



Retail Market Potential

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

Prepared by Esri
 Latitude: 34.08731
 Longitude: -117.69307

Demographic Summary	2020	2025
Population	187,507	191,920
Population 18+	141,855	146,689
Households	56,629	57,922
Median Household Income	\$62,632	\$68,125

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	64,565	45.5%	94
Bought any women's clothing in last 12 months	60,717	42.8%	97
Bought clothing for child <13 years in last 6 months	39,922	28.1%	107
Bought any shoes in last 12 months	73,445	51.8%	99
Bought costume jewelry in last 12 months	22,327	15.7%	93
Bought any fine jewelry in last 12 months	24,965	17.6%	98
Bought a watch in last 12 months	20,110	14.2%	92
Automobiles (Households)			
HH owns/leases any vehicle	46,780	82.6%	97
HH bought/leased new vehicle last 12 months	5,022	8.9%	94
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	114,741	80.9%	95
Bought/changed motor oil in last 12 months	61,264	43.2%	93
Had tune-up in last 12 months	34,414	24.3%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	106,357	75.0%	104
Drank regular cola in last 6 months	68,671	48.4%	111
Drank beer/ale in last 6 months	58,935	41.5%	101
Cameras (Adults)			
Own digital point & shoot camera/camcorder	8,767	6.2%	73
Own digital SLR camera/camcorder	8,338	5.9%	77
Printed digital photos in last 12 months	26,752	18.9%	86
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	47,454	33.5%	100
Have a smartphone	125,671	88.6%	102
Have a smartphone: Android phone (any brand)	61,023	43.0%	104
Have a smartphone: Apple iPhone	62,859	44.3%	99
Number of cell phones in household: 1	15,547	27.5%	91
Number of cell phones in household: 2	18,702	33.0%	86
Number of cell phones in household: 3+	21,086	37.2%	129
HH has cell phone only (no landline telephone)	36,997	65.3%	108
Computers (Households)			
HH owns a computer	39,712	70.1%	95
HH owns desktop computer	18,324	32.4%	92
HH owns laptop/notebook	30,935	54.6%	95
HH owns any Apple/Mac brand computer	12,180	21.5%	113
HH owns any PC/non-Apple brand computer	31,788	56.1%	93
HH purchased most recent computer in a store	18,089	31.9%	90
HH purchased most recent computer online	6,852	12.1%	86
HH spent \$1-\$499 on most recent home computer	6,701	11.8%	81
HH spent \$500-\$999 on most recent home computer	7,500	13.2%	83
HH spent \$1,000-\$1,499 on most recent home computer	4,925	8.7%	90
HH spent \$1,500-\$1,999 on most recent home computer	2,295	4.1%	91
HH spent \$2,000+ on most recent home computer	2,447	4.3%	106

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 2020 and 2025.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	83,386	58.8%	94
Bought brewed coffee at convenience store in last 30 days	19,668	13.9%	105
Bought cigarettes at convenience store in last 30 days	12,021	8.5%	81
Bought gas at convenience store in last 30 days	40,938	28.9%	78
Spent at convenience store in last 30 days: \$1-19	9,281	6.5%	97
Spent at convenience store in last 30 days: \$20-\$39	13,413	9.5%	102
Spent at convenience store in last 30 days: \$40-\$50	10,924	7.7%	97
Spent at convenience store in last 30 days: \$51-\$99	7,161	5.0%	93
Spent at convenience store in last 30 days: \$100+	26,491	18.7%	82
Entertainment (Adults)			
Attended a movie in last 6 months	83,501	58.9%	100
Went to live theater in last 12 months	14,238	10.0%	88
Went to a bar/night club in last 12 months	20,482	14.4%	85
Dined out in last 12 months	62,214	43.9%	86
Gambled at a casino in last 12 months	20,216	14.3%	104
Visited a theme park in last 12 months	33,873	23.9%	127
Viewed movie (video-on-demand) in last 30 days	18,878	13.3%	80
Viewed TV show (video-on-demand) in last 30 days	14,591	10.3%	88
Watched any pay-per-view TV in last 12 months	11,819	8.3%	94
Downloaded a movie over the Internet in last 30 days	15,931	11.2%	112
Downloaded any individual song in last 6 months	25,096	17.7%	94
Watched a movie online in the last 30 days	48,092	33.9%	113
Watched a TV program online in last 30 days	26,978	19.0%	94
Played a video/electronic game (console) in last 12 months	11,546	8.1%	90
Played a video/electronic game (portable) in last 12 months	6,818	4.8%	112
Financial (Adults)			
Have home mortgage (1st)	33,578	23.7%	77
Used ATM/cash machine in last 12 months	71,087	50.1%	96
Own any stock	7,620	5.4%	76
Own U.S. savings bond	4,672	3.3%	79
Own shares in mutual fund (stock)	6,808	4.8%	67
Own shares in mutual fund (bonds)	4,810	3.4%	71
Have interest checking account	31,503	22.2%	78
Have non-interest checking account	38,259	27.0%	93
Have savings account	72,817	51.3%	90
Have 401K retirement savings plan	16,526	11.6%	73
Own/used any credit/debit card in last 12 months	112,536	79.3%	99
Avg monthly credit card expenditures: \$1-110	15,676	11.1%	97
Avg monthly credit card expenditures: \$111-\$225	9,962	7.0%	97
Avg monthly credit card expenditures: \$226-\$450	9,898	7.0%	101
Avg monthly credit card expenditures: \$451-\$700	8,758	6.2%	100
Avg monthly credit card expenditures: \$701-\$1,000	7,269	5.1%	87
Avg monthly credit card expenditures: \$1,001+	14,030	9.9%	81
Did banking online in last 12 months	46,090	32.5%	83
Did banking on mobile device in last 12 months	35,518	25.0%	88
Paid bills online in last 12 months	65,342	46.1%	90

