



Community Profile

Rings: 3, 5, 10 mile radii

43442 W Oaks Dr, Novi, MI 48377, USA

Latitude: 42.49
Longitude: -83.48

	3 mile	5 mile	10 mile
Population Summary			
2000 Total Population	43,113	135,591	478,842
2010 Total Population	50,091	145,924	497,924
2017 Total Population	53,076	154,463	516,913
2017 Group Quarters	367	508	3,437
2022 Total Population	55,002	159,513	527,677
2017-2022 Annual Rate	0.72%	0.65%	0.41%
2017 Total Daytime Population	80,036	186,410	562,956
Workers	56,215	117,281	320,041
Residents	23,821	69,129	242,915
Household Summary			
2000 Households	18,074	55,485	187,222
2000 Average Household Size	2.37	2.43	2.52
2010 Households	21,383	60,589	200,462
2010 Average Household Size	2.33	2.40	2.47
2017 Households	22,721	64,092	208,893
2017 Average Household Size	2.32	2.40	2.46
2022 Households	23,600	66,221	213,619
2022 Average Household Size	2.32	2.40	2.45
2017-2022 Annual Rate	0.76%	0.66%	0.45%
2010 Families	12,903	38,906	135,577
2010 Average Family Size	3.04	3.04	3.05
2017 Families	13,445	40,568	139,261
2017 Average Family Size	3.05	3.06	3.05
2022 Families	13,846	41,651	141,490
2022 Average Family Size	3.06	3.06	3.05
2017-2022 Annual Rate	0.59%	0.53%	0.32%
Housing Unit Summary			
2000 Housing Units	19,031	58,023	194,380
Owner Occupied Housing Units	59.5%	62.6%	73.5%
Renter Occupied Housing Units	35.5%	33.1%	22.8%
Vacant Housing Units	5.0%	4.4%	3.7%
2010 Housing Units	23,670	65,868	215,951
Owner Occupied Housing Units	53.7%	59.6%	69.4%
Renter Occupied Housing Units	36.6%	32.4%	23.4%
Vacant Housing Units	9.7%	8.0%	7.2%
2017 Housing Units	24,620	68,650	222,713
Owner Occupied Housing Units	53.6%	59.4%	68.9%
Renter Occupied Housing Units	38.7%	34.0%	24.9%
Vacant Housing Units	7.7%	6.6%	6.2%
2022 Housing Units	25,488	70,811	228,119
Owner Occupied Housing Units	53.7%	59.5%	68.7%
Renter Occupied Housing Units	38.9%	34.0%	25.0%
Vacant Housing Units	7.4%	6.5%	6.4%
Median Household Income			
2017	\$74,372	\$79,943	\$80,252
2022	\$82,303	\$87,724	\$87,809
Median Home Value			
2017	\$259,504	\$263,507	\$243,630
2022	\$277,826	\$279,687	\$264,705
Per Capita Income			
2017	\$44,727	\$45,875	\$44,612
2022	\$50,377	\$51,294	\$49,632
Median Age			
2010	38.5	39.5	41.8
2017	39.8	40.7	43.4
2022	40.6	41.5	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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2017 Households by Income			
Household Income Base	22,721	64,092	208,893
<\$15,000	7.5%	5.9%	5.9%
\$15,000 - \$24,999	6.9%	6.2%	6.8%
\$25,000 - \$34,999	7.6%	6.9%	7.2%
\$35,000 - \$49,999	10.5%	10.3%	10.6%
\$50,000 - \$74,999	17.8%	17.7%	16.2%
\$75,000 - \$99,999	11.7%	12.8%	13.0%
\$100,000 - \$149,999	16.4%	17.6%	18.6%
\$150,000 - \$199,999	10.2%	10.1%	9.8%
\$200,000+	11.4%	12.7%	12.0%
Average Household Income	\$103,911	\$110,006	\$109,918
2022 Households by Income			
Household Income Base	23,600	66,221	213,619
<\$15,000	7.2%	5.6%	5.7%
\$15,000 - \$24,999	6.3%	5.5%	6.1%
\$25,000 - \$34,999	6.5%	5.9%	6.2%
\$35,000 - \$49,999	9.1%	8.9%	9.2%
\$50,000 - \$74,999	16.6%	16.3%	15.0%
\$75,000 - \$99,999	12.3%	13.3%	13.4%
\$100,000 - \$149,999	18.0%	19.3%	20.5%
\$150,000 - \$199,999	10.9%	10.8%	10.6%
\$200,000+	13.1%	14.3%	13.3%
Average Household Income	\$116,841	\$122,956	\$122,129
2017 Owner Occupied Housing Units by Value			
Total	13,182	40,761	153,340
<\$50,000	6.4%	5.1%	5.7%
\$50,000 - \$99,999	6.0%	5.9%	6.5%
\$100,000 - \$149,999	9.1%	8.3%	9.1%
\$150,000 - \$199,999	11.7%	12.2%	15.5%
\$200,000 - \$249,999	13.8%	14.0%	15.0%
\$250,000 - \$299,999	15.8%	17.0%	14.6%
\$300,000 - \$399,999	19.2%	18.4%	15.8%
\$400,000 - \$499,999	11.7%	10.0%	8.2%
\$500,000 - \$749,999	5.0%	7.1%	6.8%
\$750,000 - \$999,999	0.7%	1.2%	1.5%
\$1,000,000 +	0.6%	0.9%	1.2%
Average Home Value	\$277,429	\$291,048	\$281,604
2022 Owner Occupied Housing Units by Value			
Total	13,671	42,148	156,601
<\$50,000	4.6%	3.7%	3.7%
\$50,000 - \$99,999	3.5%	3.3%	3.6%
\$100,000 - \$149,999	5.9%	5.6%	6.1%
\$150,000 - \$199,999	10.7%	11.1%	14.6%
\$200,000 - \$249,999	15.6%	15.3%	17.1%
\$250,000 - \$299,999	17.5%	18.6%	16.7%
\$300,000 - \$399,999	21.3%	20.4%	18.1%
\$400,000 - \$499,999	13.7%	11.6%	9.5%
\$500,000 - \$749,999	5.7%	8.0%	7.7%
\$750,000 - \$999,999	0.7%	1.5%	1.6%
\$1,000,000 +	0.8%	1.0%	1.4%
Average Home Value	\$301,127	\$314,318	\$306,474

