



TheRetailCoach®

# NORTHEASTERN SUBMARKET PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Jenks, Oklahoma

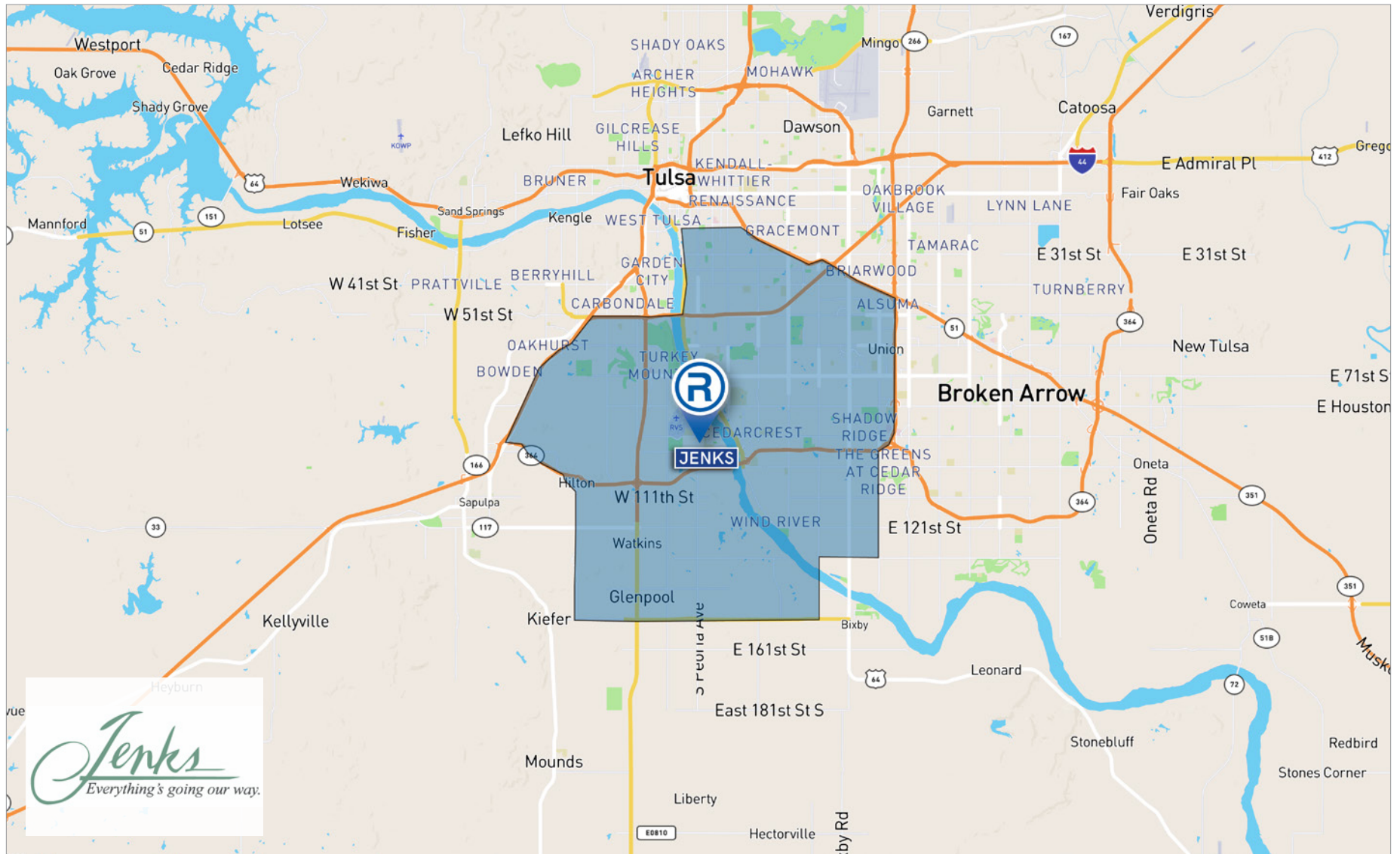
Prepared for  
The City of Jenks, Oklahoma  
July 2017





