



TheRetailCoach®

NORTHEASTERN SUBMARKET SECONDARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Jenks, Oklahoma

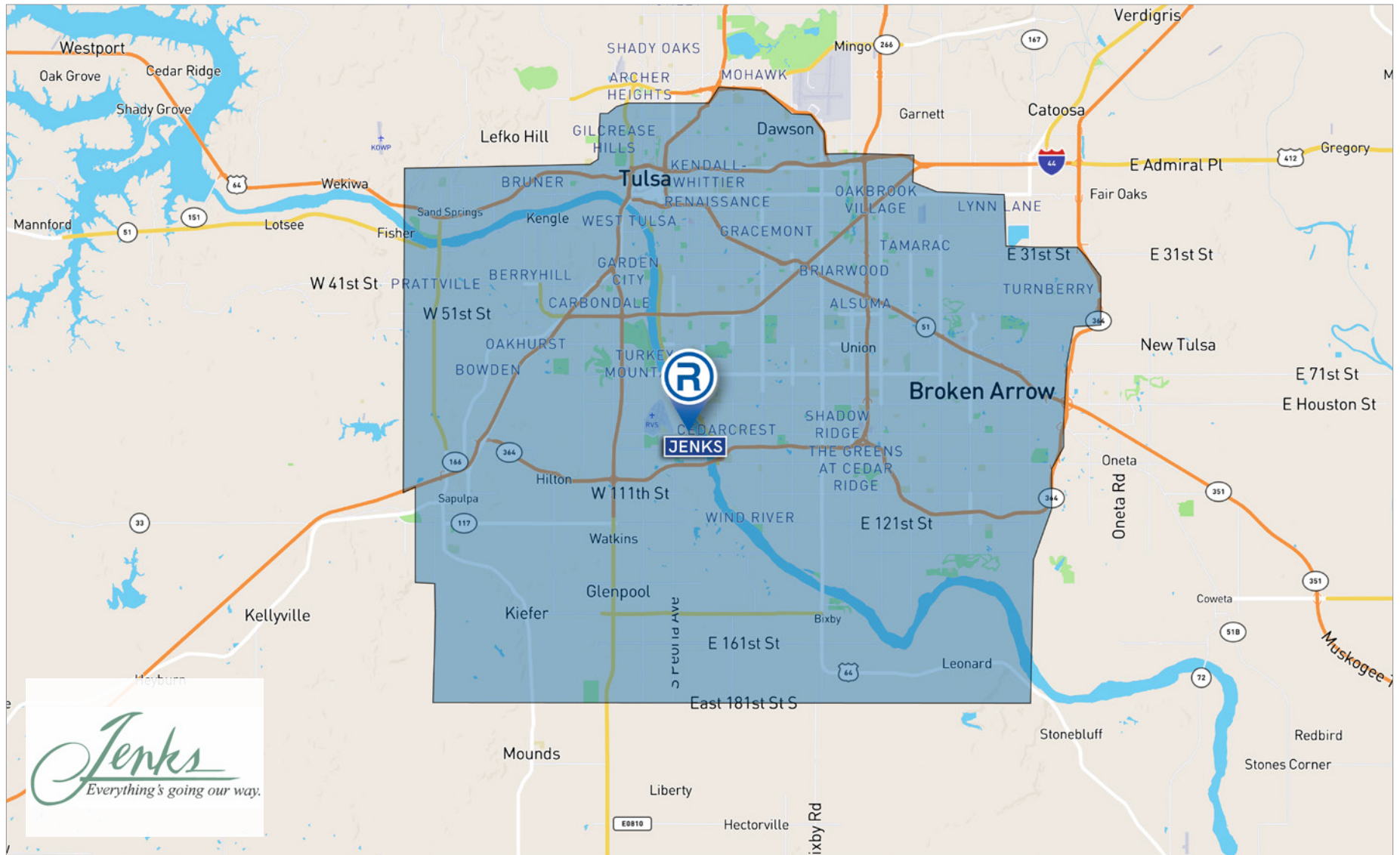
Prepared for
The City of Jenks, Oklahoma
September 2017





