

Property Overview

Jul 1, 2025 - Jun 30, 2026

Property:

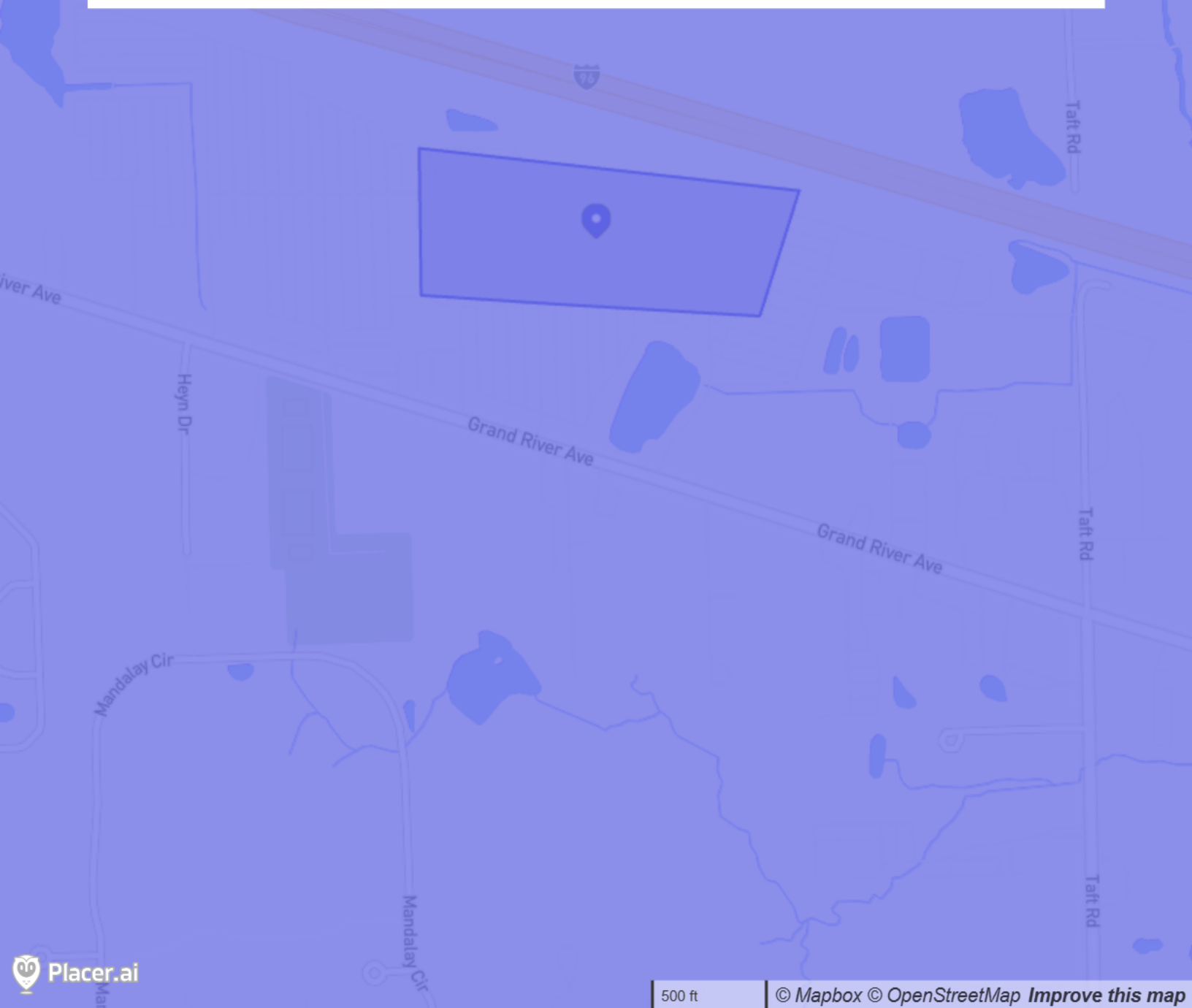


Suburban Showplace

46100 Grand River Ave, Novi, MI 48374



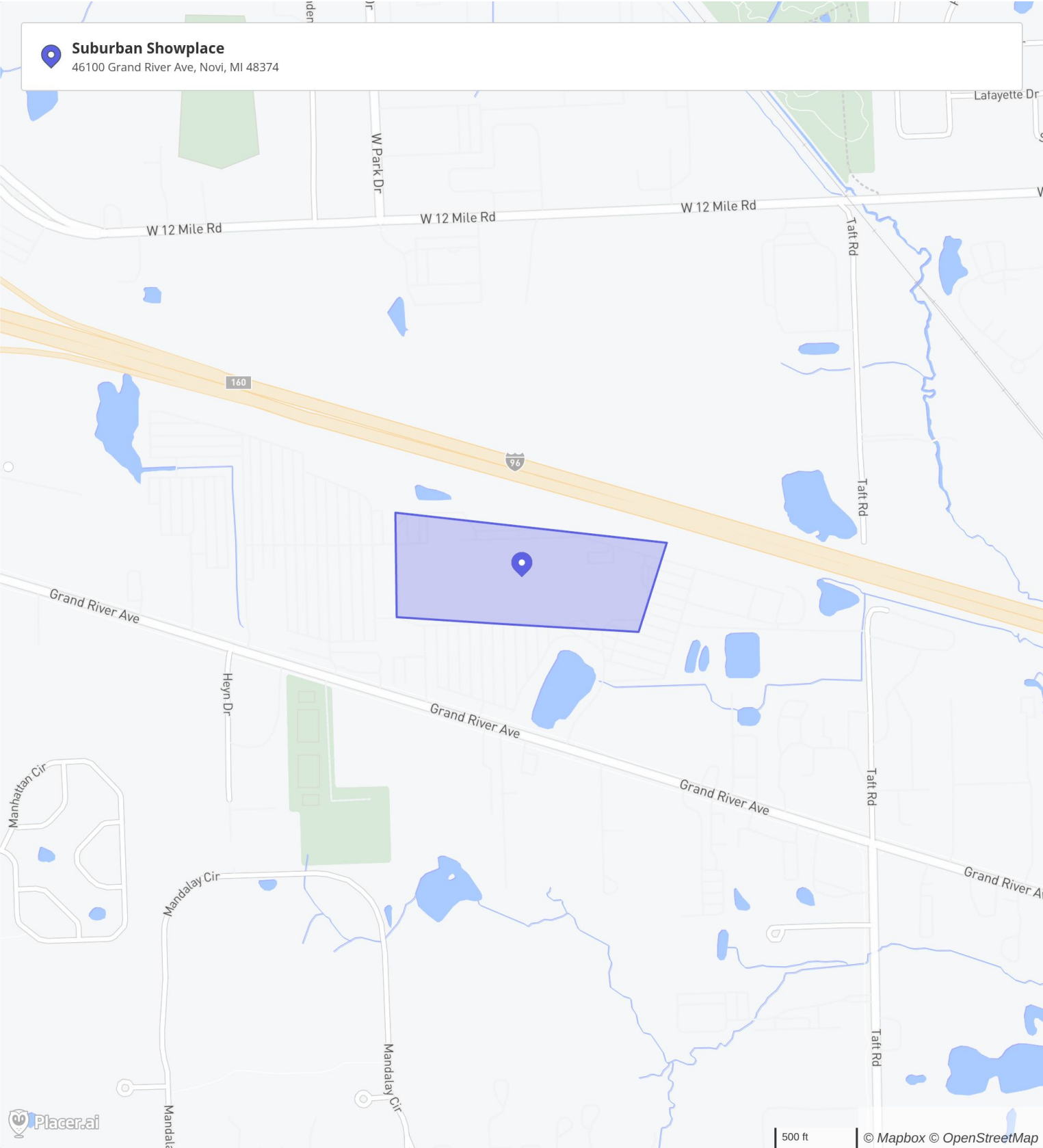
Scan to view on placer.ai platform





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Metrics

Suburban Showplace

