



# Retail MarketPlace Profile

91763, Montclair, California  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 34.06660  
Longitude: -117.70792

## Summary Demographics

2017 Population	208,298
2017 Households	57,790
2017 Median Disposable Income	\$44,420
2017 Per Capita Income	\$19,856

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,855,682,841	\$2,827,627,343	-\$971,944,502	-20.8	1,662
Total Retail Trade	44-45	\$1,671,663,258	\$2,531,273,400	-\$859,610,142	-20.5	1,193
Total Food & Drink	722	\$184,019,583	\$296,353,943	-\$112,334,360	-23.4	469

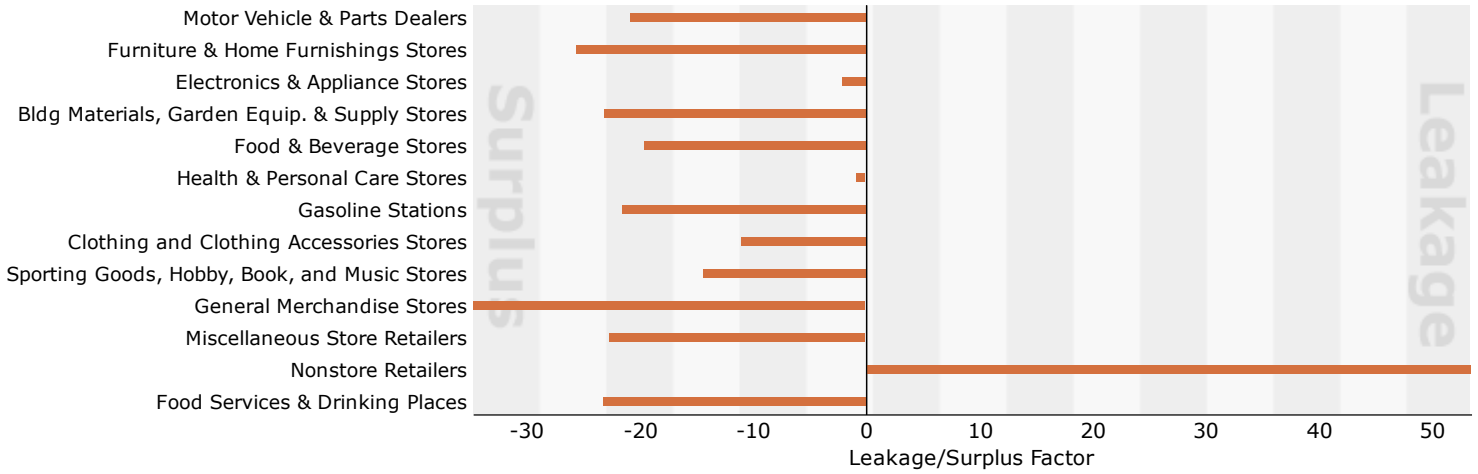
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$337,848,735	\$517,329,792	-\$179,481,057	-21.0	203
Automobile Dealers	4411	\$267,110,113	\$340,467,087	-\$73,356,974	-12.1	71
Other Motor Vehicle Dealers	4412	\$40,471,624	\$87,543,332	-\$47,071,708	-36.8	25
Auto Parts, Accessories & Tire Stores	4413	\$30,266,998	\$89,319,373	-\$59,052,375	-49.4	108
Furniture & Home Furnishings Stores	442	\$61,069,601	\$103,316,421	-\$42,246,820	-25.7	69
Furniture Stores	4421	\$32,041,614	\$53,580,166	-\$21,538,552	-25.2	32
Home Furnishings Stores	4422	\$29,027,987	\$49,736,255	-\$20,708,268	-26.3	36
Electronics & Appliance Stores	443	\$62,428,444	\$65,201,282	-\$2,772,838	-2.2	50
Bldg Materials, Garden Equip. & Supply Stores	444	\$93,504,546	\$150,400,575	-\$56,896,029	-23.3	108
Bldg Material & Supplies Dealers	4441	\$87,601,522	\$143,042,613	-\$55,441,091	-24.0	88
Lawn & Garden Equip & Supply Stores	4442	\$5,903,023	\$7,357,962	-\$1,454,939	-11.0	20
Food & Beverage Stores	445	\$277,129,301	\$413,952,147	-\$136,822,846	-19.8	147
Grocery Stores	4451	\$237,265,801	\$381,040,038	-\$143,774,237	-23.3	80
Specialty Food Stores	4452	\$19,787,618	\$14,037,792	\$5,749,826	17.0	36
Beer, Wine & Liquor Stores	4453	\$20,075,882	\$18,874,317	\$1,201,565	3.1	31
Health & Personal Care Stores	446,4461	\$113,833,736	\$116,074,149	-\$2,240,413	-1.0	75
