

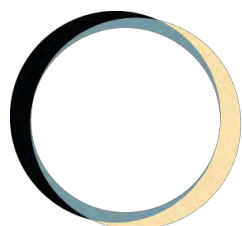


THE NCSTM
The National Citizen SurveyTM

Novi, MI

Community Livability Report

2018



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Contents

About..... 1

Quality of Life in Novi..... 2

Community Characteristics 3

Governance 5

Participation 7

Special Topics..... 9

Conclusions 11



The National Citizen Survey™
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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About

The National Citizen Survey™ (The NCS) report is about the “livability” of Novi. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. **The NCS captures residents’ opinions** within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

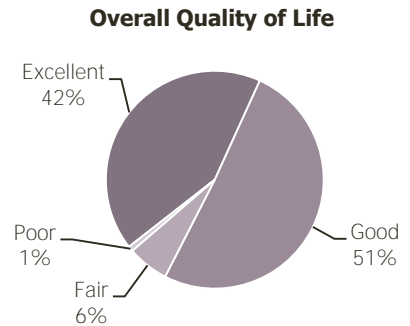
The Community Livability Report provides the opinions of a representative sample of 417 residents of the City of Novi. The margin of error around any reported percentage is 5% for all respondents. The full description of methods used to garner these opinions can be found in the **Technical Appendices** provided under separate cover.



Quality of Life in Novi

Almost all residents rated the quality of life in Novi as excellent or good. This rating was higher than the national benchmark comparison. (see Appendix B of the *Technical Appendices* provided under separate cover).

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.



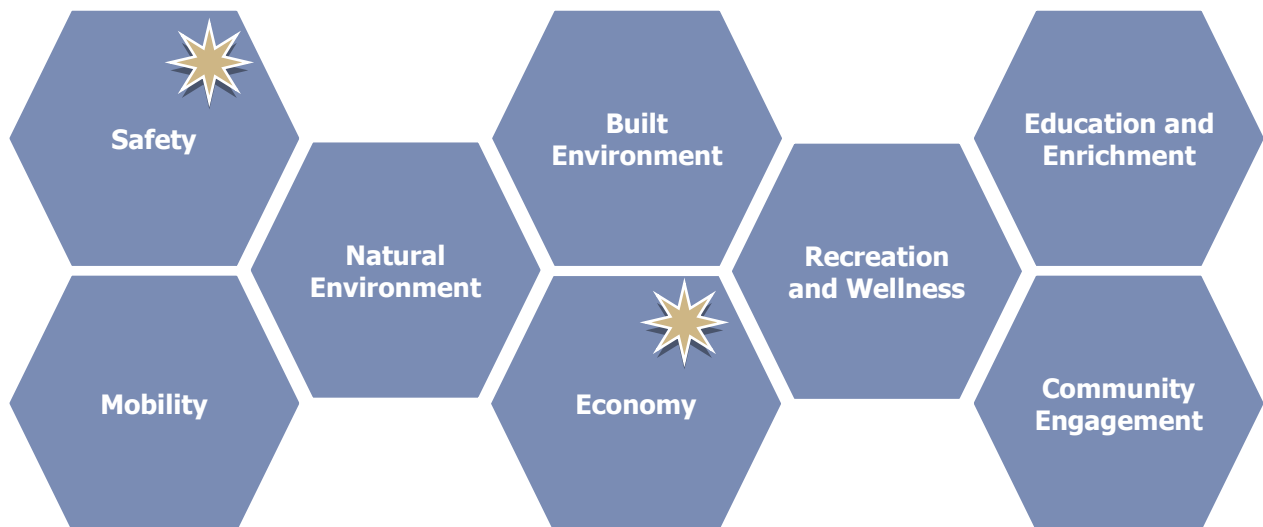
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Novi community in the coming two years. Ratings across all facets tended to be positive. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Novi’s **unique** questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- Most important



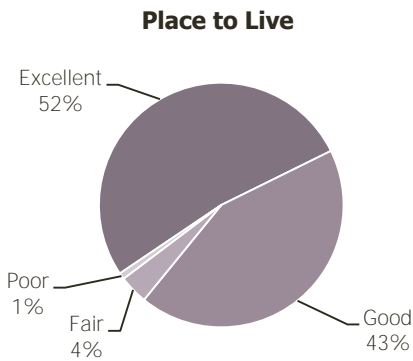
Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Novi, 95% rated the City as an excellent or good place to live, with about half giving a rating of excellent. **Respondents' ratings of Novi as a place to live** were similar to ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Novi as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Novi and its overall appearance. **About 9 in 10 residents gave excellent or good ratings to Novi's overall image,** their neighborhoods, Novi as a place to raise children and to the overall appearance of the city. Ratings for the overall image, Novi as a place to raise children and for overall appearance were higher than ratings observed in comparison communities.

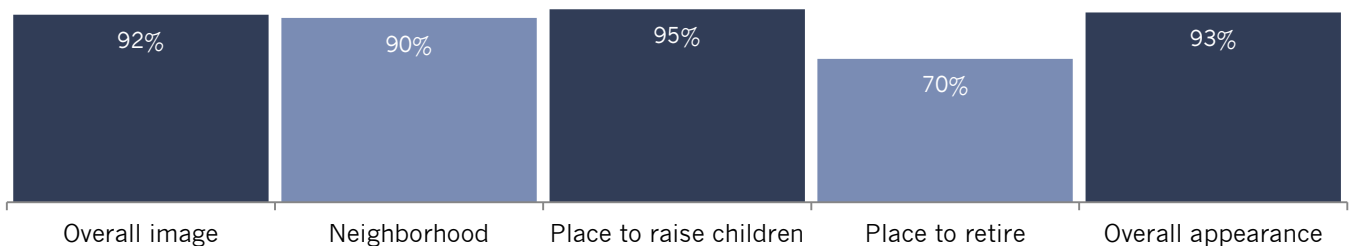
Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Almost all ratings received high marks from a majority or residents and ratings tended to be similar to or higher than the national comparisons. At least 9 in 10 residents gave high marks to each aspect of Safety, and the overall feeling of safety in Novi was higher than ratings in comparison communities.



The only aspect of Community Characteristics that received ratings lower than national averages was the ease of travel by public transportation; this also received the lowest ratings from Novi residents overall (24% excellent or good). All other ratings within Mobility tended to be positive and similar to the national benchmarks. Ratings for ease of public parking were higher than those observed elsewhere. All aspects of Recreation and Wellness, Education and Enrichment and Community Engagement were held in high regard by at least 6 in 10 survey respondents.

Most aspects of Community Characteristics remained stable over time (see the **Trends over Time** report under separate cover). Ratings for the ease of walking, cleanliness of Novi, overall economic health, employment opportunities and health care increased from 2016 to 2018.

Percent rating positively (e.g., excellent/good)



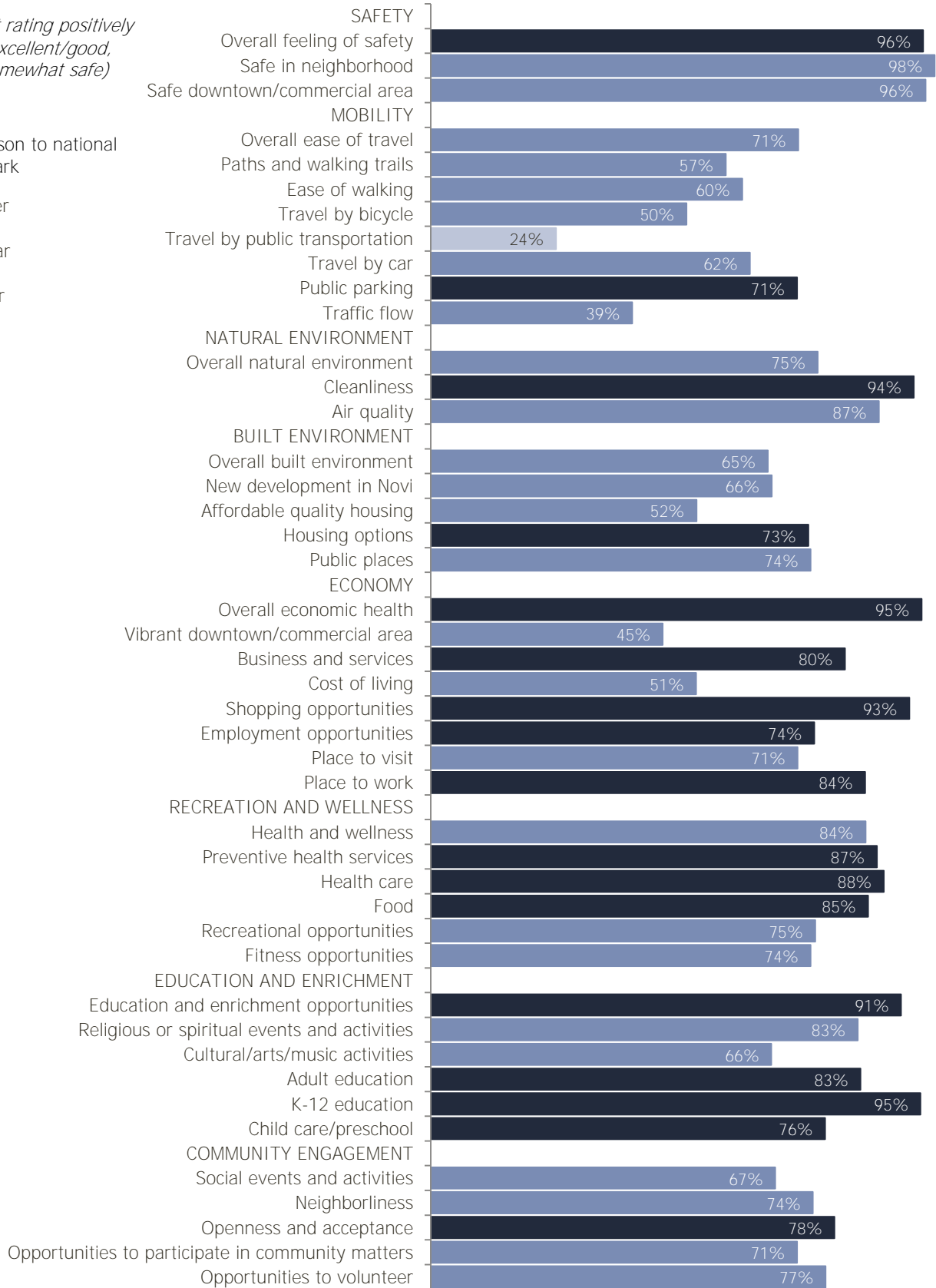
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Figure 1: Aspects of Community Characteristics

Percent rating positively
(e.g., excellent/good,
very/somewhat safe)

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

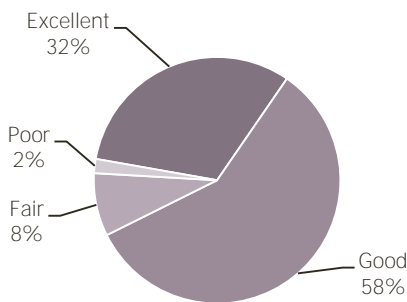
How well does the government of Novi meet the needs and expectations of its residents?