NORTHEASTERN SUBMARKET SECONDARY RETAIL TRADE AREA

Jenks, Oklahoma



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NORTHEASTERN SUBMARKET SECONDARY 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	\$9,868,305,234	\$142,689,189	\$9,725,616,045	0.014
44-45	Total Retail Trade	\$8,993,463,683	\$118,968,061	\$8,874,495,622	0.013
722	Total Food & Drink	\$874,841,550	\$23,721,128	\$851,120,422	0.027
	Industry Group				
441	Motor Vehicle & Parts Dealers	\$2,220,711,579	\$8,100,405	\$2,212,611,174	0.004
4411	Automobile Dealers	\$1,764,932,902	\$2,953,372	\$1,761,979,530	0.002
4412	Other Motor Vehicle Dealers	\$265,189,329	\$3,353,310	\$261,836,019	0.013
4413	Auto Parts, Accessories & Tire Stores	\$190,589,347	\$1,793,723	\$188,795,624	0.009
442	Furniture & Home Furnishings Stores	\$211,320,083	\$1,770,914	\$209,549,169	0.008
4421	Furniture Stores	\$117,597,539	\$331,666	\$117,265,873	0.003
4422	Home Furnishings Stores	\$93,722,544	\$1,439,248	\$92,283,296	0.015
443	Electronics & Appliance Stores	\$239,851,746	\$4,453,707	\$235,398,039	0.019
444	Bldg Materials, Garden Equip. & Supply Stores	\$604,644,235	\$6,005,085	\$598,639,150	0.010
4441	Bldg Material & Supplies Dealers	\$565,066,327	\$5,320,745	\$559,745,582	0.009
4442	Lawn & Garden Equip & Supply Stores	\$39,577,908	\$684,340	\$38,893,568	0.017
445	Food & Beverage Stores	\$916,131,500	\$51,888,229	\$864,243,271	0.057
4451	Grocery Stores	\$799,791,250	\$47,995,031	\$751,796,219	0.060
4452	Specialty Food Stores	\$28,741,241	\$2,340,014	\$26,401,227	0.081
4453	Beer, Wine & Liquor Stores	\$87,599,009	\$1,553,184	\$86,045,825	0.018

*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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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
446,4461	Health & Personal Care Stores	\$489,148,996	\$11,002,697	\$478,146,299	0.022
447,4471	Gasoline Stations	\$1,446,417,627	\$12,271,902	\$1,434,145,725	0.008
448	Clothing & Clothing Accessories Stores	\$330,214,622	\$6,964,031	\$323,250,591	0.021
4481	Clothing Stores	\$236,775,902	\$3,246,352	\$233,529,550	0.014
4482	Shoe Stores	\$54,145,510	\$2,273,943	\$51,871,567	0.042
4483	Jewelry, Luggage & Leather Goods Stores	\$39,293,210	\$1,443,736	\$37,849,474	0.037
451	Sporting Goods, Hobby, Book & Music Stores	\$285,699,806	\$4,216,940	\$281,482,866	0.015
4511	Sporting Goods/Hobby/Musical Instr Stores	\$234,166,322	\$4,216,940	\$229,949,382	0.018
4512	Book, Periodical & Music Stores	\$51,533,484	\$0	\$51,533,484	0.000
452	General Merchandise Stores	\$1,851,821,309	\$4,769,292	\$1,847,052,017	0.003
4521	Department Stores Excluding Leased Depts.	\$1,419,764,853	\$0	\$1,419,764,853	0.000
4529	Other General Merchandise Stores	\$432,056,455	\$4,769,292	\$427,287,163	0.011
453	Miscellaneous Store Retailers	\$319,029,856	\$7,098,783	\$311,931,073	0.022
4531	Florists	\$16,293,359	\$397,471	\$15,895,888	0.024
4532	Office Supplies, Stationery & Gift Stores	\$59,610,441	\$372,115	\$59,238,326	0.006
4533	Used Merchandise Stores	\$44,323,416	\$1,776,864	\$42,546,552	0.040
4539	Other Miscellaneous Store Retailers	\$198,802,640	\$4,552,333	\$194,250,307	0.023
454	Nonstore Retailers	\$78,472,325	\$426,076	\$78,046,249	0.005
4541	Electronic Shopping & Mail-Order Houses	\$28,324,768	\$426,076	\$27,898,692	0.015
4542	Vending Machine Operators	\$13,211,499	\$0	\$13,211,499	0.000
4543	Direct Selling Establishments	\$36,936,059	\$0	\$36,936,059	0.000