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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2010 Population by Age			
Total	50,091	145,923	497,922
0 - 4	5.9%	5.7%	5.3%
5 - 9	6.6%	6.4%	6.4%
10 - 14	6.9%	6.9%	7.1%
15 - 24	11.0%	11.6%	11.5%
25 - 34	14.1%	13.2%	10.8%
35 - 44	15.8%	14.5%	13.7%
45 - 54	16.3%	16.6%	17.1%
55 - 64	10.8%	12.4%	13.5%
65 - 74	5.4%	6.4%	7.4%
75 - 84	4.5%	4.3%	4.9%
85 +	2.6%	2.0%	2.3%
18 +	76.4%	76.6%	76.8%
2017 Population by Age			
Total	53,076	154,462	516,912
0 - 4	5.4%	5.2%	4.9%
5 - 9	5.9%	5.7%	5.7%
10 - 14	6.2%	6.2%	6.4%
15 - 24	11.7%	11.9%	11.4%
25 - 34	14.1%	13.4%	11.4%
35 - 44	14.0%	13.1%	12.3%
45 - 54	14.2%	14.3%	14.7%
55 - 64	13.3%	14.4%	15.4%
65 - 74	7.8%	9.1%	10.2%
75 - 84	4.5%	4.4%	5.0%
85 +	3.0%	2.3%	2.7%
18 +	78.8%	79.0%	79.1%
2022 Population by Age			
Total	55,003	159,512	527,679
0 - 4	5.4%	5.2%	4.8%
5 - 9	5.6%	5.4%	5.4%
10 - 14	5.8%	5.8%	6.0%
15 - 24	10.5%	10.8%	10.4%
25 - 34	14.6%	13.8%	11.7%
35 - 44	14.3%	13.7%	12.7%
45 - 54	12.7%	12.7%	13.1%
55 - 64	13.2%	14.1%	15.0%
65 - 74	9.4%	10.8%	12.1%
75 - 84	5.5%	5.6%	6.2%
85 +	3.0%	2.3%	2.7%
18 +	79.8%	80.1%	80.1%
2010 Population by Sex			
Males	24,217	70,327	240,143
Females	25,874	75,597	257,781
2017 Population by Sex			
Males	25,647	74,431	249,428
Females	27,430	80,032	267,485
2022 Population by Sex			
Males	26,576	76,864	254,748
Females	28,426	82,649	272,929