The overall quality of the services provided by Novi as well as the manner in which these services are provided is a key component of how residents rate their quality of life. About 9 in 10 respondents gave excellent or good ratings to the overall quality of services provided by the City of Novi, this rating was higher than the national benchmark. About half as many (47%) gave high marks to the overall quality of services provided by the Federal Government and this rating was on par with comparison communities.

Survey respondents also rated various aspects of Novi’s **leadership and governance**. About two-thirds or more **gave positive ratings to each aspect of Novi’s leadership**. The overall customer service provided by Novi employees received the highest rating (88% excellent or good) and was higher than the national average. Further, customer service ratings increased from 2016 to 2018. Ratings for the job the City does at welcoming citizen involvement and treating all residents fairly were also higher than ratings observed elsewhere.

Respondents evaluated over 30 individual services and amenities available in Novi. Almost all aspects received positive ratings by a majority of respondents and all most were similar to the national benchmarks. When compared to other communities across the nation, Novi residents gave higher ratings to police services, crime prevention, traffic enforcement, drinking water, code enforcement, economic development and health services than their counterparts. Further, several aspects of Governance increased from 2016 to 2018; and none decreased during this time period. Among the ratings that increased in 2018 were: emergency preparedness, snow removal, traffic signal timing, garbage collection and special events.

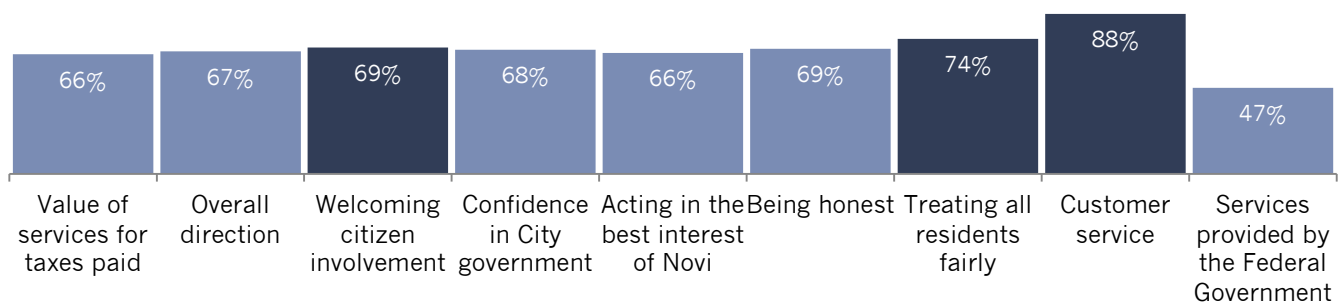
Overall Quality of City Services



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



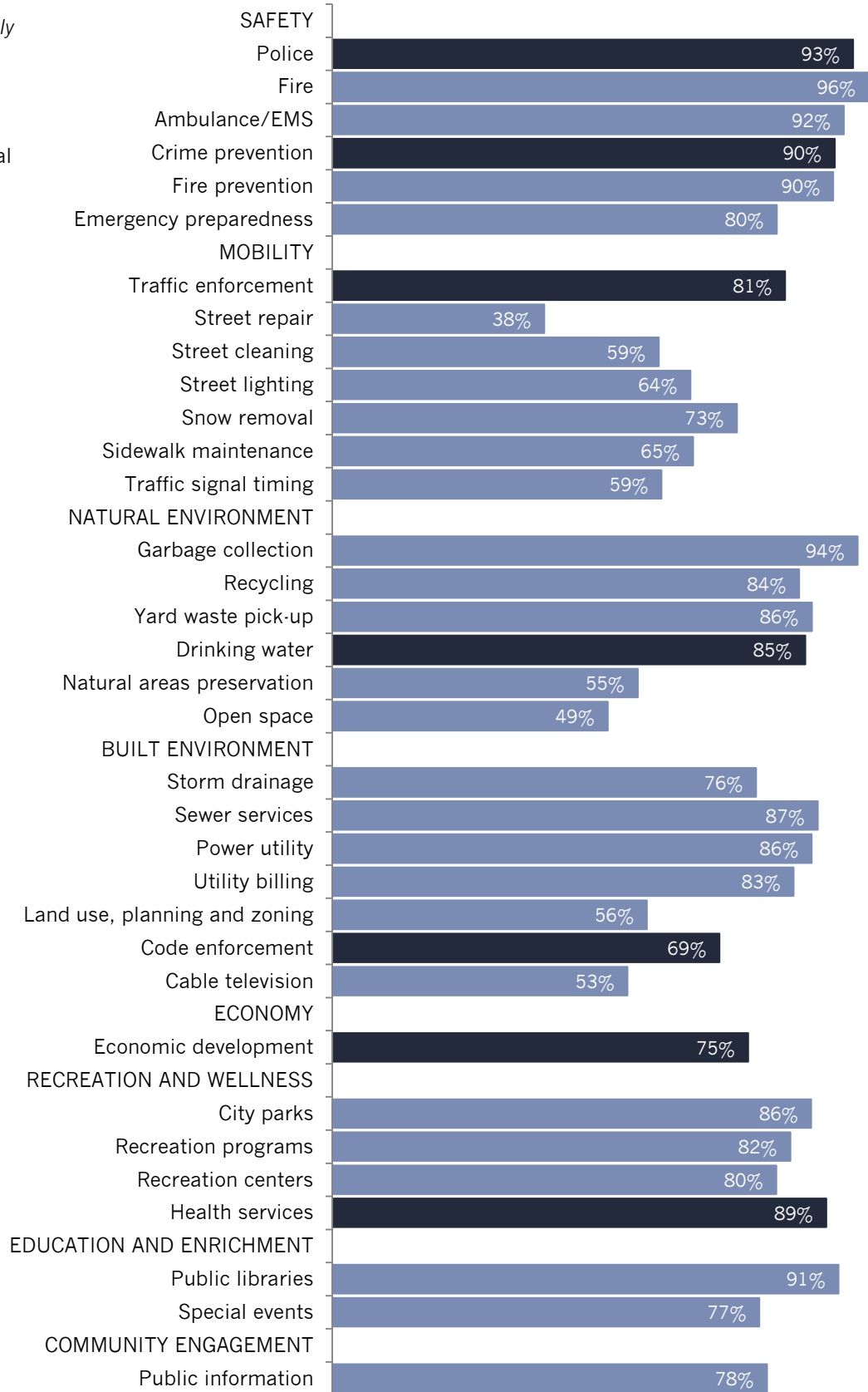
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Figure 2: Aspects of Governance

Percent rating positively
(e.g., excellent/good)

Comparison to national
benchmark

- Higher
- Similar
- Lower

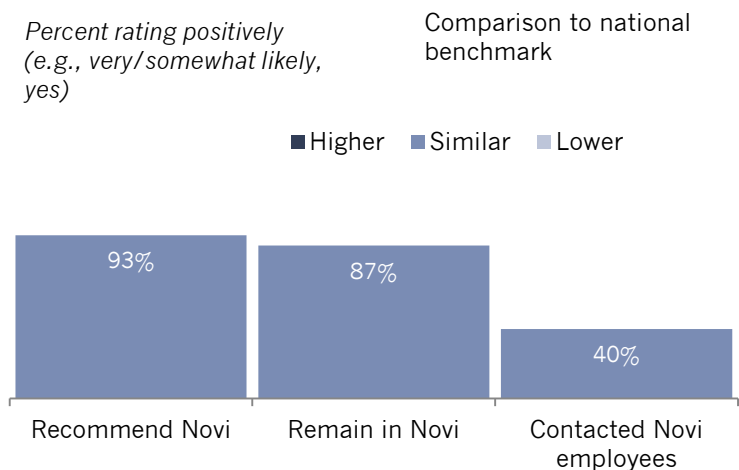
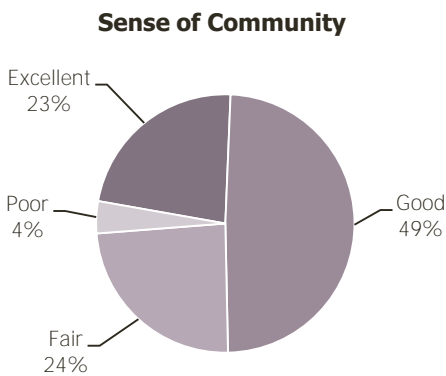


Participation

Are the residents of Novi connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. About 7 in 10 respondents gave high marks to the overall sense of community in Novi and this rating was similar to ratings in comparison communities and increased from 2016 to 2018. At least 4 in 5 residents would recommend living in Novi and planned to remain in the City for the next five years; these rates were similar to the benchmarks and stable over time.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Reported rates of Participation in Novi tended to be similar to reported rates in comparison communities. Compared to other communities, more Novi residents had NOT reported a crime, had NOT observed a code violation and were NOT under housing cost stress. Fewer Novi residents reported that they had stocked supplies for an emergency, used public transportation, carpooled, worked in Novi, attended a City-sponsored event, campaigned or volunteered. Almost all rates of Participation remained stable from 2016 to 2018; however fewer residents had volunteered and more residents reported that they had visited conserved water and had a more positive economic outlook in 2018.



