Perform Properties

PLAZA DEL SOL
10950 Sherman Way, Burbank, CA 91501
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	26,718	235,484	568,080	985,419	733,809
Total Daytime Population	24,936	214,565	573,215	949,477	695,524
TOTAL HOUSEHOLD INCOME					
Total Households	7,245	84,870	209,396	359,812	262,834
Median Household Income	$73,581	$95,141	$101,745	$105,130	$100,716
Average Household Income	$92,191	$119,409	$135,540	$142,816	$133,852
Under $15,000	8.6%	7.9%	7.4%	7.5%	7.5%
$15,000 - $34,999	12.2%	11.5%	11.5%	11.1%	11.7%
$35,000 - $49,999	11.1%	8.5%	8.0%	8.0%	8.3%
$50,000 - $74,999	16.7%	14.2%	13.9%	13.5%	14.0%
$75,000 - $99,999	12.5%	12.9%	12.1%	11.8%	11.9%
$100,000 - $124,999	10.9%	10.7%	10.4%	10.0%	10.2%
$125,000 - $149,999	8.9%	8.0%	7.8%	7.8%	7.8%
$150,000+	19.2%	26.3%	28.9%	30.4%	28.7%
BUSINESSES					
Total Businesses	1,142	12,236	35,263	63,219	41,820
RACE/ETHNICITY					
White/Caucasian	15.1%	35.9%	40.0%	37.9%	37.1%
Black/African American	2.1%	4.5%	4.0%	3.8%	3.9%
Asian/Pacific Islander	4.2%	8.0%	8.6%	8.3%	8.5%
Hispanic/Latino	76.1%	47.6%	43.1%	45.8%	46.4%
Other	2.5%	4.0%	4.3%	4.2%	4.1%

Source: Advan, 2025.