Grand River Ave, Novi, MI

Visits	809.1K	Avg. Dwell Time	258 Min
Visits / sq ft	1.05	Panel Visits	70.3K
Size - sq ft	771.2K	Visits YoY	-0.7%
Visitors	534K	Visits Yo2Y	-4.2%
Visit Frequency	1.52	Visits Yo3Y	+13.1%

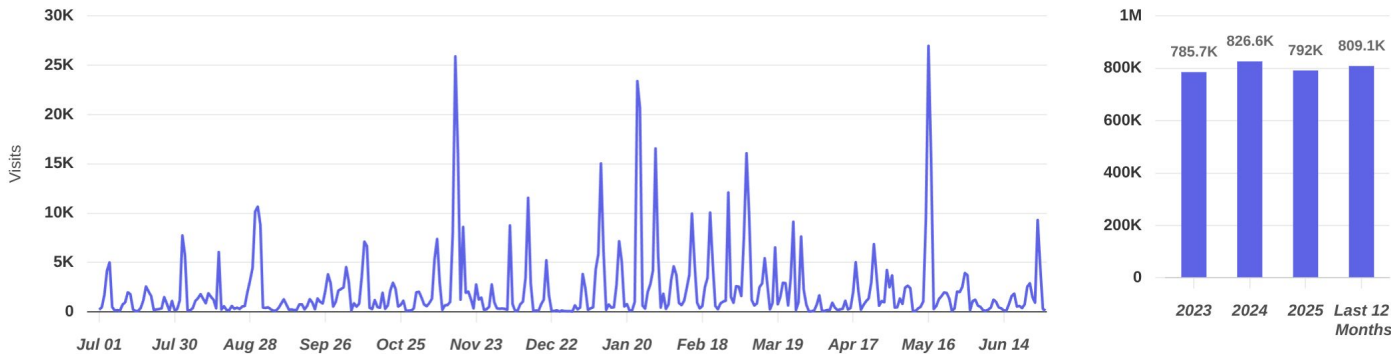
Jul 1st, 2025 - Jun 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

