



# Demographic and Income Profile

Prepared by Manny Bukiet

**Foothill Plaza**  
**227 W Foothill Blvd**  
**Rialto, CA 92376**

**Site Type: Radius**

**Latitude: 34.10668**  
**Longitude: -117.373383**  
**Radius: 1.0 mile**

Summary	2000	2008	2013
Population	23,893	27,304	30,154
Households	6,410	7,006	7,670
Families	5,095	5,556	6,063
Average Household Size	3.70	3.87	3.91
Owner Occupied HUs	3,659	3,998	4,178
Renter Occupied HUs	2,751	3,008	3,491
Median Age	25.4	25.6	26.0

Trends: 2008-2013 Annual Rate	Area	State	National
Population	2.01%	1.33%	1.23%
Households	1.83%	1.23%	1.26%
Families	1.76%	1.2%	1.05%
Owner HHs	0.88%	0.96%	1.07%
Median Household Income	2.78%	3.04%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	1,336	20.6%	1,170	16.7%	1,163	15.2%
\$15,000 - \$24,999	1,097	16.9%	835	11.9%	773	10.1%
\$25,000 - \$34,999	1,030	15.9%	1,061	15.1%	993	12.9%
\$35,000 - \$49,999	1,262	19.4%	1,422	20.3%	1,218	15.9%
\$50,000 - \$74,999	1,008	15.5%	1,353	19.3%	1,885	24.6%
\$75,000 - \$99,999	428	6.6%	684	9.8%	965	12.6%
\$100,000 - \$149,999	252	3.9%	378	5.4%	507	6.6%
\$150,000 - \$199,000	46	0.7%	47	0.7%	93	1.2%
\$200,000+	33	0.5%	57	0.8%	72	0.9%
Median Household Income	\$32,661		\$40,183		\$46,094	
Average Household Income	\$39,666		\$47,659		\$53,335	
Per Capita Income	\$11,149		\$12,562		\$13,917	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,528	10.6%	2,984	10.9%	3,362	11.1%
5 - 9	2,808	11.8%	2,750	10.1%	3,063	10.2%
10 - 14	2,556	10.7%	2,656	9.7%	2,640	8.8%
15 - 19	2,135	8.9%	2,686	9.8%	2,708	9.0%
20 - 24	1,773	7.4%	2,315	8.5%	2,803	9.3%
25 - 34	3,318	13.9%	3,878	14.2%	4,348	14.4%
35 - 44	3,330	13.9%	3,236	11.9%	3,304	11.0%
45 - 54	2,251	9.4%	2,864	10.5%	3,100	10.3%
55 - 64	1,377	5.8%	1,944	7.1%	2,545	8.4%
65 - 74	1,073	4.5%	1,097	4.0%	1,290	4.3%
75 - 84	586	2.5%	644	2.4%	680	2.3%
85+	159	0.7%	250	0.9%	314	1.0%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,687	40.5%	10,092	37.0%	10,646	35.3%
Black Alone	4,228	17.7%	4,229	15.5%	4,295	14.2%
American Indian Alone	277	1.2%	278	1.0%	280	0.9%
Asian Alone	336	1.4%	394	1.4%	439	1.5%
Pacific Islander Alone	135	0.6%	142	0.5%	148	0.5%
Some Other Race Alone	8,048	33.7%	10,648	39.0%	12,561	41.7%
Two or More Races	1,182	4.9%	1,520	5.6%	1,785	5.9%
Hispanic Origin (Any Race)	13,932	58.3%	18,144	66.5%	21,226	70.4%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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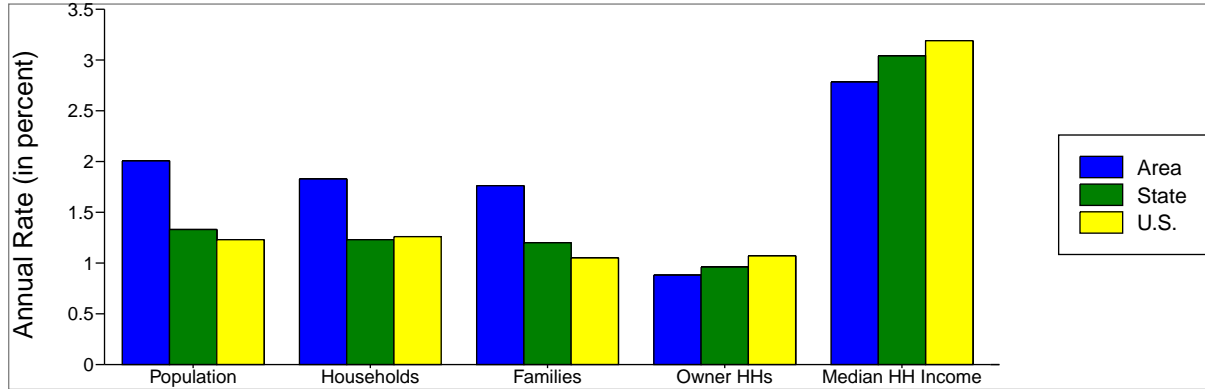
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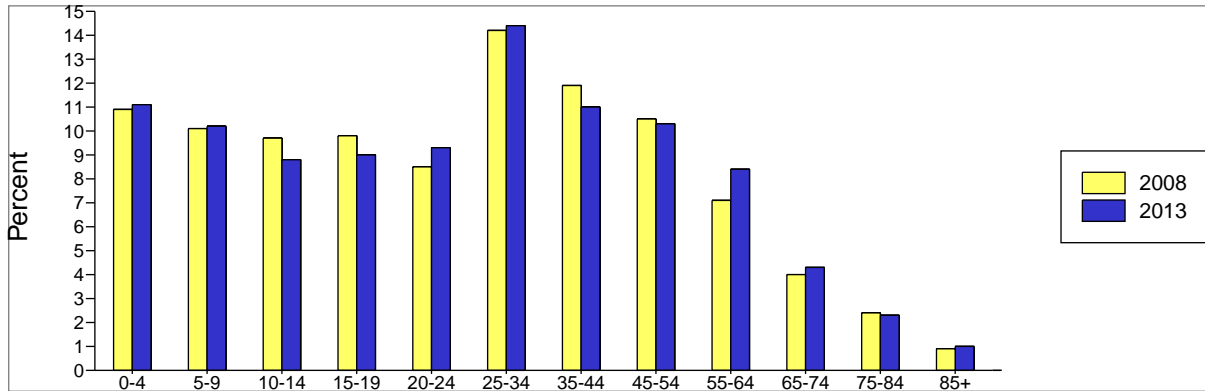
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Radius: 1.0 mile

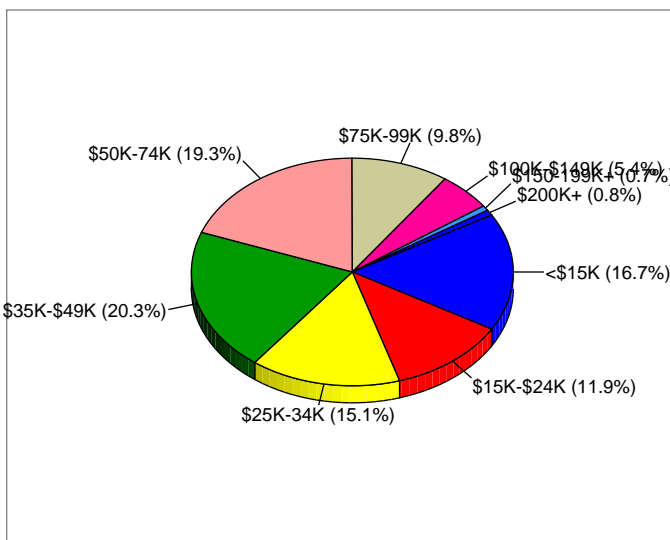
Trends 2008-2013



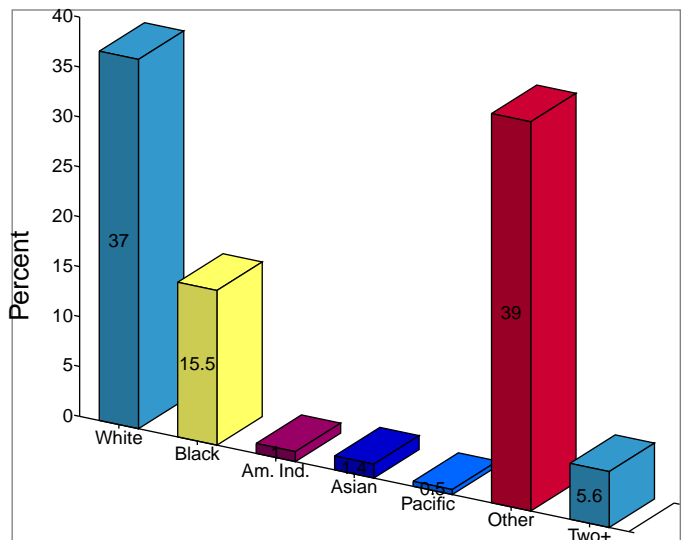
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 66.5%



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**Site Type: Radius**

**Latitude: 34.10668**  
**Longitude: -117.373383**  
**Radius: 3.0 mile**

Summary	2000	2008	2013
Population	151,294	171,760	188,107
Households	40,545	43,900	47,700
Families	33,487	36,171	39,184
Average Household Size	3.70	3.88	3.92
Owner Occupied HUs	27,284	29,781	31,572
Renter Occupied HUs	13,261	14,119	16,128
Median Age	26.4	26.7	27.7

