



Retail 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/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	68,509	48.6%	102
Bought any women's clothing in last 12 months	58,884	41.8%	96
Bought clothing for child <13 years in last 6 months	42,401	30.1%	109
Bought any shoes in last 12 months	77,688	55.1%	102
Bought costume jewelry in last 12 months	27,044	19.2%	101
Bought any fine jewelry in last 12 months	26,564	18.8%	104
Bought a watch in last 12 months	20,968	14.9%	98
Automobiles (Households)			
HH owns/leases any vehicle	46,039	82.0%	96
HH bought/leased new vehicle last 12 mo	4,992	8.9%	90
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	114,330	81.1%	95
Bought/changed motor oil in last 12 months	62,890	44.6%	92
Had tune-up in last 12 months	41,077	29.1%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	98,869	70.1%	105
Drank regular cola in last 6 months	68,883	48.9%	111
Drank beer/ale in last 6 months	60,977	43.2%	102
Cameras (Adults)			
Own digital point & shoot camera/camcorder	25,702	18.2%	86
Own digital SLR camera/camcorder	8,932	6.3%	76
Printed digital photos in last 12 months	19,708	14.0%	101
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	51,932	36.8%	102
Have a smartphone	98,331	69.7%	104
Have a smartphone: Android phone (any brand)	52,339	37.1%	116
Have a smartphone: Apple iPhone	39,425	28.0%	91
Number of cell phones in household: 1	15,340	27.3%	85
Number of cell phones in household: 2	18,856	33.6%	89
Number of cell phones in household: 3+	19,744	35.2%	135
HH has cell phone only (no landline telephone)	27,850	49.6%	110
Computers (Households)			
HH owns a computer	41,017	73.1%	96
HH owns desktop computer	22,491	40.1%	94
HH owns laptop/notebook	29,867	53.2%	96
HH owns any Apple/Mac brand computer	8,996	16.0%	104
HH owns any PC/non-Apple brand computer	35,514	63.3%	95
HH purchased most recent computer in a store	19,043	33.9%	91
HH purchased most recent computer online	6,371	11.4%	87
Spent <\$500 on most recent home computer	7,350	13.1%	86
Spent \$500-\$999 on most recent home computer	8,995	16.0%	88
Spent \$1,000-\$1,499 on most recent home computer	4,414	7.9%	86
Spent \$1,500-\$1,999 on most recent home computer	2,154	3.8%	90
Spent \$2,000+ on most recent home computer	1,804	3.2%	90

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	71,999	51.1%	102
Bought brewed coffee at convenience store in last 30 days	21,997	15.6%	100
Bought cigarettes at convenience store in last 30 days	13,846	9.8%	81
Bought gas at convenience store in last 30 days	37,121	26.3%	78
Spent at convenience store in last 30 days: <\$20	10,963	7.8%	99
Spent at convenience store in last 30 days: \$20-\$39	13,701	9.7%	106
Spent at convenience store in last 30 days: \$40-\$50	10,473	7.4%	98
Spent at convenience store in last 30 days: \$51-\$99	6,132	4.3%	94
Spent at convenience store in last 30 days: \$100+	26,699	18.9%	81
Entertainment (Adults)			
Attended a movie in last 6 months	84,667	60.1%	102
Went to live theater in last 12 months	17,256	12.2%	94
Went to a bar/night club in last 12 months	22,147	15.7%	93
Dined out in last 12 months	57,042	40.5%	90
Gambled at a casino in last 12 months	21,307	15.1%	109
Visited a theme park in last 12 months	30,144	21.4%	120
Viewed movie (video-on-demand) in last 30 days	21,713	15.4%	84
Viewed TV show (video-on-demand) in last 30 days	16,360	11.6%	88
Watched any pay-per-view TV in last 12 months	18,244	12.9%	104
Downloaded a movie over the Internet in last 30 days	12,750	9.0%	109
Downloaded any individual song in last 6 months	29,797	21.1%	100
Watched a movie online in the last 30 days	27,865	19.8%	105
Watched a TV program online in last 30 days	22,782	16.2%	95
Played a video/electronic game (console) in last 12 months	14,745	10.5%	105
Played a video/electronic game (portable) in last 12 months	6,683	4.7%	105
Financial (Adults)			
Have home mortgage (1st)	36,387	25.8%	84
Used ATM/cash machine in last 12 months	67,701	48.0%	97
Own any stock	7,987	5.7%	78
Own U.S. savings bond	5,253	3.7%	72
Own shares in mutual fund (stock)	7,857	5.6%	76
Own shares in mutual fund (bonds)	5,302	3.8%	75
Have interest checking account	29,645	21.0%	77
Have non-interest checking account	37,184	26.4%	90
Have savings account	70,628	50.1%	92
Have 401K retirement savings plan	16,928	12.0%	82
Own/used any credit/debit card in last 12 months	99,663	70.7%	94
Avg monthly credit card expenditures: <\$111	16,079	11.4%	95
Avg monthly credit card expenditures: \$111-\$225	9,572	6.8%	96
Avg monthly credit card expenditures: \$226-\$450	8,470	6.0%	91
Avg monthly credit card expenditures: \$451-\$700	6,579	4.7%	88
Avg monthly credit card expenditures: \$701-\$1,000	4,844	3.4%	74
Avg monthly credit card expenditures: \$1,001+	10,340	7.3%	79
Did banking online in last 12 months	43,592	30.9%	85
Did banking on mobile device in last 12 months	22,763	16.1%	93
Paid bills online in last 12 months	59,376	42.1%	94