Suburban Showplace

Grand River Ave, Novi, MI



Daily | Visits | Jul 1st, 2025 - Jun 30th, 2026
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Property Overview

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Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Suburban Showplace Grand River Ave, Novi, MI	\$83.7K	37.3%	40.3	White (64.5%)	2.43
Michigan	\$77.9K	31.9%	41.1	White (72.9%)	2.44

Jul 1st, 2025 - Jun 30th, 2026 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

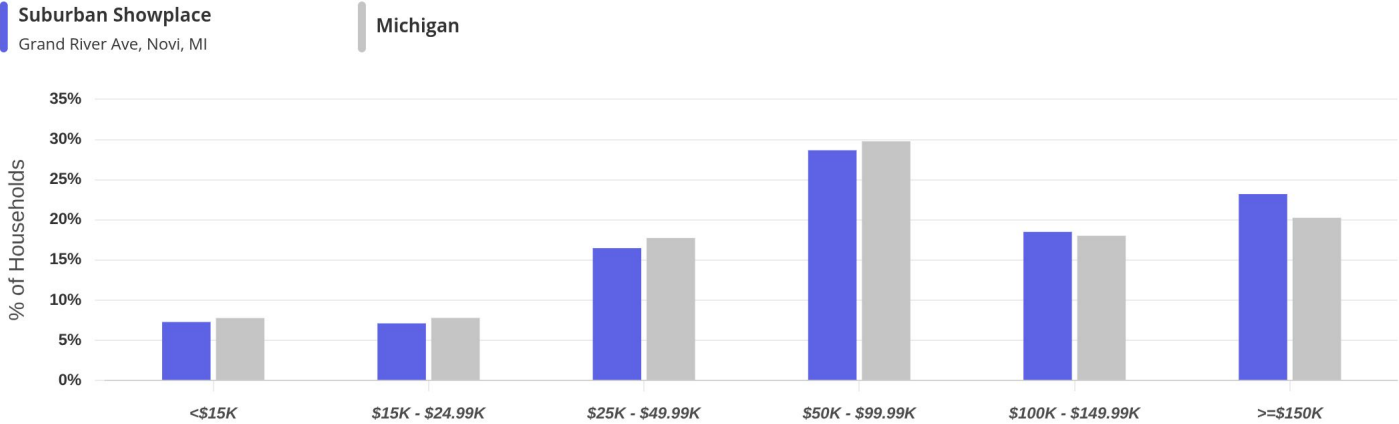




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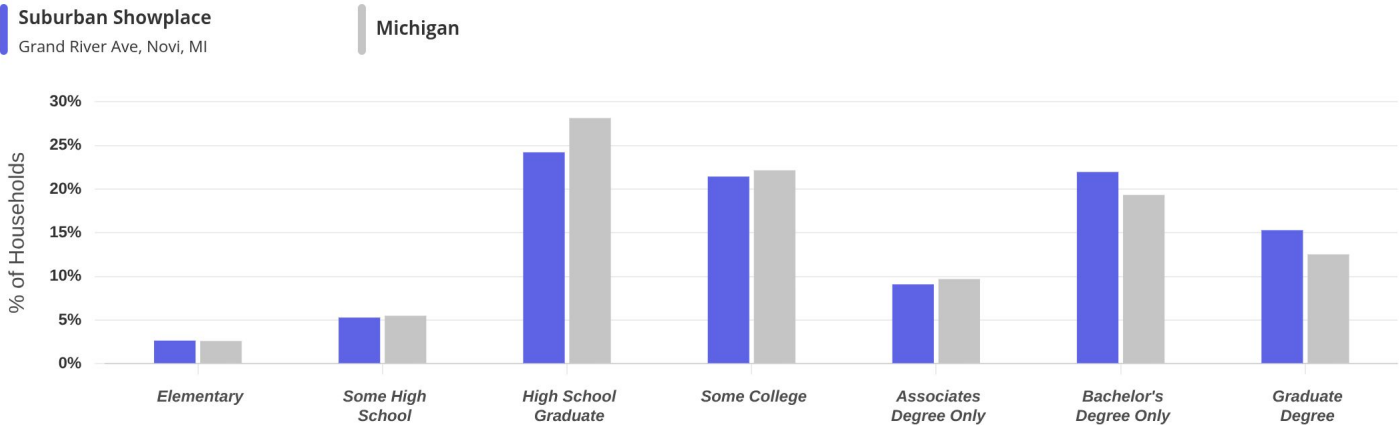
Household Income