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	38,000	67.1%	98
HH used bread in last 6 months	52,474	92.7%	99
HH used chicken (fresh or frozen) in last 6 months	40,012	70.7%	104
HH used turkey (fresh or frozen) in last 6 months	7,495	13.2%	88
HH used fish/seafood (fresh or frozen) in last 6 months	33,306	58.8%	107
HH used fresh fruit/vegetables in last 6 months	47,943	84.7%	101
HH used fresh milk in last 6 months	47,789	84.4%	100
HH used organic food in last 6 months	16,016	28.3%	117
Health (Adults)			
Exercise at home 2+ times per week	37,935	26.7%	98
Exercise at club 2+ times per week	19,887	14.0%	99
Visited a doctor in last 12 months	103,863	73.2%	96
Used vitamin/dietary supplement in last 6 months	75,412	53.2%	99
Home (Households)			
HH did any home improvement in last 12 months	12,924	22.8%	84
HH used any maid/professional cleaning service in last 12 months	8,761	15.5%	104
HH purchased low ticket HH furnishings in last 12 months	8,929	15.8%	91
HH purchased big ticket HH furnishings in last 12 months	12,017	21.2%	93
HH bought any small kitchen appliance in last 12 months	11,970	21.1%	93
HH bought any large kitchen appliance in last 12 months	6,827	12.1%	91
Insurance (Adults/Households)			
Currently carry life insurance	45,979	32.4%	75
Carry medical/hospital/accident insurance	97,201	68.5%	92
Carry homeowner insurance	48,532	34.2%	74
Carry renter's insurance	11,405	8.0%	92
HH has auto insurance: 1 vehicle in household covered	17,452	30.8%	102
HH has auto insurance: 2 vehicles in household covered	14,466	25.5%	92
HH has auto insurance: 3+ vehicles in household covered	11,493	20.3%	90
Pets (Households)			
Household owns any pet	26,897	47.5%	88
Household owns any cat	9,192	16.2%	71
Household owns any dog	20,753	36.6%	89
Psychographics (Adults)			
Buying American is important to me	42,813	30.2%	82
Usually buy items on credit rather than wait	19,774	13.9%	103
Usually buy based on quality - not price	26,242	18.5%	101
Price is usually more important than brand name	37,756	26.6%	95
Usually use coupons for brands I buy often	20,901	14.7%	92
Am interested in how to help the environment	35,137	24.8%	125
Usually pay more for environ safe product	23,417	16.5%	112
Usually value green products over convenience	20,321	14.3%	126
Likely to buy a brand that supports a charity	50,290	35.5%	99
Reading (Adults)			
Bought digital book in last 12 months	15,898	11.2%	85
Bought hardcover book in last 12 months	24,894	17.5%	88
Bought paperback book in last 12 month	36,677	25.9%	92
Read any daily newspaper (paper version)	18,263	12.9%	81
Read any digital newspaper in last 30 days	50,812	35.8%	87
Read any magazine (paper/electronic version) in last 6 months	124,603	87.8%	97

