



Retail Market Potential

5060 E Montclair Plaza Ln, Montclair, California, 91763
 Ring Band: 0 - 3 mile radius

Prepared by Esri
 Latitude: 34.08791
 Longitude: -117.69444

Demographic Summary	2022	2027
Population	187,375	188,880
Population 18+	142,717	145,350
Households	58,149	58,881
Median Household Income	\$75,376	\$87,687

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	77,568	54.4%	99
Bought any women's clothing in last 12 months	69,536	48.7%	100
Bought any shoes in last 12 months	103,905	72.8%	101
Bought any fine jewelry in last 12 months	27,571	19.3%	101
Bought a watch in last 12 months	21,631	15.2%	106
Automobiles (Households)			
HH owns/leases any vehicle	50,848	87.4%	98
HH bought/leased new vehicle last 12 months	5,406	9.3%	97
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	123,103	86.3%	97
Bought/changed motor oil in last 12 months	65,793	46.1%	97
Had tune-up in last 12 months	35,671	25.0%	102
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	61,528	43.1%	110
Drank beer/ale in last 6 months	58,692	41.1%	101
Cameras (Adults)			
Own digital point & shoot camera/camcorder	11,498	8.1%	82
Own digital SLR camera/camcorder	11,938	8.4%	85
Printed digital photos in last 12 months	31,389	22.0%	87
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	47,340	33.2%	102
Have a smartphone	132,495	92.8%	101
Have a smartphone: Android phone (any brand)	58,477	41.0%	103
Have a smartphone: Apple iPhone	75,333	52.8%	100
Number of cell phones in household: 1	15,555	26.8%	87
Number of cell phones in household: 2	19,691	33.9%	88
Number of cell phones in household: 3+	21,894	37.7%	129
HH has cell phone only (no landline telephone)	39,261	67.5%	101
Computers (Households)			
HH owns a computer	46,054	79.2%	97
HH owns desktop computer	21,032	36.2%	95
HH owns laptop/notebook	37,080	63.8%	97
HH owns any Apple/Mac brand computer	15,003	25.8%	116
HH owns any PC/non-Apple brand computer	36,216	62.3%	94
HH purchased most recent computer in a store	20,389	35.1%	95
HH purchased most recent computer online	12,130	20.9%	93
HH spent \$1-\$499 on most recent home computer	8,163	14.0%	91
HH spent \$500-\$999 on most recent home computer	9,630	16.6%	87
HH spent \$1,000-\$1,499 on most recent home computer	7,337	12.6%	105
HH spent \$1,500-\$1,999 on most recent home computer	2,571	4.4%	84
HH spent \$2,000+ on most recent home computer	2,441	4.2%	89

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 2022 and 2027.