Gasoline Stations	447,4471	\$151,670,010	\$235,578,838	-\$83,908,828	-21.7	53
Clothing & Clothing Accessories Stores	448	\$124,187,144	\$155,272,992	-\$31,085,848	-11.1	168
Clothing Stores	4481	\$88,839,339	\$106,826,362	-\$17,987,023	-9.2	101
Shoe Stores	4482	\$15,507,991	\$29,387,690	-\$13,879,699	-30.9	35
Jewelry, Luggage & Leather Goods Stores	4483	\$19,839,814	\$19,058,939	\$780,875	2.0	32
Sporting Goods, Hobby, Book & Music Stores	451	\$54,711,602	\$73,298,423	-\$18,586,821	-14.5	75
Sporting Goods/Hobby/Musical Instr Stores	4511	\$47,263,250	\$59,068,026	-\$11,804,776	-11.1	65
Book, Periodical & Music Stores	4512	\$7,448,352	\$14,230,397	-\$6,782,045	-31.3	10
General Merchandise Stores	452	\$285,398,526	\$589,487,378	-\$304,088,852	-34.8	49
Department Stores Excluding Leased Depts.	4521	\$171,315,417	\$401,803,742	-\$230,488,325	-40.2	24
Other General Merchandise Stores	4529	\$114,083,109	\$187,683,636	-\$73,600,527	-24.4	25
Miscellaneous Store Retailers	453	\$60,705,796	\$96,476,866	-\$35,771,070	-22.8	181
Florists	4531	\$2,611,745	\$4,556,606	-\$1,944,861	-27.1	24
Office Supplies, Stationery & Gift Stores	4532	\$14,357,136	\$19,794,312	-\$5,437,176	-15.9	46
Used Merchandise Stores	4533	\$6,612,245	\$20,906,323	-\$14,294,078	-51.9	32
Other Miscellaneous Store Retailers	4539	\$37,124,669	\$51,219,626	-\$14,094,957	-16.0	79
Nonstore Retailers	454	\$49,175,817	\$14,884,535	\$34,291,282	53.5	15
Electronic Shopping & Mail-Order Houses	4541	\$43,050,141	\$9,930,837	\$33,119,304	62.5	4
Vending Machine Operators	4542	\$775,125	\$730,479	\$44,646	3.0	3
Direct Selling Establishments	4543	\$5,350,552	\$4,223,220	\$1,127,332	11.8	8
Food Services & Drinking Places	722	\$184,019,583	\$296,353,943	-\$112,334,360	-23.4	469
Special Food Services	7223	\$3,554,356	\$2,721,246	\$833,110	13.3	6
Drinking Places - Alcoholic Beverages	7224	\$3,896,286	\$4,124,404	-\$228,118	-2.8	14
Restaurants/Other Eating Places	7225	\$176,568,940	\$289,508,293	-\$112,939,353	-24.2	450