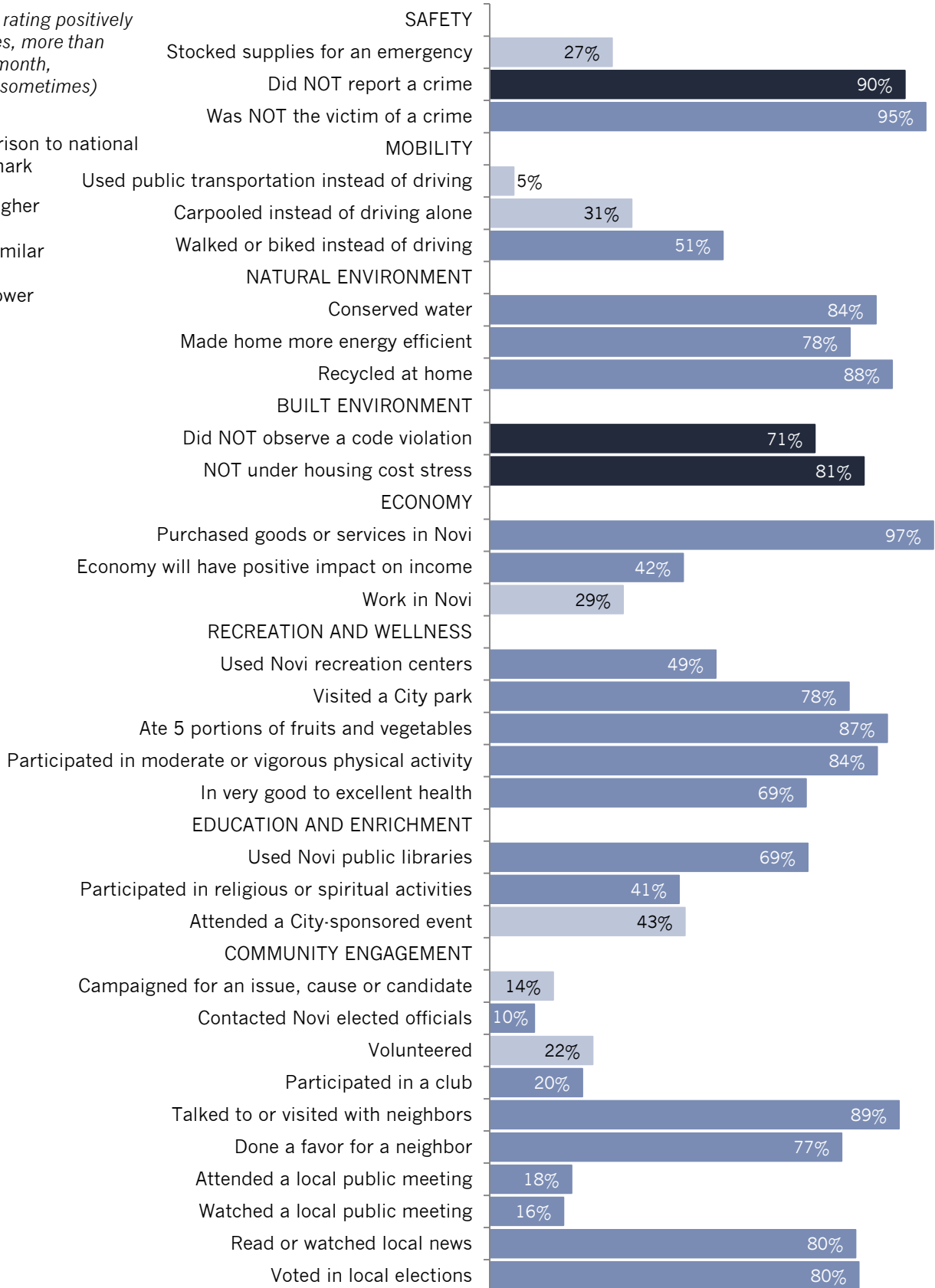
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Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower



Special Topics

The City of Novi included three questions of special interest on The NCS. In the first two questions, Novi residents were asked to rate their likelihood of using potential new features of the Novi Public Library and to rate the importance of several different library services. About one-quarter of respondents selected the “NA/Don’t use the library” option for each item. When indicating their likelihood of using potential new library features; respondents were most likely to use automatic renewal on materials and that are currently checked out. About half were likely to use extended Sunday hours and the elimination of overdue fines. The most important Novi Public Library service to residents who use the Novi Public Library was checking out books, music or movies. A majority of respondents thought that opportunities for learning, downloading books, music or movies and attending performances were at least somewhat important library services. Fewer than 3 in 10 were likely to use increased meeting room rental space and about 4 in 10 felt that the availability of meeting space was at least somewhat important.

Figure 4: Likelihood of Using Novi Public Library Features

How likely or unlikely would you be to use each of the following potential new features of the Novi Public Library?

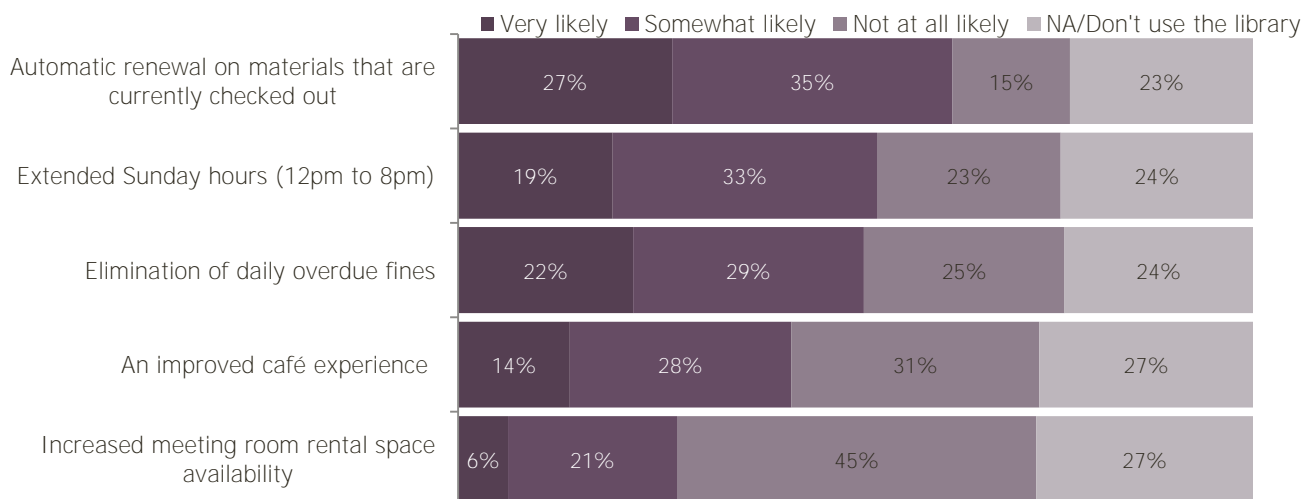
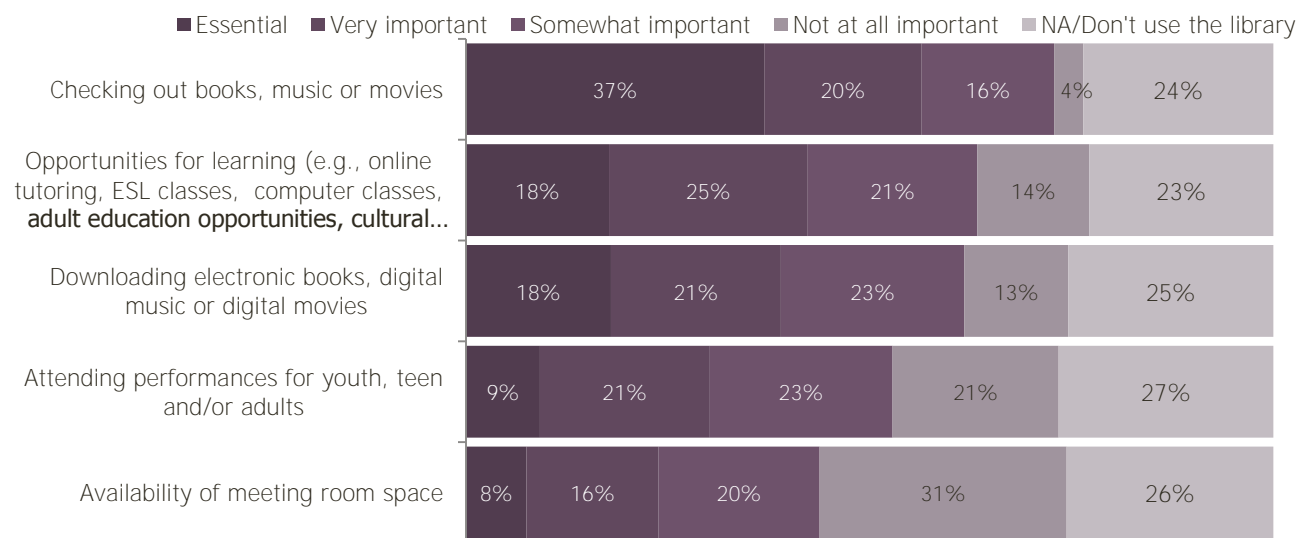


Figure 5: Importance of Novi Public Library Services

How important, if at all, are each of the following Novi Public Library services to you?