Trends: 2008-2013 Annual Rate	Area	State	National
Population	1.83%	1.33%	1.23%
Households	1.67%	1.23%	1.26%
Families	1.61%	1.2%	1.05%
Owner HHs	1.17%	0.96%	1.07%
Median Household Income	3.43%	3.04%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	6,533	16.1%	5,565	12.7%	5,357	11.2%
\$15,000 - \$24,999	6,101	15.0%	4,486	10.2%	3,926	8.2%
\$25,000 - \$34,999	5,857	14.4%	5,666	12.9%	5,249	11.0%
\$35,000 - \$49,999	7,268	17.9%	7,642	17.4%	6,516	13.7%
\$50,000 - \$74,999	8,289	20.4%	9,466	21.6%	11,694	24.5%
\$75,000 - \$99,999	3,651	9.0%	6,616	15.1%	8,098	17.0%
\$100,000 - \$149,999	2,332	5.7%	3,341	7.6%	5,181	10.9%
\$150,000 - \$199,000	370	0.9%	673	1.5%	931	2.0%
\$200,000+	211	0.5%	447	1.0%	750	1.6%
Median Household Income	\$38,254		\$47,118		\$55,781	
Average Household Income	\$46,243		\$56,269		\$63,623	
Per Capita Income	\$12,573		\$14,538		\$16,279	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	14,267	9.4%	17,040	9.9%	18,974	10.1%
5 - 9	17,165	11.3%	15,761	9.2%	17,318	9.2%
10 - 14	16,270	10.8%	16,005	9.3%	15,496	8.2%
15 - 19	14,093	9.3%	17,091	10.0%	16,157	8.6%
20 - 24	10,942	7.2%	15,264	8.9%	17,462	9.3%
25 - 34	20,814	13.8%	25,261	14.7%	29,089	15.5%
35 - 44	22,576	14.9%	21,127	12.3%	21,510	11.4%
45 - 54	15,753	10.4%	20,284	11.8%	21,629	11.5%
55 - 64	8,748	5.8%	12,365	7.2%	16,796	8.9%
65 - 74	6,324	4.2%	6,478	3.8%	7,816	4.2%
75 - 84	3,398	2.2%	3,749	2.2%	4,130	2.2%
85+	944	0.6%	1,333	0.8%	1,730	0.9%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	60,348	39.9%	62,454	36.4%	65,470	34.8%
Black Alone	27,917	18.5%	27,946	16.3%	28,208	15.0%
American Indian Alone	1,779	1.2%	1,793	1.0%	1,809	1.0%
Asian Alone	3,745	2.5%	4,387	2.6%	4,850	2.6%
Pacific Islander Alone	608	0.4%	638	0.4%	653	0.3%
Some Other Race Alone	49,242	32.5%	64,722	37.7%	75,645	40.2%
Two or More Races	7,655	5.1%	9,819	5.7%	11,473	6.1%
Hispanic Origin (Any Race)	85,374	56.4%	110,500	64.3%	128,273	68.2%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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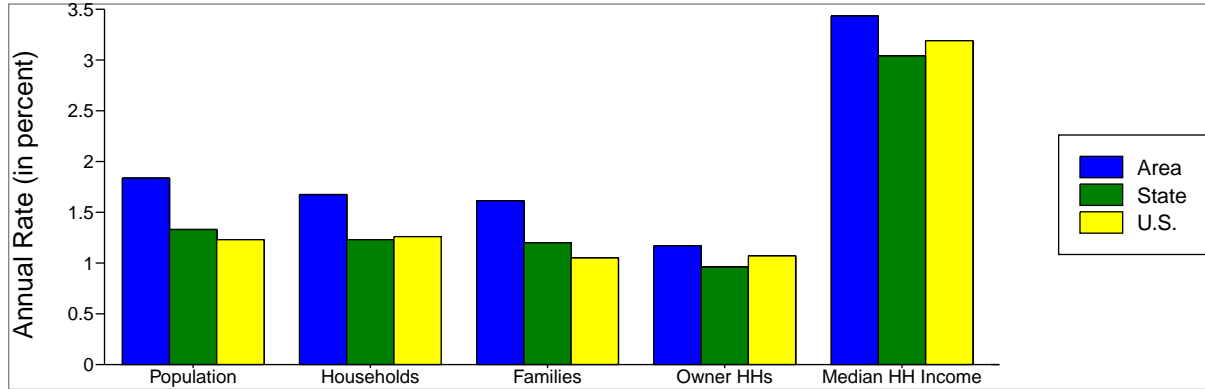
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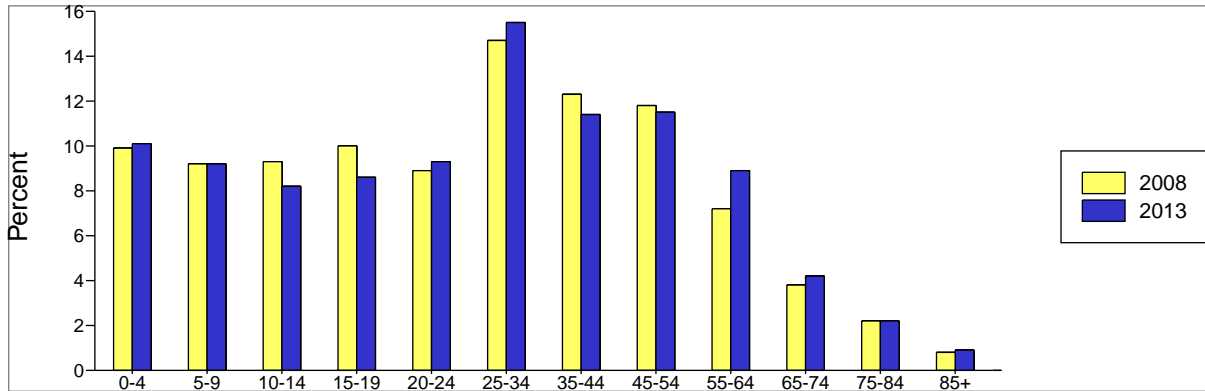
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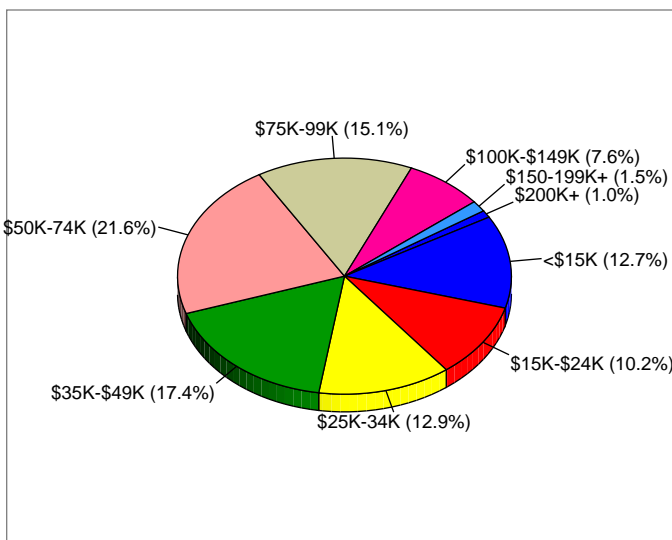
Trends 2008-2013



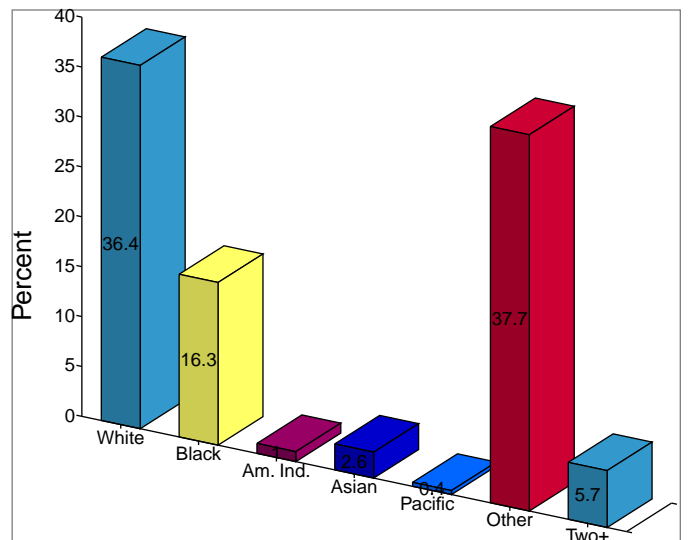
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 64.3%



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**Site Type: Radius**

**Latitude: 34.10668**  
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Summary	2000	2008	2013
Population	312,740	362,048	396,969
Households	83,966	93,033	101,302
Families	68,343	75,648	82,121
Average Household Size	3.69	3.86	3.89
Owner Occupied HUs	51,200	58,046	61,682
Renter Occupied HUs	32,766	34,987	39,621
Median Age	26.1	26.4	27.2