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	100,011	70.5%	96
Went to family restaurant/steak house: 4+ times a month	33,205	23.4%	89
Went to fast food/drive-in restaurant in last 6 months	126,791	89.4%	99
Went to fast food/drive-in restaurant 9+ times/month	52,937	37.3%	96
Fast food restaurant last 6 months: eat in	47,645	33.6%	94
Fast food restaurant last 6 months: home delivery	12,861	9.1%	107
Fast food restaurant last 6 months: take-out/drive-thru	57,157	40.3%	88
Fast food restaurant last 6 months: take-out/walk-in	28,047	19.8%	95
Television & Electronics (Adults/Households)			
Own any tablet	64,753	45.6%	91
Own any e-reader	11,590	8.2%	85
Own e-reader/tablet: iPad	39,136	27.6%	94
HH has Internet connectable TV	15,686	27.7%	87
Own any portable MP3 player	21,503	15.2%	95
HH owns 1 TV	12,849	22.7%	106
HH owns 2 TVs	15,423	27.2%	103
HH owns 3 TVs	11,074	19.6%	93
HH owns 4+ TVs	7,900	14.0%	83
HH subscribes to cable TV	25,005	44.2%	107
HH subscribes to fiber optic	4,494	7.9%	124
HH owns portable GPS navigation device	9,074	16.0%	79
HH purchased video game system in last 12 months	7,170	12.7%	149
HH owns any Internet video device for TV	15,863	28.0%	101
Travel (Adults)			
Took domestic trip in continental US last 12 months	63,868	45.0%	86
Took 3+ domestic non-business trips in last 12 months	12,894	9.1%	76
Spent on domestic vacations in last 12 months: \$1-999	13,397	9.4%	87
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	8,253	5.8%	93
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,405	3.1%	80
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,725	3.3%	76
Spent on domestic vacations in last 12 months: \$3,000+	6,066	4.3%	67
Domestic travel in last 12 months: used general travel website	8,502	6.0%	91
Took foreign trip (including Alaska and Hawaii) in last 3 years	44,700	31.5%	109
Took 3+ foreign trips by plane in last 3 years	7,487	5.3%	91
Spent on foreign vacations in last 12 months: \$1-999	7,634	5.4%	108
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	6,379	4.5%	104
Spent on foreign vacations in last 12 months: \$3,000+	9,340	6.6%	99
Foreign travel in last 3 years: used general travel website	9,083	6.4%	109
Nights spent in hotel/motel in last 12 months: any	52,777	37.2%	83
Took cruise of more than one day in last 3 years	9,602	6.8%	73
Member of any frequent flyer program	21,115	14.9%	81
Member of any hotel rewards program	20,110	14.2%	74

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Demographic Summary	2020	2025
Population	474,533	485,108
Population 18+	355,049	367,032
Households	137,869	140,704
Median Household Income	\$65,646	\$71,940

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	160,179	45.1%	93
Bought any women's clothing in last 12 months	151,317	42.6%	97
Bought clothing for child <13 years in last 6 months	101,306	28.5%	108
Bought any shoes in last 12 months	182,632	51.4%	98
Bought costume jewelry in last 12 months	57,203	16.1%	95
Bought any fine jewelry in last 12 months	61,570	17.3%	96
Bought a watch in last 12 months	49,641	14.0%	91
Automobiles (Households)			
HH owns/leases any vehicle	114,237	82.9%	97
HH bought/leased new vehicle last 12 months	12,319	8.9%	94
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	286,350	80.7%	95
Bought/changed motor oil in last 12 months	153,148	43.1%	93
Had tune-up in last 12 months	86,282	24.3%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	267,410	75.3%	105
Drank regular cola in last 6 months	169,847	47.8%	110
Drank beer/ale in last 6 months	147,718	41.6%	101
Cameras (Adults)			
Own digital point & shoot camera/camcorder	22,875	6.4%	76
Own digital SLR camera/camcorder	21,481	6.1%	79
Printed digital photos in last 12 months	66,803	18.8%	86
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	119,142	33.6%	100
Have a smartphone	313,875	88.4%	101
Have a smartphone: Android phone (any brand)	154,843	43.6%	106
Have a smartphone: Apple iPhone	154,565	43.5%	97
Number of cell phones in household: 1	35,200	25.5%	84
Number of cell phones in household: 2	46,022	33.4%	87
Number of cell phones in household: 3+	53,377	38.7%	134
HH has cell phone only (no landline telephone)	88,842	64.4%	107
Computers (Households)			
HH owns a computer	96,283	69.8%	95
HH owns desktop computer	45,002	32.6%	93
HH owns laptop/notebook	74,655	54.1%	94
HH owns any Apple/Mac brand computer	29,961	21.7%	114
HH owns any PC/non-Apple brand computer	76,815	55.7%	92
HH purchased most recent computer in a store	43,309	31.4%	89
HH purchased most recent computer online	16,730	12.1%	86
HH spent \$1-\$499 on most recent home computer	15,879	11.5%	79
HH spent \$500-\$999 on most recent home computer	17,910	13.0%	81
HH spent \$1,000-\$1,499 on most recent home computer	12,112	8.8%	91
HH spent \$1,500-\$1,999 on most recent home computer	5,820	4.2%	95
HH spent \$2,000+ on most recent home computer	5,975	4.3%	107

