Perform Properties

SANTA ROSA SOUTHSIDE SHOPPING CENTER
2661-2735 Santa Rosa Avenue, Santa Rosa, CA 95407
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	20,063	98,132	202,689	269,782	289,677
Total Daytime Population	12,741	134,344	226,684	305,771	320,624
TOTAL HOUSEHOLD INCOME					
Total Households	6,147	34,126	74,395	99,003	107,755
Median Household Income	$87,277	$95,427	$110,655	$114,568	$114,161
Average Household Income	$109,865	$123,528	$138,604	$142,833	$143,553
Under $15,000	7.6%	6.6%	6.0%	5.5%	5.5%
$15,000 - $34,999	11.2%	9.1%	7.7%	7.7%	7.9%
$35,000 - $49,999	7.9%	7.3%	6.7%	6.7%	6.7%
$50,000 - $74,999	17.3%	16.8%	14.4%	13.7%	13.6%
$75,000 - $99,999	16.3%	13.4%	12.5%	12.2%	12.0%
$100,000 - $124,999	10.7%	11.6%	11.3%	11.2%	11.3%
$125,000 - $149,999	8.3%	8.1%	9.0%	8.9%	8.7%
$150,000+	20.9%	27.1%	32.4%	34.2%	34.2%
BUSINESSES					
Total Businesses	549	4,794	8,727	11,444	12,004
RACE/ETHNICITY					
White/Caucasian	22.4%	38.9%	47.9%	50.9%	52.6%
Black/African American	2.3%	2.2%	2.1%	1.9%	1.8%
Asian/Pacific Islander	5.4%	5.9%	6.0%	6.2%	5.9%
Hispanic/Latino	65.6%	47.1%	37.8%	34.4%	33.1%
Other	4.3%	5.9%	6.3%	6.6%	6.6%

Source: Advan, 2025.