Trends: 2008-2013 Annual Rate	Area	State	National
Population	1.86%	1.33%	1.23%
Households	1.72%	1.23%	1.26%
Families	1.66%	1.2%	1.05%
Owner HHs	1.22%	0.96%	1.07%
Median Household Income	3.35%	3.04%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	16,276	19.4%	14,310	15.4%	13,835	13.7%
\$15,000 - \$24,999	13,660	16.3%	10,890	11.7%	9,983	9.9%
\$25,000 - \$34,999	12,284	14.6%	12,385	13.3%	11,702	11.6%
\$35,000 - \$49,999	14,727	17.5%	15,711	16.9%	13,810	13.6%
\$50,000 - \$74,999	15,485	18.4%	18,277	19.6%	23,188	22.9%
\$75,000 - \$99,999	6,602	7.9%	12,945	13.9%	14,721	14.5%
\$100,000 - \$149,999	3,708	4.4%	6,106	6.6%	10,324	10.2%
\$150,000 - \$199,000	759	0.9%	1,302	1.4%	1,900	1.9%
\$200,000+	478	0.6%	1,105	1.2%	1,836	1.8%
Median Household Income	\$34,783		\$43,441		\$51,226	
Average Household Income	\$43,196		\$53,381		\$61,110	
Per Capita Income	\$11,783		\$13,878		\$15,736	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	31,157	10.0%	37,717	10.4%	42,165	10.6%
5 - 9	36,111	11.5%	34,148	9.4%	37,532	9.5%
10 - 14	32,778	10.5%	33,666	9.3%	32,761	8.3%
15 - 19	28,128	9.0%	35,302	9.8%	33,965	8.6%
20 - 24	23,427	7.5%	31,890	8.8%	37,382	9.4%
25 - 34	45,714	14.6%	54,592	15.1%	61,992	15.6%
35 - 44	45,722	14.6%	45,857	12.7%	46,425	11.7%
45 - 54	31,136	10.0%	40,883	11.3%	44,499	11.2%
55 - 64	17,177	5.5%	24,724	6.8%	33,096	8.3%
65 - 74	12,374	4.0%	12,874	3.6%	15,394	3.9%
75 - 84	7,017	2.2%	7,586	2.1%	8,196	2.1%
85+	2,001	0.6%	2,813	0.8%	3,564	0.9%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	129,940	41.5%	137,961	38.1%	144,899	36.5%
Black Alone	45,650	14.6%	46,581	12.9%	47,115	11.9%
American Indian Alone	4,158	1.3%	4,200	1.2%	4,215	1.1%
Asian Alone	6,807	2.2%	8,304	2.3%	9,251	2.3%
Pacific Islander Alone	1,123	0.4%	1,177	0.3%	1,202	0.3%
Some Other Race Alone	109,148	34.9%	143,089	39.5%	166,092	41.8%
Two or More Races	15,915	5.1%	20,736	5.7%	24,195	6.1%
Hispanic Origin (Any Race)	191,242	61.2%	246,760	68.2%	284,546	71.7%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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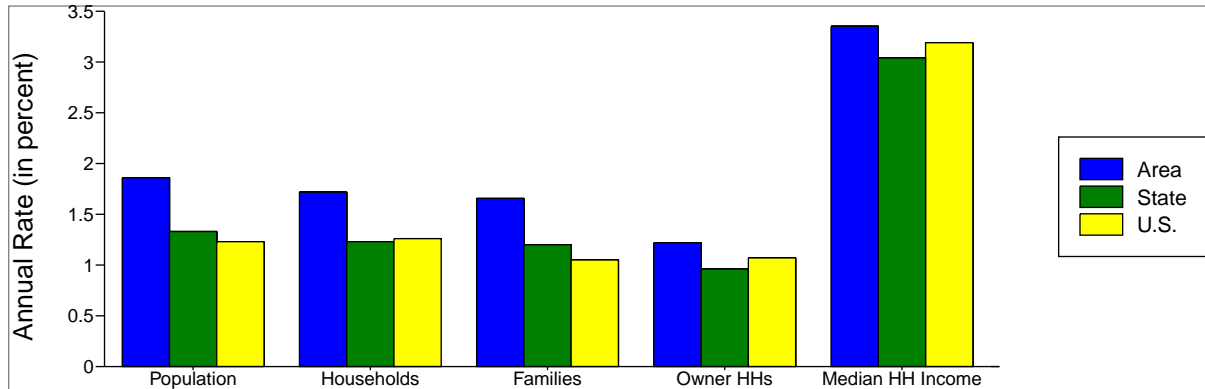
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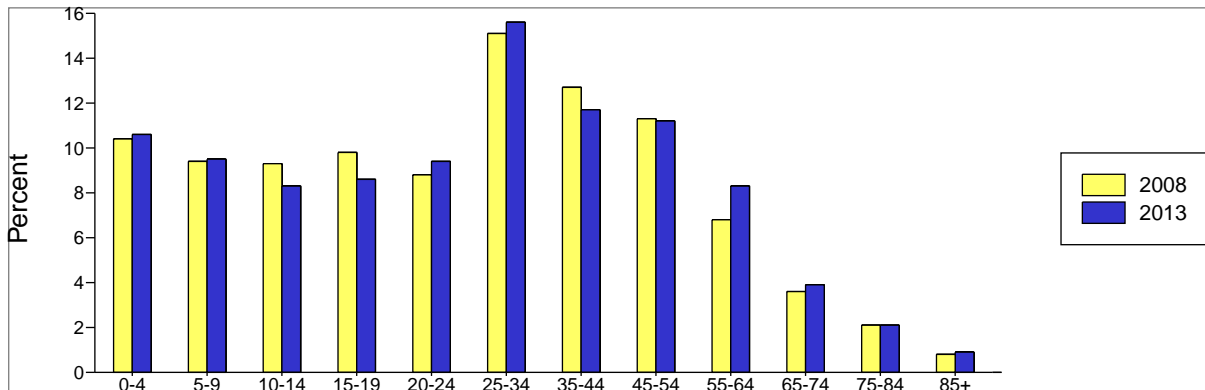
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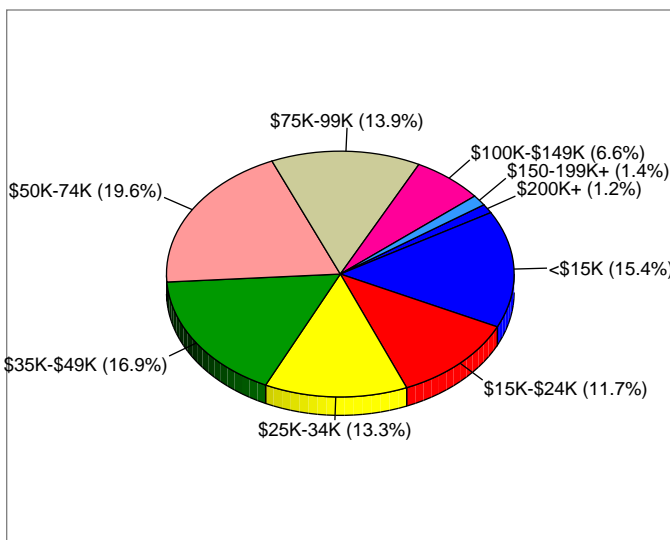
Trends 2008-2013



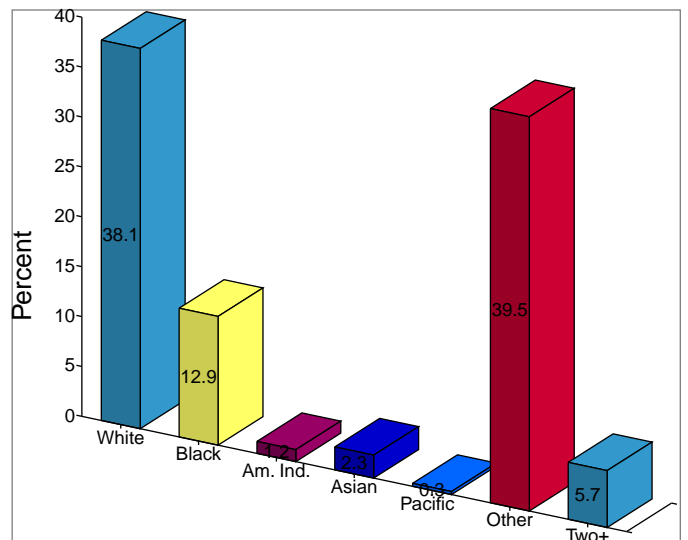
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 68.2%



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**Radius: 3.0 mile**

**227 W Foothill Blvd**  
**Rialto, CA 92376**  
**Radius: 5.0 mile**

**2008 Population**

Total Population	27,304	171,760	362,048
Male Population	48.4%	49.1%	49.6%
Female Population	51.6%	50.9%	50.4%
Median Age	25.6	26.7	26.4

**2008 Income**

Median HH Income	\$40,183	\$47,118	\$43,441
Per Capita Income	\$12,562	\$14,538	\$13,878
Average HH Income	\$47,659	\$56,269	\$53,381

**2008 Households**

Total Households	7,006	43,900	93,033
Average Household Size	3.87	3.88	3.86
1990-2000 Annual Rate	-0.27%	0.5%	0.49%

**2008 Housing**

Owner Occupied Housing Units	52.8%	63.8%	57.7%
Renter Occupied Housing Units	39.7%	30.3%	34.8%
Vacant Housing Units	7.5%	5.9%	7.5%

**Population**

1990 Population	21,400	128,080	266,143
2000 Population	23,893	151,294	312,740
2008 Population	27,304	171,760	362,048
2013 Population	30,154	188,107	396,969
1990-2000 Annual Rate	1.11%	1.68%	1.63%
2000-2008 Annual Rate	1.63%	1.55%	1.79%
2008-2013 Annual Rate	2.01%	1.83%	1.86%

In the identified market area, the current year population is 362,048. In 2000, the Census count in the market area was 312,740. The rate of change since 2000 was 1.79 percent annually. The five-year projection for the population in the market area is 396,969, representing a change of 1.86 percent annually from 2008 to 2013. Currently, the population is 49.6 percent male and 50.4 percent female.