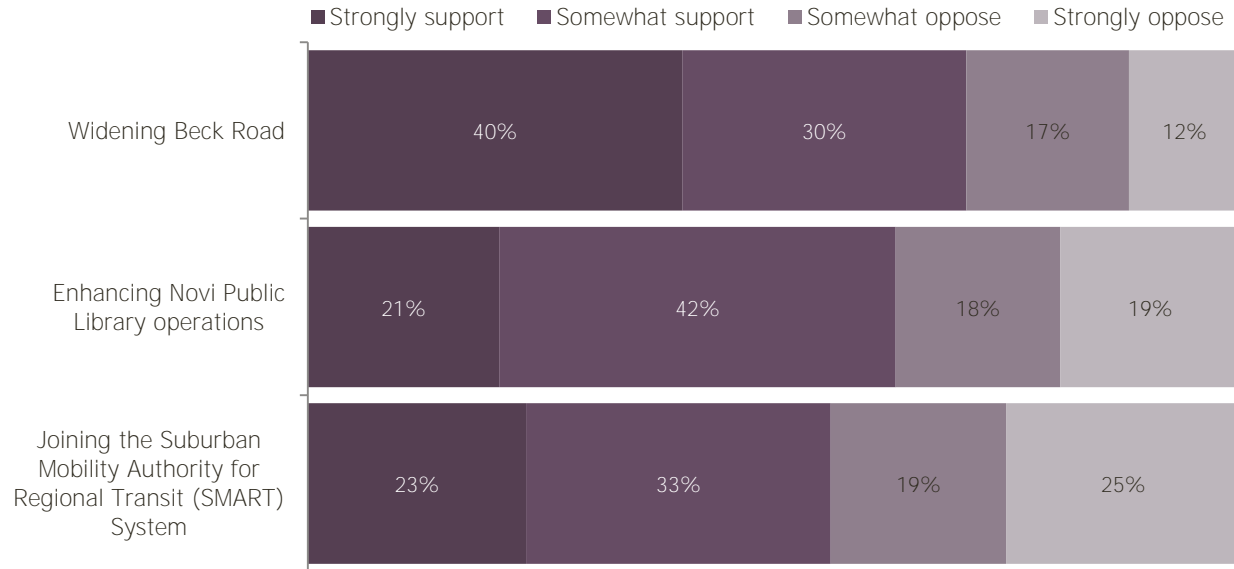


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The final question of special interest on the survey had to do with support or opposition for potential property tax increases. A majority of respondents supported a potential property tax increase for each project. A property tax to widen Beck Road received the strongest levels of support from residents.

Figure 6: Support or Opposition to Property Tax Increases

Please indicate the extent to which you would support or oppose a potential property tax increase for each of the following:



Conclusions

Novi is a desirable place to live, especially for families.

Nearly all residents rated their overall quality of life as excellent or good in Novi and at least 4 in 5 reported they are likely to remain in the community for the next five years. Additionally, more than 9 in 10 of respondents awarded high marks to the City as a place to live and would be likely to recommend the community to others. Almost all survey participants (95%) rated Novi as an excellent or good place to raise children, which outshined national comparisons. Further, about 9 in 10 respondents gave high marks to the overall image of Novi and to the overall appearance of the City; these ratings were also higher than the national benchmarks.

Almost all residents gave high marks to the overall feeling of safety in Novi, as well to feelings of safety in their neighborhoods and in the downtown/commercial area. About 9 in 10 residents gave excellent or good ratings to fire prevention, crime prevention, ambulance/EMS, fire services and police services. Further, about 9 in 10 residents indicated they had NOT reported a crime or been the victim of a crime.

The Economy in Novi is an asset and a priority.

As in previous years, Novi residents identified Economy as one of the top community focus areas for the coming two years. Ratings for Economy-related aspects were strong and tended to be similar to or higher than those in peer communities. In 2018, survey respondents gave higher marks to the overall economic health of Novi and to employment opportunities than in 2016. Further, **residents' ratings of shopping opportunities and employment opportunities were among the highest ratings recorded in NRC's benchmarking database.** More residents reported that they had a positive economic outlook in 2018 compared to 2016.

Trust in City government is strong, and City services are well-regarded.

At least 6 in 10 Novi residents gave positive evaluations to each aspect of Novi's **leadership and governance** and ratings for welcoming citizen involvement, treating all residents fairly were higher than the benchmarks.

At least 4 in 5 residents gave excellent or good ratings to the overall quality of City services and to the customer service provided by City employees; these ratings were higher than the benchmarks and the rating for customer service increased from 2016 to 2018. Further, individual services were also rated highly by most residents. Most aspects of Governance were similar to the benchmarks and several increased from 2016 to 2018.

Novi residents seem open to increasing property taxes for mobility and library services.

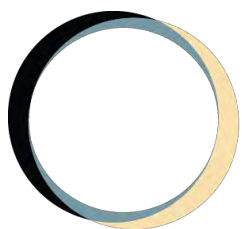
When asked whether they would support or oppose increasing property taxes for three specific purposes, all three purposes were at least somewhat supported by a majority of respondents. However, this support was slim for increasing property taxes to join the Suburban Mobility Authority for Regional Transit (SMART) System; 56% of respondents supported raising property taxes for this purpose while 44% opposed it. Support was a bit stronger for an increase to enhance Novi Public Library operations, with 63% respondents supporting this and 37% opposing it. Support was strongest for a property tax increase if used to widen Beck Road, with 70% supporting an increase for this purpose and 30% opposing it.

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Novi, MI

Dashboard Summary of Findings

2018



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Summary

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By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Novi’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Within the pillar of Community Characteristics, General ratings, as well as ratings in the facets of Economy, Recreation and Wellness and Education and Enrichment were particularly strong and higher than the national average. Within Governance, General ratings and ratings of Economy were also higher than elsewhere. Levels of participation within Built Environment were higher than the national benchmark, but for Mobility ratings were lower than in comparison communities. Ratings across all other facets tended to be positive and similar to the national benchmarks. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

DASHBOARD SUMMARY									
	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	21	29	1	11	33	0	3	26	7
General	4	3	0	2	1	0	0	3	0
Safety	1	2	0	2	4	0	1	1	1
Mobility	1	6	1	1	6	0	0	1	2
Natural Environment	1	2	0	1	5	0	0	3	0
Built Environment	1	4	0	1	6	0	2	0	0
Economy	5	3	0	1	0	0	0	2	1
Recreation and Wellness	3	3	0	1	3	0	0	5	0
Education and Enrichment	4	2	0	0	2	0	0	2	1
Community Engagement	1	4	0	2	6	0	0	9	2

National Benchmark	
	Higher
	Similar
	Lower

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Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↔	↑	93%	Customer service	↑	↑	88%	Recommend Novi	↔	↔	93%
	Overall quality of life	↔	↑	93%	Services provided by Novi	↔	↑	90%	Remain in Novi	↔	↔	87%
	Place to retire	↔	↔	70%	Services provided by the Federal Government	↔	↔	47%	Contacted Novi employees	↔	↔	40%
	Place to raise children	↔	↑	95%								
	Place to live	↔	↔	95%								
	Neighborhood	↔	↔	90%								
	Overall image	↔	↑	92%								
Safety	Overall feeling of safety	↔	↑	96%	Police	↔	↑	93%	Was NOT the victim of a crime	↔	↔	95%
	Safe in neighborhood	↔	↔	98%	Crime prevention	↔	↑	90%	Did NOT report a crime	↔	↑	90%
	Safe downtown/commercial area	↔	↔	96%	Fire	↔	↔	96%	Stocked supplies for an emergency	↔	↓	27%
					Fire prevention	↔	↔	90%				
					Ambulance/EMS	↔	↔	92%				
				Emergency preparedness	↑	↔	80%					
Mobility	Traffic flow	↔	↔	39%	Traffic enforcement	↑	↑	81%	Carpooled instead of driving alone	↔	↓	31%
	Travel by car	↔	↔	62%	Street repair	↔	↔	38%	Walked or biked instead of driving	↔	↔	51%
	Travel by bicycle	↔	↔	50%	Street cleaning	↔	↔	59%	Used public transportation instead of driving	*	↓↓	5%
	Ease of walking	↑	↔	60%	Street lighting	↔	↔	64%				
	Travel by public transportation	*	↓	24%	Snow removal	↑	↔	73%				
	Overall ease travel	↔	↔	71%	Sidewalk maintenance	↔	↔	65%				
	Public parking	↔	↑	71%	Traffic signal timing	↑	↔	59%				
	Paths and walking trails	↔	↔	57%								
Natural Environment	Overall natural environment	↔	↔	75%	Garbage collection	↑	↔	94%	Recycled at home	↔	↔	88%
	Air quality	↔	↔	87%	Recycling	↑	↔	84%	Conserved water	↑	↔	84%
	Cleanliness	↑	↑	94%	Yard waste pick-up	*	↔	86%	Made home more energy efficient	↔	↔	78%
					Drinking water	↔	↑	85%				
				Open space	↔	↔	49%					
				Natural areas preservation	↔	↔	55%					
Built Environment	New development in Novi	↔	↔	66%	Sewer services	↔	↔	87%	NOT experiencing housing cost stress	↔	↑	81%
	Affordable quality housing	↔	↔	52%	Storm drainage	↔	↔	76%	Did NOT observe a code violation	↔	↑	71%
	Housing options	↔	↑	73%	Power utility	↔	↔	86%				
	Overall built environment	↔	↔	65%	Utility billing	↑	↔	83%				
	Public places	↔	↔	74%	Land use, planning and zoning	↔	↔	56%				
					Code enforcement	↔	↑	69%				
				Cable television	↔	↔	53%					

