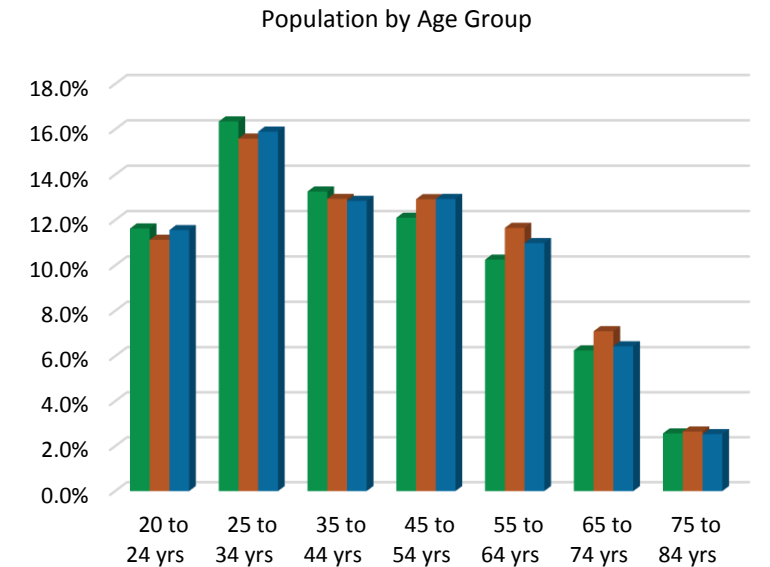
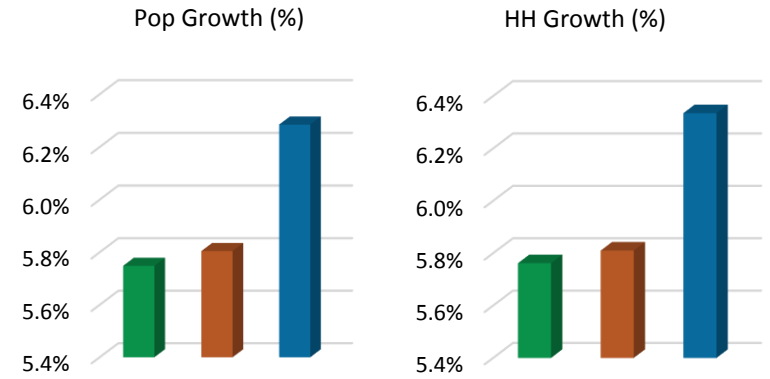


Consumer Demographic Profile

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

	Fontana Plaza		Cherry & Baseline		Fontana CA	
	#	%	#	%	#	%
Market Stats						
Population	146,655	---	410,606	---	217,546	---
5 Year Projected Pop	155,085	---	434,441	---	231,219	---
Pop Growth (%)	5.7%	---	5.8%	---	6.3%	---
Households	35,882	---	111,257	---	54,336	---
5 Year Projected HHs	37,949	---	117,721	---	57,778	---
HH Growth (%)	5.8%	---	5.8%	---	6.3%	---
Census Stats						
2000 Population	111,088	---	284,277	---	146,383	---
2010 Population	134,185	---	375,212	---	196,731	---
Pop Growth (%)	20.8%	---	32.0%	---	34.4%	---
2000 Households	29,119	---	78,103	---	38,544	---
2010 Households	32,800	---	101,621	---	49,095	---
HH Growth (%)	12.6%	---	30.1%	---	27.4%	---
Total Population by Age						
Average Age	34.8		36.0		35.3	
19 yrs & under	39,340	26.8%	103,907	25.3%	56,820	26.1%
20 to 24 yrs	17,051	11.6%	45,709	11.1%	25,142	11.6%
25 to 34 yrs	23,971	16.3%	64,024	15.6%	34,588	15.9%
35 to 44 yrs	19,444	13.3%	53,102	12.9%	27,940	12.8%
45 to 54 yrs	17,747	12.1%	53,044	12.9%	28,130	12.9%
55 to 64 yrs	15,040	10.3%	47,857	11.7%	23,890	11.0%
65 to 74 yrs	9,172	6.3%	29,148	7.1%	14,001	6.4%
75 to 84 yrs	3,764	2.6%	10,873	2.6%	5,514	2.5%
85 + yrs	1,125	0.8%	2,943	0.7%	1,521	0.7%
Population Bases						
20-34 yrs	41,022	28.0%	109,732	26.7%	59,729	27.5%
45-64 yrs	32,787	22.4%	100,901	24.6%	52,020	23.9%
16 yrs +	112,114	76.4%	318,482	77.6%	167,445	77.0%
25 yrs +	90,263	61.5%	260,990	63.6%	135,584	62.3%
65 yrs +	14,061	9.6%	42,964	10.5%	21,037	9.7%
75 yrs +	4,889	3.3%	13,816	3.4%	7,035	3.2%
85 yrs +	1,125	0.8%	2,943	0.7%	1,521	0.7%