**Households**

1990 Households	6,587	38,591	79,961
2000 Households	6,410	40,545	83,966
2008 Households	7,006	43,900	93,033
2013 Households	7,670	47,700	101,302
1990-2000 Annual Rate	-0.27%	0.5%	0.49%
2000-2008 Annual Rate	1.08%	0.97%	1.25%
2008-2013 Annual Rate	1.83%	1.67%	1.72%

The household count in this market area has changed from 83,966 in 2000 to 93,033 in the current year, a change of 1.25 percent annually. The five-year projection of households is 101,302, a change of 1.72 percent annually from the current year total. Average household size is currently 3.86, compared to 3.69 in the year 2000. The number of families in the current year is 75,648 in the market area.

**Housing**

Currently, 57.7 percent of the 100,539 housing units in the market area are owner occupied; 34.8 percent, renter occupied; and 7.5 percent are vacant. In 2000, there were 90,910 housing units— 56.3 percent owner occupied, 36.0 percent renter occupied and 7.7 percent vacant. The rate of change in housing units since 2000 is 1.23 percent. Median home value in the market area is \$241,073, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 0.66 percent annually to \$249,111. From 2000 to the current year, median home value changed by 11.08 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.



Foothill Plaza Site Type: Radius	227 W Foothill Blvd Rialto, CA 92376 Radius: 1.0 mile	227 W Foothill Blvd Rialto, CA 92376 Radius: 3.0 mile	227 W Foothill Blvd Rialto, CA 92376 Radius: 5.0 mile
<b>Median Household Income</b>			
1990 Median HH Income	\$28,071	\$33,852	\$29,407
2000 Median HH Income	\$32,661	\$38,254	\$34,783
2008 Median HH Income	\$40,183	\$47,118	\$43,441
2013 Median HH Income	\$46,094	\$55,781	\$51,226
1990-2000 Annual Rate	1.53%	1.23%	1.69%
2000-2008 Annual Rate	2.54%	2.56%	2.73%
2008-2013 Annual Rate	2.78%	3.43%	3.35%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$10,146	\$11,177	\$10,105
2000 Per Capita Income	\$11,149	\$12,573	\$11,783
2008 Per Capita Income	\$12,562	\$14,538	\$13,878
2013 Per Capita Income	\$13,917	\$16,279	\$15,736
1990-2000 Annual Rate	0.95%	1.18%	1.55%
2000-2008 Annual Rate	1.46%	1.78%	2%
2008-2013 Annual Rate	2.07%	2.29%	2.54%
<b>Average Household Income</b>			
1990 Average Household Income	\$33,251	\$36,856	\$33,286
2000 Average Household Income	\$39,666	\$46,243	\$43,196
2008 Average HH Income	\$47,659	\$56,269	\$53,381
2013 Average HH Income	\$53,335	\$63,623	\$61,110
1990-2000 Annual Rate	1.78%	2.29%	2.64%
2000-2008 Annual Rate	2.25%	2.41%	2.6%
2008-2013 Annual Rate	2.28%	2.49%	2.74%

**Households by Income**

Current median household income is \$43,441 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$51,226 in five years. In 2000, median household income was \$34,783, compared to \$29,407 in 1990.

Current average household income is \$53,381 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$61,110 in five years. In 2000, average household income was \$43,196, compared to \$33,286 in 1990.

Current per capita income is \$13,878 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$15,736 in five years. In 2000, the per capita income was \$11,783, compared to \$10,105 in 1990.

**Population by Employment**

Total Businesses	1,142	3,809	10,658
Total Employees	6,457	22,418	79,436

Currently, 85.7 percent of the civilian labor force in the identified market area is employed and 14.3 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 86.4 percent of the civilian labor force, and unemployment will be 13.6 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 56.5 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 44.4 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 19.5 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 36.1 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 69.2 percent of the market area population drove alone to work, and 2.6 percent worked at home. The average travel time to work in 2000 was 31.7 minutes in the market area, compared to the U.S. average of 25.5 minutes.

**Population by Education**

In 2008, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 39.2 percent had not earned a high school diploma (16.4 percent in the U.S.)
- 28.4 percent were high school graduates only (29.6 percent in the U.S.)
- 5.6 percent had completed an Associate degree (7.2 percent in the U.S.)
- 5.5 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 2.4 percent had earned a Master's/Professional/Doctorate Degree (9.7 percent in the U.S.)



# Retail MarketPlace Profile

Prepared by Manny Bukiet

**Foothill Plaza**  
**227 W Foothill Blvd**  
**Rialto, CA 92376**

**Site Type: Radius**

**Latitude: 34.10668**  
**Longitude: -117.373383**  
**Radius: 1.0 mile**

## Summary Demographics

2008 Population	27,304
2008 Households	7,006
2008 Median Disposable Income	\$33,212
2008 Per Capita Income	\$12,562

## Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$133,521,858	\$206,471,740	\$-72,949,882	-21.5	246
Total Retail Trade (NAICS 44-45)	\$115,568,129	\$172,687,532	\$-57,119,403	-19.8	190
Total Food & Drink (NAICS 722)	\$17,953,729	\$33,784,208	\$-15,830,479	-30.6	56

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$29,637,595	\$10,776,571	\$18,861,024	46.7	24
Automobile Dealers (NAICS 4411)	\$25,344,425	\$4,379,542	\$20,964,883	70.5	7
Other Motor Vehicle Dealers (NAICS 4412)	\$2,302,167	\$0	\$2,302,167	100.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,991,003	\$6,397,029	\$-4,406,026	-52.5	17
Furniture & Home Furnishings Stores (NAICS 442)	\$4,392,383	\$4,481,512	\$-89,129	-1.0	13
Furniture Stores (NAICS 4421)	\$2,790,876	\$1,763,907	\$1,026,969	22.5	4
Home Furnishings Stores (NAICS 4422)	\$1,601,507	\$2,717,605	\$-1,116,098	-25.8	9
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$3,739,664	\$4,400,700	\$-661,036	-8.1	17
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$4,053,378	\$2,183,369	\$1,870,009	30.0	11
Building Material and Supplies Dealers (NAICS 4441)	\$3,952,888	\$1,852,788	\$2,100,100	36.2	7
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$100,490	\$330,581	\$-230,091	-53.4	4
Food & Beverage Stores (NAICS 445)	\$21,026,777	\$87,205,215	\$-66,178,438	-61.1	29
Grocery Stores (NAICS 4451)	\$19,704,342	\$84,608,398	\$-64,904,056	-62.2	18
Specialty Food Stores (NAICS 4452)	\$612,667	\$858,508	\$-245,841	-16.7	6
Beer, Wine, and Liquor Stores (NAICS 4453)	\$709,768	\$1,738,309	\$-1,028,541	-42.0	5
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$4,587,864	\$4,315,244	\$272,620	3.1	7
Gasoline Stations (NAICS 447/4471)	\$15,297,350	\$7,058,665	\$8,238,685	36.9	2
Clothing and Clothing Accessories Stores (NAICS 448)	\$5,945,796	\$7,738,208	\$-1,792,412	-13.1	30
Clothing Stores (NAICS 4481)	\$4,528,958	\$4,415,377	\$113,581	1.3	21
Shoe Stores (NAICS 4482)	\$846,176	\$2,602,076	\$-1,755,900	-50.9	5
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$570,662	\$720,755	\$-150,093	-11.6	4
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,440,654	\$3,274,277	\$-1,833,623	-38.9	10
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$971,665	\$2,789,207	\$-1,817,542	-48.3	8
Book, Periodical, and Music Stores (NAICS 4512)	\$468,989	\$485,070	\$-16,081	-1.7	2

