



TheRetailCoach®

HIGHWAY 75 SUBMARKET SECONDARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Jenks, Oklahoma

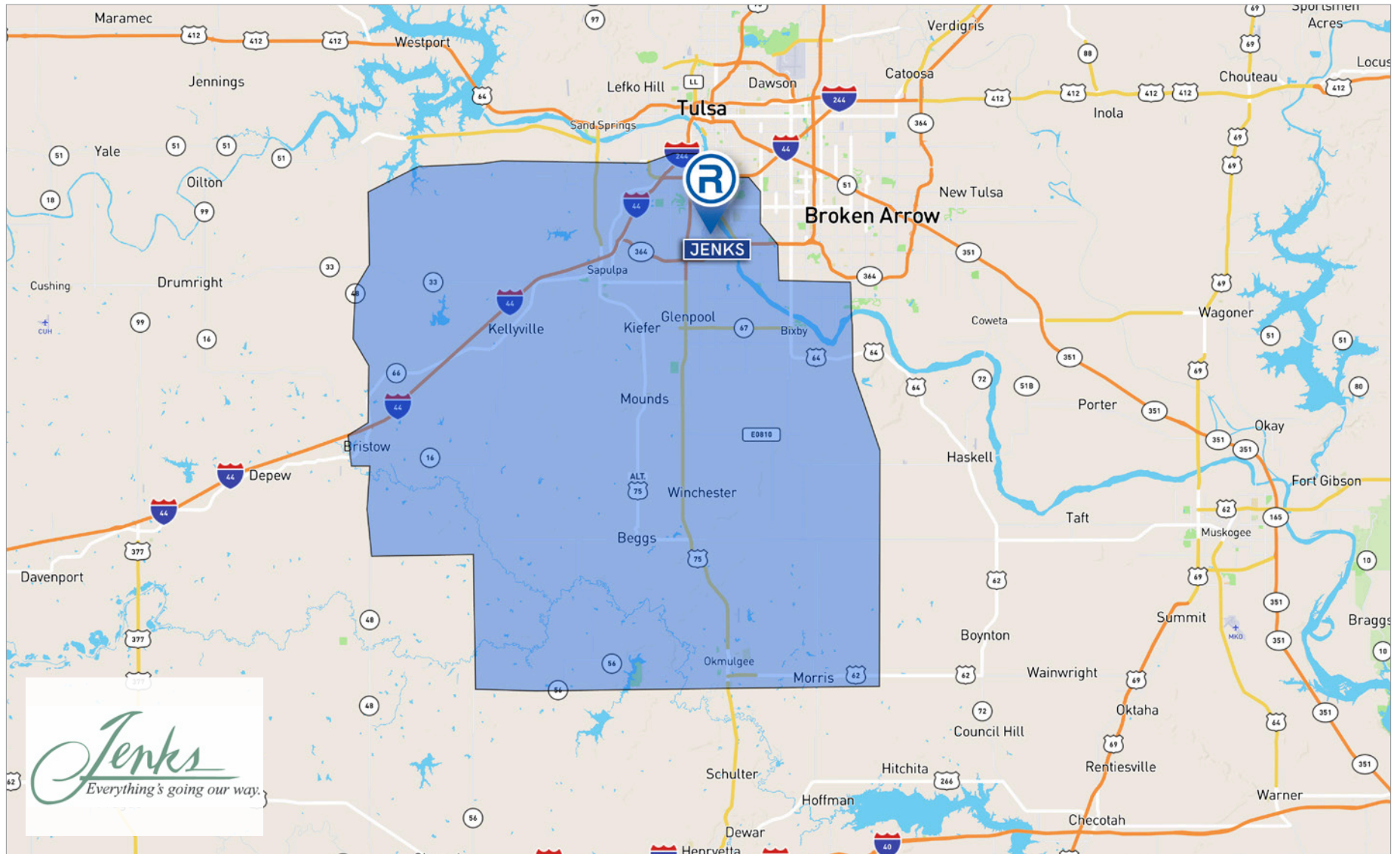
Prepared for
The City of Jenks, Oklahoma
July 2017





HIGHWAY 75 SUBMARKET SECONDARY RETAIL TRADE AREA

Jenks, Oklahoma



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HIGHWAY 75 SUBMARKET SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Jenks, Oklahoma

DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	195,369	
2010 Total Population	211,593	
2017 Total Population	230,808	
2017 Group Quarters	4,782	
2022 Total Population	243,548	
2017-2022 Annual Rate		1.08%
2017 Total Daytime Population		
Workers	84,940	
Residents	121,760	
Household Summary		
2000 Households	76,062	
2000 Average Household Size	2.51	
2010 Households	82,841	
2010 Average Household Size	2.5	
2017 Households	89,246	
2017 Average Household Size	2.53	
2022 Households	93,708	
2022 Average Household Size	2.55	
2017-2022 Annual Rate		0.98%
2010 Families	56,401	
2010 Average Family Size	3.03	
2017 Families	60,436	
2017 Average Family Size	3.07	
2022 Families	63,302	
2022 Average Family Size	3.09	
2017-2022 Annual Rate		0.93%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	82,629	
Owner Occupied Housing Units		62.30%
Renter Occupied Housing Units		29.80%
Vacant Housing Units		7.90%
2010 Housing Units	92,332	
Owner Occupied Housing Units		60.70%
Renter Occupied Housing Units		29.00%
Vacant Housing Units		10.30%
2017 Housing Units	98,850	
Owner Occupied Housing Units		59.60%
Renter Occupied Housing Units		30.70%
Vacant Housing Units		9.70%
2022 Housing Units	103,506	
Owner Occupied Housing Units		59.90%
Renter Occupied Housing Units		30.60%
Vacant Housing Units		9.50%
Median Household Income		
2017	\$54,047	
2022	\$59,934	
Median Home Value		
2017	\$166,259	
2022	\$202,548	
Per Capita Income		
2017	\$31,281	
2022	\$35,020	



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DESCRIPTION	DATA	%
Median Age		
2010	37.3	
2017	38.4	
2022	39.3	
2017 Households by Income		
Household Income Base	89,246	
<\$15,000		11.90%
\$15,000 - \$24,999		10.70%
\$25,000 - \$34,999		9.50%
\$35,000 - \$49,999		13.80%
\$50,000 - \$74,999		18.00%
\$75,000 - \$99,999		11.60%
\$100,000 - \$149,999		12.90%
\$150,000 - \$199,999		5.30%
\$200,000+		6.30%
Average Household Income	\$79,476	
2022 Households by Income		
Household Income Base	93,708	
<\$15,000		11.70%
\$15,000 - \$24,999		9.90%
\$25,000 - \$34,999		8.40%
\$35,000 - \$49,999		11.90%
\$50,000 - \$74,999		16.40%
\$75,000 - \$99,999		13.20%
\$100,000 - \$149,999		15.30%
\$150,000 - \$199,999		6.00%
\$200,000+		7.10%
Average Household Income	\$89,657	

DESCRIPTION	DATA	%
2017 Owner Occupied Housing Units by Value		
Total	58,915	
<\$50,000		8.70%
\$50,000 - \$99,999		17.10%
\$100,000 - \$149,999		19.10%
\$150,000 - \$199,999		15.80%
\$200,000 - \$249,999		11.60%
\$250,000 - \$299,999		7.70%
\$300,000 - \$399,999		8.60%
\$400,000 - \$499,999		4.50%
\$500,000 - \$749,999		4.30%
\$750,000 - \$999,999		1.20%
\$1,000,000 +		1.40%
Average Home Value	\$219,116	
2022 Owner Occupied Housing Units by Value		
Total	62,004	
<\$50,000		7.00%
\$50,000 - \$99,999		13.20%
\$100,000 - \$149,999		14.40%
\$150,000 - \$199,999		14.80%
\$200,000 - \$249,999		13.00%
\$250,000 - \$299,999		9.60%
\$300,000 - \$399,999		11.60%
\$400,000 - \$499,999		6.60%
\$500,000 - \$749,999		6.20%
\$750,000 - \$999,999		1.70%
\$1,000,000 +		2.00%
Average Home Value	\$259,445	



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DESCRIPTION	DATA	%
2010 Population by Age		
Total	211,592	
0 - 4		6.80%
5 - 9		6.90%
10 - 14		7.00%
15 - 24		13.60%
25 - 34		12.90%
35 - 44		12.50%
45 - 54		14.40%
55 - 64		12.30%
65 - 74		7.40%
75 - 84		4.30%
85 +		1.80%
18 +		75.10%
2017 Population by Age		
Total	230,809	
0 - 4		6.40%
5 - 9		6.50%
10 - 14		6.60%
15 - 24		13.10%
25 - 34		13.10%
35 - 44		12.30%
45 - 54		12.70%
55 - 64		13.10%
65 - 74		9.60%
75 - 84		4.60%
85 +		2.00%
18 +		76.80%

DESCRIPTION	DATA	%
2022 Population by Age		
Total	243,549	
0 - 4		6.30%
5 - 9		6.30%
10 - 14		6.60%
15 - 24		12.60%
25 - 34		12.70%
35 - 44		12.60%
45 - 54		11.80%
55 - 64		12.70%
65 - 74		10.60%
75 - 84		5.60%
85 +		2.10%
18 +		77.10%
2010 Population by Sex		
Males	103,002	
Females	108,591	
2017 Population by Sex		
Males	112,759	
Females	118,049	
2022 Population by Sex		
Males	119,253	
Females	124,295	



HIGHWAY 75 SUBMARKET SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Jenks, Oklahoma

DESCRIPTION	DATA	%
2010 Population by Race/Ethnicity		
Total	211,593	
White Alone		74.70%
Black Alone		6.40%
American Indian Alone		8.70%
Asian Alone		1.50%
Pacific Islander Alone		0.10%
Some Other Race Alone		2.30%
Two or More Races		6.30%
Hispanic Origin		5.60%
Diversity Index	49.1	
2017 Population by Race/Ethnicity		
Total	230,808	
White Alone		72.80%
Black Alone		6.30%
American Indian Alone		8.80%
Asian Alone		2.10%
Pacific Islander Alone		0.10%
Some Other Race Alone		2.90%
Two or More Races		6.90%
Hispanic Origin		7.10%
Diversity Index	52.9	

