



Retail Market Potential

Montclair Center BID
 7 North Willow Suite 4a Montclair NJ 07042
 Drive Time: 5 minute radius

Latitude: 40.8130
 Longitude: -74.2146

Demographic Summary		2016	2021
Population		49,375	50,337
Population 18+		38,184	39,799
Households		19,514	19,881
Median Household Income		\$86,496	\$98,834

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	17,650	46.2%	98
Bought any women's clothing in last 12 months	16,654	43.6%	99
Bought clothing for child <13 years in last 6 months	8,983	23.5%	85
Bought any shoes in last 12 months	20,291	53.1%	99
Bought costume jewelry in last 12 months	7,550	19.8%	101
Bought any fine jewelry in last 12 months	7,329	19.2%	105
Bought a watch in last 12 months	4,313	11.3%	103
Automobiles (Households)			
HH owns/leases any vehicle	15,241	78.1%	91
HH bought/leased new vehicle last 12 mo	2,185	11.2%	119
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	29,730	77.9%	92
Bought/changed motor oil in last 12 months	13,743	36.0%	73
Had tune-up in last 12 months	11,868	31.1%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	27,097	71.0%	108
Drank regular cola in last 6 months	13,962	36.6%	81
Drank beer/ale in last 6 months	17,572	46.0%	108
Cameras (Adults)			
Own digital point & shoot camera	11,798	30.9%	106
Own digital single-lens reflex (SLR) camera	3,904	10.2%	119
Bought any camera in last 12 months	2,008	5.3%	92
Printed digital photos in last 12 months	956	2.5%	86
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	12,877	33.7%	93
Have a smartphone	26,089	68.3%	116
Have a smartphone: Android phone (any brand)	8,653	22.7%	84
Have a smartphone: Apple iPhone	15,051	39.4%	153
Number of cell phones in household: 1	6,255	32.1%	100
Number of cell phones in household: 2	7,438	38.1%	102
Number of cell phones in household: 3+	5,067	26.0%	102
HH has cell phone only (no landline telephone)	6,723	34.5%	82
Computers (Households)			
HH owns a computer	16,251	83.3%	108
HH owns desktop computer	8,933	45.8%	101
HH owns laptop/notebook	11,546	59.2%	109
HH owns any Apple/Mac brand computer	5,069	26.0%	173
HH owns any PC/non-Apple brand computer	12,880	66.0%	97
HH purchased most recent computer in a store	7,158	36.7%	97
HH purchased most recent computer online	2,879	14.8%	113
Spent <\$500 on most recent home computer	2,207	11.3%	78
Spent \$500-\$999 on most recent home computer	3,455	17.7%	93
Spent \$1,000-\$1,499 on most recent home computer	2,261	11.6%	122
Spent \$1,500-\$1,999 on most recent home computer	1,040	5.3%	117
Spent \$2,000+ on most recent home computer	1,083	5.5%	141

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 2016 and 2021.