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and infoUSA®

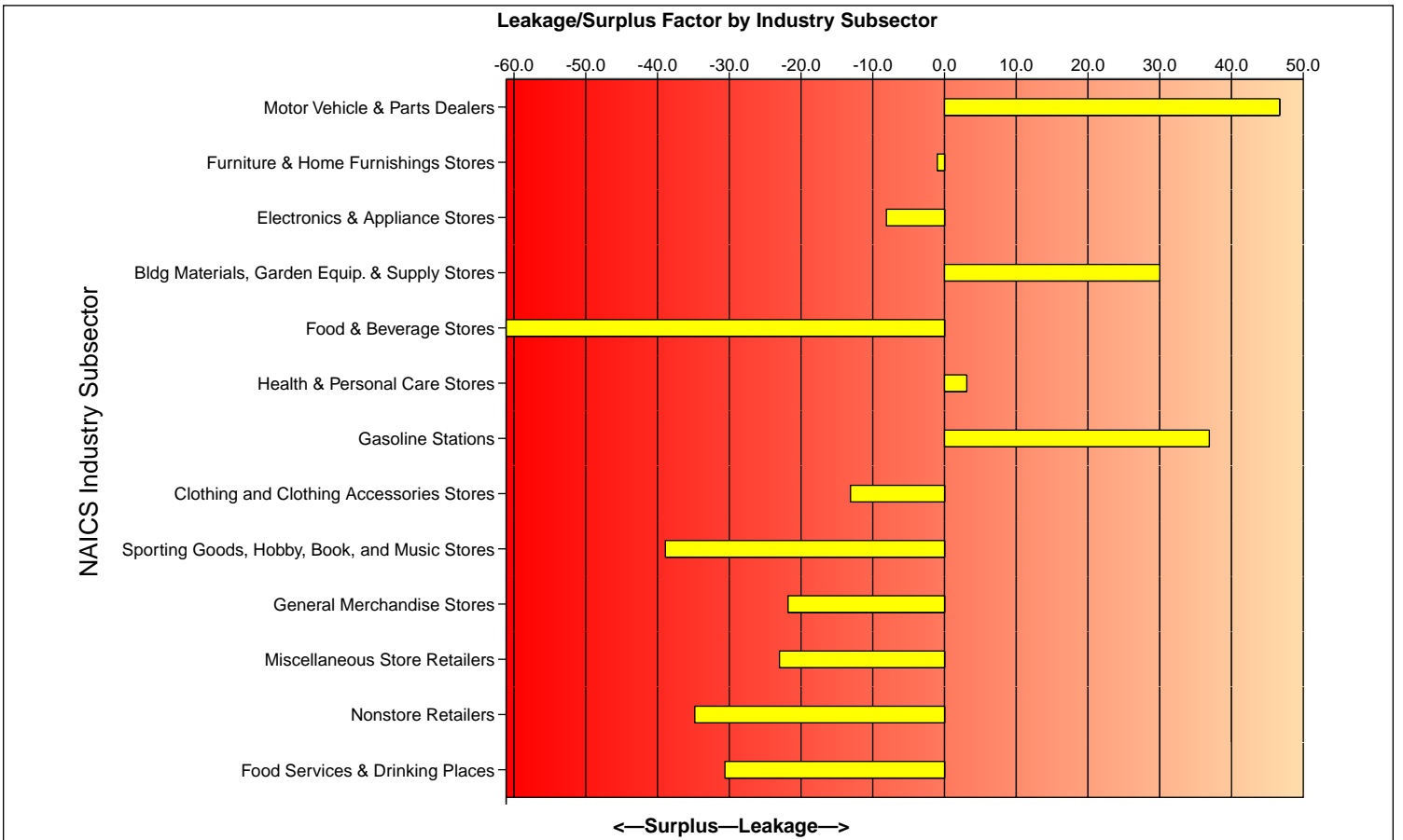


Foothill Plaza  
227 W Foothill Blvd  
Rialto, CA 92376

Site Type: Radius

Latitude: 34.10668  
Longitude: -117.373383  
Radius: 1.0 mile

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$20,394,997	\$31,790,621	\$-11,395,624	-21.8	8
Department Stores Excluding Leased Depts.(NAICS 4521)	\$11,533,670	\$71,827	\$11,461,843	98.8	1
Other General Merchandise Stores (NAICS 4529)	\$8,861,327	\$31,718,794	\$-22,857,467	-56.3	7
Miscellaneous Store Retailers (NAICS 453)	\$2,076,947	\$3,317,092	\$-1,240,145	-23.0	35
Florists (NAICS 4531)	\$206,422	\$0	\$206,422	100.0	0
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$699,162	\$2,466,565	\$-1,767,403	-55.8	22
Used Merchandise Stores (NAICS 4533)	\$121,461	\$335,238	\$-213,777	-46.8	7
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,049,902	\$515,289	\$534,613	34.2	6
Nonstore Retailers (NAICS 454)	\$2,974,724	\$6,146,058	\$-3,171,334	-34.8	4
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,759,488	\$1,144,313	\$615,175	21.2	2
Vending Machine Operators (NAICS 4542)	\$340,624	\$4,825,461	\$-4,484,837	-86.8	1
Direct Selling Establishments (NAICS 4543)	\$874,612	\$176,284	\$698,328	66.5	1
Food Services & Drinking Places (NAICS 722)	\$17,953,729	\$33,784,208	\$-15,830,479	-30.6	56
Full-Service Restaurants (NAICS 7221)	\$8,491,667	\$12,792,493	\$-4,300,826	-20.2	31
Limited-Service Eating Places (NAICS 7222)	\$8,079,342	\$19,615,500	\$-11,536,158	-41.7	20
Special Food Services (NAICS 7223)	\$475,677	\$621,311	\$-145,634	-13.3	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$907,043	\$754,904	\$152,139	9.2	3



Source: ESRI and infoUSA®

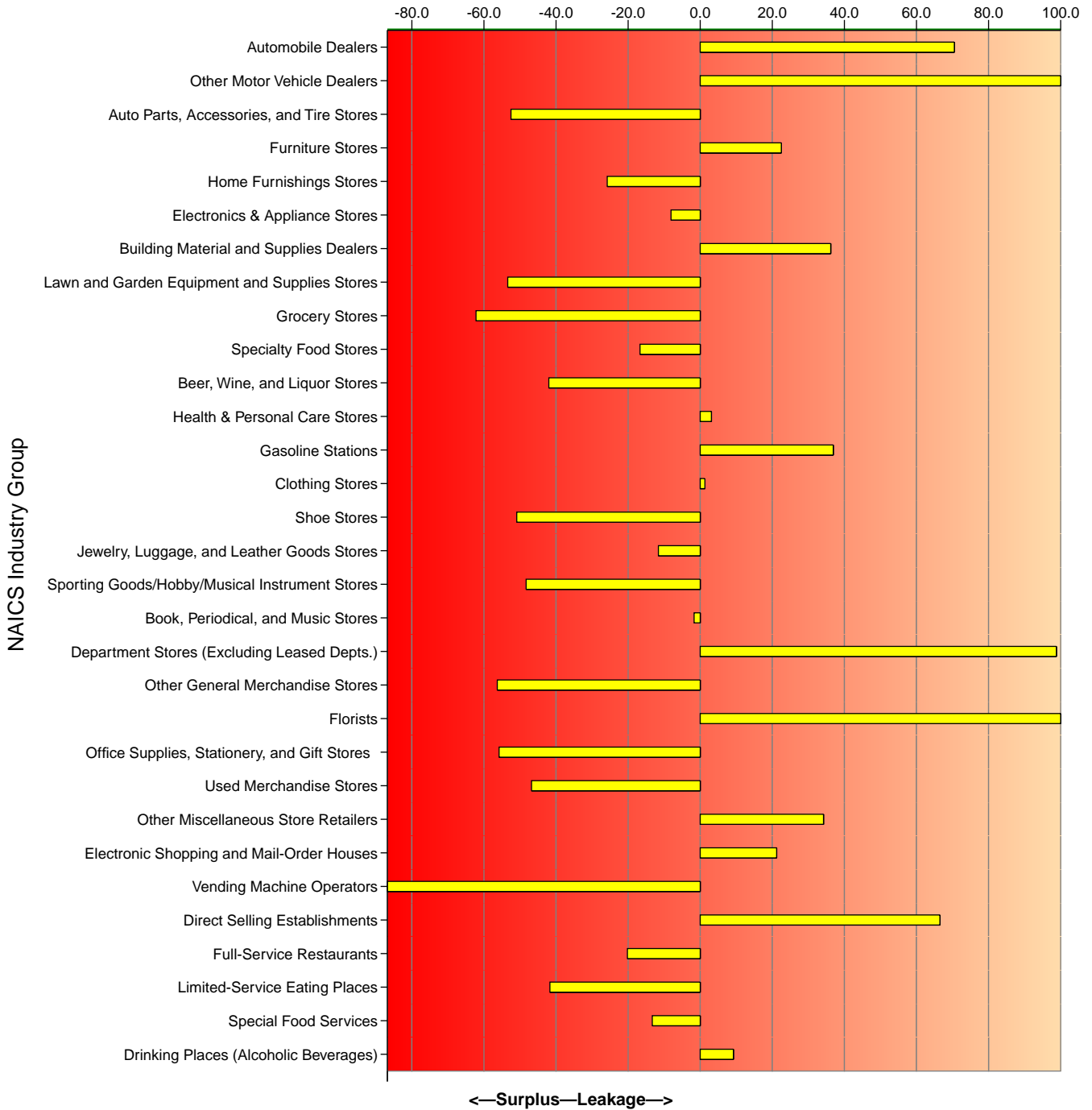


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Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



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**Site Type: Radius**

**Latitude: 34.10668**  
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**Radius: 3.0 mile**

**Summary Demographics**

2008 Population	171,760
2008 Households	43,900
2008 Median Disposable Income	\$38,669
2008 Per Capita Income	\$14,538

**Industry Summary**

	<b>Demand (Retail Potential)</b>	<b>Supply (Retail Sales)</b>	<b>Retail Gap</b>	<b>Leakage/Surplus Factor</b>	<b>Number of Businesses</b>
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$976,652,203	\$842,855,239	\$133,796,964	7.4	720
Total Retail Trade (NAICS 44-45)	\$844,531,302	\$725,878,232	\$118,653,070	7.6	530
Total Food & Drink (NAICS 722)	\$132,120,901	\$116,977,007	\$15,143,894	6.1	190