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	205,411	57.9%	93
Bought brewed coffee at convenience store in last 30 days	48,900	13.8%	104
Bought cigarettes at convenience store in last 30 days	27,701	7.8%	74
Bought gas at convenience store in last 30 days	100,382	28.3%	76
Spent at convenience store in last 30 days: \$1-19	22,812	6.4%	95
Spent at convenience store in last 30 days: \$20-\$39	32,749	9.2%	99
Spent at convenience store in last 30 days: \$40-\$50	27,481	7.7%	97
Spent at convenience store in last 30 days: \$51-\$99	17,231	4.9%	89
Spent at convenience store in last 30 days: \$100+	66,385	18.7%	82
Entertainment (Adults)			
Attended a movie in last 6 months	207,060	58.3%	100
Went to live theater in last 12 months	36,168	10.2%	90
Went to a bar/night club in last 12 months	49,555	14.0%	82
Dined out in last 12 months	153,401	43.2%	85
Gambled at a casino in last 12 months	50,960	14.4%	105
Visited a theme park in last 12 months	83,652	23.6%	126
Viewed movie (video-on-demand) in last 30 days	48,702	13.7%	83
Viewed TV show (video-on-demand) in last 30 days	37,678	10.6%	91
Watched any pay-per-view TV in last 12 months	29,472	8.3%	94
Downloaded a movie over the Internet in last 30 days	40,424	11.4%	113
Downloaded any individual song in last 6 months	62,604	17.6%	94
Watched a movie online in the last 30 days	113,777	32.0%	107
Watched a TV program online in last 30 days	63,297	17.8%	88
Played a video/electronic game (console) in last 12 months	26,707	7.5%	83
Played a video/electronic game (portable) in last 12 months	16,527	4.7%	108
Financial (Adults)			
Have home mortgage (1st)	86,099	24.2%	79
Used ATM/cash machine in last 12 months	173,826	49.0%	93
Own any stock	19,700	5.5%	79
Own U.S. savings bond	11,882	3.3%	80
Own shares in mutual fund (stock)	18,537	5.2%	73
Own shares in mutual fund (bonds)	13,142	3.7%	78
Have interest checking account	77,643	21.9%	77
Have non-interest checking account	95,799	27.0%	93
Have savings account	178,255	50.2%	88
Have 401K retirement savings plan	40,525	11.4%	71
Own/used any credit/debit card in last 12 months	280,423	79.0%	99
Avg monthly credit card expenditures: \$1-110	38,378	10.8%	95
Avg monthly credit card expenditures: \$111-\$225	24,262	6.8%	95
Avg monthly credit card expenditures: \$226-\$450	24,553	6.9%	100
Avg monthly credit card expenditures: \$451-\$700	21,649	6.1%	98
Avg monthly credit card expenditures: \$701-\$1,000	18,145	5.1%	87
Avg monthly credit card expenditures: \$1,001+	36,435	10.3%	84
Did banking online in last 12 months	112,054	31.6%	80
Did banking on mobile device in last 12 months	86,628	24.4%	86
Paid bills online in last 12 months	158,810	44.7%	88