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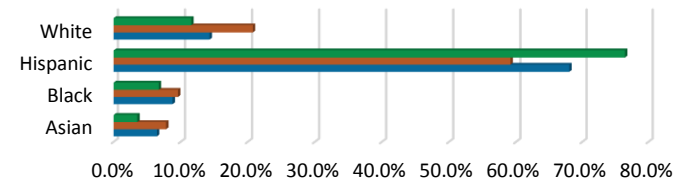
INSIGHT

MARKET ANALYTICS

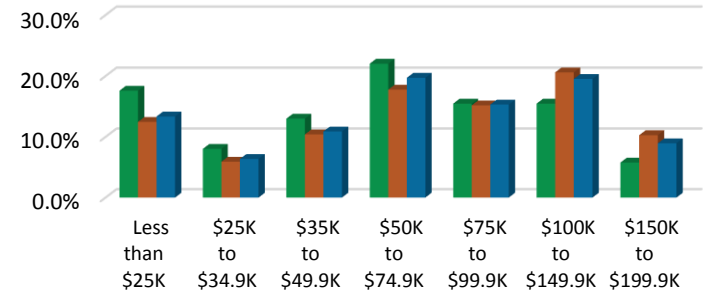
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	Fontana Plaza		Cherry & Baseline		Fontana CA	
	#	%	#	%	#	%
Population by Race						
White	16,955	11.6%	85,161	20.7%	31,090	14.3%
Hispanic	112,107	76.4%	242,899	59.2%	147,982	68.0%
Black	9,856	6.7%	39,366	9.6%	19,108	8.8%
Asian	5,167	3.5%	32,098	7.8%	14,029	6.4%
Ancestry						
American Indian (ancestry)	345	0.2%	964	0.2%	582	0.3%
Hawaiian (ancestry)	370	0.3%	1,006	0.2%	562	0.3%
Household Income						
Per Capita Income	\$18,245	---	\$26,475	---	\$22,582	---
Average HH Income	\$74,569	---	\$97,710	---	\$90,411	---
Median HH Income	\$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%
Education						
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%

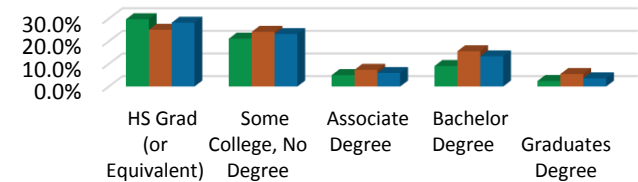
Ethnic Breakdown



Household Income Levels - %



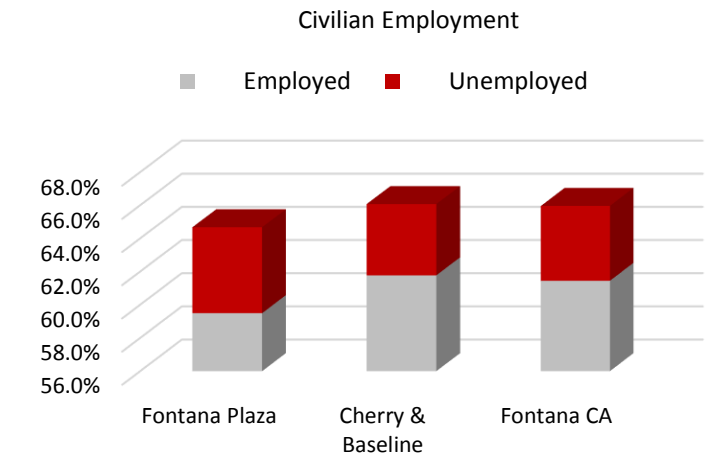
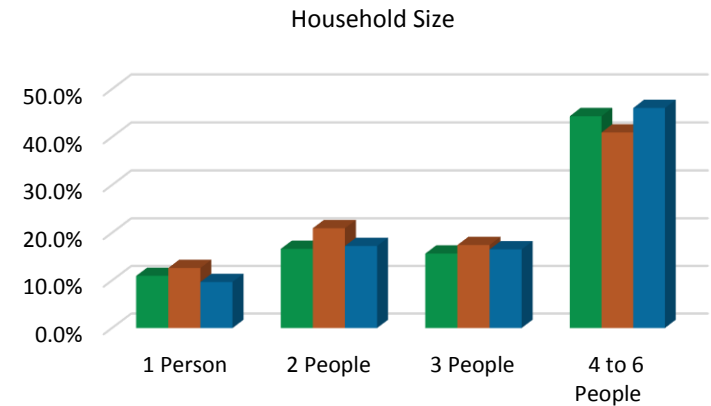
Education



Consumer Demographic Profile

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	Fontana Plaza		Cherry & Baseline		Fontana CA	
	#	%	#	%	#	%
Family Structure	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%
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%
Home Ownership	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%
Components of Change						
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%
Employment (Pop 16+)	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%
Employed Population	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%



Consumer Demographic Profile

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	Fontana Plaza		Cherry & Baseline		Fontana CA	
	#	%	#	%	#	%
Employment By Occupation	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%
Employment By Industry	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%

