



Retail Market Potential

2022 Trade Area
 5060 E Montclair Plaza Ln, Montclair, California, 91763
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 34.08791
 Longitude: -117.69444

Demographic Summary		2021	2026
Population		185,191	188,819
Population 18+		140,641	144,818
Households		55,881	56,979
Median Household Income		\$68,226	\$76,575

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	66,167	47.0%	96
Bought any women's clothing in last 12 months	61,684	43.9%	97
Bought any shoes in last 12 months	77,829	55.3%	104
Bought costume jewelry in last 12 months	20,461	14.5%	91
Bought any fine jewelry in last 12 months	25,508	18.1%	99
Bought a watch in last 12 months	20,524	14.6%	100
Automobiles (Households)			
HH owns/leases any vehicle	46,996	84.1%	97
HH bought/leased new vehicle last 12 months	5,144	9.2%	101
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	114,484	81.4%	95
Bought/changed motor oil in last 12 months	59,650	42.4%	93
Had tune-up in last 12 months	32,949	23.4%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	104,573	74.4%	105
Drank non-diet (regular) in last 6 months	65,538	46.6%	111
Drank beer/ale in last 6 months	59,660	42.4%	103
Cameras (Adults)			
Own digital point & shoot camera/camcorder	8,692	6.2%	77
Own digital SLR camera/camcorder	8,757	6.2%	78
Printed digital photos in last 12 months	26,658	19.0%	86
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	45,793	32.6%	101
Have a smartphone	127,592	90.7%	101
Have a smartphone: Android phone (any brand)	59,145	42.1%	103
Have a smartphone: Apple iPhone	67,377	47.9%	100
Number of cell phones in household: 1	14,946	26.7%	88
Number of cell phones in household: 2	18,799	33.6%	88
Number of cell phones in household: 3+	21,087	37.7%	127
HH has cell phone only (no landline telephone)	37,880	67.8%	105
Computers (Households)			
HH owns a computer	39,691	71.0%	95
HH owns desktop computer	18,320	32.8%	94
HH owns laptop/notebook	30,921	55.3%	94
HH owns any Apple/Mac brand computer	13,096	23.4%	117
HH owns any PC/non-Apple brand computer	30,710	55.0%	90
HH purchased most recent computer in a store	18,102	32.4%	92
HH purchased most recent computer online	7,671	13.7%	87
HH spent \$1-\$499 on most recent home computer	6,250	11.2%	78
HH spent \$500-\$999 on most recent home computer	8,077	14.5%	87
HH spent \$1,000-\$1,499 on most recent home computer	5,634	10.1%	98
HH spent \$1,500-\$1,999 on most recent home computer	2,563	4.6%	92
HH spent \$2,000+ on most recent home computer	2,348	4.2%	95

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



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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	79,865	56.8%	92
Bought brewed coffee at convenience store in last 30 days	18,640	13.3%	105
Bought cigarettes at convenience store in last 30 days	9,453	6.7%	73
Bought gas at convenience store in last 30 days	39,626	28.2%	77
Spent at convenience store in last 30 days: \$1-19	10,154	7.2%	104
Spent at convenience store in last 30 days: \$20-\$39	12,624	9.0%	96
Spent at convenience store in last 30 days: \$40-\$50	10,604	7.5%	93
Spent at convenience store in last 30 days: \$51-\$99	6,847	4.9%	88
Spent at convenience store in last 30 days: \$100+	26,452	18.8%	86
Entertainment (Adults)			
Attended a movie in last 6 months	85,749	61.0%	103
Went to live theater in last 12 months	15,048	10.7%	87
Went to a bar/night club in last 12 months	22,131	15.7%	89
Dined out in last 12 months	62,585	44.5%	88
Gambled at a casino in last 12 months	20,248	14.4%	109
Visited a theme park in last 12 months	35,176	25.0%	135
Viewed movie (video-on-demand) in last 30 days	17,069	12.1%	81
Viewed TV show (video-on-demand) in last 30 days	12,534	8.9%	88
Watched any pay-per-view TV in last 12 months	9,474	6.7%	91
Downloaded a movie over the Internet in last 30 days	13,506	9.6%	102
Downloaded any individual song in last 6 months	24,591	17.5%	94
Used internet to watch a movie online in the last 30 days	49,222	35.0%	108
Used internet to watch a TV program online in last 30 days	26,849	19.1%	90
Played a video/electronic game (console) in last 12 months	12,477	8.9%	93
Played a video/electronic game (portable) in last 12 months	6,709	4.8%	98
Financial (Adults)			
Have home mortgage (1st)	35,266	25.1%	77
Used ATM/cash machine in last 12 months	74,856	53.2%	99
Own any stock	9,182	6.5%	79
Own U.S. savings bond	5,213	3.7%	76
Own shares in mutual fund (stock)	7,845	5.6%	69
Own shares in mutual fund (bonds)	5,306	3.8%	72
Have interest checking account	32,940	23.4%	78
Have non-interest checking account	40,523	28.8%	94
Have savings account	75,407	53.6%	90
Have 401K retirement savings plan	19,033	13.5%	77
Own/used any credit/debit card in last 12 months	113,722	80.9%	98
Avg monthly credit card expenditures: \$1-110	14,256	10.1%	89
Avg monthly credit card expenditures: \$111-\$225	10,704	7.6%	104
Avg monthly credit card expenditures: \$226-\$450	10,845	7.7%	105
Avg monthly credit card expenditures: \$451-\$700	9,178	6.5%	95
Avg monthly credit card expenditures: \$701-\$1,000	7,358	5.2%	83
Avg monthly credit card expenditures: \$1001-2000	10,244	7.3%	92
Avg monthly credit card expenditures: \$2001+	7,176	5.1%	75
Did banking online in last 12 months	52,521	37.3%	87
Did banking on mobile device in last 12 months	40,810	29.0%	90
Paid bills online in last 12 months	72,721	51.7%	94