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

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	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	↑	↑	95%	Economic development	↔	↑	75%	Economy will have positive impact on income	↑	↔	42%
	Shopping opportunities	↔	↑↑	93%					Purchased goods or services in Novi	↔	↔	97%
	Employment opportunities	↑	↑↑	74%					Work in Novi	↔	↓	29%
	Place to visit	↔	↔	71%								
	Cost of living	↔	↔	51%								
	Vibrant downtown/commercial area	↔	↔	45%								
	Place to work	↔	↑	84%								
Recreation and Wellness	Business and services	↔	↑	80%								
	Fitness opportunities	↔	↔	74%	City parks	↔	↔	86%	In very good to excellent health	↔	↔	69%
	Recreational opportunities	↔	↔	75%	Recreation centers	↔	↔	80%	Used Novi recreation centers	↔	↔	49%
	Health care	↑	↑	88%	Recreation programs	↔	↔	82%	Visited a City park	↔	↔	78%
	Food	↔	↑	85%	Health services	↔	↑	89%	Ate 5 portions of fruits and vegetables	↔	↔	87%
	Health and wellness	↔	↔	84%					Participated in moderate or vigorous physical activity	↔	↔	84%
Education and Enrichment	Preventive health services	↔	↑	87%								
	K-12 education	↔	↑↑	95%	Public libraries	↔	↔	91%	Used Novi public libraries	↔	↔	69%
	Cultural/arts/music activities	↔	↔	66%	Special events	↑	↔	77%	Participated in religious or spiritual activities	↔	↔	41%
	Child care/preschool	↔	↑	76%					Attended a City-sponsored event	↔	↓	43%
	Religious or spiritual events and activities	↔	↔	83%								
	Adult education	↔	↑	83%								
Community Engagement	Overall education and enrichment	↔	↑	91%								
	Opportunities to participate in community matters	↔	↔	71%	Public information	↔	↔	78%	Sense of community	↑	↔	72%
	Opportunities to volunteer	↔	↔	77%	Overall direction	↔	↔	67%	Voted in local elections	↔	↔	80%
	Openness and acceptance	↔	↑	78%	Value of services for taxes paid	↔	↔	66%	Talked to or visited with neighbors	↔	↔	89%
	Social events and activities	↔	↔	67%	Welcoming citizen involvement	↔	↑	69%	Attended a local public meeting	↔	↔	18%
	Neighborliness	↔	↔	74%	Confidence in City government	↔	↔	68%	Watched a local public meeting	↔	↔	16%
					Acting in the best interest of Novi	↔	↔	66%	Volunteered	↓	↓	22%
					Being honest	↔	↔	69%	Participated in a club	↔	↔	20%
					Treating all residents fairly	↔	↑	74%	Campaigned for an issue, cause or candidate	↔	↓	14%
									Contacted Novi elected officials	↔	↔	10%
								Read or watched local news	↔	↔	80%	
								Done a favor for a neighbor	↔	↔	77%	

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

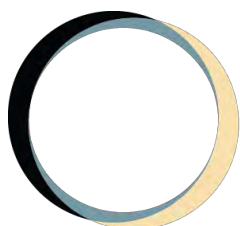


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Trends over Time

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Trend data for Novi represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected **residents' opinions**.

Meaningful differences between survey years have been noted within the following tables as being **“higher” or “lower”** if the differences are greater than seven percentage points between the 2016 and 2018 surveys, otherwise the comparisons between 2016 and 2018 are noted as being **“similar.”** Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Novi for 2018 generally remained stable. Of the 128 items for which comparisons were available, 110 items were rated similarly in 2016 and 2018; one item showed a decrease in ratings and 17 showed an increase in ratings. Notable trends over time included the following:

- While most ratings of Community Characteristics remained stable from 2016 to 2018, there were five aspects that increased. Novi residents gave higher ratings to the cleanliness of the natural environment, ease of walking, the overall economic health of the city, employment opportunities and to healthcare in 2018 compared to 2016. No aspects of Community Characteristics decreased during this time period.
- Within Governance, there were no decreases from 2016 to 2018, and nine aspects increased. Mobility ratings were on the rise, including traffic enforcement, snow removal, and traffic signal timing. Residents gave more positive marks to garbage collection, recycling, utility billing and emergency preparedness. Within Education and Enrichment, there was an increase in positive ratings for special events in Novi in 2016 compared to 2018. Further, the overall quality of customer service provided by City of Novi employees was regarded more highly by residents in 2018 than in 2016.
- The majority of ratings within Participation remained stable from 2016 to 2018, but a few changes were observed. Fewer Novi residents reported that they had volunteered in the past 12 months in 2018 compared to 2016. Ratings for the overall sense of community increased in 2018. Further, more Novi residents reported that they had made efforts to conserve water and felt more positively about their personal economic outlook in 2018 compared to 2016. The proportion of respondents with positive economic outlooks is much higher than the baseline survey in 2006.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)							2018 rating compared to 2016	Comparison to benchmark						
	2006	2008	2010	2012	2014	2016	2018		2006	2008	2010	2012	2014	2016	2018
Overall quality of life	88%	92%	93%	92%	95%	95%	93%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Similar	Higher
Overall image	88%	88%	89%	91%	92%	93%	92%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher	Higher
Place to live	93%	97%	94%	97%	98%	96%	95%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Similar	Similar
Neighborhood	88%	86%	90%	90%	89%	89%	90%	Similar	Much higher	Much higher	Much higher	Much higher	Similar	Similar	Similar
Place to raise children	92%	95%	92%	93%	95%	95%	95%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher	Higher
Place to retire	55%	59%	70%	68%	62%	66%	70%	Similar	Lower	Similar	Much higher	Much higher	Similar	Similar	Similar
Overall appearance	82%	86%	89%	91%	93%	87%	93%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)							2018 rating compared to 2016	Comparison to benchmark						
		2006	2008	2010	2012	2014	2016	2018		2006	2008	2010	2012	2014	2016	2018
Safety	Overall feeling of safety	NA	NA	NA	NA	96%	95%	96%	Similar	NA	NA	NA	NA	Higher	Similar	Higher
	Safe in neighborhood	97%	94%	97%	98%	95%	97%	98%	Similar	Much higher	Much higher	Higher	Much higher	Similar	Similar	Similar
	Safe downtown/commercial area	97%	93%	96%	96%	96%	95%	96%	Similar	Much higher	Much higher	Much higher	Much higher	Similar	Similar	Similar
Mobility	Overall ease of travel	NA	NA	NA	NA	83%	69%	71%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Paths and walking trails	NA	46%	52%	53%	58%	57%	57%	Similar	NA	Much lower	Similar	Similar	Similar	Similar	Similar
	Ease of walking	45%	50%	57%	58%	58%	52%	60%	Higher	Much lower	Lower	Similar	Similar	Similar	Similar	Similar
	Travel by bicycle	34%	39%	46%	48%	50%	45%	50%	Similar	Much lower	Lower	Similar	Similar	Similar	Similar	Similar
	Travel by public transportation	NA	NA	NA	NA	NA	NA	24%	NA	NA	NA	NA	NA	NA	NA	Lower
	Travel by car	50%	64%	65%	72%	75%	61%	62%	Similar	Similar	Much higher	Higher	Much higher	Similar	Similar	Similar
	Public parking	NA	NA	NA	NA	82%	73%	71%	Similar	NA	NA	NA	NA	Higher	Higher	Higher
	Traffic flow	27%	44%	44%	55%	55%	35%	39%	Similar	NA	Similar	Similar	Higher	Similar	Similar	Similar
	Natural Environment	Overall natural environment	NA	71%	81%	81%	85%	81%	75%	Similar	NA	Similar	Higher	Higher	Similar	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)							2018 rating compared to 2016	Comparison to benchmark						
		2006	2008	2010	2012	2014	2016	2018		2006	2008	2010	2012	2014	2016	2018
	Cleanliness	NA	88%	93%	93%	95%	86%	94%	Higher	NA	Much higher	Much higher	Much higher	Higher	Similar	Higher
	Air quality	NA	NA	NA	NA	92%	83%	87%	Similar	NA	NA	NA	NA	Higher	Similar	Similar
Built Environment	Overall built environment	NA	NA	NA	NA	76%	67%	65%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	New development in Novi	73%	78%	78%	77%	68%	67%	66%	Similar	Much higher	Much higher	Much higher	Much higher	Similar	Similar	Similar
	Affordable quality housing	39%	57%	69%	70%	60%	48%	52%	Similar	Similar	Much higher	Much higher	Much higher	Similar	Similar	Similar
	Housing options	NA	83%	75%	83%	75%	71%	73%	Similar	NA	Much higher	Much higher	Much higher	Higher	Higher	Higher
	Public places	NA	NA	NA	NA	74%	71%	74%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Overall economic health	NA	NA	NA	NA	92%	86%	95%	Higher	NA	NA	NA	NA	Much higher	Higher	Higher
Economy	Vibrant downtown/commercial area	NA	NA	NA	NA	49%	46%	45%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Business and services	NA	85%	85%	88%	83%	82%	80%	Similar	NA	Much higher	Much higher	Much higher	Higher	Higher	Higher
	Cost of living	NA	NA	NA	NA	54%	47%	51%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Shopping opportunities	95%	94%	95%	95%	94%	92%	93%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher
	Employment opportunities	45%	44%	50%	55%	66%	67%	74%	Higher	Much higher	Much higher	Much higher	Much higher	Much higher	Higher	Much higher
	Place to visit	NA	NA	NA	NA	72%	76%	71%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Place to work	73%	77%	77%	83%	84%	82%	84%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	Higher	Higher
	Health and wellness	NA	NA	NA	NA	88%	85%	84%	Similar	NA	NA	NA	NA	Higher	Similar	Similar
Recreation and Wellness	Preventive health services	NA	76%	84%	85%	85%	80%	87%	Similar	NA	Much higher	Much higher	Much higher	Higher	Higher	Higher
	Health care	72%	71%	83%	81%	86%	79%	88%	Higher	Much higher	Much higher	Much higher	Much higher	Higher	Higher	Higher
	Food	79%	81%	86%	83%	83%	79%	85%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher	Higher
	Recreational opportunities	68%	70%	71%	80%	77%	72%	75%	Similar	Much higher	Higher	Higher	Much higher	Similar	Similar	Similar
	Fitness opportunities	NA	NA	NA	NA	80%	75%	74%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Education and enrichment opportunities	NA	NA	NA	NA	92%	90%	91%	Similar	NA	NA	NA	NA	Higher	Higher	Higher
Education and Enrichment	Religious or spiritual events and activities	NA	74%	77%	83%	76%	78%	83%	Similar	NA	Similar	Similar	Higher	Similar	Similar	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)							2018 rating compared to 2016	Comparison to benchmark						
		2006	2008	2010	2012	2014	2016	2018		2006	2008	2010	2012	2014	2016	2018
	Cultural/arts/music activities	59%	55%	60%	74%	64%	64%	66%	Similar	Higher	Similar	Higher	Much higher	Similar	Similar	Similar
	Adult education	NA	NA	NA	NA	76%	79%	83%	Similar	NA	NA	NA	NA	Higher	Higher	Higher
	K-12 education	90%	88%	89%	92%	93%	94%	95%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Much higher	Much higher
	Child care/preschool	52%	57%	71%	68%	78%	74%	76%	Similar	Similar	Much higher	Much higher	Much higher	Higher	Higher	Higher
	Social events and activities	NA	60%	71%	80%	65%	63%	67%	Similar	NA	Higher	Higher	Much higher	Similar	Similar	Similar
Community Engagement	Neighborhoodliness	NA	NA	NA	NA	70%	70%	74%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Openness and acceptance	79%	83%	78%	85%	83%	82%	78%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher	Higher
	Opportunities to participate in community matters	NA	68%	75%	73%	75%	64%	71%	Similar	NA	Higher	Much higher	Much higher	Similar	Similar	Similar
	Opportunities to volunteer	NA	70%	73%	76%	74%	70%	77%	Similar	NA	Similar	Higher	Higher	Similar	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)							2018 rating compared to 2016	Comparison to benchmark						
	2006	2008	2010	2012	2014	2016	2018		2006	2008	2010	2012	2014	2016	2018
Services provided by Novi	81%	80%	88%	90%	89%	83%	90%	Similar	Higher	Much higher	Much higher	Much higher	Higher	Similar	Higher
Customer service	83%	84%	87%	89%	85%	80%	88%	Higher	Much higher	Much higher	Much higher	Much higher	Similar	Similar	Higher
Value of services for taxes paid	56%	51%	63%	69%	65%	61%	66%	Similar	Similar	Lower	Higher	Much higher	Similar	Similar	Similar
Overall direction	62%	67%	72%	80%	83%	70%	67%	Similar	Higher	Higher	Much higher	Much higher	Higher	Similar	Similar
Welcoming citizen involvement	62%	56%	59%	72%	72%	63%	69%	Similar	Higher	Similar	Higher	Much higher	Higher	Similar	Higher
Confidence in City government	NA	NA	NA	NA	75%	66%	68%	Similar	NA	NA	NA	NA	Higher	Similar	Similar
Acting in the best interest of Novi	NA	NA	NA	NA	78%	68%	66%	Similar	NA	NA	NA	NA	Higher	Similar	Similar
Being honest	NA	NA	NA	NA	78%	70%	69%	Similar	NA	NA	NA	NA	Higher	Similar	Similar
Treating all residents fairly	NA	NA	NA	NA	81%	73%	74%	Similar	NA	NA	NA	NA	Higher	Higher	Higher
Services provided by the Federal Government	42%	36%	40%	38%	47%	41%	47%	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar

