



Retail Market Potential

5060 Montclair Plaza Ln, Montclair, California, 91763
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 34.08705
 Longitude: -117.69394

Demographic Summary		2018	2023
Population		187,907	194,587
Population 18+		141,510	148,032
Households		56,396	58,299
Median Household Income		\$58,253	\$67,750

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	65,805	46.5%	99
Bought any women's clothing in last 12 months	58,708	41.5%	96
Bought clothing for child <13 years in last 6 months	42,065	29.7%	111
Bought any shoes in last 12 months	77,334	54.6%	102
Bought costume jewelry in last 12 months	24,706	17.5%	96
Bought any fine jewelry in last 12 months	25,007	17.7%	99
Bought a watch in last 12 months	23,168	16.4%	104
Automobiles (Households)			
HH owns/leases any vehicle	46,585	82.6%	96
HH bought/leased new vehicle last 12 mo	5,258	9.3%	96
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	116,044	82.0%	96
Bought/changed motor oil in last 12 months	64,843	45.8%	96
Had tune-up in last 12 months	36,677	25.9%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	104,809	74.1%	106
Drank regular cola in last 6 months	68,154	48.2%	109
Drank beer/ale in last 6 months	62,273	44.0%	104
Cameras (Adults)			
Own digital point & shoot camera/camcorder	12,115	8.6%	73
Own digital SLR camera/camcorder	9,250	6.5%	84
Printed digital photos in last 12 months	27,276	19.3%	83
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	55,810	39.4%	109
Have a smartphone	115,525	81.6%	102
Have a smartphone: Android phone (any brand)	58,372	41.2%	106
Have a smartphone: Apple iPhone	54,205	38.3%	100
Number of cell phones in household: 1	15,932	28.3%	92
Number of cell phones in household: 2	18,863	33.4%	87
Number of cell phones in household: 3+	19,933	35.3%	128
HH has cell phone only (no landline telephone)	30,998	55.0%	105
Computers (Households)			
HH owns a computer	39,988	70.9%	95
HH owns desktop computer	20,079	35.6%	93
HH owns laptop/notebook	30,067	53.3%	94
HH owns any Apple/Mac brand computer	11,026	19.6%	110
HH owns any PC/non-Apple brand computer	32,893	58.3%	93
HH purchased most recent computer in a store	18,124	32.1%	87
HH purchased most recent computer online	7,177	12.7%	95
Spent <\$500 on most recent home computer	7,747	13.7%	90
Spent \$500-\$999 on most recent home computer	8,452	15.0%	85
Spent \$1,000-\$1,499 on most recent home computer	4,701	8.3%	88
Spent \$1,500-\$1,999 on most recent home computer	2,438	4.3%	94
Spent \$2,000+ on most recent home computer	1,957	3.5%	86