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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	36,754	65.8%	97
HH used bread in last 6 months	52,200	93.4%	100
HH used chicken (fresh or frozen) in last 6 months	38,646	69.2%	104
HH used turkey (fresh or frozen) in last 6 months	6,837	12.2%	88
HH used fish/seafood (fresh or frozen) in last 6 months	33,569	60.1%	109
HH used fresh fruit/vegetables in last 6 months	47,573	85.1%	101
HH used fresh milk in last 6 months	45,984	82.3%	99
HH used organic food in last 6 months	15,224	27.2%	113
Health (Adults)			
Exercise at home 2+ times per week	39,819	28.3%	94
Exercise at club 2+ times per week	22,253	15.8%	110
Visited a doctor in last 12 months	103,586	73.7%	95
Used vitamin/dietary supplement in last 6 months	77,260	54.9%	100
Home (Households)			
HH did any home improvement in last 12 months	13,654	24.4%	85
HH used any maid/professional cleaning service in last 12 months	8,713	15.6%	102
HH purchased low ticket HH furnishings in last 12 months	8,830	15.8%	88
HH purchased big ticket HH furnishings in last 12 months	11,951	21.4%	93
HH bought any small kitchen appliance in last 12 months	12,346	22.1%	94
HH bought any large kitchen appliance in last 12 months	6,732	12.0%	90
Insurance (Adults/Households)			
Currently carry life insurance	49,067	34.9%	79
Carry medical/hospital/accident insurance	96,429	68.6%	91
Carry homeowner/personal property insurance	50,520	35.9%	74
Carry renter's insurance	13,247	9.4%	102
HH has auto insurance: 1 vehicle in household covered	17,344	31.0%	107
HH has auto insurance: 2 vehicles in household covered	14,163	25.3%	92
HH has auto insurance: 3+ vehicles in household covered	11,067	19.8%	86
Pets (Households)			
Household owns any pet	26,369	47.2%	89
Household owns any cat	9,179	16.4%	71
Household owns any dog	20,010	35.8%	89
Psychographics (Adults)			
Buying American is important to me	41,392	29.4%	81
Usually buy items on credit rather than wait	20,413	14.5%	107
Usually buy based on quality - not price	28,382	20.2%	107
Price is usually more important than brand name	37,529	26.7%	91
Usually use coupons for brands I buy often	20,363	14.5%	92
Am interested in how to help the environment	35,977	25.6%	122
Usually pay more for environ safe product	23,533	16.7%	112
Usually value green products over convenience	20,175	14.3%	123
Likely to buy a brand that supports a charity	49,889	35.5%	100
Reading (Adults)			
Bought digital book in last 12 months	17,276	12.3%	86
Bought hardcover book in last 12 months	26,129	18.6%	90
Bought paperback book in last 12 month	36,565	26.0%	92
Read any daily newspaper (paper version)	17,768	12.6%	86
Read any digital newspaper in last 30 days	56,419	40.1%	90
Read any magazine (paper/electronic version) in last 6 months	123,402	87.7%	97

