

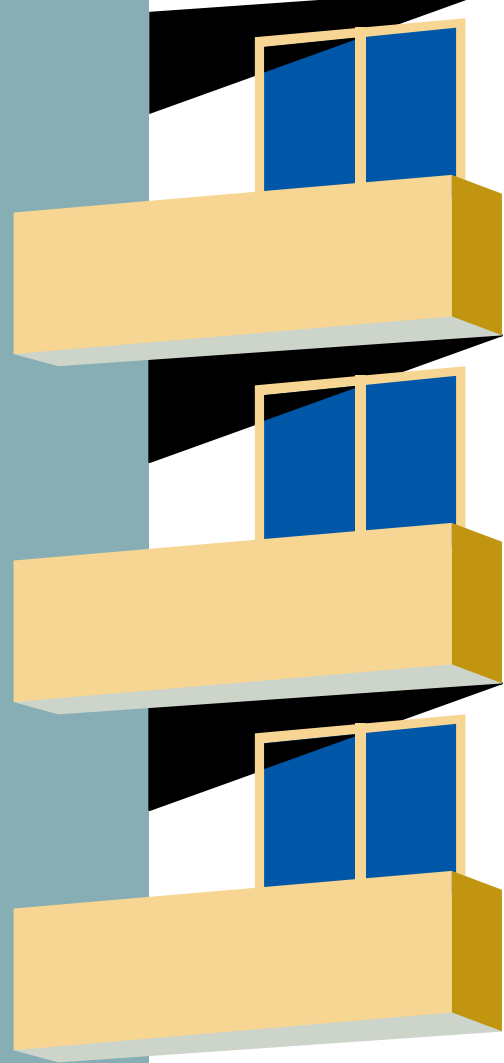
# MASTER PLAN ECONOMIC CONDITIONS

City of Novi



01

# EMPLOYMENT / INFLOW & OUTFLOW



# EMPLOYMENT OF NOVI RESIDENTS

6,810

Manufacturing

01

02

4,028

Professional, scientific,  
and management, and  
administrative and  
waste management  
services

3,961

Educational services,  
and health care and  
social assistance:

03

04

1,822

Finance and insurance,  
and real estate and  
rental and leasing:

# INFLOW AND OUTFLOW



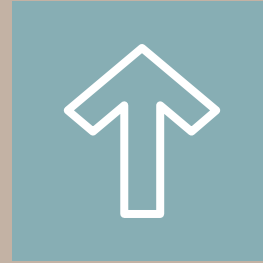
**40,803**

Inflow



**3,564**

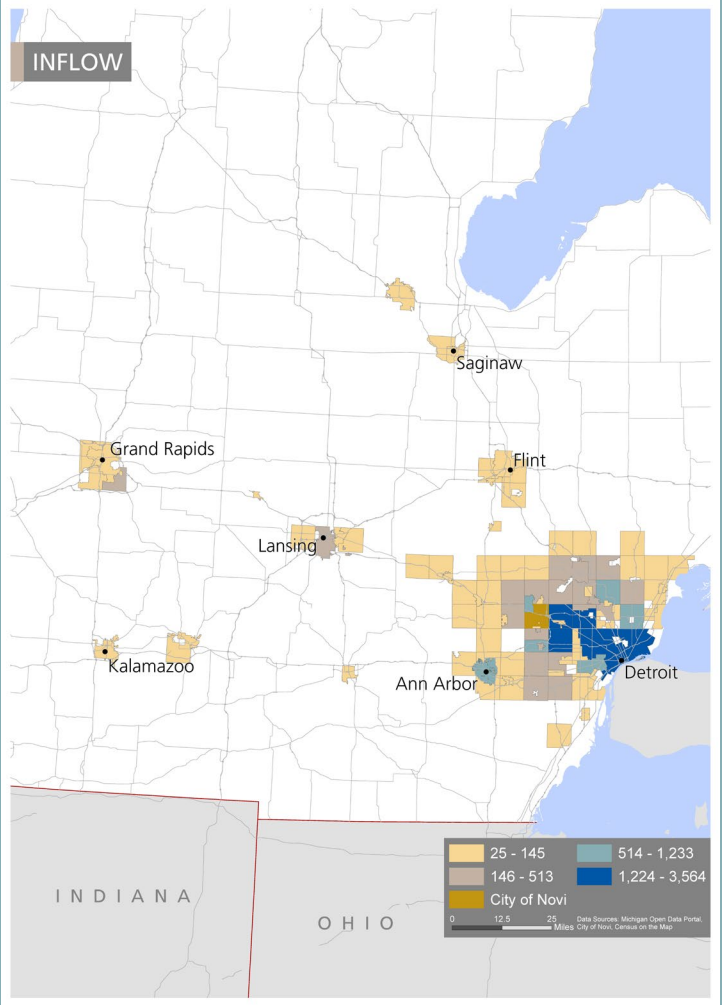
Live and Work



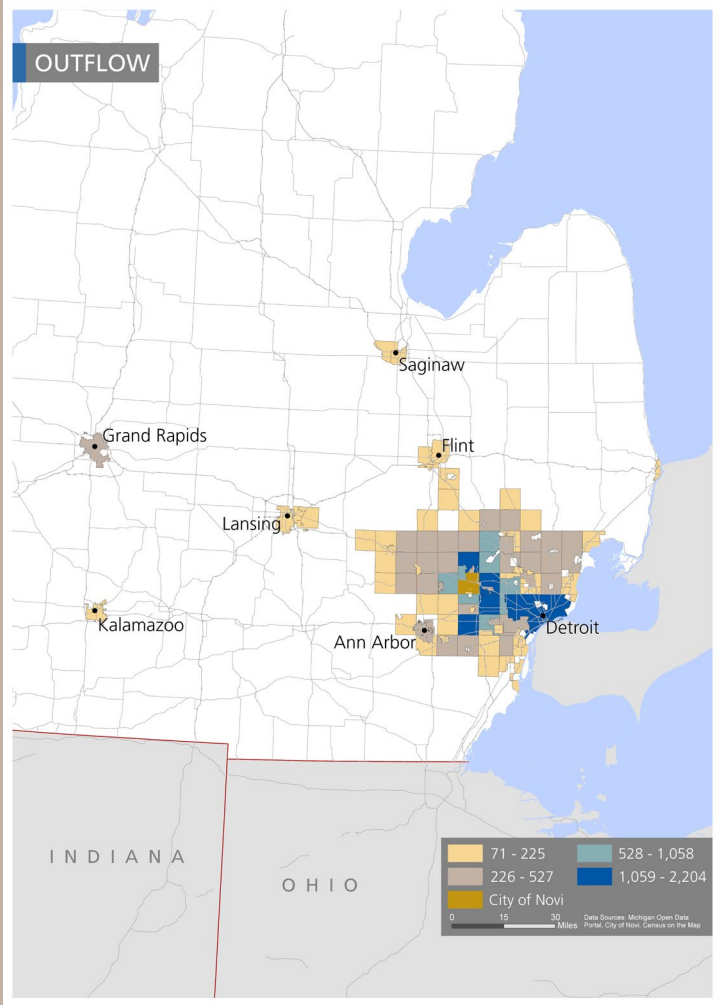
**25,980**

Outflow

# INFLOW



# OUTFLOW



An abstract graphic design on the left side of the page. It features a yellow background with a grey trapezoidal shape containing a black rectangle. To the left of this is a yellow triangle with a black triangle inside. At the bottom, there is a blue staircase graphic with light blue steps. The right side of the page is a solid teal background with a white square containing the number '02' in blue, and the text 'BASE SECTOR ANALYSIS' in white below it.

**02**

# **BASE SECTOR ANALYSIS**

# INTRODUCTION TO IMPLAN

Economic Modeling Software

Input - Output Model

Upstream economic activity (resources, supply, and manufacturing of goods and services)

County level data

# INTRODUCTION TO IMPLAN

Economic Modeling Software

Input - Output Model

Upstream economic activity (resources, supply, and manufacturing of goods and services)

County level data

**Employee  
Compensation**



**Proprietor  
Income**



**Labor Income**





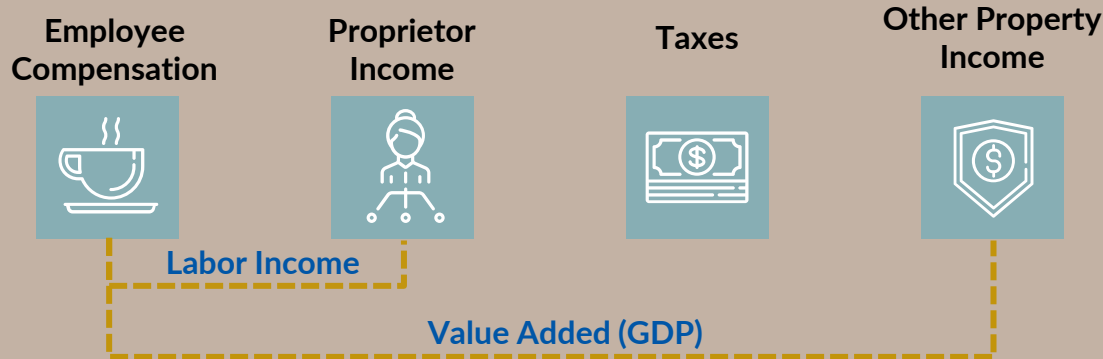
# INTRODUCTION TO IMPLAN

Economic Modeling Software

Input - Output Model

Upstream economic activity (resources, supply, and manufacturing of goods and services)