Jul 1st, 2025 - Jun 30th, 2026 | Data Source: STI: Popstats
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Education



Jul 1st, 2025 - Jun 30th, 2026 | Data Source: STI: Popstats
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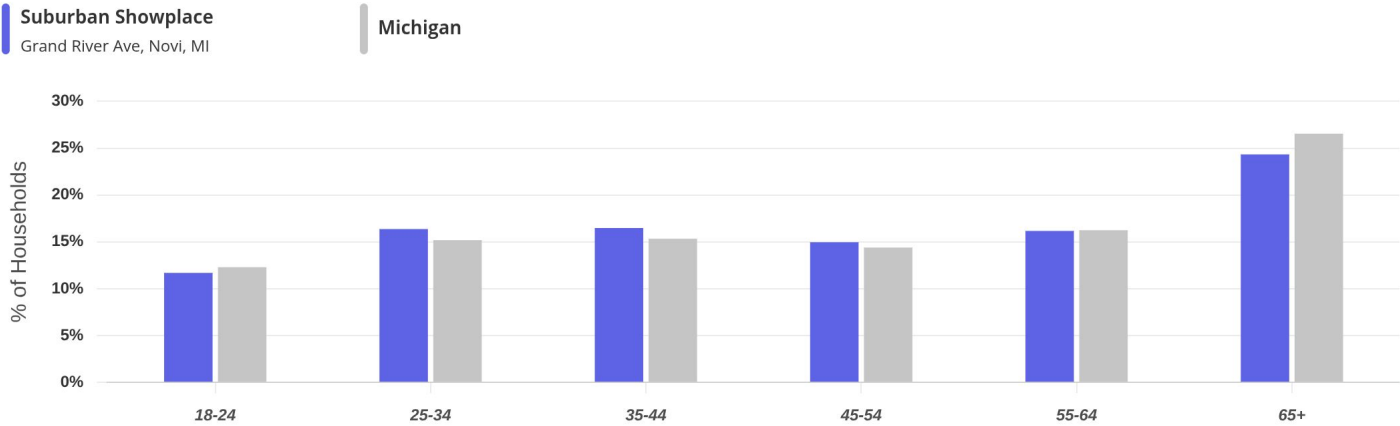




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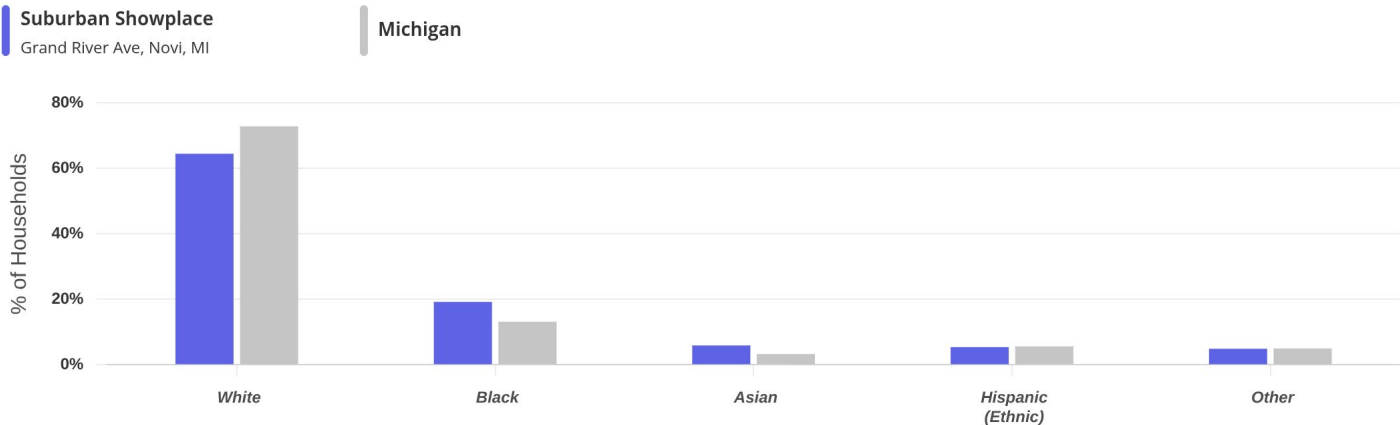
Age