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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	17,189	45.0%	89
Bought brewed coffee at convenience store in last 30 days	5,641	14.8%	94
Bought cigarettes at convenience store in last 30 days	2,787	7.3%	58
Bought gas at convenience store in last 30 days	7,155	18.7%	57
Spent at convenience store in last 30 days: <\$20	3,495	9.2%	113
Spent at convenience store in last 30 days: \$20-\$39	3,349	8.8%	97
Spent at convenience store in last 30 days: \$40-\$50	2,553	6.7%	88
Spent at convenience store in last 30 days: \$51-\$99	1,328	3.5%	79
Spent at convenience store in last 30 days: \$100+	5,256	13.8%	60
Entertainment (Adults)			
Attended a movie in last 6 months	25,088	65.7%	110
Went to live theater in last 12 months	7,032	18.4%	142
Went to a bar/night club in last 12 months	7,286	19.1%	114
Dined out in last 12 months	18,429	48.3%	108
Gambled at a casino in last 12 months	5,638	14.8%	108
Visited a theme park in last 12 months	7,883	20.6%	117
Viewed movie (video-on-demand) in last 30 days	8,809	23.1%	136
Viewed TV show (video-on-demand) in last 30 days	7,681	20.1%	156
Watched any pay-per-view TV in last 12 months	5,512	14.4%	110
Downloaded a movie over the Internet in last 30 days	3,956	10.4%	144
Downloaded any individual song in last 6 months	9,214	24.1%	118
Watched a movie online in the last 30 days	7,958	20.8%	130
Watched a TV program online in last 30 days	7,370	19.3%	129
Played a video/electronic game (console) in last 12 months	3,029	7.9%	76
Played a video/electronic game (portable) in last 12 months	1,325	3.5%	76
Financial (Adults)			
Have home mortgage (1st)	11,976	31.4%	101
Used ATM/cash machine in last 12 months	21,055	55.1%	112
Own any stock	4,151	10.9%	142
Own U.S. savings bond	2,490	6.5%	123
Own shares in mutual fund (stock)	3,963	10.4%	143
Own shares in mutual fund (bonds)	2,809	7.4%	151
Have interest checking account	11,542	30.2%	107
Have non-interest checking account	10,134	26.5%	94
Have savings account	21,080	55.2%	102
Have 401K retirement savings plan	6,119	16.0%	110
Own/used any credit/debit card in last 12 months	29,876	78.2%	105
Avg monthly credit card expenditures: <\$111	3,529	9.2%	80
Avg monthly credit card expenditures: \$111-\$225	2,398	6.3%	91
Avg monthly credit card expenditures: \$226-\$450	2,445	6.4%	101
Avg monthly credit card expenditures: \$451-\$700	2,440	6.4%	120
Avg monthly credit card expenditures: \$701-\$1,000	2,310	6.0%	140
Avg monthly credit card expenditures: \$1,001+	6,075	15.9%	175
Did banking online in last 12 months	15,321	40.1%	112
Did banking on mobile device in last 12 months	5,494	14.4%	103
Paid bills online in last 12 months	18,470	48.4%	112

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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	12,077	61.9%	89
Used bread in last 6 months	17,488	89.6%	95
Used chicken (fresh or frozen) in last 6 months	13,249	67.9%	98
Used turkey (fresh or frozen) in last 6 months	2,828	14.5%	91
Used fish/seafood (fresh or frozen) in last 6 months	10,808	55.4%	101
Used fresh fruit/vegetables in last 6 months	16,699	85.6%	100
Used fresh milk in last 6 months	16,497	84.5%	96
Used organic food in last 6 months	5,314	27.2%	138
Health (Adults)			
Exercise at home 2+ times per week	10,460	27.4%	97
Exercise at club 2+ times per week	7,123	18.7%	143
Visited a doctor in last 12 months	29,777	78.0%	103
Used vitamin/dietary supplement in last 6 months	22,221	58.2%	110
Home (Households)			
Any home improvement in last 12 months	4,793	24.6%	92
Used housekeeper/maid/professional HH cleaning service in last 12	3,730	19.1%	145
Purchased low ticket HH furnishings in last 12 months	3,116	16.0%	99
Purchased big ticket HH furnishings in last 12 months	4,177	21.4%	102
Bought any small kitchen appliance in last 12 months	4,412	22.6%	102
Bought any large kitchen appliance in last 12 months	2,245	11.5%	90
Insurance (Adults/Households)			
Currently carry life insurance	14,949	39.1%	92
Carry medical/hospital/accident insurance	26,521	69.5%	106
Carry homeowner insurance	16,749	43.9%	93
Carry renter's insurance	3,105	8.1%	100
Have auto insurance: 1 vehicle in household covered	6,098	31.2%	101
Have auto insurance: 2 vehicles in household covered	5,171	26.5%	93
Have auto insurance: 3+ vehicles in household covered	3,213	16.5%	75
Pets (Households)			
Household owns any pet	8,587	44.0%	82
Household owns any cat	3,571	18.3%	82
Household owns any dog	5,493	28.1%	69
Psychographics (Adults)			
Buying American is important to me	13,024	34.1%	81
Usually buy items on credit rather than wait	5,558	14.6%	124
Usually buy based on quality - not price	7,617	19.9%	111
Price is usually more important than brand name	8,955	23.5%	89
Usually use coupons for brands I buy often	7,724	20.2%	107
Am interested in how to help the environment	7,061	18.5%	114
Usually pay more for environ safe product	6,265	16.4%	128
Usually value green products over convenience	4,399	11.5%	110
Likely to buy a brand that supports a charity	13,837	36.2%	104
Reading (Adults)			
Bought digital book in last 12 months	6,576	17.2%	130
Bought hardcover book in last 12 months	9,711	25.4%	121
Bought paperback book in last 12 month	13,617	35.7%	114
Read any daily newspaper (paper version)	11,193	29.3%	112
Read any digital newspaper in last 30 days	15,929	41.7%	125
Read any magazine (paper/electronic version) in last 6 months	35,742	93.6%	103

