



# Restaurant Market Potential

Montclair Place  
 Montclair Plaza  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 34.08738  
 Longitude: -117.69344

Demographic Summary	2016	2021
Population	184,673	191,210
Population 18+	138,114	144,897
Households	55,207	56,955
Median Household Income	\$54,264	\$58,358

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	98,343	71.2%	95
Went to family restaurant/steak house 4+ times/mo	35,433	25.7%	93
Spent at family rest/steak hse last 6 months: <\$31	8,722	6.3%	89
Spent at family rest/steak hse last 6 months: \$31-50	9,867	7.1%	87
Spent at family rest/steak hse last 6 months: \$51-100	19,730	14.3%	95
Spent at family rest/steak hse last 6 months: \$101-200	16,610	12.0%	101
Spent at family rest/steak hse last 6 months: \$201-300	5,973	4.3%	80
Spent at family rest/steak hse last 6 months: \$301+	8,739	6.3%	86
Family restaurant/steak house last 6 months: breakfast	17,288	12.5%	100
Family restaurant/steak house last 6 months: lunch	24,839	18.0%	95
Family restaurant/steak house last 6 months: dinner	55,320	40.1%	86
Family restaurant/steak house last 6 months: snack	3,396	2.5%	129
Family restaurant/steak house last 6 months: weekday	35,088	25.4%	84
Family restaurant/steak house last 6 months: weekend	52,996	38.4%	93
Fam rest/steak hse/6 months: Applebee`s	27,574	20.0%	84
Fam rest/steak hse/6 months: Bob Evans Farms	2,692	1.9%	53
Fam rest/steak hse/6 months: Buffalo Wild Wings	11,033	8.0%	94
Fam rest/steak hse/6 months: California Pizza Kitchen	6,852	5.0%	148
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	3,269	2.4%	76
Fam rest/steak hse/6 months: The Cheesecake Factory	10,317	7.5%	115
Fam rest/steak hse/6 months: Chili`s Grill & Bar	16,153	11.7%	97
Fam rest/steak hse/6 months: CiCi`s Pizza	6,150	4.5%	114
Fam rest/steak hse/6 months: Cracker Barrel	6,801	4.9%	49
Fam rest/steak hse/6 months: Denny`s	19,232	13.9%	151
Fam rest/steak hse/6 months: Golden Corral	7,516	5.4%	67
Fam rest/steak hse/6 months: IHOP	16,521	12.0%	107
Fam rest/steak hse/6 months: Logan`s Roadhouse	3,022	2.2%	64
Fam rest/steak hse/6 months: LongHorn Steakhouse	4,827	3.5%	73
Fam rest/steak hse/6 months: Old Country Buffet	2,572	1.9%	108
Fam rest/steak hse/6 months: Olive Garden	22,578	16.3%	94
Fam rest/steak hse/6 months: Outback Steakhouse	10,461	7.6%	80
Fam rest/steak hse/6 months: Red Lobster	14,431	10.4%	87
Fam rest/steak hse/6 months: Red Robin	8,876	6.4%	105
Fam rest/steak hse/6 months: Ruby Tuesday	5,474	4.0%	65
Fam rest/steak hse/6 months: Texas Roadhouse	6,675	4.8%	64
Fam rest/steak hse/6 months: T.G.I. Friday`s	11,733	8.5%	113
Fam rest/steak hse/6 months: Waffle House	4,028	2.9%	55
Went to fast food/drive-in restaurant in last 6 mo	123,229	89.2%	99
Went to fast food/drive-in restaurant 9+ times/mo	53,308	38.6%	98
Spent at fast food/drive-in last 6 months: <\$11	4,967	3.6%	84
Spent at fast food/drive-in last 6 months: \$11-\$20	10,560	7.6%	103
Spent at fast food/drive-in last 6 months: \$21-\$40	16,673	12.1%	102
Spent at fast food/drive-in last 6 months: \$41-\$50	9,659	7.0%	93
Spent at fast food/drive-in last 6 months: \$51-\$100	22,864	16.6%	99
Spent at fast food/drive-in last 6 months: \$101-\$200	14,760	10.7%	89
Spent at fast food/drive-in last 6 months: \$201+	16,456	11.9%	98

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2016 and 2021.