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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	84,724	59.4%	95
Bought brewed coffee at convenience store in last 30 days	18,625	13.1%	105
Bought cigarettes at convenience store in last 30 days	7,731	5.4%	76
Bought gas at convenience store in last 30 days	42,831	30.0%	80
Spent at convenience store in last 30 days: \$1-19	11,825	8.3%	109
Spent at convenience store in last 30 days: \$20-\$39	14,654	10.3%	100
Spent at convenience store in last 30 days: \$40-\$50	10,785	7.6%	88
Spent at convenience store in last 30 days: \$51-\$99	7,814	5.5%	91
Spent at convenience store in last 30 days: \$100+	25,913	18.2%	89
Entertainment (Adults)			
Attended a movie in last 6 months	70,164	49.2%	103
Went to live theater in last 12 months	13,018	9.1%	91
Went to a bar/night club in last 12 months	22,920	16.1%	95
Dined out in last 12 months	64,718	45.3%	90
Gambled at a casino in last 12 months	18,196	12.7%	112
Visited a theme park in last 12 months	27,269	19.1%	133
Viewed movie (video-on-demand) in last 30 days	17,226	12.1%	93
Viewed TV show (video-on-demand) in last 30 days	10,763	7.5%	89
Watched any pay-per-view TV in last 12 months	8,639	6.1%	94
Downloaded a movie over the Internet in last 30 days	10,772	7.5%	99
Downloaded any individual song in last 6 months	28,498	20.0%	102
Used internet to watch a movie online in the last 30 days	54,443	38.1%	112
Used internet to watch a TV program online in last 30 days	29,058	20.4%	93
Played a video/electronic game (console) in last 12 months	16,182	11.3%	97
Played a video/electronic game (portable) in last 12 months	8,364	5.9%	98
Financial (Adults)			
Have home mortgage (1st)	43,049	30.2%	84
Used ATM/cash machine in last 12 months	86,502	60.6%	101
Own any stock	13,946	9.8%	81
Own U.S. savings bond	6,972	4.9%	79
Own shares in mutual fund (stock)	11,535	8.1%	73
Own shares in mutual fund (bonds)	7,583	5.3%	76
Have interest checking account	39,829	27.9%	79
Have non-interest checking account	48,939	34.3%	97
Have savings account	91,830	64.3%	94
Have 401K retirement savings plan	27,664	19.4%	89
Own/used any credit/debit card in last 12 months	124,416	87.2%	98
Avg monthly credit card expenditures: \$1-110	17,330	12.1%	102
Avg monthly credit card expenditures: \$111-\$225	11,946	8.4%	106
Avg monthly credit card expenditures: \$226-\$450	13,183	9.2%	105
Avg monthly credit card expenditures: \$451-\$700	10,846	7.6%	95
Avg monthly credit card expenditures: \$701-\$1,000	9,933	7.0%	93
Avg monthly credit card expenditures: \$1001-2000	12,944	9.1%	91
Avg monthly credit card expenditures: \$2001+	9,490	6.6%	75
Did banking online in last 12 months	69,105	48.4%	91
Did banking on mobile device in last 12 months	57,692	40.4%	97

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	54,970	94.5%	100
HH used chicken (fresh or frozen) in last 6 months	40,499	69.6%	101
HH used turkey (fresh or frozen) in last 6 months	7,189	12.4%	85
HH used fish/seafood (fresh or frozen) in last 6 months	35,996	61.9%	106
HH used fresh fruit/vegetables in last 6 months	50,882	87.5%	100
HH used fresh milk in last 6 months	47,968	82.5%	99
HH used organic food in last 6 months	16,248	27.9%	112
Health (Adults)			
Exercise at home 2+ times per week	57,967	40.6%	100
Exercise at club 2+ times per week	20,088	14.1%	103
Visited a doctor in last 12 months	108,034	75.7%	95
Used vitamin/dietary supplement in last 6 months	87,020	61.0%	100
Home (Households)			
HH did any home improvement in last 12 months	17,236	29.6%	87
HH used any maid/professional cleaning service in last 12 months	10,920	18.8%	92
HH purchased low ticket HH furnishings in last 12 months	11,200	19.3%	89
HH purchased big ticket HH furnishings in last 12 months	14,238	24.5%	94
HH bought any small kitchen appliance in last 12 months	14,589	25.1%	99
HH bought any large kitchen appliance in last 12 months	8,170	14.1%	90
Insurance (Adults/Households)			
Currently carry life insurance	56,061	39.3%	81
Carry medical/hospital/accident insurance	106,895	74.9%	92
Carry homeowner/personal property insurance	63,500	44.5%	79
Carry renter's insurance	15,926	11.2%	105
HH has auto insurance: 1 vehicle in household covered	17,845	30.7%	104
HH has auto insurance: 2 vehicles in household covered	17,055	29.3%	95
HH has auto insurance: 3+ vehicles in household covered	12,947	22.3%	90
Pets (Households)			
Household owns any pet	27,955	48.1%	92
Household owns any cat	9,988	17.2%	75
Household owns any dog	21,279	36.6%	92
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	41,340	29.0%	82
Buy based on quality not price	25,590	17.9%	104
Buy on credit rather than wait	19,424	13.6%	103
Only use coupons brands: usually buy	18,358	12.9%	94
Will pay more for environmentally safe products	22,238	15.6%	114
Buy based on price not brands	37,045	26.0%	90
Am interested in how to help the environment	33,061	23.2%	113
Reading (Adults)			
Bought digital book in last 12 months	22,025	15.4%	89
Bought hardcover book in last 12 months	31,721	22.2%	91
Bought paperback book in last 12 month	41,154	28.8%	92
Read any daily newspaper (paper version)	21,354	15.0%	97
Read any digital newspaper in last 30 days	70,822	49.6%	100
Read any magazine (paper/electronic version) in last 6 months	125,751	88.1%	100