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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	27,254	71.4%	96
Went to family restaurant/steak house: 4+ times a month	8,943	23.4%	85
Went to fast food/drive-in restaurant in last 6 months	32,995	86.4%	96
Went to fast food/drive-in restaurant 9+ times/mo	12,329	32.3%	82
Fast food/drive-in last 6 months: eat in	11,294	29.6%	81
Fast food/drive-in last 6 months: home delivery	2,627	6.9%	90
Fast food/drive-in last 6 months: take-out/drive-thru	13,769	36.1%	78
Fast food/drive-in last 6 months: take-out/walk-in	7,839	20.5%	106
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	15,540	40.7%	128
Own e-reader/tablet: iPad	9,201	24.1%	157
Own any portable MP3 player	12,998	34.0%	110
HH owns 1 TV	4,890	25.1%	123
HH owns 2 TVs	5,350	27.4%	106
HH owns 3 TVs	3,687	18.9%	88
HH owns 4+ TVs	2,980	15.3%	81
HH subscribes to cable TV	11,522	59.0%	119
HH subscribes to fiber optic	2,559	13.1%	172
HH has satellite dish	2,463	12.6%	50
HH owns DVD/Blu-ray player	11,224	57.5%	95
HH owns camcorder	2,932	15.0%	108
HH owns portable GPS navigation device	5,238	26.8%	98
HH purchased video game system in last 12 mos	2,361	12.1%	152
HH owns Internet video device for TV	1,891	9.7%	137
Travel (Adults)			
Domestic travel in last 12 months	21,957	57.5%	115
Took 3+ domestic non-business trips in last 12 months	4,978	13.0%	117
Spent on domestic vacations in last 12 months: <\$1,000	3,773	9.9%	92
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,530	6.6%	114
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,477	3.9%	108
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,929	5.1%	129
Spent on domestic vacations in last 12 months: \$3,000+	3,089	8.1%	147
Domestic travel in the 12 months: used general travel website	3,743	9.8%	145
Foreign travel in last 3 years	14,827	38.8%	161
Took 3+ foreign trips by plane in last 3 years	3,616	9.5%	210
Spent on foreign vacations in last 12 months: <\$1,000	2,589	6.8%	163
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,741	4.6%	140
Spent on foreign vacations in last 12 months: \$3,000+	3,751	9.8%	198
Foreign travel in last 3 years: used general travel website	3,798	9.9%	178
Nights spent in hotel/motel in last 12 months: any	17,422	45.6%	112
Took cruise of more than one day in last 3 years	4,051	10.6%	127
Member of any frequent flyer program	11,120	29.1%	178
Member of any hotel rewards program	7,011	18.4%	130

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Demographic Summary		2016	2021
Population		209,751	213,777
Population 18+		162,749	168,474
Households		80,787	82,179
Median Household Income		\$70,824	\$79,263