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

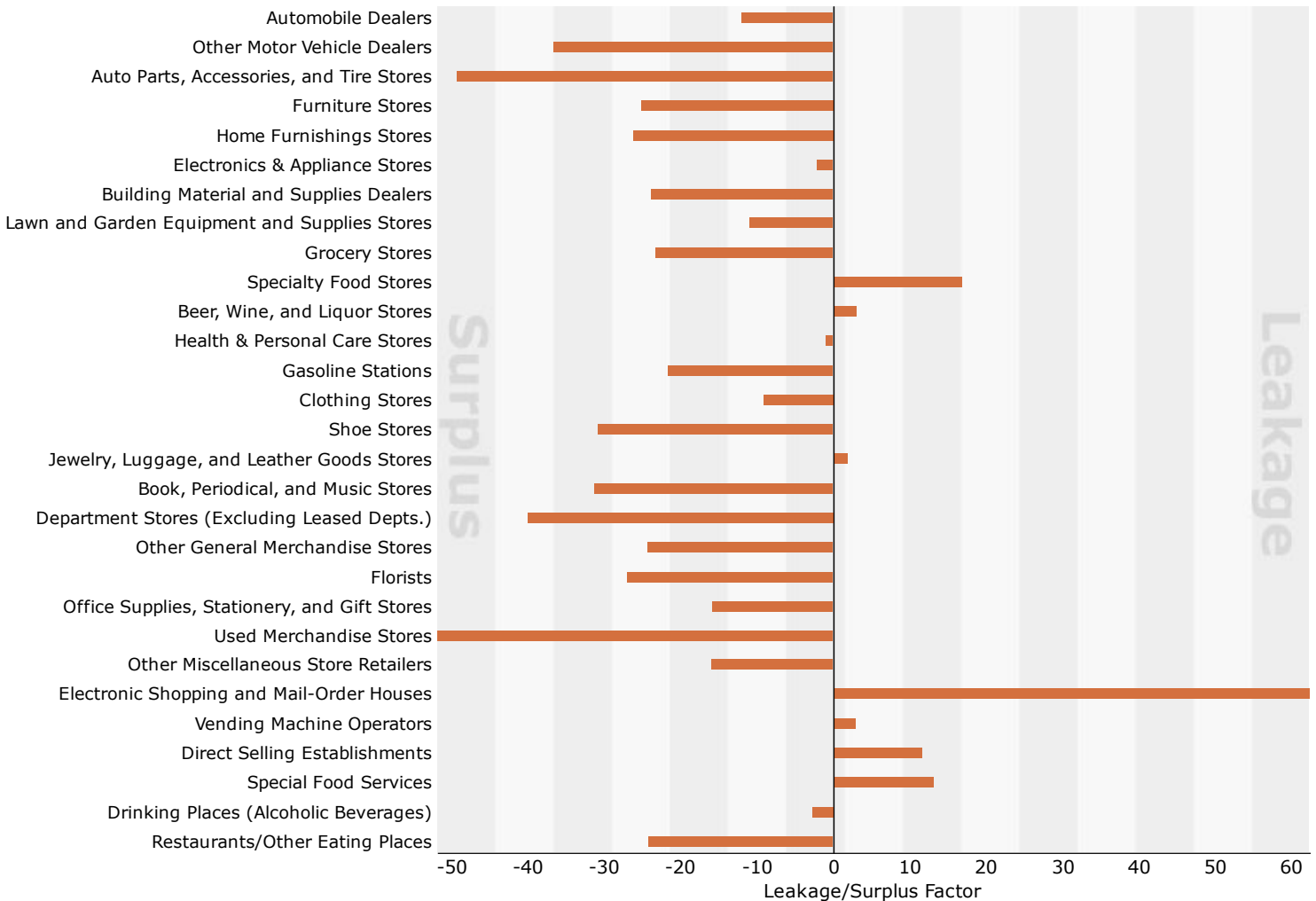
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July 26, 2017

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

91763, Montclair, California  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 34.06660  
Longitude: -117.70792

