



Restaurant Market Potential

Montclair Place
 Montclair Plaza
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 34.08738
 Longitude: -117.69344

Demographic Summary	2017	2022
Population	187,570	194,858
Population 18+	140,994	148,047
Households	56,121	58,128
Median Household Income	\$56,005	\$60,730

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	101,259	71.8%	96
Went to family restaurant/steak house 4+ times/mo	37,628	26.7%	97
Spent at family rest/steak hse last 6 months: <\$31	9,342	6.6%	87
Spent at family rest/steak hse last 6 months: \$31-50	9,362	6.6%	77
Spent at family rest/steak hse last 6 months: \$51-100	20,967	14.9%	100
Spent at family rest/steak hse last 6 months: \$101-200	15,508	11.0%	98
Spent at family rest/steak hse last 6 months: \$201-300	5,867	4.2%	88
Spent at family rest/steak hse last 6 months: \$301+	7,885	5.6%	92
Family restaurant/steak house last 6 months: breakfast	18,771	13.3%	105
Family restaurant/steak house last 6 months: lunch	25,982	18.4%	97
Family restaurant/steak house last 6 months: dinner	57,656	40.9%	88
Family restaurant/steak house last 6 months: snack	3,190	2.3%	118
Family restaurant/steak house last 6 months: weekday	36,708	26.0%	84
Family restaurant/steak house last 6 months: weekend	58,189	41.3%	100
Fam rest/steak hse/6 months: Applebee`s	27,192	19.3%	85
Fam rest/steak hse/6 months: Bob Evans Farms	2,529	1.8%	49
Fam rest/steak hse/6 months: Buffalo Wild Wings	12,783	9.1%	95
Fam rest/steak hse/6 months: California Pizza Kitchen	7,363	5.2%	164
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	3,744	2.7%	80
Fam rest/steak hse/6 months: The Cheesecake Factory	10,721	7.6%	121
Fam rest/steak hse/6 months: Chili`s Grill & Bar	14,961	10.6%	96
Fam rest/steak hse/6 months: CiCi`s Pizza	6,626	4.7%	119
Fam rest/steak hse/6 months: Cracker Barrel	8,047	5.7%	55
Fam rest/steak hse/6 months: Denny`s	17,649	12.5%	141
Fam rest/steak hse/6 months: Golden Corral	8,024	5.7%	76
Fam rest/steak hse/6 months: IHOP	16,485	11.7%	111
Fam rest/steak hse/6 months: Logan`s Roadhouse	3,366	2.4%	64
Fam rest/steak hse/6 months: LongHorn Steakhouse	5,536	3.9%	80
Fam rest/steak hse/6 months: Olive Garden	22,350	15.9%	93
Fam rest/steak hse/6 months: Outback Steakhouse	10,168	7.2%	79
Fam rest/steak hse/6 months: Red Lobster	13,882	9.8%	86
Fam rest/steak hse/6 months: Red Robin	9,591	6.8%	105
Fam rest/steak hse/6 months: Ruby Tuesday	5,435	3.9%	67
Fam rest/steak hse/6 months: Texas Roadhouse	7,010	5.0%	62
Fam rest/steak hse/6 months: T.G.I. Friday`s	11,897	8.4%	121
Fam rest/steak hse/6 months: Waffle House	4,712	3.3%	61
Went to fast food/drive-in restaurant in last 6 mo	125,080	88.7%	98
Went to fast food/drive-in restaurant 9+ times/mo	56,650	40.2%	102
Spent at fast food/drive-in last 6 months: <\$11	5,904	4.2%	92
Spent at fast food/drive-in last 6 months: \$11-\$20	11,240	8.0%	96
Spent at fast food/drive-in last 6 months: \$21-\$40	17,622	12.5%	100
Spent at fast food/drive-in last 6 months: \$41-\$50	9,868	7.0%	90
Spent at fast food/drive-in last 6 months: \$51-\$100	22,046	15.6%	94
Spent at fast food/drive-in last 6 months: \$101-\$200	14,512	10.3%	94
Spent at fast food/drive-in last 6 months: \$201+	15,403	10.9%	110