<b>Industry Group</b>	<b>Demand (Retail Potential)</b>	<b>Supply (Retail Sales)</b>	<b>Retail Gap</b>	<b>Leakage/Surplus Factor</b>	<b>Number of Businesses</b>
Motor Vehicle & Parts Dealers (NAICS 441)	\$218,453,570	\$85,277,615	\$133,175,955	43.8	83
Automobile Dealers (NAICS 4411)	\$186,001,558	\$42,108,270	\$143,893,288	63.1	40
Other Motor Vehicle Dealers (NAICS 4412)	\$17,799,291	\$27,194,845	-\$9,395,554	-20.9	3
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$14,652,721	\$15,974,500	-\$1,321,779	-4.3	40
Furniture & Home Furnishings Stores (NAICS 442)	\$33,172,582	\$12,259,853	\$20,912,729	46.0	31
Furniture Stores (NAICS 4421)	\$20,878,330	\$7,219,654	\$13,658,676	48.6	13
Home Furnishings Stores (NAICS 4422)	\$12,294,252	\$5,040,199	\$7,254,053	41.8	18
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$27,630,615	\$11,321,644	\$16,308,971	41.9	38
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$31,436,712	\$21,171,916	\$10,264,796	19.5	28
Building Material and Supplies Dealers (NAICS 4441)	\$30,657,410	\$20,735,229	\$9,922,181	19.3	21
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$779,302	\$436,687	\$342,615	28.2	7
Food & Beverage Stores (NAICS 445)	\$151,306,031	\$305,294,924	-\$153,988,893	-33.7	88
Grocery Stores (NAICS 4451)	\$141,739,341	\$298,071,543	-\$156,332,202	-35.5	53
Specialty Food Stores (NAICS 4452)	\$4,391,730	\$2,462,032	\$1,929,698	28.2	19
Beer, Wine, and Liquor Stores (NAICS 4453)	\$5,174,960	\$4,761,349	\$413,611	4.2	16
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$33,357,614	\$28,390,015	\$4,967,599	8.0	26
Gasoline Stations (NAICS 447/4471)	\$109,792,326	\$67,236,912	\$42,555,414	24.0	13
Clothing and Clothing Accessories Stores (NAICS 448)	\$43,069,444	\$20,597,997	\$22,471,447	35.3	62
Clothing Stores (NAICS 4481)	\$32,799,916	\$15,624,535	\$17,175,381	35.5	45
Shoe Stores (NAICS 4482)	\$5,972,767	\$3,779,929	\$2,192,838	22.5	10
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$4,296,761	\$1,193,533	\$3,103,228	56.5	7
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$10,492,513	\$6,730,788	\$3,761,725	21.8	32
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$7,102,723	\$4,282,265	\$2,820,458	24.8	22
Book, Periodical, and Music Stores (NAICS 4512)	\$3,389,790	\$2,448,523	\$941,267	16.1	10

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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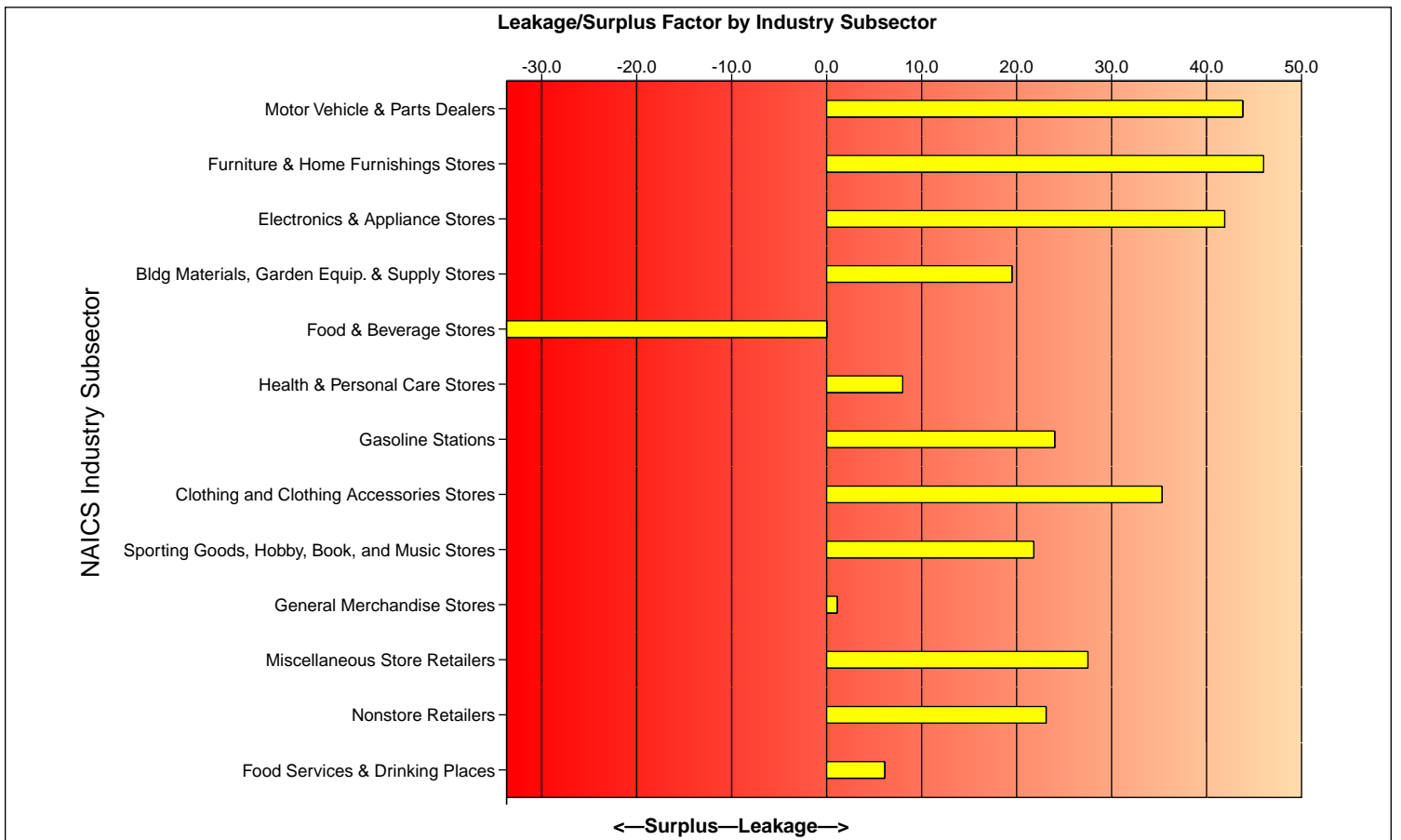


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Rialto, CA 92376

Site Type: Radius

Latitude: 34.10668  
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Radius: 3.0 mile

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$148,104,524	\$144,886,473	\$3,218,051	1.1	27
Department Stores Excluding Leased Depts.(NAICS 4521)	\$84,256,010	\$27,350,084	\$56,905,926	51.0	6
Other General Merchandise Stores (NAICS 4529)	\$63,848,514	\$117,536,389	-\$53,687,875	-29.6	21
Miscellaneous Store Retailers (NAICS 453)	\$15,391,009	\$8,758,936	\$6,632,073	27.5	87
Florists (NAICS 4531)	\$1,600,678	\$219,366	\$1,381,312	75.9	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$5,192,722	\$4,431,699	\$761,023	7.9	43
Used Merchandise Stores (NAICS 4533)	\$891,840	\$896,414	-\$4,574	-0.3	15
Other Miscellaneous Store Retailers (NAICS 4539)	\$7,705,769	\$3,211,457	\$4,494,312	41.2	26
Nonstore Retailers (NAICS 454)	\$22,324,362	\$13,951,159	\$8,373,203	23.1	15
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$12,933,445	\$5,751,842	\$7,181,603	38.4	8
Vending Machine Operators (NAICS 4542)	\$2,454,251	\$5,470,703	-\$3,016,452	-38.1	3
Direct Selling Establishments (NAICS 4543)	\$6,936,666	\$2,728,614	\$4,208,052	43.5	4
Food Services & Drinking Places (NAICS 722)	\$132,120,901	\$116,977,007	\$15,143,894	6.1	190
Full-Service Restaurants (NAICS 7221)	\$62,535,024	\$45,677,264	\$16,857,760	15.6	114
Limited-Service Eating Places (NAICS 7222)	\$59,193,864	\$67,295,277	-\$8,101,413	-6.4	60
Special Food Services (NAICS 7223)	\$3,485,428	\$1,535,275	\$1,950,153	38.8	5
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$6,906,585	\$2,469,191	\$4,437,394	47.3	11



