



Restaurant Market Potential

91763, Montclair, California
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 34.06660
 Longitude: -117.70792

Demographic Summary		2017	2022	
Population		208,298	216,247	
Population 18+		153,352	161,038	
Households		57,790	59,836	
Median Household Income		\$52,171	\$55,772	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		107,846	70.3%	94
Went to family restaurant/steak house 4+ times/mo		40,359	26.3%	96
Spent at family rest/steak hse last 6 months: <\$31		10,404	6.8%	89
Spent at family rest/steak hse last 6 months: \$31-50		9,098	5.9%	69
Spent at family rest/steak hse last 6 months: \$51-100		23,263	15.2%	102
Spent at family rest/steak hse last 6 months: \$101-200		16,450	10.7%	96
Spent at family rest/steak hse last 6 months: \$201-300		5,815	3.8%	80
Spent at family rest/steak hse last 6 months: \$301+		8,316	5.4%	89
Family restaurant/steak house last 6 months: breakfast		20,626	13.5%	106
Family restaurant/steak house last 6 months: lunch		28,194	18.4%	96
Family restaurant/steak house last 6 months: dinner		59,293	38.7%	84
Family restaurant/steak house last 6 months: snack		3,622	2.4%	124
Family restaurant/steak house last 6 months: weekday		37,801	24.6%	80
Family restaurant/steak house last 6 months: weekend		62,661	40.9%	99
Fam rest/steak hse/6 months: Applebee`s		27,754	18.1%	80
Fam rest/steak hse/6 months: Bob Evans Farms		2,226	1.5%	39
Fam rest/steak hse/6 months: Buffalo Wild Wings		13,721	8.9%	93
Fam rest/steak hse/6 months: California Pizza Kitchen		8,996	5.9%	184
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		3,648	2.4%	72
Fam rest/steak hse/6 months: The Cheesecake Factory		10,735	7.0%	112
Fam rest/steak hse/6 months: Chili`s Grill & Bar		15,789	10.3%	93
Fam rest/steak hse/6 months: CiCi`s Pizza		7,626	5.0%	126
Fam rest/steak hse/6 months: Cracker Barrel		7,316	4.8%	46
Fam rest/steak hse/6 months: Denny`s		21,130	13.8%	156
Fam rest/steak hse/6 months: Golden Corral		8,206	5.4%	71
Fam rest/steak hse/6 months: IHOP		18,247	11.9%	113
Fam rest/steak hse/6 months: Logan`s Roadhouse		3,498	2.3%	61
Fam rest/steak hse/6 months: LongHorn Steakhouse		5,644	3.7%	75
Fam rest/steak hse/6 months: Olive Garden		23,115	15.1%	89
Fam rest/steak hse/6 months: Outback Steakhouse		10,041	6.5%	72
Fam rest/steak hse/6 months: Red Lobster		14,607	9.5%	83
Fam rest/steak hse/6 months: Red Robin		10,563	6.9%	106
Fam rest/steak hse/6 months: Ruby Tuesday		4,970	3.2%	56
Fam rest/steak hse/6 months: Texas Roadhouse		6,550	4.3%	53
Fam rest/steak hse/6 months: T.G.I. Friday`s		12,682	8.3%	119
Fam rest/steak hse/6 months: Waffle House		4,744	3.1%	57
Went to fast food/drive-in restaurant in last 6 mo		135,695	88.5%	98
Went to fast food/drive-in restaurant 9+ times/mo		62,210	40.6%	103
Spent at fast food/drive-in last 6 months: <\$11		6,738	4.4%	97
Spent at fast food/drive-in last 6 months: \$11-\$20		11,624	7.6%	91
Spent at fast food/drive-in last 6 months: \$21-\$40		19,529	12.7%	102
Spent at fast food/drive-in last 6 months: \$41-\$50		10,157	6.6%	85
Spent at fast food/drive-in last 6 months: \$51-\$100		23,934	15.6%	94
Spent at fast food/drive-in last 6 months: \$101-\$200		15,814	10.3%	94
Spent at fast food/drive-in last 6 months: \$201+		17,163	11.2%	113

