

Full Profile

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



Lat/Lon: 42.4853/-83.4956

Grand River Ave. & E. Taft Rd. Novi, MI	1 mi radius	3 mi radius	5 mi radius
Population			
2023 Estimated Population	5,097	58,740	149,008
2028 Projected Population	5,251	59,219	149,724
2020 Census Population	5,040	58,686	149,439
2010 Census Population	4,330	47,039	129,215
Projected Annual Growth 2023 to 2028	0.6%	0.2%	-
Historical Annual Growth 2010 to 2023	1.4%	1.9%	1.2%
Households			
2023 Estimated Households	1,845	24,850	64,479
2028 Projected Households	1,900	25,008	64,667
2020 Census Households	1,807	24,534	63,884
2010 Census Households	1,533	19,156	54,586
Projected Annual Growth 2023 to 2028	0.6%	0.1%	-
Historical Annual Growth 2010 to 2023	1.6%	2.3%	1.4%
Age			
2023 Est. Population Under 10 Years	12.8%	11.7%	10.8%
2023 Est. Population 10 to 19 Years	14.5%	12.6%	11.7%
2023 Est. Population 20 to 29 Years	9.9%	13.1%	12.9%
2023 Est. Population 30 to 44 Years	24.5%	22.6%	21.4%
2023 Est. Population 45 to 59 Years	23.8%	20.6%	20.7%
2023 Est. Population 60 to 74 Years	11.1%	12.7%	15.9%
2023 Est. Population 75 Years or Over	3.3%	6.7%	6.6%
2023 Est. Median Age	37.7	38.8	40.2
Marital Status & Gender			
2023 Est. Male Population	52.0%	50.0%	49.5%
2023 Est. Female Population	48.0%	50.0%	50.5%
2023 Est. Never Married	25.3%	28.8%	28.8%
2023 Est. Now Married	67.8%	52.6%	53.1%
2023 Est. Separated or Divorced	6.3%	12.5%	12.7%
2023 Est. Widowed	0.6%	6.1%	5.4%
Income			
2023 Est. HH Income \$200,000 or More	24.9%	22.4%	21.0%
2023 Est. HH Income \$150,000 to \$199,999	23.3%	10.7%	12.2%
2023 Est. HH Income \$100,000 to \$149,999	18.1%	15.8%	17.9%
2023 Est. HH Income \$75,000 to \$99,999	8.6%	10.6%	11.2%
2023 Est. HH Income \$50,000 to \$74,999	12.7%	13.8%	14.0%
2023 Est. HH Income \$35,000 to \$49,999	3.6%	9.1%	8.4%
2023 Est. HH Income \$25,000 to \$34,999	7.0%	7.2%	5.9%
2023 Est. HH Income \$15,000 to \$24,999	0.7%	5.1%	4.8%
2023 Est. HH Income Under \$15,000	0.9%	5.3%	4.6%
2023 Est. Average Household Income	\$175,010	\$147,067	\$152,477
2023 Est. Median Household Income	\$145,600	\$114,685	\$116,471
2023 Est. Per Capita Income	\$63,411	\$62,265	\$66,024
2023 Est. Total Businesses	318	3,300	7,622
2023 Est. Total Employees	6,638	55,367	127,942

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Race			
2023 Est. White	50.9%	59.6%	65.7%
2023 Est. Black	4.6%	10.1%	9.9%
2023 Est. Asian or Pacific Islander	39.0%	24.8%	19.3%
2023 Est. American Indian or Alaska Native	0.2%	0.1%	0.1%
2023 Est. Other Races	5.3%	5.3%	4.9%
Hispanic			
2023 Est. Hispanic Population	211	2,488	5,849
2023 Est. Hispanic Population	4.1%	4.2%	3.9%
2028 Proj. Hispanic Population	4.1%	4.2%	3.9%
2020 Hispanic Population	4.6%	5.4%	4.6%
Education (Adults 25 & Older)			
2023 Est. Adult Population (25 Years or Over)	3,505	41,142	107,275
2023 Est. Elementary (Grade Level 0 to 8)	0.4%	1.3%	1.5%
2023 Est. Some High School (Grade Level 9 to 11)	0.9%	1.9%	1.7%
2023 Est. High School Graduate	7.8%	13.6%	13.9%
2023 Est. Some College	11.3%	14.7%	14.6%
2023 Est. Associate Degree Only	7.5%	8.1%	8.9%
2023 Est. Bachelor Degree Only	39.4%	31.9%	32.2%
2023 Est. Graduate Degree	32.7%	28.6%	27.2%
Housing			
2023 Est. Total Housing Units	1,972	26,629	68,023
2023 Est. Owner-Occupied	78.7%	54.1%	62.6%
2023 Est. Renter-Occupied	14.9%	39.3%	32.2%
2023 Est. Vacant Housing	6.4%	6.7%	5.2%
Homes Built by Year			
2023 Homes Built 2010 or later	11.6%	12.2%	8.7%
2023 Homes Built 2000 to 2009	21.9%	18.1%	13.5%
2023 Homes Built 1990 to 1999	24.0%	18.3%	19.9%
2023 Homes Built 1980 to 1989	14.3%	16.6%	19.7%
2023 Homes Built 1970 to 1979	5.8%	16.1%	17.7%
2023 Homes Built 1960 to 1969	5.7%	5.1%	5.9%
2023 Homes Built 1950 to 1959	8.2%	4.3%	5.5%
2023 Homes Built Before 1949	2.1%	2.5%	4.1%
Home Values			
2023 Home Value \$1,000,000 or More	2.0%	0.9%	2.1%
2023 Home Value \$500,000 to \$999,999	22.5%	26.4%	21.1%
2023 Home Value \$400,000 to \$499,999	27.3%	20.9%	17.0%
2023 Home Value \$300,000 to \$399,999	24.3%	20.0%	22.0%
2023 Home Value \$200,000 to \$299,999	14.7%	16.0%	19.3%
2023 Home Value \$150,000 to \$199,999	5.2%	4.8%	8.1%
2023 Home Value \$100,000 to \$149,999	2.0%	2.8%	4.6%
2023 Home Value \$50,000 to \$99,999	0.6%	1.9%	1.8%
2023 Home Value \$25,000 to \$49,999	0.5%	1.8%	1.1%
2023 Home Value Under \$25,000	0.9%	4.7%	2.9%
2023 Median Home Value	\$408,956	\$390,486	\$367,198
2023 Median Rent	\$1,521	\$1,194	\$1,163