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
722	Food Services & Drinking Places	\$874,841,550	\$23,721,128	\$851,120,422	0.027
7223	Special Food Services	\$9,718,366	\$35,581	\$9,682,785	0.004
7224	Drinking Places - Alcoholic Beverages	\$17,622,919	\$495,720	\$17,127,199	0.028
7225	Restaurants/Other Eating Places	\$847,500,265	\$23,189,827	\$824,310,438	0.027

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NORTHEASTERN SUBMARKET SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Jenks, Oklahoma

DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	534,926	
2010 Total Population	574,263	
2017 Total Population	626,593	
2017 Group Quarters	9,913	
2022 Total Population	664,392	
2017-2022 Annual Rate		1.18%
2017 Total Daytime Population		
Workers	357,264	
Residents	321,734	
Household Summary		
2000 Households	217,270	
2000 Average Household Size	2.41	
2010 Households	231,040	
2010 Average Household Size	2.44	
2017 Households	248,374	
2017 Average Household Size	2.48	
2022 Households	262,027	
2022 Average Household Size	2.5	
2017-2022 Annual Rate		1.08%
2010 Families	146,548	
2010 Average Family Size	3.06	
2017 Families	156,130	
2017 Average Family Size	3.11	
2022 Families	164,063	
2022 Average Family Size	3.13	
2017-2022 Annual Rate		1.00%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	233,423	
Owner Occupied Housing Units		57.40%
Renter Occupied Housing Units		35.70%
Vacant Housing Units		6.90%
2010 Housing Units	255,756	
Owner Occupied Housing Units		55.30%
Renter Occupied Housing Units		35.10%
Vacant Housing Units		9.70%
2017 Housing Units	272,930	
Owner Occupied Housing Units		53.90%
Renter Occupied Housing Units		37.10%
Vacant Housing Units		9.00%
2022 Housing Units	287,145	
Owner Occupied Housing Units		54.10%
Renter Occupied Housing Units		37.10%
Vacant Housing Units		8.70%
Median Household Income		
2017	\$52,021	
2022	\$56,393	
Median Home Value		
2017	\$155,176	
2022	\$176,934	
Per Capita Income		
2017	\$30,391	
2022	\$33,828	



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DESCRIPTION	DATA	%
Median Age		
2010	35.3	
2017	36.6	
2022	37.3	
2017 Households by Income		
Household Income Base	248,374	
<\$15,000		12.10%
\$15,000 - \$24,999		11.10%
\$25,000 - \$34,999		10.10%
\$35,000 - \$49,999		14.50%
\$50,000 - \$74,999		18.10%
\$75,000 - \$99,999		11.40%
\$100,000 - \$149,999		12.40%
\$150,000 - \$199,999		4.70%
\$200,000+		5.50%
Average Household Income	\$75,756	
2022 Households by Income		
Household Income Base	262,027	
<\$15,000		12.10%
\$15,000 - \$24,999		10.40%
\$25,000 - \$34,999		9.10%
\$35,000 - \$49,999		12.80%
\$50,000 - \$74,999		16.70%
\$75,000 - \$99,999		12.90%
\$100,000 - \$149,999		14.40%
\$150,000 - \$199,999		5.40%
\$200,000+		6.20%
Average Household Income	\$84,908	

