



DEMOGRAPHIC REPORT

Title: Novi
Sub Title:

Store: 1779,Novi (Adell), MI
Location: 26975 Adell Center Dr, Novi, MI 48375, USA
Coordinates: 42.486598948412045,-83.48040854232822

Primary TA

1 miles

3 miles

5 miles

Demographics

	Primary TA	1 miles	3 miles	5 miles
Total Population	127,125	3,349	56,700	157,570
Trade Area Pop 18+	100,322	2,629	44,974	124,949
Effective Population 18+	90,871	2,227	39,807	111,063
Effective Index	90.58	84.69	88.51	88.89
Population density	2,240.51	1,178.33	2,015.47	2,098.83
Pop growth	5.81	6.11	7.5	5.6
Total Households	54,277	1,320	22,976	65,969
Persons per Household	2.34	2.54	2.47	2.39
% Female	51.8	50.28	51.29	51.76
% Male	48.2	49.72	48.71	48.24
% Asian	15.93	35.18	19.25	14.99
% Black	10.49	3.34	7.72	9.71
% White	67.69	56.28	66.91	69.62
% Other	2.6	1.74	2.34	2.53
% Hispanic	3.29	3.46	3.79	3.15
Diversity Dispersion Indicator	0.5	0.44	0.49	0.52
Workplace employees	90,632	5,634	47,575	102,883
% White Collar	80.14	88.02	83.15	80.92
% Blue Collar	19.86	11.98	16.85	19.08
College/Graduate/Professional School (Residential Population)	8,720	164	3,921	10,522
College/Graduate/Professional School (Daytime Population)	4,400	159	2,282	14,288
College Estimate (Group Quarters)	0	0	0	0
% Bachelor's Degree+	56.94	61.42	60.49	57.81
Median Household Income	93,829	116,596	102,756	99,382
Household Income < \$25,000	5,903	98	1,888	6,588
Household Income \$25,000 - \$50,000	8,718	172	3,480	9,813
Household Income \$50,000 - \$75,000	8,647	165	3,366	10,119
Household Income \$75,000 - \$100,000	7,397	118	3,046	8,822
Household Income > \$100,000	23,612	766	11,196	30,626
Median Age	44	42	43	44
% Age 16 - 84	79.45	79.77	80.11	79.91
% AGE 0 -17	21.08	21.49	20.68	20.7
% AGE 18 -29	15.15	17.33	17.01	15.61
% AGE 30 -39	11.18	8.81	10.24	10.97
% AGE 40 - 49	12.62	13.1	12.23	12.22
% AGE 50 - 59	14.24	16.78	15.42	14.35
% AGE 60 -64	7.48	7.53	7.73	7.61



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