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	92,713	65.0%	97
Went to family restaurant/steak house: 4+ times a month	26,864	18.8%	91
Went to fast food/drive-in restaurant in last 6 months	129,514	90.7%	100
Went to fast food/drive-in restaurant 9+ times/month	55,834	39.1%	103
Fast food restaurant last 6 months: eat in	29,111	20.4%	90
Fast food restaurant last 6 months: home delivery	21,138	14.8%	128
Fast food restaurant last 6 months: take-out/drive-thru	73,070	51.2%	91
Fast food restaurant last 6 months: take-out/walk-in	33,879	23.7%	111
Television & Electronics (Adults/Households)			
Own any tablet	75,825	53.1%	94
Own any e-reader	14,321	10.0%	82
Own e-reader/tablet: iPad	48,405	33.9%	98
HH has Internet connectable TV	23,042	39.6%	93
Own any portable MP3 player	18,403	12.9%	94
HH owns 1 TV	12,022	20.7%	105
HH owns 2 TVs	15,028	25.8%	94
HH owns 3 TVs	12,329	21.2%	96
HH owns 4+ TVs	11,552	19.9%	96
HH subscribes to cable TV	22,043	37.9%	102
HH subscribes to fiber optic	3,752	6.5%	119
HH owns portable GPS navigation device	9,478	16.3%	79
HH purchased video game system in last 12 months	7,647	13.2%	170
HH owns any Internet video device for TV	25,287	43.5%	96
Travel (Adults)			
Took domestic trip in continental US last 12 months	68,297	47.9%	90
Took 3+ domestic non-business trips in last 12 months	14,582	10.2%	81
Spent on domestic vacations in last 12 months: \$1-999	16,174	11.3%	90
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	8,092	5.7%	91
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,772	3.3%	88
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,632	3.2%	86
Spent on domestic vacations in last 12 months: \$3,000+	7,041	4.9%	77
Domestic travel in last 12 months: used general travel website	8,606	6.0%	101
Took foreign trip (including Alaska and Hawaii) in last 3 years	52,013	36.4%	109
Took 3+ foreign trips by plane in last 3 years	13,038	9.1%	115
Spent on foreign vacations in last 12 months: \$1-999	10,659	7.5%	103
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	7,424	5.2%	135
Spent on foreign vacations in last 12 months: \$3,000+	8,580	6.0%	100
Foreign travel in last 3 years: used general travel website	9,625	6.7%	103
Nights spent in hotel/motel in last 12 months: any	56,453	39.6%	87
Took cruise of more than one day in last 3 years	11,846	8.3%	77
Member of any frequent flyer program	31,062	21.8%	88
Member of any hotel rewards program	29,474	20.7%	80

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Demographic Summary	2022	2027
Population	273,505	272,813
Population 18+	204,240	206,021
Households	82,795	83,013
Median Household Income	\$79,551	\$91,674