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	93,046	67.5%	99
HH used bread in last 6 months	127,718	92.6%	99
HH used chicken (fresh or frozen) in last 6 months	98,036	71.1%	104
HH used turkey (fresh or frozen) in last 6 months	18,005	13.1%	87
HH used fish/seafood (fresh or frozen) in last 6 months	81,801	59.3%	108
HH used fresh fruit/vegetables in last 6 months	117,164	85.0%	101
HH used fresh milk in last 6 months	116,828	84.7%	100
HH used organic food in last 6 months	39,714	28.8%	119
Health (Adults)			
Exercise at home 2+ times per week	93,076	26.2%	96
Exercise at club 2+ times per week	49,200	13.9%	98
Visited a doctor in last 12 months	261,981	73.8%	97
Used vitamin/dietary supplement in last 6 months	188,725	53.2%	99
Home (Households)			
HH did any home improvement in last 12 months	32,665	23.7%	87
HH used any maid/professional cleaning service in last 12 months	22,175	16.1%	108
HH purchased low ticket HH furnishings in last 12 months	21,628	15.7%	90
HH purchased big ticket HH furnishings in last 12 months	29,139	21.1%	93
HH bought any small kitchen appliance in last 12 months	28,851	20.9%	92
HH bought any large kitchen appliance in last 12 months	16,730	12.1%	92
Insurance (Adults/Households)			
Currently carry life insurance	113,466	32.0%	74
Carry medical/hospital/accident insurance	242,079	68.2%	92
Carry homeowner insurance	123,284	34.7%	75
Carry renter's insurance	25,945	7.3%	84
HH has auto insurance: 1 vehicle in household covered	41,115	29.8%	98
HH has auto insurance: 2 vehicles in household covered	35,744	25.9%	94
HH has auto insurance: 3+ vehicles in household covered	29,262	21.2%	94
Pets (Households)			
Household owns any pet	66,573	48.3%	90
Household owns any cat	22,514	16.3%	72
Household owns any dog	51,599	37.4%	91
Psychographics (Adults)			
Buying American is important to me	107,779	30.4%	82
Usually buy items on credit rather than wait	50,646	14.3%	106
Usually buy based on quality - not price	67,661	19.1%	104
Price is usually more important than brand name	93,835	26.4%	94
Usually use coupons for brands I buy often	52,976	14.9%	94
Am interested in how to help the environment	89,255	25.1%	127
Usually pay more for environ safe product	59,620	16.8%	113
Usually value green products over convenience	51,918	14.6%	128
Likely to buy a brand that supports a charity	127,555	35.9%	101
Reading (Adults)			
Bought digital book in last 12 months	39,235	11.1%	84
Bought hardcover book in last 12 months	62,073	17.5%	87
Bought paperback book in last 12 month	90,297	25.4%	91
Read any daily newspaper (paper version)	46,293	13.0%	82
Read any digital newspaper in last 30 days	122,816	34.6%	84
Read any magazine (paper/electronic version) in last 6 months	309,791	87.3%	96