## Summary Demographics

2017 Population	491,925
2017 Households	139,424
2017 Median Disposable Income	\$50,093
2017 Per Capita Income	\$22,971

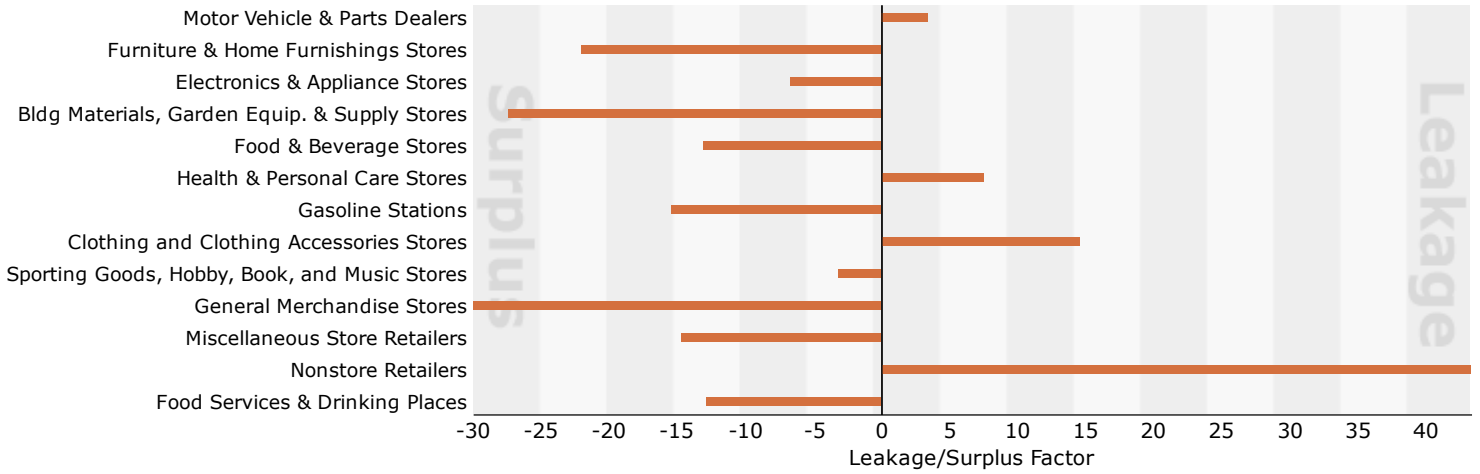
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$5,067,849,871	\$6,372,603,775	-\$1,304,753,904	-11.4	3,390
Total Retail Trade	44-45	\$4,565,734,169	\$5,721,193,668	-\$1,155,459,499	-11.2	2,379
Total Food & Drink	722	\$502,115,703	\$651,410,107	-\$149,294,404	-12.9	1,012

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$927,788,683	\$865,443,136	\$62,345,547	3.5	344
Automobile Dealers	4411	\$733,040,333	\$569,600,737	\$163,439,596	12.5	108
Other Motor Vehicle Dealers	4412	\$111,959,990	\$126,727,981	-\$14,767,991	-6.2	44
Auto Parts, Accessories & Tire Stores	4413	\$82,788,360	\$169,114,419	-\$86,326,059	-34.3	192
Furniture & Home Furnishings Stores	442	\$168,663,889	\$264,251,601	-\$95,587,712	-22.1	153
Furniture Stores	4421	\$87,767,449	\$162,627,549	-\$74,860,100	-29.9	65
Home Furnishings Stores	4422	\$80,896,441	\$101,624,052	-\$20,727,611	-11.4	88
Electronics & Appliance Stores	443	\$170,593,864	\$195,312,047	-\$24,718,183	-6.8	139
Bldg Materials, Garden Equip. & Supply Stores	444	\$268,069,363	\$471,267,076	-\$203,197,713	-27.5	222
Bldg Material & Supplies Dealers	4441	\$250,317,297	\$442,167,124	-\$191,849,827	-27.7	188
Lawn & Garden Equip & Supply Stores	4442	\$17,752,066	\$29,099,952	-\$11,347,886	-24.2	34
Food & Beverage Stores	445	\$748,336,030	\$976,910,932	-\$228,574,902	-13.2	315
Grocery Stores	4451	\$639,899,139	\$891,952,031	-\$252,052,892	-16.5	183
Specialty Food Stores	4452	\$53,193,094	\$41,904,478	\$11,288,616	11.9	68
Beer, Wine & Liquor Stores	4453	\$55,243,797	\$43,054,423	\$12,189,374	12.4	64
Health & Personal Care Stores	446,4461	\$312,756,740	\$269,012,126	\$43,744,614	7.5	168
Gasoline Stations	447,4471	\$406,811,743	\$556,209,513	-\$149,397,770	-15.5	117
Clothing & Clothing Accessories Stores	448	\$338,270,642	\$251,953,190	\$86,317,452	14.6	288
Clothing Stores	4481	\$241,124,636	\$181,328,743	\$59,795,893	14.2	182
Shoe Stores	4482	\$41,777,939	\$38,551,597	\$3,226,342	4.0	45
Jewelry, Luggage & Leather Goods Stores	4483	\$55,368,067	\$32,072,850	\$23,295,217	26.6	60
Sporting Goods, Hobby, Book & Music Stores	451	\$148,362,243	\$158,206,425	-\$9,844,182	-3.2	138
Sporting Goods/Hobby/Musical Instr Stores	4511	\$128,225,740	\$131,103,268	-\$2,877,528	-1.1	118
Book, Periodical & Music Stores	4512	\$20,136,503	\$27,103,157	-\$6,966,654	-14.7	20
General Merchandise Stores	452	\$772,643,992	\$1,433,454,417	-\$660,810,425	-30.0	116
Department Stores Excluding Leased Depts.	4521	\$464,379,937	\$905,412,176	-\$441,032,239	-32.2	49
Other General Merchandise Stores	4529	\$308,264,055	\$528,042,241	-\$219,778,186	-26.3	67
Miscellaneous Store Retailers	453	\$167,263,260	\$225,414,553	-\$58,151,293	-14.8	346
Florists	4531	\$7,977,838	\$7,182,574	\$795,264	5.2	43
Office Supplies, Stationery & Gift Stores	4532	\$39,256,969	\$43,620,046	-\$4,363,077	-5.3	80
Used Merchandise Stores	4533	\$18,084,963	\$27,185,083	-\$9,100,120	-20.1	50
Other Miscellaneous Store Retailers	4539	\$101,943,489	\$147,426,850	-\$45,483,361	-18.2	173
Nonstore Retailers	454	\$136,173,720	\$53,758,653	\$82,415,067	43.4	34
Electronic Shopping & Mail-Order Houses	4541	\$117,617,210	\$47,120,986	\$70,496,224	42.8	17
Vending Machine Operators	4542	\$2,084,491	\$1,246,469	\$838,022	25.2	4
Direct Selling Establishments	4543	\$16,472,019	\$5,391,198	\$11,080,821	50.7	12
Food Services & Drinking Places	722	\$502,115,703	\$651,410,107	-\$149,294,404	-12.9	1,012
Special Food Services	7223	\$9,937,416	\$5,933,659	\$4,003,757	25.2	17
Drinking Places - Alcoholic Beverages	7224	\$10,759,008	\$10,886,002	-\$126,994	-0.6	26
Restaurants/Other Eating Places	7225	\$481,419,278	\$634,590,447	-\$153,171,169	-13.7	969