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	100,278	71.3%	98
Went to family restaurant/steak house: 4+ times a month	33,304	23.7%	96
Went to fast food/drive-in restaurant in last 6 months	126,092	89.7%	100
Went to fast food/drive-in restaurant 9+ times/month	51,252	36.4%	96
Fast food restaurant last 6 months: eat in	44,352	31.5%	97
Fast food restaurant last 6 months: home delivery	14,476	10.3%	116
Fast food restaurant last 6 months: take-out/drive-thru	60,206	42.8%	89
Fast food restaurant last 6 months: take-out/walk-in	28,653	20.4%	99
Television & Electronics (Adults/Households)			
Own any tablet	64,072	45.6%	89
Own any e-reader	11,468	8.2%	79
Own e-reader/tablet: iPad	39,682	28.2%	92
HH has Internet connectable TV	18,127	32.4%	89
Own any portable MP3 player	19,128	13.6%	93
HH owns 1 TV	12,518	22.4%	106
HH owns 2 TVs	14,457	25.9%	97
HH owns 3 TVs	10,687	19.1%	91
HH owns 4+ TVs	9,063	16.2%	92
HH subscribes to cable TV	23,134	41.4%	104
HH subscribes to fiber optic	4,201	7.5%	129
HH owns portable GPS navigation device	7,898	14.1%	73
HH purchased video game system in last 12 months	6,980	12.5%	152
HH owns any Internet video device for TV	18,021	32.2%	96
Travel (Adults)			
Took domestic trip in continental US last 12 months	67,956	48.3%	90
Took 3+ domestic non-business trips in last 12 months	14,443	10.3%	81
Spent on domestic vacations in last 12 months: \$1-999	14,036	10.0%	94
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	7,993	5.7%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,576	3.3%	81
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,976	3.5%	81
Spent on domestic vacations in last 12 months: \$3,000+	7,828	5.6%	78
Domestic travel in last 12 months: used general travel website	9,804	7.0%	104
Took foreign trip (including Alaska and Hawaii) in last 3 years	47,902	34.1%	111
Took 3+ foreign trips by plane in last 3 years	9,572	6.8%	102
Spent on foreign vacations in last 12 months: \$1-999	8,816	6.3%	115
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	7,547	5.4%	120
Spent on foreign vacations in last 12 months: \$3,000+	9,829	7.0%	98
Foreign travel in last 3 years: used general travel website	9,714	6.9%	110
Nights spent in hotel/motel in last 12 months: any	57,484	40.9%	88
Took cruise of more than one day in last 3 years	10,553	7.5%	77
Member of any frequent flyer program	25,368	18.0%	88
Member of any hotel rewards program	23,921	17.0%	80

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Demographic Summary	2021	2026
Population	469,516	478,205
Population 18+	352,424	362,819
Households	136,536	138,985
Median Household Income	\$70,735	\$78,742

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	165,847	47.1%	96
Bought any women's clothing in last 12 months	153,580	43.6%	96
Bought any shoes in last 12 months	195,792	55.6%	104
Bought costume jewelry in last 12 months	50,852	14.4%	90
Bought any fine jewelry in last 12 months	62,778	17.8%	97
Bought a watch in last 12 months	50,635	14.4%	99
Automobiles (Households)			
HH owns/leases any vehicle	114,988	84.2%	98
HH bought/leased new vehicle last 12 months	12,964	9.5%	104
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	287,233	81.5%	95
Bought/changed motor oil in last 12 months	147,597	41.9%	92
Had tune-up in last 12 months	81,807	23.2%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	264,557	75.1%	106
Drank non-diet (regular) in last 6 months	164,336	46.6%	111
Drank beer/ale in last 6 months	149,385	42.4%	103
Cameras (Adults)			
Own digital point & shoot camera/camcorder	22,557	6.4%	79
Own digital SLR camera/camcorder	23,104	6.6%	82
Printed digital photos in last 12 months	67,317	19.1%	87
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	114,062	32.4%	100
Have a smartphone	319,366	90.6%	101
Have a smartphone: Android phone (any brand)	148,672	42.2%	104
Have a smartphone: Apple iPhone	168,347	47.8%	99
Number of cell phones in household: 1	34,084	25.0%	83
Number of cell phones in household: 2	46,165	33.8%	89
Number of cell phones in household: 3+	53,750	39.4%	133
HH has cell phone only (no landline telephone)	91,776	67.2%	104
Computers (Households)			
HH owns a computer	96,829	70.9%	95
HH owns desktop computer	45,416	33.3%	95
HH owns laptop/notebook	75,046	55.0%	93
HH owns any Apple/Mac brand computer	32,356	23.7%	118
HH owns any PC/non-Apple brand computer	74,700	54.7%	90
HH purchased most recent computer in a store	43,896	32.1%	92
HH purchased most recent computer online	18,923	13.9%	88
HH spent \$1-\$499 on most recent home computer	14,647	10.7%	75
HH spent \$500-\$999 on most recent home computer	19,145	14.0%	85
HH spent \$1,000-\$1,499 on most recent home computer	14,150	10.4%	101
HH spent \$1,500-\$1,999 on most recent home computer	6,471	4.7%	96
HH spent \$2,000+ on most recent home computer	5,748	4.2%	95