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Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)						2018 rating compared to 2016	Comparison to benchmark							
		2006	2008	2010	2012	2014	2016		2018	2006	2008	2010	2012	2014	2016	2018
Safety	Police	87%	88%	92%	93%	88%	89%	93%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Similar	Higher
	Fire	93%	92%	97%	95%	95%	95%	96%	Similar	Much higher	Higher	Higher	Much higher	Similar	Similar	Similar
	Ambulance/EMS	90%	91%	98%	93%	94%	96%	92%	Similar	Much higher	Much higher	Much higher	Much higher	Similar	Similar	Similar
	Crime prevention	86%	79%	85%	89%	86%	86%	90%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher	Higher
	Fire prevention	85%	88%	85%	90%	90%	90%	90%	Similar	Much higher	Much higher	Higher	Much higher	Similar	Similar	Similar
	Emergency preparedness	NA	64%	74%	78%	74%	65%	80%	Higher	NA	Similar	Higher	Much higher	Similar	Similar	Similar
Mobility	Traffic enforcement	75%	81%	77%	77%	80%	73%	81%	Higher	Much higher	Much higher	Much higher	Much higher	Higher	Similar	Higher
	Street repair	51%	50%	47%	51%	40%	37%	38%	Similar	Higher	Similar	Similar	Similar	Similar	Similar	Similar
	Street cleaning	60%	64%	71%	66%	60%	58%	59%	Similar	Similar	Similar	Higher	Similar	Similar	Similar	Similar
	Street lighting	56%	59%	62%	64%	68%	59%	64%	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar
	Snow removal	63%	60%	63%	70%	67%	61%	73%	Higher	Similar	Similar	Similar	Higher	Similar	Similar	Similar
	Sidewalk maintenance	57%	61%	62%	68%	64%	60%	65%	Similar	Higher	Much higher	Much higher	Much higher	Similar	Similar	Similar
Natural Environment	Traffic signal timing	46%	54%	53%	57%	54%	46%	59%	Higher	Similar	Higher	Similar	Higher	Similar	Similar	Similar
	Garbage collection	NA	NA	81%	NA	NA	NA	94%	Higher	NA	NA	Similar	NA	NA	NA	Similar
	Recycling	66%	65%	70%	75%	68%	74%	84%	Higher	Much lower	Lower	Similar	Higher	Similar	Similar	Similar
	Yard waste pick-up	NA	NA	NA	NA	NA	NA	86%	NA	NA	NA	NA	NA	NA	NA	Similar
	Drinking water	NA	81%	NA	NA	79%	79%	85%	Similar	NA	Much higher	NA	NA	Similar	Similar	Higher
	Natural areas preservation	NA	56%	73%	70%	70%	58%	55%	Similar	NA	Similar	Much higher	Much higher	Similar	Similar	Similar
Built Environment	Open space	NA	NA	NA	NA	64%	54%	49%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Storm drainage	69%	69%	78%	78%	76%	73%	76%	Similar	Much higher	Much higher	Much higher	Much higher	Similar	Similar	Similar
	Sewer services	NA	79%	NA	NA	85%	81%	87%	Similar	NA	Higher	NA	NA	Similar	Similar	Similar
	Power utility	NA	NA	NA	NA	75%	82%	86%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Utility billing	NA	NA	NA	NA	72%	72%	83%	Higher	NA	NA	NA	NA	Similar	Similar	Similar
	Land use, planning and zoning	42%	54%	61%	61%	64%	57%	56%	Similar	Similar	Much higher	Much higher	Much higher	Higher	Similar	Similar

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		Percent rating positively (e.g., excellent/good)							2018 rating compared to 2016	Comparison to benchmark						
		2006	2008	2010	2012	2014	2016	2018		2006	2008	2010	2012	2014	2016	2018
	Code enforcement	69%	63%	70%	73%	74%	65%	69%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher	Higher
	Cable television	52%	48%	50%	66%	61%	56%	53%	Similar	Similar	Similar	Similar	Much higher	Similar	Similar	Similar
Economy	Economic development	64%	60%	62%	73%	77%	74%	75%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	Higher	Higher
Recreation and Wellness	City parks	78%	80%	81%	87%	85%	82%	86%	Similar	Similar	Higher	Similar	Higher	Similar	Similar	Similar
	Recreation programs	72%	75%	77%	82%	79%	85%	82%	Similar	Similar	Higher	Higher	Much higher	Similar	Similar	Similar
	Recreation centers	70%	75%	76%	84%	77%	77%	80%	Similar	Similar	Higher	Higher	Much higher	Similar	Similar	Similar
	Health services	NA	NA	NA	NA	87%	82%	89%	Similar	NA	NA	NA	NA	Higher	Similar	Higher
Education and Enrichment	Special events	NA	NA	NA	NA	72%	65%	77%	Higher	NA	NA	NA	NA	Similar	Similar	Similar
	Public libraries	77%	84%	94%	93%	92%	91%	91%	Similar	Similar	Similar	Much higher	Much higher	Higher	Similar	Similar
Community Engagement	Public information	65%	69%	77%	84%	80%	82%	78%	Similar	Higher	Much higher	Much higher	Much higher	Higher	Higher	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)							2018 rating compared to 2016	Comparison to benchmark						
	2006	2008	2010	2012	2014	2016	2018		2006	2008	2010	2012	2014	2016	2018
Sense of community	63%	74%	73%	75%	70%	64%	72%	Higher	Similar	Much higher	Higher	Much higher	Similar	Similar	Similar
Recommend Novi	NA	92%	96%	95%	97%	96%	93%	Similar	NA	Much higher	Much higher	Much higher	Higher	Higher	Similar
Remain in Novi	NA	86%	85%	90%	92%	89%	87%	Similar	NA	Similar	Similar	Higher	Similar	Similar	Similar
Contacted Novi employees	54%	52%	40%	38%	37%	36%	40%	Similar	NA	Much lower	Much lower	Much lower	Lower	Similar	Similar

