

Consumer Demand & Market Supply Assessment

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

Demographics

Population	67,150
5-Year Population estimate	69,600
Population Households	66,850
Group Quarters Population	300
Households	16,329
5-Year Households estimate	16,919
WorkPlace Establishments	1,264
Workplace Employees	26,194
Median Household Income	\$56,811

	Sierra & Valley	Citrus & Highland	Ventana
Population	67,150	57,351	506,048
5-Year Population estimate	69,600	63,165	536,484
Population Households	66,850	57,292	500,514
Group Quarters Population	300	59	5,534
Households	16,329	14,415	134,245
5-Year Households estimate	16,919	15,898	142,472
WorkPlace Establishments	1,264	336	6,724
Workplace Employees	26,194	6,002	121,623
Median Household Income	\$56,811	\$94,655	\$76,041

By Establishments

	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Electronic Shopping/Mail Order Houses	\$215,596,733	\$0	(\$215,596,733)	-100%	\$166,128,794	\$0	(\$166,128,794)	-100%	\$1,549,861,441	\$629,142,360	(\$920,719,081)	-59%
Vending Machine Operators (Non-Store)	\$9,005,946	\$0	(\$9,005,946)	-100%	\$7,243,186	\$13,894,744	\$6,651,558	92%	\$66,065,791	\$24,151,285	(\$41,914,506)	-63%
Furniture Stores	\$12,584,654	\$665,916	(\$11,918,738)	-95%	\$10,903,022	\$0	(\$10,903,022)	-100%	\$96,184,939	\$53,687,029	(\$42,497,911)	-44%
Direct Selling Establishments	\$6,651,584	\$1,394,385	(\$5,257,199)	-79%	\$5,447,250	\$4,193,818	(\$1,253,432)	-23%	\$49,182,782	\$39,079,747	(\$10,103,035)	-21%
Electronics/Appliance	\$20,921,137	\$7,753,013	(\$13,168,124)	-63%	\$14,057,803	\$3,090,285	(\$10,967,518)	-78%	\$141,478,186	\$83,825,615	(\$57,652,571)	-41%
Florists/Misc. Store Retailers	\$1,775,877	\$702,535	(\$1,073,342)	-60%	\$1,519,225	\$308,561	(\$1,210,664)	-80%	\$13,449,689	\$2,230,463	(\$11,219,226)	-83%
Book/Periodical/Music Stores	\$3,700,690	\$1,830,142	(\$1,870,548)	-51%	\$3,103,298	\$0	(\$3,103,298)	-100%	\$27,715,694	\$28,574,717	\$859,023	3%
Home Furnishing Stores	\$11,887,424	\$5,979,485	(\$5,907,939)	-50%	\$10,050,101	\$0	(\$10,050,101)	-100%	\$89,547,520	\$51,207,778	(\$38,339,742)	-43%
Lawn/Garden Equipment/Supplies Stores	\$7,029,474	\$3,846,121	(\$3,183,353)	-45%	\$6,009,687	\$2,728,595	(\$3,281,092)	-55%	\$53,217,090	\$19,517,819	(\$33,699,271)	-63%
Other Misc. Store Retailers	\$18,663,541	\$11,937,782	(\$6,725,759)	-36%	\$15,773,114	\$5,690,984	(\$10,082,130)	-64%	\$140,367,251	\$90,452,172	(\$49,915,079)	-36%
Specialty Food Stores	\$6,667,211	\$5,540,617	(\$1,126,594)	-17%	\$5,507,358	\$1,329,563	(\$4,177,794)	-76%	\$49,547,823	\$28,155,133	(\$21,392,691)	-43%
Clothing Stores	\$52,738,545	\$45,381,761	(\$7,356,784)	-14%	\$45,187,431	\$13,527,469	(\$31,659,962)	-70%	\$399,611,811	\$369,719,127	(\$29,892,684)	-7%
Bar/Drinking Places (Alcoholic Beverages)	\$4,408,796	\$3,874,798	(\$533,999)	-12%	\$2,247,491	\$0	(\$2,247,491)	-100%	\$26,624,599	\$11,562,451	(\$15,062,147)	-57%
