



## Community Profile

Rings: 1, 3, 5 mile radii

FGVC+G3 Novi, MI, USA

Latitude: 42.4938

Longitude: -83.47986

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	2,836	50,327	145,302
2020 Total Population	4,270	58,863	166,718
2020 Group Quarters	54	296	756
2022 Total Population	4,862	60,591	169,468
2022 Group Quarters	54	298	756
2027 Total Population	5,379	62,058	171,987
2022-2027 Annual Rate	2.04%	0.48%	0.30%
2022 Total Daytime Population	11,967	82,388	203,039
Workers	9,547	53,467	122,691
Residents	2,420	28,921	80,348
<b>Household Summary</b>			
2010 Households	1,192	21,591	60,501
2010 Average Household Size	2.38	2.31	2.39
2020 Total Households	1,598	26,221	70,312
2020 Average Household Size	2.64	2.23	2.36
2022 Households	1,770	26,836	71,494
2022 Average Household Size	2.72	2.25	2.36
2027 Households	1,960	27,484	72,725
2027 Average Household Size	2.72	2.25	2.35
2022-2027 Annual Rate	2.06%	0.48%	0.34%
2010 Families	683	12,918	38,851
2010 Average Family Size	3.21	3.04	3.03
2022 Families	984	14,920	43,720
2022 Average Family Size	3.70	3.06	3.07
2027 Families	1,089	15,286	44,399
2027 Average Family Size	3.69	3.06	3.06
2022-2027 Annual Rate	2.05%	0.49%	0.31%
<b>Housing Unit Summary</b>			
2000 Housing Units	676	19,717	58,028
Owner Occupied Housing Units	73.7%	58.3%	62.4%
Renter Occupied Housing Units	14.1%	36.7%	33.1%
Vacant Housing Units	12.3%	5.0%	4.5%
2010 Housing Units	1,368	23,976	65,829
Owner Occupied Housing Units	58.0%	52.9%	59.5%
Renter Occupied Housing Units	29.1%	37.1%	32.4%
Vacant Housing Units	12.9%	9.9%	8.1%
2020 Housing Units	1,762	27,884	74,217
Vacant Housing Units	9.3%	6.0%	5.3%
2022 Housing Units	1,935	28,501	75,633
Owner Occupied Housing Units	60.5%	52.5%	59.1%
Renter Occupied Housing Units	31.0%	41.6%	35.5%
Vacant Housing Units	8.5%	5.8%	5.5%
2027 Housing Units	2,064	28,969	76,769
Owner Occupied Housing Units	64.2%	54.4%	60.2%
Renter Occupied Housing Units	30.8%	40.5%	34.5%
Vacant Housing Units	5.0%	5.1%	5.3%
<b>Median Household Income</b>			
2022	\$112,855	\$85,895	\$95,642
2027	\$127,646	\$100,465	\$108,834
<b>Median Home Value</b>			
2022	\$409,168	\$339,355	\$343,972
2027	\$424,349	\$371,915	\$371,219
<b>Per Capita Income</b>			
2022	\$55,655	\$54,828	\$56,261
2027	\$66,212	\$63,449	\$64,729
<b>Median Age</b>			
2010	37.8	38.3	39.5
2022	39.1	39.4	40.6
2027	38.5	40.0	41.4