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 2017 and 2022.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	52,805	34.4%	94
Fast food/drive-in last 6 months: home delivery	13,185	8.6%	112
Fast food/drive-in last 6 months: take-out/drive-thru	63,108	41.2%	89
Fast food/drive-in last 6 months: take-out/walk-in	29,224	19.1%	95
Fast food/drive-in last 6 months: breakfast	48,020	31.3%	96
Fast food/drive-in last 6 months: lunch	66,423	43.3%	87
Fast food/drive-in last 6 months: dinner	59,400	38.7%	86
Fast food/drive-in last 6 months: snack	17,196	11.2%	93
Fast food/drive-in last 6 months: weekday	78,469	51.2%	88
Fast food/drive-in last 6 months: weekend	71,036	46.3%	101
Fast food/drive-in last 6 months: A & W	3,303	2.2%	80
Fast food/drive-in last 6 months: Arby`s	12,610	8.2%	51
Fast food/drive-in last 6 months: Baskin-Robbins	8,371	5.5%	162
Fast food/drive-in last 6 months: Boston Market	5,403	3.5%	101
Fast food/drive-in last 6 months: Burger King	38,056	24.8%	84
Fast food/drive-in last 6 months: Captain D`s	3,156	2.1%	59
Fast food/drive-in last 6 months: Carl`s Jr.	25,278	16.5%	291
Fast food/drive-in last 6 months: Checkers	5,606	3.7%	116
Fast food/drive-in last 6 months: Chick-fil-A	18,533	12.1%	64
Fast food/drive-in last 6 months: Chipotle Mex. Grill	21,745	14.2%	119
Fast food/drive-in last 6 months: Chuck E. Cheese`s	7,405	4.8%	150
Fast food/drive-in last 6 months: Church`s Fr. Chicken	9,122	5.9%	166
Fast food/drive-in last 6 months: Cold Stone Creamery	3,845	2.5%	88
Fast food/drive-in last 6 months: Dairy Queen	10,866	7.1%	47
Fast food/drive-in last 6 months: Del Taco	13,036	8.5%	239
Fast food/drive-in last 6 months: Domino`s Pizza	22,273	14.5%	120
Fast food/drive-in last 6 months: Dunkin` Donuts	15,026	9.8%	78
Fast food/drive-in last 6 months: Hardee`s	3,165	2.1%	37
Fast food/drive-in last 6 months: Jack in the Box	29,666	19.3%	231
Fast food/drive-in last 6 months: KFC	28,138	18.3%	87
Fast food/drive-in last 6 months: Krispy Kreme	7,144	4.7%	94
Fast food/drive-in last 6 months: Little Caesars	23,580	15.4%	129
Fast food/drive-in last 6 months: Long John Silver`s	3,896	2.5%	57
Fast food/drive-in last 6 months: McDonald`s	75,784	49.4%	92
Went to Panda Express in last 6 months	24,736	16.1%	200
Fast food/drive-in last 6 months: Panera Bread	13,084	8.5%	74
Fast food/drive-in last 6 months: Papa John`s	11,082	7.2%	84
Fast food/drive-in last 6 months: Papa Murphy`s	5,029	3.3%	68
Fast food/drive-in last 6 months: Pizza Hut	28,038	18.3%	95
Fast food/drive-in last 6 months: Popeyes Chicken	14,652	9.6%	121
Fast food/drive-in last 6 months: Quiznos	3,518	2.3%	94
Fast food/drive-in last 6 months: Sonic Drive-In	10,410	6.8%	61
Fast food/drive-in last 6 months: Starbucks	30,587	19.9%	125
Fast food/drive-in last 6 months: Steak `n Shake	4,585	3.0%	56
Fast food/drive-in last 6 months: Subway	41,530	27.1%	87
Fast food/drive-in last 6 months: Taco Bell	45,297	29.5%	97
Fast food/drive-in last 6 months: Wendy`s	29,171	19.0%	70
Fast food/drive-in last 6 months: Whataburger	9,700	6.3%	144
Fast food/drive-in last 6 months: White Castle	4,372	2.9%	90

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 2017 and 2022.