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Retail Market Potential

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

Prepared by Esri
 Latitude: 34.08731
 Longitude: -117.69307

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	248,070	69.9%	95
Went to family restaurant/steak house: 4+ times a month	83,623	23.6%	90
Went to fast food/drive-in restaurant in last 6 months	315,892	89.0%	98
Went to fast food/drive-in restaurant 9+ times/month	131,139	36.9%	95
Fast food restaurant last 6 months: eat in	121,505	34.2%	96
Fast food restaurant last 6 months: home delivery	31,830	9.0%	106
Fast food restaurant last 6 months: take-out/drive-thru	140,639	39.6%	86
Fast food restaurant last 6 months: take-out/walk-in	68,735	19.4%	93
Television & Electronics (Adults/Households)			
Own any tablet	160,584	45.2%	90
Own any e-reader	29,588	8.3%	86
Own e-reader/tablet: iPad	97,608	27.5%	94
HH has Internet connectable TV	39,146	28.4%	90
Own any portable MP3 player	53,621	15.1%	95
HH owns 1 TV	29,728	21.6%	101
HH owns 2 TVs	38,380	27.8%	106
HH owns 3 TVs	27,181	19.7%	94
HH owns 4+ TVs	20,102	14.6%	87
HH subscribes to cable TV	60,666	44.0%	106
HH subscribes to fiber optic	11,443	8.3%	129
HH owns portable GPS navigation device	22,027	16.0%	78
HH purchased video game system in last 12 months	17,800	12.9%	152
HH owns any Internet video device for TV	39,101	28.4%	102
Travel (Adults)			
Took domestic trip in continental US last 12 months	157,977	44.5%	85
Took 3+ domestic non-business trips in last 12 months	32,059	9.0%	75
Spent on domestic vacations in last 12 months: \$1-999	31,110	8.8%	81
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	20,426	5.8%	92
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	11,185	3.2%	81
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	11,860	3.3%	76
Spent on domestic vacations in last 12 months: \$3,000+	16,241	4.6%	71
Domestic travel in last 12 months: used general travel website	21,765	6.1%	93
Took foreign trip (including Alaska and Hawaii) in last 3 years	115,149	32.4%	112
Took 3+ foreign trips by plane in last 3 years	19,861	5.6%	96
Spent on foreign vacations in last 12 months: \$1-999	19,209	5.4%	109
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	17,185	4.8%	112
Spent on foreign vacations in last 12 months: \$3,000+	24,043	6.8%	101
Foreign travel in last 3 years: used general travel website	23,080	6.5%	111
Nights spent in hotel/motel in last 12 months: any	129,766	36.5%	81
Took cruise of more than one day in last 3 years	26,083	7.3%	80
Member of any frequent flyer program	54,182	15.3%	83
Member of any hotel rewards program	51,258	14.4%	76

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Retail Market Potential

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 Ring: 10 mile radius

Prepared by Esri
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Demographic Summary	2020	2025
Population	1,000,886	1,027,320
Population 18+	769,255	796,924
Households	301,416	308,708
Median Household Income	\$80,952	\$87,613

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	364,763	47.4%	98
Bought any women's clothing in last 12 months	338,702	44.0%	100
Bought clothing for child <13 years in last 6 months	219,190	28.5%	108
Bought any shoes in last 12 months	409,325	53.2%	101
Bought costume jewelry in last 12 months	130,266	16.9%	100
Bought any fine jewelry in last 12 months	139,653	18.2%	101
Bought a watch in last 12 months	112,620	14.6%	95
Automobiles (Households)			
HH owns/leases any vehicle	261,496	86.8%	101
HH bought/leased new vehicle last 12 months	32,329	10.7%	113
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	649,777	84.5%	99
Bought/changed motor oil in last 12 months	335,366	43.6%	94
Had tune-up in last 12 months	196,960	25.6%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	577,599	75.1%	104
Drank regular cola in last 6 months	333,505	43.4%	100
Drank beer/ale in last 6 months	329,632	42.9%	104
Cameras (Adults)			
Own digital point & shoot camera/camcorder	63,449	8.2%	98
Own digital SLR camera/camcorder	61,080	7.9%	104
Printed digital photos in last 12 months	170,088	22.1%	101
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	256,980	33.4%	99
Have a smartphone	691,974	90.0%	103
Have a smartphone: Android phone (any brand)	306,902	39.9%	97
Have a smartphone: Apple iPhone	379,532	49.3%	110
Number of cell phones in household: 1	71,294	23.7%	78
Number of cell phones in household: 2	109,487	36.3%	95
Number of cell phones in household: 3+	115,190	38.2%	132
HH has cell phone only (no landline telephone)	179,914	59.7%	99
Computers (Households)			
HH owns a computer	231,378	76.8%	105
HH owns desktop computer	111,933	37.1%	106
HH owns laptop/notebook	181,193	60.1%	105
HH owns any Apple/Mac brand computer	72,964	24.2%	127
HH owns any PC/non-Apple brand computer	184,577	61.2%	101
HH purchased most recent computer in a store	106,592	35.4%	100
HH purchased most recent computer online	44,443	14.7%	104
HH spent \$1-\$499 on most recent home computer	37,165	12.3%	84
HH spent \$500-\$999 on most recent home computer	46,103	15.3%	95
HH spent \$1,000-\$1,499 on most recent home computer	31,676	10.5%	108
HH spent \$1,500-\$1,999 on most recent home computer	15,883	5.3%	118
HH spent \$2,000+ on most recent home computer	14,803	4.9%	121