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 28, 2022



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<b>2022 Households by Income</b>			
Household Income Base	1,766	26,819	71,469
<\$15,000	5.5%	5.0%	4.2%
\$15,000 - \$24,999	3.2%	6.1%	4.7%
\$25,000 - \$34,999	4.8%	6.6%	5.4%
\$35,000 - \$49,999	7.2%	10.8%	9.4%
\$50,000 - \$74,999	12.0%	14.9%	14.6%
\$75,000 - \$99,999	9.7%	13.1%	13.6%
\$100,000 - \$149,999	21.5%	17.4%	19.1%
\$150,000 - \$199,999	15.9%	11.5%	12.5%
\$200,000+	20.0%	14.6%	16.5%
Average Household Income	\$145,133	\$123,887	\$133,393
<b>2027 Households by Income</b>			
Household Income Base	1,956	27,467	72,700
<\$15,000	3.7%	3.7%	2.9%
\$15,000 - \$24,999	3.5%	4.6%	3.4%
\$25,000 - \$34,999	4.6%	5.2%	4.2%
\$35,000 - \$49,999	3.2%	9.5%	7.8%
\$50,000 - \$74,999	10.4%	14.5%	13.8%
\$75,000 - \$99,999	12.2%	12.2%	13.1%
\$100,000 - \$149,999	19.2%	17.8%	19.6%
\$150,000 - \$199,999	15.9%	14.9%	16.0%
\$200,000+	27.3%	17.5%	19.3%
Average Household Income	\$172,755	\$143,421	\$153,130
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,166	14,964	44,660
<\$50,000	7.7%	5.5%	3.3%
\$50,000 - \$99,999	1.5%	1.5%	1.6%
\$100,000 - \$149,999	1.6%	2.9%	2.9%
\$150,000 - \$199,999	2.5%	5.5%	5.8%
\$200,000 - \$249,999	6.9%	12.7%	12.2%
\$250,000 - \$299,999	6.0%	12.4%	12.6%
\$300,000 - \$399,999	20.1%	24.1%	26.5%
\$400,000 - \$499,999	40.2%	19.1%	17.4%
\$500,000 - \$749,999	11.9%	14.3%	14.1%
\$750,000 - \$999,999	0.3%	1.1%	2.3%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.8%
\$1,500,000 - \$1,999,999	1.3%	0.2%	0.2%
\$2,000,000 +	0.1%	0.4%	0.4%
Average Home Value	\$393,386	\$363,448	\$380,058
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	1,322	15,739	46,215
<\$50,000	6.5%	3.4%	1.4%
\$50,000 - \$99,999	1.2%	0.8%	0.5%
\$100,000 - \$149,999	1.4%	1.3%	1.2%
\$150,000 - \$199,999	1.1%	2.9%	3.3%
\$200,000 - \$249,999	4.9%	10.5%	9.9%
\$250,000 - \$299,999	4.8%	12.6%	12.3%
\$300,000 - \$399,999	18.7%	25.7%	30.1%
\$400,000 - \$499,999	46.4%	24.9%	22.0%
\$500,000 - \$749,999	13.5%	15.9%	16.1%
\$750,000 - \$999,999	0.2%	1.1%	1.9%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.6%
\$1,500,000 - \$1,999,999	1.1%	0.2%	0.2%
\$2,000,000 +	0.1%	0.5%	0.5%
Average Home Value	\$411,488	\$393,948	\$408,482

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 28, 2022



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<b>2010 Population by Age</b>			
Total	2,836	50,326	145,304
0 - 4	8.2%	5.9%	5.7%
5 - 9	7.3%	6.5%	6.4%
10 - 14	5.5%	6.9%	6.9%
15 - 24	7.2%	11.2%	11.6%
25 - 34	16.1%	14.4%	13.2%
35 - 44	19.4%	15.8%	14.5%
45 - 54	13.8%	16.2%	16.6%
55 - 64	9.4%	10.6%	12.4%
65 - 74	5.6%	5.4%	6.4%
75 - 84	3.8%	4.5%	4.3%
85 +	3.7%	2.6%	2.0%
18 +	76.2%	76.5%	76.6%
<b>2022 Population by Age</b>			
Total	4,860	60,591	169,467
0 - 4	6.7%	5.4%	5.1%
5 - 9	7.6%	5.8%	5.5%
10 - 14	7.0%	5.8%	5.9%
15 - 24	8.6%	11.5%	11.4%
25 - 34	12.8%	15.0%	14.2%
35 - 44	17.1%	14.3%	13.5%
45 - 54	14.0%	12.9%	12.8%
55 - 64	10.6%	13.2%	14.1%
65 - 74	7.3%	8.8%	10.2%
75 - 84	4.5%	4.7%	5.1%
85 +	3.7%	2.7%	2.3%
18 +	75.0%	79.5%	79.9%
<b>2027 Population by Age</b>			
Total	5,380	62,060	171,987
0 - 4	7.0%	5.4%	5.2%
5 - 9	7.6%	5.6%	5.4%
10 - 14	7.1%	5.5%	5.5%
15 - 24	8.6%	10.5%	10.5%
25 - 34	13.3%	15.2%	14.0%
35 - 44	17.6%	14.8%	14.4%
45 - 54	12.8%	12.2%	11.9%
55 - 64	9.8%	12.0%	12.7%
65 - 74	7.5%	10.2%	11.4%
75 - 84	4.9%	5.9%	6.6%
85 +	3.7%	2.8%	2.4%
18 +	74.3%	80.1%	80.7%
<b>2010 Population by Sex</b>			
Males	1,381	24,333	70,036
Females	1,455	25,995	75,266
<b>2022 Population by Sex</b>			
Males	2,350	29,436	81,936
Females	2,512	31,156	87,532
<b>2027 Population by Sex</b>			
Males	2,593	30,087	83,036
Females	2,787	31,971	88,951