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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	199,909	56.7%	92
Bought brewed coffee at convenience store in last 30 days	47,391	13.4%	107
Bought cigarettes at convenience store in last 30 days	22,369	6.3%	69
Bought gas at convenience store in last 30 days	99,692	28.3%	77
Spent at convenience store in last 30 days: \$1-19	24,858	7.1%	101
Spent at convenience store in last 30 days: \$20-\$39	32,018	9.1%	97
Spent at convenience store in last 30 days: \$40-\$50	26,973	7.7%	94
Spent at convenience store in last 30 days: \$51-\$99	17,494	5.0%	89
Spent at convenience store in last 30 days: \$100+	65,980	18.7%	85
Entertainment (Adults)			
Attended a movie in last 6 months	213,390	60.5%	102
Went to live theater in last 12 months	37,585	10.7%	86
Went to a bar/night club in last 12 months	52,641	14.9%	84
Dined out in last 12 months	153,907	43.7%	86
Gambled at a casino in last 12 months	51,251	14.5%	110
Visited a theme park in last 12 months	88,583	25.1%	136
Viewed movie (video-on-demand) in last 30 days	43,284	12.3%	82
Viewed TV show (video-on-demand) in last 30 days	32,679	9.3%	91
Watched any pay-per-view TV in last 12 months	23,664	6.7%	90
Downloaded a movie over the Internet in last 30 days	34,040	9.7%	103
Downloaded any individual song in last 6 months	62,254	17.7%	95
Used internet to watch a movie online in the last 30 days	118,971	33.8%	104
Used internet to watch a TV program online in last 30 days	64,212	18.2%	86
Played a video/electronic game (console) in last 12 months	29,167	8.3%	87
Played a video/electronic game (portable) in last 12 months	15,998	4.5%	94
Financial (Adults)			
Have home mortgage (1st)	90,116	25.6%	78
Used ATM/cash machine in last 12 months	186,046	52.8%	98
Own any stock	23,928	6.8%	82
Own U.S. savings bond	13,503	3.8%	78
Own shares in mutual fund (stock)	21,033	6.0%	74
Own shares in mutual fund (bonds)	14,302	4.1%	78
Have interest checking account	82,302	23.4%	78
Have non-interest checking account	102,834	29.2%	95
Have savings account	187,688	53.3%	89
Have 401K retirement savings plan	47,727	13.5%	77
Own/used any credit/debit card in last 12 months	284,299	80.7%	98
Avg monthly credit card expenditures: \$1-110	33,042	9.4%	83
Avg monthly credit card expenditures: \$111-\$225	25,820	7.3%	100
Avg monthly credit card expenditures: \$226-\$450	27,261	7.7%	105
Avg monthly credit card expenditures: \$451-\$700	23,658	6.7%	98
Avg monthly credit card expenditures: \$701-\$1,000	18,956	5.4%	85
Avg monthly credit card expenditures: \$1001-2000	25,949	7.4%	93
Avg monthly credit card expenditures: \$2001+	19,448	5.5%	81
Did banking online in last 12 months	129,530	36.8%	85
Did banking on mobile device in last 12 months	100,291	28.5%	88
Paid bills online in last 12 months	179,155	50.8%	93

