Perform Properties

SANTA ANA DOWNTOWN PLAZA
301-431 E First Street, Santa Ana, CA 92701
Generated on November 2, 2026

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	58,822	312,153	661,612	1,215,093	663,487
Total Daytime Population	55,384	384,046	853,319	1,653,578	867,308
TOTAL HOUSEHOLD INCOME					
Total Households	13,697	79,233	190,171	370,433	190,845
Median Household Income	$79,938	$106,096	$116,292	$123,098	$116,565
Average Household Income	$99,248	$126,831	$140,920	$152,834	$141,498
Under $15,000	7.8%	5.5%	5.6%	5.6%	5.6%
$15,000 - $34,999	13.6%	9.0%	8.3%	8.0%	8.3%
$35,000 - $49,999	10.1%	8.1%	7.0%	6.7%	7.0%
$50,000 - $74,999	18.4%	14.4%	12.4%	11.8%	12.4%
$75,000 - $99,999	14.3%	13.4%	12.7%	11.5%	12.6%
$100,000 - $124,999	10.6%	11.8%	11.1%	10.6%	11.1%
$125,000 - $149,999	7.6%	9.0%	8.9%	8.6%	8.9%
$150,000+	17.8%	28.9%	34.1%	37.2%	34.2%
BUSINESSES					
Total Businesses	1,908	13,048	32,242	56,764	33,477
RACE/ETHNICITY					
White/Caucasian	5.5%	11.5%	18.8%	25.1%	18.9%
Black/African American	0.7%	1.1%	1.4%	1.5%	1.4%
Asian/Pacific Islander	3.8%	8.6%	18.8%	22.3%	18.7%
Hispanic/Latino	89.0%	76.6%	57.7%	47.0%	57.7%
Other	1.0%	2.1%	3.3%	4.1%	3.3%

Source: Advan, 2025.