

**Consumer Demand & Market Supply Assessment**

**Site:** Fontana Plaza  
**Address:** E Foothill Blvd and Sierra Ave | Fontana CA  
**Date Report Created:** 11/23/2021

	Fontana Plaza			Cherry & Baseline			Fontana CA					
Demographics												
Population	146,655			410,606			217,546					
5-Year Population estimate	155,085			434,441			231,219					
Population Households	146,257			406,864			217,108					
Group Quarters Population	398			3,742			439					
Households	35,882			111,257			54,336					
5-Year Households estimate	37,949			117,721			57,778					
WorkPlace Establishments	1,563			7,111			2,733					
Workplace Employees	30,347			132,581			54,267					
Median Household Income	\$62,654			\$79,959			\$74,530					
By Establishments	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus			
Furniture Stores	\$27,527,699	\$0	(\$27,527,699)	-100%	\$79,014,582	\$109,235,278	\$30,220,696	38%	\$41,422,287	\$1,463,518	(\$39,958,769)	-96%
Vending Machine Operators (Non-Store)	\$19,098,582	\$0	(\$19,098,582)	-100%	\$54,607,999	\$43,893,954	(\$10,714,046)	-20%	\$28,533,767	\$15,726,301	(\$12,807,466)	-45%
Electronic Shopping/Mail Order Houses	\$445,252,418	\$41,211,035	(\$404,041,383)	-91%	\$1,298,123,401	\$860,833,834	(\$437,289,566)	-34%	\$670,086,190	\$289,373,203	(\$380,712,987)	-57%
Book/Periodical/Music Stores	\$7,993,188	\$1,123,685	(\$6,869,503)	-86%	\$22,817,508	\$27,237,982	\$4,420,474	19%	\$11,968,149	\$9,424,577	(\$2,543,572)	-21%
Florists/Misc. Store Retailers	\$3,871,739	\$1,100,488	(\$2,771,251)	-72%	\$11,021,890	\$1,976,092	(\$9,045,798)	-82%	\$5,794,215	\$1,130,651	(\$4,663,564)	-80%
Lawn/Garden Equipment/Supplies Stores	\$15,326,770	\$4,863,635	(\$10,463,135)	-68%	\$43,605,261	\$11,788,582	(\$31,816,679)	-73%	\$22,925,620	\$9,268,707	(\$13,656,913)	-60%
Used Merchandise Stores	\$8,021,552	\$2,618,099	(\$5,403,453)	-67%	\$22,744,808	\$11,388,120	(\$11,356,688)	-50%	\$11,973,409	\$7,210,859	(\$4,762,550)	-40%
Home Furnishing Stores	\$25,912,489	\$9,992,862	(\$15,919,628)	-61%	\$73,356,419	\$64,350,705	(\$9,005,713)	-12%	\$38,636,073	\$13,433,499	(\$25,202,573)	-65%
Other Misc. Store Retailers	\$40,661,670	\$15,830,673	(\$24,830,997)	-61%	\$114,735,375	\$100,722,464	(\$14,012,911)	-12%	\$60,430,703	\$34,807,521	(\$25,623,182)	-42%
Specialty Food Stores	\$14,405,014	\$6,678,119	(\$7,726,895)	-54%	\$40,579,597	\$27,936,798	(\$12,642,799)	-31%	\$21,393,973	\$13,806,021	(\$7,587,952)	-35%
Bar/Drinking Places (Alcoholic Beverages)	\$6,996,765	\$3,372,300	(\$3,624,465)	-52%	\$25,369,584	\$9,381,079	(\$15,988,505)	-63%	\$11,604,556	\$3,936,600	(\$7,667,956)	-66%
Clothing Stores	\$115,324,379	\$55,767,185	(\$59,557,194)	-52%	\$327,606,616	\$441,055,659	\$113,449,043	35%	\$172,426,941	\$82,731,573	(\$89,695,368)	-52%
Electronics/Appliance	\$39,359,742	\$20,365,818	(\$18,993,924)	-48%	\$124,027,293	\$120,987,349	(\$3,039,944)	-2%	\$61,219,995	\$38,786,287	(\$22,433,708)	-37%
Jewelry/Luggage/Leather Goods	\$15,739,628	\$8,486,558	(\$7,253,069)	-46%	\$44,651,193	\$47,271,053	\$2,619,860	6%	\$23,546,334	\$15,045,238	(\$8,501,096)	-36%