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 2018 and 2023.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	83,745	59.2%	95
Bought brewed coffee at convenience store in last 30 days	19,270	13.6%	101
Bought cigarettes at convenience store in last 30 days	11,921	8.4%	77
Bought gas at convenience store in last 30 days	42,067	29.7%	81
Spent at convenience store in last 30 days: <\$20	10,502	7.4%	103
Spent at convenience store in last 30 days: \$20-\$39	12,949	9.2%	96
Spent at convenience store in last 30 days: \$40-\$50	12,100	8.6%	103
Spent at convenience store in last 30 days: \$51-\$99	7,314	5.2%	93
Spent at convenience store in last 30 days: \$100+	26,230	18.5%	83
Entertainment (Adults)			
Attended a movie in last 6 months	89,230	63.1%	106
Went to live theater in last 12 months	15,247	10.8%	93
Went to a bar/night club in last 12 months	22,303	15.8%	90
Dined out in last 12 months	66,597	47.1%	92
Gambled at a casino in last 12 months	20,457	14.5%	112
Visited a theme park in last 12 months	37,950	26.8%	142
Viewed movie (video-on-demand) in last 30 days	21,704	15.3%	84
Viewed TV show (video-on-demand) in last 30 days	17,059	12.1%	86
Watched any pay-per-view TV in last 12 months	16,351	11.6%	105
Downloaded a movie over the Internet in last 30 days	13,938	9.8%	109
Downloaded any individual song in last 6 months	28,157	19.9%	99
Watched a movie online in the last 30 days	36,969	26.1%	109
Watched a TV program online in last 30 days	24,788	17.5%	98
Played a video/electronic game (console) in last 12 months	12,541	8.9%	97
Played a video/electronic game (portable) in last 12 months	7,395	5.2%	101
Financial (Adults)			
Have home mortgage (1st)	35,358	25.0%	79
Used ATM/cash machine in last 12 months	76,680	54.2%	102
Own any stock	7,758	5.5%	76
Own U.S. savings bond	4,943	3.5%	72
Own shares in mutual fund (stock)	7,038	5.0%	72
Own shares in mutual fund (bonds)	5,008	3.5%	74
Have interest checking account	32,820	23.2%	79
Have non-interest checking account	38,261	27.0%	92
Have savings account	76,026	53.7%	92
Have 401K retirement savings plan	17,305	12.2%	79
Own/used any credit/debit card in last 12 months	112,745	79.7%	100
Avg monthly credit card expenditures: <\$111	16,815	11.9%	99
Avg monthly credit card expenditures: \$111-\$225	10,735	7.6%	106
Avg monthly credit card expenditures: \$226-\$450	9,052	6.4%	95
Avg monthly credit card expenditures: \$451-\$700	9,658	6.8%	110
Avg monthly credit card expenditures: \$701-\$1,000	7,839	5.5%	95
Avg monthly credit card expenditures: \$1,001+	12,136	8.6%	78
Did banking online in last 12 months	53,152	37.6%	96
Did banking on mobile device in last 12 months	33,442	23.6%	100
Paid bills online in last 12 months	69,143	48.9%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	37,953	67.3%	98
Used bread in last 6 months	52,593	93.3%	100
Used chicken (fresh or frozen) in last 6 months	39,197	69.5%	101
Used turkey (fresh or frozen) in last 6 months	8,248	14.6%	95
Used fish/seafood (fresh or frozen) in last 6 months	32,178	57.1%	104
Used fresh fruit/vegetables in last 6 months	49,006	86.9%	100
Used fresh milk in last 6 months	47,969	85.1%	99
Used organic food in last 6 months	15,334	27.2%	115
Health (Adults)			
Exercise at home 2+ times per week	38,646	27.3%	98
Exercise at club 2+ times per week	20,650	14.6%	101
Visited a doctor in last 12 months	103,906	73.4%	95
Used vitamin/dietary supplement in last 6 months	73,437	51.9%	96
Home (Households)			
Any home improvement in last 12 months	13,044	23.1%	83
Used housekeeper/maid/professional HH cleaning service in last 12	8,510	15.1%	108
Purchased low ticket HH furnishings in last 12 months	9,031	16.0%	96
Purchased big ticket HH furnishings in last 12 months	12,183	21.6%	99
Bought any small kitchen appliance in last 12 months	12,065	21.4%	95
Bought any large kitchen appliance in last 12 months	7,219	12.8%	91
Insurance (Adults/Households)			
Currently carry life insurance	46,352	32.8%	74
Carry medical/hospital/accident insurance	98,891	69.9%	93
Carry homeowner insurance	52,450	37.1%	78
Carry renter's insurance	12,534	8.9%	103
Have auto insurance: 1 vehicle in household covered	17,683	31.4%	102
Have auto insurance: 2 vehicles in household covered	15,198	26.9%	93
Have auto insurance: 3+ vehicles in household covered	11,202	19.9%	87
Pets (Households)			
Household owns any pet	26,749	47.4%	87
Household owns any cat	9,139	16.2%	71
Household owns any dog	20,556	36.4%	87
Psychographics (Adults)			
Buying American is important to me	47,766	33.8%	83
Usually buy items on credit rather than wait	18,060	12.8%	97
Usually buy based on quality - not price	27,076	19.1%	99
Price is usually more important than brand name	35,460	25.1%	90
Usually use coupons for brands I buy often	23,246	16.4%	92
Am interested in how to help the environment	32,368	22.9%	125
Usually pay more for environ safe product	20,776	14.7%	103
Usually value green products over convenience	18,336	13.0%	114
Likely to buy a brand that supports a charity	48,683	34.4%	99
Reading (Adults)			
Bought digital book in last 12 months	16,373	11.6%	87
Bought hardcover book in last 12 months	27,743	19.6%	99
Bought paperback book in last 12 month	39,941	28.2%	97
Read any daily newspaper (paper version)	23,348	16.5%	80
Read any digital newspaper in last 30 days	48,295	34.1%	91
Read any magazine (paper/electronic version) in last 6 months	124,038	87.7%	97

