$500,000 - \$749,999		7.70%
\$750,000 - \$999,999		1.10%
\$1,000,000 +		1.50%
<b>Average Home Value</b>	\$289,167	



# COMMUNITY • DEMOGRAPHIC PROFILE

Jenks, Oklahoma

DESCRIPTION	DATA	%
<b>2010 Population by Age</b>		
Total	16,937	
0 - 4		8.40%
5 - 9		9.00%
10 - 14		8.20%
15 - 24		10.00%
25 - 34		14.70%
35 - 44		15.90%
45 - 54		13.80%
55 - 64		9.80%
65 - 74		5.60%
75 - 84		3.20%
85 +		1.20%
18 +		70.00%
<b>2017 Population by Age</b>		
Total	20,888	
0 - 4		7.70%
5 - 9		8.20%
10 - 14		8.40%
15 - 24		11.90%
25 - 34		11.80%
35 - 44		15.70%
45 - 54		13.20%
55 - 64		10.90%
65 - 74		7.30%
75 - 84		3.50%
85 +		1.40%
18 +		71.50%

DESCRIPTION	DATA	%
<b>2022 Population by Age</b>		
Total	23,379	
0 - 4		7.60%
5 - 9		7.90%
10 - 14		8.20%
15 - 24		11.60%
25 - 34		12.40%
35 - 44		15.20%
45 - 54		13.00%
55 - 64		10.70%
65 - 74		7.80%
75 - 84		4.00%
85 +		1.50%
18 +		71.70%
<b>2010 Population by Sex</b>		
Males	8,246	
Females	8,691	
<b>2017 Population by Sex</b>		
Males	10,198	
Females	10,690	
<b>2022 Population by Sex</b>		
Males	11,427	
Females	11,952	



# COMMUNITY • DEMOGRAPHIC PROFILE

Jenks, Oklahoma

DESCRIPTION	DATA	%
<b>2010 Population by Race/Ethnicity</b>		
Total	16,937	
White Alone		82.80%
Black Alone		2.80%
American Indian Alone		5.50%
Asian Alone		2.30%
Pacific Islander Alone		0.00%
Some Other Race Alone		1.90%
Two or More Races		4.80%
Hispanic Origin		4.80%
Diversity Index	37.4	
<b>2017 Population by Race/Ethnicity</b>		
Total	20,891	
White Alone		80.30%
Black Alone		2.90%
American Indian Alone		5.80%
Asian Alone		3.10%
Pacific Islander Alone		0.00%
Some Other Race Alone		2.40%
Two or More Races		5.50%
Hispanic Origin		6.00%
Diversity Index	42.3	

DESCRIPTION	DATA	%
<b>2022 Population by Race/Ethnicity</b>		
Total	23,375	
White Alone		78.10%
Black Alone		3.00%
American Indian Alone		6.00%
Asian Alone		3.90%
Pacific Islander Alone		0.00%
Some Other Race Alone		2.90%
Two or More Races		6.00%
Hispanic Origin		7.20%
Diversity Index	46.6	
<b>2010 Population by Relationship and Household Type</b>		
Total	16,937	
In Households		99.00%
In Family Households		90.50%
Householder		28.10%
Spouse		23.40%
Child		35.80%
Other relative		2.00%
Nonrelative		1.30%
In Nonfamily Households		8.50%
In Group Quarters		1.00%
Institutionalized Population		1.00%
Noninstitutionalized Population		0.00%





# COMMUNITY • DEMOGRAPHIC PROFILE

Jenks, Oklahoma

DESCRIPTION	DATA	%
<b>2017 Population 25+ by Educational Attainment</b>		
Total	13,332	
Less than 9th Grade		0.90%
9th - 12th Grade, No Diploma		2.60%
High School Graduate		16.30%
GED/Alternative Credential		2.00%
Some College, No Degree		22.70%
Associate Degree		9.10%
Bachelor's Degree		30.10%
Graduate/Professional Degree		16.40%
<b>2017 Population 15+ by Marital Status</b>		
Total	15,820	
Never Married		22.20%
Married		61.90%
Widowed		4.40%
Divorced		11.40%
<b>2017 Civilian Population 16+ in Labor Force</b>		
Civilian Employed		97.60%
Civilian Unemployed (Unemployment Rate)		2.40%

DESCRIPTION	DATA	%
<b>2017 Employed Population 16+ by Industry</b>		
Total	10,858	
Agriculture/Mining		1.50%
Construction		5.70%
Manufacturing		8.50%
Wholesale Trade		3.50%
Retail Trade		9.30%
Transportation/Utilities		6.40%
Information		2.40%
Finance/Insurance/Real Estate		8.10%
Services		52.30%
Public Administration		2.10%
<b>2017 Employed Population 16+ by Occupation</b>		
Total	10,860	
White Collar		78.10%
Management/Business/Financial		22.30%
Professional		31.90%
Sales		11.20%
Administrative Support		12.70%
Services		10.50%
Blue Collar		11.40%
Farming/Forestry/Fishing		0.00%
Construction/Extraction		2.30%
Installation/Maintenance/Repair		1.60%
Production		4.20%
Transportation/Material Moving		3.30%



# COMMUNITY • DEMOGRAPHIC PROFILE

Jenks, Oklahoma

DESCRIPTION	DATA	%
<b>2010 Population By Urban/ Rural Status</b>		
Total Population	16,937	
Population Inside Urbanized Area		93.10%
Population Inside Urbanized Cluster		0.00%
Rural Population		6.90%
<b>2010 Households by Type</b>		
Total	5,960	
Households with 1 Person		16.80%
Households with 2+ People		83.20%
Family Households		79.80%
Husband-wife Families		66.40%
With Related Children		35.80%
Other Family (No Spouse Present)		13.40%
Other Family with Male Householder		4.40%
With Related Children		3.00%
Other Family with Female Householder		9.10%
With Related Children		6.40%
Nonfamily Households		3.30%
All Households with Children		45.50%
Multigenerational Households		3.00%
Unmarried Partner Households		3.60%
Male-female		3.10%
Same-sex		0.50%

DESCRIPTION	DATA	%
<b>2010 Households by Size</b>		
Total	5,960	
1 Person Household		16.80%
2 Person Household		33.10%
3 Person Household		18.60%
4 Person Household		20.10%
5 Person Household		7.80%
6 Person Household		2.50%
7 + Person Household		2.70%
<b>2010 Households by Tenure and Mortgage Status</b>		
Total	2,889	
Owner Occupied		66.90%
Owned with a Mortgage/Loan		32.10%
Owned Free and Clear		34.80%
Renter Occupied		33.10%
<b>2010 Housing Units By Urban/ Rural Status</b>		
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.

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