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Rings: 1, 3, 5 mile radii

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<b>2010 Population by Race/Ethnicity</b>			
Total	2,835	50,327	145,303
White Alone	61.3%	71.2%	75.1%
Black Alone	8.0%	9.8%	9.9%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	28.2%	15.7%	12.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	1.0%	0.8%
Two or More Races	1.8%	2.1%	2.0%
Hispanic Origin	2.2%	3.6%	2.8%
Diversity Index	55.8	49.6	44.4
<b>2020 Population by Race/Ethnicity</b>			
Total	4,270	58,863	166,718
White Alone	39.8%	58.2%	63.4%
Black Alone	6.3%	10.6%	9.9%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	46.8%	23.6%	19.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	1.7%	1.3%
Two or More Races	5.4%	5.7%	5.4%
Hispanic Origin	4.0%	4.4%	3.8%
Diversity Index	64.5	62.6	57.9
<b>2022 Population by Race/Ethnicity</b>			
Total	4,862	60,591	169,469
White Alone	40.1%	57.4%	62.8%
Black Alone	6.2%	10.4%	9.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	46.9%	24.3%	20.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.8%	1.4%
Two or More Races	5.3%	5.8%	5.6%
Hispanic Origin	3.9%	4.4%	3.8%
Diversity Index	64.2	63.1	58.5
<b>2027 Population by Race/Ethnicity</b>			
Total	5,380	62,057	171,988
White Alone	37.2%	54.9%	60.8%
Black Alone	5.9%	10.3%	9.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	49.5%	26.2%	21.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	1.9%	1.5%
Two or More Races	5.7%	6.4%	6.2%
Hispanic Origin	3.9%	4.5%	3.9%
Diversity Index	63.9	64.8	60.3
<b>2010 Population by Relationship and Household Type</b>			
Total	2,835	50,327	145,302
In Households	100.0%	99.3%	99.7%
In Family Households	78.4%	79.1%	82.2%
Householder	25.5%	25.7%	26.7%
Spouse	21.6%	20.6%	21.6%
Child	27.9%	29.2%	30.2%
Other relative	2.3%	2.5%	2.6%
Nonrelative	1.0%	1.1%	1.1%
In Nonfamily Households	21.6%	20.2%	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.

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<b>2022 Population 25+ by Educational Attainment</b>			
Total	3,408	43,351	122,177
Less than 9th Grade	1.2%	1.1%	1.4%
9th - 12th Grade, No Diploma	3.0%	2.9%	2.2%
High School Graduate	12.3%	12.9%	12.5%
GED/Alternative Credential	1.4%	1.3%	1.3%
Some College, No Degree	8.7%	13.9%	14.3%
Associate Degree	6.9%	8.0%	8.2%
Bachelor's Degree	31.6%	33.1%	33.0%
Graduate/Professional Degree	34.8%	26.8%	27.2%
<b>2022 Population 15+ by Marital Status</b>			
Total	3,823	50,327	141,548
Never Married	19.9%	29.1%	28.6%
Married	64.6%	54.2%	56.6%
Widowed	7.2%	6.5%	5.4%
Divorced	8.2%	10.2%	9.5%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,479	32,966	93,023
Population 16+ Employed	99.0%	97.6%	97.2%
Population 16+ Unemployment rate	1.1%	2.4%	2.8%
Population 16-24 Employed	8.9%	13.1%	12.4%
Population 16-24 Unemployment rate	3.1%	3.4%	7.2%
Population 25-54 Employed	71.2%	64.7%	62.4%
Population 25-54 Unemployment rate	0.6%	2.0%	2.0%
Population 55-64 Employed	15.0%	17.0%	18.5%
Population 55-64 Unemployment rate	1.3%	2.3%	2.1%
Population 65+ Employed	4.9%	5.2%	6.7%
Population 65+ Unemployment rate	4.0%	5.4%	3.2%
<b>2022 Employed Population 16+ by Industry</b>			
Total	2,453	32,162	90,433
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	4.5%	3.3%	3.5%
Manufacturing	29.2%	23.6%	20.6%
Wholesale Trade	2.6%	3.3%	2.7%
Retail Trade	4.8%	9.1%	9.3%
Transportation/Utilities	3.8%	3.2%	3.1%
Information	1.5%	1.8%	1.7%
Finance/Insurance/Real Estate	5.9%	7.6%	8.1%
Services	45.9%	45.8%	48.5%
Public Administration	1.8%	2.2%	2.5%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	2,454	32,162	90,432
White Collar	89.4%	79.8%	78.4%
Management/Business/Financial	33.8%	26.9%	25.9%
Professional	40.0%	34.5%	33.9%
Sales	7.1%	9.8%	9.9%
Administrative Support	8.5%	8.6%	8.7%
Services	4.4%	10.6%	10.4%
Blue Collar	6.3%	9.6%	11.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.7%	2.2%	2.2%
Installation/Maintenance/Repair	0.6%	1.3%	1.5%
Production	2.2%	3.8%	4.2%
Transportation/Material Moving	0.8%	2.2%	3.3%

