



Community Profile

Rings: 1, 3, 5 mile radii

FGRC+93 Novi, MI, USA

Latitude: 42.4909

Longitude: -83.47978

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	2,257	49,730	144,829
2020 Total Population	3,236	57,794	166,198
2020 Group Quarters	58	301	729
2022 Total Population	3,786	59,496	168,997
2022 Group Quarters	58	302	729
2027 Total Population	4,225	60,927	171,187
2022-2027 Annual Rate	2.22%	0.48%	0.26%
2022 Total Daytime Population	12,143	81,049	202,972
Workers	10,226	52,594	122,713
Residents	1,917	28,455	80,259
Household Summary			
2010 Households	993	20,865	60,495
2010 Average Household Size	2.27	2.37	2.39
2020 Total Households	1,290	25,154	70,270
2020 Average Household Size	2.46	2.29	2.35
2022 Households	1,449	25,749	71,397
2022 Average Household Size	2.57	2.30	2.36
2027 Households	1,621	26,376	72,490
2027 Average Household Size	2.57	2.30	2.35
2022-2027 Annual Rate	2.27%	0.48%	0.30%
2010 Families	586	12,865	38,680
2010 Average Family Size	3.04	3.07	3.03
2022 Families	828	14,782	43,470
2022 Average Family Size	3.42	3.09	3.07
2027 Families	923	15,148	44,054
2027 Average Family Size	3.42	3.09	3.06
2022-2027 Annual Rate	2.20%	0.49%	0.27%
Housing Unit Summary			
2000 Housing Units	687	19,116	58,132
Owner Occupied Housing Units	78.2%	59.9%	62.2%
Renter Occupied Housing Units	10.0%	35.2%	33.4%
Vacant Housing Units	11.8%	4.9%	4.5%
2010 Housing Units	1,130	22,991	65,846
Owner Occupied Housing Units	63.0%	54.8%	59.3%
Renter Occupied Housing Units	24.8%	36.0%	32.6%
Vacant Housing Units	12.1%	9.2%	8.1%
2020 Housing Units	1,414	26,691	74,181
Vacant Housing Units	8.8%	5.8%	5.3%
2022 Housing Units	1,583	27,238	75,327
Owner Occupied Housing Units	64.3%	54.3%	59.0%
Renter Occupied Housing Units	27.2%	40.2%	35.8%
Vacant Housing Units	8.5%	5.5%	5.2%
2027 Housing Units	1,704	27,696	76,359
Owner Occupied Housing Units	68.0%	56.1%	60.2%
Renter Occupied Housing Units	27.2%	39.1%	34.7%
Vacant Housing Units	4.9%	4.8%	5.1%
Median Household Income			
2022	\$112,086	\$89,281	\$95,320
2027	\$126,016	\$103,738	\$108,597
Median Home Value			
2022	\$415,556	\$342,976	\$343,873
2027	\$430,672	\$374,446	\$370,915
Per Capita Income			
2022	\$55,393	\$55,181	\$56,343
2027	\$66,257	\$63,892	\$64,825
Median Age			
2010	39.8	38.4	39.5
2022	40.7	39.4	40.7
2027	40.2	40.0	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: 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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2022 Households by Income			
Household Income Base	1,445	25,732	71,372
<\$15,000	5.3%	4.6%	4.2%
\$15,000 - \$24,999	3.7%	5.5%	4.8%
\$25,000 - \$34,999	5.1%	6.2%	5.5%
\$35,000 - \$49,999	7.8%	10.6%	9.4%
\$50,000 - \$74,999	11.8%	14.5%	14.6%
\$75,000 - \$99,999	8.9%	13.3%	13.6%
\$100,000 - \$149,999	22.4%	17.8%	19.0%
\$150,000 - \$199,999	14.3%	11.9%	12.4%
\$200,000+	20.8%	15.4%	16.5%
Average Household Income	\$146,457	\$127,601	\$133,307
2027 Households by Income			
Household Income Base	1,617	26,359	72,465
<\$15,000	3.7%	3.3%	2.9%
\$15,000 - \$24,999	4.1%	4.1%	3.4%
\$25,000 - \$34,999	5.0%	4.9%	4.2%
\$35,000 - \$49,999	3.2%	9.2%	7.9%
\$50,000 - \$74,999	10.1%	14.0%	13.8%
\$75,000 - \$99,999	11.5%	12.4%	13.1%
\$100,000 - \$149,999	19.9%	18.1%	19.5%
\$150,000 - \$199,999	13.8%	15.4%	15.9%
\$200,000+	28.6%	18.5%	19.3%
Average Household Income	\$174,942	\$147,803	\$152,999
2022 Owner Occupied Housing Units by Value			
Total	1,014	14,791	44,447
<\$50,000	8.8%	5.5%	3.3%
\$50,000 - \$99,999	1.7%	1.5%	1.9%
\$100,000 - \$149,999	1.8%	2.8%	3.0%
\$150,000 - \$199,999	2.7%	5.3%	5.9%
\$200,000 - \$249,999	6.5%	12.5%	11.9%
\$250,000 - \$299,999	6.5%	12.0%	12.4%
\$300,000 - \$399,999	16.6%	24.0%	26.4%
\$400,000 - \$499,999	35.5%	19.0%	17.4%
\$500,000 - \$749,999	18.5%	15.3%	14.0%
\$750,000 - \$999,999	0.2%	1.1%	2.3%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.8%
\$1,500,000 - \$1,999,999	1.2%	0.3%	0.2%
\$2,000,000 +	0.1%	0.3%	0.4%
Average Home Value	\$401,159	\$367,223	\$379,238
2027 Owner Occupied Housing Units by Value			
Total	1,154	15,539	45,981
<\$50,000	7.5%	3.4%	1.4%
\$50,000 - \$99,999	1.4%	0.8%	0.6%
\$100,000 - \$149,999	1.6%	1.3%	1.3%
\$150,000 - \$199,999	1.2%	2.8%	3.6%
\$200,000 - \$249,999	4.8%	10.5%	9.8%
\$250,000 - \$299,999	5.3%	12.2%	12.1%
\$300,000 - \$399,999	15.7%	25.5%	29.9%
\$400,000 - \$499,999	41.2%	24.5%	22.0%
\$500,000 - \$749,999	20.3%	17.0%	15.9%
\$750,000 - \$999,999	0.1%	1.1%	2.0%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.6%
\$1,500,000 - \$1,999,999	1.0%	0.2%	0.2%
\$2,000,000 +	0.1%	0.4%	0.5%
Average Home Value	\$418,869	\$396,669	\$407,703