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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	90,241	66.1%	97
HH used bread in last 6 months	127,555	93.4%	100
HH used chicken (fresh or frozen) in last 6 months	95,019	69.6%	105
HH used turkey (fresh or frozen) in last 6 months	16,274	11.9%	85
HH used fish/seafood (fresh or frozen) in last 6 months	81,955	60.0%	109
HH used fresh fruit/vegetables in last 6 months	116,896	85.6%	102
HH used fresh milk in last 6 months	113,069	82.8%	100
HH used organic food in last 6 months	37,499	27.5%	114
Health (Adults)			
Exercise at home 2+ times per week	98,348	27.9%	93
Exercise at club 2+ times per week	55,681	15.8%	110
Visited a doctor in last 12 months	260,685	74.0%	96
Used vitamin/dietary supplement in last 6 months	193,470	54.9%	100
Home (Households)			
HH did any home improvement in last 12 months	34,792	25.5%	89
HH used any maid/professional cleaning service in last 12 months	22,073	16.2%	105
HH purchased low ticket HH furnishings in last 12 months	22,194	16.3%	90
HH purchased big ticket HH furnishings in last 12 months	29,230	21.4%	93
HH bought any small kitchen appliance in last 12 months	30,184	22.1%	94
HH bought any large kitchen appliance in last 12 months	16,549	12.1%	91
Insurance (Adults/Households)			
Currently carry life insurance	122,512	34.8%	79
Carry medical/hospital/accident insurance	242,508	68.8%	92
Carry homeowner/personal property insurance	127,393	36.1%	74
Carry renter's insurance	31,960	9.1%	98
HH has auto insurance: 1 vehicle in household covered	41,302	30.2%	104
HH has auto insurance: 2 vehicles in household covered	35,047	25.7%	93
HH has auto insurance: 3+ vehicles in household covered	28,341	20.8%	91
Pets (Households)			
Household owns any pet	65,608	48.1%	91
Household owns any cat	22,945	16.8%	73
Household owns any dog	49,809	36.5%	90
Psychographics (Adults)			
Buying American is important to me	104,801	29.7%	82
Usually buy items on credit rather than wait	51,174	14.5%	107
Usually buy based on quality - not price	72,362	20.5%	109
Price is usually more important than brand name	91,522	26.0%	89
Usually use coupons for brands I buy often	50,851	14.4%	92
Am interested in how to help the environment	91,193	25.9%	124
Usually pay more for environ safe product	59,851	17.0%	113
Usually value green products over convenience	50,133	14.2%	122
Likely to buy a brand that supports a charity	125,004	35.5%	100
Reading (Adults)			
Bought digital book in last 12 months	43,794	12.4%	87
Bought hardcover book in last 12 months	66,263	18.8%	91
Bought paperback book in last 12 month	90,057	25.6%	90
Read any daily newspaper (paper version)	43,274	12.3%	84
Read any digital newspaper in last 30 days	137,444	39.0%	87
Read any magazine (paper/electronic version) in last 6 months	307,238	87.2%	97

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Retail Market Potential

2022 Trade Area
 5060 E Montclair Plaza Ln, Montclair, California, 91763
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 34.08791
 Longitude: -117.69444