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	73,263	45.0%	95
Bought any women's clothing in last 12 months	69,457	42.7%	97
Bought clothing for child <13 years in last 6 months	40,021	24.6%	89
Bought any shoes in last 12 months	83,497	51.3%	95
Bought costume jewelry in last 12 months	32,355	19.9%	102
Bought any fine jewelry in last 12 months	31,279	19.2%	105
Bought a watch in last 12 months	17,856	11.0%	100
Automobiles (Households)			
HH owns/leases any vehicle	62,068	76.8%	90
HH bought/leased new vehicle last 12 mo	7,897	9.8%	104
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	123,885	76.1%	89
Bought/changed motor oil in last 12 months	60,830	37.4%	76
Had tune-up in last 12 months	47,756	29.3%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	115,129	70.7%	108
Drank regular cola in last 6 months	65,693	40.4%	90
Drank beer/ale in last 6 months	71,389	43.9%	103
Cameras (Adults)			
Own digital point & shoot camera	45,328	27.9%	96
Own digital single-lens reflex (SLR) camera	14,707	9.0%	105
Bought any camera in last 12 months	8,667	5.3%	93
Printed digital photos in last 12 months	4,153	2.6%	87
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	55,908	34.4%	95
Have a smartphone	105,138	64.6%	110
Have a smartphone: Android phone (any brand)	41,055	25.2%	94
Have a smartphone: Apple iPhone	53,181	32.7%	126
Number of cell phones in household: 1	24,868	30.8%	96
Number of cell phones in household: 2	29,106	36.0%	96
Number of cell phones in household: 3+	23,002	28.5%	112
HH has cell phone only (no landline telephone)	27,554	34.1%	81
Computers (Households)			
HH owns a computer	64,305	79.6%	104
HH owns desktop computer	36,925	45.7%	101
HH owns laptop/notebook	44,913	55.6%	102
HH owns any Apple/Mac brand computer	17,488	21.6%	144
HH owns any PC/non-Apple brand computer	53,369	66.1%	97
HH purchased most recent computer in a store	28,326	35.1%	93
HH purchased most recent computer online	10,861	13.4%	103
Spent <\$500 on most recent home computer	9,624	11.9%	82
Spent \$500-\$999 on most recent home computer	13,848	17.1%	90
Spent \$1,000-\$1,499 on most recent home computer	8,185	10.1%	107
Spent \$1,500-\$1,999 on most recent home computer	4,246	5.3%	115
Spent \$2,000+ on most recent home computer	3,960	4.9%	125

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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	75,714	46.5%	92
Bought brewed coffee at convenience store in last 30 days	25,433	15.6%	99
Bought cigarettes at convenience store in last 30 days	13,885	8.5%	68
Bought gas at convenience store in last 30 days	30,867	19.0%	57
Spent at convenience store in last 30 days: <\$20	14,301	8.8%	108
Spent at convenience store in last 30 days: \$20-\$39	14,837	9.1%	101
Spent at convenience store in last 30 days: \$40-\$50	11,270	6.9%	91
Spent at convenience store in last 30 days: \$51-\$99	5,829	3.6%	81
Spent at convenience store in last 30 days: \$100+	24,417	15.0%	65
Entertainment (Adults)			
Attended a movie in last 6 months	104,119	64.0%	108
Went to live theater in last 12 months	26,467	16.3%	125
Went to a bar/night club in last 12 months	28,997	17.8%	107
Dined out in last 12 months	72,309	44.4%	99
Gambled at a casino in last 12 months	24,863	15.3%	111
Visited a theme park in last 12 months	33,924	20.8%	118
Viewed movie (video-on-demand) in last 30 days	35,091	21.6%	127
Viewed TV show (video-on-demand) in last 30 days	30,169	18.5%	144
Watched any pay-per-view TV in last 12 months	24,290	14.9%	114
Downloaded a movie over the Internet in last 30 days	15,273	9.4%	131
Downloaded any individual song in last 6 months	36,585	22.5%	110
Watched a movie online in the last 30 days	31,673	19.5%	122
Watched a TV program online in last 30 days	28,411	17.5%	117
Played a video/electronic game (console) in last 12 months	14,739	9.1%	87
Played a video/electronic game (portable) in last 12 months	6,831	4.2%	92
Financial (Adults)			
Have home mortgage (1st)	48,493	29.8%	96
Used ATM/cash machine in last 12 months	84,411	51.9%	106
Own any stock	14,364	8.8%	115
Own U.S. savings bond	9,467	5.8%	110
Own shares in mutual fund (stock)	12,867	7.9%	109
Own shares in mutual fund (bonds)	9,324	5.7%	118
Have interest checking account	43,596	26.8%	95
Have non-interest checking account	41,062	25.2%	89
Have savings account	85,955	52.8%	98
Have 401K retirement savings plan	23,196	14.3%	98
Own/used any credit/debit card in last 12 months	124,151	76.3%	102
Avg monthly credit card expenditures: <\$111	16,260	10.0%	86
Avg monthly credit card expenditures: \$111-\$225	10,638	6.5%	95
Avg monthly credit card expenditures: \$226-\$450	10,837	6.7%	105
Avg monthly credit card expenditures: \$451-\$700	10,173	6.3%	117
Avg monthly credit card expenditures: \$701-\$1,000	8,244	5.1%	118
Avg monthly credit card expenditures: \$1,001+	19,134	11.8%	130
Did banking online in last 12 months	58,876	36.2%	101
Did banking on mobile device in last 12 months	21,274	13.1%	93
Paid bills online in last 12 months	72,715	44.7%	104

