



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

2010 Census shows City of Novi with a 16.5% population increase

NOVI, Mich., March 24, 2011 – The 2010 Census Data has been released and shows the City of Novi continues to grow. According to the data, Novi is among the fastest growing cities in Oakland County, with a 16.5% increase in population over the past 10 years. Neighboring communities have generally seen population increases as well, making Novi well situated in the southwest region of Oakland County and the metro-Detroit area. Novi is now the 28th largest city in the state with a population of 55,224, up from 33rd 10 years ago.

“One of the aspects I am particularly pleased with is the continued development in the diversity of our population,” notes Mayor David B. Landry. “We have long been recognized as a community which values and celebrates diversity. With more than 40 businesses based in Japan and 20 from Germany, we are proud their employees are calling Novi “home” in Michigan.”

In the 2000 census, Novi showed a population which was 87% white. In the 2010 census, Novi is 73% white, with a population who identified as Asian doubling in percentage from 8.6% to 15.9%. Novi’s African-American population went from less than 2% to more than 8%. (*A spreadsheet with data is attached*)

The 2010 census count of 55,224 demonstrates the City of Novi continues to attract new residents and businesses. Novi’s Community Development Department saw a 65% increase in the number of new housing starts in 2010, with promising data in for the first two months of 2011 as well. And, in 2010, several new businesses relocated to Novi, including Kongsberg Automotive, Mando America, and Kistler Instruments.

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In the fall of 2010, 93% of survey respondents rated Novi's quality of life as "Excellent" or "Good;" none rated it "Poor" when polled by the National Research Center, a leading research firm known for its comprehensive studies of citizen perceptions and views. Novi residents also rated their community much above the national average in overall appearance, quality of new development, public safety, shopping opportunities, access to affordable quality healthcare, education, as a place to raise a family, as a place to retire, and openness and acceptance of people of diverse backgrounds.

For more information on the City of Novi, visit **CityofNovi.org**.

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