



Retail Market Potential

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

Prepared by Jeffrey B. Jones, AICP

Demographic Summary		2017	2022
Population		1,513	1,557
Population 18+		1,070	1,110
Households		510	524
Median Household Income		\$69,251	\$76,104

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	537	50.2%	105
Bought any women's clothing in last 12 months	490	45.8%	106
Bought clothing for child <13 years in last 6 months	344	32.1%	117
Bought any shoes in last 12 months	614	57.4%	107
Bought costume jewelry in last 12 months	231	21.6%	113
Bought any fine jewelry in last 12 months	180	16.8%	93
Bought a watch in last 12 months	158	14.8%	97
Automobiles (Households)			
HH owns/leases any vehicle	477	93.5%	110
HH bought/leased new vehicle last 12 mo	78	15.3%	155
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	993	92.8%	109
Bought/changed motor oil in last 12 months	517	48.3%	100
Had tune-up in last 12 months	322	30.1%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	761	71.1%	107
Drank regular cola in last 6 months	446	41.7%	95
Drank beer/ale in last 6 months	497	46.4%	110
Cameras (Adults)			
Own digital point & shoot camera/camcorder	292	27.3%	128
Own digital SLR camera/camcorder	131	12.2%	147
Printed digital photos in last 12 months	168	15.7%	113
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	396	37.0%	102
Have a smartphone	846	79.1%	118
Have a smartphone: Android phone (any brand)	344	32.1%	101
Have a smartphone: Apple iPhone	459	42.9%	140
Number of cell phones in household: 1	98	19.2%	60
Number of cell phones in household: 2	202	39.6%	105
Number of cell phones in household: 3+	204	40.0%	154
HH has cell phone only (no landline telephone)	207	40.6%	90
Computers (Households)			
HH owns a computer	457	89.6%	117
HH owns desktop computer	280	54.9%	129
HH owns laptop/notebook	343	67.3%	121
HH owns any Apple/Mac brand computer	104	20.4%	132
HH owns any PC/non-Apple brand computer	398	78.0%	118
HH purchased most recent computer in a store	243	47.6%	128
HH purchased most recent computer online	87	17.1%	131
Spent <\$500 on most recent home computer	83	16.3%	106
Spent \$500-\$999 on most recent home computer	117	22.9%	125
Spent \$1,000-\$1,499 on most recent home computer	68	13.3%	146
Spent \$1,500-\$1,999 on most recent home computer	33	6.5%	152
Spent \$2,000+ on most recent home computer	30	5.9%	165

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	572	53.5%	107
Bought brewed coffee at convenience store in last 30 days	161	15.0%	97
Bought cigarettes at convenience store in last 30 days	92	8.6%	71
Bought gas at convenience store in last 30 days	383	35.8%	106
Spent at convenience store in last 30 days: <\$20	102	9.5%	121
Spent at convenience store in last 30 days: \$20-\$39	108	10.1%	111
Spent at convenience store in last 30 days: \$40-\$50	85	7.9%	105
Spent at convenience store in last 30 days: \$51-\$99	38	3.6%	76
Spent at convenience store in last 30 days: \$100+	245	22.9%	98
Entertainment (Adults)			
Attended a movie in last 6 months	733	68.5%	116
Went to live theater in last 12 months	149	13.9%	107
Went to a bar/night club in last 12 months	208	19.4%	116
Dined out in last 12 months	574	53.6%	119
Gambled at a casino in last 12 months	174	16.3%	117
Visited a theme park in last 12 months	246	23.0%	129
Viewed movie (video-on-demand) in last 30 days	280	26.2%	143
Viewed TV show (video-on-demand) in last 30 days	200	18.7%	142
Watched any pay-per-view TV in last 12 months	177	16.5%	133
Downloaded a movie over the Internet in last 30 days	95	8.9%	107
Downloaded any individual song in last 6 months	285	26.6%	126
Watched a movie online in the last 30 days	206	19.3%	102
Watched a TV program online in last 30 days	198	18.5%	109
Played a video/electronic game (console) in last 12 months	117	10.9%	110
Played a video/electronic game (portable) in last 12 months	57	5.3%	118
Financial (Adults)			
Have home mortgage (1st)	487	45.5%	149
Used ATM/cash machine in last 12 months	628	58.7%	118
Own any stock	88	8.2%	113
Own U.S. savings bond	63	5.9%	114
Own shares in mutual fund (stock)	88	8.2%	112
Own shares in mutual fund (bonds)	63	5.9%	117
Have interest checking account	365	34.1%	126
Have non-interest checking account	357	33.4%	113
Have savings account	701	65.5%	120
Have 401K retirement savings plan	210	19.6%	134
Own/used any credit/debit card in last 12 months	910	85.0%	113
Avg monthly credit card expenditures: <\$111	152	14.2%	118
Avg monthly credit card expenditures: \$111-\$225	81	7.6%	107
Avg monthly credit card expenditures: \$226-\$450	100	9.3%	142
Avg monthly credit card expenditures: \$451-\$700	67	6.3%	118
Avg monthly credit card expenditures: \$701-\$1,000	50	4.7%	101
Avg monthly credit card expenditures: \$1,001+	133	12.4%	134
Did banking online in last 12 months	533	49.8%	136
Did banking on mobile device in last 12 months	260	24.3%	140
Paid bills online in last 12 months	611	57.1%	127

