



TheRetailCoach®

NORTHEASTERN SUBMARKET PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Jenks, Oklahoma

Prepared for
The City of Jenks, Oklahoma
September 2017





NORTHEASTERN SUBMARKET PRIMARY RETAIL TRADE AREA

Jenks, Oklahoma



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NORTHEASTERN SUBMARKET PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Jenks, Oklahoma

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
NAICS	Industry Summary				
44-45,722	Total Retail Trade and Food & Drink	\$4,753,821,761	\$142,689,189	\$4,611,132,572	0.030
44-45	Total Retail Trade	\$4,332,387,614	\$118,968,061	\$4,213,419,553	0.027
722	Total Food & Drink	\$421,434,147	\$23,721,128	\$397,713,019	0.056
	Industry Group				
441	Motor Vehicle & Parts Dealers	\$1,069,775,081	\$8,100,405	\$1,061,674,676	0.008
4411	Automobile Dealers	\$850,214,524	\$2,953,372	\$847,261,152	0.003
4412	Other Motor Vehicle Dealers	\$127,748,664	\$3,353,310	\$124,395,354	0.026
4413	Auto Parts, Accessories & Tire Stores	\$91,811,893	\$1,793,723	\$90,018,170	0.020
442	Furniture & Home Furnishings Stores	\$101,798,433	\$1,770,914	\$100,027,519	0.017
4421	Furniture Stores	\$56,649,822	\$331,666	\$56,318,156	0.006
4422	Home Furnishings Stores	\$45,148,611	\$1,439,248	\$43,709,363	0.032
443	Electronics & Appliance Stores	\$115,542,884	\$4,453,707	\$111,089,177	0.039
444	Bldg Materials, Garden Equip. & Supply Stores	\$291,273,005	\$6,005,085	\$285,267,920	0.021
4441	Bldg Material & Supplies Dealers	\$272,207,287	\$5,320,745	\$266,886,542	0.020
4442	Lawn & Garden Equip & Supply Stores	\$19,065,718	\$684,340	\$18,381,378	0.036
445	Food & Beverage Stores	\$441,324,600	\$51,888,229	\$389,436,371	0.118
4451	Grocery Stores	\$385,280,447	\$47,995,031	\$337,285,416	0.125
4452	Specialty Food Stores	\$13,845,411	\$2,340,014	\$11,505,397	0.169
4453	Beer, Wine & Liquor Stores	\$42,198,743	\$1,553,184	\$40,645,559	0.037

*Positive numbers denote leakage, negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.



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446,4461	Health & Personal Care Stores	\$235,635,916	\$11,002,697	\$224,633,219	0.047
447,4471	Gasoline Stations	\$696,777,352	\$12,271,902	\$684,505,450	0.018
448	Clothing & Clothing Accessories Stores	\$159,073,055	\$6,964,031	\$152,109,024	0.044
4481	Clothing Stores	\$114,061,169	\$3,246,352	\$110,814,817	0.028
4482	Shoe Stores	\$26,083,314	\$2,273,943	\$23,809,371	0.087
4483	Jewelry, Luggage & Leather Goods Stores	\$18,928,571	\$1,443,736	\$17,484,835	0.076
451	Sporting Goods, Hobby, Book & Music Stores	\$137,629,099	\$4,216,940	\$133,412,159	0.031
4511	Sporting Goods/Hobby/Musical Instr Stores	\$112,804,066	\$4,216,940	\$108,587,126	0.037
4512	Book, Periodical & Music Stores	\$24,825,033	\$0	\$24,825,033	0.000
452	General Merchandise Stores	\$892,070,951	\$4,769,292	\$887,301,659	0.005
4521	Department Stores Excluding Leased Depts.	\$683,938,011	\$0	\$683,938,011	0.000
4529	Other General Merchandise Stores	\$208,132,940	\$4,769,292	\$203,363,648	0.023
453	Miscellaneous Store Retailers	\$153,685,059	\$7,098,783	\$146,586,276	0.046
4531	Florists	\$7,848,939	\$397,471	\$7,451,468	0.051
4532	Office Supplies, Stationery & Gift Stores	\$28,715,915	\$372,115	\$28,343,800	0.013
4533	Used Merchandise Stores	\$21,351,753	\$1,776,864	\$19,574,889	0.083
4539	Other Miscellaneous Store Retailers	\$95,768,452	\$4,552,333	\$91,216,119	0.048
454	Nonstore Retailers	\$37,802,180	\$426,076	\$37,376,104	0.011
4541	Electronic Shopping & Mail-Order Houses	\$13,644,784	\$426,076	\$13,218,708	0.031
4542	Vending Machine Operators	\$6,364,326	\$0	\$6,364,326	0.000
4543	Direct Selling Establishments	\$17,793,069	\$0	\$17,793,069	0.000