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	49,184	34.9%	95
Fast food/drive-in last 6 months: home delivery	12,169	8.6%	112
Fast food/drive-in last 6 months: take-out/drive-thru	59,621	42.3%	92
Fast food/drive-in last 6 months: take-out/walk-in	27,586	19.6%	97
Fast food/drive-in last 6 months: breakfast	43,774	31.0%	95
Fast food/drive-in last 6 months: lunch	63,360	44.9%	91
Fast food/drive-in last 6 months: dinner	57,038	40.5%	90
Fast food/drive-in last 6 months: snack	16,380	11.6%	96
Fast food/drive-in last 6 months: weekday	74,608	52.9%	91
Fast food/drive-in last 6 months: weekend	65,339	46.3%	101
Fast food/drive-in last 6 months: A & W	3,045	2.2%	80
Fast food/drive-in last 6 months: Arby`s	13,364	9.5%	58
Fast food/drive-in last 6 months: Baskin-Robbins	7,334	5.2%	154
Fast food/drive-in last 6 months: Boston Market	5,669	4.0%	115
Fast food/drive-in last 6 months: Burger King	36,455	25.9%	87
Fast food/drive-in last 6 months: Captain D`s	3,045	2.2%	62
Fast food/drive-in last 6 months: Carl`s Jr.	19,379	13.7%	243
Fast food/drive-in last 6 months: Checkers	4,989	3.5%	112
Fast food/drive-in last 6 months: Chick-fil-A	19,517	13.8%	73
Fast food/drive-in last 6 months: Chipotle Mex. Grill	19,943	14.1%	119
Fast food/drive-in last 6 months: Chuck E. Cheese`s	6,214	4.4%	137
Fast food/drive-in last 6 months: Church`s Fr. Chicken	7,641	5.4%	152
Fast food/drive-in last 6 months: Cold Stone Creamery	3,864	2.7%	97
Fast food/drive-in last 6 months: Dairy Queen	12,005	8.5%	57
Fast food/drive-in last 6 months: Del Taco	10,267	7.3%	205
Fast food/drive-in last 6 months: Domino`s Pizza	19,986	14.2%	117
Fast food/drive-in last 6 months: Dunkin` Donuts	16,676	11.8%	94
Fast food/drive-in last 6 months: Hardee`s	3,457	2.5%	44
Fast food/drive-in last 6 months: Jack in the Box	23,680	16.8%	201
Fast food/drive-in last 6 months: KFC	26,518	18.8%	89
Fast food/drive-in last 6 months: Krispy Kreme	6,392	4.5%	91
Fast food/drive-in last 6 months: Little Caesars	20,142	14.3%	120
Fast food/drive-in last 6 months: Long John Silver`s	3,873	2.7%	62
Fast food/drive-in last 6 months: McDonald`s	70,697	50.1%	93
Went to Panda Express in last 6 months	20,282	14.4%	178
Fast food/drive-in last 6 months: Panera Bread	13,891	9.9%	85
Fast food/drive-in last 6 months: Papa John`s	10,682	7.6%	88
Fast food/drive-in last 6 months: Papa Murphy`s	5,077	3.6%	75
Fast food/drive-in last 6 months: Pizza Hut	25,449	18.0%	93
Fast food/drive-in last 6 months: Popeyes Chicken	13,506	9.6%	121
Fast food/drive-in last 6 months: Quiznos	3,345	2.4%	97
Fast food/drive-in last 6 months: Sonic Drive-In	10,456	7.4%	66
Fast food/drive-in last 6 months: Starbucks	27,683	19.6%	123
Fast food/drive-in last 6 months: Steak `n Shake	4,757	3.4%	64
Fast food/drive-in last 6 months: Subway	39,575	28.1%	91
Fast food/drive-in last 6 months: Taco Bell	42,249	30.0%	99
Fast food/drive-in last 6 months: Wendy`s	30,179	21.4%	79
Fast food/drive-in last 6 months: Whataburger	8,261	5.9%	133
Fast food/drive-in last 6 months: White Castle	4,166	3.0%	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 2017 and 2022.



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Went to fine dining restaurant last month	12,717	9.0%	84
Went to fine dining restaurant 3+ times last month	4,087	2.9%	94
Spent at fine dining rest in last 6 months: <\$51	2,373	1.7%	89
Spent at fine dining rest in last 6 months: \$51-\$100	4,461	3.2%	93
Spent at fine dining rest in last 6 months: \$101-\$200	3,266	2.3%	71
Spent at fine dining rest in last 6 months: \$201+	4,374	3.1%	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.