Sporting Goods/Hobby/Musical Instrument	\$26,495,810	\$14,299,206	(\$12,196,604)	-46%	\$75,659,826	\$98,057,260	\$22,397,434	30%	\$39,777,747	\$27,066,653	(\$12,711,094)	-32%
Department Stores	\$55,633,498	\$33,336,930	(\$22,296,569)	-40%	\$157,263,470	\$88,546,010	(\$68,717,459)	-44%	\$82,865,905	\$83,522,294	\$656,389	1%
Special Food Services	\$36,169,810	\$22,752,457	(\$13,417,353)	-37%	\$118,998,972	\$115,954,342	(\$3,044,630)	-3%	\$57,341,605	\$52,351,273	(\$4,990,332)	-9%
Full-Service Restaurants	\$112,172,202	\$72,620,111	(\$39,552,090)	-35%	\$381,391,255	\$429,643,013	\$48,251,757	13%	\$180,467,166	\$178,322,108	(\$2,145,058)	-1%
Direct Selling Establishments	\$14,330,962	\$9,511,867	(\$4,819,094)	-34%	\$40,284,604	\$29,436,614	(\$10,847,990)	-27%	\$21,265,143	\$12,859,839	(\$8,405,304)	-40%
Health/Personal Care Stores	\$152,744,244	\$103,196,511	(\$49,547,732)	-32%	\$424,779,201	\$440,206,228	\$15,427,027	4%	\$225,163,042	\$193,348,821	(\$31,814,221)	-14%
Office Supplies/Stationary/Gift	\$12,772,937	\$9,276,221	(\$3,496,715)	-27%	\$37,311,866	\$51,760,225	\$14,448,359	39%	\$19,270,089	\$14,065,449	(\$5,204,640)	-27%
Shoe Stores	\$16,890,337	\$16,711,967	(\$178,370)	-1%	\$48,365,578	\$120,156,932	\$71,791,354	148%	\$25,402,983	\$26,483,278	\$1,080,294	4%
Building Material/Supplies Dealers	\$149,174,715	\$149,450,408	\$275,692	0%	\$420,388,955	\$565,993,799	\$145,604,844	35%	\$221,989,351	\$222,541,082	\$551,731	0%
Other Motor Vehicle Dealers	\$29,547,555	\$30,740,629	\$1,193,074	4%	\$85,143,382	\$73,386,720	(\$11,756,662)	-14%	\$44,697,007	\$36,392,047	(\$8,304,959)	-19%
Limited-Service Eating Places	\$124,587,373	\$138,323,075	\$13,735,702	11%	\$409,931,879	\$540,804,505	\$130,872,627	32%	\$197,459,233	\$260,836,843	\$63,377,610	32%
Beer/Wine/Liquor Stores	\$23,270,956	\$26,888,362	\$3,617,406	16%	\$66,479,680	\$51,314,446	(\$15,165,235)	-23%	\$34,964,742	\$29,819,065	(\$5,145,677)	-15%
Other General Merchandise Stores	\$284,481,996	\$354,842,646	\$70,360,650	25%	\$801,962,013	\$1,297,940,747	\$495,978,734	62%	\$422,591,415	\$713,345,017	\$290,753,602	69%
Automotive Dealers	\$476,023,511	\$594,440,073	\$118,416,562	25%	\$1,368,254,804	\$1,910,260,518	\$542,005,714	40%	\$719,434,465	\$1,006,585,457	\$287,150,992	40%
Grocery Stores	\$274,180,137	\$377,345,757	\$103,165,621	38%	\$771,961,639	\$1,011,777,807	\$239,816,168	31%	\$407,123,530	\$616,477,627	\$209,354,096	51%
Gasoline Stations	\$209,333,480	\$307,369,778	\$98,036,298	47%	\$589,094,679	\$1,012,788,905	\$423,694,226	72%	\$311,509,223	\$511,993,721	\$200,484,498	64%
Automotive Parts/Accessories/Tire	\$43,385,578	\$64,923,235	\$21,537,657	50%	\$120,944,155	\$205,717,447	\$84,773,292	70%	\$64,160,014	\$98,429,689	\$34,269,675	53%
<b>Consumer Demand/Market Supply Index</b>	<b>\$2,826,686,734</b>	<b>\$2,497,439,691</b>	<b>113</b>		<b>\$8,200,477,482</b>	<b>\$9,921,804,466</b>	<b>83</b>		<b>\$4,257,444,873</b>	<b>\$4,620,584,819</b>	<b>92</b>	

