



Community Profile

Rings: 1, 3, 5 mile radii

Unnamed Road, Novi, MI 48377, USA

Latitude: 42.49
Longitude: -83.48

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	1,188	43,203	135,591
2010 Total Population	2,279	50,174	145,924
2018 Total Population	2,992	53,250	154,680
2018 Group Quarters	1	374	518
2023 Total Population	3,268	54,978	159,276
2018-2023 Annual Rate	1.78%	0.64%	0.59%
2018 Total Daytime Population	12,950	82,748	190,966
Workers	11,599	59,089	122,418
Residents	1,351	23,659	68,548
Household Summary			
2000 Households	524	18,105	55,485
2000 Average Household Size	2.25	2.37	2.43
2010 Households	1,005	21,413	60,589
2010 Average Household Size	2.27	2.33	2.40
2018 Households	1,313	22,774	64,184
2018 Average Household Size	2.28	2.32	2.40
2023 Households	1,432	23,552	66,108
2023 Average Household Size	2.28	2.32	2.40
2018-2023 Annual Rate	1.75%	0.67%	0.59%
2010 Families	554	12,926	38,906
2010 Average Family Size	3.14	3.04	3.04
2018 Families	720	13,473	40,559
2018 Average Family Size	3.11	3.03	3.04
2023 Families	782	13,826	41,520
2023 Average Family Size	3.11	3.03	3.04
2018-2023 Annual Rate	1.67%	0.52%	0.47%
Housing Unit Summary			
2000 Housing Units	591	19,061	58,023
Owner Occupied Housing Units	73.9%	59.5%	62.6%
Renter Occupied Housing Units	14.7%	35.5%	33.1%
Vacant Housing Units	11.3%	5.0%	4.4%
2010 Housing Units	1,130	23,700	65,868
Owner Occupied Housing Units	60.0%	53.8%	59.6%
Renter Occupied Housing Units	28.9%	36.6%	32.4%
Vacant Housing Units	11.1%	9.6%	8.0%
2018 Housing Units	1,420	24,702	68,773
Owner Occupied Housing Units	66.8%	54.5%	59.8%
Renter Occupied Housing Units	25.7%	37.7%	33.6%
Vacant Housing Units	7.5%	7.8%	6.7%
2023 Housing Units	1,514	25,391	70,528
Owner Occupied Housing Units	68.7%	55.4%	60.6%
Renter Occupied Housing Units	25.9%	37.4%	33.1%
Vacant Housing Units	5.4%	7.2%	6.3%
Median Household Income			
2018	\$101,084	\$78,744	\$84,166
2023	\$114,304	\$91,600	\$97,684
Median Home Value			
2018	\$291,765	\$268,690	\$273,435
2023	\$335,000	\$293,452	\$298,064
Per Capita Income			
2018	\$55,300	\$46,444	\$47,556
2023	\$66,923	\$54,315	\$55,627
Median Age			
2010	38.0	38.5	39.5
2018	39.0	39.7	40.7
2023	38.2	40.4	41.5