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Went to fine dining restaurant last month	12,691	8.3%	77
Went to fine dining restaurant 3+ times last month	4,087	2.7%	86
Spent at fine dining rest in last 6 months: <\$51	2,479	1.6%	86
Spent at fine dining rest in last 6 months: \$51-\$100	4,698	3.1%	90
Spent at fine dining rest in last 6 months: \$101-\$200	2,912	1.9%	58
Spent at fine dining rest in last 6 months: \$201+	4,220	2.8%	82

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Restaurant Market Potential

91763, Montclair, California
Ring: 5 mile radius

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Latitude: 34.06660
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Demographic Summary	2017	2022
Population	491,925	508,950
Population 18+	365,370	382,901
Households	139,424	143,806
Median Household Income	\$58,119	\$63,477

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	261,748	71.6%	96
Went to family restaurant/steak house 4+ times/mo	97,124	26.6%	97
Spent at family rest/steak hse last 6 months: <\$31	23,820	6.5%	85
Spent at family rest/steak hse last 6 months: \$31-50	23,256	6.4%	74
Spent at family rest/steak hse last 6 months: \$51-100	55,718	15.2%	103
Spent at family rest/steak hse last 6 months: \$101-200	40,285	11.0%	99
Spent at family rest/steak hse last 6 months: \$201-300	15,154	4.1%	88
Spent at family rest/steak hse last 6 months: \$301+	21,609	5.9%	97
Family restaurant/steak house last 6 months: breakfast	48,315	13.2%	104
Family restaurant/steak house last 6 months: lunch	66,665	18.2%	96
Family restaurant/steak house last 6 months: dinner	147,831	40.5%	87
Family restaurant/steak house last 6 months: snack	8,175	2.2%	117
Family restaurant/steak house last 6 months: weekday	94,923	26.0%	84
Family restaurant/steak house last 6 months: weekend	151,121	41.4%	100
Fam rest/steak hse/6 months: Applebee`s	68,634	18.8%	83
Fam rest/steak hse/6 months: Bob Evans Farms	6,059	1.7%	45
Fam rest/steak hse/6 months: Buffalo Wild Wings	33,100	9.1%	95
Fam rest/steak hse/6 months: California Pizza Kitchen	21,096	5.8%	181
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	9,463	2.6%	78
Fam rest/steak hse/6 months: The Cheesecake Factory	27,331	7.5%	119
Fam rest/steak hse/6 months: Chili`s Grill & Bar	38,653	10.6%	96
Fam rest/steak hse/6 months: CiCi`s Pizza	15,958	4.4%	111
Fam rest/steak hse/6 months: Cracker Barrel	19,946	5.5%	52
Fam rest/steak hse/6 months: Denny`s	47,102	12.9%	146
Fam rest/steak hse/6 months: Golden Corral	18,731	5.1%	68
Fam rest/steak hse/6 months: IHOP	43,746	12.0%	114
Fam rest/steak hse/6 months: Logan`s Roadhouse	8,163	2.2%	60
Fam rest/steak hse/6 months: LongHorn Steakhouse	14,404	3.9%	81
Fam rest/steak hse/6 months: Olive Garden	56,775	15.5%	91
Fam rest/steak hse/6 months: Outback Steakhouse	27,040	7.4%	81
Fam rest/steak hse/6 months: Red Lobster	35,965	9.8%	86
Fam rest/steak hse/6 months: Red Robin	25,936	7.1%	109
Fam rest/steak hse/6 months: Ruby Tuesday	14,001	3.8%	66
Fam rest/steak hse/6 months: Texas Roadhouse	16,700	4.6%	57
Fam rest/steak hse/6 months: T.G.I. Friday`s	31,122	8.5%	122
Fam rest/steak hse/6 months: Waffle House	11,845	3.2%	59
Went to fast food/drive-in restaurant in last 6 mo	325,009	89.0%	99
Went to fast food/drive-in restaurant 9+ times/mo	146,624	40.1%	102
Spent at fast food/drive-in last 6 months: <\$11	16,122	4.4%	97
Spent at fast food/drive-in last 6 months: \$11-\$20	27,712	7.6%	91
Spent at fast food/drive-in last 6 months: \$21-\$40	46,974	12.9%	103
Spent at fast food/drive-in last 6 months: \$41-\$50	25,294	6.9%	89
Spent at fast food/drive-in last 6 months: \$51-\$100	58,390	16.0%	96
Spent at fast food/drive-in last 6 months: \$101-\$200	37,297	10.2%	93
Spent at fast food/drive-in last 6 months: \$201+	40,159	11.0%	111

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 2017 and 2022.