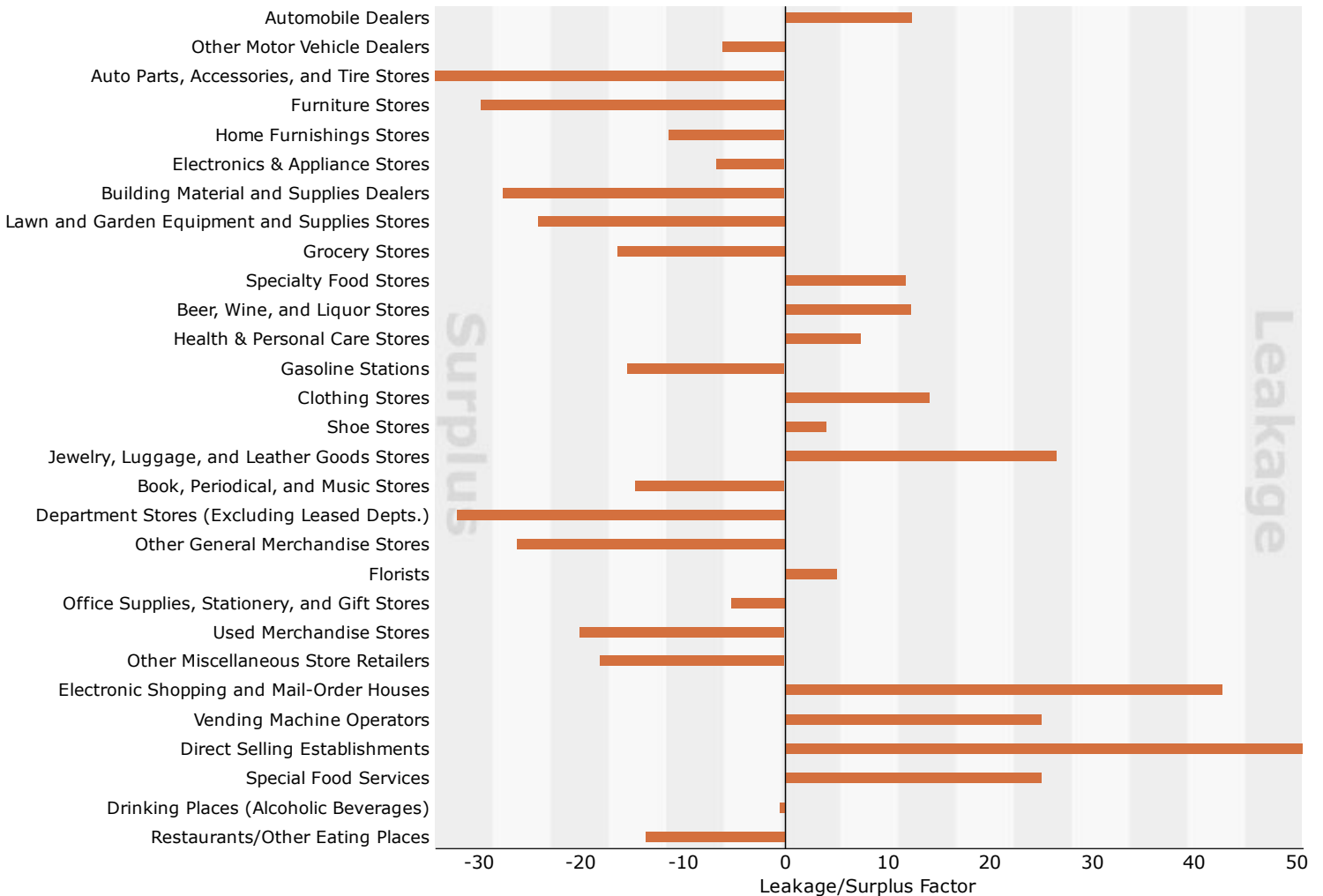
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