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	103,895	73.4%	97
Went to family restaurant/steak house: 4+ times a month	36,724	26.0%	97
Went to fast food/drive-in restaurant in last 6 months	126,184	89.2%	99
Went to fast food/drive-in restaurant 9+ times/mo	56,166	39.7%	100
Fast food/drive-in last 6 months: eat in	51,597	36.5%	99
Fast food/drive-in last 6 months: home delivery	14,398	10.2%	121
Fast food/drive-in last 6 months: take-out/drive-thru	61,457	43.4%	92
Fast food/drive-in last 6 months: take-out/walk-in	28,172	19.9%	95
Television & Electronics (Adults/Households)			
Own any tablet	61,454	43.4%	95
Own any e-reader	7,352	5.2%	70
Own e-reader/tablet: iPad	34,552	24.4%	92
HH has Internet connectable TV	13,897	24.6%	95
Own any portable MP3 player	30,851	21.8%	101
HH owns 1 TV	13,026	23.1%	110
HH owns 2 TVs	15,278	27.1%	100
HH owns 3 TVs	10,904	19.3%	92
HH owns 4+ TVs	8,562	15.2%	85
HH subscribes to cable TV	26,080	46.2%	104
HH subscribes to fiber optic	5,270	9.3%	117
HH owns portable GPS navigation device	11,954	21.2%	85
HH purchased video game system in last 12 mos	7,197	12.8%	150
HH owns any Internet video device for TV	11,359	20.1%	99
Travel (Adults)			
Domestic travel in last 12 months	65,647	46.4%	89
Took 3+ domestic non-business trips in last 12 months	12,933	9.1%	77
Spent on domestic vacations in last 12 months: <\$1,000	14,475	10.2%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	7,457	5.3%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,666	3.3%	84
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,272	3.0%	79
Spent on domestic vacations in last 12 months: \$3,000+	6,235	4.4%	70
Domestic travel in the 12 months: used general travel website	8,435	6.0%	86
Foreign travel in last 3 years	40,884	28.9%	109
Took 3+ foreign trips by plane in last 3 years	7,388	5.2%	109
Spent on foreign vacations in last 12 months: <\$1,000	6,911	4.9%	104
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	6,382	4.5%	120
Spent on foreign vacations in last 12 months: \$3,000+	8,771	6.2%	105
Foreign travel in last 3 years: used general travel website	8,475	6.0%	99
Nights spent in hotel/motel in last 12 months: any	54,617	38.6%	88
Took cruise of more than one day in last 3 years	12,180	8.6%	101
Member of any frequent flyer program	21,945	15.5%	89
Member of any hotel rewards program	18,095	12.8%	76

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Demographic Summary	2018	2023
Population	478,592	494,710
Population 18+	356,046	372,505
Households	138,190	142,528
Median Household Income	\$60,257	\$70,355

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	165,556	46.5%	99
Bought any women's clothing in last 12 months	147,937	41.5%	96
Bought clothing for child <13 years in last 6 months	111,171	31.2%	116
Bought any shoes in last 12 months	194,906	54.7%	103
Bought costume jewelry in last 12 months	61,711	17.3%	95
Bought any fine jewelry in last 12 months	63,953	18.0%	100
Bought a watch in last 12 months	56,417	15.8%	100
Automobiles (Households)			
HH owns/leases any vehicle	115,184	83.4%	97
HH bought/leased new vehicle last 12 mo	13,403	9.7%	100
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	292,348	82.1%	96
Bought/changed motor oil in last 12 months	163,935	46.0%	97
Had tune-up in last 12 months	93,965	26.4%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	265,514	74.6%	107
Drank regular cola in last 6 months	170,421	47.9%	108
Drank beer/ale in last 6 months	154,832	43.5%	103
Cameras (Adults)			
Own digital point & shoot camera/camcorder	31,241	8.8%	75
Own digital SLR camera/camcorder	23,833	6.7%	86
Printed digital photos in last 12 months	69,254	19.5%	84
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	141,882	39.8%	110
Have a smartphone	290,505	81.6%	102
Have a smartphone: Android phone (any brand)	147,161	41.3%	107
Have a smartphone: Apple iPhone	136,428	38.3%	100
Number of cell phones in household: 1	36,606	26.5%	86
Number of cell phones in household: 2	46,303	33.5%	87
Number of cell phones in household: 3+	51,404	37.2%	135
HH has cell phone only (no landline telephone)	74,295	53.8%	102
Computers (Households)			
HH owns a computer	98,362	71.2%	96
HH owns desktop computer	50,211	36.3%	95
HH owns laptop/notebook	73,559	53.2%	94
HH owns any Apple/Mac brand computer	27,281	19.7%	111
HH owns any PC/non-Apple brand computer	80,883	58.5%	93
HH purchased most recent computer in a store	44,384	32.1%	87
HH purchased most recent computer online	17,962	13.0%	97
Spent <\$500 on most recent home computer	18,750	13.6%	89
Spent \$500-\$999 on most recent home computer	21,149	15.3%	87
Spent \$1,000-\$1,499 on most recent home computer	11,702	8.5%	89
Spent \$1,500-\$1,999 on most recent home computer	6,087	4.4%	95
Spent \$2,000+ on most recent home computer	5,005	3.6%	89

