

OAKLEY, CALIFORNIA

Market Guide

ci.oakley.ca.us

City Contact Information



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City of Oakley
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Demographics

(City Boundary)



Population
45,501



Median Household Income
\$106,375



Projected Growth Rate
9.72%

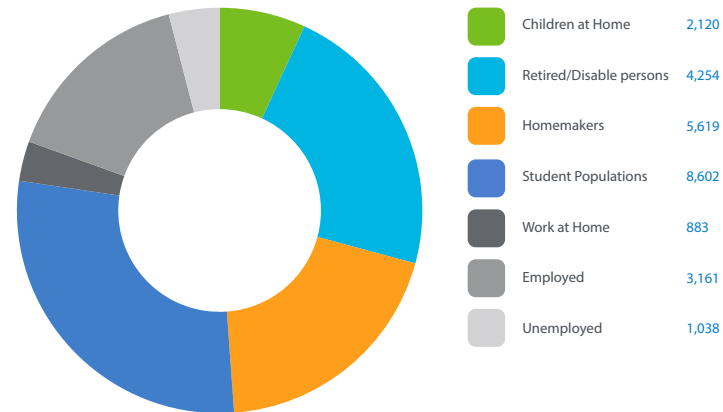
Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

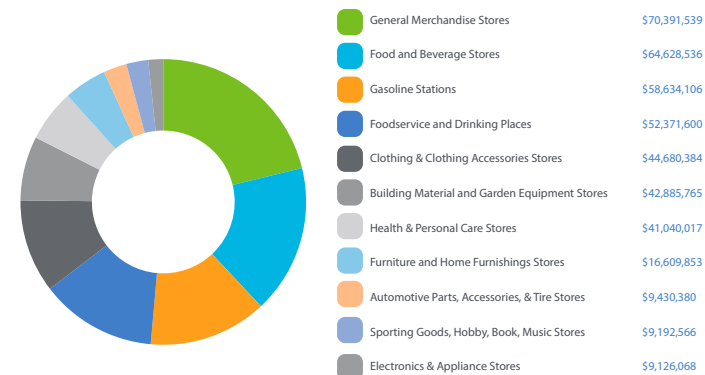
Vacaville, CA 3000 Harbison Dr
Manteca, CA 280 Spreckels Ave
Riverbank, CA 2425 Claribel Rd
Simi Valley, CA 51 Tierra Rejada Rd
Santa Clarita, CA 19105 Golden Valley Rd

Daytime Population 25,678 (City Boundary)



GAP Analysis \$418,990,814 (City Boundary)

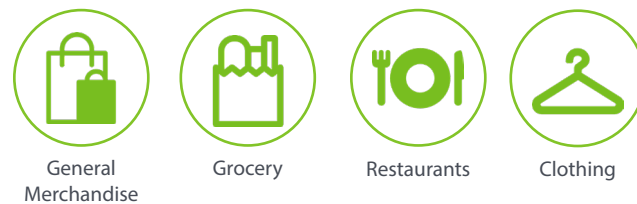
The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.



Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, our efforts are inclusive beyond the defined list.

Let us know how we can help you find a site!

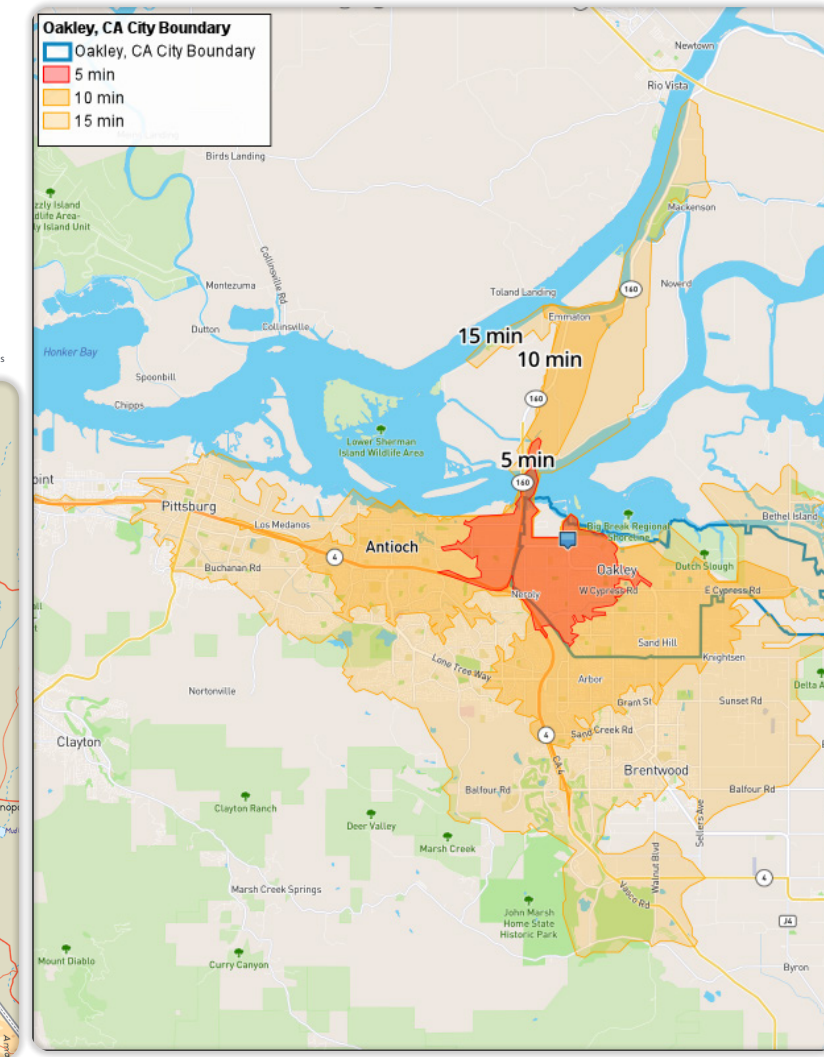


There's a lot of potential here.

DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2021 Estimated Population	76,152	173,821	296,587
Daytime Population	48,859	126,353	228,951
Median HH Income	\$104,771	\$97,493	\$89,866
Number of Households	22,906	53,486	94,258

	5 Minute DT	10 Minute DT	15 Minute DT
2021 Estimated Population	26,469	99,056	247,299
Daytime Population	17,939	68,381	198,611
Median HH Income	\$96,362	\$94,420	\$89,219
Number of Households	8,313	30,553	78,137

*Source: STI PopStats





cricket **DOLLAR TREE** **Tires LES SCHWAB**
ROUND TABLE PIZZA ROYALTY **MOUNTAIN MIKE'S** **Little Caesars** **SUBWAY**
Starbucks **TACO BELL** **Jack in the box** **Raley's** **POPEYES**

Chevron **Carl's Jr.** **Starbucks**
Shell **McDonald's** **BW Best Western PLUS**

Valvoline **AutoZone** **ACE** **GROCERY OUTLET Bargain Market**
BURGER KING **Great Clips** **Black Bear Diner** **Chevron**
Lucky **RITE AID**

O'Reilly AUTO PARTS **Chevron**
ARCO **SUBWAY**

7-ELEVEN **Chevron**
7-ELEVEN

160

37,970 VPD

30,000 VPD

19,677 VPD

16,090 VPD

FREEDOM HIGH SCHOOL



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