



# Market Profile

Central Core  
 8353 Sierra Ave, Fontana, California, 92335  
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri  
 Latitude: 34.10202  
 Longitude: -117.43569

	0 - 1 mile	1 - 3 mile	3 - 5 mile
<b>Population Summary</b>			
2000 Total Population	26,581	117,111	135,477
2010 Total Population	29,955	144,541	175,789
2021 Total Population	31,855	157,703	188,342
2021 Group Quarters	56	437	658
2026 Total Population	32,685	163,743	193,225
2021-2026 Annual Rate	0.52%	0.75%	0.51%
2021 Total Daytime Population	27,064	130,171	164,373
Workers	7,885	40,010	61,340
Residents	19,179	90,161	103,033
<b>Household Summary</b>			
2000 Households	7,246	29,799	36,259
2000 Average Household Size	3.65	3.91	3.70
2010 Households	7,654	34,559	44,707
2010 Average Household Size	3.91	4.17	3.91
2021 Households	8,007	37,359	47,623
2021 Average Household Size	3.97	4.21	3.94
2026 Households	8,197	38,723	48,843
2026 Average Household Size	3.98	4.22	3.94
2021-2026 Annual Rate	0.47%	0.72%	0.51%
2010 Families	6,221	29,892	38,389
2010 Average Family Size	4.22	4.35	4.13
2021 Families	6,486	32,235	40,835
2021 Average Family Size	4.30	4.40	4.17
2026 Families	6,637	33,402	41,871
2026 Average Family Size	4.31	4.41	4.17
2021-2026 Annual Rate	0.46%	0.71%	0.50%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,743	31,448	38,281
Owner Occupied Housing Units	38.3%	64.2%	70.2%
Renter Occupied Housing Units	55.3%	30.6%	24.5%
Vacant Housing Units	6.4%	5.2%	5.3%
2010 Housing Units	8,190	36,662	47,554
Owner Occupied Housing Units	33.7%	62.7%	69.0%
Renter Occupied Housing Units	59.8%	31.6%	25.0%
Vacant Housing Units	6.5%	5.7%	6.0%
2021 Housing Units	8,434	38,916	50,111
Owner Occupied Housing Units	32.7%	62.8%	68.8%
Renter Occupied Housing Units	62.2%	33.2%	26.2%
Vacant Housing Units	5.1%	4.0%	5.0%
2026 Housing Units	8,657	40,395	51,519
Owner Occupied Housing Units	32.9%	63.0%	69.0%
Renter Occupied Housing Units	61.7%	32.9%	25.8%
Vacant Housing Units	5.3%	4.1%	5.2%
<b>Median Household Income</b>			
2021	\$47,206	\$69,220	\$80,288
2026	\$52,489	\$76,064	\$87,356
<b>Median Home Value</b>			
2021	\$344,611	\$393,999	\$431,673
2026	\$379,089	\$488,985	\$558,357
<b>Per Capita Income</b>			
2021	\$14,457	\$19,329	\$24,282
2026	\$16,192	\$21,621	\$27,484
<b>Median Age</b>			
2010	26.2	27.9	29.4
2021	27.9	30.1	31.6
2026	29.5	32.1	33.3

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Central Core  
 8353 Sierra Ave, Fontana, California, 92335  
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri  
 Latitude: 34.10202  
 Longitude: -117.43569

