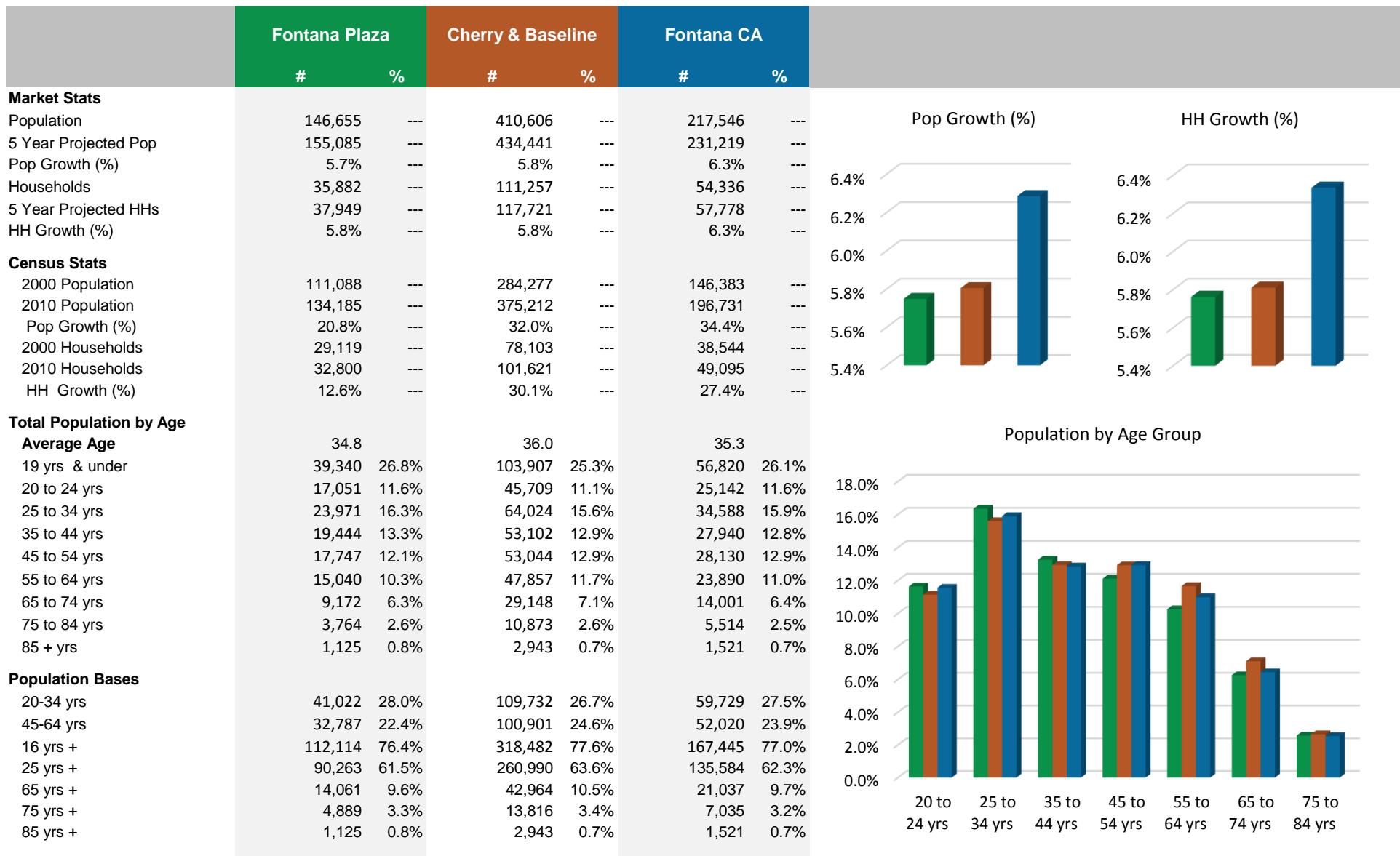


## Consumer Demographic Profile

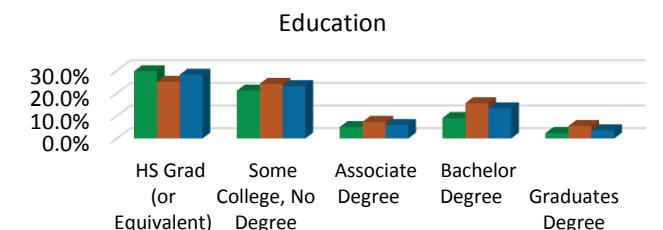
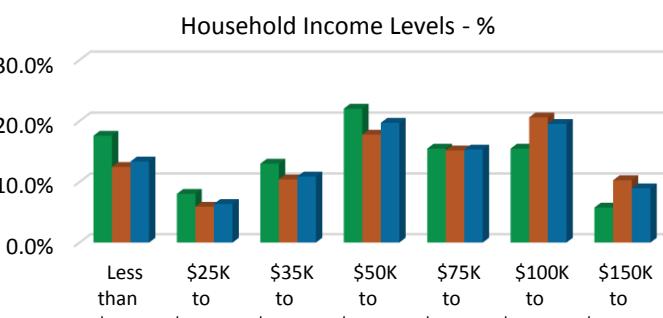
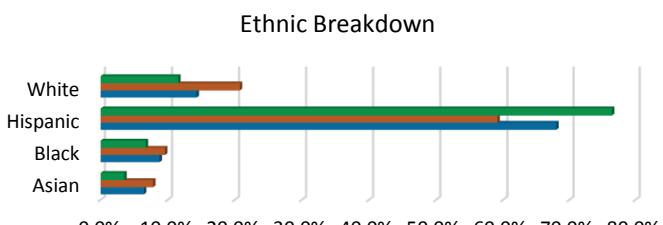
**Site:** Fontana Plaza  
**Address:** E Foothill Blvd and Sierra Ave | Fontana CA  
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## Consumer Demographic Profile

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	Fontana Plaza		Cherry & Baseline		Fontana CA		
	#	%	#	%	#	%	
<b>Population by Race</b>							
White	16,955	11.6%	85,161	20.7%	31,090	14.3%	
Hispanic	112,107	76.4%	242,899	59.2%	147,982	68.0%	
Black	9,856	6.7%	39,366	9.6%	19,108	8.8%	
Asian	5,167	3.5%	32,098	7.8%	14,029	6.4%	
<b>Ancestry</b>							
American Indian (ancestry)	345	0.2%	964	0.2%	582	0.3%	
Hawaiian (ancestry)	370	0.3%	1,006	0.2%	562	0.3%	
<b>Household Income</b>							
<b>Per Capita Income</b>	\$18,245	---	\$26,475	---	\$22,582	---	
<b>Average HH Income</b>	\$74,569	---	\$97,710	---	\$90,411	---	