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	1,313	22,774	64,184
<\$15,000	8.5%	7.0%	5.6%
\$15,000 - \$24,999	4.5%	6.3%	5.8%
\$25,000 - \$34,999	6.7%	7.5%	6.7%
\$35,000 - \$49,999	8.8%	10.6%	10.0%
\$50,000 - \$74,999	12.2%	16.5%	16.5%
\$75,000 - \$99,999	8.7%	11.1%	12.5%
\$100,000 - \$149,999	21.2%	18.0%	18.8%
\$150,000 - \$199,999	12.6%	10.6%	10.4%
\$200,000+	16.9%	12.3%	13.7%
Average Household Income	\$122,613	\$107,989	\$114,025
2023 Households by Income			
Household Income Base	1,432	23,552	66,108
<\$15,000	6.6%	5.4%	4.2%
\$15,000 - \$24,999	3.4%	5.2%	4.6%
\$25,000 - \$34,999	5.4%	6.3%	5.6%
\$35,000 - \$49,999	7.5%	10.0%	9.1%
\$50,000 - \$74,999	10.7%	15.4%	15.3%
\$75,000 - \$99,999	7.8%	10.9%	12.1%
\$100,000 - \$149,999	22.2%	20.0%	20.7%
\$150,000 - \$199,999	13.4%	11.4%	11.2%
\$200,000+	22.9%	15.5%	17.2%
Average Household Income	\$148,753	\$126,171	\$133,367
2018 Owner Occupied Housing Units by Value			
Total	948	13,457	41,094
<\$50,000	10.7%	5.6%	4.4%
\$50,000 - \$99,999	6.4%	4.3%	4.3%
\$100,000 - \$149,999	5.4%	9.0%	7.7%
\$150,000 - \$199,999	7.0%	12.5%	13.2%
\$200,000 - \$249,999	5.6%	13.0%	13.0%
\$250,000 - \$299,999	17.9%	14.8%	15.6%
\$300,000 - \$399,999	21.6%	22.0%	21.5%
\$400,000 - \$499,999	15.3%	11.6%	10.1%
\$500,000 - \$749,999	9.9%	5.7%	7.6%
\$750,000 - \$999,999	0.1%	0.8%	1.5%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$297,020	\$289,896	\$304,853
2023 Owner Occupied Housing Units by Value			
Total	1,040	14,060	42,734
<\$50,000	8.7%	4.5%	3.7%
\$50,000 - \$99,999	4.1%	2.9%	2.9%
\$100,000 - \$149,999	3.6%	6.3%	5.4%
\$150,000 - \$199,999	5.4%	11.3%	11.3%
\$200,000 - \$249,999	4.3%	12.2%	12.0%
\$250,000 - \$299,999	16.2%	14.7%	15.3%
\$300,000 - \$399,999	22.1%	22.8%	22.4%
\$400,000 - \$499,999	22.0%	16.6%	14.7%
\$500,000 - \$749,999	13.5%	7.0%	9.6%
\$750,000 - \$999,999	0.1%	1.0%	1.7%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$335,903	\$316,829	\$333,261

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	2,278	50,173	145,923
0 - 4	8.1%	5.9%	5.7%
5 - 9	7.2%	6.6%	6.4%
10 - 14	5.4%	6.9%	6.9%
15 - 24	6.9%	11.0%	11.6%
25 - 34	16.1%	14.1%	13.2%
35 - 44	19.3%	15.8%	14.5%
45 - 54	13.5%	16.3%	16.6%
55 - 64	9.2%	10.8%	12.4%
65 - 74	5.8%	5.4%	6.4%
75 - 84	4.2%	4.5%	4.3%
85 +	4.2%	2.6%	2.0%
18 +	76.6%	76.4%	76.6%
2018 Population by Age			
Total	2,994	53,251	154,683
0 - 4	6.9%	5.4%	5.2%
5 - 9	7.6%	5.8%	5.6%
10 - 14	7.0%	6.1%	6.2%
15 - 24	8.9%	11.6%	11.7%
25 - 34	12.7%	14.6%	13.7%
35 - 44	16.7%	13.6%	12.9%
45 - 54	14.7%	13.8%	13.8%
55 - 64	10.8%	13.4%	14.5%
65 - 74	7.0%	8.1%	9.3%
75 - 84	4.0%	4.7%	4.6%
85 +	3.6%	3.1%	2.4%
18 +	75.2%	79.1%	79.3%
2023 Population by Age			
Total	3,267	54,981	159,273
0 - 4	7.0%	5.4%	5.2%
5 - 9	7.7%	5.5%	5.4%
10 - 14	7.2%	5.6%	5.7%
15 - 24	8.6%	10.3%	10.5%
25 - 34	13.8%	15.4%	14.1%
35 - 44	17.5%	14.0%	13.7%
45 - 54	13.2%	12.3%	12.3%
55 - 64	10.1%	12.8%	13.8%
65 - 74	7.3%	9.7%	11.0%
75 - 84	4.3%	5.9%	5.9%
85 +	3.4%	3.1%	2.4%
18 +	74.6%	80.1%	80.3%
2010 Population by Sex			
Males	1,105	24,258	70,327
Females	1,174	25,916	75,597
2018 Population by Sex			
Males	1,450	25,696	74,450
Females	1,542	27,555	80,231
2023 Population by Sex			
Males	1,582	26,529	76,751
Females	1,686	28,449	82,525

