



# Retail Market Potential

City of Montclair  
 91763 (Montclair, CA)  
 Geography: ZIP Code

Demographic Summary	2014	2019
Population	38,048	39,139
Population 18+	27,379	28,194
Households	9,827	10,075
Median Household Income	\$51,231	\$56,022

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	12,959	47.3%	98
Bought any women's clothing in last 12 months	11,643	42.5%	95
Bought clothing for child <13 years in last 6 months	10,210	37.3%	133
Bought any shoes in last 12 months	15,615	57.0%	104
Bought costume jewelry in last 12 months	3,939	14.4%	72
Bought any fine jewelry in last 12 months	5,616	20.5%	106
Bought a watch in last 12 months	2,375	8.7%	76
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	8,140	82.8%	97
HH bought/leased new vehicle last 12 mo	771	7.8%	91
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	22,376	81.7%	96
Bought/changed motor oil in last 12 months	12,800	46.8%	94
Had tune-up in last 12 months	9,068	33.1%	109
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	20,043	73.2%	112
Drank regular cola in last 6 months	14,191	51.8%	113
Drank beer/ale in last 6 months	11,084	40.5%	96
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	7,506	27.4%	85
Own digital single-lens reflex (SLR) camera	1,598	5.8%	68
Bought any camera in last 12 months	1,500	5.5%	76
Bought memory card for camera in last 12 months	1,465	5.4%	93
Printed digital photos in last 12 months	908	3.3%	98
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	9,777	35.7%	98
Have a smartphone	13,858	50.6%	104
Have an iPhone	4,783	17.5%	94
Number of cell phones in household: 1	2,392	24.3%	76
Number of cell phones in household: 2	3,339	34.0%	92
Number of cell phones in household: 3+	3,644	37.1%	148
HH has cell phone only (no landline telephone)	3,400	34.6%	91
<b>Computers (Households)</b>			
HH owns a computer	7,285	74.1%	97
HH owns desktop computer	4,805	48.9%	101
HH owns laptop/notebook	4,833	49.2%	96
Spent <\$500 on most recent home computer	1,112	11.3%	80
Spent \$500-\$999 on most recent home computer	1,505	15.3%	76
Spent \$1,000-\$1,499 on most recent home computer	829	8.4%	84
Spent \$1,500-\$1,999 on most recent home computer	569	5.8%	126
Spent \$2,000+ on most recent home computer	438	4.5%	116

**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 2014 and 2019.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	14,697	53.7%	89
Bought brewed coffee at convenience store in last 30 days	3,946	14.4%	94
Bought cigarettes at convenience store in last 30 days	1,931	7.1%	54
Bought gas at convenience store in last 30 days	6,240	22.8%	69
Spent at convenience store in last 30 days: <\$20	2,382	8.7%	106
Spent at convenience store in last 30 days: \$20-\$39	2,575	9.4%	103
Spent at convenience store in last 30 days: \$40-\$50	1,713	6.3%	82
Spent at convenience store in last 30 days: \$51-\$99	850	3.1%	68
Spent at convenience store in last 30 days: \$100+	4,479	16.4%	71
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	16,251	59.4%	98
Went to live theater in last 12 months	2,209	8.1%	64
Went to a bar/night club in last 12 months	3,660	13.4%	78
Dined out in last 12 months	9,634	35.2%	78
Gambled at a casino in last 12 months	4,283	15.6%	106
Visited a theme park in last 12 months	6,445	23.5%	131
Viewed movie (video-on-demand) in last 30 days	3,367	12.3%	79
Viewed TV show (video-on-demand) in last 30 days	2,865	10.5%	85
Watched any pay-per-view TV in last 12 months	3,776	13.8%	105
Downloaded a movie over the Internet in last 30 days	1,545	5.6%	85
Downloaded any individual song in last 6 months	5,960	21.8%	106
Watched a movie online in the last 30 days	3,578	13.1%	96
Watched a TV program online in last 30 days	3,202	11.7%	87
Played a video/electronic game (console) in last 12 months	3,116	11.4%	100
Played a video/electronic game (portable) in last 12 months	968	3.5%	79
<b>Financial (Adults)</b>			
Have home mortgage (1st)	6,467	23.6%	75
Used ATM/cash machine in last 12 months	12,326	45.0%	92
Own any stock	1,261	4.6%	59
Own U.S. savings bond	946	3.5%	60
Own shares in mutual fund (stock)	1,014	3.7%	49
Own shares in mutual fund (bonds)	794	2.9%	59
Have interest checking account	5,496	20.1%	70
Have non-interest checking account	5,545	20.3%	72
Have savings account	12,223	44.6%	83
Have 401K retirement savings plan	2,779	10.2%	69
Own/used any credit/debit card in last 12 months	17,279	63.1%	85
Avg monthly credit card expenditures: <\$111	2,910	10.6%	90
Avg monthly credit card expenditures: \$111-\$225	1,808	6.6%	102
Avg monthly credit card expenditures: \$226-\$450	1,253	4.6%	72
Avg monthly credit card expenditures: \$451-\$700	1,310	4.8%	88
Avg monthly credit card expenditures: \$701-\$1,000	964	3.5%	81
Avg monthly credit card expenditures: \$1,001+	1,482	5.4%	59
Did banking online in last 12 months	7,397	27.0%	77
Did banking on mobile device in last 12 months	2,349	8.6%	83
Paid bills online in last 12 months	9,360	34.2%	82