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	38,605	68.8%	99
Used bread in last 6 months	52,530	93.6%	100
Used chicken (fresh or frozen) in last 6 months	40,091	71.4%	103
Used turkey (fresh or frozen) in last 6 months	8,393	15.0%	94
Used fish/seafood (fresh or frozen) in last 6 months	31,907	56.9%	104
Used fresh fruit/vegetables in last 6 months	48,377	86.2%	100
Used fresh milk in last 6 months	48,371	86.2%	99
Used organic food in last 6 months	12,806	22.8%	111
Health (Adults)			
Exercise at home 2+ times per week	41,074	29.1%	101
Exercise at club 2+ times per week	19,853	14.1%	105
Visited a doctor in last 12 months	100,502	71.3%	94
Used vitamin/dietary supplement in last 6 months	73,390	52.1%	99
Home (Households)			
Any home improvement in last 12 months	12,499	22.3%	82
Used housekeeper/maid/professional HH cleaning service in last 12	7,152	12.7%	95
Purchased low ticket HH furnishings in last 12 months	7,874	14.0%	86
Purchased big ticket HH furnishings in last 12 months	11,181	19.9%	93
Bought any small kitchen appliance in last 12 months	11,680	20.8%	94
Bought any large kitchen appliance in last 12 months	6,488	11.6%	91
Insurance (Adults/Households)			
Currently carry life insurance	46,366	32.9%	76
Carry medical/hospital/accident insurance	88,771	63.0%	91
Carry homeowner insurance	50,822	36.0%	77
Carry renter's insurance	11,790	8.4%	96
Have auto insurance: 1 vehicle in household covered	17,409	31.0%	100
Have auto insurance: 2 vehicles in household covered	14,766	26.3%	92
Have auto insurance: 3+ vehicles in household covered	11,095	19.8%	91
Pets (Households)			
Household owns any pet	28,532	50.8%	94
Household owns any cat	9,890	17.6%	78
Household owns any dog	22,087	39.4%	95
Psychographics (Adults)			
Buying American is important to me	47,580	33.7%	81
Usually buy items on credit rather than wait	17,507	12.4%	101
Usually buy based on quality - not price	26,255	18.6%	101
Price is usually more important than brand name	36,731	26.1%	98
Usually use coupons for brands I buy often	21,878	15.5%	85
Am interested in how to help the environment	29,497	20.9%	127
Usually pay more for environ safe product	22,693	16.1%	120
Usually value green products over convenience	19,048	13.5%	125
Likely to buy a brand that supports a charity	47,708	33.8%	97
Reading (Adults)			
Bought digital book in last 12 months	16,055	11.4%	80
Bought hardcover book in last 12 months	25,789	18.3%	89
Bought paperback book in last 12 month	37,929	26.9%	90
Read any daily newspaper (paper version)	26,334	18.7%	77
Read any digital newspaper in last 30 days	40,285	28.6%	84
Read any magazine (paper/electronic version) in last 6 months	123,866	87.9%	97