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Ethnicity



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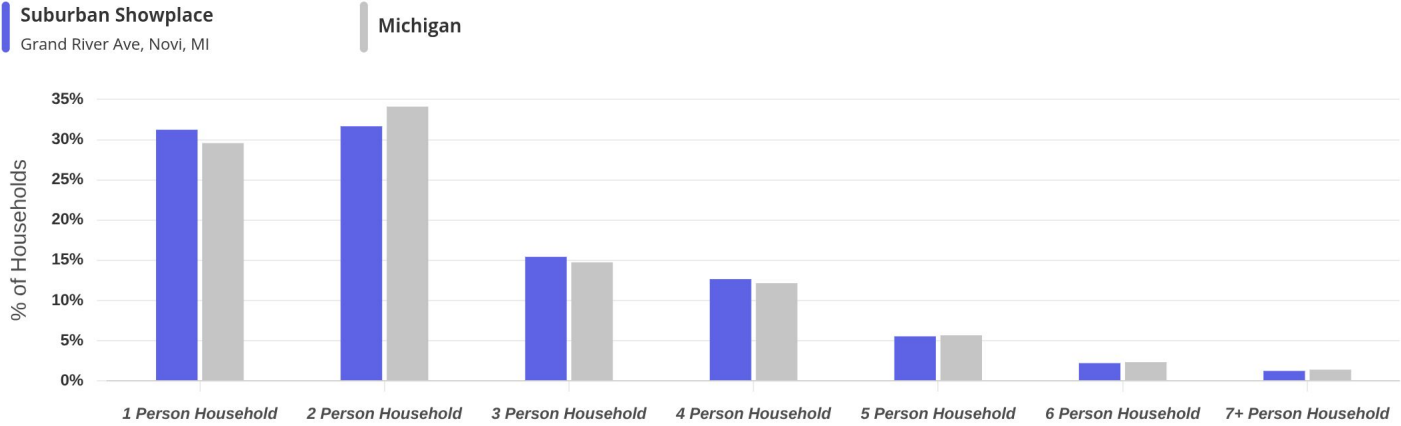




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Household Size



Jul 1st, 2025 - Jun 30th, 2026 | Data Source: STI: Popstats
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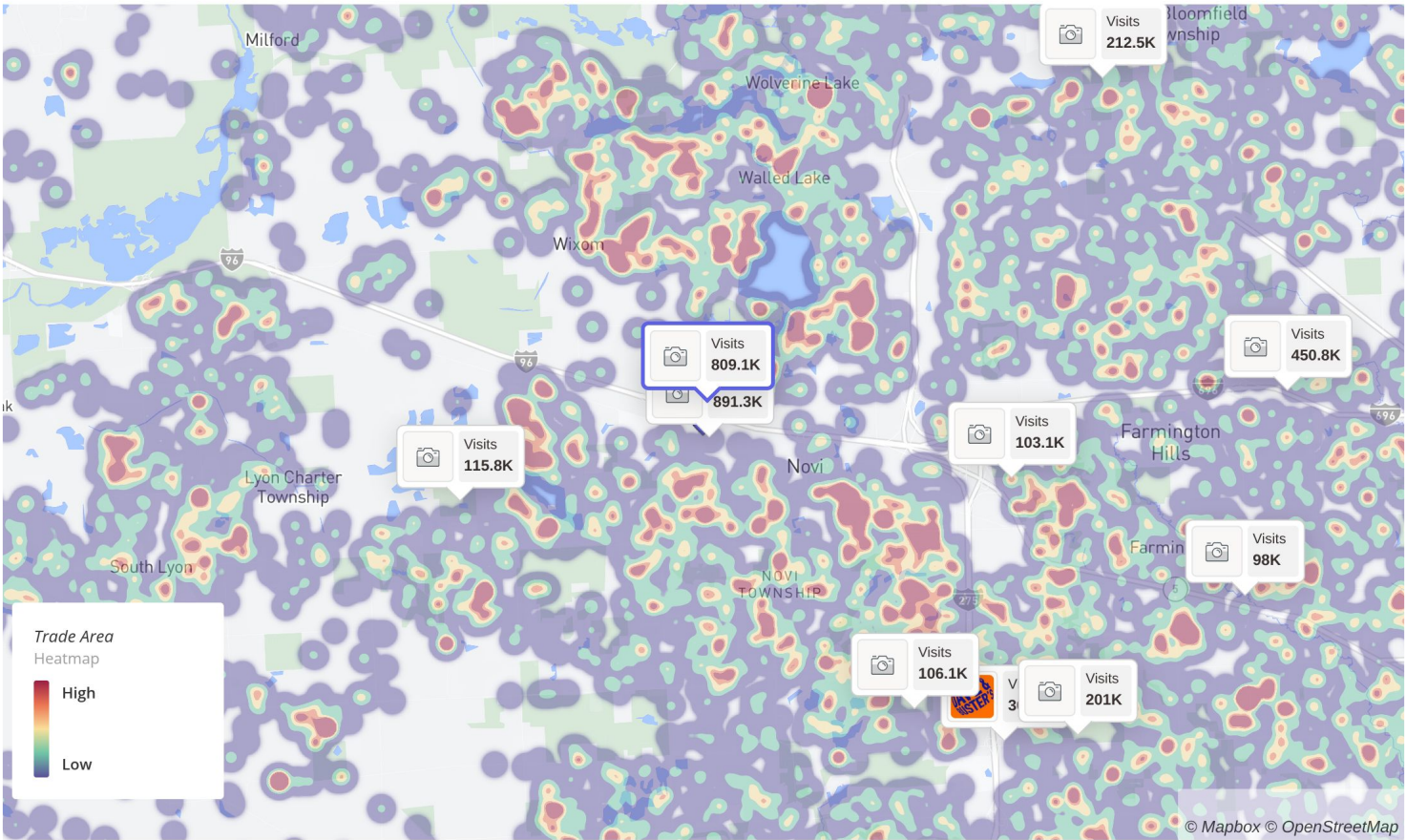