	0 - 1 mile	1 - 3 mile	3 - 5 mile
<b>2021 Households by Income</b>			
Household Income Base	8,007	37,359	47,623
<\$15,000	12.0%	6.4%	4.8%
\$15,000 - \$24,999	12.0%	6.7%	5.4%
\$25,000 - \$34,999	14.1%	7.7%	7.2%
\$35,000 - \$49,999	13.9%	11.8%	10.8%
\$50,000 - \$74,999	19.4%	20.9%	17.2%
\$75,000 - \$99,999	14.4%	18.3%	17.0%
\$100,000 - \$149,999	9.8%	18.8%	21.1%
\$150,000 - \$199,999	3.5%	5.3%	9.8%
\$200,000+	0.9%	4.1%	6.7%
Average Household Income	\$58,214	\$81,659	\$96,127
<b>2026 Households by Income</b>			
Household Income Base	8,197	38,723	48,843
<\$15,000	10.7%	5.4%	4.0%
\$15,000 - \$24,999	10.4%	5.6%	4.4%
\$25,000 - \$34,999	12.8%	6.8%	6.0%
\$35,000 - \$49,999	13.2%	10.5%	9.2%
\$50,000 - \$74,999	19.8%	20.6%	16.5%
\$75,000 - \$99,999	16.0%	18.9%	17.5%
\$100,000 - \$149,999	11.6%	20.7%	22.6%
\$150,000 - \$199,999	4.5%	6.5%	11.5%
\$200,000+	1.0%	5.0%	8.4%
Average Household Income	\$65,333	\$91,516	\$108,854
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	2,760	24,436	34,501
<\$50,000	0.8%	2.9%	3.4%
\$50,000 - \$99,999	0.4%	1.0%	0.7%
\$100,000 - \$149,999	1.6%	0.6%	0.5%
\$150,000 - \$199,999	1.4%	1.3%	1.1%
\$200,000 - \$249,999	8.9%	3.9%	3.9%
\$250,000 - \$299,999	13.5%	8.7%	6.5%
\$300,000 - \$399,999	52.1%	33.6%	25.9%
\$400,000 - \$499,999	16.8%	24.6%	25.3%
\$500,000 - \$749,999	2.1%	15.9%	23.5%
\$750,000 - \$999,999	1.2%	3.8%	6.0%
\$1,000,000 - \$1,499,999	0.9%	2.5%	1.8%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.2%
\$2,000,000 +	0.2%	0.8%	1.3%
Average Home Value	\$359,698	\$453,707	\$488,844
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	2,852	25,444	35,557
<\$50,000	0.2%	0.8%	0.8%
\$50,000 - \$99,999	0.1%	0.8%	0.4%
\$100,000 - \$149,999	0.2%	0.1%	0.2%
\$150,000 - \$199,999	0.1%	0.2%	0.2%
\$200,000 - \$249,999	3.6%	0.9%	1.2%
\$250,000 - \$299,999	8.7%	3.4%	2.9%
\$300,000 - \$399,999	46.9%	22.2%	15.7%
\$400,000 - \$499,999	24.5%	24.3%	20.4%
\$500,000 - \$749,999	6.1%	29.6%	35.4%
\$750,000 - \$999,999	4.2%	9.0%	14.1%
\$1,000,000 - \$1,499,999	4.6%	5.2%	5.1%
\$1,500,000 - \$1,999,999	0.0%	0.9%	0.4%
\$2,000,000 +	0.8%	2.6%	3.3%
Average Home Value	\$458,065	\$603,506	\$647,131

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Central Core  
 8353 Sierra Ave, Fontana, California, 92335  
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri  
 Latitude: 34.10202  
 Longitude: -117.43569