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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	51,537	63.8%	92
Used bread in last 6 months	73,440	90.9%	97
Used chicken (fresh or frozen) in last 6 months	55,268	68.4%	99
Used turkey (fresh or frozen) in last 6 months	12,595	15.6%	98
Used fish/seafood (fresh or frozen) in last 6 months	45,727	56.6%	104
Used fresh fruit/vegetables in last 6 months	68,598	84.9%	99
Used fresh milk in last 6 months	69,265	85.7%	97
Used organic food in last 6 months	20,419	25.3%	128
Health (Adults)			
Exercise at home 2+ times per week	44,110	27.1%	96
Exercise at club 2+ times per week	26,565	16.3%	125
Visited a doctor in last 12 months	124,394	76.4%	101
Used vitamin/dietary supplement in last 6 months	92,643	56.9%	108
Home (Households)			
Any home improvement in last 12 months	18,922	23.4%	87
Used housekeeper/maid/professional HH cleaning service in last 12	13,176	16.3%	124
Purchased low ticket HH furnishings in last 12 months	12,362	15.3%	95
Purchased big ticket HH furnishings in last 12 months	16,706	20.7%	99
Bought any small kitchen appliance in last 12 months	17,711	21.9%	99
Bought any large kitchen appliance in last 12 months	9,355	11.6%	91
Insurance (Adults/Households)			
Currently carry life insurance	62,747	38.6%	90
Carry medical/hospital/accident insurance	107,970	66.3%	101
Carry homeowner insurance	66,504	40.9%	87
Carry renter's insurance	12,592	7.7%	95
Have auto insurance: 1 vehicle in household covered	25,098	31.1%	101
Have auto insurance: 2 vehicles in household covered	20,233	25.0%	88
Have auto insurance: 3+ vehicles in household covered	13,570	16.8%	77
Pets (Households)			
Household owns any pet	35,428	43.9%	82
Household owns any cat	14,463	17.9%	80
Household owns any dog	23,212	28.7%	70
Psychographics (Adults)			
Buying American is important to me	57,048	35.1%	83
Usually buy items on credit rather than wait	25,024	15.4%	131
Usually buy based on quality - not price	33,788	20.8%	116
Price is usually more important than brand name	39,307	24.2%	92
Usually use coupons for brands I buy often	31,163	19.1%	101
Am interested in how to help the environment	30,022	18.4%	113
Usually pay more for environ safe product	26,259	16.1%	126
Usually value green products over convenience	19,859	12.2%	116
Likely to buy a brand that supports a charity	57,984	35.6%	102
Reading (Adults)			
Bought digital book in last 12 months	24,217	14.9%	113
Bought hardcover book in last 12 months	35,974	22.1%	106
Bought paperback book in last 12 month	51,961	31.9%	102
Read any daily newspaper (paper version)	45,967	28.2%	108
Read any digital newspaper in last 30 days	59,762	36.7%	110
Read any magazine (paper/electronic version) in last 6 months	150,235	92.3%	102

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Retail Market Potential

Montclair Center BID
 7 North Willow Suite 4a Montclair NJ 07042
 Drive Time: 10 minute radius

