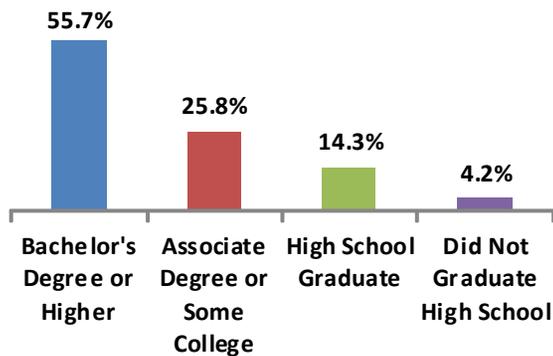


Community Development

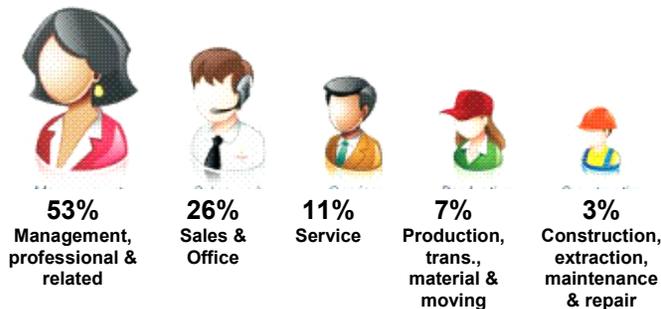
2013 Demographic Update

Education

Novi residents are highly educated, with over half of the population obtaining a bachelor's degree or higher, which is substantially higher than the county average, and over double the state average.



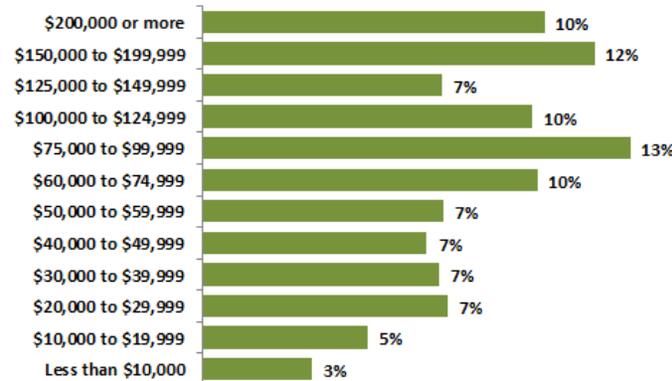
Employment



Over half of the employed residents in Novi work in management or professional jobs, followed by sales and office careers, which account for just over a quarter of residents.

Income

As result of the higher than average educational attainment, thereby resulting in a large percentage of management and professional jobs, it's no surprise that Novi residents incomes are also surpass county and state averages. In 2010, the median household income in Novi was \$ 80,151.



All information is based on the 2010 US Census, 2007-2011 American Community Survey or the Southeast Michigan Council of Governments (SEMCOG) unless otherwise noted