# NORTHEASTERN 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  
cshROUT@jenksok.org | www.jenksok.com



# NORTHEASTERN SUBMARKET PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Jenks, Oklahoma

DESCRIPTION	DATA	%
<b>Population Summary</b>		
2000 Total Population	193,872	
2010 Total Population	210,533	
2017 Total Population	231,313	
2017 Group Quarters	3,780	
2022 Total Population	246,237	
<b>2017-2022 Annual Rate</b>		1.26%
<b>2017 Total Daytime Population</b>		
Workers	141,553	
Residents	113,482	
<b>Household Summary</b>		
<b>2000 Households</b>	82,697	
2000 Average Household Size	2.28	
<b>2010 Households</b>	89,783	
2010 Average Household Size	2.3	
<b>2017 Households</b>	97,143	
2017 Average Household Size	2.34	
<b>2022 Households</b>	102,816	
2022 Average Household Size	2.36	
<b>2017-2022 Annual Rate</b>		1.14%
2010 Families	54,673	
<b>2010 Average Family Size</b>	2.95	
<b>2017 Families</b>	58,700	
2017 Average Family Size	3	
<b>2022 Families</b>	61,908	
2022 Average Family Size	3.02	
<b>2017-2022 Annual Rate</b>		1.07%

DESCRIPTION	DATA	%
<b>Housing Unit Summary</b>		
<b>2000 Housing Units</b>	88,800	
Owner Occupied Housing Units		54.30%
Renter Occupied Housing Units		38.80%
Vacant Housing Units		6.90%
<b>2010 Housing Units</b>	98,812	
Owner Occupied Housing Units		53.60%
Renter Occupied Housing Units		37.20%
Vacant Housing Units		9.10%
<b>2017 Housing Units</b>	106,170	
Owner Occupied Housing Units		52.50%
Renter Occupied Housing Units		39.00%
Vacant Housing Units		8.50%
<b>2022 Housing Units</b>	111,858	
Owner Occupied Housing Units		52.90%
Renter Occupied Housing Units		39.00%
Vacant Housing Units		8.10%
<b>Median Household Income</b>		
2017	\$60,035	
2022	\$67,283	
<b>Median Home Value</b>		
2017	\$205,917	
2022	\$234,731	
<b>Per Capita Income</b>		
2017	\$39,658	
2022	\$43,718	



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DESCRIPTION	DATA	%
<b>Median Age</b>		
2010	37.6	
2017	38.8	
2022	39.5	
<b>2017 Households by Income</b>		
Household Income Base	97,143	
<\$15,000		10.30%
\$15,000 - \$24,999		9.90%
\$25,000 - \$34,999		8.90%
\$35,000 - \$49,999		12.90%
\$50,000 - \$74,999		16.40%
\$75,000 - \$99,999		11.40%
\$100,000 - \$149,999		14.20%
\$150,000 - \$199,999		6.40%
\$200,000+		9.60%
<b>Average Household Income</b>	\$93,310	
<b>2022 Households by Income</b>		
Household Income Base	102,816	
<\$15,000		10.10%
\$15,000 - \$24,999		9.20%
\$25,000 - \$34,999		7.90%
\$35,000 - \$49,999		11.30%
\$50,000 - \$74,999		15.20%
\$75,000 - \$99,999		12.80%
\$100,000 - \$149,999		16.10%
\$150,000 - \$199,999		7.00%
\$200,000+		10.50%
<b>Average Household Income</b>	\$103,621	