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	114,494	56.1%	102
Bought any women's clothing in last 12 months	100,386	49.2%	101
Bought any shoes in last 12 months	152,867	74.8%	104
Bought any fine jewelry in last 12 months	39,342	19.3%	101
Bought a watch in last 12 months	31,402	15.4%	108
Automobiles (Households)			
HH owns/leases any vehicle	72,982	88.1%	98
HH bought/leased new vehicle last 12 months	8,086	9.8%	102
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	177,635	87.0%	98
Bought/changed motor oil in last 12 months	93,685	45.9%	96
Had tune-up in last 12 months	53,590	26.2%	107
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	89,676	43.9%	112
Drank beer/ale in last 6 months	82,905	40.6%	100
Cameras (Adults)			
Own digital point & shoot camera/camcorder	16,355	8.0%	82
Own digital SLR camera/camcorder	18,026	8.8%	90
Printed digital photos in last 12 months	44,923	22.0%	87
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	69,508	34.0%	104
Have a smartphone	189,517	92.8%	101
Have a smartphone: Android phone (any brand)	82,682	40.5%	102
Have a smartphone: Apple iPhone	109,346	53.5%	102
Number of cell phones in household: 1	19,653	23.7%	77
Number of cell phones in household: 2	27,796	33.6%	87
Number of cell phones in household: 3+	34,107	41.2%	141
HH has cell phone only (no landline telephone)	54,981	66.4%	99
Computers (Households)			
HH owns a computer	65,599	79.2%	97
HH owns desktop computer	30,412	36.7%	97
HH owns laptop/notebook	53,050	64.1%	98
HH owns any Apple/Mac brand computer	22,054	26.6%	119
HH owns any PC/non-Apple brand computer	51,155	61.8%	93
HH purchased most recent computer in a store	29,069	35.1%	95
HH purchased most recent computer online	17,823	21.5%	96
HH spent \$1-\$499 on most recent home computer	11,056	13.4%	86
HH spent \$500-\$999 on most recent home computer	13,403	16.2%	85
HH spent \$1,000-\$1,499 on most recent home computer	11,016	13.3%	111
HH spent \$1,500-\$1,999 on most recent home computer	3,604	4.4%	83
HH spent \$2,000+ on most recent home computer	3,769	4.6%	96

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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	122,770	60.1%	96
Bought brewed coffee at convenience store in last 30 days	27,831	13.6%	110
Bought cigarettes at convenience store in last 30 days	10,261	5.0%	70
Bought gas at convenience store in last 30 days	62,061	30.4%	81
Spent at convenience store in last 30 days: \$1-19	17,229	8.4%	111
Spent at convenience store in last 30 days: \$20-\$39	22,075	10.8%	106
Spent at convenience store in last 30 days: \$40-\$50	15,769	7.7%	90
Spent at convenience store in last 30 days: \$51-\$99	10,629	5.2%	86
Spent at convenience store in last 30 days: \$100+	37,888	18.6%	91
Entertainment (Adults)			
Attended a movie in last 6 months	99,718	48.8%	102
Went to live theater in last 12 months	18,231	8.9%	89
Went to a bar/night club in last 12 months	30,780	15.1%	89
Dined out in last 12 months	90,163	44.1%	87
Gambled at a casino in last 12 months	27,109	13.3%	116
Visited a theme park in last 12 months	40,505	19.8%	138
Viewed movie (video-on-demand) in last 30 days	25,461	12.5%	96
Viewed TV show (video-on-demand) in last 30 days	16,236	7.9%	94
Watched any pay-per-view TV in last 12 months	12,934	6.3%	99
Downloaded a movie over the Internet in last 30 days	15,190	7.4%	97
Downloaded any individual song in last 6 months	40,859	20.0%	102
Used internet to watch a movie online in the last 30 days	76,692	37.5%	110
Used internet to watch a TV program online in last 30 days	38,641	18.9%	86
Played a video/electronic game (console) in last 12 months	21,688	10.6%	90
Played a video/electronic game (portable) in last 12 months	11,967	5.9%	98
Financial (Adults)			
Have home mortgage (1st)	62,934	30.8%	85
Used ATM/cash machine in last 12 months	124,240	60.8%	101
Own any stock	20,838	10.2%	85
Own U.S. savings bond	10,354	5.1%	82
Own shares in mutual fund (stock)	17,437	8.5%	77
Own shares in mutual fund (bonds)	11,158	5.5%	78
Have interest checking account	56,701	27.8%	79
Have non-interest checking account	71,413	35.0%	99
Have savings account	131,441	64.4%	94
Have 401K retirement savings plan	41,070	20.1%	92
Own/used any credit/debit card in last 12 months	179,016	87.6%	99
Avg monthly credit card expenditures: \$1-110	23,669	11.6%	97
Avg monthly credit card expenditures: \$111-\$225	16,801	8.2%	104
Avg monthly credit card expenditures: \$226-\$450	19,657	9.6%	109
Avg monthly credit card expenditures: \$451-\$700	16,110	7.9%	98
Avg monthly credit card expenditures: \$701-\$1,000	14,698	7.2%	96
Avg monthly credit card expenditures: \$1001-2000	18,260	8.9%	90
Avg monthly credit card expenditures: \$2001+	14,157	6.9%	78
Did banking online in last 12 months	98,059	48.0%	91
Did banking on mobile device in last 12 months	82,324	40.3%	96

