

EL PASEO SIMI

2902-2950 TAPO CANYON RD, SIMI VALLEY, CA 93063

Full Year 2024	1-mile Radius	3-mile Radius	5-mile Radius	10-mile Radius	70% True Trade Area
TOTAL POPULATION					
Total Population	16,971	73,717	118,757	502,099	106,699
Total Daytime Population	15,609	56,788	92,055	504,517	83,755
TOTAL HOUSEHOLD INCOME					
Total Households	5,843	24,750	39,893	175,216	35,708
Median Household Income	\$121,188	\$114,446	\$114,260	\$119,650	\$112,934
Average Household Income	\$150,914	\$136,651	\$142,836	\$151,468	\$139,395
Under \$15,000	3.0%	4.0%	3.9%	5.0%	4.1%
\$15,000 — \$34,999	8.2%	8.8%	8.7%	9.0%	9.1%
\$35,000 — \$49,999	9.7%	7.5%	7.9%	7.2%	7.9%
\$50,000 — \$74,999	9.7%	12.1%	11.4%	11.3%	11.6%
\$75,000 — \$99,999	10.8%	12.1%	12.2%	11.5%	12.3%
\$100,000 — \$124,999	9.7%	11.2%	11.2%	10.0%	11.3%
\$125,000 — \$149,999	11.0%	9.9%	9.6%	8.4%	9.7%
\$150,000+	37.9%	34.2%	35.1%	37.5%	33.9%
BUSINESSES					
Total Businesses	555	2,046	3,232	22,935	2,956
RACE/ETHNICITY					
White/Caucasian	55.3%	55.2%	54.5%	48.5%	53.7%
Black/African American	0.9%	1.2%	1.2%	3.2%	1.1%
Asian/Pacific Islander	8.4%	10.8%	10.7%	14.6%	10.6%
Hispanic/Latino	28.3%	27.3%	28.2%	28.6%	29.4%
Other	7.1%	5.5%	5.4%	5.1%	5.2%

Source: Advan, 2024.