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**By Major Product Lines**

Furniture/Sleep/Outdoor/Patio Furniture	\$78,716,666	\$12,875,699	(\$65,840,967)	-84%	\$225,951,123	\$186,031,007	(\$39,920,116)	-18%	\$118,449,796	\$34,799,722	(\$83,650,074)	-71%
Computer Hardware/Software/Supplies	\$51,998,119	\$15,430,221	(\$36,567,898)	-70%	\$205,724,880	\$180,660,301	(\$25,064,579)	-12%	\$88,279,534	\$61,861,574	(\$26,417,961)	-30%
Books/Periodicals	\$10,988,980	\$3,432,092	(\$7,556,888)	-69%	\$31,174,417	\$41,401,767	\$10,227,349	33%	\$16,432,429	\$15,485,172	(\$947,257)	-6%
Womens/Juniors/Misses Wear	\$101,215,171	\$42,331,062	(\$58,884,108)	-58%	\$286,201,895	\$308,666,344	\$22,464,449	8%	\$150,680,116	\$82,545,597	(\$68,134,519)	-45%
Pets/Pet Foods/Pet Supplies	\$24,791,474	\$10,947,622	(\$13,843,852)	-56%	\$71,153,460	\$51,245,954	(\$19,907,506)	-28%	\$37,267,830	\$22,823,533	(\$14,444,298)	-39%
Kitchenware/Home Furnishings	\$35,540,966	\$16,163,976	(\$19,376,990)	-55%	\$100,593,142	\$97,114,962	(\$3,478,180)	-3%	\$53,108,193	\$35,167,182	(\$17,941,011)	-34%
Audio Equipment/Musical Instruments	\$16,987,144	\$7,820,517	(\$9,166,628)	-54%	\$48,146,792	\$58,490,227	\$10,343,435	21%	\$25,409,396	\$22,050,029	(\$3,359,367)	-13%
All Other Merchandise	\$116,344,745	\$53,751,082	(\$62,593,663)	-54%	\$328,737,108	\$328,662,560	(\$74,547)	0%	\$173,203,035	\$125,988,162	(\$47,214,873)	-27%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$380,399,725	\$178,908,838	(\$201,490,886)	-53%	\$1,055,839,554	\$884,242,760	(\$171,596,795)	-16%	\$560,136,466	\$397,418,442	(\$162,718,024)	-29%
Mens Wear	\$38,174,849	\$19,475,613	(\$18,699,237)	-49%	\$110,212,852	\$132,509,528	\$22,296,675	20%	\$57,793,124	\$39,114,118	(\$18,679,006)	-32%
Jewelry (including Watches)	\$24,585,597	\$13,376,090	(\$11,209,507)	-46%	\$69,663,094	\$84,770,874	\$15,107,780	22%	\$36,761,626	\$28,125,788	(\$8,635,838)	-23%
Small Electric Appliances	\$6,602,623	\$3,645,508	(\$2,957,114)	-45%	\$18,509,413	\$18,292,487	(\$216,926)	-1%	\$9,783,093	\$8,455,622	(\$1,327,470)	-14%
Footwear, including Accessories	\$41,320,499	\$23,179,724	(\$18,140,775)	-44%	\$118,336,578	\$167,254,352	\$48,917,774	41%	\$62,151,438	\$42,087,847	(\$20,063,591)	-32%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$24,197,656	\$14,224,143	(\$9,973,513)	-41%	\$69,703,103	\$95,644,422	\$25,941,319	37%	\$36,522,970	\$33,949,024	(\$2,573,946)	-7%
Lawn/Garden/Farm Equipment/Supplies	\$43,134,974	\$26,698,719	(\$16,436,255)	-38%	\$122,499,064	\$98,832,804	(\$23,666,261)	-19%	\$64,433,248	\$47,085,742	(\$17,347,505)	-27%
Childrens Wear/Infants/Toddlers Clothing	\$15,902,065	\$10,024,730	(\$5,877,335)	-37%	\$45,290,129	\$60,993,894	\$15,703,765	35%	\$23,896,076	\$19,564,377	(\$4,331,699)	-18%
Floor/Floor Coverings	\$21,450,086	\$13,599,893	(\$7,850,192)	-37%	\$60,254,288	\$64,944,611	\$4,690,323	8%	\$31,774,166	\$20,918,091	(\$10,856,075)	-34%
Curtains/Draperys/Slipcovers/Bed/Coverings	\$12,658,555	\$8,092,714	(\$4,565,841)	-36%	\$35,843,964	\$41,735,251	\$5,891,287	16%	\$18,837,953	\$17,379,089	(\$1,458,864)	-8%
Toys/Hobby Goods/Games	\$13,966,999	\$9,621,060	(\$4,345,939)	-31%	\$39,164,155	\$54,678,579	\$15,514,424	40%	\$20,748,983	\$22,455,556	\$1,706,573	8%
Sewing/Knitting Materials/Supplies	\$1,429,382	\$1,041,003	(\$388,379)	-27%	\$4,043,624	\$5,857,816	\$1,814,192	45%	\$1,231,394	\$2,158,101	\$26,707	1%