Source: ESRI and infoUSA®

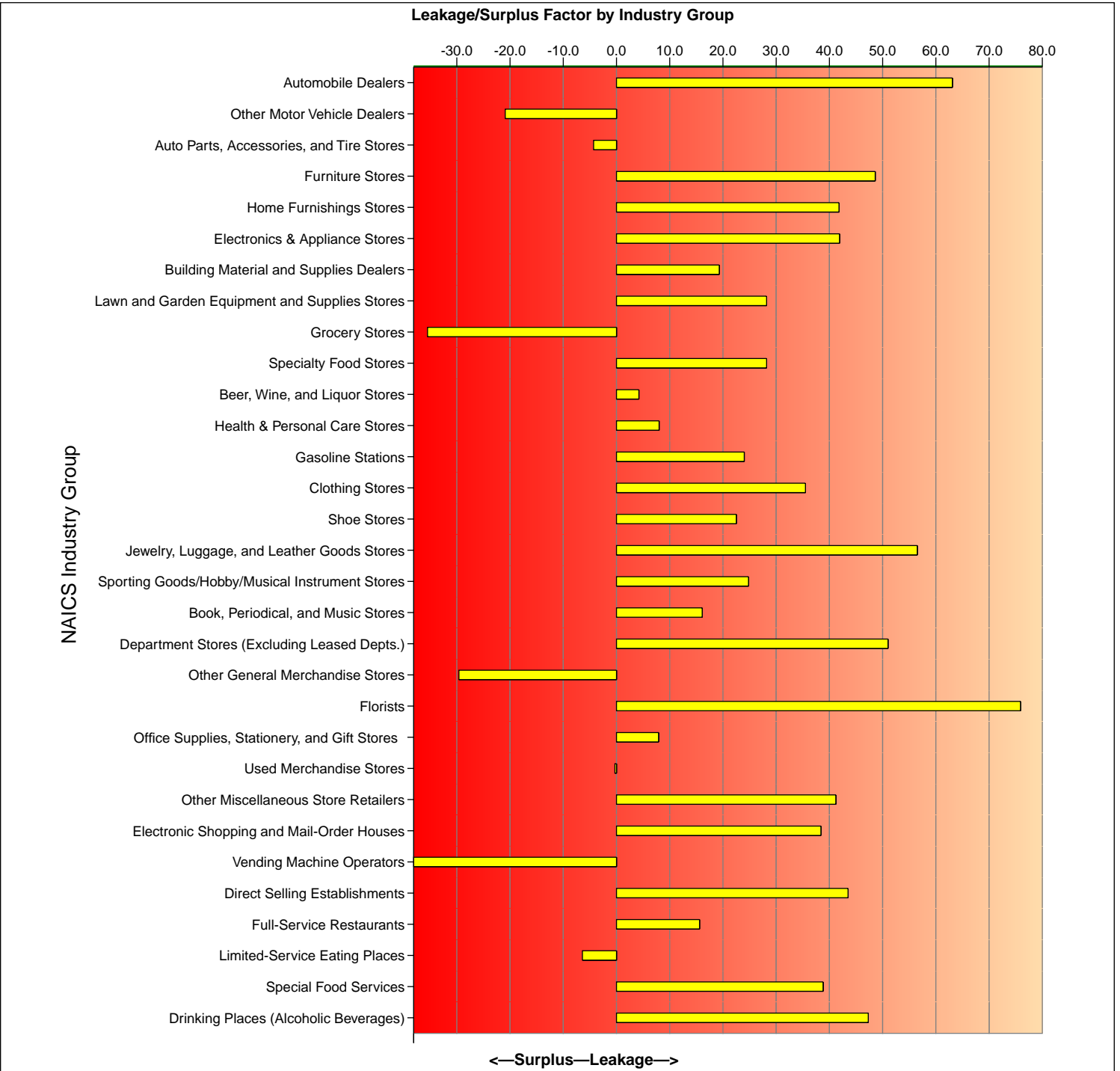


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Site Type: Radius

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



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**227 W Foothill Blvd**  
**Rialto, CA 92376**

**Site Type: Radius**

**Latitude: 34.10668**  
**Longitude: -117.373383**  
**Radius: 5.0 mile**

**Summary Demographics**

2008 Population	362,048
2008 Households	93,033
2008 Median Disposable Income	\$36,260
2008 Per Capita Income	\$13,878

**Industry Summary**

	<b>Demand (Retail Potential)</b>	<b>Supply (Retail Sales)</b>	<b>Retail Gap</b>	<b>Leakage/Surplus Factor</b>	<b>Number of Businesses</b>
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,969,805,209	\$2,859,224,820	<b>\$-889,419,611</b>	<b>-18.4</b>	2,158
Total Retail Trade (NAICS 44-45)	\$1,702,577,298	\$2,518,133,520	<b>\$-815,556,222</b>	<b>-19.3</b>	1,623
Total Food & Drink (NAICS 722)	\$267,227,911	\$341,091,300	<b>\$-73,863,389</b>	<b>-12.1</b>	535

<b>Industry Group</b>	<b>Demand (Retail Potential)</b>	<b>Supply (Retail Sales)</b>	<b>Retail Gap</b>	<b>Leakage/Surplus Factor</b>	<b>Number of Businesses</b>
Motor Vehicle & Parts Dealers (NAICS 441)	\$438,743,700	\$661,052,876	<b>\$-222,309,176</b>	<b>-20.2</b>	258
Automobile Dealers (NAICS 4411)	\$374,412,553	\$570,449,741	<b>\$-196,037,188</b>	<b>-20.7</b>	127
Other Motor Vehicle Dealers (NAICS 4412)	\$35,041,899	\$42,435,412	<b>\$-7,393,513</b>	<b>-9.5</b>	15
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$29,289,248	\$48,167,723	<b>\$-18,878,475</b>	<b>-24.4</b>	116
Furniture & Home Furnishings Stores (NAICS 442)	\$65,984,957	\$53,529,330	<b>\$12,455,627</b>	<b>10.4</b>	90
Furniture Stores (NAICS 4421)	\$41,777,659	\$34,712,134	<b>\$7,065,525</b>	<b>9.2</b>	42
Home Furnishings Stores (NAICS 4422)	\$24,207,298	\$18,817,196	<b>\$5,390,102</b>	<b>12.5</b>	48
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$55,214,385	\$36,917,340	<b>\$18,297,045</b>	<b>19.9</b>	108
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$61,822,955	\$140,802,074	<b>\$-78,979,119</b>	<b>-39.0</b>	101
Building Material and Supplies Dealers (NAICS 4441)	\$60,272,248	\$139,466,115	<b>\$-79,193,867</b>	<b>-39.6</b>	81
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,550,707	\$1,335,959	<b>\$214,748</b>	<b>7.4</b>	20
Food & Beverage Stores (NAICS 445)	\$306,800,482	\$658,214,544	<b>\$-351,414,062</b>	<b>-36.4</b>	275
Grocery Stores (NAICS 4451)	\$287,453,097	\$634,451,854	<b>\$-346,998,757</b>	<b>-37.6</b>	169
Specialty Food Stores (NAICS 4452)	\$8,916,942	\$9,110,106	<b>\$-193,164</b>	<b>-1.1</b>	56
Beer, Wine, and Liquor Stores (NAICS 4453)	\$10,430,443	\$14,652,584	<b>\$-4,222,141</b>	<b>-16.8</b>	50
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$67,304,346	\$103,625,525	<b>\$-36,321,179</b>	<b>-21.2</b>	73
Gasoline Stations (NAICS 447/4471)	\$223,131,223	\$222,971,904	<b>\$159,319</b>	<b>0.0</b>	37
Clothing and Clothing Accessories Stores (NAICS 448)	\$87,625,244	\$102,136,663	<b>\$-14,511,419</b>	<b>-7.6</b>	244
Clothing Stores (NAICS 4481)	\$66,730,364	\$76,456,228	<b>\$-9,725,864</b>	<b>-6.8</b>	168
Shoe Stores (NAICS 4482)	\$12,249,884	\$14,786,636	<b>\$-2,536,752</b>	<b>-9.4</b>	34
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$8,644,996	\$10,893,799	<b>\$-2,248,803</b>	<b>-11.5</b>	42
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$21,144,435	\$18,269,626	<b>\$2,874,809</b>	<b>7.3</b>	83
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$14,307,238	\$11,631,334	<b>\$2,675,904</b>	<b>10.3</b>	56
Book, Periodical, and Music Stores (NAICS 4512)	\$6,837,197	\$6,638,292	<b>\$198,905</b>	<b>1.5</b>	27

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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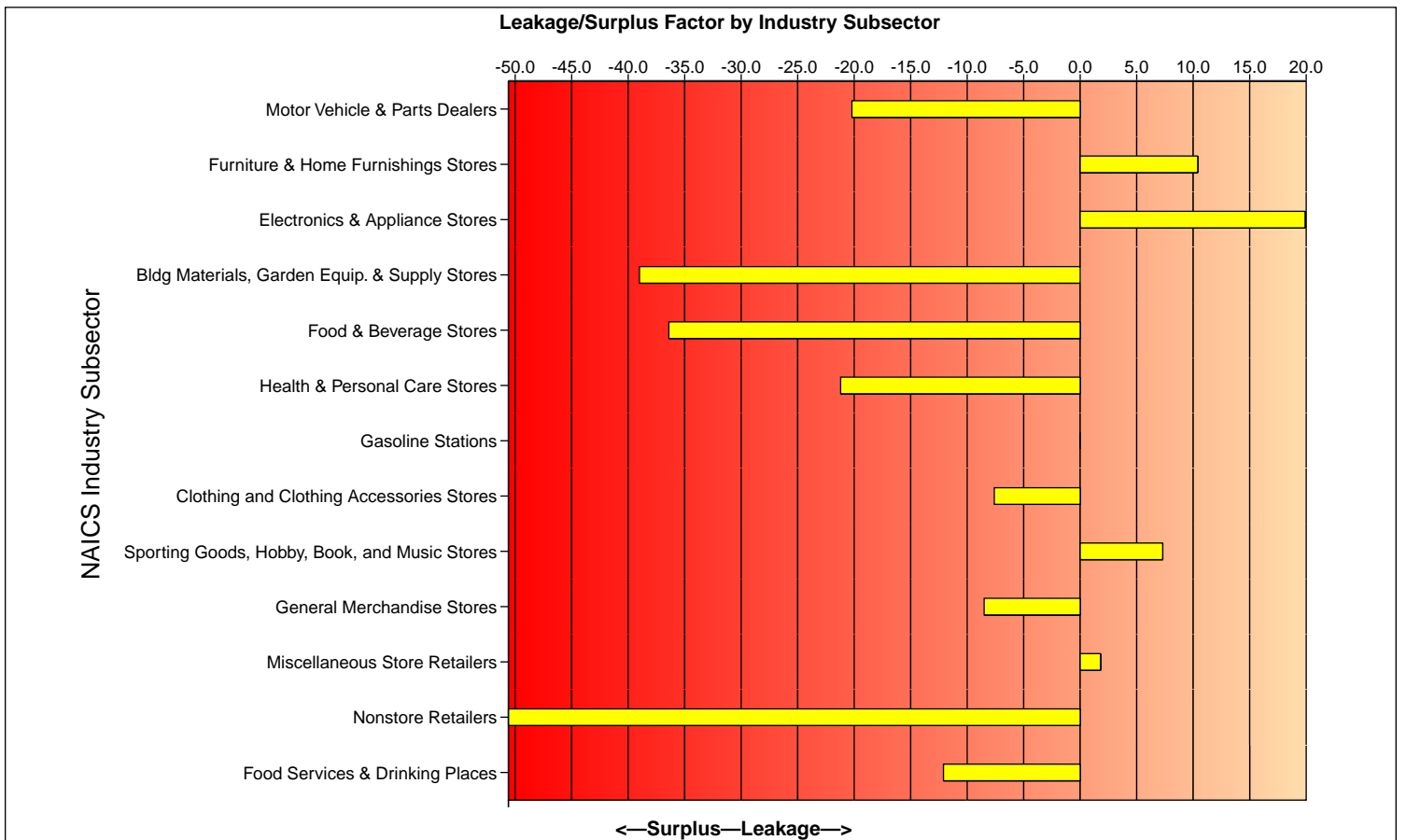


