Perform Properties

FALLBROOK SHOPPING CENTER
6633 Fallbrook Ave, West Hills, CA 91307
Generated on November 1, 2026

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	19,467	167,629	321,228	504,285	493,713
Total Daytime Population	15,896	203,207	355,685	555,816	498,820
TOTAL HOUSEHOLD INCOME					
Total Households	6,950	60,189	112,815	177,660	175,386
Median Household Income	$148,623	$123,412	$122,318	$124,404	$121,730
Average Household Income	$186,573	$155,601	$159,715	$163,714	$159,453
Under $15,000	5.0%	6.4%	5.9%	5.8%	6.3%
$15,000 - $34,999	6.5%	9.2%	9.2%	9.0%	9.2%
$35,000 - $49,999	4.2%	6.7%	7.0%	6.7%	7.0%
$50,000 - $74,999	9.1%	11.6%	11.9%	11.5%	11.7%
$75,000 - $99,999	9.1%	10.5%	10.7%	10.5%	10.7%
$100,000 - $124,999	9.0%	9.3%	9.7%	9.7%	9.7%
$125,000 - $149,999	8.5%	7.9%	7.8%	8.0%	7.7%
$150,000+	48.6%	38.4%	37.7%	38.9%	37.6%
BUSINESSES					
Total Businesses	835	11,938	22,501	32,355	31,858
RACE/ETHNICITY					
White/Caucasian	52.5%	43.0%	42.1%	43.2%	42.8%
Black/African American	4.4%	4.9%	4.5%	4.3%	4.4%
Asian/Pacific Islander	16.2%	13.6%	13.7%	14.6%	13.8%
Hispanic/Latino	20.0%	32.8%	34.2%	32.4%	33.5%
Other	7.0%	5.8%	5.5%	5.6%	5.5%

Source: Advan, 2025.