Alcoholic Drinks Served at the Establishment	\$41,162,955	\$30,903,183	(\$10,259,772)	-25%	\$151,575,314	\$166,587,664	\$15,012,350	10%	\$68,755,285	\$70,066,529	\$1,311,244	2%
Meats/Nonalcoholic Beverages	\$251,701,239	\$223,402,152	(\$28,299,087)	-11%	\$828,165,067	\$985,465,894	\$157,300,828	19%	\$398,892,182	\$457,190,888	\$58,298,706	15%
Hardware/Tools/Plumbing/Electrical Supplies	\$43,401,691	\$40,175,287	(\$3,226,404)	-7%	\$121,208,170	\$157,078,248	\$35,870,078	30%	\$64,188,185	\$63,679,833	(\$508,352)	-1%
Optical Goods (incl Eyeglasses, Sunglasses)	\$6,167,032	\$6,069,672	(\$97,359)	-2%	\$17,652,761	\$26,213,719	\$8,560,958	48%	\$9,230,641	\$12,033,281	\$2,802,640	30%
Televisions/VCR/Video Cameras/DVD etc	\$17,996,929	\$17,885,821	(\$111,108)	-1%	\$50,484,733	\$92,571,809	\$42,087,076	83%	\$26,709,881	\$41,231,509	\$14,521,629	54%
Photographic Equipment/Supplies	\$2,889,135	\$2,913,046	\$23,911	1%	\$8,183,037	\$15,839,795	\$7,656,758	94%	\$4,325,316	\$6,594,795	\$2,269,479	52%
Dimensional Lumber/Other Building Materials	\$60,559,537	\$61,411,267	\$851,730	1%	\$170,501,407	\$233,060,579	\$62,559,171	37%	\$90,143,692	\$91,501,974	\$1,358,282	2%
Automotive Tires/Tubes/Batteries/Parts	\$88,429,391	\$89,757,964	\$1,328,573	2%	\$245,533,167	\$302,308,563	\$56,775,396	23%	\$130,423,762	\$147,427,890	\$17,004,128	13%
Paints/Sundries/Wallpaper/Wall Coverings	\$11,083,888	\$11,309,470	\$225,582	2%	\$30,836,418	\$42,826,236	\$11,989,819	39%	\$16,365,352	\$17,008,135	\$642,784	4%
Major Household Appliances	\$9,214,304	\$9,862,932	\$648,629	7%	\$27,661,020	\$44,177,071	\$16,516,052	60%	\$14,304,900	\$17,374,231	\$3,069,331	21%
Automotive Lubricants (incl Oil, Greases)	\$9,214,304	\$9,862,932	\$648,629	7%	\$27,661,020	\$44,177,071	\$16,516,052	60%	\$14,304,900	\$17,374,231	\$3,069,331	21%
Retailer Services	\$80,169,818	\$88,834,583	\$8,664,766	11%	\$237,254,564	\$310,960,816	\$73,706,252	31%	\$123,470,047	\$151,401,710	\$27,931,664	23%
Groceries/Other Food Items (Off Premises)	\$423,569,409	\$473,478,439	\$49,909,030	12%	\$1,188,596,556	\$1,499,542,892	\$310,946,336	26%	\$628,061,433	\$853,818,318	\$225,756,885	36%
Cigars/Cigarettes/Tobacco/Accessories	\$34,365,888	\$38,492,251	\$4,126,363	12%	\$92,530,500	\$136,568,225	\$44,037,725	48%	\$49,341,898	\$69,225,386	\$19,883,488	40%
Autos/Cars/Vans/Trucks/Motorcycles	\$418,596,379	\$520,869,954	\$102,273,575	24%	\$1,202,668,189	\$1,662,277,578	\$459,609,389	38%	\$632,579,514	\$874,409,564	\$241,830,050	38%
Packaged Liquor/Wine/Beer	\$51,023,597	\$64,057,669	\$13,034,072	26%	\$146,073,361	\$179,543,862	\$33,470,501	23%	\$76,903,307	\$99,893,872	\$22,990,565	30%
Soaps/Detergents/Household Cleaners	\$12,921,789	\$16,856,349	\$3,934,561	30%	\$35,847,593	\$56,711,325	\$20,863,732	58%	\$18,931,489	\$31,144,669	\$12,213,181	65%
Paper/Related Products	\$11,315,116	\$15,421,855	\$4,106,739	36%	\$31,503,848	\$53,210,267	\$21,706,419	69%	\$16,651,215	\$29,654,888	\$13,003,673	78%
Automotive Fuels	\$191,855,129	\$285,579,159	\$93,724,030	49%	\$539,937,768	\$945,240,013	\$405,302,244	75%	\$285,876,620	\$483,634,832	\$197,758,212	69%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$5,063,821	\$9,088,602	\$4,024,781	79%	\$14,012,001	\$28,892,681	\$14,880,680	106%	\$7,453,527	\$13,243,331	\$5,789,804	78%

**Consumer Demand & Market Supply Assessment**

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Fontana Plaza

Cherry & Baseline

Fontana CA

Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop

n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area