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	101,259	71.8%	96
Went to family restaurant/steak house: 4+ times a month	37,628	26.7%	97
Went to fast food/drive-in restaurant in last 6 months	125,080	88.7%	98
Went to fast food/drive-in restaurant 9+ times/mo	56,650	40.2%	102
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
Television & Electronics (Adults/Households)			
Own any tablet	42,906	30.4%	90
Own any e-reader	8,610	6.1%	70
Own e-reader/tablet: iPad	27,499	19.5%	95
HH has Internet connectable TV	10,096	18.0%	89
Own any portable MP3 player	38,180	27.1%	97
HH owns 1 TV	12,869	22.9%	111
HH owns 2 TVs	13,533	24.1%	93
HH owns 3 TVs	11,465	20.4%	95
HH owns 4+ TVs	9,094	16.2%	89
HH subscribes to cable TV	25,264	45.0%	94
HH subscribes to fiber optic	5,870	10.5%	131
HH owns portable GPS navigation device	12,532	22.3%	82
HH purchased video game system in last 12 mos	6,684	11.9%	154
HH owns Internet video device for TV	6,105	10.9%	98
Travel (Adults)			
Domestic travel in last 12 months	60,066	42.6%	84
Took 3+ domestic non-business trips in last 12 months	13,063	9.3%	83
Spent on domestic vacations in last 12 months: <\$1,000	12,871	9.1%	88
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	6,770	4.8%	84
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,706	2.6%	71
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,143	2.9%	77
Spent on domestic vacations in last 12 months: \$3,000+	6,054	4.3%	75
Domestic travel in the 12 months: used general travel website	8,621	6.1%	87
Foreign travel in last 3 years	37,388	26.5%	109
Took 3+ foreign trips by plane in last 3 years	6,324	4.5%	102
Spent on foreign vacations in last 12 months: <\$1,000	6,469	4.6%	108
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	5,493	3.9%	112
Spent on foreign vacations in last 12 months: \$3,000+	7,030	5.0%	99
Foreign travel in last 3 years: used general travel website	8,751	6.2%	108
Nights spent in hotel/motel in last 12 months: any	48,930	34.7%	84
Took cruise of more than one day in last 3 years	9,169	6.5%	81
Member of any frequent flyer program	18,908	13.4%	82
Member of any hotel rewards program	16,164	11.5%	77

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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/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	172,572	48.8%	102
Bought any women's clothing in last 12 months	150,656	42.6%	98
Bought clothing for child <13 years in last 6 months	110,647	31.3%	114
Bought any shoes in last 12 months	196,197	55.5%	103
Bought costume jewelry in last 12 months	68,288	19.3%	101
Bought any fine jewelry in last 12 months	66,389	18.8%	104
Bought a watch in last 12 months	52,938	15.0%	98
Automobiles (Households)			
HH owns/leases any vehicle	114,080	82.9%	97
HH bought/leased new vehicle last 12 mo	12,857	9.3%	95
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	287,354	81.3%	96
Bought/changed motor oil in last 12 months	156,447	44.3%	92
Had tune-up in last 12 months	102,291	28.9%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	249,835	70.7%	106
Drank regular cola in last 6 months	172,000	48.7%	110
Drank beer/ale in last 6 months	149,893	42.4%	100
Cameras (Adults)			
Own digital point & shoot camera/camcorder	62,451	17.7%	83
Own digital SLR camera/camcorder	22,702	6.4%	77
Printed digital photos in last 12 months	49,077	13.9%	100
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	129,613	36.7%	101
Have a smartphone	244,469	69.2%	103
Have a smartphone: Android phone (any brand)	128,425	36.3%	114
Have a smartphone: Apple iPhone	98,861	28.0%	91
Number of cell phones in household: 1	36,112	26.3%	82
Number of cell phones in household: 2	46,638	33.9%	90
Number of cell phones in household: 3+	49,546	36.0%	138
HH has cell phone only (no landline telephone)	66,308	48.2%	106
Computers (Households)			
HH owns a computer	100,786	73.3%	96
HH owns desktop computer	55,384	40.3%	94
HH owns laptop/notebook	73,777	53.6%	97
HH owns any Apple/Mac brand computer	22,316	16.2%	105
HH owns any PC/non-Apple brand computer	87,047	63.3%	95
HH purchased most recent computer in a store	47,140	34.3%	92
HH purchased most recent computer online	15,622	11.4%	87
Spent <\$500 on most recent home computer	17,546	12.8%	83
Spent \$500-\$999 on most recent home computer	22,323	16.2%	89
Spent \$1,000-\$1,499 on most recent home computer	11,030	8.0%	88
Spent \$1,500-\$1,999 on most recent home computer	5,278	3.8%	90
Spent \$2,000+ on most recent home computer	4,721	3.4%	96