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	208,053	58.4%	93
Bought brewed coffee at convenience store in last 30 days	49,726	14.0%	103
Bought cigarettes at convenience store in last 30 days	28,380	8.0%	73
Bought gas at convenience store in last 30 days	103,593	29.1%	79
Spent at convenience store in last 30 days: <\$20	25,754	7.2%	100
Spent at convenience store in last 30 days: \$20-\$39	32,046	9.0%	94
Spent at convenience store in last 30 days: \$40-\$50	30,176	8.5%	102
Spent at convenience store in last 30 days: \$51-\$99	18,917	5.3%	95
Spent at convenience store in last 30 days: \$100+	63,937	18.0%	81
Entertainment (Adults)			
Attended a movie in last 6 months	224,974	63.2%	106
Went to live theater in last 12 months	37,384	10.5%	91
Went to a bar/night club in last 12 months	54,239	15.2%	87
Dined out in last 12 months	165,120	46.4%	91
Gambled at a casino in last 12 months	50,050	14.1%	109
Visited a theme park in last 12 months	95,545	26.8%	142
Viewed movie (video-on-demand) in last 30 days	56,259	15.8%	87
Viewed TV show (video-on-demand) in last 30 days	43,826	12.3%	88
Watched any pay-per-view TV in last 12 months	42,479	11.9%	109
Downloaded a movie over the Internet in last 30 days	35,125	9.9%	109
Downloaded any individual song in last 6 months	70,149	19.7%	98
Watched a movie online in the last 30 days	90,719	25.5%	106
Watched a TV program online in last 30 days	60,244	16.9%	94
Played a video/electronic game (console) in last 12 months	29,479	8.3%	91
Played a video/electronic game (portable) in last 12 months	17,326	4.9%	94
Financial (Adults)			
Have home mortgage (1st)	93,001	26.1%	83
Used ATM/cash machine in last 12 months	189,633	53.3%	100
Own any stock	20,577	5.8%	80
Own U.S. savings bond	13,039	3.7%	76
Own shares in mutual fund (stock)	19,255	5.4%	78
Own shares in mutual fund (bonds)	13,365	3.8%	79
Have interest checking account	85,069	23.9%	81
Have non-interest checking account	94,187	26.5%	90
Have savings account	190,423	53.5%	92
Have 401K retirement savings plan	43,991	12.4%	80
Own/used any credit/debit card in last 12 months	281,280	79.0%	99
Avg monthly credit card expenditures: <\$111	40,695	11.4%	95
Avg monthly credit card expenditures: \$111-\$225	25,843	7.3%	101
Avg monthly credit card expenditures: \$226-\$450	23,045	6.5%	96
Avg monthly credit card expenditures: \$451-\$700	24,850	7.0%	112
Avg monthly credit card expenditures: \$701-\$1,000	20,257	5.7%	98
Avg monthly credit card expenditures: \$1,001+	32,052	9.0%	82
Did banking online in last 12 months	131,482	36.9%	94
Did banking on mobile device in last 12 months	82,134	23.1%	98
Paid bills online in last 12 months	171,674	48.2%	98