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	2,279	50,173	145,924
White Alone	62.5%	71.4%	75.1%
Black Alone	7.0%	9.6%	9.9%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	28.2%	15.8%	12.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.9%	0.7%
Two or More Races	1.6%	2.1%	2.0%
Hispanic Origin	2.2%	3.4%	2.8%
Diversity Index	54.6	49.2	44.4
2018 Population by Race/Ethnicity			
Total	2,992	53,251	154,679
White Alone	53.5%	65.5%	70.3%
Black Alone	6.7%	9.9%	10.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	37.4%	20.9%	15.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	1.1%	0.9%
Two or More Races	1.7%	2.4%	2.4%
Hispanic Origin	2.4%	3.9%	3.3%
Diversity Index	58.9	55.4	50.4
2023 Population by Race/Ethnicity			
Total	3,267	54,980	159,276
White Alone	47.9%	61.0%	66.6%
Black Alone	6.8%	10.4%	10.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	42.9%	24.7%	18.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	1.2%	1.0%
Two or More Races	1.8%	2.6%	2.6%
Hispanic Origin	2.6%	4.3%	3.8%
Diversity Index	60.3	59.3	54.5
2010 Population by Relationship and Household Type			
Total	2,279	50,174	145,924
In Households	100.0%	99.3%	99.7%
In Family Households	77.2%	79.5%	82.2%
Householder	25.2%	25.8%	26.7%
Spouse	21.3%	20.8%	21.6%
Child	27.3%	29.3%	30.2%
Other relative	2.3%	2.5%	2.6%
Nonrelative	1.0%	1.1%	1.0%
In Nonfamily Households	22.7%	19.8%	17.5%
In Group Quarters	0.0%	0.7%	0.3%
Institutionalized Population	0.0%	0.6%	0.3%
Noninstitutionalized Population	0.0%	0.1%	0.1%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment			
Total	2,083	37,918	110,306
Less than 9th Grade	2.0%	1.5%	1.5%
9th - 12th Grade, No Diploma	5.0%	3.6%	2.9%
High School Graduate	13.1%	13.3%	12.6%
GED/Alternative Credential	2.3%	1.8%	1.4%
Some College, No Degree	9.7%	16.2%	17.8%
Associate Degree	5.5%	6.6%	7.1%
Bachelor's Degree	27.9%	31.3%	31.4%
Graduate/Professional Degree	34.4%	25.7%	25.3%
2018 Population 15+ by Marital Status			
Total	2,348	44,079	128,409
Never Married	23.2%	28.1%	28.0%
Married	62.5%	55.1%	56.6%
Widowed	5.6%	7.0%	5.7%
Divorced	8.7%	9.9%	9.7%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.5%	97.6%	97.5%
Civilian Unemployed (Unemployment Rate)	3.4%	2.3%	2.5%
2018 Employed Population 16+ by Industry			
Total	1,672	30,178	87,806
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	4.4%	3.1%	3.4%
Manufacturing	32.4%	21.6%	20.3%
Wholesale Trade	1.1%	2.6%	2.8%
Retail Trade	9.8%	10.0%	9.9%
Transportation/Utilities	1.7%	3.3%	2.9%
Information	1.7%	1.7%	1.7%
Finance/Insurance/Real Estate	6.6%	8.4%	8.1%
Services	41.9%	46.8%	48.4%
Public Administration	0.7%	2.4%	2.4%
2018 Employed Population 16+ by Occupation			
Total	1,674	30,179	87,807
White Collar	86.1%	78.5%	76.8%
Management/Business/Financial	20.8%	20.7%	21.1%
Professional	41.8%	32.8%	31.9%
Sales	10.8%	12.8%	12.5%
Administrative Support	12.7%	12.3%	11.2%
Services	4.7%	11.7%	12.0%
Blue Collar	9.3%	9.8%	11.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.0%
Construction/Extraction	2.9%	1.8%	2.0%
Installation/Maintenance/Repair	0.5%	1.0%	1.5%
Production	5.0%	3.8%	4.4%
Transportation/Material Moving	0.8%	3.2%	3.2%
2010 Population By Urban/ Rural Status			
Total Population	2,279	50,174	145,924
Population Inside Urbanized Area	100.0%	100.0%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	1,005	21,413	60,589
Households with 1 Person	39.3%	33.9%	30.5%
Households with 2+ People	60.7%	66.1%	69.5%
Family Households	55.1%	60.4%	64.2%
Husband-wife Families	46.5%	48.7%	52.0%
With Related Children	25.1%	24.3%	24.4%
Other Family (No Spouse Present)	8.8%	11.7%	12.2%
Other Family with Male Householder	2.1%	3.0%	3.1%
With Related Children	1.0%	1.5%	1.6%
Other Family with Female Householder	6.6%	8.7%	9.1%
With Related Children	3.5%	5.4%	5.5%
Nonfamily Households	5.6%	5.7%	5.3%
All Households with Children	29.8%	31.5%	31.7%
Multigenerational Households	1.9%	2.0%	2.2%
Unmarried Partner Households	5.2%	5.2%	4.7%
Male-female	4.6%	4.8%	4.3%
Same-sex	0.6%	0.4%	0.4%
2010 Households by Size			
Total	1,005	21,412	60,589
1 Person Household	39.3%	33.9%	30.5%
2 Person Household	27.4%	30.4%	32.3%
3 Person Household	14.1%	14.7%	15.7%
4 Person Household	14.5%	14.1%	14.0%
5 Person Household	3.7%	5.0%	5.4%
6 Person Household	0.8%	1.3%	1.6%
7 + Person Household	0.2%	0.6%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	1,005	21,413	60,589
Owner Occupied	67.5%	59.5%	64.7%
Owned with a Mortgage/Loan	50.2%	45.9%	49.3%
Owned Free and Clear	17.2%	13.7%	15.4%
Renter Occupied	32.5%	40.5%	35.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,130	23,700	65,868
Housing Units Inside Urbanized Area	100.0%	100.0%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.2%