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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2010 Population by Race/Ethnicity			
Total	50,091	145,924	497,924
White Alone	71.4%	75.1%	81.4%
Black Alone	9.6%	9.9%	9.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	15.8%	12.0%	6.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.7%	0.5%
Two or More Races	2.1%	2.0%	1.8%
Hispanic Origin	3.4%	2.8%	2.4%
Diversity Index	49.2	44.4	35.5
2017 Population by Race/Ethnicity			
Total	53,075	154,464	516,913
White Alone	66.0%	70.8%	78.5%
Black Alone	10.3%	10.6%	9.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	19.9%	15.1%	8.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	0.9%	0.6%
Two or More Races	2.4%	2.4%	2.2%
Hispanic Origin	3.9%	3.3%	2.8%
Diversity Index	55.0	49.9	40.2
2022 Population by Race/Ethnicity			
Total	55,003	159,513	527,678
White Alone	61.9%	67.4%	76.1%
Black Alone	11.1%	11.4%	10.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	23.0%	17.4%	10.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	0.9%	0.7%
Two or More Races	2.6%	2.6%	2.4%
Hispanic Origin	4.3%	3.7%	3.2%
Diversity Index	58.9	53.8	43.8
2010 Population by Relationship and Household Type			
Total	50,091	145,924	497,924
In Households	99.3%	99.7%	99.3%
In Family Households	79.5%	82.2%	84.1%
Householder	25.8%	26.7%	27.2%
Spouse	20.8%	21.6%	22.1%
Child	29.3%	30.2%	31.1%
Other relative	2.5%	2.6%	2.6%
Nonrelative	1.1%	1.0%	1.1%
In Nonfamily Households	19.8%	17.5%	15.2%
In Group Quarters	0.7%	0.3%	0.7%
Institutionalized Population	0.6%	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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2017 Population 25+ by Educational Attainment			
Total	37,601	109,644	370,063
Less than 9th Grade	1.7%	1.5%	1.5%
9th - 12th Grade, No Diploma	3.6%	2.9%	3.2%
High School Graduate	13.8%	13.1%	15.7%
GED/Alternative Credential	1.8%	1.5%	1.9%
Some College, No Degree	15.8%	17.9%	19.6%
Associate Degree	6.6%	7.3%	7.8%
Bachelor's Degree	32.3%	31.5%	28.7%
Graduate/Professional Degree	24.5%	24.3%	21.4%
2017 Population 15+ by Marital Status			
Total	43,800	127,961	429,189
Never Married	28.6%	28.4%	28.0%
Married	55.1%	56.5%	56.4%
Widowed	6.6%	5.4%	5.7%
Divorced	9.8%	9.7%	10.0%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	96.9%	96.7%	96.2%
Civilian Unemployed (Unemployment Rate)	3.1%	3.3%	3.8%
2017 Employed Population 16+ by Industry			
Total	29,829	87,012	279,197
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	3.1%	3.4%	4.1%
Manufacturing	21.2%	19.8%	17.7%
Wholesale Trade	2.8%	3.1%	3.1%
Retail Trade	10.3%	10.3%	10.0%
Transportation/Utilities	3.4%	2.9%	3.0%
Information	1.5%	1.5%	1.5%
Finance/Insurance/Real Estate	8.4%	8.0%	8.2%
Services	46.9%	48.4%	49.8%
Public Administration	2.5%	2.4%	2.6%
2017 Employed Population 16+ by Occupation			
Total	29,829	87,011	279,197
White Collar	78.3%	76.5%	73.9%
Management/Business/Financial	20.6%	20.9%	20.5%
Professional	32.4%	31.7%	29.6%
Sales	12.9%	12.7%	12.2%
Administrative Support	12.3%	11.2%	11.8%
Services	12.0%	12.4%	13.3%
Blue Collar	9.7%	11.1%	12.8%
Farming/Forestry/Fishing	0.1%	0.0%	0.0%
Construction/Extraction	1.6%	1.8%	2.4%
Installation/Maintenance/Repair	1.0%	1.5%	2.0%
Production	3.8%	4.4%	4.8%
Transportation/Material Moving	3.2%	3.3%	3.4%
2010 Population By Urban/ Rural Status			
Total Population	50,091	145,924	497,924
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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2010 Households by Type			
Total	21,384	60,589	200,462
Households with 1 Person	33.9%	30.5%	27.8%
Households with 2+ People	66.1%	69.5%	72.2%
Family Households	60.3%	64.2%	67.6%
Husband-wife Families	48.6%	52.0%	54.9%
With Related Children	24.3%	24.4%	24.4%
Other Family (No Spouse Present)	11.7%	12.2%	12.8%
Other Family with Male Householder	3.0%	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	5.4%	5.5%	5.4%
Nonfamily Households	5.7%	5.3%	4.6%
All Households with Children	31.5%	31.7%	31.8%
Multigenerational Households	2.0%	2.2%	2.4%
Unmarried Partner Households	5.2%	4.7%	4.4%
Male-female	4.8%	4.3%	3.9%
Same-sex	0.4%	0.4%	0.5%
2010 Households by Size			
Total	21,383	60,589	200,462
1 Person Household	33.9%	30.5%	27.8%
2 Person Household	30.4%	32.3%	33.2%
3 Person Household	14.7%	15.7%	15.9%
4 Person Household	14.1%	14.0%	14.7%
5 Person Household	5.0%	5.4%	5.9%
6 Person Household	1.3%	1.6%	1.8%
7 + Person Household	0.6%	0.7%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	21,383	60,589	200,462
Owner Occupied	59.5%	64.7%	74.8%
Owned with a Mortgage/Loan	45.8%	49.3%	55.8%
Owned Free and Clear	13.6%	15.4%	19.0%
Renter Occupied	40.5%	35.3%	25.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	23,670	65,868	215,951
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.