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	178,527	50.5%	101
Bought brewed coffee at convenience store in last 30 days	56,002	15.8%	102
Bought cigarettes at convenience store in last 30 days	32,406	9.2%	76
Bought gas at convenience store in last 30 days	88,127	24.9%	74
Spent at convenience store in last 30 days: <\$20	27,406	7.8%	98
Spent at convenience store in last 30 days: \$20-\$39	33,926	9.6%	105
Spent at convenience store in last 30 days: \$40-\$50	25,899	7.3%	97
Spent at convenience store in last 30 days: \$51-\$99	15,911	4.5%	97
Spent at convenience store in last 30 days: \$100+	65,102	18.4%	78
Entertainment (Adults)			
Attended a movie in last 6 months	211,143	59.7%	101
Went to live theater in last 12 months	42,647	12.1%	93
Went to a bar/night club in last 12 months	54,782	15.5%	92
Dined out in last 12 months	143,165	40.5%	90
Gambled at a casino in last 12 months	54,368	15.4%	111
Visited a theme park in last 12 months	76,468	21.6%	121
Viewed movie (video-on-demand) in last 30 days	54,270	15.4%	84
Viewed TV show (video-on-demand) in last 30 days	40,613	11.5%	87
Watched any pay-per-view TV in last 12 months	46,055	13.0%	105
Downloaded a movie over the Internet in last 30 days	30,923	8.7%	106
Downloaded any individual song in last 6 months	74,068	21.0%	99
Watched a movie online in the last 30 days	66,924	18.9%	101
Watched a TV program online in last 30 days	54,691	15.5%	91
Played a video/electronic game (console) in last 12 months	34,505	9.8%	98
Played a video/electronic game (portable) in last 12 months	15,698	4.4%	99
Financial (Adults)			
Have home mortgage (1st)	92,431	26.1%	85
Used ATM/cash machine in last 12 months	168,791	47.8%	96
Own any stock	19,954	5.6%	78
Own U.S. savings bond	13,852	3.9%	76
Own shares in mutual fund (stock)	20,012	5.7%	77
Own shares in mutual fund (bonds)	13,632	3.9%	77
Have interest checking account	75,388	21.3%	79
Have non-interest checking account	92,772	26.2%	89
Have savings account	176,910	50.0%	92
Have 401K retirement savings plan	42,555	12.0%	82
Own/used any credit/debit card in last 12 months	251,790	71.2%	94
Avg monthly credit card expenditures: <\$111	39,383	11.1%	93
Avg monthly credit card expenditures: \$111-\$225	23,869	6.8%	95
Avg monthly credit card expenditures: \$226-\$450	22,072	6.2%	95
Avg monthly credit card expenditures: \$451-\$700	16,774	4.7%	89
Avg monthly credit card expenditures: \$701-\$1,000	12,510	3.5%	77
Avg monthly credit card expenditures: \$1,001+	27,558	7.8%	84
Did banking online in last 12 months	108,687	30.7%	84
Did banking on mobile device in last 12 months	54,605	15.4%	89
Paid bills online in last 12 months	147,408	41.7%	93