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September 25, 2017



Restaurant Market Potential

Montclair Place
 Montclair Plaza
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 34.08738
 Longitude: -117.69344

Demographic Summary	2017	2022
Population	475,979	492,861
Population 18+	353,486	370,561
Households	137,538	141,973
Median Household Income	\$57,556	\$62,679

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	253,996	71.9%	96
Went to family restaurant/steak house 4+ times/mo	94,386	26.7%	97
Spent at family rest/steak hse last 6 months: <\$31	22,998	6.5%	85
Spent at family rest/steak hse last 6 months: \$31-50	22,832	6.5%	75
Spent at family rest/steak hse last 6 months: \$51-100	54,246	15.3%	104
Spent at family rest/steak hse last 6 months: \$101-200	38,857	11.0%	98
Spent at family rest/steak hse last 6 months: \$201-300	14,769	4.2%	88
Spent at family rest/steak hse last 6 months: \$301+	20,714	5.9%	96
Family restaurant/steak house last 6 months: breakfast	46,538	13.2%	104
Family restaurant/steak house last 6 months: lunch	64,245	18.2%	95
Family restaurant/steak house last 6 months: dinner	143,515	40.6%	88
Family restaurant/steak house last 6 months: snack	7,920	2.2%	117
Family restaurant/steak house last 6 months: weekday	92,471	26.2%	85
Family restaurant/steak house last 6 months: weekend	145,733	41.2%	100
Fam rest/steak hse/6 months: Applebee`s	67,353	19.1%	84
Fam rest/steak hse/6 months: Bob Evans Farms	5,886	1.7%	45
Fam rest/steak hse/6 months: Buffalo Wild Wings	31,840	9.0%	94
Fam rest/steak hse/6 months: California Pizza Kitchen	19,737	5.6%	175
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	9,340	2.6%	80
Fam rest/steak hse/6 months: The Cheesecake Factory	26,235	7.4%	118
Fam rest/steak hse/6 months: Chili`s Grill & Bar	37,302	10.6%	95
Fam rest/steak hse/6 months: CiCi`s Pizza	15,510	4.4%	112
Fam rest/steak hse/6 months: Cracker Barrel	19,552	5.5%	53
Fam rest/steak hse/6 months: Denny`s	45,221	12.8%	144
Fam rest/steak hse/6 months: Golden Corral	18,623	5.3%	70
Fam rest/steak hse/6 months: IHOP	41,983	11.9%	113
Fam rest/steak hse/6 months: Logan`s Roadhouse	7,994	2.3%	61
Fam rest/steak hse/6 months: LongHorn Steakhouse	14,050	4.0%	81
Fam rest/steak hse/6 months: Olive Garden	55,122	15.6%	92
Fam rest/steak hse/6 months: Outback Steakhouse	26,490	7.5%	82
Fam rest/steak hse/6 months: Red Lobster	35,306	10.0%	87
Fam rest/steak hse/6 months: Red Robin	24,792	7.0%	108
Fam rest/steak hse/6 months: Ruby Tuesday	13,939	3.9%	68
Fam rest/steak hse/6 months: Texas Roadhouse	16,742	4.7%	59
Fam rest/steak hse/6 months: T.G.I. Friday`s	30,416	8.6%	124
Fam rest/steak hse/6 months: Waffle House	11,786	3.3%	61
Went to fast food/drive-in restaurant in last 6 mo	314,550	89.0%	99
Went to fast food/drive-in restaurant 9+ times/mo	141,249	40.0%	102
Spent at fast food/drive-in last 6 months: <\$11	15,753	4.5%	98
Spent at fast food/drive-in last 6 months: \$11-\$20	27,336	7.7%	93
Spent at fast food/drive-in last 6 months: \$21-\$40	45,501	12.9%	103
Spent at fast food/drive-in last 6 months: \$41-\$50	24,832	7.0%	90
Spent at fast food/drive-in last 6 months: \$51-\$100	56,169	15.9%	95
Spent at fast food/drive-in last 6 months: \$101-\$200	35,859	10.1%	92
Spent at fast food/drive-in last 6 months: \$201+	38,576	10.9%	110

