



# Community Profile

Rings: 3, 5, 10 mile radii

43713-43761 W Oaks Dr, Novi, MI 48377,

Latitude: 42.49

Longitude: -83.48

	3 mile	5 mile	10 mile
<b>Population Summary</b>			
2000 Total Population	41,642	135,143	484,434
2010 Total Population	48,434	145,314	503,011
2017 Total Population	51,315	153,898	521,767
2017 Group Quarters	368	501	3,500
2022 Total Population	53,155	158,910	532,322
2017-2022 Annual Rate	0.71%	0.64%	0.40%
2017 Total Daytime Population	78,785	191,973	567,893
Workers	55,738	122,883	322,665
Residents	23,047	69,090	245,228
<b>Household Summary</b>			
2000 Households	17,125	55,708	189,528
2000 Average Household Size	2.42	2.41	2.52
2010 Households	20,274	60,710	202,609
2010 Average Household Size	2.37	2.39	2.47
2017 Households	21,559	64,212	210,986
2017 Average Household Size	2.36	2.39	2.46
2022 Households	22,385	66,319	215,642
2022 Average Household Size	2.36	2.39	2.45
2017-2022 Annual Rate	0.75%	0.65%	0.44%
2010 Families	12,598	38,700	136,941
2010 Average Family Size	3.07	3.04	3.05
2017 Families	13,144	40,367	140,565
2017 Average Family Size	3.07	3.05	3.05
2022 Families	13,535	41,437	142,736
2022 Average Family Size	3.07	3.06	3.05
2017-2022 Annual Rate	0.59%	0.52%	0.31%
<b>Housing Unit Summary</b>			
2000 Housing Units	18,005	58,291	196,759
Owner Occupied Housing Units	61.4%	62.2%	73.4%
Renter Occupied Housing Units	33.7%	33.4%	22.9%
Vacant Housing Units	4.9%	4.4%	3.7%
2010 Housing Units	22,274	66,052	218,270
Owner Occupied Housing Units	56.1%	59.2%	69.3%
Renter Occupied Housing Units	35.0%	32.7%	23.5%
Vacant Housing Units	9.0%	8.1%	7.2%
2017 Housing Units	23,215	68,846	225,015
Owner Occupied Housing Units	55.8%	59.0%	68.7%
Renter Occupied Housing Units	37.0%	34.3%	25.0%
Vacant Housing Units	7.1%	6.7%	6.2%
2022 Housing Units	24,019	70,999	230,400
Owner Occupied Housing Units	55.9%	59.1%	68.5%
Renter Occupied Housing Units	37.3%	34.3%	25.1%
Vacant Housing Units	6.8%	6.6%	6.4%
<b>Median Household Income</b>			
2017	\$77,677	\$79,384	\$80,008
2022	\$85,911	\$87,173	\$87,513
<b>Median Home Value</b>			
2017	\$261,972	\$263,228	\$242,100
2022	\$279,305	\$279,755	\$263,318
<b>Per Capita Income</b>			
2017	\$45,389	\$45,919	\$44,471
2022	\$51,093	\$51,356	\$49,484
<b>Median Age</b>			
2010	38.6	39.6	41.8
2017	39.9	40.8	43.4
2022	40.7	41.6	44.2