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	19,366	70.7%	99
Used bread in last 6 months	25,712	93.9%	99
Used chicken (fresh or frozen) in last 6 mos	20,372	74.4%	104
Used turkey (fresh or frozen) in last 6 mos	5,290	19.3%	105
Used fish/seafood (fresh or frozen) in last 6 months	15,990	58.4%	104
Used fresh fruit/vegetables in last 6 months	23,653	86.4%	100
Used fresh milk in last 6 months	24,416	89.2%	99
Used organic food in last 6 months	6,807	24.9%	126
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	7,733	28.2%	99
Exercise at club 2+ times per week	3,129	11.4%	88
Visited a doctor in last 12 months	18,731	68.4%	90
Used vitamin/dietary supplement in last 6 months	12,695	46.4%	87
<b>Home (Households)</b>			
Any home improvement in last 12 months	2,228	22.7%	82
Used housekeeper/maid/professional HH cleaning service in last 12	1,247	12.7%	97
Purchased low ticket HH furnishings in last 12 months	1,276	13.0%	83
Purchased big ticket HH furnishings in last 12 months	1,622	16.5%	78
Purchased bedding/bath goods in last 12 months	5,095	51.8%	97
Purchased cooking/serving product in last 12 months	2,100	21.4%	88
Bought any small kitchen appliance in last 12 months	1,885	19.2%	86
Bought any large kitchen appliance in last 12 months	1,225	12.5%	97
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	7,596	27.7%	64
Carry medical/hospital/accident insurance	14,269	52.1%	81
Carry homeowner insurance	9,920	36.2%	76
Carry renter's insurance	2,142	7.8%	106
Have auto insurance: 1 vehicle in household covered	2,478	25.2%	80
Have auto insurance: 2 vehicles in household covered	2,735	27.8%	99
Have auto insurance: 3+ vehicles in household covered	2,565	26.1%	119
<b>Pets (Households)</b>			
Household owns any pet	5,234	53.3%	100
Household owns any cat	1,619	16.5%	72
Household owns any dog	4,229	43.0%	108
<b>Psychographics (Adults)</b>			
Buying American is important to me	9,457	34.5%	80
Usually buy items on credit rather than wait	4,202	15.3%	135
Usually buy based on quality - not price	5,364	19.6%	109
Price is usually more important than brand name	7,889	28.8%	105
Usually use coupons for brands I buy often	5,112	18.7%	99
Am interested in how to help the environment	6,470	23.6%	141
Usually pay more for environ safe product	4,494	16.4%	130
Usually value green products over convenience	3,961	14.5%	142
Likely to buy a brand that supports a charity	9,188	33.6%	98
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	2,222	8.1%	73
Bought hardcover book in last 12 months	4,981	18.2%	81
Bought paperback book in last 12 month	7,730	28.2%	83
Read any daily newspaper (paper version)	6,080	22.2%	79
Read any digital newspaper in last 30 days	5,910	21.6%	69
Read any magazine (paper/electronic version) in last 6 months	24,013	87.7%	97

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	19,424	70.9%	94
Went to family restaurant/steak house: 4+ times a month	6,842	25.0%	87
Went to fast food/drive-in restaurant in last 6 months	24,535	89.6%	99
Went to fast food/drive-in restaurant 9+ times/mo	11,170	40.8%	101
Fast food/drive-in last 6 months: eat in	9,091	33.2%	91
Fast food/drive-in last 6 months: home delivery	2,489	9.1%	116
Fast food/drive-in last 6 months: take-out/drive-thru	11,235	41.0%	87
Fast food/drive-in last 6 months: take-out/walk-in	5,284	19.3%	99
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	4,112	15.0%	71
Own any portable MP3 player	9,293	33.9%	101
HH owns 1 TV	2,011	20.5%	102
HH owns 2 TVs	2,249	22.9%	87
HH owns 3 TVs	1,979	20.1%	94
HH owns 4+ TVs	2,091	21.3%	108
HH subscribes to cable TV	4,469	45.5%	89
HH subscribes to fiber optic	850	8.6%	130
HH has satellite dish	2,442	24.8%	97
HH owns DVD/Blu-ray player	5,794	59.0%	95
HH owns camcorder	1,547	15.7%	101
HH owns portable GPS navigation device	2,241	22.8%	83
HH purchased video game system in last 12 mos	1,828	18.6%	202
HH owns Internet video device for TV	348	3.5%	81
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	9,973	36.4%	73
Took 3+ domestic non-business trips in last 12 months	1,720	6.3%	50
Spent on domestic vacations in last 12 months: <\$1,000	2,440	8.9%	79
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,282	4.7%	78
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	648	2.4%	67
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	626	2.3%	60
Spent on domestic vacations in last 12 months: \$3,000+	835	3.0%	56
Domestic travel in the 12 months: used general travel website	1,621	5.9%	84
Foreign travel in last 3 years	6,668	24.4%	103
Took 3+ foreign trips by plane in last 3 years	992	3.6%	83
Spent on foreign vacations in last 12 months: <\$1,000	1,037	3.8%	90
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	911	3.3%	109
Spent on foreign vacations in last 12 months: \$3,000+	1,193	4.4%	88
Foreign travel in last 3 years: used general travel website	1,359	5.0%	91
Nights spent in hotel/motel in last 12 mo: any	8,164	29.8%	72
Took cruise of more than one day in last 3 years	1,800	6.6%	75
Member of any frequent flyer program	3,332	12.2%	73
Member of any hotel rewards program	2,092	7.6%	54

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