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	92,611	67.0%	98
Used bread in last 6 months	129,058	93.4%	100
Used chicken (fresh or frozen) in last 6 months	96,065	69.5%	101
Used turkey (fresh or frozen) in last 6 months	20,185	14.6%	95
Used fish/seafood (fresh or frozen) in last 6 months	79,883	57.8%	106
Used fresh fruit/vegetables in last 6 months	120,724	87.4%	100
Used fresh milk in last 6 months	118,474	85.7%	100
Used organic food in last 6 months	37,982	27.5%	116
Health (Adults)			
Exercise at home 2+ times per week	98,923	27.8%	99
Exercise at club 2+ times per week	52,563	14.8%	102
Visited a doctor in last 12 months	262,218	73.6%	96
Used vitamin/dietary supplement in last 6 months	185,692	52.2%	96
Home (Households)			
Any home improvement in last 12 months	33,402	24.2%	87
Used housekeeper/maid/professional HH cleaning service in last 12	21,792	15.8%	113
Purchased low ticket HH furnishings in last 12 months	22,041	15.9%	95
Purchased big ticket HH furnishings in last 12 months	29,475	21.3%	97
Bought any small kitchen appliance in last 12 months	29,401	21.3%	95
Bought any large kitchen appliance in last 12 months	18,644	13.5%	96
Insurance (Adults/Households)			
Currently carry life insurance	117,432	33.0%	74
Carry medical/hospital/accident insurance	246,665	69.3%	93
Carry homeowner insurance	136,938	38.5%	81
Carry renter's insurance	29,861	8.4%	97
Have auto insurance: 1 vehicle in household covered	41,235	29.8%	97
Have auto insurance: 2 vehicles in household covered	38,650	28.0%	97
Have auto insurance: 3+ vehicles in household covered	28,714	20.8%	91
Pets (Households)			
Household owns any pet	66,541	48.2%	88
Household owns any cat	22,480	16.3%	71
Household owns any dog	51,252	37.1%	89
Psychographics (Adults)			
Buying American is important to me	119,816	33.7%	83
Usually buy items on credit rather than wait	45,588	12.8%	98
Usually buy based on quality - not price	68,028	19.1%	99
Price is usually more important than brand name	86,924	24.4%	87
Usually use coupons for brands I buy often	57,913	16.3%	91
Am interested in how to help the environment	80,376	22.6%	124
Usually pay more for environ safe product	50,261	14.1%	99
Usually value green products over convenience	44,926	12.6%	111
Likely to buy a brand that supports a charity	120,132	33.7%	97
Reading (Adults)			
Bought digital book in last 12 months	41,718	11.7%	88
Bought hardcover book in last 12 months	68,279	19.2%	97
Bought paperback book in last 12 month	100,799	28.3%	98
Read any daily newspaper (paper version)	60,902	17.1%	83
Read any digital newspaper in last 30 days	119,077	33.4%	89
Read any magazine (paper/electronic version) in last 6 months	311,580	87.5%	97

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Retail Market Potential

5060 Montclair Plaza Ln, Montclair, California, 91763
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 34.08705
 Longitude: -117.69394