Property Overview

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Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

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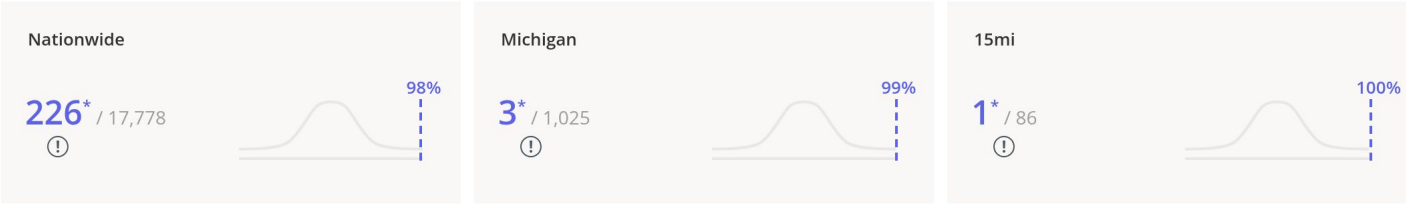


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Ranking Overview

Suburban Showplace
Grand River Ave, Novi, MI

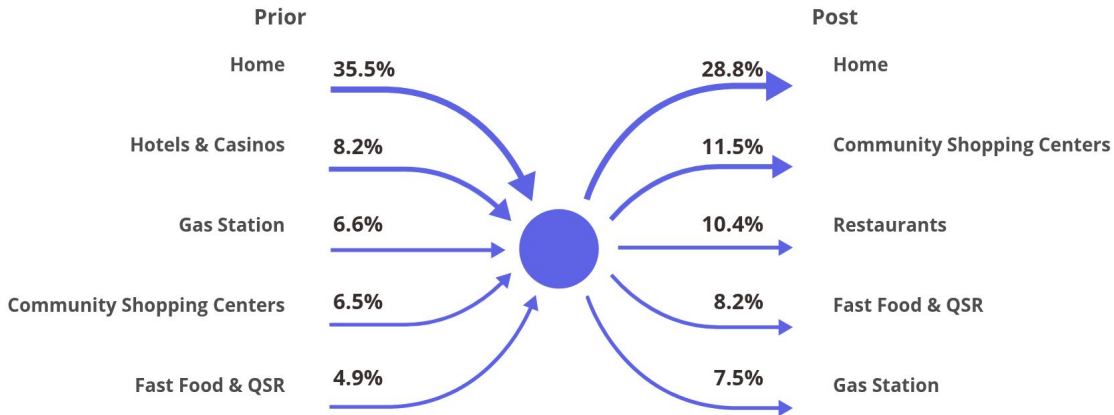


Category: Attractions | Visits | Jul 1st, 2025 - Jun 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