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91763, Montclair, California
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	124,419	34.1%	93
Fast food/drive-in last 6 months: home delivery	30,038	8.2%	107
Fast food/drive-in last 6 months: take-out/drive-thru	152,441	41.7%	91
Fast food/drive-in last 6 months: take-out/walk-in	71,384	19.5%	97
Fast food/drive-in last 6 months: breakfast	114,742	31.4%	96
Fast food/drive-in last 6 months: lunch	160,984	44.1%	89
Fast food/drive-in last 6 months: dinner	143,842	39.4%	87
Fast food/drive-in last 6 months: snack	41,513	11.4%	94
Fast food/drive-in last 6 months: weekday	190,369	52.1%	89
Fast food/drive-in last 6 months: weekend	168,045	46.0%	100
Fast food/drive-in last 6 months: A & W	7,574	2.1%	77
Fast food/drive-in last 6 months: Arby`s	31,519	8.6%	53
Fast food/drive-in last 6 months: Baskin-Robbins	19,645	5.4%	159
Fast food/drive-in last 6 months: Boston Market	13,674	3.7%	107
Fast food/drive-in last 6 months: Burger King	91,904	25.2%	85
Fast food/drive-in last 6 months: Captain D`s	7,613	2.1%	60
Fast food/drive-in last 6 months: Carl`s Jr.	54,488	14.9%	264
Fast food/drive-in last 6 months: Checkers	12,510	3.4%	109
Fast food/drive-in last 6 months: Chick-fil-A	46,796	12.8%	68
Fast food/drive-in last 6 months: Chipotle Mex. Grill	52,371	14.3%	120
Fast food/drive-in last 6 months: Chuck E. Cheese`s	16,890	4.6%	143
Fast food/drive-in last 6 months: Church`s Fr. Chicken	18,366	5.0%	141
Fast food/drive-in last 6 months: Cold Stone Creamery	9,677	2.6%	93
Fast food/drive-in last 6 months: Dairy Queen	28,322	7.8%	52
Fast food/drive-in last 6 months: Del Taco	29,354	8.0%	226
Fast food/drive-in last 6 months: Domino`s Pizza	49,404	13.5%	112
Fast food/drive-in last 6 months: Dunkin` Donuts	41,654	11.4%	91
Fast food/drive-in last 6 months: Hardee`s	8,248	2.3%	40
Fast food/drive-in last 6 months: Jack in the Box	64,049	17.5%	210
Fast food/drive-in last 6 months: KFC	67,432	18.5%	88
Fast food/drive-in last 6 months: Krispy Kreme	16,921	4.6%	93
Fast food/drive-in last 6 months: Little Caesars	49,902	13.7%	115
Fast food/drive-in last 6 months: Long John Silver`s	9,165	2.5%	57
Fast food/drive-in last 6 months: McDonald`s	181,465	49.7%	93
Went to Panda Express in last 6 months	54,850	15.0%	186
Fast food/drive-in last 6 months: Panera Bread	36,233	9.9%	86
Fast food/drive-in last 6 months: Papa John`s	26,636	7.3%	85
Fast food/drive-in last 6 months: Papa Murphy`s	12,103	3.3%	69
Fast food/drive-in last 6 months: Pizza Hut	63,417	17.4%	90
Fast food/drive-in last 6 months: Popeyes Chicken	33,170	9.1%	115
Fast food/drive-in last 6 months: Quiznos	8,357	2.3%	94
Fast food/drive-in last 6 months: Sonic Drive-In	24,697	6.8%	60
Fast food/drive-in last 6 months: Starbucks	73,551	20.1%	126
Fast food/drive-in last 6 months: Steak `n Shake	11,376	3.1%	59
Fast food/drive-in last 6 months: Subway	101,328	27.7%	90
Fast food/drive-in last 6 months: Taco Bell	105,321	28.8%	95
Fast food/drive-in last 6 months: Wendy`s	73,402	20.1%	74
Fast food/drive-in last 6 months: Whataburger	19,257	5.3%	120
Fast food/drive-in last 6 months: White Castle	10,998	3.0%	95

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Ring: 5 mile radius

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Latitude: 34.06660
Longitude: -117.70792

Went to fine dining restaurant last month	34,613	9.5%	89
Went to fine dining restaurant 3+ times last month	10,725	2.9%	95
Spent at fine dining rest in last 6 months: <\$51	6,159	1.7%	89
Spent at fine dining rest in last 6 months: \$51-\$100	11,692	3.2%	94
Spent at fine dining rest in last 6 months: \$101-\$200	8,818	2.4%	74
Spent at fine dining rest in last 6 months: \$201+	11,670	3.2%	95

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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July 26, 2017