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	94,827	68.9%	99
Used bread in last 6 months	128,901	93.7%	100
Used chicken (fresh or frozen) in last 6 months	98,600	71.7%	104
Used turkey (fresh or frozen) in last 6 months	20,099	14.6%	92
Used fish/seafood (fresh or frozen) in last 6 months	78,591	57.1%	105
Used fresh fruit/vegetables in last 6 months	119,112	86.6%	100
Used fresh milk in last 6 months	118,291	86.0%	98
Used organic food in last 6 months	31,604	23.0%	112
Health (Adults)			
Exercise at home 2+ times per week	102,948	29.1%	101
Exercise at club 2+ times per week	50,339	14.2%	107
Visited a doctor in last 12 months	253,566	71.7%	95
Used vitamin/dietary supplement in last 6 months	184,317	52.1%	99
Home (Households)			
Any home improvement in last 12 months	31,483	22.9%	84
Used housekeeper/maid/professional HH cleaning service in last 12	19,075	13.9%	104
Purchased low ticket HH furnishings in last 12 months	19,777	14.4%	88
Purchased big ticket HH furnishings in last 12 months	27,701	20.1%	94
Bought any small kitchen appliance in last 12 months	28,285	20.6%	93
Bought any large kitchen appliance in last 12 months	16,241	11.8%	93
Insurance (Adults/Households)			
Currently carry life insurance	116,250	32.9%	76
Carry medical/hospital/accident insurance	224,806	63.6%	92
Carry homeowner insurance	130,337	36.9%	79
Carry renter's insurance	27,805	7.9%	90
Have auto insurance: 1 vehicle in household covered	40,820	29.7%	95
Have auto insurance: 2 vehicles in household covered	37,501	27.3%	95
Have auto insurance: 3+ vehicles in household covered	28,071	20.4%	94
Pets (Households)			
Household owns any pet	70,813	51.5%	95
Household owns any cat	23,856	17.3%	77
Household owns any dog	55,252	40.2%	97
Psychographics (Adults)			
Buying American is important to me	119,060	33.7%	81
Usually buy items on credit rather than wait	44,661	12.6%	103
Usually buy based on quality - not price	67,173	19.0%	103
Price is usually more important than brand name	91,710	25.9%	97
Usually use coupons for brands I buy often	53,155	15.0%	83
Am interested in how to help the environment	75,276	21.3%	129
Usually pay more for environ safe product	56,353	15.9%	119
Usually value green products over convenience	46,655	13.2%	122
Likely to buy a brand that supports a charity	120,027	34.0%	97
Reading (Adults)			
Bought digital book in last 12 months	40,514	11.5%	81
Bought hardcover book in last 12 months	64,563	18.3%	89
Bought paperback book in last 12 month	96,463	27.3%	92
Read any daily newspaper (paper version)	65,890	18.6%	77
Read any digital newspaper in last 30 days	99,796	28.2%	83
Read any magazine (paper/electronic version) in last 6 months	310,071	87.7%	97

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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.



Retail Market Potential

Montclair Place
 Montclair Plaza
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 34.08738
 Longitude: -117.69344