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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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	120,726	34.2%	93
Fast food/drive-in last 6 months: home delivery	29,118	8.2%	107
Fast food/drive-in last 6 months: take-out/drive-thru	147,602	41.8%	91
Fast food/drive-in last 6 months: take-out/walk-in	69,127	19.6%	97
Fast food/drive-in last 6 months: breakfast	111,606	31.6%	96
Fast food/drive-in last 6 months: lunch	156,356	44.2%	89
Fast food/drive-in last 6 months: dinner	139,475	39.5%	88
Fast food/drive-in last 6 months: snack	40,139	11.4%	94
Fast food/drive-in last 6 months: weekday	184,497	52.2%	89
Fast food/drive-in last 6 months: weekend	162,886	46.1%	100
Fast food/drive-in last 6 months: A & W	7,397	2.1%	77
Fast food/drive-in last 6 months: Arby`s	31,179	8.8%	54
Fast food/drive-in last 6 months: Baskin-Robbins	18,739	5.3%	157
Fast food/drive-in last 6 months: Boston Market	13,646	3.9%	111
Fast food/drive-in last 6 months: Burger King	89,935	25.4%	86
Fast food/drive-in last 6 months: Captain D`s	7,608	2.2%	62
Fast food/drive-in last 6 months: Carl`s Jr.	51,159	14.5%	256
Fast food/drive-in last 6 months: Checkers	12,287	3.5%	110
Fast food/drive-in last 6 months: Chick-fil-A	46,437	13.1%	69
Fast food/drive-in last 6 months: Chipotle Mex. Grill	50,224	14.2%	119
Fast food/drive-in last 6 months: Chuck E. Cheese`s	16,323	4.6%	143
Fast food/drive-in last 6 months: Church`s Fr. Chicken	18,070	5.1%	143
Fast food/drive-in last 6 months: Cold Stone Creamery	9,350	2.6%	93
Fast food/drive-in last 6 months: Dairy Queen	28,252	8.0%	53
Fast food/drive-in last 6 months: Del Taco	27,712	7.8%	221
Fast food/drive-in last 6 months: Domino`s Pizza	47,959	13.6%	112
Fast food/drive-in last 6 months: Dunkin` Donuts	41,670	11.8%	94
Fast food/drive-in last 6 months: Hardee`s	8,226	2.3%	41
Fast food/drive-in last 6 months: Jack in the Box	60,463	17.1%	205
Fast food/drive-in last 6 months: KFC	65,211	18.4%	88
Fast food/drive-in last 6 months: Krispy Kreme	16,501	4.7%	94
Fast food/drive-in last 6 months: Little Caesars	47,978	13.6%	114
Fast food/drive-in last 6 months: Long John Silver`s	8,985	2.5%	58
Fast food/drive-in last 6 months: McDonald`s	175,555	49.7%	93
Went to Panda Express in last 6 months	51,757	14.6%	181
Fast food/drive-in last 6 months: Panera Bread	35,554	10.1%	87
Fast food/drive-in last 6 months: Papa John`s	26,119	7.4%	86
Fast food/drive-in last 6 months: Papa Murphy`s	11,799	3.3%	69
Fast food/drive-in last 6 months: Pizza Hut	61,538	17.4%	90
Fast food/drive-in last 6 months: Popeyes Chicken	32,612	9.2%	117
Fast food/drive-in last 6 months: Quiznos	8,253	2.3%	96
Fast food/drive-in last 6 months: Sonic Drive-In	24,363	6.9%	62
Fast food/drive-in last 6 months: Starbucks	70,093	19.8%	124
Fast food/drive-in last 6 months: Steak `n Shake	11,306	3.2%	60
Fast food/drive-in last 6 months: Subway	98,765	27.9%	90
Fast food/drive-in last 6 months: Taco Bell	101,721	28.8%	95
Fast food/drive-in last 6 months: Wendy`s	72,465	20.5%	76
Fast food/drive-in last 6 months: Whataburger	18,494	5.2%	119
Fast food/drive-in last 6 months: White Castle	10,752	3.0%	96

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Montclair Plaza
Ring: 5 mile radius

Prepared by Esri
Latitude: 34.08738
Longitude: -117.69344

Went to fine dining restaurant last month	33,877	9.6%	90
Went to fine dining restaurant 3+ times last month	10,381	2.9%	95
Spent at fine dining rest in last 6 months: <\$51	5,904	1.7%	88
Spent at fine dining rest in last 6 months: \$51-\$100	11,573	3.3%	97
Spent at fine dining rest in last 6 months: \$101-\$200	8,670	2.5%	75
Spent at fine dining rest in last 6 months: \$201+	11,454	3.2%	97

