



TheRetailCoach®

COMMUNITY GAP/OPPORTUNITY ANALYSIS

Jenks, Oklahoma

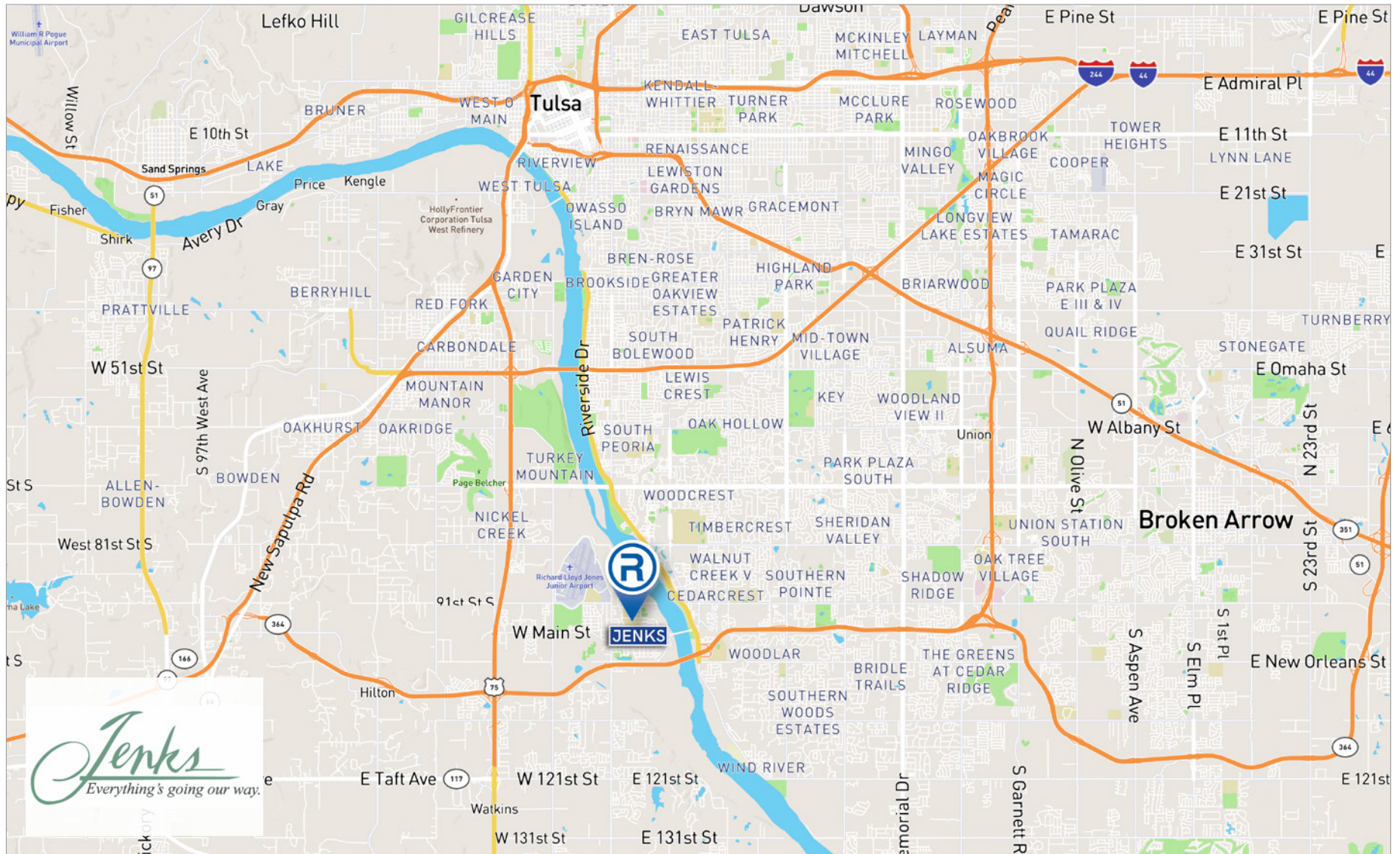
Prepared for
The City of Jenks, Oklahoma
July 2017





LOCATION

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



COMMUNITY • 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	\$1,634,758,265	\$142,689,189	\$1,492,069,076	0.087
44-45	Total Retail Trade	\$1,599,785,691	\$118,968,061	\$1,480,817,630	0.074
722	Total Food & Drink	\$34,972,574	\$23,721,128	\$11,251,446	0.678
	Industry Group				
441	Motor Vehicle & Parts Dealers	\$88,774,933	\$8,100,405	\$80,674,528	0.091
4411	Automobile Dealers	\$70,554,773	\$2,953,372	\$67,601,401	0.042
4412	Other Motor Vehicle Dealers	\$10,601,181	\$3,353,310	\$7,247,871	0.316
4413	Auto Parts, Accessories & Tire Stores	\$7,618,980	\$1,793,723	\$5,825,257	0.235
442	Furniture & Home Furnishings Stores	\$1,248,711,639	\$1,770,914	\$1,246,940,725	0.001
4421	Furniture Stores	\$4,701,067	\$331,666	\$4,369,401	0.071
4422	Home Furnishings Stores	\$1,244,010,572	\$1,439,248	\$1,242,571,324	0.001
443	Electronics & Appliance Stores	\$9,588,288	\$4,453,707	\$5,134,581	0.464
444	Bldg Materials, Garden Equip. & Supply Stores	\$24,171,195	\$6,005,085	\$18,166,110	0.248
4441	Bldg Material & Supplies Dealers	\$22,589,032	\$5,320,745	\$17,268,287	0.236
4442	Lawn & Garden Equip & Supply Stores	\$1,582,162	\$684,340	\$897,822	0.433
445	Food & Beverage Stores	\$36,623,177	\$51,888,229	-\$15,265,052	1.417
4451	Grocery Stores	\$31,972,371	\$47,995,031	-\$16,022,660	1.501
4452	Specialty Food Stores	\$1,148,957	\$2,340,014	-\$1,191,057	2.037
4453	Beer, Wine & Liquor Stores	\$3,501,849	\$1,553,184	\$1,948,665	0.444