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 Montclair Plaza  
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 Latitude: 34.08738  
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	45,827	33.2%	91
Fast food/drive-in last 6 months: home delivery	11,428	8.3%	108
Fast food/drive-in last 6 months: take-out/drive-thru	57,868	41.9%	90
Fast food/drive-in last 6 months: take-out/walk-in	26,276	19.0%	98
Fast food/drive-in last 6 months: breakfast	40,380	29.2%	90
Fast food/drive-in last 6 months: lunch	63,049	45.6%	91
Fast food/drive-in last 6 months: dinner	53,759	38.9%	88
Fast food/drive-in last 6 months: snack	16,126	11.7%	97
Fast food/drive-in last 6 months: weekday	70,941	51.4%	88
Fast food/drive-in last 6 months: weekend	60,609	43.9%	96
Fast food/drive-in last 6 months: A & W	3,032	2.2%	79
Fast food/drive-in last 6 months: Arby`s	13,129	9.5%	60
Fast food/drive-in last 6 months: Baskin-Robbins	6,736	4.9%	147
Fast food/drive-in last 6 months: Boston Market	5,208	3.8%	111
Fast food/drive-in last 6 months: Burger King	39,216	28.4%	93
Fast food/drive-in last 6 months: Captain D`s	3,230	2.3%	69
Fast food/drive-in last 6 months: Carl`s Jr.	18,233	13.2%	237
Fast food/drive-in last 6 months: Checkers	4,261	3.1%	108
Fast food/drive-in last 6 months: Chick-fil-A	17,324	12.5%	70
Fast food/drive-in last 6 months: Chipotle Mex. Grill	16,278	11.8%	113
Fast food/drive-in last 6 months: Chuck E. Cheese`s	6,083	4.4%	131
Fast food/drive-in last 6 months: Church`s Fr. Chicken	3,795	2.7%	84
Fast food/drive-in last 6 months: Cold Stone Creamery	4,174	3.0%	99
Fast food/drive-in last 6 months: Dairy Queen	10,717	7.8%	55
Fast food/drive-in last 6 months: Del Taco	11,149	8.1%	224
Fast food/drive-in last 6 months: Domino`s Pizza	17,037	12.3%	104
Fast food/drive-in last 6 months: Dunkin` Donuts	15,652	11.3%	95
Fast food/drive-in last 6 months: Hardee`s	3,461	2.5%	43
Fast food/drive-in last 6 months: Jack in the Box	21,821	15.8%	191
Fast food/drive-in last 6 months: KFC	28,118	20.4%	96
Fast food/drive-in last 6 months: Krispy Kreme	5,347	3.9%	84
Fast food/drive-in last 6 months: Little Caesars	15,978	11.6%	102
Fast food/drive-in last 6 months: Long John Silver`s	4,496	3.3%	64
Fast food/drive-in last 6 months: McDonald`s	73,221	53.0%	96
Went to Panda Express in last 6 months	18,162	13.2%	172
Fast food/drive-in last 6 months: Panera Bread	14,220	10.3%	91
Fast food/drive-in last 6 months: Papa John`s	10,213	7.4%	83
Fast food/drive-in last 6 months: Papa Murphy`s	4,740	3.4%	81
Fast food/drive-in last 6 months: Pizza Hut	24,682	17.9%	89
Fast food/drive-in last 6 months: Popeyes Chicken	12,437	9.0%	116
Fast food/drive-in last 6 months: Quiznos	4,515	3.3%	102
Fast food/drive-in last 6 months: Sonic Drive-In	8,523	6.2%	60
Fast food/drive-in last 6 months: Starbucks	23,054	16.7%	113
Fast food/drive-in last 6 months: Steak `n Shake	4,052	2.9%	58
Fast food/drive-in last 6 months: Subway	41,923	30.4%	94
Fast food/drive-in last 6 months: Taco Bell	42,729	30.9%	100
Fast food/drive-in last 6 months: Wendy`s	30,568	22.1%	80
Fast food/drive-in last 6 months: Whataburger	6,509	4.7%	112
Fast food/drive-in last 6 months: White Castle	3,695	2.7%	93

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2016 and 2021.