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	376	73.7%	106
Used bread in last 6 months	481	94.3%	100
Used chicken (fresh or frozen) in last 6 months	389	76.3%	110
Used turkey (fresh or frozen) in last 6 months	91	17.8%	112
Used fish/seafood (fresh or frozen) in last 6 months	286	56.1%	103
Used fresh fruit/vegetables in last 6 months	459	90.0%	104
Used fresh milk in last 6 months	463	90.8%	104
Used organic food in last 6 months	110	21.6%	105
Health (Adults)			
Exercise at home 2+ times per week	373	34.9%	120
Exercise at club 2+ times per week	216	20.2%	151
Visited a doctor in last 12 months	875	81.8%	108
Used vitamin/dietary supplement in last 6 months	583	54.5%	104
Home (Households)			
Any home improvement in last 12 months	187	36.7%	135
Used housekeeper/maid/professional HH cleaning service in last 12	83	16.3%	122
Purchased low ticket HH furnishings in last 12 months	99	19.4%	119
Purchased big ticket HH furnishings in last 12 months	128	25.1%	117
Bought any small kitchen appliance in last 12 months	126	24.7%	111
Bought any large kitchen appliance in last 12 months	80	15.7%	124
Insurance (Adults/Households)			
Currently carry life insurance	557	52.1%	120
Carry medical/hospital/accident insurance	812	75.9%	110
Carry homeowner insurance	645	60.3%	128
Carry renter's insurance	90	8.4%	96
Have auto insurance: 1 vehicle in household covered	106	20.8%	67
Have auto insurance: 2 vehicles in household covered	195	38.2%	134
Have auto insurance: 3+ vehicles in household covered	163	32.0%	147
Pets (Households)			
Household owns any pet	329	64.5%	119
Household owns any cat	121	23.7%	105
Household owns any dog	270	52.9%	128
Psychographics (Adults)			
Buying American is important to me	450	42.1%	101
Usually buy items on credit rather than wait	119	11.1%	91
Usually buy based on quality - not price	182	17.0%	93
Price is usually more important than brand name	265	24.8%	93
Usually use coupons for brands I buy often	187	17.5%	96
Am interested in how to help the environment	158	14.8%	90
Usually pay more for environ safe product	121	11.3%	84
Usually value green products over convenience	89	8.3%	77
Likely to buy a brand that supports a charity	365	34.1%	97
Reading (Adults)			
Bought digital book in last 12 months	215	20.1%	142
Bought hardcover book in last 12 months	263	24.6%	120
Bought paperback book in last 12 month	367	34.3%	115
Read any daily newspaper (paper version)	224	20.9%	87
Read any digital newspaper in last 30 days	434	40.6%	119
Read any magazine (paper/electronic version) in last 6 months	1,012	94.6%	105

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	883	82.5%	110
Went to family restaurant/steak house: 4+ times a month	360	33.6%	123
Went to fast food/drive-in restaurant in last 6 months	1,005	93.9%	104
Went to fast food/drive-in restaurant 9+ times/mo	506	47.3%	120
Fast food/drive-in last 6 months: eat in	422	39.4%	108
Fast food/drive-in last 6 months: home delivery	97	9.1%	118
Fast food/drive-in last 6 months: take-out/drive-thru	583	54.5%	118
Fast food/drive-in last 6 months: take-out/walk-in	255	23.8%	118
Television & Electronics (Adults/Households)			
Own any tablet	455	42.5%	126
Own any e-reader	136	12.7%	147
Own e-reader/tablet: iPad	296	27.7%	134
HH has Internet connectable TV	149	29.2%	145
Own any portable MP3 player	399	37.3%	133
HH owns 1 TV	66	12.9%	62
HH owns 2 TVs	119	23.3%	90
HH owns 3 TVs	130	25.5%	118
HH owns 4+ TVs	143	28.0%	154
HH subscribes to cable TV	244	47.8%	100
HH subscribes to fiber optic	71	13.9%	174
HH owns portable GPS navigation device	173	33.9%	125
HH purchased video game system in last 12 mos	44	8.6%	112
HH owns Internet video device for TV	81	15.9%	143
Travel (Adults)			
Domestic travel in last 12 months	678	63.4%	125
Took 3+ domestic non-business trips in last 12 months	163	15.2%	137
Spent on domestic vacations in last 12 months: <\$1,000	149	13.9%	134
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	73	6.8%	120
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	53	5.0%	135
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	56	5.2%	138
Spent on domestic vacations in last 12 months: \$3,000+	107	10.0%	175
Domestic travel in the 12 months: used general travel website	83	7.8%	111
Foreign travel in last 3 years	323	30.2%	125
Took 3+ foreign trips by plane in last 3 years	54	5.0%	115
Spent on foreign vacations in last 12 months: <\$1,000	43	4.0%	94
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	44	4.1%	118
Spent on foreign vacations in last 12 months: \$3,000+	68	6.4%	126
Foreign travel in last 3 years: used general travel website	62	5.8%	101
Nights spent in hotel/motel in last 12 months: any	557	52.1%	125
Took cruise of more than one day in last 3 years	112	10.5%	131
Member of any frequent flyer program	249	23.3%	143
Member of any hotel rewards program	223	20.8%	140

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