COMMUNITY • GAP/OPPORTUNITY ANALYSIS

Jenks, Oklahoma

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
446,4461	Health & Personal Care Stores	\$19,554,169	\$11,002,697	\$8,551,472	0.563
447,4471	Gasoline Stations	\$57,821,839	\$12,271,902	\$45,549,937	0.212
448	Clothing & Clothing Accessories Stores	\$13,200,625	\$6,964,031	\$6,236,594	0.528
4481	Clothing Stores	\$9,465,329	\$3,246,352	\$6,218,977	0.343
4482	Shoe Stores	\$2,164,515	\$2,273,943	-\$109,428	1.051
4483	Jewelry, Luggage & Leather Goods Stores	\$1,570,781	\$1,443,736	\$127,045	0.919
451	Sporting Goods, Hobby, Book & Music Stores	\$11,421,105	\$4,216,940	\$7,204,165	0.369
4511	Sporting Goods/Hobby/Musical Instr Stores	\$9,361,008	\$4,216,940	\$5,144,068	0.450
4512	Book, Periodical & Music Stores	\$2,060,097	\$0	\$2,060,097	0.000
452	General Merchandise Stores	\$74,028,214	\$4,769,292	\$69,258,922	0.064
4521	Department Stores Excluding Leased Depts.	\$56,756,371	\$0	\$56,756,371	0.000
4529	Other General Merchandise Stores	\$17,271,844	\$4,769,292	\$12,502,552	0.276
453	Miscellaneous Store Retailers	\$12,753,504	\$7,098,783	\$5,654,721	0.557
4531	Florists	\$651,342	\$397,471	\$253,871	0.610
4532	Office Supplies, Stationery & Gift Stores	\$2,382,981	\$372,115	\$2,010,866	0.156
4533	Used Merchandise Stores	\$1,771,868	\$1,776,864	-\$4,996	1.003
4539	Other Miscellaneous Store Retailers	\$7,947,313	\$4,552,333	\$3,394,980	0.573
454	Nonstore Retailers	\$3,137,001	\$426,076	\$2,710,925	0.136
4541	Electronic Shopping & Mail-Order Houses	\$1,132,308	\$426,076	\$706,232	0.376
4542	Vending Machine Operators	\$528,141	\$0	\$528,141	0.000
4543	Direct Selling Establishments	\$1,476,552	\$0	\$1,476,552	0.000



COMMUNITY • GAP/OPPORTUNITY ANALYSIS

Jenks, Oklahoma

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
722	Food Services & Drinking Places	\$34,972,574	\$23,721,128	\$11,251,446	0.678
7223	Special Food Services	\$388,500	\$35,581	\$352,919	0.092
7224	Drinking Places - Alcoholic Beverages	\$704,492	\$495,720	\$208,772	0.704
7225	Restaurants/Other Eating Places	\$33,879,582	\$23,189,827	\$10,689,755	0.684



COMMUNITY • DEMOGRAPHIC PROFILE

Jenks, Oklahoma

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

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



COMMUNITY • DEMOGRAPHIC PROFILE

Jenks, Oklahoma

DESCRIPTION	DATA	%
Median Age		
2010	34.8	
2017	36.3	
2022	36.6	
2017 Households by Income		
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%
Average Household Income	\$103,672	
2022 Households by Income		
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%
Average Household Income	\$116,460	

DESCRIPTION	DATA	%
2017 Owner Occupied Housing Units by Value		
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%
Average Home Value	\$252,747	
2022 Owner Occupied Housing Units by Value		
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%
Average Home Value	\$289,167	



COMMUNITY • DEMOGRAPHIC PROFILE

Jenks, Oklahoma

DESCRIPTION	DATA	%
2010 Population by Age		
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%
2017 Population by Age		
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	%
2022 Population by Age		
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%
2010 Population by Sex		
Males	8,246	
Females	8,691	
2017 Population by Sex		
Males	10,198	
Females	10,690	
2022 Population by Sex		
Males	11,427	
Females	11,952	



COMMUNITY • DEMOGRAPHIC PROFILE

Jenks, Oklahoma

DESCRIPTION	DATA	%
2010 Population by Race/Ethnicity		
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	
2017 Population by Race/Ethnicity		
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	%
2022 Population by Race/Ethnicity		
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	
2010 Population by Relationship and Household Type		
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	%
2017 Population 25+ by Educational Attainment		
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%
2017 Population 15+ by Marital Status		
Total	15,820	
Never Married		22.20%
Married		61.90%
Widowed		4.40%
Divorced		11.40%
2017 Civilian Population 16+ in Labor Force		
Civilian Employed		97.60%
Civilian Unemployed (Unemployment Rate)		2.40%

DESCRIPTION	DATA	%
2017 Employed Population 16+ by Industry		
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%
2017 Employed Population 16+ by Occupation		
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	%
2010 Population By Urban/ Rural Status		
Total Population	16,937	
Population Inside Urbanized Area		93.10%
Population Inside Urbanized Cluster		0.00%
Rural Population		6.90%
2010 Households by Type		
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	%
2010 Households by Size		
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%
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.

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