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<b>2010 Households by Type</b>			
Total	1,193	21,592	60,501
Households with 1 Person	37.1%	34.3%	30.4%
Households with 2+ People	62.9%	65.7%	69.6%
Family Households	57.3%	59.8%	64.2%
Husband-wife Families	48.4%	48.0%	51.9%
With Related Children	26.4%	23.9%	24.4%
Other Family (No Spouse Present)	8.8%	11.8%	12.3%
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	6.7%	8.8%	9.2%
With Related Children	3.5%	5.5%	5.5%
Nonfamily Households	5.6%	5.8%	5.3%
All Households with Children	31.3%	31.3%	31.7%
Multigenerational Households	1.9%	2.0%	2.1%
Unmarried Partner Households	5.2%	5.3%	4.7%
Male-female	4.6%	4.9%	4.3%
Same-sex	0.6%	0.4%	0.4%
<b>2010 Households by Size</b>			
Total	1,191	21,593	60,499
1 Person Household	37.0%	34.3%	30.4%
2 Person Household	27.9%	30.4%	32.3%
3 Person Household	14.8%	14.7%	15.7%
4 Person Household	15.1%	13.9%	14.0%
5 Person Household	3.9%	4.9%	5.3%
6 Person Household	0.9%	1.3%	1.6%
7 + Person Household	0.3%	0.6%	0.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,191	21,590	60,502
Owner Occupied	66.6%	58.8%	64.8%
Owned with a Mortgage/Loan	50.9%	45.2%	49.3%
Owned Free and Clear	15.8%	13.5%	15.5%
Renter Occupied	33.4%	41.2%	35.2%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	115	107	116
Percent of Income for Mortgage	19.1%	20.8%	19.0%
Wealth Index	138	129	147
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,368	23,976	65,829
Housing Units Inside Urbanized Area	100.0%	100.0%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	2,836	50,327	145,302
Population Inside Urbanized Area	100.0%	100.0%	99.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.4%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Boomburbs (1C)	Enterprising Professionals (2D)	Enterprising Professionals (2D)
2.	Enterprising Professionals (2D)	Young and Restless (11B)	Young and Restless (11B)
3.	Retirement Communities (9E)	Professional Pride (1B)	Savvy Suburbanites (1D)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,796,701	\$77,630,717	\$220,211,719
Average Spent	\$3,274.97	\$2,892.78	\$3,080.14
Spending Potential Index	136	120	128
Education: Total \$	\$4,663,187	\$65,436,405	\$187,715,761
Average Spent	\$2,634.57	\$2,438.38	\$2,625.62
Spending Potential Index	134	124	134
Entertainment/Recreation: Total \$	\$8,669,469	\$112,792,034	\$325,743,454
Average Spent	\$4,898.01	\$4,203.01	\$4,556.23
Spending Potential Index	133	114	124
Food at Home: Total \$	\$14,266,820	\$192,836,674	\$548,424,296
Average Spent	\$8,060.35	\$7,185.75	\$7,670.91
Spending Potential Index	130	116	124
Food Away from Home: Total \$	\$10,525,989	\$139,039,510	\$392,725,969
Average Spent	\$5,946.89	\$5,181.08	\$5,493.13
Spending Potential Index	138	120	127
Health Care: Total \$	\$16,072,593	\$211,425,079	\$614,554,036
Average Spent	\$9,080.56	\$7,878.41	\$8,595.88
Spending Potential Index	128	111	121
HH Furnishings & Equipment: Total \$	\$6,203,959	\$80,287,843	\$231,713,919
Average Spent	\$3,505.06	\$2,991.80	\$3,241.03
Spending Potential Index	137	117	126
Personal Care Products & Services: Total \$	\$2,471,124	\$32,565,897	\$92,897,650
Average Spent	\$1,396.12	\$1,213.52	\$1,299.38
Spending Potential Index	137	119	127
Shelter: Total \$	\$55,901,472	\$736,468,896	\$2,093,669,559
Average Spent	\$31,582.75	\$27,443.32	\$29,284.55
Spending Potential Index	138	120	128
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,795,135	\$82,557,124	\$240,944,838
Average Spent	\$3,839.06	\$3,076.36	\$3,370.14
Spending Potential Index	141	113	124
Travel: Total \$	\$7,243,423	\$91,318,526	\$264,448,612
Average Spent	\$4,092.33	\$3,402.84	\$3,698.89
Spending Potential Index	142	118	129
Vehicle Maintenance & Repairs: Total \$	\$2,915,201	\$38,740,231	\$111,371,245
Average Spent	\$1,647.01	\$1,443.59	\$1,557.77
Spending Potential Index	131	115	124

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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