Perform Properties

**THE VILLAGE AT NOVATO**
7514 Redwood Blvd, Novato, CA 94945
Generated on October 15, 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.