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	253,996	71.9%	96
Went to family restaurant/steak house: 4+ times a month	94,386	26.7%	97
Went to fast food/drive-in restaurant in last 6 months	314,550	89.0%	99
Went to fast food/drive-in restaurant 9+ times/mo	141,249	40.0%	102
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
Television & Electronics (Adults/Households)			
Own any tablet	109,072	30.9%	92
Own any e-reader	22,035	6.2%	72
Own e-reader/tablet: iPad	70,909	20.1%	97
HH has Internet connectable TV	25,532	18.6%	92
Own any portable MP3 player	95,210	26.9%	96
HH owns 1 TV	30,655	22.3%	107
HH owns 2 TVs	32,508	23.6%	91
HH owns 3 TVs	28,899	21.0%	98
HH owns 4+ TVs	23,098	16.8%	92
HH subscribes to cable TV	60,539	44.0%	92
HH subscribes to fiber optic	14,759	10.7%	134
HH owns portable GPS navigation device	30,658	22.3%	82
HH purchased video game system in last 12 mos	16,975	12.3%	160
HH owns Internet video device for TV	14,886	10.8%	98
Travel (Adults)			
Domestic travel in last 12 months	149,590	42.3%	83
Took 3+ domestic non-business trips in last 12 months	32,702	9.3%	83
Spent on domestic vacations in last 12 months: <\$1,000	31,118	8.8%	85
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	17,462	4.9%	87
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	9,555	2.7%	73
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	10,200	2.9%	76
Spent on domestic vacations in last 12 months: \$3,000+	15,875	4.5%	78
Domestic travel in the 12 months: used general travel website	21,639	6.1%	88
Foreign travel in last 3 years	94,656	26.8%	110
Took 3+ foreign trips by plane in last 3 years	16,368	4.6%	105
Spent on foreign vacations in last 12 months: <\$1,000	16,464	4.7%	109
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	13,739	3.9%	112
Spent on foreign vacations in last 12 months: \$3,000+	18,908	5.3%	106
Foreign travel in last 3 years: used general travel website	21,944	6.2%	108
Nights spent in hotel/motel in last 12 months: any	123,605	35.0%	84
Took cruise of more than one day in last 3 years	23,722	6.7%	84
Member of any frequent flyer program	48,876	13.8%	85
Member of any hotel rewards program	41,309	11.7%	79

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Retail Market Potential

Montclair Place
 Montclair Plaza
 Ring: 10 mile radius

Prepared by Esri
 Latitude: 34.08738
 Longitude: -117.69344

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/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	367,552	48.9%	103
Bought any women's clothing in last 12 months	327,782	43.6%	101
Bought clothing for child <13 years in last 6 months	226,499	30.1%	110
Bought any shoes in last 12 months	422,001	56.1%	104
Bought costume jewelry in last 12 months	146,043	19.4%	102
Bought any fine jewelry in last 12 months	142,407	18.9%	105
Bought a watch in last 12 months	114,283	15.2%	100
Automobiles (Households)			
HH owns/leases any vehicle	255,190	86.6%	101
HH bought/leased new vehicle last 12 mo	32,931	11.2%	113
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	636,775	84.7%	100
Bought/changed motor oil in last 12 months	333,152	44.3%	92
Had tune-up in last 12 months	224,907	29.9%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	528,944	70.4%	106
Drank regular cola in last 6 months	335,731	44.7%	101
Drank beer/ale in last 6 months	329,538	43.8%	104
Cameras (Adults)			
Own digital point & shoot camera/camcorder	154,168	20.5%	96
Own digital SLR camera/camcorder	62,689	8.3%	100
Printed digital photos in last 12 months	113,961	15.2%	109
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	275,514	36.6%	101
Have a smartphone	540,496	71.9%	107
Have a smartphone: Android phone (any brand)	253,847	33.8%	106
Have a smartphone: Apple iPhone	252,115	33.5%	110
Number of cell phones in household: 1	73,052	24.8%	77
Number of cell phones in household: 2	106,985	36.3%	96
Number of cell phones in household: 3+	105,506	35.8%	137
HH has cell phone only (no landline telephone)	127,093	43.1%	95
Computers (Households)			
HH owns a computer	233,064	79.0%	104
HH owns desktop computer	131,730	44.7%	105
HH owns laptop/notebook	171,714	58.2%	105
HH owns any Apple/Mac brand computer	55,829	18.9%	123
HH owns any PC/non-Apple brand computer	198,075	67.2%	101
HH purchased most recent computer in a store	111,591	37.8%	101
HH purchased most recent computer online	39,644	13.4%	103
Spent <\$500 on most recent home computer	38,974	13.2%	86
Spent \$500-\$999 on most recent home computer	54,004	18.3%	100
Spent \$1,000-\$1,499 on most recent home computer	28,966	9.8%	108
Spent \$1,500-\$1,999 on most recent home computer	14,258	4.8%	113
Spent \$2,000+ on most recent home computer	12,221	4.1%	116

