Perform Properties

## **FALLBROOK SHOPPING CENTER**

6633 Fallbrook Ave, West Hills, CA 91307 Generated on November 6, 2025

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	18,505	170,445	323,760	927,950	669,40
Total Daytime Population	14,605	209,399	363,041	975,735	736,38
TOTAL HOUSEHOLD INCOME					
Total Households	6,553	61,462	114,050	324,144	236,91
Median Household Income	\$133,661	\$106,320	\$107,355	\$108,605	\$110,74
Average Household Income	\$156,663	\$134,225	\$138,466	\$142,385	\$144,51
Under \$15,000	4.7%	6.5%	6.2%	6.8%	6.69
\$15,000 - \$34,999	6.6%	10.8%	10.8%	10.5%	10.2
\$35,000 - \$49,999	4.9%	7.4%	8.0%	7.8%	7.7
\$50,000 - \$74,999	12.5%	12.6%	12.9%	12.8%	12.8
\$75,000 - \$99,999	12.3%	12.5%	11.9%	11.4%	11.4
\$100,000 - \$124,999	9.5%	9.7%	10.0%	10.0%	9.9
\$125,000 - \$149,999	6.8%	8.2%	7.9%	8.2%	8.3
\$150,000+	42.7%	32.4%	32.2%	32.5%	33.0
BUSINESSES					
Total Businesses	668	12,164	22,391	58,700	44,49
RACE/ETHNICITY					
White/Caucasian	53.3%	43.8%	42.9%	43.5%	45.1
Black/African American	4.4%	4.7%	4.4%	4.0%	4.2
Asian/Pacific Islander	17.3%	14.0%	13.8%	13.2%	14.0
Hispanic/Latino	19.1%	32.2%	33.8%	34.5%	31.7
Other	5.9%	5.3%	5.1%	4.9%	5.1

Source: Advan, 2024.