## Restaurant Market Potential

Montclair Place  
Montclair Plaza  
Ring: 3 mile radius

Prepared by Esri  
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Went to fine dining restaurant last month	13,552	9.8%	87
Went to fine dining restaurant 3+ times last month	3,415	2.5%	79
Spent at fine dining rest in last 6 months: <\$51	2,487	1.8%	88
Spent at fine dining rest in last 6 months: \$51-\$100	5,183	3.8%	101
Spent at fine dining rest in last 6 months: \$101-\$200	4,000	2.9%	78
Spent at fine dining rest in last 6 months: \$201+	4,849	3.5%	89

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March 14, 2017



# Restaurant Market Potential

Montclair Place  
 Montclair Plaza  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 34.08738  
 Longitude: -117.69344

Demographic Summary	2016	2021
Population	469,951	485,592
Population 18+	347,133	364,184
Households	135,614	139,561
Median Household Income	\$55,640	\$60,195

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	245,777	70.8%	95
Went to family restaurant/steak house 4+ times/mo	90,985	26.2%	95
Spent at family rest/steak hse last 6 months: <\$31	21,023	6.1%	85
Spent at family rest/steak hse last 6 months: \$31-50	24,103	6.9%	84
Spent at family rest/steak hse last 6 months: \$51-100	48,138	13.9%	92
Spent at family rest/steak hse last 6 months: \$101-200	42,604	12.3%	103
Spent at family rest/steak hse last 6 months: \$201-300	15,064	4.3%	80
Spent at family rest/steak hse last 6 months: \$301+	23,666	6.8%	93
Family restaurant/steak house last 6 months: breakfast	42,568	12.3%	98
Family restaurant/steak house last 6 months: lunch	62,402	18.0%	95
Family restaurant/steak house last 6 months: dinner	137,015	39.5%	85
Family restaurant/steak house last 6 months: snack	8,268	2.4%	125
Family restaurant/steak house last 6 months: weekday	87,181	25.1%	83
Family restaurant/steak house last 6 months: weekend	133,749	38.5%	93
Fam rest/steak hse/6 months: Applebee`s	66,703	19.2%	81
Fam rest/steak hse/6 months: Bob Evans Farms	6,282	1.8%	49
Fam rest/steak hse/6 months: Buffalo Wild Wings	26,927	7.8%	91
Fam rest/steak hse/6 months: California Pizza Kitchen	17,944	5.2%	154
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	8,464	2.4%	78
Fam rest/steak hse/6 months: The Cheesecake Factory	25,321	7.3%	112
Fam rest/steak hse/6 months: Chili`s Grill & Bar	40,671	11.7%	97
Fam rest/steak hse/6 months: CiCi`s Pizza	14,180	4.1%	105
Fam rest/steak hse/6 months: Cracker Barrel	16,818	4.8%	48
Fam rest/steak hse/6 months: Denny`s	49,057	14.1%	153
Fam rest/steak hse/6 months: Golden Corral	17,895	5.2%	64
Fam rest/steak hse/6 months: IHOP	41,570	12.0%	107
Fam rest/steak hse/6 months: Logan`s Roadhouse	6,924	2.0%	58
Fam rest/steak hse/6 months: LongHorn Steakhouse	12,142	3.5%	73
Fam rest/steak hse/6 months: Old Country Buffet	6,558	1.9%	109
Fam rest/steak hse/6 months: Olive Garden	56,405	16.2%	94
Fam rest/steak hse/6 months: Outback Steakhouse	26,869	7.7%	82
Fam rest/steak hse/6 months: Red Lobster	36,305	10.5%	87
Fam rest/steak hse/6 months: Red Robin	22,825	6.6%	108
Fam rest/steak hse/6 months: Ruby Tuesday	13,613	3.9%	65
Fam rest/steak hse/6 months: Texas Roadhouse	15,694	4.5%	60
Fam rest/steak hse/6 months: T.G.I. Friday`s	29,455	8.5%	113
Fam rest/steak hse/6 months: Waffle House	9,915	2.9%	54
Went to fast food/drive-in restaurant in last 6 mo	310,837	89.5%	100
Went to fast food/drive-in restaurant 9+ times/mo	135,971	39.2%	99
Spent at fast food/drive-in last 6 months: <\$11	12,403	3.6%	83
Spent at fast food/drive-in last 6 months: \$11-\$20	26,866	7.7%	105
Spent at fast food/drive-in last 6 months: \$21-\$40	41,800	12.0%	102
Spent at fast food/drive-in last 6 months: \$41-\$50	23,108	6.7%	88
Spent at fast food/drive-in last 6 months: \$51-\$100	58,537	16.9%	101
Spent at fast food/drive-in last 6 months: \$101-\$200	36,935	10.6%	88
Spent at fast food/drive-in last 6 months: \$201+	41,335	11.9%	98

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 Montclair Plaza  
 Ring: 5 mile radius