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	249,238	70.7%	98
Went to family restaurant/steak house: 4+ times a month	83,295	23.6%	96
Went to fast food/drive-in restaurant in last 6 months	315,202	89.4%	99
Went to fast food/drive-in restaurant 9+ times/month	126,276	35.8%	94
Fast food restaurant last 6 months: eat in	110,653	31.4%	97
Fast food restaurant last 6 months: home delivery	35,086	10.0%	112
Fast food restaurant last 6 months: take-out/drive-thru	147,688	41.9%	88
Fast food restaurant last 6 months: take-out/walk-in	70,852	20.1%	98
Television & Electronics (Adults/Households)			
Own any tablet	159,708	45.3%	88
Own any e-reader	29,597	8.4%	82
Own e-reader/tablet: iPad	98,869	28.1%	91
HH has Internet connectable TV	44,911	32.9%	90
Own any portable MP3 player	48,996	13.9%	96
HH owns 1 TV	29,388	21.5%	102
HH owns 2 TVs	35,716	26.2%	99
HH owns 3 TVs	25,852	18.9%	90
HH owns 4+ TVs	23,022	16.9%	96
HH subscribes to cable TV	56,207	41.2%	104
HH subscribes to fiber optic	10,650	7.8%	134
HH owns portable GPS navigation device	19,790	14.5%	75
HH purchased video game system in last 12 months	17,318	12.7%	154
HH owns any Internet video device for TV	44,373	32.5%	97
Travel (Adults)			
Took domestic trip in continental US last 12 months	168,027	47.7%	89
Took 3+ domestic non-business trips in last 12 months	35,769	10.1%	80
Spent on domestic vacations in last 12 months: \$1-999	33,782	9.6%	91
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	19,876	5.6%	87
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	11,881	3.4%	84
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	12,657	3.6%	83
Spent on domestic vacations in last 12 months: \$3,000+	20,614	5.8%	82
Domestic travel in last 12 months: used general travel website	24,900	7.1%	105
Took foreign trip (including Alaska and Hawaii) in last 3 years	122,990	34.9%	114
Took 3+ foreign trips by plane in last 3 years	25,429	7.2%	108
Spent on foreign vacations in last 12 months: \$1-999	22,993	6.5%	120
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	20,056	5.7%	127
Spent on foreign vacations in last 12 months: \$3,000+	24,848	7.1%	99
Foreign travel in last 3 years: used general travel website	24,626	7.0%	111
Nights spent in hotel/motel in last 12 months: any	141,689	40.2%	86
Took cruise of more than one day in last 3 years	27,231	7.7%	79
Member of any frequent flyer program	64,097	18.2%	88
Member of any hotel rewards program	59,285	16.8%	79

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2022 Trade Area
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Demographic Summary		2021	2026
Population		996,258	1,018,979
Population 18+		768,045	792,471
Households		301,470	308,153
Median Household Income		\$84,050	\$92,873

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	374,715	48.8%	99
Bought any women's clothing in last 12 months	345,346	45.0%	100
Bought any shoes in last 12 months	428,573	55.8%	104
Bought costume jewelry in last 12 months	120,183	15.6%	97
Bought any fine jewelry in last 12 months	143,089	18.6%	102
Bought a watch in last 12 months	112,010	14.6%	100
Automobiles (Households)			
HH owns/leases any vehicle	264,375	87.7%	102
HH bought/leased new vehicle last 12 months	32,546	10.8%	119
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	651,439	84.8%	99
Bought/changed motor oil in last 12 months	324,568	42.3%	93
Had tune-up in last 12 months	189,035	24.6%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	570,244	74.2%	105
Drank non-diet (regular) in last 6 months	325,664	42.4%	101
Drank beer/ale in last 6 months	332,543	43.3%	105
Cameras (Adults)			
Own digital point & shoot camera/camcorder	60,455	7.9%	98
Own digital SLR camera/camcorder	66,228	8.6%	108
Printed digital photos in last 12 months	171,881	22.4%	102
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	245,292	31.9%	99
Have a smartphone	705,396	91.8%	103
Have a smartphone: Android phone (any brand)	298,764	38.9%	96
Have a smartphone: Apple iPhone	404,838	52.7%	110
Number of cell phones in household: 1	70,407	23.4%	77
Number of cell phones in household: 2	109,887	36.5%	96
Number of cell phones in household: 3+	116,804	38.7%	131
HH has cell phone only (no landline telephone)	191,052	63.4%	98
Computers (Households)			
HH owns a computer	234,330	77.7%	104
HH owns desktop computer	111,632	37.0%	106
HH owns laptop/notebook	184,900	61.3%	104
HH owns any Apple/Mac brand computer	78,193	25.9%	129
HH owns any PC/non-Apple brand computer	181,748	60.3%	99
HH purchased most recent computer in a store	108,059	35.8%	102
HH purchased most recent computer online	49,249	16.3%	104
HH spent \$1-\$499 on most recent home computer	35,878	11.9%	83
HH spent \$500-\$999 on most recent home computer	48,721	16.2%	98
HH spent \$1,000-\$1,499 on most recent home computer	35,441	11.8%	114
HH spent \$1,500-\$1,999 on most recent home computer	17,825	5.9%	119
HH spent \$2,000+ on most recent home computer	14,939	5.0%	112