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Households by Income</b>			
Household Income Base	21,559	64,212	210,986
<\$15,000	6.8%	6.0%	5.9%
\$15,000 - \$24,999	6.2%	6.3%	6.8%
\$25,000 - \$34,999	7.3%	7.0%	7.2%
\$35,000 - \$49,999	10.3%	10.3%	10.6%
\$50,000 - \$74,999	17.8%	17.6%	16.2%
\$75,000 - \$99,999	11.9%	12.7%	13.1%
\$100,000 - \$149,999	16.8%	17.4%	18.6%
\$150,000 - \$199,999	10.7%	10.0%	9.7%
\$200,000+	12.2%	12.6%	11.9%
Average Household Income	\$107,743	\$109,517	\$109,489
<b>2022 Households by Income</b>			
Household Income Base	22,385	66,319	215,642
<\$15,000	6.5%	5.7%	5.7%
\$15,000 - \$24,999	5.6%	5.7%	6.1%
\$25,000 - \$34,999	6.2%	6.0%	6.2%
\$35,000 - \$49,999	8.9%	9.0%	9.2%
\$50,000 - \$74,999	16.5%	16.3%	15.0%
\$75,000 - \$99,999	12.4%	13.3%	13.5%
\$100,000 - \$149,999	18.4%	19.1%	20.5%
\$150,000 - \$199,999	11.4%	10.7%	10.6%
\$200,000+	14.0%	14.2%	13.1%
Average Household Income	\$121,061	\$122,467	\$121,673
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	12,959	40,617	154,651
<\$50,000	6.3%	5.2%	5.8%
\$50,000 - \$99,999	6.0%	6.4%	6.6%
\$100,000 - \$149,999	8.5%	8.3%	9.3%
\$150,000 - \$199,999	11.3%	12.0%	15.6%
\$200,000 - \$249,999	14.3%	13.7%	15.1%
\$250,000 - \$299,999	15.3%	16.9%	14.5%
\$300,000 - \$399,999	19.4%	18.3%	15.7%
\$400,000 - \$499,999	12.3%	10.1%	8.1%
\$500,000 - \$749,999	5.2%	7.0%	6.7%
\$750,000 - \$999,999	0.7%	1.2%	1.5%
\$1,000,000 +	0.7%	0.9%	1.2%
Average Home Value	\$281,782	\$290,136	\$280,068
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	13,432	41,985	157,853
<\$50,000	4.6%	3.8%	3.7%
\$50,000 - \$99,999	3.5%	3.7%	3.7%
\$100,000 - \$149,999	5.6%	5.7%	6.3%
\$150,000 - \$199,999	10.4%	10.9%	14.7%
\$200,000 - \$249,999	16.0%	15.0%	17.2%
\$250,000 - \$299,999	17.0%	18.5%	16.6%
\$300,000 - \$399,999	21.3%	20.4%	17.9%
\$400,000 - \$499,999	14.2%	11.7%	9.4%
\$500,000 - \$749,999	5.8%	7.9%	7.6%
\$750,000 - \$999,999	0.8%	1.5%	1.6%
\$1,000,000 +	0.8%	1.0%	1.4%
Average Home Value	\$304,125	\$313,728	\$304,924

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	48,433	145,316	503,008
0 - 4	5.9%	5.6%	5.3%
5 - 9	6.9%	6.4%	6.4%
10 - 14	7.3%	6.8%	7.0%
15 - 24	11.1%	11.5%	11.6%
25 - 34	13.4%	13.2%	10.8%
35 - 44	15.9%	14.5%	13.7%
45 - 54	16.6%	16.5%	17.1%
55 - 64	10.8%	12.4%	13.5%
65 - 74	5.3%	6.5%	7.4%
75 - 84	4.3%	4.4%	4.9%
85 +	2.6%	2.1%	2.4%
18 +	75.6%	76.8%	76.8%
<b>2017 Population by Age</b>			
Total	51,315	153,899	521,766
0 - 4	5.3%	5.2%	4.9%
5 - 9	5.9%	5.7%	5.7%
10 - 14	6.4%	6.2%	6.4%
15 - 24	11.9%	11.8%	11.4%
25 - 34	13.6%	13.4%	11.4%
35 - 44	13.8%	13.1%	12.3%
45 - 54	14.5%	14.2%	14.7%
55 - 64	13.4%	14.4%	15.4%
65 - 74	7.7%	9.1%	10.2%
75 - 84	4.4%	4.5%	5.0%
85 +	2.9%	2.4%	2.7%
18 +	78.4%	79.1%	79.1%
<b>2022 Population by Age</b>			
Total	53,154	158,911	532,323
0 - 4	5.3%	5.2%	4.8%
5 - 9	5.6%	5.4%	5.4%
10 - 14	5.9%	5.7%	6.0%
15 - 24	10.5%	10.7%	10.4%
25 - 34	14.3%	13.8%	11.7%
35 - 44	14.3%	13.6%	12.7%
45 - 54	12.9%	12.7%	13.0%
55 - 64	13.4%	14.0%	14.9%
65 - 74	9.5%	10.8%	12.1%
75 - 84	5.4%	5.7%	6.2%
85 +	2.9%	2.4%	2.7%
18 +	79.6%	80.2%	80.2%
<b>2010 Population by Sex</b>			
Males	23,415	69,892	242,574
Females	25,019	75,422	260,437
<b>2017 Population by Sex</b>			
Males	24,788	74,032	251,750
Females	26,527	79,866	270,017
<b>2022 Population by Sex</b>			
Males	25,683	76,450	256,970
Females	27,472	82,459	275,352