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.

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Top 3 Tapestry Segments			
1.	Boomburbs (1C)	Enterprising Professionals	Enterprising Professionals
2.	Retirement Communities	Professional Pride (1B)	Savvy Suburbanites (1D)
3.	Enterprising Professionals	Young and Restless (11B)	Professional Pride (1B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$4,301,378	\$65,103,085	\$191,341,863
Average Spent	\$3,275.99	\$2,858.66	\$2,981.15
Spending Potential Index	151	131	137
Education: Total \$	\$2,751,057	\$44,419,040	\$133,328,264
Average Spent	\$2,095.25	\$1,950.43	\$2,077.28
Spending Potential Index	145	135	144
Entertainment/Recreation: Total \$	\$6,078,661	\$92,730,710	\$276,511,113
Average Spent	\$4,629.60	\$4,071.78	\$4,308.10
Spending Potential Index	144	126	134
Food at Home: Total \$	\$9,225,423	\$144,328,021	\$426,563,744
Average Spent	\$7,026.22	\$6,337.40	\$6,645.95
Spending Potential Index	140	126	132
Food Away from Home: Total \$	\$6,875,019	\$105,202,333	\$309,281,856
Average Spent	\$5,236.12	\$4,619.41	\$4,818.68
Spending Potential Index	149	132	137
Health Care: Total \$	\$10,331,099	\$158,342,257	\$477,311,320
Average Spent	\$7,868.32	\$6,952.76	\$7,436.61
Spending Potential Index	137	121	130
HH Furnishings & Equipment: Total \$	\$4,050,455	\$61,112,560	\$181,909,597
Average Spent	\$3,084.89	\$2,683.44	\$2,834.19
Spending Potential Index	148	128	136
Personal Care Products & Services: Total \$	\$1,637,140	\$24,779,582	\$73,215,542
Average Spent	\$1,246.87	\$1,088.06	\$1,140.71
Spending Potential Index	151	131	138
Shelter: Total \$	\$31,809,944	\$498,417,005	\$1,471,078,877
Average Spent	\$24,226.92	\$21,885.35	\$22,919.71
Spending Potential Index	144	130	137
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,690,751	\$71,831,162	\$214,678,455
Average Spent	\$3,572.54	\$3,154.09	\$3,344.73
Spending Potential Index	144	127	135
Travel: Total \$	\$4,314,910	\$64,040,340	\$191,832,885
Average Spent	\$3,286.30	\$2,811.99	\$2,988.80
Spending Potential Index	153	131	139
Vehicle Maintenance & Repairs: Total \$	\$1,987,540	\$30,764,122	\$91,634,398
Average Spent	\$1,513.74	\$1,350.84	\$1,427.68
Spending Potential Index	141	126	133

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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