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 Latitude: 34.08738  
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	114,926	33.1%	91
Fast food/drive-in last 6 months: home delivery	29,441	8.5%	111
Fast food/drive-in last 6 months: take-out/drive-thru	143,150	41.2%	89
Fast food/drive-in last 6 months: take-out/walk-in	65,755	18.9%	97
Fast food/drive-in last 6 months: breakfast	102,979	29.7%	91
Fast food/drive-in last 6 months: lunch	157,930	45.5%	91
Fast food/drive-in last 6 months: dinner	131,999	38.0%	86
Fast food/drive-in last 6 months: snack	39,373	11.3%	94
Fast food/drive-in last 6 months: weekday	176,155	50.7%	87
Fast food/drive-in last 6 months: weekend	152,768	44.0%	96
Fast food/drive-in last 6 months: A & W	7,602	2.2%	79
Fast food/drive-in last 6 months: Arby`s	30,479	8.8%	55
Fast food/drive-in last 6 months: Baskin-Robbins	17,074	4.9%	149
Fast food/drive-in last 6 months: Boston Market	13,145	3.8%	111
Fast food/drive-in last 6 months: Burger King	97,609	28.1%	93
Fast food/drive-in last 6 months: Captain D`s	7,841	2.3%	66
Fast food/drive-in last 6 months: Carl`s Jr.	45,788	13.2%	237
Fast food/drive-in last 6 months: Checkers	10,549	3.0%	106
Fast food/drive-in last 6 months: Chick-fil-A	42,298	12.2%	68
Fast food/drive-in last 6 months: Chipotle Mex. Grill	41,956	12.1%	116
Fast food/drive-in last 6 months: Chuck E. Cheese`s	16,225	4.7%	139
Fast food/drive-in last 6 months: Church`s Fr. Chicken	9,157	2.6%	80
Fast food/drive-in last 6 months: Cold Stone Creamery	10,578	3.0%	100
Fast food/drive-in last 6 months: Dairy Queen	26,203	7.5%	53
Fast food/drive-in last 6 months: Del Taco	28,136	8.1%	225
Fast food/drive-in last 6 months: Domino`s Pizza	42,136	12.1%	102
Fast food/drive-in last 6 months: Dunkin` Donuts	40,456	11.7%	98
Fast food/drive-in last 6 months: Hardee`s	8,533	2.5%	43
Fast food/drive-in last 6 months: Jack in the Box	55,730	16.1%	194
Fast food/drive-in last 6 months: KFC	68,887	19.8%	94
Fast food/drive-in last 6 months: Krispy Kreme	13,401	3.9%	84
Fast food/drive-in last 6 months: Little Caesars	38,496	11.1%	98
Fast food/drive-in last 6 months: Long John Silver`s	10,236	2.9%	58
Fast food/drive-in last 6 months: McDonald`s	182,659	52.6%	95
Went to Panda Express in last 6 months	45,439	13.1%	171
Fast food/drive-in last 6 months: Panera Bread	35,204	10.1%	89
Fast food/drive-in last 6 months: Papa John`s	25,238	7.3%	81
Fast food/drive-in last 6 months: Papa Murphy`s	11,286	3.3%	77
Fast food/drive-in last 6 months: Pizza Hut	59,558	17.2%	86
Fast food/drive-in last 6 months: Popeyes Chicken	31,142	9.0%	115
Fast food/drive-in last 6 months: Quiznos	11,149	3.2%	100
Fast food/drive-in last 6 months: Sonic Drive-In	20,005	5.8%	56
Fast food/drive-in last 6 months: Starbucks	57,699	16.6%	113
Fast food/drive-in last 6 months: Steak `n Shake	9,910	2.9%	56
Fast food/drive-in last 6 months: Subway	105,023	30.3%	93
Fast food/drive-in last 6 months: Taco Bell	104,023	30.0%	97
Fast food/drive-in last 6 months: Wendy`s	75,124	21.6%	78
Fast food/drive-in last 6 months: Whataburger	14,691	4.2%	101
Fast food/drive-in last 6 months: White Castle	9,598	2.8%	96

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Montclair Place  
Montclair Plaza  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 34.08738  
Longitude: -117.69344

Went to fine dining restaurant last month	36,222	10.4%	93
Went to fine dining restaurant 3+ times last month	8,988	2.6%	83
Spent at fine dining rest in last 6 months: <\$51	6,234	1.8%	88
Spent at fine dining rest in last 6 months: \$51-\$100	14,225	4.1%	111
Spent at fine dining rest in last 6 months: \$101-\$200	10,518	3.0%	82
Spent at fine dining rest in last 6 months: \$201+	13,220	3.8%	96

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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.

