

Demographics

Montgomery Village and Sonoma County

2013 Demographics

Montgomery Village. . .

Average Sales Per Square Foot **\$400**

GLA **281,000 square feet**

Population. . .

Trade Area Population **915,000**

Income. . .

Per Capita Income **\$65,728**

Average Household Income **\$83,252**

Total Households **184,348**

Households Earning \$50,000+ **32,153**

Households Earning \$75,000+ **23,982**

Households Earning \$100,000+ **30,058**

Occupation. . .

"White Collar" **60.6%**

"Blue Collar" **39.4%**

Education. . .

High School Graduate **93.1%**

College Graduate **36.4%**

Home Values. . .

Average Home Prices **\$577,300**

Tourism. . .

Annual Tourist Visits **7.8 million**

Annual Tourist Spending **\$1.3 billion**