<b>Median HH Income</b>	\$62,654	---	\$79,959	---	\$74,530	---	
Less than \$25K	6,317	17.6%	13,877	12.5%	7,259	13.4%	
\$25K to \$34.9K	2,880	8.0%	6,582	5.9%	3,460	6.4%	
\$35K to \$49.9K	4,668	13.0%	11,577	10.4%	5,921	10.9%	
\$50K to \$74.9K	7,904	22.0%	19,776	17.8%	10,713	19.7%	
\$75K to \$99.9K	5,554	15.5%	16,907	15.2%	8,331	15.3%	
\$100K to \$149.9K	5,555	15.5%	22,923	20.6%	10,610	19.5%	
\$150K to \$199.9K	2,073	5.8%	11,442	10.3%	4,862	8.9%	
\$200K +	931	2.6%	8,173	7.3%	3,178	5.8%	
<b>Education</b>							
	90,263		260,990		135,584		
Less than 9th Grade	15,989	17.7%	27,025	10.4%	17,728	13.1%	
Some HS, No Diploma	12,979	14.4%	25,852	9.9%	15,979	11.8%	
HS Grad (or Equivalent)	26,838	29.7%	65,502	25.1%	38,258	28.2%	
Some College, No Degree	19,088	21.1%	63,070	24.2%	31,454	23.2%	
Associate Degree	4,552	5.0%	19,313	7.4%	8,122	6.0%	
Bachelor Degree	8,194	9.1%	40,709	15.6%	18,094	13.3%	
Graduates Degree	2,212	2.5%	14,454	5.5%	4,922	3.6%	