Suburban Showplace
Grand River Ave, Novi, MI



Show by: Category | Jul 1st, 2025 - Jun 30th, 2026
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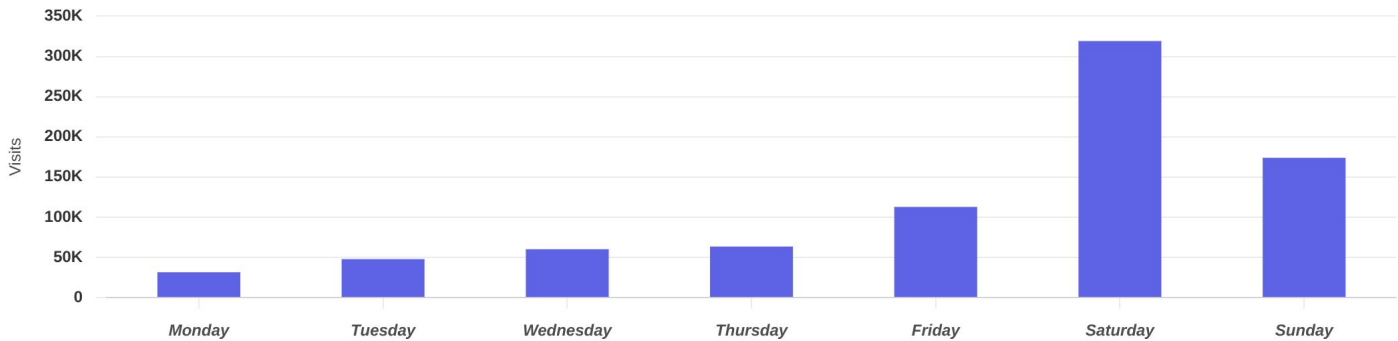


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Daily Visits

Suburban Showplace
Grand River Ave, Novi, MI

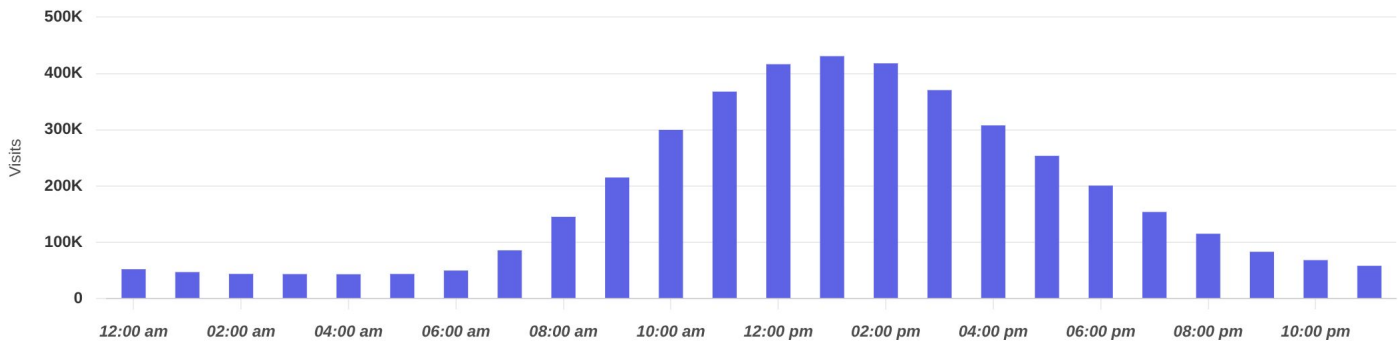


Visits | Jul 1st, 2025 - Jun 30th, 2026
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Hourly Visits

Suburban Showplace
Grand River Ave, Novi, MI



Visits | Jul 1st, 2025 - Jun 30th, 2026
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Favorite Places

Suburban Showplace
Grand River Ave, Novi, MI

Rank	Name	Distance	Visitors (%)
1	 Detroit Metropolitan Wayne County Airport 11050 W G Rogell Dr, Detroit, MI 48242	20.8 mi	273.1K (51.1%)
2	 Twelve Oaks Mall 27500 Novi Rd, Novi, MI 48377	1.8 mi	199.6K (37.4%)
3	 Great Lakes Crossing Outlets 4000 Baldwin Rd, Auburn Hills, MI 48326	17.9 mi	162.4K (30.4%)
4	 Delta Terminal - Detroit Metropolitan Wayne County Airport 1 Airport Rd, Romulus, MI 48242	20.8 mi	153.7K (28.8%)
5	 Novi Town Center 43259 Crescent Blvd, Novi, MI 48375	1.6 mi	151.9K (28.5%)
6	 Comerica Park Detroit Tigers 2100 Woodward Ave, Detroit, MI 48201	25.4 mi	125.5K (23.5%)
7	 Somerset Collection 2800 W Big Beaver Rd, Troy, MI 48084	17 mi	125.2K (23.5%)
8	 Birch Run Premium Outlets 12240 South Beyer Rd, Birch Run, MI 48415	54.1 mi	95.2K (17.8%)
9	 West Oaks Crossing 43610 W Oaks Dr, Novi, MI 48377	1.2 mi	93.4K (17.5%)
10	 Commerce Crossings 3000 Commerce Xing, Commerce Township, MI 48390	4.3 mi	84.6K (15.9%)