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# Restaurant Market Potential

Montclair Place  
 Montclair Plaza  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 34.08738  
 Longitude: -117.69344

Demographic Summary	2016	2021
Population	971,432	1,005,373
Population 18+	736,814	774,279
Households	290,206	298,925
Median Household Income	\$69,495	\$78,486

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	546,551	74.2%	99
Went to family restaurant/steak house 4+ times/mo	201,739	27.4%	100
Spent at family rest/steak hse last 6 months: <\$31	41,743	5.7%	80
Spent at family rest/steak hse last 6 months: \$31-50	52,964	7.2%	87
Spent at family rest/steak hse last 6 months: \$51-100	105,816	14.4%	95
Spent at family rest/steak hse last 6 months: \$101-200	95,449	13.0%	109
Spent at family rest/steak hse last 6 months: \$201-300	39,481	5.4%	99
Spent at family rest/steak hse last 6 months: \$301+	61,037	8.3%	113
Family restaurant/steak house last 6 months: breakfast	93,618	12.7%	101
Family restaurant/steak house last 6 months: lunch	138,045	18.7%	99
Family restaurant/steak house last 6 months: dinner	329,336	44.7%	96
Family restaurant/steak house last 6 months: snack	15,838	2.1%	113
Family restaurant/steak house last 6 months: weekday	209,486	28.4%	94
Family restaurant/steak house last 6 months: weekend	305,690	41.5%	100
Fam rest/steak hse/6 months: Applebee`s	152,736	20.7%	88
Fam rest/steak hse/6 months: Bob Evans Farms	16,445	2.2%	61
Fam rest/steak hse/6 months: Buffalo Wild Wings	63,257	8.6%	101
Fam rest/steak hse/6 months: California Pizza Kitchen	39,909	5.4%	161
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	22,926	3.1%	100
Fam rest/steak hse/6 months: The Cheesecake Factory	62,657	8.5%	130
Fam rest/steak hse/6 months: Chili`s Grill & Bar	94,798	12.9%	106
Fam rest/steak hse/6 months: CiCi`s Pizza	27,131	3.7%	94
Fam rest/steak hse/6 months: Cracker Barrel	48,352	6.6%	65
Fam rest/steak hse/6 months: Denny`s	89,636	12.2%	132
Fam rest/steak hse/6 months: Golden Corral	37,779	5.1%	64
Fam rest/steak hse/6 months: IHOP	91,799	12.5%	111
Fam rest/steak hse/6 months: Logan`s Roadhouse	15,514	2.1%	62
Fam rest/steak hse/6 months: LongHorn Steakhouse	29,765	4.0%	85
Fam rest/steak hse/6 months: Old Country Buffet	12,391	1.7%	97
Fam rest/steak hse/6 months: Olive Garden	127,068	17.2%	100
Fam rest/steak hse/6 months: Outback Steakhouse	68,549	9.3%	98
Fam rest/steak hse/6 months: Red Lobster	81,140	11.0%	92
Fam rest/steak hse/6 months: Red Robin	54,271	7.4%	121
Fam rest/steak hse/6 months: Ruby Tuesday	36,350	4.9%	81
Fam rest/steak hse/6 months: Texas Roadhouse	41,427	5.6%	74
Fam rest/steak hse/6 months: T.G.I. Friday`s	64,874	8.8%	117
Fam rest/steak hse/6 months: Waffle House	24,164	3.3%	62
Went to fast food/drive-in restaurant in last 6 mo	660,874	89.7%	100
Went to fast food/drive-in restaurant 9+ times/mo	287,342	39.0%	99
Spent at fast food/drive-in last 6 months: <\$11	26,071	3.5%	83
Spent at fast food/drive-in last 6 months: \$11-\$20	53,819	7.3%	99
Spent at fast food/drive-in last 6 months: \$21-\$40	84,817	11.5%	98
Spent at fast food/drive-in last 6 months: \$41-\$50	50,208	6.8%	90
Spent at fast food/drive-in last 6 months: \$51-\$100	125,909	17.1%	102
Spent at fast food/drive-in last 6 months: \$101-\$200	84,104	11.4%	95
Spent at fast food/drive-in last 6 months: \$201+	94,728	12.9%	106

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2016 and 2021.