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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	449,785	58.6%	95
Bought brewed coffee at convenience store in last 30 days	103,862	13.5%	108
Bought cigarettes at convenience store in last 30 days	47,690	6.2%	68
Bought gas at convenience store in last 30 days	230,528	30.0%	82
Spent at convenience store in last 30 days: \$1-19	57,630	7.5%	108
Spent at convenience store in last 30 days: \$20-\$39	71,863	9.4%	100
Spent at convenience store in last 30 days: \$40-\$50	59,700	7.8%	96
Spent at convenience store in last 30 days: \$51-\$99	37,528	4.9%	88
Spent at convenience store in last 30 days: \$100+	145,719	19.0%	87
Entertainment (Adults)			
Attended a movie in last 6 months	486,045	63.3%	106
Went to live theater in last 12 months	100,294	13.1%	106
Went to a bar/night club in last 12 months	130,844	17.0%	96
Dined out in last 12 months	382,323	49.8%	98
Gambled at a casino in last 12 months	113,576	14.8%	112
Visited a theme park in last 12 months	188,639	24.6%	133
Viewed movie (video-on-demand) in last 30 days	123,480	16.1%	108
Viewed TV show (video-on-demand) in last 30 days	88,267	11.5%	113
Watched any pay-per-view TV in last 12 months	60,068	7.8%	105
Downloaded a movie over the Internet in last 30 days	77,222	10.1%	107
Downloaded any individual song in last 6 months	147,614	19.2%	104
Used internet to watch a movie online in the last 30 days	263,430	34.3%	106
Used internet to watch a TV program online in last 30 days	161,515	21.0%	99
Played a video/electronic game (console) in last 12 months	68,997	9.0%	95
Played a video/electronic game (portable) in last 12 months	37,501	4.9%	101
Financial (Adults)			
Have home mortgage (1st)	250,570	32.6%	100
Used ATM/cash machine in last 12 months	432,855	56.4%	105
Own any stock	68,107	8.9%	107
Own U.S. savings bond	36,148	4.7%	96
Own shares in mutual fund (stock)	61,756	8.0%	100
Own shares in mutual fund (bonds)	39,889	5.2%	100
Have interest checking account	217,525	28.3%	95
Have non-interest checking account	230,999	30.1%	98
Have savings account	455,496	59.3%	100
Have 401K retirement savings plan	132,227	17.2%	98
Own/used any credit/debit card in last 12 months	643,494	83.8%	101
Avg monthly credit card expenditures: \$1-110	73,942	9.6%	85
Avg monthly credit card expenditures: \$111-\$225	57,683	7.5%	103
Avg monthly credit card expenditures: \$226-\$450	59,755	7.8%	106
Avg monthly credit card expenditures: \$451-\$700	54,827	7.1%	104
Avg monthly credit card expenditures: \$701-\$1,000	49,932	6.5%	103
Avg monthly credit card expenditures: \$1001-2000	68,367	8.9%	112
Avg monthly credit card expenditures: \$2001+	58,818	7.7%	112
Did banking online in last 12 months	334,958	43.6%	101
Did banking on mobile device in last 12 months	251,775	32.8%	102
Paid bills online in last 12 months	430,030	56.0%	102