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Retail 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/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	383,902	51.1%	102
Bought brewed coffee at convenience store in last 30 days	118,802	15.8%	101
Bought cigarettes at convenience store in last 30 days	63,027	8.4%	69
Bought gas at convenience store in last 30 days	198,638	26.4%	78
Spent at convenience store in last 30 days: <\$20	65,161	8.7%	110
Spent at convenience store in last 30 days: \$20-\$39	73,548	9.8%	107
Spent at convenience store in last 30 days: \$40-\$50	53,495	7.1%	94
Spent at convenience store in last 30 days: \$51-\$99	32,670	4.3%	94
Spent at convenience store in last 30 days: \$100+	139,946	18.6%	79
Entertainment (Adults)			
Attended a movie in last 6 months	468,146	62.3%	105
Went to live theater in last 12 months	102,721	13.7%	105
Went to a bar/night club in last 12 months	125,000	16.6%	99
Dined out in last 12 months	341,105	45.4%	100
Gambled at a casino in last 12 months	119,809	15.9%	115
Visited a theme park in last 12 months	165,085	22.0%	123
Viewed movie (video-on-demand) in last 30 days	148,833	19.8%	108
Viewed TV show (video-on-demand) in last 30 days	109,643	14.6%	111
Watched any pay-per-view TV in last 12 months	106,010	14.1%	114
Downloaded a movie over the Internet in last 30 days	70,422	9.4%	113
Downloaded any individual song in last 6 months	167,080	22.2%	105
Watched a movie online in the last 30 days	152,055	20.2%	107
Watched a TV program online in last 30 days	130,907	17.4%	103
Played a video/electronic game (console) in last 12 months	72,382	9.6%	97
Played a video/electronic game (portable) in last 12 months	34,311	4.6%	101
Financial (Adults)			
Have home mortgage (1st)	240,437	32.0%	104
Used ATM/cash machine in last 12 months	388,133	51.6%	104
Own any stock	54,805	7.3%	101
Own U.S. savings bond	37,050	4.9%	96
Own shares in mutual fund (stock)	53,682	7.1%	97
Own shares in mutual fund (bonds)	37,368	5.0%	99
Have interest checking account	195,587	26.0%	96
Have non-interest checking account	209,169	27.8%	94
Have savings account	415,464	55.3%	101
Have 401K retirement savings plan	111,504	14.8%	101
Own/used any credit/debit card in last 12 months	568,475	75.6%	100
Avg monthly credit card expenditures: <\$111	86,624	11.5%	96
Avg monthly credit card expenditures: \$111-\$225	52,741	7.0%	99
Avg monthly credit card expenditures: \$226-\$450	49,511	6.6%	100
Avg monthly credit card expenditures: \$451-\$700	41,225	5.5%	103
Avg monthly credit card expenditures: \$701-\$1,000	34,921	4.6%	100
Avg monthly credit card expenditures: \$1,001+	78,700	10.5%	113
Did banking online in last 12 months	277,829	37.0%	101
Did banking on mobile device in last 12 months	135,154	18.0%	104
Paid bills online in last 12 months	353,534	47.0%	105