# Restaurant Market Potential

Montclair Place  
 Montclair Plaza  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 34.08738  
 Longitude: -117.69344

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	255,035	34.6%	95
Fast food/drive-in last 6 months: home delivery	58,108	7.9%	103
Fast food/drive-in last 6 months: take-out/drive-thru	322,586	43.8%	94
Fast food/drive-in last 6 months: take-out/walk-in	146,060	19.8%	102
Fast food/drive-in last 6 months: breakfast	226,712	30.8%	95
Fast food/drive-in last 6 months: lunch	354,301	48.1%	96
Fast food/drive-in last 6 months: dinner	304,763	41.4%	93
Fast food/drive-in last 6 months: snack	89,613	12.2%	101
Fast food/drive-in last 6 months: weekday	402,011	54.6%	94
Fast food/drive-in last 6 months: weekend	331,003	44.9%	98
Fast food/drive-in last 6 months: A & W	15,077	2.0%	74
Fast food/drive-in last 6 months: Arby`s	76,347	10.4%	65
Fast food/drive-in last 6 months: Baskin-Robbins	36,562	5.0%	150
Fast food/drive-in last 6 months: Boston Market	29,586	4.0%	118
Fast food/drive-in last 6 months: Burger King	203,447	27.6%	91
Fast food/drive-in last 6 months: Captain D`s	14,774	2.0%	59
Fast food/drive-in last 6 months: Carl`s Jr.	82,646	11.2%	202
Fast food/drive-in last 6 months: Checkers	19,407	2.6%	92
Fast food/drive-in last 6 months: Chick-fil-A	115,925	15.7%	88
Fast food/drive-in last 6 months: Chipotle Mex. Grill	101,504	13.8%	133
Fast food/drive-in last 6 months: Chuck E. Cheese`s	28,807	3.9%	117
Fast food/drive-in last 6 months: Church`s Fr. Chicken	17,141	2.3%	71
Fast food/drive-in last 6 months: Cold Stone Creamery	25,589	3.5%	114
Fast food/drive-in last 6 months: Dairy Queen	68,060	9.2%	65
Fast food/drive-in last 6 months: Del Taco	50,612	6.9%	190
Fast food/drive-in last 6 months: Domino`s Pizza	87,534	11.9%	100
Fast food/drive-in last 6 months: Dunkin` Donuts	96,153	13.0%	110
Fast food/drive-in last 6 months: Hardee`s	19,505	2.6%	46
Fast food/drive-in last 6 months: Jack in the Box	100,538	13.6%	165
Fast food/drive-in last 6 months: KFC	143,590	19.5%	92
Fast food/drive-in last 6 months: Krispy Kreme	30,387	4.1%	89
Fast food/drive-in last 6 months: Little Caesars	74,680	10.1%	90
Fast food/drive-in last 6 months: Long John Silver`s	21,739	3.0%	58
Fast food/drive-in last 6 months: McDonald`s	388,762	52.8%	96
Went to Panda Express in last 6 months	89,283	12.1%	158
Fast food/drive-in last 6 months: Panera Bread	94,105	12.8%	112
Fast food/drive-in last 6 months: Papa John`s	58,194	7.9%	88
Fast food/drive-in last 6 months: Papa Murphy`s	26,466	3.6%	85
Fast food/drive-in last 6 months: Pizza Hut	122,401	16.6%	83
Fast food/drive-in last 6 months: Popeyes Chicken	60,445	8.2%	105
Fast food/drive-in last 6 months: Quiznos	25,063	3.4%	106
Fast food/drive-in last 6 months: Sonic Drive-In	50,354	6.8%	66
Fast food/drive-in last 6 months: Starbucks	136,567	18.5%	126
Fast food/drive-in last 6 months: Steak `n Shake	24,922	3.4%	67
Fast food/drive-in last 6 months: Subway	233,510	31.7%	98
Fast food/drive-in last 6 months: Taco Bell	219,875	29.8%	97
Fast food/drive-in last 6 months: Wendy`s	174,073	23.6%	85
Fast food/drive-in last 6 months: Whataburger	31,305	4.2%	101
Fast food/drive-in last 6 months: White Castle	20,603	2.8%	97

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## Restaurant Market Potential

Montclair Place  
Montclair Plaza  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 34.08738  
Longitude: -117.69344

Went to fine dining restaurant last month	90,397	12.3%	109
Went to fine dining restaurant 3+ times last month	23,428	3.2%	102
Spent at fine dining rest in last 6 months: <\$51	13,967	1.9%	93
Spent at fine dining rest in last 6 months: \$51-\$100	29,483	4.0%	108
Spent at fine dining rest in last 6 months: \$101-\$200	27,414	3.7%	100
Spent at fine dining rest in last 6 months: \$201+	35,078	4.8%	120

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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.

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March 14, 2017