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	Fontana Plaza		Cherry & Baseline		Fontana CA		
	#	%	#	%	#	%	
<b>Family Structure</b>	30,709		92,777		47,234		
Single - Male	1,836	6.0%	4,655	5.0%	2,226	4.7%	
Single - Female	3,847	12.5%	9,778	10.5%	5,279	11.2%	
Single Parent - Male	1,319	4.3%	3,356	3.6%	1,791	3.8%	
Single Parent - Female	3,644	11.9%	8,702	9.4%	4,553	9.6%	
Married w/ Children	10,800	35.2%	32,826	35.4%	17,687	37.4%	
Married w/out Children	9,263	30.2%	33,459	36.1%	15,697	33.2%	
<b>Household Size</b>							Household Size
1 Person	3,929	11.0%	14,018	12.6%	5,251	9.7%	
2 People	5,961	16.6%	23,311	21.0%	9,356	17.2%	
3 People	5,608	15.6%	19,380	17.4%	8,969	16.5%	
4 to 6 People	15,911	44.3%	45,547	40.9%	25,020	46.0%	
7+ People	4,473	12.5%	9,000	8.1%	5,740	10.6%	
<b>Home Ownership</b>	35,882		111,257		54,336		
Owners	20,998	58.5%	73,039	65.6%	37,018	68.1%	
Renters	14,884	41.5%	38,218	34.4%	17,318	31.9%	
<b>Components of Change</b>							Civilian Employment
Births	1,978	1.3%	5,208	1.3%	2,853	1.3%	
Deaths	684	0.5%	2,014	0.5%	1,018	0.5%	
Migration	459	0.3%	2,919	0.7%	2,244	1.0%	
<b>Employment (Pop 16+)</b>	112,114		318,482		167,445		
Armed Services	107	0.1%	197	0.1%	135	0.1%	
Civilian	72,507	64.7%	210,426	66.1%	110,448	66.0%	
Employed	66,700	59.5%	196,730	61.8%	102,880	61.4%	
Unemployed	5,807	5.2%	13,696	4.3%	7,568	4.5%	
Not in Labor Force	39,607	35.3%	108,056	33.9%	56,997	34.0%	
<b>Employed Population</b>	66,700		196,730		102,880		
White Collar	29,034	43.5%	111,693	56.8%	52,254	50.8%	
Blue Collar	37,665	56.5%	85,037	43.2%	50,625	49.2%	

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	#	%	#	%	#	%	
<b>Employment By Occupation</b>	66,700		196,730		102,880		
White Collar	29,034	43.5%	111,693	56.8%	52,254	50.8%	
Managerial executive	4,536	6.8%	23,507	11.9%	9,581	9.3%	
Prof specialty	7,103	10.6%	35,017	17.8%	15,067	14.6%	
Healthcare support	2,632	3.9%	7,003	3.6%	4,085	4.0%	
Sales	5,989	9.0%	19,422	9.9%	9,278	9.0%	
Office Admin	8,774	13.2%	26,744	13.6%	14,244	13.8%	
Blue Collar	37,665	56.5%	85,037	43.2%	50,625	49.2%	
Protective	1,297	1.9%	5,019	2.6%	2,764	2.7%	
Food Prep Serving	4,107	6.2%	10,034	5.1%	5,455	5.3%	
Bldg Maint/Cleaning	2,366	3.5%	5,227	2.7%	3,048	3.0%	
Personal Care	1,825	2.7%	5,316	2.7%	2,991	2.9%	
Farming/Fishing/Forestry	329	0.5%	617	0.3%	170	0.2%	
Construction	9,193	13.8%	19,554	9.9%	11,959	11.6%	
Production Transp	18,549	27.8%	39,270	20.0%	24,238	23.6%	
<b>Employment By Industry</b>	66,700		196,730		102,880		
Agri Mining Const	7,478	11.2%	15,985	8.1%	9,471	9.2%	
Manufacturing	6,209	9.3%	17,503	8.9%	9,327	9.1%	
Transportation	10,565	15.8%	23,680	12.0%	14,326	13.9%	
Information	601	0.9%	2,518	1.3%	1,124	1.1%	
Wholesale Retail	10,866	16.3%	30,214	15.4%	16,190	15.7%	
Fin Insur Real Estate	2,038	3.1%	9,758	5.0%	4,115	4.0%	
Professional Services	1,938	2.9%	8,810	4.5%	3,646	3.5%	
Management Services	14	0.0%	204	0.1%	45	0.0%	
Admin Waste Services	3,377	5.1%	8,395	4.3%	4,451	4.3%	
Educational services	11,235	16.8%	42,677	21.7%	20,921	20.3%	
Entertain services	6,203	9.3%	16,579	8.4%	9,049	8.8%	
Other Prof services	4,045	6.1%	10,826	5.5%	5,634	5.5%	
Public admin	2,129	3.2%	9,581	4.9%	4,583	4.5%	