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	259,343	72.8%	97
Went to family restaurant/steak house: 4+ times a month	92,330	25.9%	96
Went to fast food/drive-in restaurant in last 6 months	316,726	89.0%	99
Went to fast food/drive-in restaurant 9+ times/mo	138,710	39.0%	98
Fast food/drive-in last 6 months: eat in	131,336	36.9%	100
Fast food/drive-in last 6 months: home delivery	34,457	9.7%	115
Fast food/drive-in last 6 months: take-out/drive-thru	151,887	42.7%	90
Fast food/drive-in last 6 months: take-out/walk-in	68,924	19.4%	92
Television & Electronics (Adults/Households)			
Own any tablet	156,686	44.0%	96
Own any e-reader	19,449	5.5%	74
Own e-reader/tablet: iPad	88,538	24.9%	93
HH has Internet connectable TV	34,484	25.0%	97
Own any portable MP3 player	78,247	22.0%	102
HH owns 1 TV	30,261	21.9%	105
HH owns 2 TVs	37,462	27.1%	100
HH owns 3 TVs	27,409	19.8%	94
HH owns 4+ TVs	22,402	16.2%	91
HH subscribes to cable TV	62,553	45.3%	102
HH subscribes to fiber optic	13,544	9.8%	123
HH owns portable GPS navigation device	30,208	21.9%	88
HH purchased video game system in last 12 mos	18,265	13.2%	155
HH owns any Internet video device for TV	28,476	20.6%	101
Travel (Adults)			
Domestic travel in last 12 months	164,856	46.3%	89
Took 3+ domestic non-business trips in last 12 months	31,908	9.0%	75
Spent on domestic vacations in last 12 months: <\$1,000	36,198	10.2%	94
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	18,750	5.3%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	12,000	3.4%	86
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	11,132	3.1%	82
Spent on domestic vacations in last 12 months: \$3,000+	16,512	4.6%	74
Domestic travel in the 12 months: used general travel website	22,218	6.2%	90
Foreign travel in last 3 years	102,299	28.7%	108
Took 3+ foreign trips by plane in last 3 years	18,920	5.3%	111
Spent on foreign vacations in last 12 months: <\$1,000	18,184	5.1%	109
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	16,094	4.5%	120
Spent on foreign vacations in last 12 months: \$3,000+	22,537	6.3%	107
Foreign travel in last 3 years: used general travel website	21,172	5.9%	99
Nights spent in hotel/motel in last 12 months: any	138,292	38.8%	89
Took cruise of more than one day in last 3 years	31,851	8.9%	104
Member of any frequent flyer program	56,309	15.8%	91
Member of any hotel rewards program	46,527	13.1%	78

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Retail Market Potential

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 Ring: 10 mile radius

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Demographic Summary		2018	2023
Population		992,233	1,031,389
Population 18+		758,704	797,063
Households		297,813	308,628
Median Household Income		\$75,575	\$85,858

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	362,750	47.8%	101
Bought any women's clothing in last 12 months	328,008	43.2%	100
Bought clothing for child <13 years in last 6 months	225,285	29.7%	111
Bought any shoes in last 12 months	425,729	56.1%	105
Bought costume jewelry in last 12 months	138,863	18.3%	101
Bought any fine jewelry in last 12 months	140,328	18.5%	103
Bought a watch in last 12 months	124,842	16.5%	104
Automobiles (Households)			
HH owns/leases any vehicle	258,906	86.9%	101
HH bought/leased new vehicle last 12 mo	33,096	11.1%	115
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	649,270	85.6%	100
Bought/changed motor oil in last 12 months	348,897	46.0%	96
Had tune-up in last 12 months	207,170	27.3%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	560,720	73.9%	106
Drank regular cola in last 6 months	332,001	43.8%	99
Drank beer/ale in last 6 months	338,202	44.6%	106
Cameras (Adults)			
Own digital point & shoot camera/camcorder	85,275	11.2%	96
Own digital SLR camera/camcorder	64,913	8.6%	110
Printed digital photos in last 12 months	175,678	23.2%	100
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	290,973	38.4%	106
Have a smartphone	636,555	83.9%	105
Have a smartphone: Android phone (any brand)	292,260	38.5%	99
Have a smartphone: Apple iPhone	330,819	43.6%	114
Number of cell phones in household: 1	73,857	24.8%	80
Number of cell phones in household: 2	107,137	36.0%	94
Number of cell phones in household: 3+	109,951	36.9%	134
HH has cell phone only (no landline telephone)	146,642	49.2%	94
Computers (Households)			
HH owns a computer	231,629	77.8%	105
HH owns desktop computer	121,812	40.9%	107
HH owns laptop/notebook	176,096	59.1%	105
HH owns any Apple/Mac brand computer	66,516	22.3%	126
HH owns any PC/non-Apple brand computer	189,167	63.5%	101
HH purchased most recent computer in a store	109,792	36.9%	100
HH purchased most recent computer online	44,859	15.1%	112
Spent <\$500 on most recent home computer	41,394	13.9%	92
Spent \$500-\$999 on most recent home computer	51,796	17.4%	99
Spent \$1,000-\$1,499 on most recent home computer	30,738	10.3%	109
Spent \$1,500-\$1,999 on most recent home computer	15,841	5.3%	115
Spent \$2,000+ on most recent home computer	13,623	4.6%	113