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Retail Market Potential

2022 Trade Area
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 Ring: 10 mile radius

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 Latitude: 34.08791
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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	201,389	66.8%	98
HH used bread in last 6 months	282,432	93.7%	100
HH used chicken (fresh or frozen) in last 6 months	208,611	69.2%	104
HH used turkey (fresh or frozen) in last 6 months	39,863	13.2%	95
HH used fish/seafood (fresh or frozen) in last 6 months	179,889	59.7%	109
HH used fresh fruit/vegetables in last 6 months	260,483	86.4%	103
HH used fresh milk in last 6 months	250,354	83.0%	100
HH used organic food in last 6 months	88,470	29.3%	122
Health (Adults)			
Exercise at home 2+ times per week	234,660	30.6%	102
Exercise at club 2+ times per week	134,327	17.5%	121
Visited a doctor in last 12 months	588,811	76.7%	99
Used vitamin/dietary supplement in last 6 months	433,599	56.5%	103
Home (Households)			
HH did any home improvement in last 12 months	87,177	28.9%	101
HH used any maid/professional cleaning service in last 12 months	55,447	18.4%	120
HH purchased low ticket HH furnishings in last 12 months	52,836	17.5%	97
HH purchased big ticket HH furnishings in last 12 months	69,294	23.0%	100
HH bought any small kitchen appliance in last 12 months	71,003	23.6%	100
HH bought any large kitchen appliance in last 12 months	41,007	13.6%	102
Insurance (Adults/Households)			
Currently carry life insurance	311,586	40.6%	92
Carry medical/hospital/accident insurance	565,612	73.6%	98
Carry homeowner/personal property insurance	344,349	44.8%	92
Carry renter's insurance	69,867	9.1%	98
HH has auto insurance: 1 vehicle in household covered	83,735	27.8%	96
HH has auto insurance: 2 vehicles in household covered	88,874	29.5%	107
HH has auto insurance: 3+ vehicles in household covered	70,492	23.4%	102
Pets (Households)			
Household owns any pet	152,629	50.6%	95
Household owns any cat	54,936	18.2%	79
Household owns any dog	116,162	38.5%	96
Psychographics (Adults)			
Buying American is important to me	236,003	30.7%	85
Usually buy items on credit rather than wait	110,950	14.4%	106
Usually buy based on quality - not price	151,540	19.7%	105
Price is usually more important than brand name	202,872	26.4%	91
Usually use coupons for brands I buy often	110,329	14.4%	92
Am interested in how to help the environment	183,627	23.9%	114
Usually pay more for environ safe product	121,505	15.8%	105
Usually value green products over convenience	97,383	12.7%	109
Likely to buy a brand that supports a charity	273,774	35.6%	101
Reading (Adults)			
Bought digital book in last 12 months	111,063	14.5%	102
Bought hardcover book in last 12 months	160,785	20.9%	101
Bought paperback book in last 12 month	218,501	28.4%	100
Read any daily newspaper (paper version)	100,897	13.1%	90
Read any digital newspaper in last 30 days	342,108	44.5%	100
Read any magazine (paper/electronic version) in last 6 months	688,162	89.6%	99

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Retail Market Potential

2022 Trade Area
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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	559,963	72.9%	101
Went to family restaurant/steak house: 4+ times a month	186,100	24.2%	98
Went to fast food/drive-in restaurant in last 6 months	689,801	89.8%	100
Went to fast food/drive-in restaurant 9+ times/month	282,486	36.8%	97
Fast food restaurant last 6 months: eat in	248,438	32.3%	100
Fast food restaurant last 6 months: home delivery	75,788	9.9%	111
Fast food restaurant last 6 months: take-out/drive-thru	342,149	44.5%	93
Fast food restaurant last 6 months: take-out/walk-in	165,404	21.5%	105
Television & Electronics (Adults/Households)			
Own any tablet	394,991	51.4%	100
Own any e-reader	78,735	10.3%	100
Own e-reader/tablet: iPad	256,605	33.4%	109
HH has Internet connectable TV	111,795	37.1%	102
Own any portable MP3 player	117,156	15.3%	105
HH owns 1 TV	60,222	20.0%	95
HH owns 2 TVs	77,886	25.8%	97
HH owns 3 TVs	61,840	20.5%	97
HH owns 4+ TVs	58,640	19.5%	111
HH subscribes to cable TV	129,036	42.8%	108
HH subscribes to fiber optic	28,560	9.5%	162
HH owns portable GPS navigation device	51,784	17.2%	89
HH purchased video game system in last 12 months	36,086	12.0%	146
HH owns any Internet video device for TV	108,678	36.0%	108
Travel (Adults)			
Took domestic trip in continental US last 12 months	418,247	54.5%	102
Took 3+ domestic non-business trips in last 12 months	96,399	12.6%	99
Spent on domestic vacations in last 12 months: \$1-999	77,743	10.1%	96
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	51,417	6.7%	104
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	31,393	4.1%	102
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	34,523	4.5%	104
Spent on domestic vacations in last 12 months: \$3,000+	61,525	8.0%	113
Domestic travel in last 12 months: used general travel website	62,312	8.1%	121
Took foreign trip (including Alaska and Hawaii) in last 3 years	292,362	38.1%	124
Took 3+ foreign trips by plane in last 3 years	66,006	8.6%	129
Spent on foreign vacations in last 12 months: \$1-999	51,127	6.7%	122
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	45,191	5.9%	131
Spent on foreign vacations in last 12 months: \$3,000+	68,447	8.9%	125
Foreign travel in last 3 years: used general travel website	62,601	8.2%	130
Nights spent in hotel/motel in last 12 months: any	359,408	46.8%	101
Took cruise of more than one day in last 3 years	77,049	10.0%	103
Member of any frequent flyer program	181,485	23.6%	115
Member of any hotel rewards program	169,362	22.1%	103

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