Perform Properties

THE VILLAGE AT NOVATO
7514 Redwood Blvd, Novato, CA 94945
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	8,958	42,610	61,703	82,178	100,424
Total Daytime Population	8,879	37,041	59,006	77,328	95,964
TOTAL HOUSEHOLD INCOME					
Total Households	3,451	16,284	23,872	31,897	39,230
Median Household Income	$111,665	$144,312	$140,294	$147,342	$145,304
Average Household Income	$164,115	$189,501	$188,500	$206,039	$204,034
Under $15,000	5.7%	4.0%	4.1%	3.7%	4.5%
$15,000 - $34,999	12.0%	6.0%	5.5%	5.1%	5.1%
$35,000 - $49,999	4.9%	6.2%	6.1%	5.8%	5.5%
$50,000 - $74,999	10.7%	10.1%	9.9%	10.1%	10.4%
$75,000 - $99,999	13.3%	10.3%	11.0%	10.2%	10.0%
$100,000 - $124,999	9.1%	9.1%	9.8%	9.0%	8.8%
$125,000 - $149,999	5.9%	6.5%	7.3%	7.0%	7.2%
$150,000+	38.4%	47.8%	46.3%	49.1%	48.5%
BUSINESSES					
Total Businesses	588	1,510	2,479	3,386	4,223
RACE/ETHNICITY					
White/Caucasian	46.8%	59.1%	58.6%	61.8%	62.5%
Black/African American	2.8%	2.3%	2.3%	2.3%	2.4%
Asian/Pacific Islander	6.4%	7.0%	7.3%	7.0%	6.7%
Hispanic/Latino	36.6%	24.1%	24.4%	21.6%	21.1%
Other	7.5%	7.5%	7.4%	7.3%	7.3%

Source: Advan, 2025.