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Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)							2018 rating compared to 2016	Comparison to benchmark						
		2006	2008	2010	2012	2014	2016	2018		2006	2008	2010	2012	2014	2016	2018
Safety	Stocked supplies for an emergency	NA	NA	NA	NA	26%	22%	27%	Similar	NA	NA	NA	NA	Lower	Lower	Lower
	Did NOT report a crime	NA	NA	NA	NA	85%	88%	90%	Similar	NA	NA	NA	NA	Similar	Higher	Higher
	Was NOT the victim of a crime	92%	90%	92%	94%	93%	91%	95%	Similar	NA	Higher	Higher	Much higher	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	NA	NA	NA	NA	NA	NA	5%	NA	NA	NA	NA	NA	NA	NA	Much lower
	Carpooled instead of driving alone	NA	NA	NA	NA	28%	30%	31%	Similar	NA	NA	NA	NA	Lower	Lower	Lower
	Walked or biked instead of driving	NA	NA	NA	NA	55%	53%	51%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
Natural Environment	Conserved water	NA	NA	NA	NA	74%	76%	84%	Higher	NA	NA	NA	NA	Similar	Similar	Similar
	Made home more energy efficient	NA	NA	NA	NA	78%	75%	78%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Recycled at home	72%	78%	69%	77%	78%	84%	88%	Similar	NA	Similar	Much lower	Lower	Similar	Similar	Similar
Built Environment	Did NOT observe a code violation	NA	NA	NA	NA	68%	68%	71%	Similar	NA	NA	NA	NA	Higher	Higher	Higher
	NOT under housing cost stress	NA	70%	76%	74%	75%	75%	81%	Similar	NA	Much higher	Much higher	Much higher	Similar	Similar	Higher
Economy	Purchased goods or services in Novi	NA	NA	NA	NA	98%	99%	97%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Economy will have positive impact on income	11%	9%	24%	28%	40%	30%	42%	Higher	NA	Much lower	Much higher	Much higher	Higher	Similar	Similar
	Work in Novi	NA	NA	NA	NA	21%	26%	29%	Similar	NA	NA	NA	NA	Much lower	Lower	Lower
Recreation and Wellness	Used Novi recreation centers	48%	45%	44%	51%	47%	48%	49%	Similar	NA	Much lower	Much lower	Lower	Lower	Similar	Similar
	Visited a City park	70%	77%	71%	76%	66%	73%	78%	Similar	NA	Much lower	Much lower	Much lower	Lower	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	NA	NA	NA	86%	86%	87%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	NA	NA	NA	82%	90%	84%	Similar	NA	NA	NA	NA	Similar	Similar	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)							2018 rating compared to 2016	Comparison to benchmark						
		2006	2008	2010	2012	2014	2016	2018		2006	2008	2010	2012	2014	2016	2018
	In very good to excellent health	NA	NA	NA	NA	68%	70%	69%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Used Novi public libraries	69%	71%	71%	74%	64%	70%	69%	Similar	NA	Similar	Similar	Similar	Similar	Similar	Similar
	Participated in religious or spiritual activities	NA	NA	NA	NA	35%	40%	41%	Similar	NA	NA	NA	NA	Lower	Similar	Similar
Education and Enrichment	Attended a City-sponsored event	NA	NA	NA	NA	35%	36%	43%	Similar	NA	NA	NA	NA	Lower	Lower	Lower
	Campaigned for an issue, cause or candidate	NA	NA	NA	NA	15%	16%	14%	Similar	NA	NA	NA	NA	Similar	Similar	Lower
	Contacted Novi elected officials	NA	NA	NA	NA	7%	11%	10%	Similar	NA	NA	NA	NA	Lower	Similar	Similar
	Volunteered	33%	30%	27%	30%	29%	30%	22%	Lower	NA	Much lower	Much lower	Much lower	Lower	Lower	Lower
	Participated in a club	NA	NA	17%	21%	22%	18%	20%	Similar	NA	NA	Much lower	Much lower	Similar	Similar	Similar
	Talked to or visited with neighbors	NA	NA	NA	NA	87%	89%	89%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Done a favor for a neighbor	NA	NA	NA	NA	74%	80%	77%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
	Attended a local public meeting	23%	25%	21%	18%	16%	19%	18%	Similar	NA	Similar	Much lower	Much lower	Similar	Similar	Similar
	Watched a local public meeting	45%	42%	33%	25%	18%	14%	16%	Similar	NA	Lower	Much lower	Much lower	Lower	Lower	Similar
	Read or watched local news	NA	NA	NA	NA	78%	80%	80%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
Community Engagement	Voted in local elections	77%	82%	71%	68%	79%	74%	80%	Similar	NA	Much higher	Lower	Lower	Similar	Similar	Similar

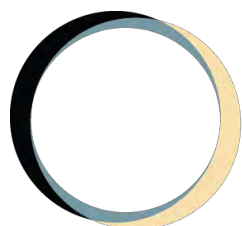


THE NCSTM
The National Citizen SurveyTM

Novi, MI

Comparisons by Demographic Subgroups

2018



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About

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Novi's **Comparisons by Demographic Subgroups** is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by age, race, annual household income and number of years in Novi.

Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the **quality of life as “excellent” or “good,” or the percent of respondents who participated in an activity at least once.** It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by selected respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. **A “p-value” of 0.05 or less indicates** that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the **selected categories of the sample represent “real” differences among** those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroups ratings within a row (a single question item) that has a statistically significant difference, an upper case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table A below, respondents age 55 and over (C) gave significantly higher rating to the overall quality of life than those age 18 to 34 (A) and 35 to 54 (B), **as denoted by the “A B” listed in the cell of the ratings** for those 55+. This was also true of women (A) over men (B); people who were white alone, not Hispanic (A) over those who were Hispanic and/or other race (B); homeowners (B) over renters (A); and those living in detached housing (A) over those living in attached housing (B).

Figure 1: Community Characteristics – General (Example Only)

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
The overall quality of life in ABC	76%	78% A	82% A B	79% B	77%	81% B	71%	73%	81% A	79% B	76%	78%
Overall image or reputation of ABC	69%	69%	73% A B	71% B	69%	72% B	64%	68%	71% A	69%	71% A	70%
ABC as a place to live	81%	84% A	87% A B	85% B	83%	86% B	78%	79%	86% A	85% B	82%	84%

Findings

Notable differences between demographic subgroups included the following:

- Residents who had lived in Novi for more than two years were more likely to give positive ratings to several aspects of Mobility, including public parking, public transportation, ease of biking and ease of walking and the availability of paths and trails than residents who had lived in Novi for a shorter amount of time. Further, these residents also gave higher ratings to some aspects of economy such as Novi as a place to work and to the cost of living than residents who had lived in Novi for less than two years.
- Within Community Characteristics, residents with an annual household income of \$50,000 or more tended to give more positive ratings to their neighborhoods, Novi as a place to live and as a place to raise children. Additionally, they gave more positive ratings to affordability aspects such as cost of living, availability of affordable quality food and the availability of affordable quality health services.
- Non-white residents were more likely to use potential new features of the Novi Library, placed a higher importance on new library features and were more likely to support a property tax increase for the Novi Library than white residents. Residents age 18-34 tended to give higher ratings than residents who were 35 or older to aspects of Government such as the job Novi government does at welcoming citizen involvement, overall confidence in Novi government and acting in the best interest of the community.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
The overall quality of life in Novi	90%	95%	93%	88%	96% A	94%	93%	95%	92%	94%	93%	93%
Overall image or reputation of Novi	88%	94%	93%	88%	94%	93%	93%	93%	99% B	90%	92%	92%
Novi as a place to live	89%	97% A	97% A	88%	99% A	96% A	95%	97%	92%	98%	95%	95%
Your neighborhood as a place to live	93%	89%	91%	79%	91% A	94% A	90%	93%	81%	93% A	93% A	90%
Novi as a place to raise children	90%	96%	96%	86%	96% A	96% A	95%	96%	92%	96%	94%	95%
Novi as a place to retire	72%	70%	70%	71%	87% A C	62%	70%	74%	78% B	60%	78% B	70%
Overall appearance of Novi	91%	95%	92%	96%	93%	93%	95% B	89%	96%	93%	93%	93%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Overall feeling of safety in Novi	95%	97%	95%	99%	97%	95%	96%	93%	97%	96%	94%	96%
In your neighborhood during the day	97%	99%	98%	100%	99%	97%	98%	97%	97%	99%	97%	98%
In Novi's downtown/commercial area during the day	95%	99% C	93%	100%	97%	95%	96%	96%	97%	96%	96%	96%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Overall ease of getting to the places you usually have to visit	68%	69%	74%	56%	84% A C	71% A	68%	85% A	65%	69%	79% A B	71%
Traffic flow on major streets	30%	36%	44% A	37%	44%	36%	37%	45%	28%	38%	46% A	39%
Ease of public parking	57%	79% A	71% A	68%	66%	76%	70%	75%	62%	74%	75%	71%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Ease of travel by car in Novi	56%	65%	61%	52%	76% A C	59%	56%	84% A	60%	61%	65%	62%
Ease of travel by public transportation in Novi	7%	28% A	31% A	22%	27%	25%	27%	18%	17%	24%	31%	24%
Ease of travel by bicycle in Novi	20%	60% A	52% A	23%	67% A C	49% A	51%	46%	52%	47%	52%	50%
Ease of walking in Novi	48%	63% A	63% A	50%	63%	62%	61%	59%	61%	56%	67%	60%
Availability of paths and walking trails	42%	60% A	61% A	44%	64% A	59%	59%	52%	55%	53%	65%	57%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Quality of overall natural environment in Novi	70%	80%	74%	71%	86% A C	73%	74%	82%	72%	74%	80%	75%
Air quality	85%	89%	87%	87%	81%	91% B	89%	82%	86%	86%	91%	87%
Cleanliness of Novi	93%	94%	94%	98% B	90%	95%	95%	90%	100% B C	93%	92%	94%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	50%	74% A	64% A	58%	70%	67%	66%	69%	69%	63%	68%	65%
Public places where people want to spend time	75%	78%	68%	70%	79%	72%	72%	80%	74%	72%	77%	74%
Variety of housing options	80%	69%	73%	61%	74%	76% A	73%	72%	82% B	68%	74%	73%
Availability of affordable quality housing	36%	53% A	57% A	40%	52%	54%	51%	51%	49%	50%	54%	52%
Overall quality of new development in Novi	59%	77% A C	59%	67%	78% C	63%	68%	59%	83% B C	60%	64%	66%

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Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Overall economic health of Novi	93%	95%	96%	95%	96%	94%	95%	94%	99% B	92%	97%	95%
Novi as a place to work	72%	87% A	88% A	74%	92% A	83%	83%	88%	87%	81%	87%	84%
Novi as a place to visit	65%	74%	71%	83% B C	68%	70%	73%	66%	61%	72%	79% A	71%
Employment opportunities	80%	76%	70%	68%	84%	73%	79% B	66%	82% B	69%	77%	74%
Shopping opportunities	78%	95% A	97% A	88%	89%	96% A B	95% B	84%	92%	91%	95%	93%
Cost of living in Novi	36%	51% A	57% A	35%	51% A	57% A	54%	43%	58%	49%	51%	51%
Overall quality of business and service establishments in Novi	75%	86%	78%	69%	89% A	81% A	81%	80%	92% B	71%	87% B	80%
Vibrant downtown/commercial area	58% C	53% C	32%	60% C	52% C	40%	42%	57% A	58% B	39%	45%	45%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Health and wellness opportunities in Novi	75%	89% A	84%	76%	85%	87% A	85%	83%	83%	82%	90%	84%
Fitness opportunities (including exercise classes and paths or trails, etc.)	55%	82% A	75% A	48%	77% A	79% A	74%	72%	76%	73%	75%	74%
Recreational opportunities	59%	85% A C	74% A	53%	82% A	78% A	75%	79%	81%	76%	71%	75%
Availability of affordable quality food	76%	90% A	84%	73%	92% A	85% A	83%	90%	88% B	78%	92% B	85%
Availability of affordable quality health care	87%	89%	87%	77%	90% A	91% A	88%	87%	92%	85%	90%	88%
Availability of preventive health services	88%	87%	86%	72%	91% A	90% A	86%	89%	91%	85%	88%	87%