DESCRIPTION	DATA	%
2017 Owner Occupied Housing Units by Value		
Total	147,010	
<\$50,000		5.90%
\$50,000 - \$99,999		18.30%
\$100,000 - \$149,999		23.80%
\$150,000 - \$199,999		18.70%
\$200,000 - \$249,999		11.30%
\$250,000 - \$299,999		6.60%
\$300,000 - \$399,999		6.90%
\$400,000 - \$499,999		3.20%
\$500,000 - \$749,999		3.10%
\$750,000 - \$999,999		1.10%
\$1,000,000 +		1.00%
Average Home Value	\$201,488	
2022 Owner Occupied Housing Units by Value		
Total	155,373	
<\$50,000		5.30%
\$50,000 - \$99,999		15.40%
\$100,000 - \$149,999		19.50%
\$150,000 - \$199,999		18.20%
\$200,000 - \$249,999		12.80%
\$250,000 - \$299,999		8.10%
\$300,000 - \$399,999		9.20%
\$400,000 - \$499,999		4.50%
\$500,000 - \$749,999		4.30%
\$750,000 - \$999,999		1.40%
\$1,000,000 +		1.30%
Average Home Value	\$227,737	



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DESCRIPTION	DATA	%
2010 Population by Age		
Total	574,268	
0 - 4		7.40%
5 - 9		7.10%
10 - 14		6.70%
15 - 24		13.80%
25 - 34		14.60%
35 - 44		13.00%
45 - 54		13.80%
55 - 64		11.50%
65 - 74		6.40%
75 - 84		4.10%
85 +		1.70%
18 +		74.80%
2017 Population by Age		
Total	626,594	
0 - 4		6.80%
5 - 9		6.80%
10 - 14		6.60%
15 - 24		13.10%
25 - 34		14.50%
35 - 44		12.90%
45 - 54		12.40%
55 - 64		12.30%
65 - 74		8.50%
75 - 84		4.20%
85 +		1.90%
18 +		76.10%

DESCRIPTION	DATA	%
2022 Population by Age		
Total	664,393	
0 - 4		6.80%
5 - 9		6.60%
10 - 14		6.60%
15 - 24		12.60%
25 - 34		14.20%
35 - 44		13.30%
45 - 54		11.70%
55 - 64		11.70%
65 - 74		9.50%
75 - 84		5.00%
85 +		1.90%
18 +		76.20%
2010 Population by Sex		
Males	280,322	
Females	293,941	
2017 Population by Sex		
Males	306,546	
Females	320,047	
2022 Population by Sex		
Males	325,548	
Females	338,845	



NORTHEASTERN SUBMARKET SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
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DESCRIPTION	DATA	%
2010 Population by Race/Ethnicity		
Total	574,263	
White Alone		70.20%
Black Alone		9.60%
American Indian Alone		6.00%
Asian Alone		2.40%
Pacific Islander Alone		0.10%
Some Other Race Alone		5.90%
Two or More Races		5.80%
Hispanic Origin		11.20%
Diversity Index	59.5	
2017 Population by Race/Ethnicity		
Total	626,592	
White Alone		67.80%
Black Alone		9.40%
American Indian Alone		6.20%
Asian Alone		3.30%
Pacific Islander Alone		0.10%
Some Other Race Alone		6.90%
Two or More Races		6.40%
Hispanic Origin		13.00%
Diversity Index	63.4	

DESCRIPTION	DATA	%
2022 Population by Race/Ethnicity		
Total	664,392	
White Alone		65.60%
Black Alone		9.10%
American Indian Alone		6.30%
Asian Alone		4.00%
Pacific Islander Alone		0.10%
Some Other Race Alone		7.90%
Two or More Races		6.80%
Hispanic Origin		14.90%
Diversity Index	66.8	
2010 Population by Relationship and Household Type		
Total	574,263	
In Households		98.30%
In Family Households		80.30%
Householder		25.50%
Spouse		18.30%
Child		30.80%
Other relative		3.40%
Nonrelative		2.20%
In Nonfamily Households		18.00%
In Group Quarters		1.70%
Institutionalized Population		1.00%
Noninstitutionalized Population		0.80%