91763, Montclair, California  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 34.06660  
Longitude: -117.70792

## Summary Demographics

2017 Population	1,029,901
2017 Households	307,923
2017 Median Disposable Income	\$57,467
2017 Per Capita Income	\$29,256

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$13,399,021,519	\$14,699,470,647	-\$1,300,449,128	-4.6	7,019
Total Retail Trade	44-45	\$12,066,328,905	\$13,204,078,445	-\$1,137,749,540	-4.5	4,900
Total Food & Drink	722	\$1,332,692,614	\$1,495,392,202	-\$162,699,588	-5.8	2,119

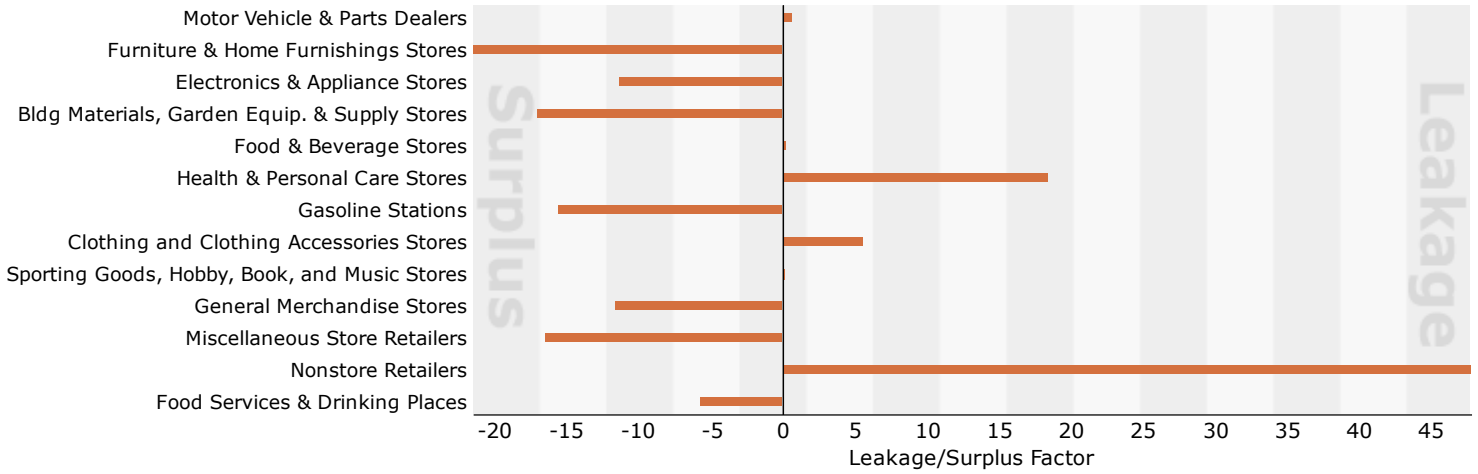
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,475,196,655	\$2,440,397,282	\$34,799,373	0.7	620
Automobile Dealers	4411	\$1,955,401,903	\$1,774,053,572	\$181,348,331	4.9	171
Other Motor Vehicle Dealers	4412	\$301,372,245	\$324,760,758	-\$23,388,513	-3.7	88
Auto Parts, Accessories & Tire Stores	4413	\$218,422,507	\$341,582,951	-\$123,160,444	-22.0	361
Furniture & Home Furnishings Stores	442	\$454,870,477	\$704,763,276	-\$249,892,799	-21.5	343
Furniture Stores	4421	\$235,119,472	\$484,487,696	-\$249,368,224	-34.7	155
Home Furnishings Stores	4422	\$219,751,005	\$220,275,579	-\$524,574	-0.1	188
Electronics & Appliance Stores	443	\$452,981,742	\$569,580,492	-\$116,598,750	-11.4	333
Bldg Materials, Garden Equip. & Supply Stores	444	\$742,460,586	\$1,048,817,601	-\$306,357,015	-17.1	469
Bldg Material & Supplies Dealers	4441	\$691,596,888	\$996,898,511	-\$305,301,623	-18.1	404
Lawn & Garden Equip & Supply Stores	4442	\$50,863,698	\$51,919,090	-\$1,055,392	-1.0	65
Food & Beverage Stores	445	\$1,946,964,721	\$1,936,566,072	\$10,398,649	0.3	583
Grocery Stores	4451	\$1,662,455,348	\$1,760,978,055	-\$98,522,707	-2.9	329
Specialty Food Stores	4452	\$137,700,627	\$96,030,482	\$41,670,145	17.8	151
Beer, Wine & Liquor Stores	4453	\$146,808,747	\$79,557,534	\$67,251,213	29.7	103
Health & Personal Care Stores	446,4461	\$826,565,092	\$568,264,587	\$258,300,505	18.5	361
Gasoline Stations	447,4471	\$1,053,098,031	\$1,443,025,978	-\$389,927,947	-15.6	255