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
722	Food Services & Drinking Places	\$421,434,147	\$23,721,128	\$397,713,019	0.056
7223	Special Food Services	\$4,681,592	\$35,581	\$4,646,011	0.008
7224	Drinking Places - Alcoholic Beverages	\$8,489,423	\$495,720	\$7,993,703	0.058
7225	Restaurants/Other Eating Places	\$408,263,132	\$23,189,827	\$385,073,305	0.057

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NORTHEASTERN SUBMARKET PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Jenks, Oklahoma

DESCRIPTION	DATA	%
Population Summary		
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	
2017-2022 Annual Rate		1.26%
2017 Total Daytime Population		
Workers	141,553	
Residents	113,482	
Household Summary		
2000 Households	82,697	
2000 Average Household Size	2.28	
2010 Households	89,783	
2010 Average Household Size	2.3	
2017 Households	97,143	
2017 Average Household Size	2.34	
2022 Households	102,816	
2022 Average Household Size	2.36	
2017-2022 Annual Rate		1.14%
2010 Families	54,673	
2010 Average Family Size	2.95	
2017 Families	58,700	
2017 Average Family Size	3	
2022 Families	61,908	
2022 Average Family Size	3.02	
2017-2022 Annual Rate		1.07%

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



NORTHEASTERN SUBMARKET PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Jenks, Oklahoma

DESCRIPTION	DATA	%
Median Age		
2010	37.6	
2017	38.8	
2022	39.5	
2017 Households by Income		
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%
Average Household Income	\$93,310	
2022 Households by Income		
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%
Average Household Income	\$103,621	

DESCRIPTION	DATA	%
2017 Owner Occupied Housing Units by Value		
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%
Average Home Value	\$271,576	
2022 Owner Occupied Housing Units by Value		
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%
Average Home Value	\$300,818	



NORTHEASTERN SUBMARKET PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
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DESCRIPTION	DATA	%
2010 Population by Age		
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%
2017 Population by Age		
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	%
2022 Population by Age		
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%
2010 Population by Sex		
Males	101,066	
Females	109,467	
2017 Population by Sex		
Males	111,515	
Females	119,799	
2022 Population by Sex		
Males	118,926	
Females	127,311	



NORTHEASTERN SUBMARKET PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Jenks, Oklahoma

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

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DESCRIPTION	DATA	%
2017 Population 25+ by Educational Attainment		
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%
2017 Population 15+ by Marital Status		
Total	189,075	
Never Married		29.90%
Married		51.20%
Widowed		6.00%
Divorced		12.90%
2017 Civilian Population 16+ in Labor Force		
Civilian Employed		95.90%
Civilian Unemployed (Unemployment Rate)		4.10%

DESCRIPTION	DATA	%
2017 Employed Population 16+ by Industry		
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%
2017 Employed Population 16+ by Occupation		
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%



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Jenks, Oklahoma

DESCRIPTION	DATA	%
2010 Population By Urban/ Rural Status		
Total Population	210,533	
Population Inside Urbanized Area		97.70%
Population Inside Urbanized Cluster		0.00%
Rural Population		2.30%
2010 Households by Type		
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%

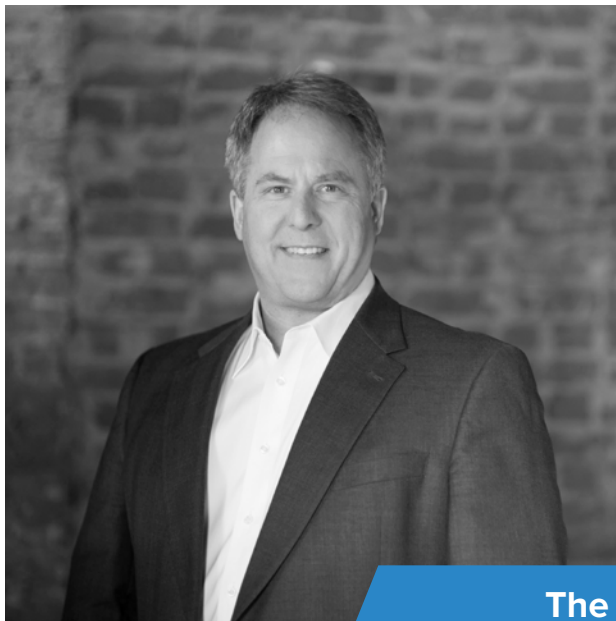
DESCRIPTION	DATA	%
2010 Households by Size		
Total	89,784	
1 Person Household		32.80%
2 Person Household		34.40%
3 Person Household		14.10%
4 Person Household		11.30%
5 Person Household		4.90%
6 Person Household		1.70%
7 + Person Household		2.70%
2010 Households by Tenure and Mortgage Status		
Total	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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