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Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	459,962	59.8%	96
Bought brewed coffee at convenience store in last 30 days	104,919	13.6%	103
Bought cigarettes at convenience store in last 30 days	57,284	7.4%	71
Bought gas at convenience store in last 30 days	234,470	30.5%	82
Spent at convenience store in last 30 days: \$1-19	55,420	7.2%	107
Spent at convenience store in last 30 days: \$20-\$39	71,922	9.3%	101
Spent at convenience store in last 30 days: \$40-\$50	60,032	7.8%	98
Spent at convenience store in last 30 days: \$51-\$99	35,790	4.7%	86
Spent at convenience store in last 30 days: \$100+	150,450	19.6%	86
Entertainment (Adults)			
Attended a movie in last 6 months	475,690	61.8%	106
Went to live theater in last 12 months	91,959	12.0%	105
Went to a bar/night club in last 12 months	124,809	16.2%	96
Dined out in last 12 months	381,914	49.6%	98
Gambled at a casino in last 12 months	115,177	15.0%	110
Visited a theme park in last 12 months	183,070	23.8%	127
Viewed movie (video-on-demand) in last 30 days	138,335	18.0%	108
Viewed TV show (video-on-demand) in last 30 days	102,741	13.4%	115
Watched any pay-per-view TV in last 12 months	73,915	9.6%	109
Downloaded a movie over the Internet in last 30 days	87,878	11.4%	114
Downloaded any individual song in last 6 months	151,894	19.7%	105
Watched a movie online in the last 30 days	248,457	32.3%	108
Watched a TV program online in last 30 days	155,701	20.2%	100
Played a video/electronic game (console) in last 12 months	62,933	8.2%	90
Played a video/electronic game (portable) in last 12 months	34,983	4.5%	106
Financial (Adults)			
Have home mortgage (1st)	240,208	31.2%	102
Used ATM/cash machine in last 12 months	413,180	53.7%	102
Own any stock	55,600	7.2%	103
Own U.S. savings bond	31,647	4.1%	98
Own shares in mutual fund (stock)	54,534	7.1%	99
Own shares in mutual fund (bonds)	36,163	4.7%	99
Have interest checking account	208,430	27.1%	95
Have non-interest checking account	217,189	28.2%	98
Have savings account	438,419	57.0%	100
Have 401K retirement savings plan	119,572	15.5%	97
Own/used any credit/debit card in last 12 months	630,958	82.0%	102
Avg monthly credit card expenditures: \$1-110	80,002	10.4%	92
Avg monthly credit card expenditures: \$111-\$225	55,457	7.2%	100
Avg monthly credit card expenditures: \$226-\$450	55,973	7.3%	106
Avg monthly credit card expenditures: \$451-\$700	52,177	6.8%	109
Avg monthly credit card expenditures: \$701-\$1,000	47,102	6.1%	104
Avg monthly credit card expenditures: \$1,001+	106,286	13.8%	113
Did banking online in last 12 months	299,075	38.9%	99
Did banking on mobile device in last 12 months	221,360	28.8%	101
Paid bills online in last 12 months	393,111	51.1%	100