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Restaurant Market Potential

Montclair Place
 Montclair Plaza
 Ring: 10 mile radius

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 Latitude: 34.08738
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Demographic Summary	2017	2022
Population	985,607	1,022,842
Population 18+	751,818	789,695
Households	294,834	304,861
Median Household Income	\$72,239	\$79,272

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	559,351	74.4%	99
Went to family restaurant/steak house 4+ times/mo	207,417	27.6%	101
Spent at family rest/steak hse last 6 months: <\$31	46,769	6.2%	81
Spent at family rest/steak hse last 6 months: \$31-50	53,245	7.1%	82
Spent at family rest/steak hse last 6 months: \$51-100	114,353	15.2%	103
Spent at family rest/steak hse last 6 months: \$101-200	89,615	11.9%	107
Spent at family rest/steak hse last 6 months: \$201-300	36,614	4.9%	103
Spent at family rest/steak hse last 6 months: \$301+	51,547	6.9%	112
Family restaurant/steak house last 6 months: breakfast	99,601	13.2%	104
Family restaurant/steak house last 6 months: lunch	142,094	18.9%	99
Family restaurant/steak house last 6 months: dinner	337,924	44.9%	97
Family restaurant/steak house last 6 months: snack	15,319	2.0%	107
Family restaurant/steak house last 6 months: weekday	218,415	29.1%	94
Family restaurant/steak house last 6 months: weekend	324,739	43.2%	104
Fam rest/steak hse/6 months: Applebee`s	149,931	19.9%	88
Fam rest/steak hse/6 months: Bob Evans Farms	15,556	2.1%	56
Fam rest/steak hse/6 months: Buffalo Wild Wings	73,922	9.8%	103
Fam rest/steak hse/6 months: California Pizza Kitchen	41,338	5.5%	173
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	24,871	3.3%	100
Fam rest/steak hse/6 months: The Cheesecake Factory	65,037	8.7%	138
Fam rest/steak hse/6 months: Chili`s Grill & Bar	88,943	11.8%	107
Fam rest/steak hse/6 months: CiCi`s Pizza	28,533	3.8%	96
Fam rest/steak hse/6 months: Cracker Barrel	53,891	7.2%	69
Fam rest/steak hse/6 months: Denny`s	84,211	11.2%	126
Fam rest/steak hse/6 months: Golden Corral	37,758	5.0%	67
Fam rest/steak hse/6 months: IHOP	91,326	12.1%	116
Fam rest/steak hse/6 months: Logan`s Roadhouse	17,016	2.3%	61
Fam rest/steak hse/6 months: LongHorn Steakhouse	32,211	4.3%	88
Fam rest/steak hse/6 months: Olive Garden	128,455	17.1%	101
Fam rest/steak hse/6 months: Outback Steakhouse	68,215	9.1%	99
Fam rest/steak hse/6 months: Red Lobster	77,368	10.3%	90
Fam rest/steak hse/6 months: Red Robin	58,536	7.8%	120
Fam rest/steak hse/6 months: Ruby Tuesday	35,651	4.7%	82
Fam rest/steak hse/6 months: Texas Roadhouse	44,826	6.0%	74
Fam rest/steak hse/6 months: T.G.I. Friday`s	64,158	8.5%	123
Fam rest/steak hse/6 months: Waffle House	26,854	3.6%	65
Went to fast food/drive-in restaurant in last 6 mo	672,358	89.4%	99
Went to fast food/drive-in restaurant 9+ times/mo	301,962	40.2%	102
Spent at fast food/drive-in last 6 months: <\$11	31,099	4.1%	91
Spent at fast food/drive-in last 6 months: \$11-\$20	57,308	7.6%	91
Spent at fast food/drive-in last 6 months: \$21-\$40	93,520	12.4%	99
Spent at fast food/drive-in last 6 months: \$41-\$50	54,751	7.3%	94
Spent at fast food/drive-in last 6 months: \$51-\$100	124,458	16.6%	99
Spent at fast food/drive-in last 6 months: \$101-\$200	79,851	10.6%	97
Spent at fast food/drive-in last 6 months: \$201+	85,126	11.3%	114

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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