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.

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2010 Population by Age			
Total	2,259	49,727	144,828
0 - 4	7.2%	5.8%	5.7%
5 - 9	6.9%	6.8%	6.4%
10 - 14	6.1%	7.2%	6.9%
15 - 24	7.7%	11.3%	11.5%
25 - 34	13.6%	13.7%	13.2%
35 - 44	17.6%	15.9%	14.5%
45 - 54	15.2%	16.5%	16.5%
55 - 64	10.7%	10.8%	12.4%
65 - 74	6.0%	5.3%	6.5%
75 - 84	4.5%	4.2%	4.4%
85 +	4.5%	2.5%	2.1%
18 +	76.4%	75.8%	76.7%
2022 Population by Age			
Total	3,788	59,496	168,997
0 - 4	6.2%	5.3%	5.1%
5 - 9	7.2%	5.8%	5.5%
10 - 14	7.0%	5.8%	5.8%
15 - 24	9.0%	11.6%	11.4%
25 - 34	11.8%	14.9%	14.1%
35 - 44	15.5%	14.1%	13.5%
45 - 54	14.3%	13.0%	12.8%
55 - 64	11.4%	13.4%	14.1%
65 - 74	7.9%	8.8%	10.3%
75 - 84	5.3%	4.6%	5.2%
85 +	4.6%	2.5%	2.3%
18 +	75.7%	79.3%	80.0%
2027 Population by Age			
Total	4,225	60,929	171,185
0 - 4	6.5%	5.4%	5.1%
5 - 9	7.1%	5.6%	5.3%
10 - 14	7.0%	5.6%	5.5%
15 - 24	8.6%	10.4%	10.5%
25 - 34	12.2%	15.0%	14.0%
35 - 44	16.4%	14.9%	14.3%
45 - 54	12.7%	12.1%	11.9%
55 - 64	10.7%	12.2%	12.6%
65 - 74	8.5%	10.3%	11.5%
75 - 84	5.8%	5.8%	6.7%
85 +	4.5%	2.7%	2.5%
18 +	75.4%	80.1%	80.7%
2010 Population by Sex			
Males	1,092	24,059	69,709
Females	1,165	25,671	75,121
2022 Population by Sex			
Males	1,816	28,899	81,577
Females	1,970	30,597	87,420
2027 Population by Sex			
Males	2,019	29,545	82,516
Females	2,207	31,383	88,670