Clothing & Clothing Accessories Stores	448	\$892,307,654	\$796,906,232	\$95,401,422	5.6	611
Clothing Stores	4481	\$633,436,983	\$547,505,878	\$85,931,105	7.3	389
Shoe Stores	4482	\$109,342,890	\$173,774,804	-\$64,431,914	-22.8	103
Jewelry, Luggage & Leather Goods Stores	4483	\$149,527,780	\$75,625,550	\$73,902,230	32.8	120
Sporting Goods, Hobby, Book & Music Stores	451	\$390,480,899	\$389,808,478	\$672,421	0.1	290
Sporting Goods/Hobby/Musical Instr Stores	4511	\$337,652,224	\$341,538,727	-\$3,886,503	-0.6	252
Book, Periodical & Music Stores	4512	\$52,828,676	\$48,269,751	\$4,558,925	4.5	38
General Merchandise Stores	452	\$2,022,556,113	\$2,555,815,680	-\$533,259,567	-11.6	240
Department Stores Excluding Leased Depts.	4521	\$1,218,587,675	\$1,453,747,627	-\$235,159,952	-8.8	84
Other General Merchandise Stores	4529	\$803,968,438	\$1,102,068,053	-\$298,099,615	-15.6	156
Miscellaneous Store Retailers	453	\$446,301,628	\$622,162,024	-\$175,860,396	-16.5	711
Florists	4531	\$23,111,261	\$11,431,871	\$11,679,390	33.8	72
Office Supplies, Stationery & Gift Stores	4532	\$104,094,816	\$118,646,247	-\$14,551,431	-6.5	167
Used Merchandise Stores	4533	\$48,163,069	\$45,263,902	\$2,899,167	3.1	83
Other Miscellaneous Store Retailers	4539	\$270,932,483	\$446,820,005	-\$175,887,522	-24.5	389
Nonstore Retailers	454	\$362,545,305	\$127,970,744	\$234,574,561	47.8	84
Electronic Shopping & Mail-Order Houses	4541	\$311,639,295	\$111,561,978	\$200,077,317	47.3	45
Vending Machine Operators	4542	\$5,400,873	\$2,824,017	\$2,576,856	31.3	15
Direct Selling Establishments	4543	\$45,505,137	\$13,584,749	\$31,920,388	54.0	24
Food Services & Drinking Places	722	\$1,332,692,614	\$1,495,392,202	-\$162,699,588	-5.8	2,119
Special Food Services	7223	\$27,061,511	\$15,050,589	\$12,010,922	28.5	34
Drinking Places - Alcoholic Beverages	7224	\$28,879,699	\$18,896,638	\$9,983,061	20.9	44
Restaurants/Other Eating Places	7225	\$1,276,751,405	\$1,461,444,975	-\$184,693,570	-6.7	2,041