Latitude: 40.8130
 Longitude: -74.2146

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	117,396	72.1%	97
Went to family restaurant/steak house: 4+ times a month	37,773	23.2%	84
Went to fast food/drive-in restaurant in last 6 months	142,062	87.3%	97
Went to fast food/drive-in restaurant 9+ times/mo	54,745	33.6%	85
Fast food/drive-in last 6 months: eat in	47,609	29.3%	80
Fast food/drive-in last 6 months: home delivery	12,780	7.9%	102
Fast food/drive-in last 6 months: take-out/drive-thru	60,949	37.4%	81
Fast food/drive-in last 6 months: take-out/walk-in	33,613	20.7%	106
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	58,640	36.0%	114
Own e-reader/tablet: iPad	32,763	20.1%	131
Own any portable MP3 player	52,998	32.6%	106
HH owns 1 TV	18,791	23.3%	114
HH owns 2 TVs	21,948	27.2%	105
HH owns 3 TVs	15,453	19.1%	89
HH owns 4+ TVs	13,288	16.4%	87
HH subscribes to cable TV	47,116	58.3%	117
HH subscribes to fiber optic	10,742	13.3%	175
HH has satellite dish	11,022	13.6%	54
HH owns DVD/Blu-ray player	45,912	56.8%	94
HH owns camcorder	11,728	14.5%	104
HH owns portable GPS navigation device	21,005	26.0%	95
HH purchased video game system in last 12 mos	10,923	13.5%	170
HH owns Internet video device for TV	6,909	8.6%	121
Travel (Adults)			
Domestic travel in last 12 months	82,552	50.7%	101
Took 3+ domestic non-business trips in last 12 months	18,112	11.1%	100
Spent on domestic vacations in last 12 months: <\$1,000	15,190	9.3%	87
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	9,494	5.8%	100
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	5,805	3.6%	100
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	7,126	4.4%	112
Spent on domestic vacations in last 12 months: \$3,000+	10,182	6.3%	114
Domestic travel in the 12 months: used general travel website	12,984	8.0%	118
Foreign travel in last 3 years	53,706	33.0%	137
Took 3+ foreign trips by plane in last 3 years	11,251	6.9%	154
Spent on foreign vacations in last 12 months: <\$1,000	9,216	5.7%	136
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	6,358	3.9%	120
Spent on foreign vacations in last 12 months: \$3,000+	12,204	7.5%	151
Foreign travel in last 3 years: used general travel website	12,742	7.8%	140
Nights spent in hotel/motel in last 12 months: any	65,879	40.5%	100
Took cruise of more than one day in last 3 years	15,856	9.7%	116
Member of any frequent flyer program	36,914	22.7%	139
Member of any hotel rewards program	24,440	15.0%	106

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Demographic Summary	2016	2021
Population	1,486,783	1,528,124
Population 18+	1,140,065	1,188,754
Households	528,555	541,786
Median Household Income	\$58,054	\$59,485

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	503,227	44.1%	93
Bought any women's clothing in last 12 months	474,707	41.6%	95
Bought clothing for child <13 years in last 6 months	302,647	26.5%	96
Bought any shoes in last 12 months	574,048	50.4%	93
Bought costume jewelry in last 12 months	222,248	19.5%	100
Bought any fine jewelry in last 12 months	215,393	18.9%	103
Bought a watch in last 12 months	120,122	10.5%	96
Automobiles (Households)			
HH owns/leases any vehicle	390,530	73.9%	86
HH bought/leased new vehicle last 12 mo	45,187	8.5%	91
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	831,889	73.0%	86
Bought/changed motor oil in last 12 months	426,063	37.4%	76
Had tune-up in last 12 months	318,357	27.9%	93
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	805,327	70.6%	108
Drank regular cola in last 6 months	498,982	43.8%	98
Drank beer/ale in last 6 months	480,118	42.1%	99
Cameras (Adults)			
Own digital point & shoot camera	284,822	25.0%	86
Own digital single-lens reflex (SLR) camera	92,077	8.1%	94
Bought any camera in last 12 months	59,215	5.2%	91
Printed digital photos in last 12 months	30,693	2.7%	92
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	392,304	34.4%	95
Have a smartphone	713,422	62.6%	106
Have a smartphone: Android phone (any brand)	309,513	27.1%	101
Have a smartphone: Apple iPhone	326,872	28.7%	111
Number of cell phones in household: 1	162,542	30.8%	96
Number of cell phones in household: 2	181,336	34.3%	92
Number of cell phones in household: 3+	156,528	29.6%	116
HH has cell phone only (no landline telephone)	195,047	36.9%	88
Computers (Households)			
HH owns a computer	395,293	74.8%	97
HH owns desktop computer	229,757	43.5%	96
HH owns laptop/notebook	275,583	52.1%	96
HH owns any Apple/Mac brand computer	99,875	18.9%	126
HH owns any PC/non-Apple brand computer	335,411	63.5%	93
HH purchased most recent computer in a store	174,026	32.9%	88
HH purchased most recent computer online	63,542	12.0%	92
Spent <\$500 on most recent home computer	62,651	11.9%	82
Spent \$500-\$999 on most recent home computer	84,976	16.1%	84
Spent \$1,000-\$1,499 on most recent home computer	47,511	9.0%	95
Spent \$1,500-\$1,999 on most recent home computer	25,062	4.7%	104
Spent \$2,000+ on most recent home computer	23,602	4.5%	114