Restaurant Market Potential

91763, Montclair, California
 Ring: 10 mile radius

Prepared by Esri
 Latitude: 34.06660
 Longitude: -117.70792

Demographic Summary		2017	2022	
Population		1,029,901	1,069,457	
Population 18+		786,874	826,961	
Households		307,923	318,509	
Median Household Income		\$72,886	\$79,858	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		586,620	74.6%	100
Went to family restaurant/steak house 4+ times/mo		216,598	27.5%	100
Spent at family rest/steak hse last 6 months: <\$31		49,076	6.2%	82
Spent at family rest/steak hse last 6 months: \$31-50		55,393	7.0%	82
Spent at family rest/steak hse last 6 months: \$51-100		119,069	15.1%	102
Spent at family rest/steak hse last 6 months: \$101-200		93,749	11.9%	107
Spent at family rest/steak hse last 6 months: \$201-300		38,315	4.9%	103
Spent at family rest/steak hse last 6 months: \$301+		54,416	6.9%	113
Family restaurant/steak house last 6 months: breakfast		104,448	13.3%	104
Family restaurant/steak house last 6 months: lunch		149,808	19.0%	100
Family restaurant/steak house last 6 months: dinner		353,961	45.0%	97
Family restaurant/steak house last 6 months: snack		16,254	2.1%	108
Family restaurant/steak house last 6 months: weekday		228,422	29.0%	94
Family restaurant/steak house last 6 months: weekend		340,521	43.3%	104
Fam rest/steak hse/6 months: Applebee`s		156,607	19.9%	88
Fam rest/steak hse/6 months: Bob Evans Farms		15,997	2.0%	55
Fam rest/steak hse/6 months: Buffalo Wild Wings		76,639	9.7%	102
Fam rest/steak hse/6 months: California Pizza Kitchen		44,366	5.6%	177
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		25,930	3.3%	100
Fam rest/steak hse/6 months: The Cheesecake Factory		69,526	8.8%	141
Fam rest/steak hse/6 months: Chili`s Grill & Bar		93,117	11.8%	107
Fam rest/steak hse/6 months: CiCi`s Pizza		29,389	3.7%	95
Fam rest/steak hse/6 months: Cracker Barrel		55,818	7.1%	68
Fam rest/steak hse/6 months: Denny`s		88,491	11.2%	127
Fam rest/steak hse/6 months: Golden Corral		38,504	4.9%	65
Fam rest/steak hse/6 months: IHOP		96,739	12.3%	117
Fam rest/steak hse/6 months: Logan`s Roadhouse		17,574	2.2%	60
Fam rest/steak hse/6 months: LongHorn Steakhouse		33,512	4.3%	87
Fam rest/steak hse/6 months: Olive Garden		134,201	17.1%	100
Fam rest/steak hse/6 months: Outback Steakhouse		71,037	9.0%	99
Fam rest/steak hse/6 months: Red Lobster		80,710	10.3%	89
Fam rest/steak hse/6 months: Red Robin		61,463	7.8%	120
Fam rest/steak hse/6 months: Ruby Tuesday		36,643	4.7%	80
Fam rest/steak hse/6 months: Texas Roadhouse		45,407	5.8%	72
Fam rest/steak hse/6 months: T.G.I. Friday`s		67,358	8.6%	123
Fam rest/steak hse/6 months: Waffle House		27,662	3.5%	64
Went to fast food/drive-in restaurant in last 6 mo		705,291	89.6%	99
Went to fast food/drive-in restaurant 9+ times/mo		315,344	40.1%	102
Spent at fast food/drive-in last 6 months: <\$11		32,463	4.1%	91
Spent at fast food/drive-in last 6 months: \$11-\$20		59,967	7.6%	91
Spent at fast food/drive-in last 6 months: \$21-\$40		97,821	12.4%	99
Spent at fast food/drive-in last 6 months: \$41-\$50		56,864	7.2%	93
Spent at fast food/drive-in last 6 months: \$51-\$100		130,359	16.6%	99
Spent at fast food/drive-in last 6 months: \$101-\$200		83,963	10.7%	97
Spent at fast food/drive-in last 6 months: \$201+		89,185	11.3%	115

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 2017 and 2022.