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Top 3 Tapestry Segments			
1. Enterprising Professionals	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	
2. Professional Pride (1B)	Enterprising Professionals	Comfortable Empty Nesters	
3. Young and Restless (11B)	Professional Pride (1B)	Golden Years (9B)	
2017 Consumer Spending			
Apparel & Services: Total \$	\$64,621,132	\$190,955,367	\$608,475,816
Average Spent	\$2,844.11	\$2,979.39	\$2,912.86
Spending Potential Index	132	138	135
Education: Total \$	\$45,344,996	\$136,256,783	\$437,802,910
Average Spent	\$1,995.73	\$2,125.96	\$2,095.82
Spending Potential Index	137	146	144
Entertainment/Recreation: Total \$	\$89,685,760	\$268,152,604	\$876,615,501
Average Spent	\$3,947.26	\$4,183.87	\$4,196.48
Spending Potential Index	127	134	135
Food at Home: Total \$	\$143,735,586	\$425,918,034	\$1,373,346,483
Average Spent	\$6,326.11	\$6,645.42	\$6,574.40
Spending Potential Index	126	132	131
Food Away from Home: Total \$	\$99,681,422	\$293,728,631	\$933,061,306
Average Spent	\$4,387.19	\$4,582.92	\$4,466.69
Spending Potential Index	132	138	134
Health Care: Total \$	\$153,391,809	\$463,789,470	\$1,561,753,365
Average Spent	\$6,751.10	\$7,236.31	\$7,476.33
Spending Potential Index	121	129	134
HH Furnishings & Equipment: Total \$	\$56,654,449	\$169,005,189	\$549,756,505
Average Spent	\$2,493.48	\$2,636.92	\$2,631.76
Spending Potential Index	128	136	135
Personal Care Products & Services: Total \$	\$23,531,186	\$69,978,901	\$226,512,101
Average Spent	\$1,035.66	\$1,091.85	\$1,084.35
Spending Potential Index	130	137	136
Shelter: Total \$	\$482,719,371	\$1,428,839,217	\$4,577,331,657
Average Spent	\$21,245.52	\$22,293.57	\$21,912.33
Spending Potential Index	131	137	135
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$67,351,780	\$202,299,244	\$675,290,186
Average Spent	\$2,964.30	\$3,156.39	\$3,232.71
Spending Potential Index	127	135	138
Travel: Total \$	\$61,357,960	\$184,847,582	\$608,965,927
Average Spent	\$2,700.50	\$2,884.10	\$2,915.21
Spending Potential Index	130	139	141
Vehicle Maintenance & Repairs: Total \$	\$30,422,905	\$91,017,626	\$297,724,305
Average Spent	\$1,338.98	\$1,420.11	\$1,425.25
Spending Potential Index	125	132	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 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.