Sporting Goods/Hobby/Musical Instrument	\$12,109,793	\$10,959,137	(\$1,150,656)	-10%	\$10,458,667	\$10,721,429	\$262,761	3%	\$92,156,005	\$80,495,250	(\$11,660,755)	-13%
Office Supplies/Stationary/Gift	\$6,137,176	\$6,591,318	\$454,142	7%	\$4,841,806	\$4,951,888	\$110,082	2%	\$44,653,792	\$45,452,602	\$798,810	2%
Special Food Services	\$20,224,333	\$21,992,982	\$1,768,649	9%	\$12,637,781	\$7,256,160	(\$5,381,621)	-43%	\$132,402,153	\$127,137,085	(\$5,265,068)	-4%
Full-Service Restaurants	\$65,400,453	\$73,072,886	\$7,672,433	12%	\$38,071,834	\$32,127,402	(\$5,944,433)	-16%	\$415,803,506	\$417,176,290	\$1,372,784	0%
Used Merchandise Stores	\$3,686,914	\$4,210,014	\$523,100	14%	\$3,123,231	\$825,637	(\$2,297,595)	-74%	\$27,776,808	\$12,247,476	(\$15,529,332)	-56%
Health/Personal Care Stores	\$70,456,274	\$85,909,334	\$15,453,060	22%	\$57,721,161	\$27,325,002	(\$30,396,159)	-53%	\$520,839,640	\$419,810,876	(\$101,028,764)	-19%
Other Motor Vehicle Dealers	\$13,483,662	\$19,538,592	\$6,054,930	45%	\$11,854,312	\$17,856,963	\$6,002,651	51%	\$103,547,195	\$61,785,748	(\$41,761,447)	-40%
Beer/Wine/Liquor Stores	\$10,696,298	\$15,569,134	\$4,872,835	46%	\$9,154,828	\$1,401,733	(\$7,753,096)	-85%	\$80,849,740	\$71,639,646	(\$9,210,093)	-11%
Building Material/Supplies Dealers	\$68,562,528	\$106,685,236	\$38,122,708	56%	\$57,535,887	\$24,520,838	(\$33,015,049)	-57%	\$513,693,331	\$510,703,000	(\$2,990,331)	-1%
Limited-Service Eating Places	\$69,758,238	\$114,407,926	\$44,649,687	64%	\$43,421,201	\$31,849,119	(\$11,572,082)	-27%	\$455,911,090	\$560,990,225	\$105,079,134	23%
Jewelry/Luggage/Leather Goods	\$7,213,176	\$12,499,018	\$5,285,842	73%	\$6,136,020	\$1,482,668	(\$4,653,352)	-76%	\$54,495,322	\$33,806,116	(\$20,689,206)	-38%
Grocery Stores	\$126,794,385	\$285,319,595	\$158,525,210	125%	\$104,868,527	\$76,713,436	(\$28,155,091)	-27%	\$942,754,198	\$1,255,617,421	\$312,863,223	33%
Gasoline Stations	\$96,325,023	\$230,664,089	\$134,339,066	139%	\$80,519,313	\$82,112,582	\$1,593,269	2%	\$719,046,587	\$1,219,519,906	\$500,473,318	70%
Shoe Stores	\$7,699,447	\$18,481,655	\$10,782,208	140%	\$6,741,059	\$3,611,536	(\$3,129,523)	-46%	\$58,915,592	\$74,999,479	\$16,083,886	27%
Department Stores	\$25,604,851	\$68,355,423	\$42,750,572	167%	\$21,502,892	\$5,647,331	(\$15,855,561)	-74%	\$191,917,555	\$92,435,276	(\$99,482,279)	-52%
Automotive Parts/Accessories/Tire	\$19,988,135	\$59,687,702	\$39,699,567	199%	\$16,468,012	\$5,510,188	(\$10,957,824)	-67%	\$148,082,266	\$204,400,545	\$56,318,279	38%
Other General Merchandise Stores	\$131,700,043	\$416,395,463	\$284,695,420	216%	\$108,737,357	\$61,501,938	(\$47,235,420)	-43%	\$978,445,450	\$1,368,199,886	\$389,754,437	40%
Automotive Dealers	\$217,183,381	\$1,104,351,779	\$887,168,399	408%	\$190,105,009	\$84,471,226	(\$105,633,782)	-56%	\$1,663,634,218	\$1,933,141,948	\$269,507,730	16%
Consumer Demand/Market Supply Index	\$1,344,655,722	\$2,743,597,836	49		\$1,077,076,658	\$524,651,095	205		\$9,847,779,063	\$9,920,864,470	99	