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	48,435	145,313	503,011
White Alone	72.0%	74.9%	81.4%
Black Alone	8.9%	10.0%	9.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	16.1%	12.1%	6.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.7%	0.5%
Two or More Races	2.0%	2.0%	1.9%
Hispanic Origin	3.2%	2.8%	2.4%
Diversity Index	48.2	44.7	35.6
<b>2017 Population by Race/Ethnicity</b>			
Total	51,315	153,898	521,767
White Alone	66.6%	70.6%	78.4%
Black Alone	9.6%	10.7%	9.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	20.3%	15.2%	8.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.9%	0.6%
Two or More Races	2.3%	2.4%	2.2%
Hispanic Origin	3.7%	3.3%	2.9%
Diversity Index	54.1	50.1	40.2
<b>2022 Population by Race/Ethnicity</b>			
Total	53,155	158,910	532,322
White Alone	62.5%	67.1%	76.1%
Black Alone	10.4%	11.5%	10.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	23.4%	17.6%	10.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	0.9%	0.7%
Two or More Races	2.5%	2.6%	2.4%
Hispanic Origin	4.0%	3.7%	3.2%
Diversity Index	58.0	54.0	43.8
<b>2010 Population by Relationship and Household Type</b>			
Total	48,434	145,314	503,011
In Households	99.3%	99.7%	99.3%
In Family Households	80.8%	81.9%	84.1%
Householder	26.0%	26.7%	27.2%
Spouse	21.1%	21.6%	22.1%
Child	30.2%	30.0%	31.1%
Other relative	2.4%	2.6%	2.6%
Nonrelative	1.1%	1.0%	1.1%
In Nonfamily Households	18.5%	17.8%	15.2%
In Group Quarters	0.7%	0.3%	0.7%
Institutionalized Population	0.7%	0.3%	0.4%
Noninstitutionalized Population	0.1%	0.1%	0.3%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Population 25+ by Educational Attainment</b>			
Total	36,144	109,433	373,635
Less than 9th Grade	1.6%	1.5%	1.5%
9th - 12th Grade, No Diploma	3.4%	2.9%	3.3%
High School Graduate	13.0%	13.0%	15.8%
GED/Alternative Credential	1.8%	1.5%	1.9%
Some College, No Degree	15.6%	17.8%	19.7%
Associate Degree	6.6%	7.4%	7.8%
Bachelor's Degree	32.8%	31.5%	28.6%
Graduate/Professional Degree	25.2%	24.3%	21.3%
<b>2017 Population 15+ by Marital Status</b>			
Total	42,238	127,606	433,310
Never Married	27.8%	28.5%	28.1%
Married	56.2%	56.3%	56.3%
Widowed	6.4%	5.4%	5.7%
Divorced	9.5%	9.7%	10.0%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.9%	96.7%	96.1%
Civilian Unemployed (Unemployment Rate)	3.1%	3.3%	3.9%
<b>2017 Employed Population 16+ by Industry</b>			
Total	28,822	86,483	281,781
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	3.2%	3.4%	4.0%
Manufacturing	21.4%	19.8%	17.7%
Wholesale Trade	2.9%	3.0%	3.1%
Retail Trade	10.1%	10.3%	10.0%
Transportation/Utilities	3.4%	2.9%	3.0%
Information	1.5%	1.5%	1.5%
Finance/Insurance/Real Estate	8.3%	8.1%	8.2%
Services	46.6%	48.5%	49.9%
Public Administration	2.4%	2.4%	2.6%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	28,823	86,484	281,779
White Collar	79.1%	76.6%	73.8%
Management/Business/Financial	21.2%	20.9%	20.4%
Professional	32.9%	31.9%	29.5%
Sales	12.8%	12.7%	12.1%
Administrative Support	12.2%	11.1%	11.8%
Services	11.6%	12.4%	13.3%
Blue Collar	9.3%	11.0%	12.9%
Farming/Forestry/Fishing	0.1%	0.0%	0.0%
Construction/Extraction	1.6%	1.8%	2.4%
Installation/Maintenance/Repair	0.9%	1.5%	2.1%
Production	3.7%	4.4%	4.9%
Transportation/Material Moving	3.0%	3.3%	3.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	48,434	145,314	503,011
Population Inside Urbanized Area	100.0%	99.7%	98.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.3%	2.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	20,274	60,710	202,610
Households with 1 Person	32.4%	30.9%	27.8%
Households with 2+ People	67.6%	69.1%	72.2%