DESCRIPTION	DATA	%
<b>2017 Owner Occupied Housing Units by Value</b>		
Total	55,763	
<\$50,000		1.80%
\$50,000 - \$99,999		7.60%
\$100,000 - \$149,999		18.50%
\$150,000 - \$199,999		20.60%
\$200,000 - \$249,999		13.90%
\$250,000 - \$299,999		9.80%
\$300,000 - \$399,999		12.20%
\$400,000 - \$499,999		5.90%
\$500,000 - \$749,999		6.00%
\$750,000 - \$999,999		1.80%
\$1,000,000 +		2.10%
<b>Average Home Value</b>	\$271,576	
<b>2022 Owner Occupied Housing Units by Value</b>		
Total	59,155	
<\$50,000		1.40%
\$50,000 - \$99,999		5.90%
\$100,000 - \$149,999		14.00%
\$150,000 - \$199,999		18.70%
\$200,000 - \$249,999		14.50%
\$250,000 - \$299,999		11.10%
\$300,000 - \$399,999		14.70%
\$400,000 - \$499,999		7.40%
\$500,000 - \$749,999		7.70%
\$750,000 - \$999,999		2.20%
\$1,000,000 +		2.50%
<b>Average Home Value</b>	\$300,818	



# NORTHEASTERN SUBMARKET PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Jenks, Oklahoma

DESCRIPTION	DATA	%
<b>2010 Population by Age</b>		
Total	210,531	
0 - 4		6.50%
5 - 9		6.40%
10 - 14		6.30%
15 - 24		13.70%
25 - 34		13.80%
35 - 44		12.50%
45 - 54		14.20%
55 - 64		12.50%
65 - 74		7.10%
75 - 84		4.80%
85 +		2.20%
18 +		77.00%
<b>2017 Population by Age</b>		
Total	231,313	
0 - 4		6.00%
5 - 9		6.10%
10 - 14		6.20%
15 - 24		12.90%
25 - 34		14.10%
35 - 44		12.20%
45 - 54		12.40%
55 - 64		13.00%
65 - 74		9.50%
75 - 84		5.00%
85 +		2.60%
18 +		78.30%

DESCRIPTION	DATA	%
<b>2022 Population by Age</b>		
Total	246,236	
0 - 4		6.00%
5 - 9		5.90%
10 - 14		6.00%
15 - 24		12.30%
25 - 34		14.00%
35 - 44		12.70%
45 - 54		11.60%
55 - 64		12.30%
65 - 74		10.70%
75 - 84		5.90%
85 +		2.60%
18 +		78.70%
<b>2010 Population by Sex</b>		
Males	101,066	
Females	109,467	
<b>2017 Population by Sex</b>		
Males	111,515	
Females	119,799	
<b>2022 Population by Sex</b>		
Males	118,926	
Females	127,311	



# NORTHEASTERN SUBMARKET PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Jenks, Oklahoma

DESCRIPTION	DATA	%
<b>2010 Population by Race/Ethnicity</b>		
Total	210,533	
White Alone		76.40%
Black Alone		7.40%
American Indian Alone		5.00%
Asian Alone		2.70%
Pacific Islander Alone		0.10%
Some Other Race Alone		3.20%
Two or More Races		5.10%
Hispanic Origin		7.30%
Diversity Index	48.7	
<b>2017 Population by Race/Ethnicity</b>		
Total	231,313	
White Alone		74.00%
Black Alone		7.30%
American Indian Alone		5.30%
Asian Alone		3.70%
Pacific Islander Alone		0.10%
Some Other Race Alone		3.90%
Two or More Races		5.70%
Hispanic Origin		8.70%
Diversity Index	53.1	

DESCRIPTION	DATA	%
<b>2022 Population by Race/Ethnicity</b>		
Total	246,237	
White Alone		71.80%
Black Alone		7.20%
American Indian Alone		5.50%
Asian Alone		4.50%
Pacific Islander Alone		0.10%
Some Other Race Alone		4.60%
Two or More Races		6.20%
Hispanic Origin		10.10%
Diversity Index	56.9	
<b>2010 Population by Relationship and Household Type</b>		
Total	210,533	
In Households		98.20%
In Family Households		78.20%
Householder		26.00%
Spouse		19.70%
Child		28.20%
Other relative		2.60%
Nonrelative		1.70%
In Nonfamily Households		20.00%
In Group Quarters		1.80%
Institutionalized Population		0.80%
Noninstitutionalized Population		1.00%



