



# Restaurant Market Potential

91763 (Montclair)  
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 Geography: ZIP Code

Prepared by Esri

| Demographic Summary     | 2016     | 2021     |
|-------------------------|----------|----------|
| Population              | 38,816   | 40,550   |
| Population 18+          | 28,060   | 29,732   |
| Households              | 10,029   | 10,445   |
| Median Household Income | \$51,308 | \$54,509 |

  

| Product/Consumer Behavior                               | Expected Number of |         |     |
|---|--------------------|---------|-----|
|   | Adults             | Percent | MPI |
| Went to family restaurant/steak house in last 6 mo      | 19,254             | 68.6%   | 92  |
| Went to family restaurant/steak house 4+ times/mo       | 6,751              | 24.1%   | 88  |
| Spent at family rest/steak hse last 6 months: <\$31     | 1,906              | 6.8%    | 96  |
| Spent at family rest/steak hse last 6 months: \$31-50   | 1,857              | 6.6%    | 80  |
| Spent at family rest/steak hse last 6 months: \$51-100  | 3,578              | 12.8%   | 84  |
| Spent at family rest/steak hse last 6 months: \$101-200 | 3,409              | 12.1%   | 102 |
| Spent at family rest/steak hse last 6 months: \$201-300 | 1,028              | 3.7%    | 67  |
| Spent at family rest/steak hse last 6 months: \$301+    | 1,605              | 5.7%    | 78  |
| Family restaurant/steak house last 6 months: breakfast  | 3,525              | 12.6%   | 100 |
| Family restaurant/steak house last 6 months: lunch      | 4,803              | 17.1%   | 91  |
| Family restaurant/steak house last 6 months: dinner     | 10,060             | 35.9%   | 77  |
| Family restaurant/steak house last 6 months: snack      | 640                | 2.3%    | 120 |
| Family restaurant/steak house last 6 months: weekday    | 6,302              | 22.5%   | 74  |
| Family restaurant/steak house last 6 months: weekend    | 9,969              | 35.5%   | 86  |
| Fam rest/steak hse/6 months: Applebee`s                 | 4,677              | 16.7%   | 70  |
| Fam rest/steak hse/6 months: Bob Evans Farms            | 362                | 1.3%    | 35  |
| Fam rest/steak hse/6 months: Buffalo Wild Wings         | 1,959              | 7.0%    | 82  |
| Fam rest/steak hse/6 months: California Pizza Kitchen   | 1,566              | 5.6%    | 166 |
| Fam rest/steak hse/6 months: Carrabba`s Italian Grill   | 550                | 2.0%    | 63  |
| Fam rest/steak hse/6 months: The Cheesecake Factory     | 1,992              | 7.1%    | 109 |
| Fam rest/steak hse/6 months: Chili`s Grill & Bar        | 3,134              | 11.2%   | 92  |
| Fam rest/steak hse/6 months: CiCi`s Pizza               | 1,404              | 5.0%    | 128 |
| Fam rest/steak hse/6 months: Cracker Barrel             | 742                | 2.6%    | 26  |
| Fam rest/steak hse/6 months: Denny`s                    | 4,770              | 17.0%   | 184 |
| Fam rest/steak hse/6 months: Golden Corral              | 1,319              | 4.7%    | 58  |
| Fam rest/steak hse/6 months: IHOP                       | 3,232              | 11.5%   | 103 |
| Fam rest/steak hse/6 months: Logan`s Roadhouse          | 546                | 1.9%    | 57  |
| Fam rest/steak hse/6 months: LongHorn Steakhouse        | 883                | 3.1%    | 66  |
| Fam rest/steak hse/6 months: Old Country Buffet         | 556                | 2.0%    | 115 |
| Fam rest/steak hse/6 months: Olive Garden               | 4,368              | 15.6%   | 90  |
| Fam rest/steak hse/6 months: Outback Steakhouse         | 1,775              | 6.3%    | 67  |
| Fam rest/steak hse/6 months: Red Lobster                | 2,618              | 9.3%    | 78  |
| Fam rest/steak hse/6 months: Red Robin                  | 1,793              | 6.4%    | 105 |
| Fam rest/steak hse/6 months: Ruby Tuesday               | 731                | 2.6%    | 43  |
| Fam rest/steak hse/6 months: Texas Roadhouse            | 878                | 3.1%    | 41  |
| Fam rest/steak hse/6 months: T.G.I. Friday`s            | 2,198              | 7.8%    | 104 |
| Fam rest/steak hse/6 months: Waffle House               | 517                | 1.8%    | 35  |
| Went to fast food/drive-in restaurant in last 6 mo      | 25,011             | 89.1%   | 99  |
| Went to fast food/drive-in restaurant 9+ times/mo       | 10,700             | 38.1%   | 97  |
| Spent at fast food/drive-in last 6 months: <\$11        | 940                | 3.3%    | 78  |
| Spent at fast food/drive-in last 6 months: \$11-\$20    | 2,216              | 7.9%    | 107 |
| Spent at fast food/drive-in last 6 months: \$21-\$40    | 3,331              | 11.9%   | 101 |
| Spent at fast food/drive-in last 6 months: \$41-\$50    | 1,852              | 6.6%    | 87  |
| Spent at fast food/drive-in last 6 months: \$51-\$100   | 4,576              | 16.3%   | 98  |
| Spent at fast food/drive-in last 6 months: \$101-\$200  | 2,748              | 9.8%    | 81  |
| Spent at fast food/drive-in last 6 months: \$201+       | 3,441              | 12.3%   | 101 |