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	78,515	94.8%	100
HH used chicken (fresh or frozen) in last 6 months	58,827	71.1%	104
HH used turkey (fresh or frozen) in last 6 months	10,649	12.9%	89
HH used fish/seafood (fresh or frozen) in last 6 months	51,626	62.4%	107
HH used fresh fruit/vegetables in last 6 months	73,526	88.8%	101
HH used fresh milk in last 6 months	69,265	83.7%	101
HH used organic food in last 6 months	23,908	28.9%	116
Health (Adults)			
Exercise at home 2+ times per week	84,881	41.6%	102
Exercise at club 2+ times per week	28,261	13.8%	101
Visited a doctor in last 12 months	154,734	75.8%	95
Used vitamin/dietary supplement in last 6 months	125,633	61.5%	101
Home (Households)			
HH did any home improvement in last 12 months	26,041	31.5%	92
HH used any maid/professional cleaning service in last 12 months	16,191	19.6%	95
HH purchased low ticket HH furnishings in last 12 months	16,261	19.6%	91
HH purchased big ticket HH furnishings in last 12 months	19,948	24.1%	92
HH bought any small kitchen appliance in last 12 months	21,026	25.4%	100
HH bought any large kitchen appliance in last 12 months	11,724	14.2%	91
Insurance (Adults/Households)			
Currently carry life insurance	80,217	39.3%	81
Carry medical/hospital/accident insurance	153,706	75.3%	93
Carry homeowner/personal property insurance	93,019	45.5%	81
Carry renter's insurance	21,141	10.4%	97
HH has auto insurance: 1 vehicle in household covered	23,976	29.0%	98
HH has auto insurance: 2 vehicles in household covered	25,011	30.2%	98
HH has auto insurance: 3+ vehicles in household covered	19,682	23.8%	96
Pets (Households)			
Household owns any pet	41,272	49.8%	95
Household owns any cat	14,335	17.3%	75
Household owns any dog	32,125	38.8%	98
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	58,063	28.4%	80
Buy based on quality not price	36,890	18.1%	105
Buy on credit rather than wait	26,878	13.2%	100
Only use coupons brands: usually buy	25,884	12.7%	93
Will pay more for environmentally safe products	34,296	16.8%	123
Buy based on price not brands	49,345	24.2%	84
Am interested in how to help the environment	47,188	23.1%	113
Reading (Adults)			
Bought digital book in last 12 months	31,824	15.6%	90
Bought hardcover book in last 12 months	46,310	22.7%	93
Bought paperback book in last 12 month	58,849	28.8%	92
Read any daily newspaper (paper version)	31,075	15.2%	99
Read any digital newspaper in last 30 days	100,598	49.3%	99
Read any magazine (paper/electronic version) in last 6 months	179,823	88.0%	100