County level data



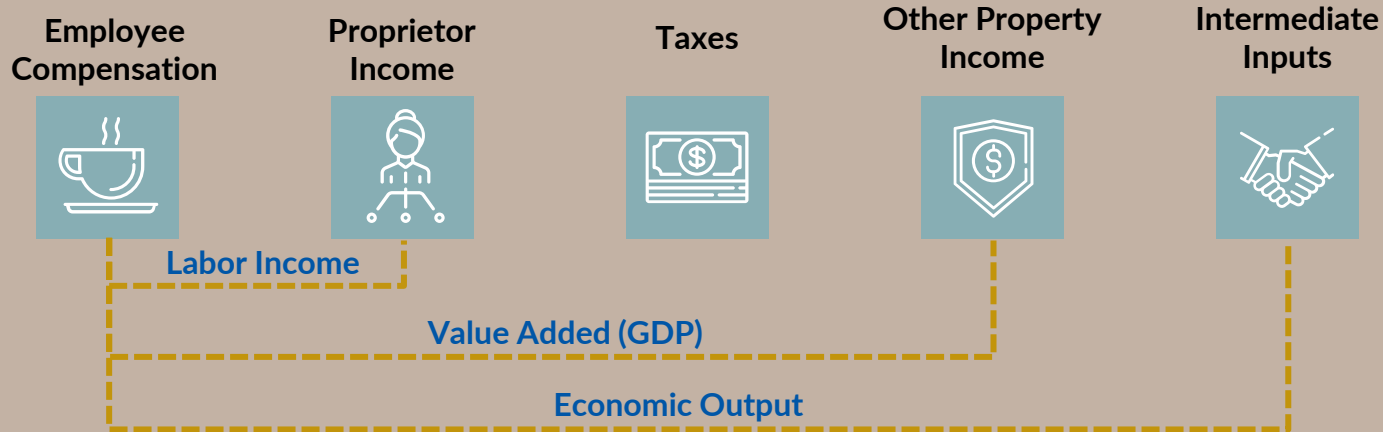
# INTRODUCTION TO IMPLAN

Economic Modeling Software

Input - Output Model

Upstream economic activity (resources, supply, and manufacturing of goods and services)

County level data



**\$198 BILLION**

Oakland County Economic Output

# LARGEST INDUSTRIES

01

## REAL ESTATE

\$11,700M Output  
50,696 Employees  
\$2,341M Labor Income

03

## HOSPITALS

\$6,579M Output  
35,344 Employees  
\$2,960M Labor Income

02

## ARCHITECTURE AND ENGINEERING

\$9,747M Output  
52,468 Employees  
\$5,768M Labor Income

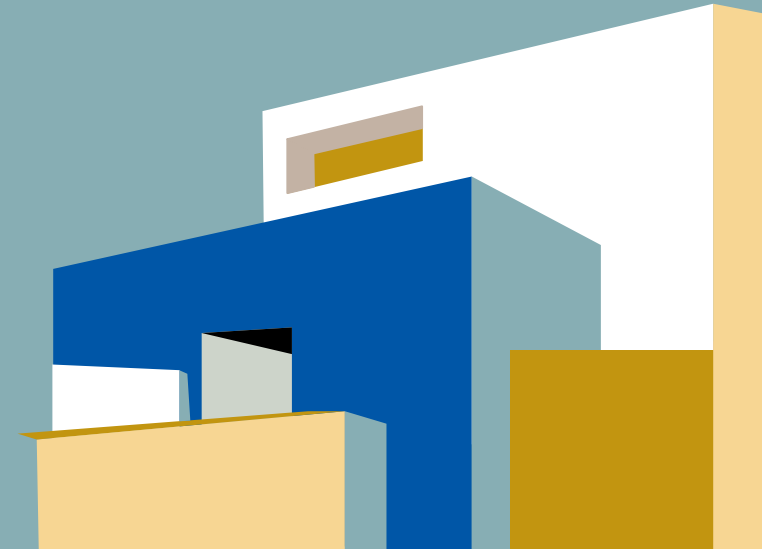
04

## INSURANCE CARRIERS

\$6,352M Output  
10,429 Employees  
\$2,741M Labor Income

# BASE SECTOR ANALYSIS

Identifies which industries in the region are importing or exporting and which industries are expanding or retracting



# IMPORT OR EXPORT?

Is the ratio of economic activity of Industry<sub>x</sub> to total economic activity in the region greater or less than the same ratio in the state?

