

Full Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.4852/-83.5003

45815 Grand River Ave Novi, MI 48374	1 mi radius	3 mi radius	5 mi radius
Population			
2023 Estimated Population	4,067	55,473	144,846
2028 Projected Population	4,144	55,930	145,743
2020 Census Population	4,039	55,428	145,310
2010 Census Population	3,599	44,774	124,831
Projected Annual Growth 2023 to 2028	0.4%	0.2%	0.1%
Historical Annual Growth 2010 to 2023	1.0%	1.8%	1.2%
Households			
2023 Estimated Households	1,455	22,895	62,584
2028 Projected Households	1,485	23,050	62,838
2020 Census Households	1,425	22,606	62,047
2010 Census Households	1,259	18,095	52,620
Projected Annual Growth 2023 to 2028	0.4%	0.1%	-
Historical Annual Growth 2010 to 2023	1.2%	2.0%	1.5%
Age			
2023 Est. Population Under 10 Years	12.6%	12.1%	10.9%
2023 Est. Population 10 to 19 Years	15.0%	13.0%	11.7%
2023 Est. Population 20 to 29 Years	9.7%	13.7%	12.8%
2023 Est. Population 30 to 44 Years	23.2%	23.3%	21.4%
2023 Est. Population 45 to 59 Years	24.9%	21.1%	20.8%
2023 Est. Population 60 to 74 Years	11.3%	12.2%	15.8%
2023 Est. Population 75 Years or Over	3.3%	4.6%	6.6%
2023 Est. Median Age	38.0	37.2	40.2
Marital Status & Gender			
2023 Est. Male Population	52.1%	50.4%	49.4%
2023 Est. Female Population	47.9%	49.6%	50.6%
2023 Est. Never Married	26.7%	30.4%	28.8%
2023 Est. Now Married	67.3%	53.4%	53.1%
2023 Est. Separated or Divorced	5.6%	12.2%	12.8%
2023 Est. Widowed	0.3%	3.9%	5.3%
Income			
2023 Est. HH Income \$200,000 or More	24.6%	23.2%	21.0%
2023 Est. HH Income \$150,000 to \$199,999	25.2%	10.8%	12.0%
2023 Est. HH Income \$100,000 to \$149,999	16.7%	16.0%	17.9%
2023 Est. HH Income \$75,000 to \$99,999	8.8%	10.7%	11.2%
2023 Est. HH Income \$50,000 to \$74,999	13.1%	13.3%	14.1%
2023 Est. HH Income \$35,000 to \$49,999	3.0%	9.0%	8.4%
2023 Est. HH Income \$25,000 to \$34,999	7.0%	7.1%	6.0%
2023 Est. HH Income \$15,000 to \$24,999	1.0%	4.8%	4.7%
2023 Est. HH Income Under \$15,000	0.7%	5.1%	4.7%
2023 Est. Average Household Income	\$176,516	\$153,234	\$151,267
2023 Est. Median Household Income	\$148,725	\$118,554	\$115,986
2023 Est. Per Capita Income	\$63,220	\$63,283	\$65,403
2023 Est. Total Businesses	292	3,211	7,517
2023 Est. Total Employees	5,972	52,584	126,962

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Race				
2023 Est. White		53.5%	58.0%	66.4%
2023 Est. Black		4.9%	10.7%	9.7%
2023 Est. Asian or Pacific Islander		36.0%	25.7%	18.7%
2023 Est. American Indian or Alaska Native		0.2%	0.2%	0.1%
2023 Est. Other Races		5.5%	5.5%	5.0%
Hispanic				
2023 Est. Hispanic Population		170	2,434	5,758
2023 Est. Hispanic Population		4.2%	4.4%	4.0%
2028 Proj. Hispanic Population		4.1%	4.3%	4.0%
2020 Hispanic Population		4.5%	5.6%	4.6%
Education (Adults 25 & Older)				
2023 Est. Adult Population (25 Years or Over)		2,784	38,235	104,121
2023 Est. Elementary (Grade Level 0 to 8)		0.3%	1.3%	1.5%
2023 Est. Some High School (Grade Level 9 to 11)		0.7%	1.9%	1.7%
2023 Est. High School Graduate		7.4%	13.3%	14.2%
2023 Est. Some College		12.0%	14.6%	14.8%
2023 Est. Associate Degree Only		6.7%	8.2%	8.9%
2023 Est. Bachelor Degree Only		42.4%	31.1%	32.0%
2023 Est. Graduate Degree		30.5%	29.6%	26.9%
Housing				
2023 Est. Total Housing Units		1,552	24,440	66,048
2023 Est. Owner-Occupied		80.1%	54.4%	63.1%
2023 Est. Renter-Occupied		13.7%	39.2%	31.7%
2023 Est. Vacant Housing		6.2%	6.3%	5.2%
Homes Built by Year				
2023 Homes Built 2010 or later		8.9%	12.0%	9.1%
2023 Homes Built 2000 to 2009		17.8%	16.1%	13.8%
2023 Homes Built 1990 to 1999		29.5%	19.0%	19.9%
2023 Homes Built 1980 to 1989		15.5%	17.6%	19.3%
2023 Homes Built 1970 to 1979		5.0%	17.0%	17.3%
2023 Homes Built 1960 to 1969		6.6%	5.2%	5.8%
2023 Homes Built 1950 to 1959		8.7%	4.2%	5.4%
2023 Homes Built Before 1949		1.8%	2.6%	4.1%
Home Values				
2023 Home Value \$1,000,000 or More		2.1%	0.9%	2.1%
2023 Home Value \$500,000 to \$999,999		20.5%	28.2%	21.4%
2023 Home Value \$400,000 to \$499,999		30.7%	21.9%	16.6%
2023 Home Value \$300,000 to \$399,999		24.3%	20.3%	21.9%
2023 Home Value \$200,000 to \$299,999		13.3%	14.1%	19.3%
2023 Home Value \$150,000 to \$199,999		5.8%	4.4%	8.1%
2023 Home Value \$100,000 to \$149,999		1.4%	2.5%	4.6%
2023 Home Value \$50,000 to \$99,999		0.5%	1.9%	1.9%
2023 Home Value \$25,000 to \$49,999		0.4%	1.6%	1.2%
2023 Home Value Under \$25,000		0.9%	4.3%	3.0%
2023 Median Home Value		\$408,404	\$406,356	\$367,177
2023 Median Rent		\$1,506	\$1,076	\$1,159