	0 - 1 mile	1 - 3 mile	3 - 5 mile
<b>2010 Population by Age</b>			
Total	29,954	144,541	175,789
0 - 4	10.3%	8.8%	8.2%
5 - 9	9.6%	8.9%	8.6%
10 - 14	9.8%	9.4%	9.4%
15 - 24	18.3%	18.6%	17.6%
25 - 34	15.8%	14.4%	13.8%
35 - 44	13.1%	14.1%	14.6%
45 - 54	10.5%	12.3%	13.2%
55 - 64	6.7%	7.6%	8.1%
65 - 74	3.6%	3.5%	3.9%
75 - 84	1.9%	1.8%	1.9%
85 +	0.6%	0.5%	0.6%
18 +	64.4%	66.7%	67.7%
<b>2021 Population by Age</b>			
Total	31,855	157,701	188,342
0 - 4	9.5%	8.3%	7.8%
5 - 9	9.0%	8.3%	7.9%
10 - 14	8.5%	7.8%	7.6%
15 - 24	17.4%	15.5%	14.4%
25 - 34	17.6%	18.6%	18.4%
35 - 44	12.5%	12.6%	13.2%
45 - 54	9.9%	11.0%	11.7%
55 - 64	7.8%	9.2%	10.0%
65 - 74	4.9%	5.6%	6.0%
75 - 84	2.2%	2.2%	2.3%
85 +	0.7%	0.7%	0.7%
18 +	68.2%	70.9%	72.3%
<b>2026 Population by Age</b>			
Total	32,684	163,743	193,227
0 - 4	9.4%	8.3%	7.9%
5 - 9	8.5%	7.9%	7.7%
10 - 14	8.3%	8.0%	7.7%
15 - 24	15.8%	14.1%	12.9%
25 - 34	17.2%	17.2%	17.1%
35 - 44	13.5%	15.1%	16.2%
45 - 54	10.0%	10.5%	10.8%
55 - 64	8.3%	9.1%	9.5%
65 - 74	5.5%	6.3%	6.6%
75 - 84	2.7%	2.8%	3.0%
85 +	0.8%	0.7%	0.7%
18 +	69.3%	71.5%	72.6%
<b>2010 Population by Sex</b>			
Males	14,935	71,712	86,806
Females	15,020	72,829	88,983
<b>2021 Population by Sex</b>			
Males	15,965	78,299	92,870
Females	15,889	79,404	95,472
<b>2026 Population by Sex</b>			
Males	16,395	81,488	95,443
Females	16,290	82,255	97,782

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Central Core  
 8353 Sierra Ave, Fontana, California, 92335  
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri  
 Latitude: 34.10202  
 Longitude: -117.43569

	0 - 1 mile	1 - 3 mile	3 - 5 mile
<b>2010 Population by Race/Ethnicity</b>			
Total	29,955	144,541	175,788
White Alone	45.2%	47.1%	46.5%
Black Alone	7.0%	8.8%	13.5%
American Indian Alone	1.1%	1.1%	1.0%
Asian Alone	1.5%	3.9%	6.3%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	39.9%	34.0%	27.8%
Two or More Races	4.9%	4.7%	4.7%
Hispanic Origin	80.7%	73.4%	62.8%
Diversity Index	85.6	85.9	87.3
<b>2021 Population by Race/Ethnicity</b>			
Total	31,855	157,704	188,343
White Alone	43.5%	45.2%	44.2%
Black Alone	6.1%	7.8%	12.2%
American Indian Alone	1.1%	1.1%	0.9%
Asian Alone	1.5%	4.5%	7.4%
Pacific Islander Alone	0.2%	0.3%	0.3%
Some Other Race Alone	42.5%	36.3%	30.1%
Two or More Races	5.0%	4.8%	4.9%
Hispanic Origin	85.2%	78.0%	67.5%
Diversity Index	85.5	86.1	87.9
<b>2026 Population by Race/Ethnicity</b>			
Total	32,685	163,743	193,225
White Alone	43.7%	45.2%	44.0%
Black Alone	5.7%	7.4%	11.6%
American Indian Alone	1.0%	1.1%	0.9%
Asian Alone	1.6%	4.7%	7.9%
Pacific Islander Alone	0.2%	0.3%	0.3%
Some Other Race Alone	42.7%	36.5%	30.4%
Two or More Races	5.0%	4.8%	4.9%
Hispanic Origin	86.9%	79.9%	69.7%
Diversity Index	84.9	85.6	87.7
<b>2010 Population by Relationship and Household Type</b>			
Total	29,955	144,541	175,789
In Households	99.8%	99.7%	99.5%
In Family Households	93.3%	94.9%	94.4%
Householder	20.6%	20.7%	21.8%
Spouse	12.4%	14.3%	15.4%
Child	44.2%	44.0%	43.1%
Other relative	10.3%	11.0%	10.0%
Nonrelative	5.7%	4.9%	4.2%
In Nonfamily Households	6.5%	4.8%	5.1%
In Group Quarters	0.2%	0.3%	0.5%
Institutionalized Population	0.0%	0.2%	0.2%
Noninstitutionalized Population	0.2%	0.2%	0.2%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Central Core  
 8353 Sierra Ave, Fontana, California, 92335  
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri  
 Latitude: 34.10202  
 Longitude: -117.43569