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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2010 Population by Race/Ethnicity			
Total	2,258	49,731	144,829
White Alone	64.6%	72.0%	74.9%
Black Alone	4.8%	9.1%	10.0%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	28.2%	15.8%	12.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.8%	0.8%
Two or More Races	1.8%	2.0%	2.0%
Hispanic Origin	2.3%	3.2%	2.8%
Diversity Index	52.3	48.3	44.6
2020 Population by Race/Ethnicity			
Total	3,236	57,794	166,198
White Alone	42.3%	58.8%	63.2%
Black Alone	4.9%	9.8%	9.9%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	45.5%	23.9%	20.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	1.6%	1.3%
Two or More Races	5.7%	5.7%	5.4%
Hispanic Origin	4.0%	4.2%	3.8%
Diversity Index	63.8	61.8	58.1
2022 Population by Race/Ethnicity			
Total	3,786	59,497	168,997
White Alone	42.7%	58.0%	62.6%
Black Alone	5.0%	9.7%	9.9%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	45.3%	24.6%	20.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.6%	1.4%
Two or More Races	5.5%	5.8%	5.5%
Hispanic Origin	3.8%	4.2%	3.8%
Diversity Index	63.5	62.3	58.6
2027 Population by Race/Ethnicity			
Total	4,225	60,926	171,185
White Alone	39.8%	55.5%	60.5%
Black Alone	4.8%	9.6%	9.8%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	47.9%	26.6%	21.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	1.8%	1.5%
Two or More Races	5.9%	6.4%	6.2%
Hispanic Origin	3.8%	4.3%	3.9%
Diversity Index	63.5	64.1	60.5
2010 Population by Relationship and Household Type			
Total	2,257	49,730	144,830
In Households	99.9%	99.3%	99.7%
In Family Households	79.7%	80.5%	82.0%
Householder	25.9%	25.9%	26.7%
Spouse	22.2%	21.0%	21.6%
Child	28.4%	30.1%	30.0%
Other relative	2.1%	2.4%	2.6%
Nonrelative	0.8%	1.1%	1.1%
In Nonfamily Households	20.3%	18.8%	17.6%
In Group Quarters	0.1%	0.7%	0.3%
Institutionalized Population	0.0%	0.6%	0.3%
Noninstitutionalized Population	0.1%	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: 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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2022 Population 25+ by Educational Attainment			
Total	2,677	42,497	121,964
Less than 9th Grade	1.5%	1.1%	1.4%
9th - 12th Grade, No Diploma	3.0%	2.8%	2.1%
High School Graduate	13.1%	12.5%	12.5%
GED/Alternative Credential	1.4%	1.2%	1.3%
Some College, No Degree	9.6%	13.8%	14.3%
Associate Degree	6.4%	7.9%	8.2%
Bachelor's Degree	31.0%	33.2%	33.0%
Graduate/Professional Degree	33.9%	27.5%	27.2%
2022 Population 15+ by Marital Status			
Total	3,018	49,417	141,230
Never Married	21.1%	28.4%	28.6%
Married	62.9%	55.3%	56.4%
Widowed	8.0%	6.4%	5.5%
Divorced	8.0%	10.0%	9.6%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,892	32,290	92,629
Population 16+ Employed	98.8%	97.6%	97.2%
Population 16+ Unemployment rate	1.2%	2.4%	2.8%
Population 16-24 Employed	9.6%	13.1%	12.4%
Population 16-24 Unemployment rate	2.2%	3.6%	7.2%
Population 25-54 Employed	68.4%	64.4%	62.4%
Population 25-54 Unemployment rate	0.9%	2.0%	2.0%
Population 55-64 Employed	16.6%	17.4%	18.4%
Population 55-64 Unemployment rate	1.3%	2.5%	2.2%
Population 65+ Employed	5.3%	5.1%	6.8%
Population 65+ Unemployment rate	3.9%	4.2%	3.5%
2022 Employed Population 16+ by Industry			
Total	1,869	31,511	90,045
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	5.0%	3.3%	3.4%
Manufacturing	29.6%	23.7%	20.6%
Wholesale Trade	2.6%	3.2%	2.7%
Retail Trade	5.3%	8.8%	9.2%
Transportation/Utilities	3.7%	3.3%	3.1%
Information	1.6%	1.8%	1.7%
Finance/Insurance/Real Estate	5.5%	7.6%	8.1%
Services	44.5%	46.1%	48.6%
Public Administration	2.1%	2.2%	2.5%
2022 Employed Population 16+ by Occupation			
Total	1,870	31,509	90,046
White Collar	87.4%	80.7%	78.5%
Management/Business/Financial	29.5%	27.3%	25.9%
Professional	41.7%	35.3%	34.1%
Sales	7.4%	9.7%	9.9%
Administrative Support	8.8%	8.3%	8.6%
Services	5.4%	10.2%	10.4%
Blue Collar	7.3%	9.2%	11.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	3.0%	2.2%	2.2%
Installation/Maintenance/Repair	0.6%	1.3%	1.5%
Production	3.0%	3.7%	4.2%
Transportation/Material Moving	0.6%	2.0%	3.3%

