What does the local market for the City of Novi look like?

- **2010 Population:** 55,224
- **2010 Households:** 22,258 (avg: 2.48 people/hh)
- **Median household income:** $80,108

How does the local market spend locally and how much additional space is needed to serve local needs?

**Eating Out:**

- **Average Household spending per month:** $768
  - Dinner: 28%
  - Lunch: 27%
  - 3-2x per month

**Grocery Spending:**

- **Average Household spending per month:** $940

Based on number of households existing and projected, median household income, and current spending patterns, the following additional square footage of retail uses is projected:

- **Projected 2015-2025 Space in Square Feet by Category:**
  - **General Merchandise:** 200,000 sf
  - **Hardware:** 40,000 sf
  - **Restaurants:** 50,000 sf
  - **Food:** 150,000 sf
  - **Apparel:** 20,000 sf
  - **Drugstore:** 10,000 sf
  - **Miscellaneous:** 50,000 sf
  - **Transportation & Utilities:** 40,000 sf

Between 2015-2020, it is projected that a total of 790,000 sf of local retail (not destination or regional) could be supported by Novi residents. Adding in residents living in areas easily accessible to Novi, another 200,000 sf could be supported.

**Novi residents spend half (51%) of their household income on housing and transportation expenses.**

Includes average monthly cost of transportation, including automobile payments, insurance, gas, and repairs.