	0 - 1 mile	1 - 3 mile	3 - 5 mile
<b>2021 Population 25+ by Educational Attainment</b>			
Total	17,729	94,609	117,249
Less than 9th Grade	20.7%	16.1%	10.8%
9th - 12th Grade, No Diploma	16.9%	13.6%	12.0%
High School Graduate	28.8%	27.3%	24.8%
GED/Alternative Credential	3.2%	2.4%	2.9%
Some College, No Degree	16.2%	21.5%	22.7%
Associate Degree	3.4%	5.5%	7.1%
Bachelor's Degree	8.4%	10.4%	14.3%
Graduate/Professional Degree	2.4%	3.1%	5.6%
<b>2021 Population 15+ by Marital Status</b>			
Total	23,262	119,052	144,407
Never Married	45.1%	40.6%	39.3%
Married	43.1%	47.9%	49.4%
Widowed	3.8%	4.2%	3.9%
Divorced	8.0%	7.3%	7.4%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	14,360	76,481	95,380
Population 16+ Employed	90.0%	89.9%	90.7%
Population 16+ Unemployment rate	10.0%	10.1%	9.3%
Population 16-24 Employed	18.9%	15.6%	13.1%
Population 16-24 Unemployment rate	13.5%	18.6%	17.9%
Population 25-54 Employed	67.9%	69.5%	70.5%
Population 25-54 Unemployment rate	9.6%	8.8%	7.5%
Population 55-64 Employed	10.2%	12.1%	13.0%
Population 55-64 Unemployment rate	8.4%	6.9%	9.1%
Population 65+ Employed	3.0%	2.8%	3.4%
Population 65+ Unemployment rate	0.0%	4.1%	10.9%
<b>2021 Employed Population 16+ by Industry</b>			
Total	12,923	68,744	86,494
Agriculture/Mining	0.4%	0.5%	0.5%
Construction	10.0%	10.1%	7.5%
Manufacturing	10.5%	9.9%	9.0%
Wholesale Trade	3.5%	3.7%	3.3%
Retail Trade	14.7%	13.1%	11.7%
Transportation/Utilities	17.8%	15.6%	14.0%
Information	0.5%	0.8%	1.2%
Finance/Insurance/Real Estate	3.5%	4.0%	4.8%
Services	37.0%	38.6%	42.2%
Public Administration	2.2%	3.8%	5.8%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	12,923	68,744	86,495
White Collar	35.3%	43.8%	52.3%
Management/Business/Financial	4.5%	8.7%	11.3%
Professional	8.4%	12.9%	17.9%
Sales	9.6%	8.7%	8.6%
Administrative Support	12.8%	13.5%	14.5%
Services	18.3%	15.0%	15.6%
Blue Collar	46.4%	41.1%	32.1%
Farming/Forestry/Fishing	0.5%	0.4%	0.4%
Construction/Extraction	7.6%	8.1%	6.0%
Installation/Maintenance/Repair	4.5%	4.0%	3.6%
Production	8.8%	7.2%	6.2%
Transportation/Material Moving	25.1%	21.5%	15.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 22, 2021



# Market Profile

Central Core  
 8353 Sierra Ave, Fontana, California, 92335  
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri  
 Latitude: 34.10202  
 Longitude: -117.43569

