



Retail MarketPlace Profile

Oakley City, UT
 Oakley City, UT (4955650)
 Geography: Place

Prepared by Jeffrey B. Jones, AICP

Summary Demographics

2017 Population	1,513
2017 Households	510
2017 Median Disposable Income	\$54,253
2017 Per Capita Income	\$30,299

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$21,264,302	\$8,888,230	\$12,376,072	41.0	6
Total Retail Trade	44-45	\$19,145,594	\$8,391,465	\$10,754,129	39.1	5
Total Food & Drink	722	\$2,118,708	\$496,765	\$1,621,943	62.0	1

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,039,660	\$0	\$4,039,660	100.0	0
Automobile Dealers	4411	\$3,328,241	\$0	\$3,328,241	100.0	0
Other Motor Vehicle Dealers	4412	\$377,097	\$0	\$377,097	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$334,322	\$0	\$334,322	100.0	0
Furniture & Home Furnishings Stores	442	\$612,628	\$325,439	\$287,189	30.6	1
Furniture Stores	4421	\$387,850	\$0	\$387,850	100.0	0
Home Furnishings Stores	4422	\$224,778	\$325,439	-\$100,661	-18.3	1
Electronics & Appliance Stores	443	\$681,219	\$4,270,545	-\$3,589,326	-72.5	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,304,720	\$2,904,244	-\$1,599,524	-38.0	1
Bldg Material & Supplies Dealers	4441	\$1,217,638	\$2,904,244	-\$1,686,606	-40.9	1
Lawn & Garden Equip & Supply Stores	4442	\$87,082	\$0	\$87,082	100.0	0
Food & Beverage Stores	445	\$3,129,519	\$891,237	\$2,238,282	55.7	1
Grocery Stores	4451	\$2,798,984	\$891,237	\$1,907,747	51.7	1
Specialty Food Stores	4452	\$207,438	\$0	\$207,438	100.0	0
Beer, Wine & Liquor Stores	4453	\$123,097	\$0	\$123,097	100.0	0
Health & Personal Care Stores	446,4461	\$861,968	\$0	\$861,968	100.0	0
Gasoline Stations	447,4471	\$2,047,110	\$0	\$2,047,110	100.0	0
Clothing & Clothing Accessories Stores	448	\$958,001	\$0	\$958,001	100.0	0
Clothing Stores	4481	\$665,689	\$0	\$665,689	100.0	0
Shoe Stores	4482	\$109,021	\$0	\$109,021	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$183,291	\$0	\$183,291	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$818,372	\$0	\$818,372	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$728,613	\$0	\$728,613	100.0	0
Book, Periodical & Music Stores	4512	\$89,759	\$0	\$89,759	100.0	0
General Merchandise Stores	452	\$3,572,102	\$0	\$3,572,102	100.0	0
Department Stores Excluding Leased Depts.	4521	\$2,133,057	\$0	\$2,133,057	100.0	0
Other General Merchandise Stores	4529	\$1,439,045	\$0	\$1,439,045	100.0	0
Miscellaneous Store Retailers	453	\$781,445	\$0	\$781,445	100.0	0
Florists	4531	\$31,503	\$0	\$31,503	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$171,553	\$0	\$171,553	100.0	0
Used Merchandise Stores	4533	\$96,667	\$0	\$96,667	100.0	0
Other Miscellaneous Store Retailers	4539	\$481,722	\$0	\$481,722	100.0	0
Nonstore Retailers	454	\$338,850	\$0	\$338,850	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$305,780	\$0	\$305,780	100.0	0
Vending Machine Operators	4542	\$7,919	\$0	\$7,919	100.0	0
Direct Selling Establishments	4543	\$25,151	\$0	\$25,151	100.0	0
Food Services & Drinking Places	722	\$2,118,708	\$496,765	\$1,621,943	62.0	1
Special Food Services	7223	\$40,764	\$0	\$40,764	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$63,816	\$0	\$63,816	100.0	0
Restaurants/Other Eating Places	7225	\$2,014,128	\$496,765	\$1,517,363	60.4	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