# EXPANDING OR RETRACTING?

Did the economic activity increase or decrease between 2014 and 2019?

# IMPORT OR EXPORT?

Is the ratio of economic activity of Industry<sub>x</sub> to total economic activity in the region greater or less than the same ratio in the state?

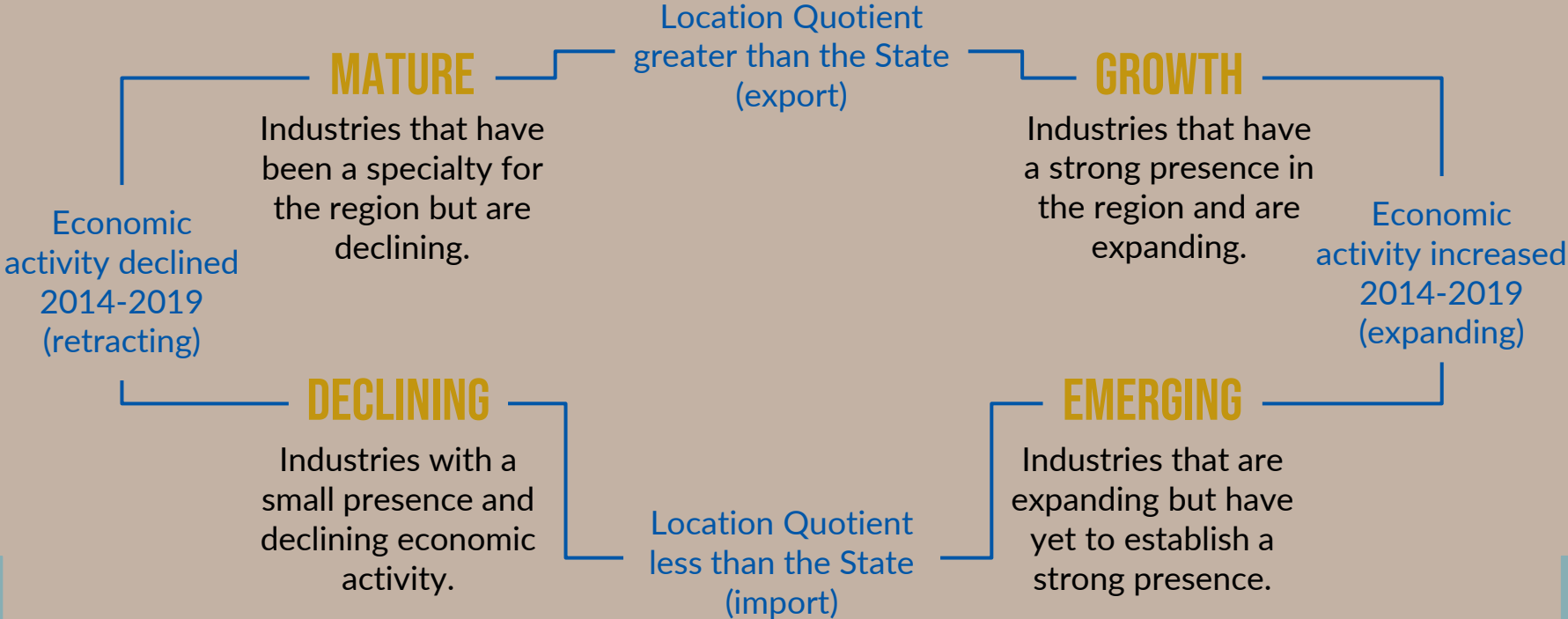


**LOCATION QUOTIENT (LQ)**

# EXPANDING OR RETRACTING?

Did the economic activity increase or decrease between 2014 and 2019?

# BASE SECTOR CATEGORIES





# BREAKDOWN

9%

## MATURE

\$16,495M Output  
82,632 Employees  
44 Industries

58%

## GROWTH

\$113,453M Output  
549,193 Employees  
115 Industries

6%

## DECLINING

\$11,174M Output  
49,207 Employees  
133 Industries

27%

## EMERGING

\$53,146M Output  
287,657 Employees  
141 Industries

# BREAKDOWN

9%

## MATURE

- Wholesale – professional and commercial equipment
- Wholesale – drugs
- Other financial investment opportunities

58%

## GROWTH

- Real estate
- Architectural and Engineering
- Insurance

6%

## DECLINING

- Automobile manufacturing
- Motor vehicle transmission manufacturing
- Retail – general merchandise

27%

## EMERGING

- Hospitals
- Scientific research and development
- Other motor vehicle parts manufacturing

**EXPLORE THE**  
**DATA**