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

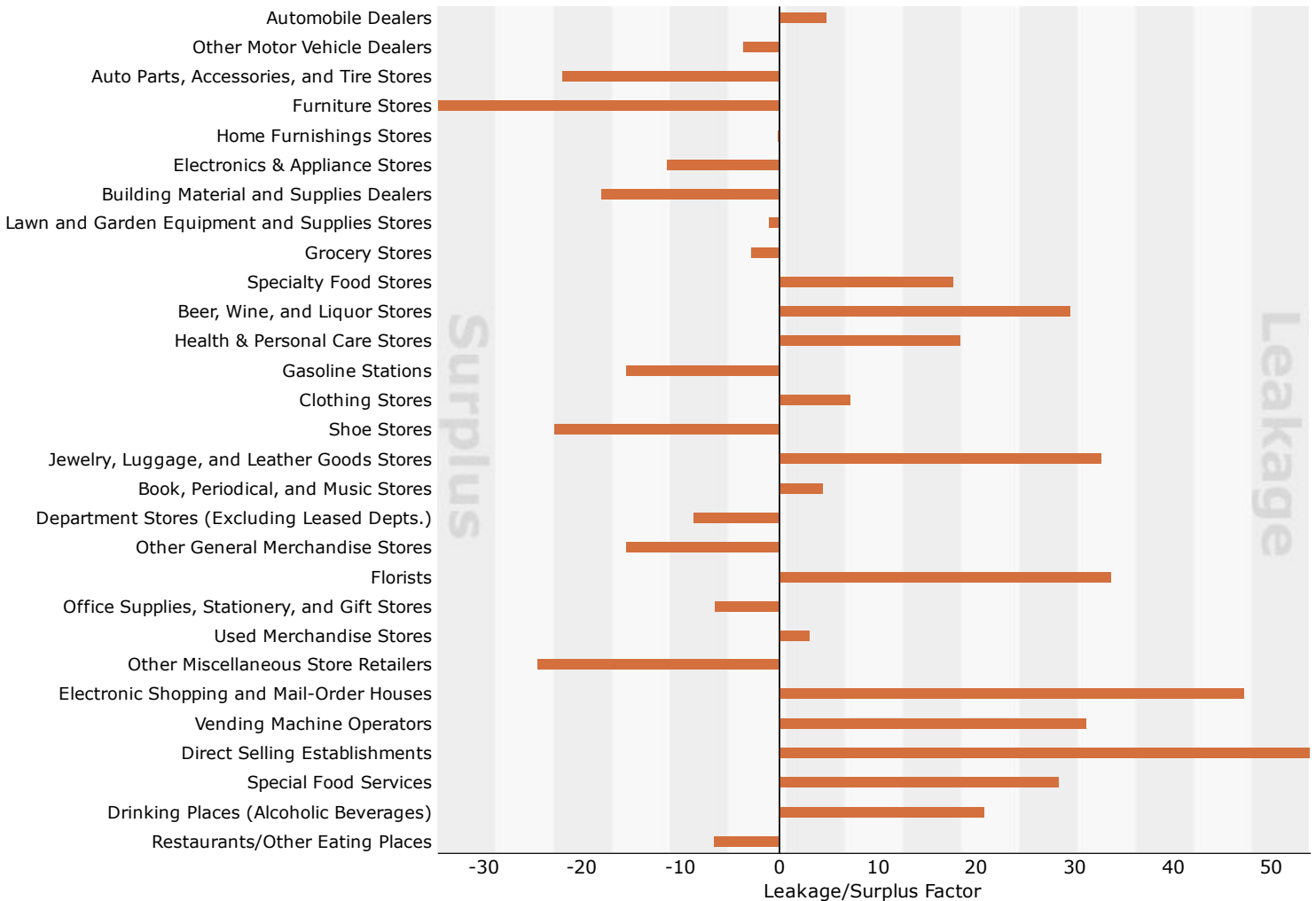
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July 26, 2017

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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