	0 - 1 mile	1 - 3 mile	3 - 5 mile
<b>2010 Households by Type</b>			
Total	7,654	34,558	44,707
Households with 1 Person	14.4%	9.7%	10.3%
Households with 2+ People	85.6%	90.3%	89.7%
Family Households	81.3%	86.5%	85.9%
Husband-wife Families	49.1%	59.8%	60.6%
With Related Children	35.9%	41.2%	40.1%
Other Family (No Spouse Present)	32.2%	26.7%	25.3%
Other Family with Male Householder	10.5%	8.9%	8.2%
With Related Children	7.4%	5.9%	5.2%
Other Family with Female Householder	21.7%	17.8%	17.1%
With Related Children	16.4%	12.8%	11.8%
Nonfamily Households	4.3%	3.8%	3.8%
All Households with Children	60.4%	60.9%	57.9%
Multigenerational Households	14.0%	17.1%	14.8%
Unmarried Partner Households	10.5%	8.1%	7.1%
Male-female	10.0%	7.4%	6.5%
Same-sex	0.5%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	7,654	34,559	44,708
1 Person Household	14.4%	9.7%	10.3%
2 Person Household	16.0%	16.5%	18.5%
3 Person Household	15.5%	15.4%	16.6%
4 Person Household	17.5%	18.8%	19.9%
5 Person Household	15.4%	16.2%	15.7%
6 Person Household	9.7%	10.1%	8.7%
7 + Person Household	11.6%	13.4%	10.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	7,654	34,559	44,707
Owner Occupied	36.1%	66.5%	73.4%
Owned with a Mortgage/Loan	30.0%	57.5%	64.2%
Owned Free and Clear	6.0%	9.0%	9.2%
Renter Occupied	63.9%	33.5%	26.6%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	78	98	102
Percent of Income for Mortgage	30.6%	23.9%	22.6%
Wealth Index	40	69	91
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	8,190	36,662	47,554
Housing Units Inside Urbanized Area	100.0%	100.0%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	29,955	144,541	175,789
Population Inside Urbanized Area	100.0%	100.0%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.2%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Central Core  
 8353 Sierra Ave, Fontana, California, 92335  
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri  
 Latitude: 34.10202  
 Longitude: -117.43569

	0 - 1 mile	1 - 3 mile	3 - 5 mile
<b>Top 3 Tapestry Segments</b>			
1.	Family Extensions (13B)	Urban Villages (7B)	Urban Villages (7B)
2.	Southwestern Families (7F)	Family Extensions (13B)	Boomburbs (1C)
3.	Urban Villages (7B)	Boomburbs (1C)	Forging Opportunity (7D)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$11,189,414	\$69,255,228	\$103,834,904
Average Spent	\$1,397.45	\$1,853.78	\$2,180.35
Spending Potential Index	66	87	103
Education: Total \$	\$8,340,424	\$56,079,434	\$81,293,475
Average Spent	\$1,041.64	\$1,501.10	\$1,707.02
Spending Potential Index	60	87	99
Entertainment/Recreation: Total \$	\$15,317,675	\$100,723,495	\$153,316,510
Average Spent	\$1,913.04	\$2,696.10	\$3,219.38
Spending Potential Index	59	83	100
Food at Home: Total \$	\$28,831,053	\$178,110,629	\$264,629,428
Average Spent	\$3,600.73	\$4,767.54	\$5,556.76
Spending Potential Index	66	87	102
Food Away from Home: Total \$	\$21,073,260	\$131,857,606	\$194,235,510
Average Spent	\$2,631.85	\$3,529.47	\$4,078.61
Spending Potential Index	69	93	107
Health Care: Total \$	\$28,489,538	\$181,552,024	\$287,274,677
Average Spent	\$3,558.08	\$4,859.66	\$6,032.27
Spending Potential Index	57	78	97
HH Furnishings & Equipment: Total \$	\$10,950,727	\$71,378,771	\$110,428,746
Average Spent	\$1,367.64	\$1,910.62	\$2,318.81
Spending Potential Index	61	85	103
Personal Care Products & Services: Total \$	\$4,465,737	\$28,369,050	\$43,410,245
Average Spent	\$557.73	\$759.36	\$911.54
Spending Potential Index	62	85	102
Shelter: Total \$	\$112,021,056	\$725,492,314	\$1,036,713,260
Average Spent	\$13,990.39	\$19,419.48	\$21,769.17
Spending Potential Index	69	96	108
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,608,394	\$71,256,493	\$115,667,689
Average Spent	\$1,324.89	\$1,907.34	\$2,428.82
Spending Potential Index	55	80	102
Travel: Total \$	\$12,255,137	\$84,844,025	\$127,079,329
Average Spent	\$1,530.55	\$2,271.05	\$2,668.44
Spending Potential Index	61	90	106
Vehicle Maintenance & Repairs: Total \$	\$5,484,357	\$34,434,057	\$53,240,366
Average Spent	\$684.95	\$921.71	\$1,117.95
Spending Potential Index	62	83	101

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.