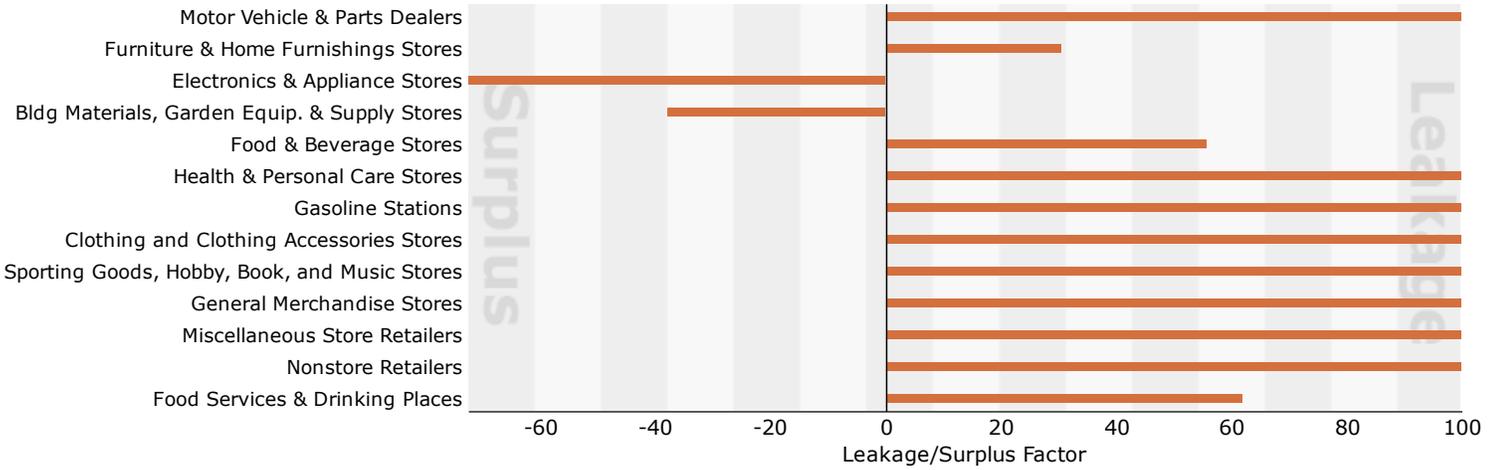


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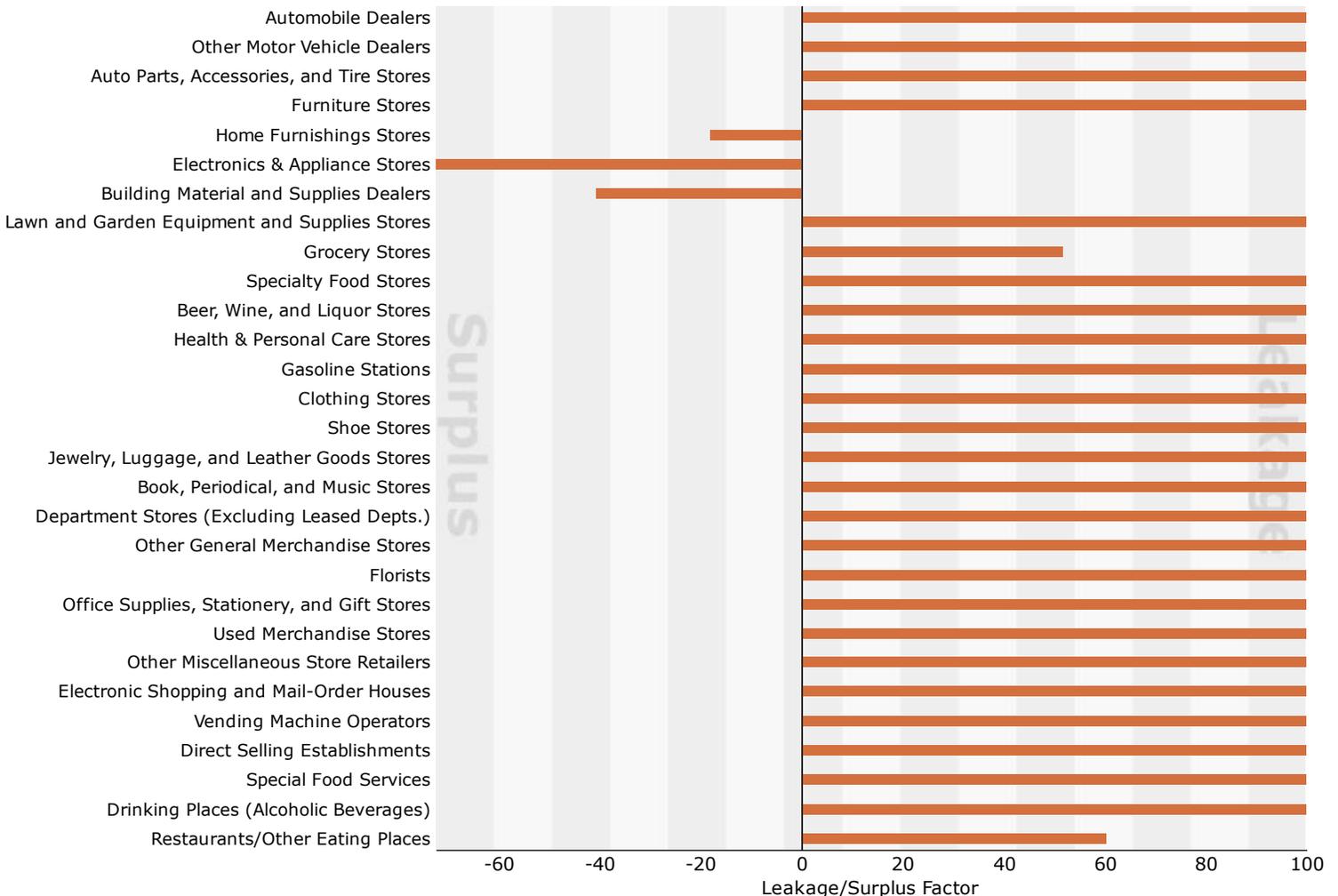
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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