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Retail Market Potential

5060 E Montclair Plaza Ln, Montclair, California, 91763
 Ring Band: 3 - 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	131,050	64.2%	96
Went to family restaurant/steak house: 4+ times a month	37,021	18.1%	87
Went to fast food/drive-in restaurant in last 6 months	186,016	91.1%	101
Went to fast food/drive-in restaurant 9+ times/month	80,968	39.6%	105
Fast food restaurant last 6 months: eat in	40,508	19.8%	87
Fast food restaurant last 6 months: home delivery	30,250	14.8%	128
Fast food restaurant last 6 months: take-out/drive-thru	103,701	50.8%	91
Fast food restaurant last 6 months: take-out/walk-in	49,790	24.4%	114
Television & Electronics (Adults/Households)			
Own any tablet	108,475	53.1%	94
Own any e-reader	21,484	10.5%	86
Own e-reader/tablet: iPad	70,385	34.5%	99
HH has Internet connectable TV	33,568	40.5%	95
Own any portable MP3 player	26,776	13.1%	96
HH owns 1 TV	16,123	19.5%	99
HH owns 2 TVs	20,938	25.3%	92
HH owns 3 TVs	17,656	21.3%	96
HH owns 4+ TVs	17,474	21.1%	102
HH subscribes to cable TV	30,958	37.4%	101
HH subscribes to fiber optic	5,513	6.7%	123
HH owns portable GPS navigation device	13,746	16.6%	81
HH purchased video game system in last 12 months	11,207	13.5%	175
HH owns any Internet video device for TV	36,094	43.6%	96
Travel (Adults)			
Took domestic trip in continental US last 12 months	97,614	47.8%	90
Took 3+ domestic non-business trips in last 12 months	20,401	10.0%	79
Spent on domestic vacations in last 12 months: \$1-999	21,662	10.6%	85
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	11,330	5.5%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	6,932	3.4%	90
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	6,632	3.2%	86
Spent on domestic vacations in last 12 months: \$3,000+	10,484	5.1%	80
Domestic travel in last 12 months: used general travel website	12,481	6.1%	103
Took foreign trip (including Alaska and Hawaii) in last 3 years	76,737	37.6%	113
Took 3+ foreign trips by plane in last 3 years	19,633	9.6%	121
Spent on foreign vacations in last 12 months: \$1-999	15,993	7.8%	108
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	11,608	5.7%	148
Spent on foreign vacations in last 12 months: \$3,000+	12,751	6.2%	104
Foreign travel in last 3 years: used general travel website	14,081	6.9%	106
Nights spent in hotel/motel in last 12 months: any	80,917	39.6%	87
Took cruise of more than one day in last 3 years	16,979	8.3%	77
Member of any frequent flyer program	44,691	21.9%	88
Member of any hotel rewards program	42,645	20.9%	81

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Demographic Summary	2022	2027
Population	523,913	523,368
Population 18+	411,982	414,665
Households	168,636	168,964
Median Household Income	\$104,093	\$114,897

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	225,809	54.8%	100
Bought any women's clothing in last 12 months	200,888	48.8%	100
Bought any shoes in last 12 months	300,161	72.9%	101
Bought any fine jewelry in last 12 months	81,257	19.7%	103
Bought a watch in last 12 months	58,512	14.2%	99
Automobiles (Households)			
HH owns/leases any vehicle	155,521	92.2%	103
HH bought/leased new vehicle last 12 months	19,990	11.9%	123
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	369,297	89.6%	101
Bought/changed motor oil in last 12 months	183,640	44.6%	93
Had tune-up in last 12 months	106,006	25.7%	105
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	148,408	36.0%	92
Drank beer/ale in last 6 months	174,812	42.4%	104
Cameras (Adults)			
Own digital point & shoot camera/camcorder	43,665	10.6%	108
Own digital SLR camera/camcorder	50,464	12.2%	125
Printed digital photos in last 12 months	110,718	26.9%	106
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	129,177	31.4%	96
Have a smartphone	382,804	92.9%	101
Have a smartphone: Android phone (any brand)	142,212	34.5%	87
Have a smartphone: Apple iPhone	244,766	59.4%	113
Number of cell phones in household: 1	40,918	24.3%	79
Number of cell phones in household: 2	63,948	37.9%	99
Number of cell phones in household: 3+	61,738	36.6%	126
HH has cell phone only (no landline telephone)	106,856	63.4%	95
Computers (Households)			
HH owns a computer	146,830	87.1%	107
HH owns desktop computer	70,501	41.8%	110
HH owns laptop/notebook	120,451	71.4%	109
HH owns any Apple/Mac brand computer	49,190	29.2%	131
HH owns any PC/non-Apple brand computer	115,513	68.5%	103
HH purchased most recent computer in a store	66,675	39.5%	107
HH purchased most recent computer online	41,503	24.6%	109
HH spent \$1-\$499 on most recent home computer	23,616	14.0%	90
HH spent \$500-\$999 on most recent home computer	33,484	19.9%	105
HH spent \$1,000-\$1,499 on most recent home computer	24,336	14.4%	120
HH spent \$1,500-\$1,999 on most recent home computer	11,251	6.7%	127
HH spent \$2,000+ on most recent home computer	9,785	5.8%	123