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Retail Market Potential

5060 Montclair Plaza Ln, Montclair, California, 91763
 Ring: 10 mile radius

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	203,697	67.6%	99
HH used bread in last 6 months	280,009	92.9%	100
HH used chicken (fresh or frozen) in last 6 months	213,466	70.8%	104
HH used turkey (fresh or frozen) in last 6 months	42,736	14.2%	95
HH used fish/seafood (fresh or frozen) in last 6 months	177,315	58.8%	107
HH used fresh fruit/vegetables in last 6 months	258,742	85.8%	102
HH used fresh milk in last 6 months	256,145	85.0%	100
HH used organic food in last 6 months	88,906	29.5%	122
Health (Adults)			
Exercise at home 2+ times per week	218,173	28.4%	104
Exercise at club 2+ times per week	125,000	16.2%	115
Visited a doctor in last 12 months	584,335	76.0%	100
Used vitamin/dietary supplement in last 6 months	423,485	55.1%	103
Home (Households)			
HH did any home improvement in last 12 months	81,821	27.1%	99
HH used any maid/professional cleaning service in last 12 months	54,209	18.0%	121
HH purchased low ticket HH furnishings in last 12 months	51,453	17.1%	98
HH purchased big ticket HH furnishings in last 12 months	69,024	22.9%	101
HH bought any small kitchen appliance in last 12 months	67,399	22.4%	99
HH bought any large kitchen appliance in last 12 months	40,850	13.6%	103
Insurance (Adults/Households)			
Currently carry life insurance	300,081	39.0%	90
Carry medical/hospital/accident insurance	560,318	72.8%	98
Carry homeowner insurance	331,678	43.1%	93
Carry renter's insurance	60,898	7.9%	91
HH has auto insurance: 1 vehicle in household covered	85,730	28.4%	94
HH has auto insurance: 2 vehicles in household covered	88,103	29.2%	105
HH has auto insurance: 3+ vehicles in household covered	71,159	23.6%	105
Pets (Households)			
Household owns any pet	154,533	51.3%	95
Household owns any cat	54,463	18.1%	79
Household owns any dog	119,731	39.7%	97
Psychographics (Adults)			
Buying American is important to me	243,349	31.6%	86
Usually buy items on credit rather than wait	110,666	14.4%	106
Usually buy based on quality - not price	143,175	18.6%	101
Price is usually more important than brand name	201,893	26.2%	94
Usually use coupons for brands I buy often	117,057	15.2%	95
Am interested in how to help the environment	176,457	22.9%	116
Usually pay more for environ safe product	118,834	15.4%	104
Usually value green products over convenience	98,057	12.7%	112
Likely to buy a brand that supports a charity	274,512	35.7%	100
Reading (Adults)			
Bought digital book in last 12 months	103,084	13.4%	102
Bought hardcover book in last 12 months	154,350	20.1%	100
Bought paperback book in last 12 month	218,737	28.4%	101
Read any daily newspaper (paper version)	110,063	14.3%	90
Read any digital newspaper in last 30 days	312,320	40.6%	98
Read any magazine (paper/electronic version) in last 6 months	692,075	90.0%	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 or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	563,786	73.3%	100
Went to family restaurant/steak house: 4+ times a month	194,821	25.3%	97
Went to fast food/drive-in restaurant in last 6 months	690,870	89.8%	99
Went to fast food/drive-in restaurant 9+ times/month	292,475	38.0%	98
Fast food restaurant last 6 months: eat in	270,257	35.1%	98
Fast food restaurant last 6 months: home delivery	67,015	8.7%	103
Fast food restaurant last 6 months: take-out/drive-thru	325,951	42.4%	92
Fast food restaurant last 6 months: take-out/walk-in	161,441	21.0%	101
Television & Electronics (Adults/Households)			
Own any tablet	395,383	51.4%	103
Own any e-reader	76,982	10.0%	104
Own e-reader/tablet: iPad	254,752	33.1%	113
HH has Internet connectable TV	97,784	32.4%	102
Own any portable MP3 player	128,497	16.7%	105
HH owns 1 TV	60,855	20.2%	94
HH owns 2 TVs	80,616	26.7%	101
HH owns 3 TVs	63,415	21.0%	100
HH owns 4+ TVs	52,968	17.6%	104
HH subscribes to cable TV	135,979	45.1%	109
HH subscribes to fiber optic	31,396	10.4%	162
HH owns portable GPS navigation device	57,432	19.1%	94
HH purchased video game system in last 12 months	36,811	12.2%	144
HH owns any Internet video device for TV	93,902	31.2%	113
Travel (Adults)			
Took domestic trip in continental US last 12 months	402,571	52.3%	100
Took 3+ domestic non-business trips in last 12 months	86,934	11.3%	94
Spent on domestic vacations in last 12 months: \$1-999	76,238	9.9%	92
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	50,932	6.6%	106
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	31,027	4.0%	104
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	34,177	4.4%	101
Spent on domestic vacations in last 12 months: \$3,000+	50,276	6.5%	102
Domestic travel in last 12 months: used general travel website	58,393	7.6%	115
Took foreign trip (including Alaska and Hawaii) in last 3 years	274,552	35.7%	124
Took 3+ foreign trips by plane in last 3 years	55,828	7.3%	125
Spent on foreign vacations in last 12 months: \$1-999	45,274	5.9%	118
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	40,561	5.3%	122
Spent on foreign vacations in last 12 months: \$3,000+	65,052	8.5%	127
Foreign travel in last 3 years: used general travel website	59,554	7.7%	132
Nights spent in hotel/motel in last 12 months: any	341,540	44.4%	99
Took cruise of more than one day in last 3 years	73,602	9.6%	104
Member of any frequent flyer program	161,323	21.0%	114
Member of any hotel rewards program	150,251	19.5%	103

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