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2010 Households by Type			
Total	995	20,865	60,496
Households with 1 Person	36.5%	32.8%	30.7%
Households with 2+ People	63.5%	67.2%	69.3%
Family Households	58.9%	61.7%	63.9%
Husband-wife Families	50.9%	50.0%	51.7%
With Related Children	27.3%	25.4%	24.2%
Other Family (No Spouse Present)	8.0%	11.7%	12.3%
Other Family with Male Householder	2.0%	3.0%	3.1%
With Related Children	1.0%	1.6%	1.6%
Other Family with Female Householder	6.0%	8.7%	9.2%
With Related Children	3.1%	5.4%	5.5%
Nonfamily Households	4.6%	5.6%	5.3%
All Households with Children	32.1%	32.7%	31.5%
Multigenerational Households	2.0%	2.0%	2.1%
Unmarried Partner Households	4.6%	5.1%	4.7%
Male-female	4.1%	4.7%	4.3%
Same-sex	0.5%	0.4%	0.4%
2010 Households by Size			
Total	993	20,866	60,494
1 Person Household	36.0%	32.7%	30.7%
2 Person Household	27.0%	30.2%	32.3%
3 Person Household	15.5%	15.2%	15.6%
4 Person Household	15.7%	14.6%	13.8%
5 Person Household	4.7%	5.3%	5.3%
6 Person Household	0.9%	1.4%	1.6%
7 + Person Household	0.2%	0.6%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	992	20,864	60,497
Owner Occupied	71.8%	60.4%	64.5%
Owned with a Mortgage/Loan	53.6%	46.6%	48.7%
Owned Free and Clear	18.2%	13.8%	15.8%
Renter Occupied	28.2%	39.6%	35.5%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	111	110	116
Percent of Income for Mortgage	19.5%	20.2%	19.0%
Wealth Index	151	134	147
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,130	22,991	65,846
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%
2010 Population By Urban/ Rural Status			
Total Population	2,257	49,730	144,829
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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Top 3 Tapestry Segments			
1.	Boomburbs (1C)	Professional Pride (1B)	Enterprising Professionals (2D)
2.	Professional Pride (1B)	Enterprising Professionals (2D)	Savvy Suburbanites (1D)
3.	Retirement Communities (9E)	Young and Restless (11B)	Young and Restless (11B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$4,758,515	\$76,414,352	\$219,858,840
Average Spent	\$3,284.00	\$2,967.66	\$3,079.38
Spending Potential Index	136	123	128
Education: Total \$	\$3,875,457	\$64,656,823	\$187,476,944
Average Spent	\$2,674.57	\$2,511.04	\$2,625.84
Spending Potential Index	136	128	134
Entertainment/Recreation: Total \$	\$7,188,591	\$111,463,785	\$324,985,748
Average Spent	\$4,961.07	\$4,328.86	\$4,551.81
Spending Potential Index	135	118	124
Food at Home: Total \$	\$11,701,165	\$189,716,954	\$547,623,903
Average Spent	\$8,075.34	\$7,367.93	\$7,670.12
Spending Potential Index	130	119	124
Food Away from Home: Total \$	\$8,575,265	\$136,792,726	\$392,179,942
Average Spent	\$5,918.06	\$5,312.55	\$5,492.95
Spending Potential Index	137	123	127
Health Care: Total \$	\$13,486,155	\$208,981,662	\$612,981,520
Average Spent	\$9,307.22	\$8,116.11	\$8,585.54
Spending Potential Index	131	115	121
HH Furnishings & Equipment: Total \$	\$5,170,930	\$79,447,733	\$231,109,068
Average Spent	\$3,568.62	\$3,085.47	\$3,236.96
Spending Potential Index	139	120	126
Personal Care Products & Services: Total \$	\$2,039,987	\$32,098,550	\$92,751,435
Average Spent	\$1,407.86	\$1,246.59	\$1,299.09
Spending Potential Index	138	122	127
Shelter: Total \$	\$45,513,807	\$725,149,924	\$2,091,633,292
Average Spent	\$31,410.49	\$28,162.26	\$29,295.81
Spending Potential Index	137	123	128
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,749,107	\$81,977,042	\$240,172,788
Average Spent	\$3,967.64	\$3,183.70	\$3,363.91
Spending Potential Index	146	117	124
Travel: Total \$	\$5,996,246	\$90,544,415	\$263,821,571
Average Spent	\$4,138.20	\$3,516.42	\$3,695.14
Spending Potential Index	144	122	129
Vehicle Maintenance & Repairs: Total \$	\$2,419,099	\$38,179,369	\$111,101,848
Average Spent	\$1,669.50	\$1,482.75	\$1,556.11
Spending Potential Index	133	118	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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