For more information contact:
Community Development Department
248-347-0415

City of Novi | 45175 W. Ten Mile Road
Novi, Michigan 48375 | 248.347.0460



SEMCOG

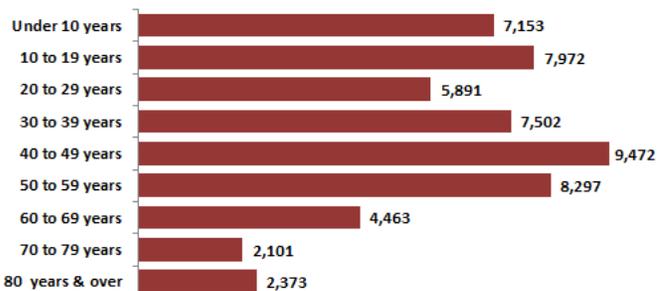


cityofnovi.org

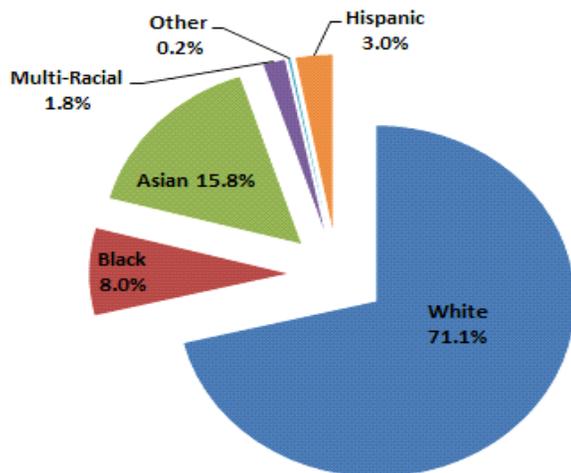
Population Characteristics

Median Age: 39.9 years

Consistent with national averages, the baby boomer generation makes up the largest segments of Novi's population, accounting for nearly a third of the population.



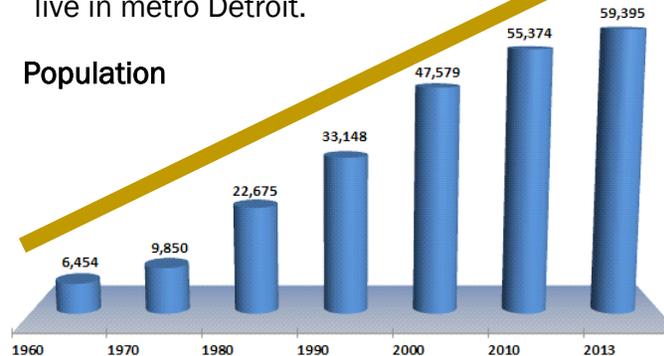
Race: Novi is proud of its diverse mix of residents. While the community is predominately white, the percentage of minority groups has been on the rise, particularly with the Asian population, which increased over 7% between 2000 and 2010.



Population & Household Growth

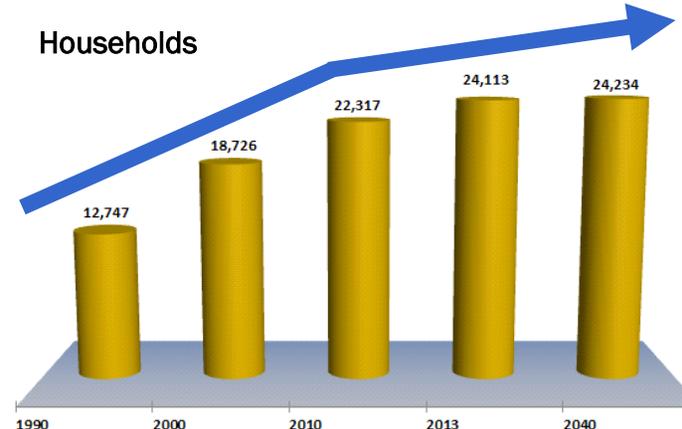
The City of Novi has steadily gained population over the past 50 years, with a 2013 estimated population of nearly 60,000 (SEMCOG). This 7.3% increase is the 2nd largest population increase since 2010 in southeast Michigan, reinforcing Novi's position as one of the desirable communities to live in metro Detroit.

Population



Accordingly, the number of households in the City has also experienced steady growth which is expected to continue, albeit a slower rate.

Households



Housing Characteristics

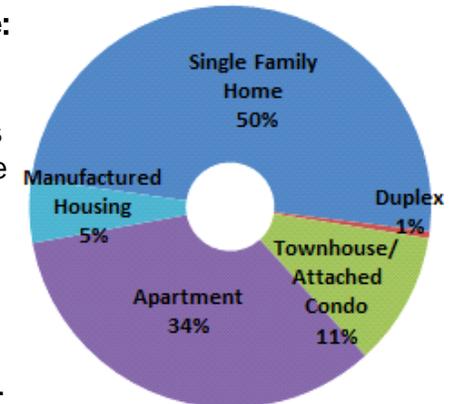
Average Household Size: 2.46 people



Median Household Value: \$259,656, however recent listings in Novi on realtor.com average over \$300,000.

Housing Type:

Half of the housing units in the City are detached single family homes, with apartments making up another third.



Housing Tenure: The vast majority of housing units in the City are owner-occupied, with just under a third of units being rentals, and 8% vacant. SEMCOG estimates that as of June 2013 vacancy rates have decreased to 3.9%.