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	262,865	35.0%	96
Fast food/drive-in last 6 months: home delivery	60,084	8.0%	104
Fast food/drive-in last 6 months: take-out/drive-thru	331,272	44.1%	96
Fast food/drive-in last 6 months: take-out/walk-in	156,238	20.8%	103
Fast food/drive-in last 6 months: breakfast	239,983	31.9%	97
Fast food/drive-in last 6 months: lunch	354,496	47.2%	95
Fast food/drive-in last 6 months: dinner	319,230	42.5%	94
Fast food/drive-in last 6 months: snack	92,141	12.3%	102
Fast food/drive-in last 6 months: weekday	418,109	55.6%	95
Fast food/drive-in last 6 months: weekend	348,511	46.4%	101
Fast food/drive-in last 6 months: A & W	14,504	1.9%	71
Fast food/drive-in last 6 months: Arby`s	77,513	10.3%	63
Fast food/drive-in last 6 months: Baskin-Robbins	39,117	5.2%	154
Fast food/drive-in last 6 months: Boston Market	30,768	4.1%	117
Fast food/drive-in last 6 months: Burger King	194,016	25.8%	87
Fast food/drive-in last 6 months: Captain D`s	15,345	2.0%	58
Fast food/drive-in last 6 months: Carl`s Jr.	88,133	11.7%	207
Fast food/drive-in last 6 months: Checkers	21,807	2.9%	92
Fast food/drive-in last 6 months: Chick-fil-A	128,460	17.1%	90
Fast food/drive-in last 6 months: Chipotle Mex. Grill	118,480	15.8%	132
Fast food/drive-in last 6 months: Chuck E. Cheese`s	29,854	4.0%	123
Fast food/drive-in last 6 months: Church`s Fr. Chicken	29,230	3.9%	109
Fast food/drive-in last 6 months: Cold Stone Creamery	23,744	3.2%	111
Fast food/drive-in last 6 months: Dairy Queen	72,382	9.6%	64
Fast food/drive-in last 6 months: Del Taco	49,980	6.6%	187
Fast food/drive-in last 6 months: Domino`s Pizza	96,522	12.8%	106
Fast food/drive-in last 6 months: Dunkin` Donuts	101,219	13.5%	107
Fast food/drive-in last 6 months: Hardee`s	18,564	2.5%	44
Fast food/drive-in last 6 months: Jack in the Box	110,050	14.6%	175
Fast food/drive-in last 6 months: KFC	138,517	18.4%	87
Fast food/drive-in last 6 months: Krispy Kreme	36,522	4.9%	98
Fast food/drive-in last 6 months: Little Caesars	91,074	12.1%	102
Fast food/drive-in last 6 months: Long John Silver`s	18,776	2.5%	56
Fast food/drive-in last 6 months: McDonald`s	378,862	50.4%	94
Went to Panda Express in last 6 months	101,937	13.6%	168
Fast food/drive-in last 6 months: Panera Bread	96,278	12.8%	111
Fast food/drive-in last 6 months: Papa John`s	59,951	8.0%	93
Fast food/drive-in last 6 months: Papa Murphy`s	28,195	3.8%	78
Fast food/drive-in last 6 months: Pizza Hut	124,343	16.5%	86
Fast food/drive-in last 6 months: Popeyes Chicken	63,868	8.5%	107
Fast food/drive-in last 6 months: Quiznos	18,954	2.5%	103
Fast food/drive-in last 6 months: Sonic Drive-In	59,375	7.9%	71
Fast food/drive-in last 6 months: Starbucks	160,388	21.3%	134
Fast food/drive-in last 6 months: Steak `n Shake	28,137	3.7%	70
Fast food/drive-in last 6 months: Subway	220,910	29.4%	95
Fast food/drive-in last 6 months: Taco Bell	218,201	29.0%	96
Fast food/drive-in last 6 months: Wendy`s	170,854	22.7%	84
Fast food/drive-in last 6 months: Whataburger	36,926	4.9%	112
Fast food/drive-in last 6 months: White Castle	21,832	2.9%	92

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Restaurant Market Potential

Montclair Place
Montclair Plaza
Ring: 10 mile radius

Prepared by Esri
Latitude: 34.08738
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Went to fine dining restaurant last month	85,844	11.4%	107
Went to fine dining restaurant 3+ times last month	25,435	3.4%	109
Spent at fine dining rest in last 6 months: <\$51	13,190	1.8%	93
Spent at fine dining rest in last 6 months: \$51-\$100	25,880	3.4%	102
Spent at fine dining rest in last 6 months: \$101-\$200	24,801	3.3%	101
Spent at fine dining rest in last 6 months: \$201+	30,007	4.0%	119

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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September 25, 2017