# NORTHEASTERN SUBMARKET PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Jenks, Oklahoma

DESCRIPTION	DATA	%
<b>2017 Population 25+ by Educational Attainment</b>		
Total	159,242	
Less than 9th Grade		2.10%
9th - 12th Grade, No Diploma		3.90%
High School Graduate		16.30%
GED/Alternative Credential		2.30%
Some College, No Degree		22.60%
Associate Degree		8.50%
Bachelor's Degree		29.00%
Graduate/Professional Degree		15.20%
<b>2017 Population 15+ by Marital Status</b>		
Total	189,075	
Never Married		29.90%
Married		51.20%
Widowed		6.00%
Divorced		12.90%
<b>2017 Civilian Population 16+ in Labor Force</b>		
Civilian Employed		95.90%
Civilian Unemployed (Unemployment Rate)		4.10%

DESCRIPTION	DATA	%
<b>2017 Employed Population 16+ by Industry</b>		
Total	119,601	
Agriculture/Mining		1.80%
Construction		4.90%
Manufacturing		8.20%
Wholesale Trade		3.00%
Retail Trade		10.70%
Transportation/Utilities		5.00%
Information		2.50%
Finance/Insurance/Real Estate		8.10%
Services		53.30%
Public Administration		2.40%
<b>2017 Employed Population 16+ by Occupation</b>		
Total	119,599	
White Collar		71.20%
Management/Business/Financial		18.60%
Professional		26.80%
Sales		12.00%
Administrative Support		13.80%
Services		15.30%
Blue Collar		13.50%
Farming/Forestry/Fishing		0.30%
Construction/Extraction		2.80%
Installation/Maintenance/Repair		2.20%
Production		4.70%
Transportation/Material Moving		3.40%



# NORTHEASTERN SUBMARKET PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Jenks, Oklahoma

DESCRIPTION	DATA	%
<b>2010 Population By Urban/ Rural Status</b>		
Total Population	210,533	
Population Inside Urbanized Area		97.70%
Population Inside Urbanized Cluster		0.00%
Rural Population		2.30%
<b>2010 Households by Type</b>		
Total	89,783	
Households with 1 Person		32.80%
Households with 2+ People		67.20%
Family Households		60.90%
Husband-wife Families		46.20%
With Related Children		19.30%
Other Family (No Spouse Present)		14.70%
Other Family with Male Householder		4.10%
With Related Children		2.50%
Other Family with Female Householder		10.60%
With Related Children		7.20%
Nonfamily Households		6.30%
All Households with Children		29.30%
Multigenerational Households		2.20%
Unmarried Partner Households		5.50%
Male-female		4.70%
Same-sex		0.70%

DESCRIPTION	DATA	%
<b>2010 Households by Size</b>		
Total	89,784	
1 Person Household		32.80%
2 Person Household		34.40%
3 Person Household		14.10%
4 Person Household		11.30%
5 Person Household		4.90%
6 Person Household		1.70%
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%

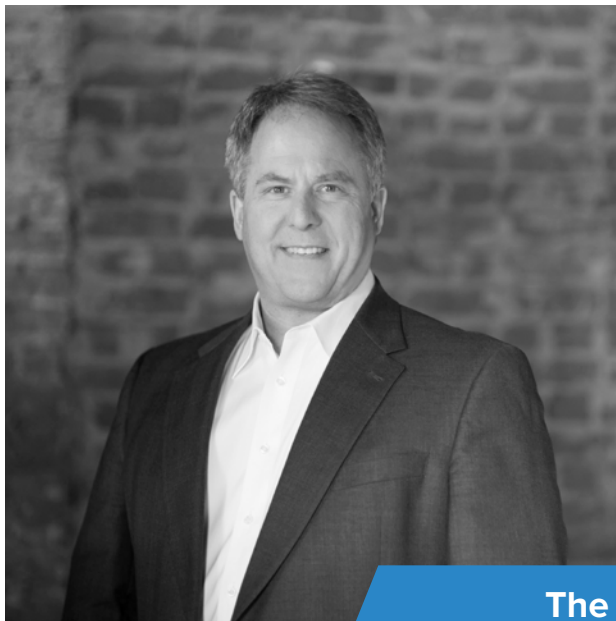




# ABOUT THE RETAIL COACH

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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