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Labor Force			
2023 Est. Labor Population Age 16 Years or Over	3,995	47,250	122,162
2023 Est. Civilian Employed	68.7%	65.8%	65.0%
2023 Est. Civilian Unemployed	0.5%	1.9%	1.9%
2023 Est. in Armed Forces	-	-	-
2023 Est. not in Labor Force	30.8%	32.3%	33.1%
2023 Labor Force Males	52.1%	49.6%	49.1%
2023 Labor Force Females	47.9%	50.4%	50.9%
Occupation			
2023 Occupation: Population Age 16 Years or Over	2,744	31,095	79,446
2023 Mgmt, Business, & Financial Operations	26.2%	24.2%	24.4%
2023 Professional, Related	36.1%	33.1%	34.0%
2023 Service	8.9%	12.2%	10.9%
2023 Sales, Office	19.1%	17.7%	18.3%
2023 Farming, Fishing, Forestry	0.3%	-	-
2023 Construction, Extraction, Maintenance	2.7%	3.8%	4.2%
2023 Production, Transport, Material Moving	6.7%	8.8%	8.2%
2023 White Collar Workers	81.4%	75.1%	76.6%
2023 Blue Collar Workers	18.6%	24.9%	23.4%
Transportation to Work			
2023 Drive to Work Alone	62.4%	65.1%	63.1%
2023 Drive to Work in Carpool	3.4%	5.8%	5.3%
2023 Travel to Work by Public Transportation	-	-	0.2%
2023 Drive to Work on Motorcycle	-	-	-
2023 Walk or Bicycle to Work	1.0%	1.1%	1.1%
2023 Other Means	0.6%	0.8%	0.9%
2023 Work at Home	32.6%	27.1%	29.5%
Travel Time			
2023 Travel to Work in 14 Minutes or Less	23.5%	23.7%	22.8%
2023 Travel to Work in 15 to 29 Minutes	36.2%	38.1%	37.5%
2023 Travel to Work in 30 to 59 Minutes	37.1%	34.3%	35.3%
2023 Travel to Work in 60 Minutes or More	3.2%	4.0%	4.3%
2023 Average Travel Time to Work	22.4	23.3	23.5
Consumer Expenditure			
2023 Est. Total Household Expenditure	\$195.19 M	\$2.31 B	\$6.18 B
2023 Est. Apparel	\$7.15 M	\$83.8 M	\$223.74 M
2023 Est. Contributions, Gifts	\$12.37 M	\$147.77 M	\$394.15 M
2023 Est. Education, Reading	\$7.59 M	\$87.94 M	\$233.47 M
2023 Est. Entertainment	\$11.57 M	\$134.64 M	\$361.59 M
2023 Est. Food, Beverages, Tobacco	\$28.88 M	\$343.28 M	\$919.64 M
2023 Est. Furnishings, Equipment	\$7.13 M	\$82.99 M	\$223.09 M
2023 Est. Health Care, Insurance	\$17.05 M	\$202.31 M	\$546.06 M
2023 Est. Household Operations, Shelter, Utilities	\$61.9 M	\$737.26 M	\$1.97 B
2023 Est. Miscellaneous Expenses	\$3.74 M	\$44.12 M	\$118.45 M
2023 Est. Personal Care	\$2.61 M	\$30.86 M	\$82.83 M
2023 Est. Transportation	\$35.2 M	\$412.73 M	\$1.11 B

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