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DESCRIPTION	DATA	%
2017 Population 25+ by Educational Attainment		
Total	417,835	
Less than 9th Grade		3.80%
9th - 12th Grade, No Diploma		6.80%
High School Graduate		21.70%
GED/Alternative Credential		3.70%
Some College, No Degree		23.60%
Associate Degree		8.70%
Bachelor's Degree		21.50%
Graduate/Professional Degree		10.10%
2017 Population 15+ by Marital Status		
Total	499,738	
Never Married		30.70%
Married		49.70%
Widowed		5.90%
Divorced		13.70%
2017 Civilian Population 16+ in Labor Force		
Civilian Employed		95.00%
Civilian Unemployed (Unemployment Rate)		5.00%

DESCRIPTION	DATA	%
2017 Employed Population 16+ by Industry		
Total	308,201	
Agriculture/Mining		1.50%
Construction		6.80%
Manufacturing		10.60%
Wholesale Trade		3.10%
Retail Trade		11.10%
Transportation/Utilities		5.70%
Information		2.30%
Finance/Insurance/Real Estate		6.80%
Services		49.80%
Public Administration		2.40%
2017 Employed Population 16+ by Occupation		
Total	308,201	
White Collar		63.20%
Management/Business/Financial		15.30%
Professional		22.10%
Sales		11.30%
Administrative Support		14.50%
Services		16.80%
Blue Collar		20.00%
Farming/Forestry/Fishing		0.20%
Construction/Extraction		4.80%
Installation/Maintenance/Repair		3.20%
Production		6.80%
Transportation/Material Moving		5.00%



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DESCRIPTION	DATA	%
2010 Population By Urban/ Rural Status		
Total Population	574,263	
Population Inside Urbanized Area		96.50%
Population Inside Urbanized Cluster		0.00%
Rural Population		3.50%
2010 Households by Type		
Total	231,040	
Households with 1 Person		30.10%
Households with 2+ People		69.90%
Family Households		63.40%
Husband-wife Families		45.50%
With Related Children		20.40%
Other Family (No Spouse Present)		17.90%
Other Family with Male Householder		5.00%
With Related Children		3.10%
Other Family with Female Householder		12.90%
With Related Children		8.90%
Nonfamily Households		6.40%
All Households with Children		32.80%
Multigenerational Households		3.30%
Unmarried Partner Households		6.10%
Male-female		5.40%
Same-sex		0.80%

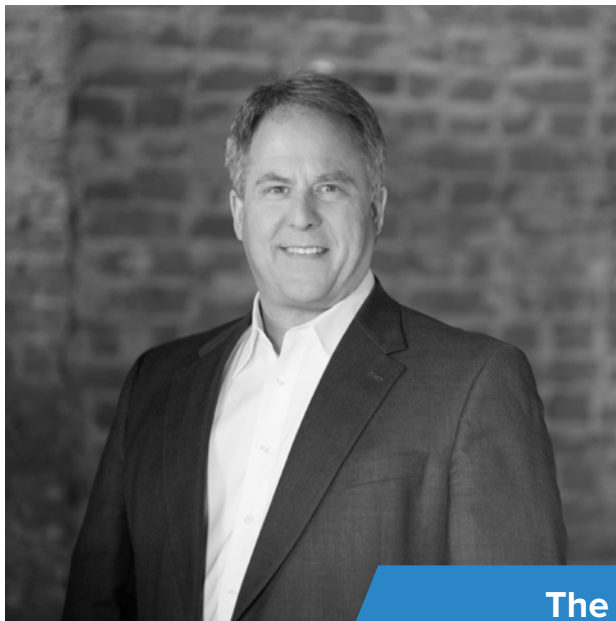
DESCRIPTION	DATA	%
2010 Households by Size		
Total	231,042	
1 Person Household		30.10%
2 Person Household		32.90%
3 Person Household		15.30%
4 Person Household		12.20%
5 Person Household		5.90%
6 Person Household		2.30%
7 + Person Household		2.70%
2010 Households by Tenure and Mortgage Status		
Total	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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