**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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| Product/Consumer Behavior                              | Expected Number of |         |     |
|--|--------------------|---------|-----|
|  | Adults             | Percent | MPI |
| Fast food/drive-in last 6 months: eat in               | 8,893              | 31.7%   | 87  |
| Fast food/drive-in last 6 months: home delivery        | 2,138              | 7.6%    | 99  |
| Fast food/drive-in last 6 months: take-out/drive-thru  | 11,429             | 40.7%   | 88  |
| Fast food/drive-in last 6 months: take-out/walk-in     | 4,877              | 17.4%   | 89  |
| Fast food/drive-in last 6 months: breakfast            | 7,745              | 27.6%   | 85  |
| Fast food/drive-in last 6 months: lunch                | 12,496             | 44.5%   | 89  |
| Fast food/drive-in last 6 months: dinner               | 9,947              | 35.4%   | 80  |
| Fast food/drive-in last 6 months: snack                | 2,865              | 10.2%   | 85  |
| Fast food/drive-in last 6 months: weekday              | 13,644             | 48.6%   | 84  |
| Fast food/drive-in last 6 months: weekend              | 11,571             | 41.2%   | 90  |
| Fast food/drive-in last 6 months: A & W                | 636                | 2.3%    | 82  |
| Fast food/drive-in last 6 months: Arby`s               | 2,147              | 7.7%    | 48  |
| Fast food/drive-in last 6 months: Baskin-Robbins       | 1,518              | 5.4%    | 164 |
| Fast food/drive-in last 6 months: Boston Market        | 847                | 3.0%    | 89  |
| Fast food/drive-in last 6 months: Burger King          | 7,594              | 27.1%   | 89  |
| Fast food/drive-in last 6 months: Captain D`s          | 604                | 2.2%    | 63  |
| Fast food/drive-in last 6 months: Carl`s Jr.           | 5,120              | 18.2%   | 328 |
| Fast food/drive-in last 6 months: Checkers             | 851                | 3.0%    | 106 |
| Fast food/drive-in last 6 months: Chick-fil-A          | 2,564              | 9.1%    | 51  |
| Fast food/drive-in last 6 months: Chipotle Mex. Grill  | 3,159              | 11.3%   | 108 |
| Fast food/drive-in last 6 months: Chuck E. Cheese`s    | 1,435              | 5.1%    | 153 |
| Fast food/drive-in last 6 months: Church`s Fr. Chicken | 655                | 2.3%    | 71  |
| Fast food/drive-in last 6 months: Cold Stone Creamery  | 677                | 2.4%    | 79  |
| Fast food/drive-in last 6 months: Dairy Queen          | 1,460              | 5.2%    | 37  |
| Fast food/drive-in last 6 months: Del Taco             | 3,137              | 11.2%   | 310 |
| Fast food/drive-in last 6 months: Domino`s Pizza       | 3,203              | 11.4%   | 96  |
| Fast food/drive-in last 6 months: Dunkin` Donuts       | 2,331              | 8.3%    | 70  |
| Fast food/drive-in last 6 months: Hardee`s             | 559                | 2.0%    | 35  |
| Fast food/drive-in last 6 months: Jack in the Box      | 5,763              | 20.5%   | 248 |
| Fast food/drive-in last 6 months: KFC                  | 5,600              | 20.0%   | 94  |
| Fast food/drive-in last 6 months: Krispy Kreme         | 956                | 3.4%    | 74  |
| Fast food/drive-in last 6 months: Little Caesars       | 3,286              | 11.7%   | 103 |
| Fast food/drive-in last 6 months: Long John Silver`s   | 841                | 3.0%    | 59  |
| Fast food/drive-in last 6 months: McDonald`s           | 14,872             | 53.0%   | 96  |
| Went to Panda Express in last 6 months                 | 4,619              | 16.5%   | 215 |
| Fast food/drive-in last 6 months: Panera Bread         | 2,267              | 8.1%    | 71  |
| Fast food/drive-in last 6 months: Papa John`s          | 1,688              | 6.0%    | 67  |
| Fast food/drive-in last 6 months: Papa Murphy`s        | 976                | 3.5%    | 82  |
| Fast food/drive-in last 6 months: Pizza Hut            | 4,997              | 17.8%   | 89  |
| Fast food/drive-in last 6 months: Popeyes Chicken      | 2,482              | 8.8%    | 114 |
| Fast food/drive-in last 6 months: Quiznos              | 802                | 2.9%    | 89  |
| Fast food/drive-in last 6 months: Sonic Drive-In       | 1,237              | 4.4%    | 43  |
| Fast food/drive-in last 6 months: Starbucks            | 4,427              | 15.8%   | 107 |
| Fast food/drive-in last 6 months: Steak `n Shake       | 556                | 2.0%    | 39  |
| Fast food/drive-in last 6 months: Subway               | 8,412              | 30.0%   | 92  |
| Fast food/drive-in last 6 months: Taco Bell            | 8,779              | 31.3%   | 101 |
| Fast food/drive-in last 6 months: Wendy`s              | 4,917              | 17.5%   | 63  |
| Fast food/drive-in last 6 months: Whataburger          | 1,582              | 5.6%    | 134 |
| Fast food/drive-in last 6 months: White Castle         | 579                | 2.1%    | 71  |

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|   |       |      |    |
|---|-------|------|----|
| Went to fine dining restaurant last month               | 2,347 | 8.4% | 74 |
| Went to fine dining restaurant 3+ times last month      | 500   | 1.8% | 57 |
| Spent at fine dining rest in last 6 months: <\$51       | 469   | 1.7% | 82 |
| Spent at fine dining rest in last 6 months: \$51-\$100  | 976   | 3.5% | 94 |
| Spent at fine dining rest in last 6 months: \$101-\$200 | 618   | 2.2% | 59 |
| Spent at fine dining rest in last 6 months: \$201+      | 777   | 2.8% | 70 |

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