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Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	453,549	59.8%	95
Bought brewed coffee at convenience store in last 30 days	103,126	13.6%	101
Bought cigarettes at convenience store in last 30 days	59,081	7.8%	71
Bought gas at convenience store in last 30 days	231,508	30.5%	83
Spent at convenience store in last 30 days: <\$20	59,652	7.9%	109
Spent at convenience store in last 30 days: \$20-\$39	72,492	9.6%	100
Spent at convenience store in last 30 days: \$40-\$50	63,529	8.4%	101
Spent at convenience store in last 30 days: \$51-\$99	39,524	5.2%	93
Spent at convenience store in last 30 days: \$100+	140,338	18.5%	83
Entertainment (Adults)			
Attended a movie in last 6 months	493,620	65.1%	109
Went to live theater in last 12 months	94,520	12.5%	107
Went to a bar/night club in last 12 months	129,253	17.0%	98
Dined out in last 12 months	393,791	51.9%	102
Gambled at a casino in last 12 months	108,642	14.3%	111
Visited a theme park in last 12 months	198,272	26.1%	138
Viewed movie (video-on-demand) in last 30 days	153,922	20.3%	112
Viewed TV show (video-on-demand) in last 30 days	119,713	15.8%	113
Watched any pay-per-view TV in last 12 months	98,891	13.0%	119
Downloaded a movie over the Internet in last 30 days	76,517	10.1%	111
Downloaded any individual song in last 6 months	163,692	21.6%	107
Watched a movie online in the last 30 days	201,626	26.6%	111
Watched a TV program online in last 30 days	143,979	19.0%	106
Played a video/electronic game (console) in last 12 months	65,020	8.6%	94
Played a video/electronic game (portable) in last 12 months	39,006	5.1%	99
Financial (Adults)			
Have home mortgage (1st)	248,706	32.8%	104
Used ATM/cash machine in last 12 months	430,575	56.8%	106
Own any stock	58,464	7.7%	107
Own U.S. savings bond	37,536	4.9%	103
Own shares in mutual fund (stock)	55,742	7.3%	107
Own shares in mutual fund (bonds)	38,248	5.0%	106
Have interest checking account	217,483	28.7%	97
Have non-interest checking account	213,499	28.1%	95
Have savings account	448,058	59.1%	101
Have 401K retirement savings plan	120,302	15.9%	102
Own/used any credit/debit card in last 12 months	623,267	82.1%	103
Avg monthly credit card expenditures: <\$111	86,538	11.4%	95
Avg monthly credit card expenditures: \$111-\$225	56,792	7.5%	104
Avg monthly credit card expenditures: \$226-\$450	53,300	7.0%	104
Avg monthly credit card expenditures: \$451-\$700	56,406	7.4%	120
Avg monthly credit card expenditures: \$701-\$1,000	50,753	6.7%	115
Avg monthly credit card expenditures: \$1,001+	92,863	12.2%	112
Did banking online in last 12 months	321,767	42.4%	108
Did banking on mobile device in last 12 months	193,833	25.5%	109
Paid bills online in last 12 months	401,001	52.9%	107