Consumer Demand & Market Supply Assessment

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By Major Product Lines

	Sierra & Valley				Citrus & Highland				Ventana			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Computer Hardware/Software/Supplies	\$38,472,539	\$5,818,067	(\$2,654,473)	-85%	\$12,733,785	\$1,778,021	(\$10,955,764)	-86%	\$202,032,779	\$134,478,889	(\$67,553,889)	-33%
Furniture/Sleep/Outdoor/Patio Furniture	\$35,976,560	\$12,275,567	(\$23,700,993)	-66%	\$31,181,247	\$2,027,292	(\$29,153,955)	-93%	\$275,065,593	\$122,767,208	(\$152,298,385)	-55%
Books/Periodicals	\$5,011,858	\$3,547,846	(\$1,464,012)	-29%	\$4,322,035	\$469,960	(\$3,852,074)	-89%	\$38,057,108	\$38,608,007	\$550,898	1%
Audio Equipment/Musical Instruments	\$7,778,569	\$5,726,346	(\$2,052,223)	-26%	\$6,613,415	\$1,799,820	(\$4,813,595)	-73%	\$58,734,029	\$47,152,371	(\$11,581,659)	-20%
All Other Merchandise	\$53,532,052	\$43,157,496	(\$10,374,556)	-19%	\$45,077,684	\$15,216,438	(\$29,861,246)	-66%	\$401,991,370	\$283,508,472	(\$118,482,898)	-29%
Womens/Juniors/Misses Wear	\$46,345,969	\$40,483,845	(\$5,862,124)	-13%	\$39,266,473	\$9,374,358	(\$29,892,115)	-76%	\$349,478,437	\$260,827,149	(\$88,651,288)	-25%
Kitchenware/Home Furnishings	\$16,287,718	\$14,603,034	(\$1,684,684)	-10%	\$13,863,166	\$2,735,903	(\$11,127,264)	-80%	\$122,756,882	\$84,088,103	(\$38,668,779)	-32%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$175,550,220	\$160,635,131	(\$14,915,089)	-8%	\$143,322,133	\$38,133,771	(\$105,188,362)	-73%	\$1,295,079,356	\$825,854,788	(\$469,224,568)	-36%
Pets/Pet Foods/Pet Supplies	\$11,300,060	\$10,460,191	(\$839,869)	-7%	\$9,954,531	\$2,699,581	(\$7,254,950)	-73%	\$134,062,628	\$49,835,186	(\$36,947,441)	-43%
Floor/Floor Coverings	\$9,872,222	\$9,488,775	(\$383,447)	-4%	\$8,164,705	\$1,627,542	(\$6,537,163)	-80%	\$73,644,402	\$55,463,116	(\$18,181,287)	-25%
Lawn/Garden/Farm Equipment/Supplies	\$19,799,215	\$20,629,663	\$830,448	4%	\$16,848,465	\$6,289,098	(\$10,559,368)	-63%	\$149,549,167	\$100,921,727	(\$48,627,439)	-33%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$11,047,522	\$12,262,656	\$1,215,134	11%	\$9,640,971	\$6,363,176	(\$3,277,795)	-34%	\$84,713,078	\$80,066,229	(\$4,646,849)	-5%
Mens Wear	\$17,395,315	\$19,424,593	\$2,029,278	12%	\$15,380,472	\$4,550,036	(\$10,830,435)	-70%	\$134,062,053	\$112,112,527	(\$21,949,527)	-16%
Alcoholic Drinks Served at the Establishment	\$26,455,056	\$30,949,343	\$4,494,287	17%	\$12,996,139	\$11,614,228	(\$1,381,911)	-11%	\$157,593,058	\$165,341,954	\$7,748,896	5%
Small Electric Appliances	\$3,039,264	\$3,796,873	\$757,609	25%	\$2,524,297	\$558,889	(\$1,965,408)	-78%	\$22,670,621	\$16,891,681	(\$5,778,940)	-25%
Footwear, including Accessories	\$18,831,388	\$24,505,738	\$5,674,350	30%	\$16,503,749	\$5,334,427	(\$11,169,322)	-68%	\$144,144,441	\$117,651,423	(\$26,493,018)	-18%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$2,359,057	\$3,307,424	\$948,367	40%	\$1,884,430	\$3,431,214	\$1,546,782	82%	\$17,188,753	\$36,321,342	\$19,132,590	111%
Meats/Nonalcoholic Beverages	\$140,951,156	\$198,034,946	\$57,083,791	40%	\$87,701,525	\$64,695,833	(\$23,005,692)	-26%	\$921,041,600	\$1,014,417,310	\$93,375,710	10%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$5,787,651	\$8,238,232	\$2,450,581	42%	\$4,924,044	\$1,192,201	(\$3,731,843)	-76%	\$43,779,063	\$37,625,536	(\$6,153,528)	-14%
Childrens Wear/Infants/Toddlers Clothing	\$7,225,318	\$10,879,250	\$3,653,932	51%	\$6,320,539	\$2,132,901	(\$4,187,639)	-66%	\$55,041,328	\$53,728,854	(\$1,312,474)	-2%