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Retail 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/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	204,442	69.3%	100
Used bread in last 6 months	276,873	93.9%	100
Used chicken (fresh or frozen) in last 6 months	211,360	71.7%	104
Used turkey (fresh or frozen) in last 6 months	45,196	15.3%	97
Used fish/seafood (fresh or frozen) in last 6 months	168,564	57.2%	105
Used fresh fruit/vegetables in last 6 months	257,915	87.5%	101
Used fresh milk in last 6 months	255,554	86.7%	99
Used organic food in last 6 months	69,931	23.7%	115
Health (Adults)			
Exercise at home 2+ times per week	230,160	30.6%	106
Exercise at club 2+ times per week	119,569	15.9%	119
Visited a doctor in last 12 months	559,305	74.4%	98
Used vitamin/dietary supplement in last 6 months	405,581	53.9%	103
Home (Households)			
Any home improvement in last 12 months	76,871	26.1%	96
Used housekeeper/maid/professional HH cleaning service in last 12	45,982	15.6%	117
Purchased low ticket HH furnishings in last 12 months	46,049	15.6%	96
Purchased big ticket HH furnishings in last 12 months	63,700	21.6%	101
Bought any small kitchen appliance in last 12 months	63,252	21.5%	97
Bought any large kitchen appliance in last 12 months	36,773	12.5%	98
Insurance (Adults/Households)			
Currently carry life insurance	292,826	38.9%	90
Carry medical/hospital/accident insurance	510,460	67.9%	98
Carry homeowner insurance	333,117	44.3%	94
Carry renter's insurance	61,982	8.2%	94
Have auto insurance: 1 vehicle in household covered	83,326	28.3%	91
Have auto insurance: 2 vehicles in household covered	89,487	30.4%	106
Have auto insurance: 3+ vehicles in household covered	68,895	23.4%	108
Pets (Households)			
Household owns any pet	158,182	53.7%	99
Household owns any cat	56,506	19.2%	85
Household owns any dog	122,023	41.4%	100
Psychographics (Adults)			
Buying American is important to me	265,728	35.3%	85
Usually buy items on credit rather than wait	96,902	12.9%	105
Usually buy based on quality - not price	141,841	18.9%	103
Price is usually more important than brand name	193,870	25.8%	97
Usually use coupons for brands I buy often	120,713	16.1%	88
Am interested in how to help the environment	143,159	19.0%	115
Usually pay more for environ safe product	112,703	15.0%	112
Usually value green products over convenience	88,850	11.8%	109
Likely to buy a brand that supports a charity	256,601	34.1%	97
Reading (Adults)			
Bought digital book in last 12 months	106,274	14.1%	100
Bought hardcover book in last 12 months	151,829	20.2%	98
Bought paperback book in last 12 month	221,044	29.4%	99
Read any daily newspaper (paper version)	157,113	20.9%	86
Read any digital newspaper in last 30 days	252,382	33.6%	99
Read any magazine (paper/electronic version) in last 6 months	675,734	89.9%	99

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Retail 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/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	559,351	74.4%	99
Went to family restaurant/steak house: 4+ times a month	207,417	27.6%	101
Went to fast food/drive-in restaurant in last 6 months	672,358	89.4%	99
Went to fast food/drive-in restaurant 9+ times/mo	301,962	40.2%	102
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
Television & Electronics (Adults/Households)			
Own any tablet	272,964	36.3%	108
Own any e-reader	62,463	8.3%	96
Own e-reader/tablet: iPad	182,725	24.3%	118
HH has Internet connectable TV	63,087	21.4%	106
Own any portable MP3 player	223,945	29.8%	107
HH owns 1 TV	60,116	20.4%	98
HH owns 2 TVs	72,615	24.6%	95
HH owns 3 TVs	63,964	21.7%	101
HH owns 4+ TVs	56,403	19.1%	105
HH subscribes to cable TV	138,150	46.9%	98
HH subscribes to fiber optic	38,542	13.1%	164
HH owns portable GPS navigation device	79,536	27.0%	99
HH purchased video game system in last 12 mos	33,240	11.3%	146
HH owns Internet video device for TV	37,617	12.8%	115
Travel (Adults)			
Domestic travel in last 12 months	377,015	50.1%	99
Took 3+ domestic non-business trips in last 12 months	82,918	11.0%	99
Spent on domestic vacations in last 12 months: <\$1,000	75,274	10.0%	96
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	43,327	5.8%	101
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	26,972	3.6%	98
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	28,275	3.8%	99
Spent on domestic vacations in last 12 months: \$3,000+	45,949	6.1%	107
Domestic travel in the 12 months: used general travel website	57,128	7.6%	109
Foreign travel in last 3 years	225,010	29.9%	123
Took 3+ foreign trips by plane in last 3 years	41,037	5.5%	124
Spent on foreign vacations in last 12 months: <\$1,000	39,084	5.2%	122
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	30,887	4.1%	118
Spent on foreign vacations in last 12 months: \$3,000+	47,008	6.3%	124
Foreign travel in last 3 years: used general travel website	53,929	7.2%	125
Nights spent in hotel/motel in last 12 months: any	313,511	41.7%	101
Took cruise of more than one day in last 3 years	63,576	8.5%	106
Member of any frequent flyer program	140,091	18.6%	114
Member of any hotel rewards program	116,677	15.5%	105

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