DESCRIPTION	DATA	%
2022 Population by Race/Ethnicity		
Total	243,548	
White Alone		71.00%
Black Alone		6.10%
American Indian Alone		9.00%
Asian Alone		2.60%
Pacific Islander Alone		0.10%
Some Other Race Alone		3.60%
Two or More Races		7.50%
Hispanic Origin		8.40%
Diversity Index	56.2	
2010 Population by Relationship and Household Type		
Total	211,593	
In Households		97.70%
In Family Households		82.90%
Householder		26.70%
Spouse		20.00%
Child		31.00%
Other relative		3.10%
Nonrelative		2.10%
In Nonfamily Households		14.90%
In Group Quarters		2.30%
Institutionalized Population		0.90%
Noninstitutionalized Population		1.40%



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DESCRIPTION	DATA	%
2017 Population 25+ by Educational Attainment		
Total	155,591	
Less than 9th Grade		2.80%
9th - 12th Grade, No Diploma		6.90%
High School Graduate		23.90%
GED/Alternative Credential		4.00%
Some College, No Degree		23.50%
Associate Degree		9.00%
Bachelor's Degree		20.00%
Graduate/Professional Degree		9.90%
2017 Population 15+ by Marital Status		
Total	185,869	
Never Married		27.40%
Married		52.70%
Widowed		6.70%
Divorced		13.20%
2017 Civilian Population 16+ in Labor Force		
Civilian Employed		94.80%
Civilian Unemployed (Unemployment Rate)		5.20%

DESCRIPTION	DATA	%
2017 Employed Population 16+ by Industry		
Total	110,230	
Agriculture/Mining		2.00%
Construction		6.40%
Manufacturing		10.50%
Wholesale Trade		3.00%
Retail Trade		11.00%
Transportation/Utilities		5.90%
Information		2.10%
Finance/Insurance/Real Estate		7.40%
Services		48.60%
Public Administration		3.20%
2017 Employed Population 16+ by Occupation		
Total	110,230	
White Collar		64.40%
Management/Business/Financial		15.60%
Professional		22.70%
Sales		11.30%
Administrative Support		14.90%
Services		15.80%
Blue Collar		19.80%
Farming/Forestry/Fishing		0.40%
Construction/Extraction		4.00%
Installation/Maintenance/Repair		3.60%
Production		7.10%
Transportation/Material Moving		4.70%



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DESCRIPTION	DATA	%
2010 Population By Urban/ Rural Status		
Total Population	211,593	
Population Inside Urbanized Area		68.50%
Population Inside Urbanized Cluster		8.50%
Rural Population		23.00%
2010 Households by Type		
Total	82,841	
Households with 1 Person		27.00%
Households with 2+ People		73.00%
Family Households		68.10%
Husband-wife Families		51.00%
With Related Children		21.90%
Other Family (No Spouse Present)		17.10%
Other Family with Male Householder		4.90%
With Related Children		3.00%
Other Family with Female Householder		12.20%
With Related Children		8.30%
Nonfamily Households		4.90%
All Households with Children		33.70%
Multigenerational Households		3.60%
Unmarried Partner Households		5.50%
Male-female		4.90%
Same-sex		0.60%

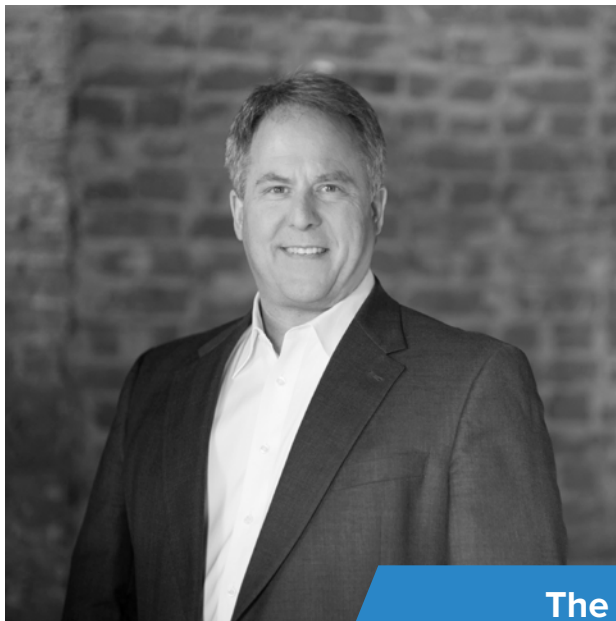
DESCRIPTION	DATA	%
2010 Households by Size		
Total	82,840	
1 Person Household		27.00%
2 Person Household		34.50%
3 Person Household		15.70%
4 Person Household		13.10%
5 Person Household		6.20%
6 Person Household		2.30%
7 + Person Household		2.70%
2010 Households by Tenure and Mortgage Status		
Total	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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