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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	525,321	46.1%	91
Bought brewed coffee at convenience store in last 30 days	179,042	15.7%	100
Bought cigarettes at convenience store in last 30 days	105,639	9.3%	74
Bought gas at convenience store in last 30 days	211,988	18.6%	56
Spent at convenience store in last 30 days: <\$20	94,559	8.3%	102
Spent at convenience store in last 30 days: \$20-\$39	104,768	9.2%	102
Spent at convenience store in last 30 days: \$40-\$50	77,830	6.8%	90
Spent at convenience store in last 30 days: \$51-\$99	42,473	3.7%	84
Spent at convenience store in last 30 days: \$100+	176,707	15.5%	68
Entertainment (Adults)			
Attended a movie in last 6 months	701,825	61.6%	104
Went to live theater in last 12 months	164,284	14.4%	111
Went to a bar/night club in last 12 months	190,128	16.7%	100
Dined out in last 12 months	458,778	40.2%	90
Gambled at a casino in last 12 months	169,712	14.9%	109
Visited a theme park in last 12 months	235,405	20.6%	117
Viewed movie (video-on-demand) in last 30 days	221,516	19.4%	114
Viewed TV show (video-on-demand) in last 30 days	188,111	16.5%	128
Watched any pay-per-view TV in last 12 months	167,457	14.7%	112
Downloaded a movie over the Internet in last 30 days	100,847	8.8%	123
Downloaded any individual song in last 6 months	242,811	21.3%	104
Watched a movie online in the last 30 days	214,472	18.8%	118
Watched a TV program online in last 30 days	184,645	16.2%	108
Played a video/electronic game (console) in last 12 months	109,272	9.6%	92
Played a video/electronic game (portable) in last 12 months	49,787	4.4%	96
Financial (Adults)			
Have home mortgage (1st)	299,967	26.3%	85
Used ATM/cash machine in last 12 months	550,993	48.3%	98
Own any stock	81,047	7.1%	93
Own U.S. savings bond	57,111	5.0%	95
Own shares in mutual fund (stock)	71,345	6.3%	86
Own shares in mutual fund (bonds)	53,452	4.7%	96
Have interest checking account	267,357	23.5%	83
Have non-interest checking account	266,618	23.4%	83
Have savings account	560,074	49.1%	91
Have 401K retirement savings plan	141,084	12.4%	85
Own/used any credit/debit card in last 12 months	821,703	72.1%	97
Avg monthly credit card expenditures: <\$111	112,755	9.9%	85
Avg monthly credit card expenditures: \$111-\$225	71,749	6.3%	91
Avg monthly credit card expenditures: \$226-\$450	73,752	6.5%	102
Avg monthly credit card expenditures: \$451-\$700	64,960	5.7%	107
Avg monthly credit card expenditures: \$701-\$1,000	49,388	4.3%	100
Avg monthly credit card expenditures: \$1,001+	103,575	9.1%	100
Did banking online in last 12 months	362,652	31.8%	89
Did banking on mobile device in last 12 months	132,681	11.6%	83
Paid bills online in last 12 months	461,334	40.5%	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	337,260	63.8%	92
Used bread in last 6 months	483,420	91.5%	97
Used chicken (fresh or frozen) in last 6 months	364,388	68.9%	100
Used turkey (fresh or frozen) in last 6 months	82,852	15.7%	99
Used fish/seafood (fresh or frozen) in last 6 months	301,878	57.1%	105
Used fresh fruit/vegetables in last 6 months	443,907	84.0%	98
Used fresh milk in last 6 months	456,604	86.4%	98
Used organic food in last 6 months	129,035	24.4%	124
Health (Adults)			
Exercise at home 2+ times per week	302,780	26.6%	94
Exercise at club 2+ times per week	164,096	14.4%	111
Visited a doctor in last 12 months	842,027	73.9%	97
Used vitamin/dietary supplement in last 6 months	618,995	54.3%	103
Home (Households)			
Any home improvement in last 12 months	112,576	21.3%	79
Used housekeeper/maid/professional HH cleaning service in last 12	75,863	14.4%	109
Purchased low ticket HH furnishings in last 12 months	75,720	14.3%	89
Purchased big ticket HH furnishings in last 12 months	104,446	19.8%	95
Bought any small kitchen appliance in last 12 months	109,460	20.7%	93
Bought any large kitchen appliance in last 12 months	59,858	11.3%	89
Insurance (Adults/Households)			
Currently carry life insurance	404,930	35.5%	83
Carry medical/hospital/accident insurance	711,635	62.4%	95
Carry homeowner insurance	409,258	35.9%	76
Carry renter's insurance	87,301	7.7%	94
Have auto insurance: 1 vehicle in household covered	160,715	30.4%	99
Have auto insurance: 2 vehicles in household covered	122,001	23.1%	81
Have auto insurance: 3+ vehicles in household covered	85,069	16.1%	74
Pets (Households)			
Household owns any pet	223,859	42.4%	79
Household owns any cat	88,084	16.7%	74
Household owns any dog	150,549	28.5%	70
Psychographics (Adults)			
Buying American is important to me	386,574	33.9%	80
Usually buy items on credit rather than wait	171,458	15.0%	128
Usually buy based on quality - not price	235,908	20.7%	115
Price is usually more important than brand name	279,149	24.5%	93
Usually use coupons for brands I buy often	208,004	18.2%	96
Am interested in how to help the environment	216,528	19.0%	117
Usually pay more for environ safe product	185,368	16.3%	127
Usually value green products over convenience	149,040	13.1%	124
Likely to buy a brand that supports a charity	401,730	35.2%	101
Reading (Adults)			
Bought digital book in last 12 months	144,823	12.7%	96
Bought hardcover book in last 12 months	227,439	19.9%	95
Bought paperback book in last 12 month	332,667	29.2%	93
Read any daily newspaper (paper version)	300,424	26.4%	101
Read any digital newspaper in last 30 days	374,297	32.8%	99
Read any magazine (paper/electronic version) in last 6 months	1,029,954	90.3%	100