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Latitude: 34.10668  
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Radius: 5.0 mile

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$299,412,067	\$355,017,971	\$-55,605,904	-8.5	70
Department Stores Excluding Leased Depts.(NAICS 4521)	\$169,914,752	\$154,452,405	\$15,462,347	4.8	32
Other General Merchandise Stores (NAICS 4529)	\$129,497,315	\$200,565,566	\$-71,068,251	-21.5	38
Miscellaneous Store Retailers (NAICS 453)	\$30,896,551	\$29,806,140	\$1,090,411	1.8	250
Florists (NAICS 4531)	\$3,185,634	\$1,664,592	\$1,521,042	31.4	17
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$10,415,854	\$11,445,918	\$-1,030,064	-4.7	102
Used Merchandise Stores (NAICS 4533)	\$1,796,415	\$5,072,391	\$-3,275,976	-47.7	47
Other Miscellaneous Store Retailers (NAICS 4539)	\$15,498,648	\$11,623,239	\$3,875,409	14.3	84
Nonstore Retailers (NAICS 454)	\$44,496,953	\$135,789,527	\$-91,292,574	-50.6	34
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$25,980,095	\$116,986,292	\$-91,006,197	-63.7	14
Vending Machine Operators (NAICS 4542)	\$4,975,672	\$8,930,277	\$-3,954,605	-28.4	11
Direct Selling Establishments (NAICS 4543)	\$13,541,186	\$9,872,958	\$3,668,228	15.7	9
Food Services & Drinking Places (NAICS 722)	\$267,227,911	\$341,091,300	\$-73,863,389	-12.1	535
Full-Service Restaurants (NAICS 7221)	\$126,475,547	\$135,277,937	\$-8,802,390	-3.4	325
Limited-Service Eating Places (NAICS 7222)	\$119,886,006	\$187,694,864	\$-67,808,858	-22.0	166
Special Food Services (NAICS 7223)	\$7,059,033	\$7,279,800	\$-220,767	-1.5	15
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$13,807,325	\$10,838,699	\$2,968,626	12.0	29



Source: ESRI and infoUSA®

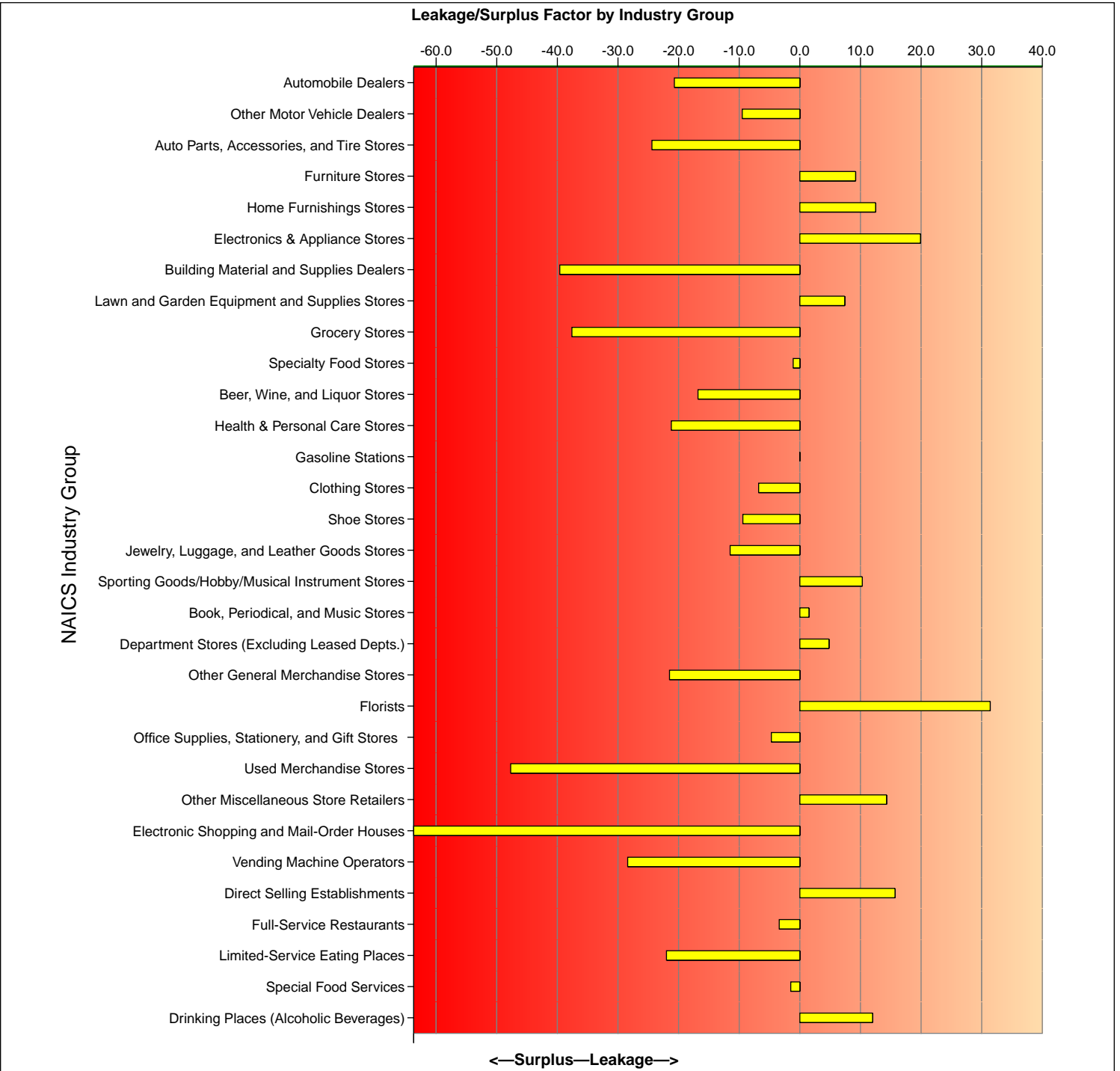


Foothill Plaza  
 227 W Foothill Blvd  
 Rialto, CA 92376

Latitude: 34.10668  
 Longitude: -117.373383  
 Radius: 5.0 mile

Site Type: Radius

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



Foothill Plaza  
227 W Foothill Blvd  
Rialto, CA 92376

Latitude: 34.10668  
Longitude: -117.373383  
Radius: 5.0 mile

Site Type: Radius

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.11	W Foothill Blvd	N Orange Ave (0.03 miles NW)	2005	28,500
0.21	E Foothill Blvd	N Olive Ave (0.03 miles NE)	2005	29,000
0.33	N Riverside Ave	W 2nd St (0.01 miles W)	1998	17,834
0.59	N Cactus Ave	W Foothill Blvd (0.09 miles N)	1997	10,538
0.67	W Foothill Blvd	N Cactus Ave (0.09 miles E)	1994	25,500
0.72	E Madrona St	N Riverside Ave (0 miles W)	1991	24,468
0.79	S Riverside Ave	W Bonnie View Dr (0 miles n/a)	1998	19,040
0.97	S Cactus Ave	W Merrill Ave (0.22 miles S)	1997	7,553
0.99	W Merrill Ave	S Willow Ave (0 miles W)	1998	7,247
1.04	W Base Line Rd	N Lilac Ave (0.09 miles W)	1995	17,212
1.07	E Base Line Rd	N Sycamore Ave (0.04 miles E)	1998	25,000
1.07	S Eucalyptus Ave	W Oregon St (0.06 miles S)	1993	5,100
1.09	E Foothill Blvd	N Pepper Ave (0.08 miles E)	2005	25,000
1.14	S Riverside Ave	E James St (0.08 miles S)	1997	7,097
1.16	S Benjamin St	Bloomington Ave (0 miles n/a)	1998	6,442
1.16	W Rialto Ave	S Loretta Ave (0.07 miles E)	1991	8,204
1.17	N Pepper Ave	E Foothill Blvd (0.07 miles N)	1992	8,000
1.17	N Pepper Ave	W Spruce St (0.03 miles N)	1996	9,577
1.21	N Pepper Ave	E Victoria St (0 miles N)	1997	9,600
1.22	W Foothill Blvd	N Meridian Ave (0.2 miles E)	2005	23,000
1.22	N Pepper Ave	W 2nd St (0.12 miles N)	1997	15,000
1.29	E Merrill Ave	S Primrose Ave (0 miles n/a)	1992	4,989
1.31	S Eucalyptus Ave	E Glen Oak St (0.05 miles N)	1992	2,520
1.33	N Riverside Ave	W Cascade Dr (0.06 miles N)	1991	22,614
1.34	S Pepper Ave	W Atchison St (0.01 miles S)	1997	17,400

**Data Note:** The Traffic Profile displays up to 25 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2008 to 1963. Just over 57% of the counts were taken between 2001 and 2008 and 83% of the counts were taken in 1997 or later. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

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