Restaurant Market Potential

91763, Montclair, California
 Ring: 10 mile radius

Prepared by Esri
 Latitude: 34.06660
 Longitude: -117.70792

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	275,269	35.0%	96
Fast food/drive-in last 6 months: home delivery	62,743	8.0%	104
Fast food/drive-in last 6 months: take-out/drive-thru	345,891	44.0%	95
Fast food/drive-in last 6 months: take-out/walk-in	163,584	20.8%	103
Fast food/drive-in last 6 months: breakfast	250,123	31.8%	97
Fast food/drive-in last 6 months: lunch	370,972	47.1%	95
Fast food/drive-in last 6 months: dinner	333,675	42.4%	94
Fast food/drive-in last 6 months: snack	97,360	12.4%	103
Fast food/drive-in last 6 months: weekday	437,481	55.6%	95
Fast food/drive-in last 6 months: weekend	364,513	46.3%	101
Fast food/drive-in last 6 months: A & W	14,980	1.9%	70
Fast food/drive-in last 6 months: Arby`s	79,621	10.1%	62
Fast food/drive-in last 6 months: Baskin-Robbins	42,033	5.3%	158
Fast food/drive-in last 6 months: Boston Market	32,933	4.2%	120
Fast food/drive-in last 6 months: Burger King	202,508	25.7%	87
Fast food/drive-in last 6 months: Captain D`s	15,666	2.0%	57
Fast food/drive-in last 6 months: Carl`s Jr.	94,357	12.0%	212
Fast food/drive-in last 6 months: Checkers	22,783	2.9%	92
Fast food/drive-in last 6 months: Chick-fil-A	132,064	16.8%	88
Fast food/drive-in last 6 months: Chipotle Mex. Grill	125,292	15.9%	134
Fast food/drive-in last 6 months: Chuck E. Cheese`s	31,261	4.0%	123
Fast food/drive-in last 6 months: Church`s Fr. Chicken	30,112	3.8%	107
Fast food/drive-in last 6 months: Cold Stone Creamery	25,063	3.2%	112
Fast food/drive-in last 6 months: Dairy Queen	74,383	9.5%	63
Fast food/drive-in last 6 months: Del Taco	52,940	6.7%	189
Fast food/drive-in last 6 months: Domino`s Pizza	100,840	12.8%	106
Fast food/drive-in last 6 months: Dunkin` Donuts	106,273	13.5%	108
Fast food/drive-in last 6 months: Hardee`s	19,080	2.4%	43
Fast food/drive-in last 6 months: Jack in the Box	116,912	14.9%	178
Fast food/drive-in last 6 months: KFC	145,903	18.5%	88
Fast food/drive-in last 6 months: Krispy Kreme	38,464	4.9%	98
Fast food/drive-in last 6 months: Little Caesars	94,389	12.0%	101
Fast food/drive-in last 6 months: Long John Silver`s	19,437	2.5%	56
Fast food/drive-in last 6 months: McDonald`s	397,121	50.5%	94
Went to Panda Express in last 6 months	107,963	13.7%	170
Fast food/drive-in last 6 months: Panera Bread	100,468	12.8%	110
Fast food/drive-in last 6 months: Papa John`s	62,319	7.9%	92
Fast food/drive-in last 6 months: Papa Murphy`s	28,960	3.7%	76
Fast food/drive-in last 6 months: Pizza Hut	129,899	16.5%	85
Fast food/drive-in last 6 months: Popeyes Chicken	66,819	8.5%	107
Fast food/drive-in last 6 months: Quiznos	19,595	2.5%	102
Fast food/drive-in last 6 months: Sonic Drive-In	60,702	7.7%	69
Fast food/drive-in last 6 months: Starbucks	170,125	21.6%	135
Fast food/drive-in last 6 months: Steak `n Shake	28,799	3.7%	69
Fast food/drive-in last 6 months: Subway	230,901	29.3%	95
Fast food/drive-in last 6 months: Taco Bell	228,187	29.0%	96
Fast food/drive-in last 6 months: Wendy`s	177,356	22.5%	83
Fast food/drive-in last 6 months: Whataburger	37,905	4.8%	110
Fast food/drive-in last 6 months: White Castle	23,131	2.9%	93

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Restaurant Market Potential

91763, Montclair, California
Ring: 10 mile radius

Prepared by Esri
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Went to fine dining restaurant last month	90,149	11.5%	107
Went to fine dining restaurant 3+ times last month	26,815	3.4%	110
Spent at fine dining rest in last 6 months: <\$51	13,779	1.8%	93
Spent at fine dining rest in last 6 months: \$51-\$100	26,955	3.4%	101
Spent at fine dining rest in last 6 months: \$101-\$200	26,394	3.4%	103
Spent at fine dining rest in last 6 months: \$201+	31,582	4.0%	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.

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 2017 and 2022.

July 26, 2017