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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	808,328	70.9%	95
Went to family restaurant/steak house: 4+ times a month	264,551	23.2%	84
Went to fast food/drive-in restaurant in last 6 months	995,166	87.3%	97
Went to fast food/drive-in restaurant 9+ times/mo	392,947	34.5%	87
Fast food/drive-in last 6 months: eat in	336,007	29.5%	81
Fast food/drive-in last 6 months: home delivery	96,095	8.4%	110
Fast food/drive-in last 6 months: take-out/drive-thru	421,319	37.0%	80
Fast food/drive-in last 6 months: take-out/walk-in	231,087	20.3%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	363,410	31.9%	100
Own e-reader/tablet: iPad	197,405	17.3%	113
Own any portable MP3 player	351,433	30.8%	100
HH owns 1 TV	121,156	22.9%	112
HH owns 2 TVs	140,829	26.6%	103
HH owns 3 TVs	101,115	19.1%	89
HH owns 4+ TVs	85,444	16.2%	86
HH subscribes to cable TV	295,931	56.0%	113
HH subscribes to fiber optic	65,552	12.4%	163
HH has satellite dish	78,784	14.9%	59
HH owns DVD/Blu-ray player	292,009	55.2%	91
HH owns camcorder	72,615	13.7%	98
HH owns portable GPS navigation device	126,451	23.9%	87
HH purchased video game system in last 12 mos	77,177	14.6%	184
HH owns Internet video device for TV	40,071	7.6%	108
Travel (Adults)			
Domestic travel in last 12 months	512,757	45.0%	90
Took 3+ domestic non-business trips in last 12 months	110,619	9.7%	87
Spent on domestic vacations in last 12 months: <\$1,000	100,976	8.9%	83
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	58,502	5.1%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	35,981	3.2%	88
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	41,319	3.6%	93
Spent on domestic vacations in last 12 months: \$3,000+	54,898	4.8%	87
Domestic travel in the 12 months: used general travel website	77,787	6.8%	101
Foreign travel in last 3 years	329,814	28.9%	120
Took 3+ foreign trips by plane in last 3 years	60,953	5.3%	119
Spent on foreign vacations in last 12 months: <\$1,000	56,050	4.9%	118
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	41,970	3.7%	113
Spent on foreign vacations in last 12 months: \$3,000+	68,264	6.0%	121
Foreign travel in last 3 years: used general travel website	73,959	6.5%	116
Nights spent in hotel/motel in last 12 months: any	405,779	35.6%	88
Took cruise of more than one day in last 3 years	96,778	8.5%	101
Member of any frequent flyer program	206,417	18.1%	111
Member of any hotel rewards program	141,483	12.4%	88

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