## **NORTHWOOD TOWN CENTER**

## Perform Properties

4800 Irvine Boulevard, Irvine, CA 92620 Generated on November 17, 2025

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	29,069	171,595	344,800	1,289,751	831,573
Total Daytime Population	21,126	155,176	384,370	1,728,817	1,267,196
TOTAL HOUSEHOLD INCOME					
Total Households	9,775	59,639	122,624	430,756	278,181
Median Household Income	\$156,178	\$141,676	\$134,376	\$123,226	\$122,308
Average Household Income	\$195,213	\$175,695	\$171,644	\$156,519	\$154,703
Under \$15,000	6.8%	5.6%	6.7%	6.2%	6.7%
\$15,000 - \$34,999	4.8%	5.7%	6.6%	8.0%	8.0%
\$35,000 - \$49,999	3.2%	4.6%	5.4%	6.6%	6.6%
\$50,000 - \$74,999	8.5%	9.2%	10.1%	11.6%	11.8%
\$75,000 - \$99,999	8.4%	8.8%	9.3%	11.0%	10.9%
\$100,000 - \$124,999	8.1%	10.4%	10.4%	10.8%	10.7%
\$125,000 - \$149,999	8.5%	9.0%	8.1%	8.7%	8.5%
\$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	583	4,569	14,508	64,846	45,737
RACE/ETHNICITY					
White/Caucasian	31.3%	31.7%	34.3%	35.7%	33.1%
Black/African American	0.8%	1.4%	1.6%	1.5%	1.6%
Asian/Pacific Islander	54.8%	49.7%	40.3%	21.9%	25.2%
Hispanic/Latino	8.3%	11.2%	17.7%	36.2%	35.1%
Other	4.8%	6.0%	6.1%	4.8%	4.9%

Source: Advan, 2024.