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Labor Force			
2023 Est. Labor Population Age 16 Years or Over	3,186	44,243	118,593
2023 Est. Civilian Employed	68.5%	68.8%	65.2%
2023 Est. Civilian Unemployed	0.5%	2.0%	1.9%
2023 Est. in Armed Forces	-	-	-
2023 Est. not in Labor Force	31.1%	29.2%	32.9%
2023 Labor Force Males	52.4%	50.2%	49.1%
2023 Labor Force Females	47.6%	49.8%	50.9%
Occupation			
2023 Occupation: Population Age 16 Years or Over	2,182	30,460	77,327
2023 Mgmt, Business, & Financial Operations	26.0%	24.1%	24.4%
2023 Professional, Related	34.4%	33.2%	33.4%
2023 Service	9.2%	12.1%	11.1%
2023 Sales, Office	20.2%	17.7%	18.4%
2023 Farming, Fishing, Forestry	0.4%	-	-
2023 Construction, Extraction, Maintenance	2.6%	3.9%	4.2%
2023 Production, Transport, Material Moving	7.3%	8.9%	8.3%
2023 White Collar Workers	80.6%	75.0%	76.2%
2023 Blue Collar Workers	19.4%	25.0%	23.8%
Transportation to Work			
2023 Drive to Work Alone	61.9%	65.4%	63.4%
2023 Drive to Work in Carpool	2.9%	5.8%	5.4%
2023 Travel to Work by Public Transportation	-	-	0.2%
2023 Drive to Work on Motorcycle	-	-	-
2023 Walk or Bicycle to Work	0.9%	1.1%	1.1%
2023 Other Means	0.6%	0.8%	0.9%
2023 Work at Home	33.6%	26.8%	29.0%
Travel Time			
2023 Travel to Work in 14 Minutes or Less	24.8%	23.6%	22.9%
2023 Travel to Work in 15 to 29 Minutes	36.1%	37.8%	37.6%
2023 Travel to Work in 30 to 59 Minutes	36.1%	34.7%	35.2%
2023 Travel to Work in 60 Minutes or More	3.1%	3.9%	4.4%
2023 Average Travel Time to Work	22.2	23.4	23.5
Consumer Expenditure			
2023 Est. Total Household Expenditure	\$155.5 M	\$2.2 B	\$5.97 B
2023 Est. Apparel	\$5.7 M	\$79.91 M	\$215.76 M
2023 Est. Contributions, Gifts	\$9.84 M	\$141.09 M	\$380.09 M
2023 Est. Education, Reading	\$6.06 M	\$84.23 M	\$224.91 M
2023 Est. Entertainment	\$9.23 M	\$128.32 M	\$348.75 M
2023 Est. Food, Beverages, Tobacco	\$22.98 M	\$326.44 M	\$887.36 M
2023 Est. Furnishings, Equipment	\$5.68 M	\$79.06 M	\$215.19 M
2023 Est. Health Care, Insurance	\$13.59 M	\$191.91 M	\$527 M
2023 Est. Household Operations, Shelter, Utilities	\$49.3 M	\$701.06 M	\$1.9 B
2023 Est. Miscellaneous Expenses	\$2.98 M	\$41.96 M	\$114.26 M
2023 Est. Personal Care	\$2.08 M	\$29.36 M	\$79.91 M
2023 Est. Transportation	\$28.04 M	\$393.02 M	\$1.07 B

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