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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	243,036	59.0%	94
Bought brewed coffee at convenience store in last 30 days	51,144	12.4%	100
Bought cigarettes at convenience store in last 30 days	19,623	4.8%	67
Bought gas at convenience store in last 30 days	128,743	31.2%	83
Spent at convenience store in last 30 days: \$1-19	33,947	8.2%	108
Spent at convenience store in last 30 days: \$20-\$39	42,577	10.3%	101
Spent at convenience store in last 30 days: \$40-\$50	31,343	7.6%	89
Spent at convenience store in last 30 days: \$51-\$99	22,053	5.4%	89
Spent at convenience store in last 30 days: \$100+	69,102	16.8%	82
Entertainment (Adults)			
Attended a movie in last 6 months	214,161	52.0%	108
Went to live theater in last 12 months	49,802	12.1%	120
Went to a bar/night club in last 12 months	72,627	17.6%	104
Dined out in last 12 months	216,767	52.6%	104
Gambled at a casino in last 12 months	52,050	12.6%	111
Visited a theme park in last 12 months	72,403	17.6%	122
Viewed movie (video-on-demand) in last 30 days	68,633	16.7%	129
Viewed TV show (video-on-demand) in last 30 days	43,961	10.7%	126
Watched any pay-per-view TV in last 12 months	31,140	7.6%	118
Downloaded a movie over the Internet in last 30 days	34,422	8.4%	110
Downloaded any individual song in last 6 months	85,254	20.7%	105
Used internet to watch a movie online in the last 30 days	150,380	36.5%	107
Used internet to watch a TV program online in last 30 days	97,084	23.6%	107
Played a video/electronic game (console) in last 12 months	47,875	11.6%	99
Played a video/electronic game (portable) in last 12 months	24,748	6.0%	101
Financial (Adults)			
Have home mortgage (1st)	167,237	40.6%	112
Used ATM/cash machine in last 12 months	261,253	63.4%	105
Own any stock	61,112	14.8%	123
Own U.S. savings bond	28,403	6.9%	112
Own shares in mutual fund (stock)	53,964	13.1%	118
Own shares in mutual fund (bonds)	34,010	8.3%	117
Have interest checking account	153,151	37.2%	105
Have non-interest checking account	142,992	34.7%	98
Have savings account	293,577	71.3%	104
Have 401K retirement savings plan	100,209	24.3%	111
Own/used any credit/debit card in last 12 months	371,435	90.2%	102
Avg monthly credit card expenditures: \$1-110	43,935	10.7%	89
Avg monthly credit card expenditures: \$111-\$225	32,873	8.0%	101
Avg monthly credit card expenditures: \$226-\$450	36,998	9.0%	102
Avg monthly credit card expenditures: \$451-\$700	34,219	8.3%	103
Avg monthly credit card expenditures: \$701-\$1,000	34,247	8.3%	111
Avg monthly credit card expenditures: \$1001-2000	50,382	12.2%	123
Avg monthly credit card expenditures: \$2001+	47,372	11.5%	129
Did banking online in last 12 months	234,040	56.8%	107
Did banking on mobile device in last 12 months	183,960	44.7%	107