Jewelry (including Watches)	\$11,267,072	\$17,000,894	\$5,733,821	51%	\$9,560,680	\$2,516,197	(\$7,044,483)	-74%	\$85,027,539	\$66,306,793	(\$18,720,746)	-22%
Hardware/Tools/Plumbing/Electrical Supplies	\$19,987,217	\$30,214,224	\$10,227,007	51%	\$16,503,989	\$6,610,672	(\$9,893,317)	-60%	\$148,370,718	\$142,671,913	(\$5,698,805)	-4%
Toys/Hobby Goods/Games	\$6,408,168	\$9,924,701	\$3,516,534	55%	\$5,372,915	\$2,823,953	(\$2,548,962)	-47%	\$47,868,487	\$48,816,142	\$947,655	2%
Sewing/Knitting Materials/Supplies	\$643,109	\$999,315	\$356,207	55%	\$567,264	\$462,176	(\$105,088)	-19%	\$4,916,769	\$5,163,332	\$246,563	5%
Dimensional Lumber/Other Building Materials	\$27,837,569	\$43,821,035	\$15,983,466	57%	\$23,335,446	\$10,089,333	(\$13,246,113)	-57%	\$208,342,295	\$210,276,419	\$1,934,124	1%
Paints/Sundries/Wallpaper/Wall Coverings	\$5,109,654	\$8,223,857	\$3,114,203	61%	\$4,186,122	\$1,859,061	(\$2,327,062)	-56%	\$37,767,616	\$38,801,775	\$1,034,159	3%
Major Household Appliances	\$4,178,812	\$7,422,789	\$3,243,978	78%	\$3,924,629	\$1,586,304	(\$2,338,325)	-60%	\$33,415,171	\$37,363,576	\$3,948,406	12%
Automotive Lubricants (incl Oil, Greases)	\$4,178,812	\$7,422,789	\$3,243,978	78%	\$3,924,629	\$1,586,304	(\$2,338,325)	-60%	\$33,415,171	\$37,363,576	\$3,948,406	12%
Photographic Equipment/Supplies	\$1,323,341	\$2,489,074	\$1,165,734	88%	\$1,135,173	\$487,285	(\$647,887)	-57%	\$9,987,909	\$13,328,548	\$3,340,639	33%
Packaged Liquor/Wine/Beer	\$23,305,164	\$48,806,477	\$25,501,313	109%	\$20,318,528	\$9,710,451	(\$10,608,077)	-52%	\$177,776,303	\$214,280,628	\$36,504,325	21%
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,816,348	\$5,908,208	\$3,091,860	110%	\$2,441,863	\$1,391,532	(\$1,050,331)	-43%	\$21,573,003	\$25,357,138	\$3,784,135	18%
Televisions/VCR/Video Cameras/DVD etc	\$8,247,413	\$17,326,737	\$9,079,324	110%	\$6,915,678	\$2,849,610	(\$4,066,069)	-59%	\$61,745,925	\$81,549,059	\$19,803,133	32%
Cigars/Cigarettes/Tobacco/Accessories	\$15,927,692	\$33,998,259	\$18,070,567	113%	\$12,261,688	\$8,804,752	(\$3,456,936)	-28%	\$114,355,253	\$151,434,182	\$37,078,929	32%
Groceries/Other Food Items (Off Premises)	\$195,156,595	\$423,916,143	\$228,759,549	117%	\$162,198,531	\$105,117,863	(\$57,080,669)	-35%	\$1,454,678,918	\$1,706,689,188	\$252,010,269	17%
Automotive Fuels	\$87,967,771	\$224,531,564	\$136,563,793	155%	\$74,193,438	\$73,607,049	(\$586,388)	-1%	\$659,384,985	\$1,125,681,652	\$466,296,666	71%
Automotive Tires/Tubes/Batteries/Parts	\$40,781,765	\$108,425,362	\$67,643,597	166%	\$33,332,661	\$10,021,691	(\$23,310,969)	-70%	\$300,841,572	\$298,136,844	(\$2,704,729)	-1%
Soaps/Detergents/Household Cleaners	\$5,960,791	\$16,732,765	\$10,771,973	181%	\$4,837,654	\$3,127,483	(\$1,710,171)	-35%	\$44,032,218	\$61,247,770	\$17,215,552	39%
Paper/Related Products	\$5,211,445	\$16,378,625	\$11,167,180	214%	\$4,284,963	\$2,913,849	(\$1,371,114)	-32%	\$38,643,235	\$57,597,202	\$18,953,967	49%
Retailer Services	\$36,345,847	\$133,415,661	\$97,069,814	267%	\$33,730,836	\$16,815,705	(\$16,915,131)	-50%	\$287,415,852	\$301,748,376	\$14,332,525	5%
Autos/Cars/Vans/Trucks/Motorcycles	\$190,946,099	\$948,191,100	\$757,245,001	397%	\$166,969,174	\$80,918,798	(\$86,050,376)	-52%	\$1,462,017,166	\$1,675,311,236	\$213,294,069	15%

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Sierra & Valley

Citrus & Highland

Ventana

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