Family Households	62.1%	63.7%	67.6%
Husband-wife Families	50.6%	51.5%	54.7%
With Related Children	25.8%	24.1%	24.4%
Other Family (No Spouse Present)	11.6%	12.2%	12.8%
Other Family with Male Householder	2.9%	3.1%	3.4%
With Related Children	1.5%	1.6%	1.7%
Other Family with Female Householder	8.7%	9.1%	9.4%
With Related Children	5.3%	5.5%	5.4%
Nonfamily Households	5.5%	5.4%	4.6%
All Households with Children	32.9%	31.4%	31.7%
Multigenerational Households	2.1%	2.1%	2.4%
Unmarried Partner Households	5.1%	4.7%	4.4%
Male-female	4.7%	4.3%	3.9%
Same-sex	0.4%	0.4%	0.5%
<b>2010 Households by Size</b>			
Total	20,273	60,712	202,611
1 Person Household	32.4%	30.9%	27.8%
2 Person Household	30.2%	32.3%	33.2%
3 Person Household	15.2%	15.5%	15.9%
4 Person Household	14.8%	13.8%	14.7%
5 Person Household	5.4%	5.3%	5.9%
6 Person Household	1.4%	1.6%	1.8%
7 + Person Household	0.6%	0.6%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	20,274	60,710	202,609
Owner Occupied	61.6%	64.4%	74.7%
Owned with a Mortgage/Loan	47.6%	48.6%	55.7%
Owned Free and Clear	14.0%	15.8%	19.0%
Renter Occupied	38.4%	35.6%	25.3%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	22,274	66,052	218,270
Housing Units Inside Urbanized Area	100.0%	99.8%	98.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	1.7%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Professional Pride (1B)	Enterprising Professionals	Savvy Suburbanites (1D)
<b>2.</b>	Enterprising Professionals	Savvy Suburbanites (1D)	Comfortable Empty Nesters
<b>3.</b>	Young and Restless (11B)	Professional Pride (1B)	Golden Years (9B)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$63,451,481	\$190,480,003	\$612,096,492
Average Spent	\$2,943.16	\$2,966.42	\$2,901.12
Spending Potential Index	136	137	134
Education: Total \$	\$44,725,586	\$135,829,054	\$440,277,236
Average Spent	\$2,074.57	\$2,115.32	\$2,086.76
Spending Potential Index	143	145	143
Entertainment/Recreation: Total \$	\$88,194,730	\$267,486,546	\$882,072,792
Average Spent	\$4,090.85	\$4,165.68	\$4,180.72
Spending Potential Index	131	134	134
Food at Home: Total \$	\$140,682,606	\$425,304,547	\$1,382,261,731
Average Spent	\$6,525.47	\$6,623.44	\$6,551.44
Spending Potential Index	130	132	130
Food Away from Home: Total \$	\$97,675,213	\$293,115,564	\$938,739,532
Average Spent	\$4,530.60	\$4,564.81	\$4,449.30
Spending Potential Index	136	137	134
Health Care: Total \$	\$151,059,823	\$462,730,609	\$1,571,999,874
Average Spent	\$7,006.81	\$7,206.29	\$7,450.73
Spending Potential Index	125	129	133
HH Furnishings & Equipment: Total \$	\$55,712,369	\$168,544,991	\$553,170,414
Average Spent	\$2,584.18	\$2,624.82	\$2,621.83
Spending Potential Index	133	135	135
Personal Care Products & Services: Total \$	\$23,106,255	\$69,828,469	\$227,889,212
Average Spent	\$1,071.77	\$1,087.47	\$1,080.12
Spending Potential Index	135	137	136
Shelter: Total \$	\$472,875,659	\$1,426,764,182	\$4,604,863,476
Average Spent	\$21,934.03	\$22,219.59	\$21,825.45
Spending Potential Index	135	137	134
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$66,360,222	\$201,774,644	\$679,385,582
Average Spent	\$3,078.08	\$3,142.32	\$3,220.05
Spending Potential Index	131	134	137
Travel: Total \$	\$60,590,184	\$184,211,861	\$612,461,755
Average Spent	\$2,810.44	\$2,868.81	\$2,902.85
Spending Potential Index	136	138	140
Vehicle Maintenance & Repairs: Total \$	\$29,868,730	\$90,812,971	\$299,635,911
Average Spent	\$1,385.44	\$1,414.27	\$1,420.17
Spending Potential Index	129	132	132

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.