Category: All Categories | Min. Visits: 1 | Jul 1st, 2025 - Jun 30th, 2026
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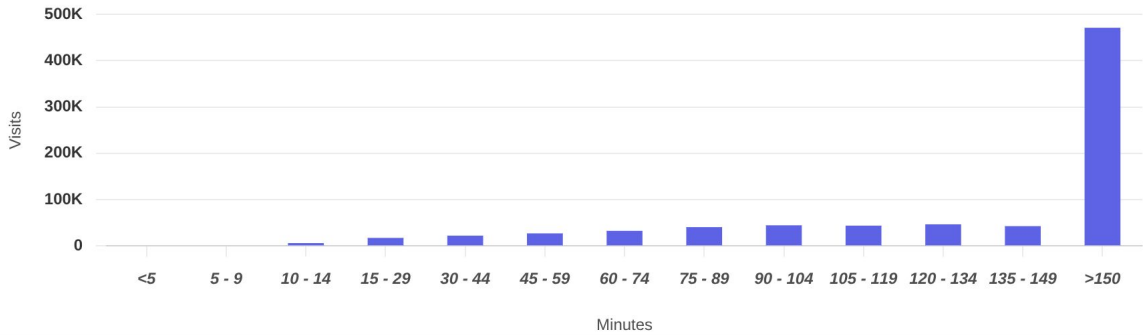


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Visit Duration

Suburban Showplace
Grand River Ave, Novi, MI



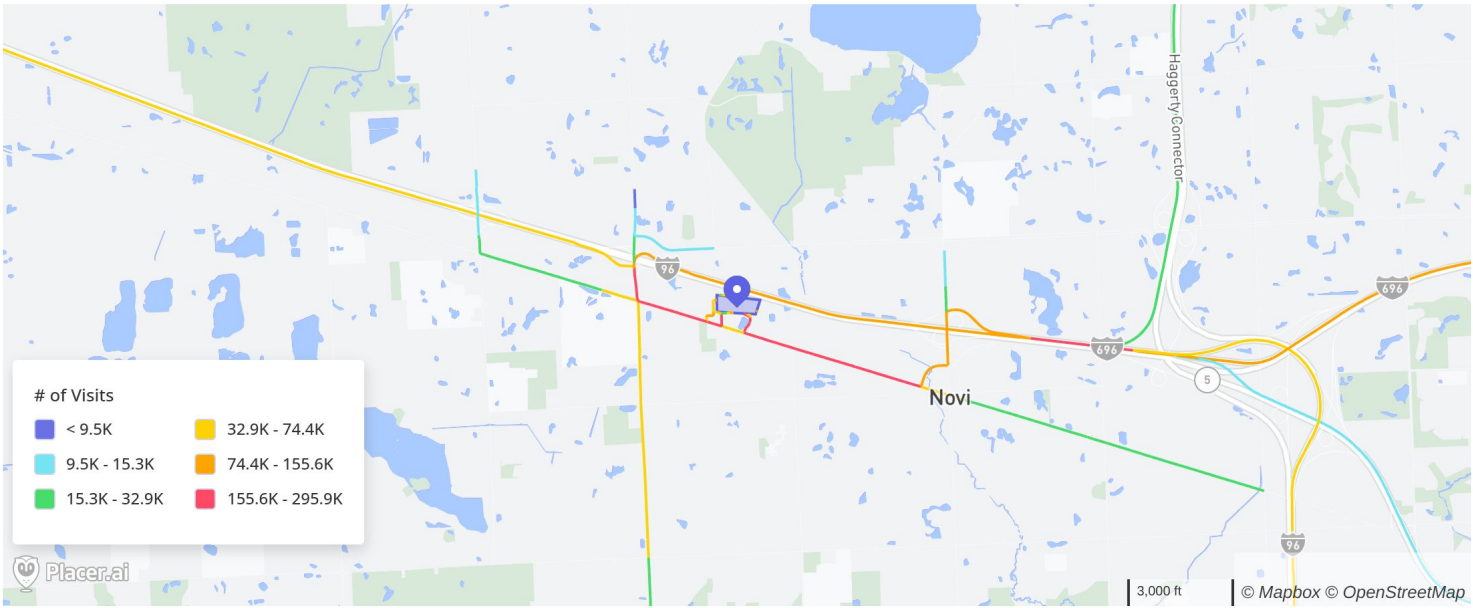
Average Stay	258 min
Median Stay	179 min

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Visitor Journey - Routes

Suburban Showplace
Grand River Ave, Novi, MI



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Jul 1st, 2025 - Jun 30th, 2026
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