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Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	201,483	67.7%	99
Used bread in last 6 months	278,645	93.6%	100
Used chicken (fresh or frozen) in last 6 months	209,948	70.5%	102
Used turkey (fresh or frozen) in last 6 months	44,759	15.0%	98
Used fish/seafood (fresh or frozen) in last 6 months	171,903	57.7%	105
Used fresh fruit/vegetables in last 6 months	262,771	88.2%	101
Used fresh milk in last 6 months	256,604	86.2%	100
Used organic food in last 6 months	84,608	28.4%	120
Health (Adults)			
Exercise at home 2+ times per week	227,671	30.0%	107
Exercise at club 2+ times per week	127,749	16.8%	117
Visited a doctor in last 12 months	580,165	76.5%	99
Used vitamin/dietary supplement in last 6 months	412,910	54.4%	101
Home (Households)			
Any home improvement in last 12 months	83,107	27.9%	100
Used housekeeper/maid/professional HH cleaning service in last 12	51,735	17.4%	124
Purchased low ticket HH furnishings in last 12 months	51,304	17.2%	103
Purchased big ticket HH furnishings in last 12 months	67,856	22.8%	104
Bought any small kitchen appliance in last 12 months	66,895	22.5%	100
Bought any large kitchen appliance in last 12 months	43,267	14.5%	103
Insurance (Adults/Households)			
Currently carry life insurance	305,198	40.2%	90
Carry medical/hospital/accident insurance	561,480	74.0%	99
Carry homeowner insurance	347,328	45.8%	97
Carry renter's insurance	65,687	8.7%	101
Have auto insurance: 1 vehicle in household covered	84,716	28.4%	93
Have auto insurance: 2 vehicles in household covered	91,036	30.6%	106
Have auto insurance: 3+ vehicles in household covered	71,826	24.1%	106
Pets (Households)			
Household owns any pet	151,714	50.9%	94
Household owns any cat	53,898	18.1%	79
Household owns any dog	116,938	39.3%	94
Psychographics (Adults)			
Buying American is important to me	263,807	34.8%	86
Usually buy items on credit rather than wait	101,032	13.3%	102
Usually buy based on quality - not price	146,592	19.3%	100
Price is usually more important than brand name	189,100	24.9%	89
Usually use coupons for brands I buy often	124,523	16.4%	92
Am interested in how to help the environment	157,336	20.7%	114
Usually pay more for environ safe product	108,809	14.3%	101
Usually value green products over convenience	88,769	11.7%	103
Likely to buy a brand that supports a charity	259,669	34.2%	99
Reading (Adults)			
Bought digital book in last 12 months	106,169	14.0%	105
Bought hardcover book in last 12 months	158,751	20.9%	105
Bought paperback book in last 12 month	230,133	30.3%	105
Read any daily newspaper (paper version)	138,999	18.3%	89
Read any digital newspaper in last 30 days	291,438	38.4%	102
Read any magazine (paper/electronic version) in last 6 months	681,877	89.9%	99

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Retail Market Potential

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 Ring: 10 mile radius

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	577,149	76.1%	101
Went to family restaurant/steak house: 4+ times a month	208,279	27.5%	102
Went to fast food/drive-in restaurant in last 6 months	680,627	89.7%	99
Went to fast food/drive-in restaurant 9+ times/mo	300,777	39.6%	100
Fast food/drive-in last 6 months: eat in	280,061	36.9%	100
Fast food/drive-in last 6 months: home delivery	70,636	9.3%	111
Fast food/drive-in last 6 months: take-out/drive-thru	340,791	44.9%	95
Fast food/drive-in last 6 months: take-out/walk-in	161,340	21.3%	101
Television & Electronics (Adults/Households)			
Own any tablet	371,696	49.0%	107
Own any e-reader	56,584	7.5%	101
Own e-reader/tablet: iPad	230,004	30.3%	114
HH has Internet connectable TV	84,129	28.2%	109
Own any portable MP3 player	183,273	24.2%	112
HH owns 1 TV	60,389	20.3%	97
HH owns 2 TVs	79,614	26.7%	99
HH owns 3 TVs	61,888	20.8%	99
HH owns 4+ TVs	56,408	18.9%	106
HH subscribes to cable TV	140,979	47.3%	106
HH subscribes to fiber optic	36,656	12.3%	155
HH owns portable GPS navigation device	76,213	25.6%	103
HH purchased video game system in last 12 mos	36,903	12.4%	146
HH owns any Internet video device for TV	69,950	23.5%	115
Travel (Adults)			
Domestic travel in last 12 months	405,267	53.4%	103
Took 3+ domestic non-business trips in last 12 months	87,319	11.5%	97
Spent on domestic vacations in last 12 months: <\$1,000	82,581	10.9%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	46,789	6.2%	103
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	31,532	4.2%	105
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	30,084	4.0%	104
Spent on domestic vacations in last 12 months: \$3,000+	50,055	6.6%	105
Domestic travel in the 12 months: used general travel website	58,914	7.8%	112
Foreign travel in last 3 years	245,172	32.3%	122
Took 3+ foreign trips by plane in last 3 years	47,562	6.3%	130
Spent on foreign vacations in last 12 months: <\$1,000	41,680	5.5%	117
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	37,936	5.0%	133
Spent on foreign vacations in last 12 months: \$3,000+	57,783	7.6%	129
Foreign travel in last 3 years: used general travel website	56,145	7.4%	123
Nights spent in hotel/motel in last 12 months: any	345,307	45.5%	104
Took cruise of more than one day in last 3 years	76,177	10.0%	117
Member of any frequent flyer program	159,018	21.0%	120
Member of any hotel rewards program	133,801	17.6%	105

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