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	160,082	94.9%	100
HH used chicken (fresh or frozen) in last 6 months	117,942	69.9%	102
HH used turkey (fresh or frozen) in last 6 months	24,511	14.5%	100
HH used fish/seafood (fresh or frozen) in last 6 months	103,398	61.3%	105
HH used fresh fruit/vegetables in last 6 months	151,358	89.8%	103
HH used fresh milk in last 6 months	140,765	83.5%	101
HH used organic food in last 6 months	51,792	30.7%	123
Health (Adults)			
Exercise at home 2+ times per week	179,058	43.5%	107
Exercise at club 2+ times per week	68,029	16.5%	121
Visited a doctor in last 12 months	329,735	80.0%	101
Used vitamin/dietary supplement in last 6 months	258,423	62.7%	103
Home (Households)			
HH did any home improvement in last 12 months	61,379	36.4%	106
HH used any maid/professional cleaning service in last 12 months	40,927	24.3%	119
HH purchased low ticket HH furnishings in last 12 months	36,598	21.7%	100
HH purchased big ticket HH furnishings in last 12 months	44,922	26.6%	102
HH bought any small kitchen appliance in last 12 months	43,494	25.8%	101
HH bought any large kitchen appliance in last 12 months	27,057	16.0%	103
Insurance (Adults/Households)			
Currently carry life insurance	199,059	48.3%	100
Carry medical/hospital/accident insurance	338,109	82.1%	101
Carry homeowner/personal property insurance	240,350	58.3%	103
Carry renter's insurance	41,982	10.2%	96
HH has auto insurance: 1 vehicle in household covered	44,778	26.6%	90
HH has auto insurance: 2 vehicles in household covered	57,746	34.2%	111
HH has auto insurance: 3+ vehicles in household covered	45,522	27.0%	109
Pets (Households)			
Household owns any pet	87,056	51.6%	98
Household owns any cat	32,172	19.1%	83
Household owns any dog	66,244	39.3%	99
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	124,639	30.3%	85
Buy based on quality not price	70,649	17.1%	100
Buy on credit rather than wait	54,561	13.2%	100
Only use coupons brands: usually buy	52,329	12.7%	93
Will pay more for environmentally safe products	56,385	13.7%	100
Buy based on price not brands	109,720	26.6%	93
Am interested in how to help the environment	87,281	21.2%	104
Reading (Adults)			
Bought digital book in last 12 months	78,108	19.0%	109
Bought hardcover book in last 12 months	103,307	25.1%	103
Bought paperback book in last 12 month	133,463	32.4%	104
Read any daily newspaper (paper version)	59,654	14.5%	94
Read any digital newspaper in last 30 days	219,512	53.3%	107
Read any magazine (paper/electronic version) in last 6 months	367,197	89.1%	101

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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	276,627	67.1%	100
Went to family restaurant/steak house: 4+ times a month	82,134	19.9%	96
Went to fast food/drive-in restaurant in last 6 months	368,915	89.5%	99
Went to fast food/drive-in restaurant 9+ times/month	152,547	37.0%	98
Fast food restaurant last 6 months: eat in	90,199	21.9%	96
Fast food restaurant last 6 months: home delivery	52,806	12.8%	110
Fast food restaurant last 6 months: take-out/drive-thru	220,811	53.6%	96
Fast food restaurant last 6 months: take-out/walk-in	100,494	24.4%	114
Television & Electronics (Adults/Households)			
Own any tablet	250,326	60.8%	108
Own any e-reader	55,425	13.5%	110
Own e-reader/tablet: iPad	172,000	41.7%	120
HH has Internet connectable TV	76,947	45.6%	107
Own any portable MP3 player	64,178	15.6%	114
HH owns 1 TV	30,590	18.1%	92
HH owns 2 TVs	44,485	26.4%	96
HH owns 3 TVs	37,381	22.2%	100
HH owns 4+ TVs	40,580	24.1%	116
HH subscribes to cable TV	69,258	41.1%	111
HH subscribes to fiber optic	15,412	9.1%	169
HH owns portable GPS navigation device	34,855	20.7%	101
HH purchased video game system in last 12 months	18,183	10.8%	139
HH owns any Internet video device for TV	83,099	49.3%	109
Travel (Adults)			
Took domestic trip in continental US last 12 months	235,930	57.3%	107
Took 3+ domestic non-business trips in last 12 months	58,280	14.1%	112
Spent on domestic vacations in last 12 months: \$1-999	52,061	12.6%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	29,141	7.1%	114
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	17,074	4.1%	110
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	17,211	4.2%	111
Spent on domestic vacations in last 12 months: \$3,000+	35,141	8.5%	133
Domestic travel in last 12 months: used general travel website	29,911	7.3%	122
Took foreign trip (including Alaska and Hawaii) in last 3 years	170,437	41.4%	124
Took 3+ foreign trips by plane in last 3 years	45,905	11.1%	140
Spent on foreign vacations in last 12 months: \$1-999	36,764	8.9%	123
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	20,011	4.9%	126
Spent on foreign vacations in last 12 months: \$3,000+	34,094	8.3%	137
Foreign travel in last 3 years: used general travel website	37,021	9.0%	138
Nights spent in hotel/motel in last 12 months: any	199,770	48.5%	107
Took cruise of more than one day in last 3 years	51,275	12.4%	115
Member of any frequent flyer program	129,331	31.4%	127
Member of any hotel rewards program	121,276	29.4%	114

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