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Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Overall opportunities for education and enrichment	89%	95%	89%	87%	95%	90%	91%	90%	99% B	85%	95% B	91%
Availability of affordable quality child care/preschool	68%	80%	78%	42%	56%	90% A B	77%	75%	73%	75%	84%	76%
K-12 education	93%	96%	95%	96%	98%	93%	97% B	90%	98%	92%	97%	95%
Adult educational opportunities	81%	88%	79%	68%	88% A	86% A	85%	78%	90%	80%	82%	83%
Opportunities to attend cultural/arts/music activities	51%	66%	69% A	45%	76% A	68% A	64%	73%	59%	65%	68%	66%
Opportunities to participate in religious or spiritual events and activities	67%	86% A	85% A	70%	87% A	85% A	83%	81%	93% B	76%	85%	83%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Opportunities to participate in social events and activities	56%	71% A	66%	58%	73%	70%	67%	69%	70%	62%	72%	67%
Opportunities to volunteer	62%	80% A	78% A	64%	85% A	77%	75%	78%	72%	72%	84% B	77%
Opportunities to participate in community matters	63%	73%	71%	48%	79% A	76% A	71%	73%	75%	66%	75%	71%
Openness and acceptance of the community toward people of diverse backgrounds	75%	77%	80%	71%	88% A C	78%	78%	77%	87% B	71%	82% B	78%
Neighborliness of residents in Novi	73%	77%	72%	66%	84% A C	72%	72%	79%	83% C	72%	70%	74%

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Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)
The City of Novi	96% C	93% C	85%	87%	97% A C	89%	89%	91%	96% B	86%	93% B	90%
The value of services for the taxes paid to Novi	49%	73% A	66% A	69%	73%	63%	69%	59%	77% B	62%	64%	66%
The overall direction that Novi is taking	72%	75% C	60%	74%	89% C	61%	69%	69%	79% B	65%	67%	67%
The job Novi government does at welcoming citizen involvement	72%	78% C	62%	70%	75%	71%	71%	73%	84% B C	69%	64%	69%
Overall confidence in Novi government	68%	78% C	61%	71%	82% C	65%	68%	75%	81% B C	66%	66%	68%
Generally acting in the best interest of the community	75% C	71%	60%	70%	78% C	65%	67%	68%	80% B C	65%	63%	66%
Being honest	83% C	69%	62%	70%	67%	69%	66%	77%	74%	69%	65%	69%
Treating all residents fairly	82%	76%	70%	74%	79%	72%	72%	80%	77%	73%	74%	74%
Overall customer service by Novi employees (police, receptionists, planners, etc.)	81%	91%	87%	95%	91%	85%	88%	85%	85%	87%	90%	88%
The Federal Government	62% B C	45%	44%	49%	55%	43%	45%	57%	44%	51%	44%	47%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Police services	89%	94%	95%	96%	93%	95%	95%	89%	98%	92%	93%	93%
Fire services	92%	96%	98%	97%	99%	95%	98% B	90%	96%	96%	98%	96%
Ambulance or emergency medical services	92%	90%	92%	86%	97% A	90%	93%	86%	91%	87%	98% B	92%
Crime prevention	92%	94% C	86%	86%	96%	90%	91%	88%	97% B	86%	92%	90%
Fire prevention and education	94%	91%	87%	81%	93%	91%	89%	92%	100% B	83%	93% B	90%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	82%	88% C	73%	60%	90% A	81% A	80%	83%	95% B C	75%	78%	80%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Traffic enforcement	82%	78%	83%	83%	92% C	78%	81%	84%	84%	82%	78%	81%
Street repair	51% C	47% C	25%	36%	57% A C	31%	34%	53% A	59% B C	32%	33%	38%
Street cleaning	71% C	65% C	50%	54%	68%	58%	56%	69% A	71% B	55%	58%	59%
Street lighting	58%	70%	62%	65%	71%	63%	65%	64%	77% B	60%	64%	64%
Snow removal	68%	79%	69%	77%	70%	74%	75%	67%	82% B	69%	73%	73%
Sidewalk maintenance	86% B C	71% C	50%	74% C	76% C	58%	64%	71%	89% B C	61%	53%	65%
Traffic signal timing	64%	60%	57%	45%	68% A	60% A	55%	77% A	67%	58%	56%	59%

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Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Garbage collection	94%	98% C	91%	92%	98%	93%	94%	95%	100% C	94%	91%	94%
Recycling	71%	89% A	84% A	70%	89% A	83% A	82%	89%	77%	88% A	82%	84%
Yard waste pick-up	83%	89%	84%	71%	93% A	87% A	84%	90%	76%	88% A	89% A	86%
Drinking water	66%	83% A	93% A B	73%	85% A	88% A	84%	87%	78%	85%	89% A	85%
Preservation of natural areas such as open space, farmlands and greenbelts	63%	60%	48%	40%	80% A C	50%	54%	63%	65% B	50%	59%	55%
Novi open space	42%	59% A C	46%	28%	75% A C	46% A	46%	63% A	70% B C	41%	53%	49%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Storm drainage	72%	84% C	71%	54%	77% A	82% A	75%	79%	77%	78%	73%	76%
Sewer services	73%	92% A	89% A	76%	91% A	88% A	87%	86%	90%	85%	88%	87%
Power (electric and/or gas) utility	76%	88% A	88% A	89%	86%	86%	88% B	80%	85%	88%	85%	86%
Utility billing	75%	83%	86%	70%	81%	88% A	85%	76%	81%	87%	80%	83%
Land use, planning and zoning	43%	67% A C	53%	57%	67%	54%	57%	53%	60%	55%	56%	56%
Code enforcement (weeds, abandoned buildings, etc.)	72%	74%	64%	72%	76%	67%	67%	79%	82% B C	66%	64%	69%
Cable television	65% C	65% C	39%	47%	61%	54%	51%	63%	77% B C	47%	52%	53%

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Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Economic development	71%	84% C	68%	66%	86% A C	74%	73%	77%	90% B C	70%	71%	75%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
City parks	70%	88% A	88% A	84%	92%	84%	87%	81%	87%	84%	88%	86%
Recreation programs or classes	57%	92% A	83% A	77%	84%	82%	87% B	68%	84%	79%	87%	82%
Recreation centers or facilities	61%	89% A C	78% A	75%	84%	78%	82%	72%	84%	77%	80%	80%
Health services	89%	92%	85%	81%	92%	90%	90%	83%	98% B C	84%	88%	89%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Public library services	82%	92% A	92% A	93%	88%	92%	92%	85%	95%	88%	91%	91%
City-sponsored special events	80%	82%	71%	77%	78%	76%	77%	74%	100% B C	69%	76%	77%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Public information services	73%	83%	74%	71%	79%	80%	79%	77%	84%	78%	74%	78%

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Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Sense of community	73%	73%	70%	80%	69%	73%	71%	78%	71%	71%	74%	72%
Recommend living in Novi to someone who asks	83%	95% A	95% A	82%	100% A C	93% A	92%	97%	82%	97% A	96% A	93%
Remain in Novi for the next five years	77%	87% A	90% A	78%	86%	91% A	86%	90%	76%	91% A	89% A	87%
Contacted the City of Novi (in-person, phone, email or web) for help or information	36%	30%	48% B	32%	29%	47% A B	42% B	28%	24%	39% A	50% A	40%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Was NOT the victim of a crime	93%	96%	95%	88%	92%	98% A B	96% B	90%	94%	95%	95%	95%
Did NOT report a crime	99% C	91%	86%	86%	90%	93%	89%	95%	89%	93%	89%	90%
Stocked supplies in preparation for an emergency	18%	21%	34% A B	24%	30%	26%	28%	21%	22%	24%	32%	27%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Walked or biked instead of driving	36%	57% A	54% A	43%	54%	54%	52%	53%	56%	57% C	43%	51%
Carpooled with other adults or children instead of driving alone	30%	30%	32%	42% C	33%	25%	31%	30%	49% B C	29%	21%	31%
Used bus, rail, subway or other public transportation instead of driving	4%	5%	5%	11% C	5%	3%	5%	5%	2%	5%	9% A	5%

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Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Recycle at home	78%	91% A	88% A	77%	83%	92% A B	88%	84%	100% B C	82%	86%	88%
Made efforts to make your home more energy efficient	78%	78%	79%	71%	74%	81%	78%	79%	89% B C	74%	75%	78%
Made efforts to conserve water	76%	85%	87% A	79%	92% A C	81%	85%	80%	90%	80%	86%	84%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
NOT under housing cost stress	78%	77%	87% B	56%	67%	97% A B	83%	75%	83% C	93% A C	63%	81%
Did NOT observe a code violation	72%	78% C	65%	80% C	70%	67%	70%	71%	88% B C	63%	70%	71%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Purchase goods or services from a business located in Novi	93%	98% A	97%	90%	99% A	97% A	96%	99%	94%	97%	97%	97%
Economy will have positive impact on income	31%	49% A	41%	27%	37%	53% A B	45%	34%	46%	49% C	34%	42%
Work in Novi	34%	35% C	22%	18%	41% A	30%	27%	39% A	31% C	40% C	13%	29%

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Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Used Novi recreation centers or their services	39%	57% A	48%	27%	53% A	55% A	47%	56%	61% C	52% C	39%	49%
Visited a neighborhood park or City park	78%	80%	77%	58%	79% A	86% A	75%	88% A	90% C	87% C	59%	78%
Eat at least 5 portions of fruits and vegetables a day	84%	91% C	83%	77%	90% A	86%	86%	88%	89%	87%	83%	87%
Participate in moderate or vigorous physical activity	76%	80%	91% A B	77%	79%	88% A	87% B	74%	83%	90% C	76%	84%
Reported being in "very good" or "excellent" health	65%	66%	72%	59%	61%	76% A B	68%	69%	73%	71%	63%	69%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Used Novi public libraries or their services	59%	71%	73% A	47%	72% A	76% A	67%	78% A	53%	81% A C	64%	69%
Participated in religious or spiritual activities in Novi	38%	36%	48% B	24%	35%	51% A B	39%	51%	31%	46% A	42%	41%
Attended a City-sponsored event	34%	45%	43%	31%	52% A	42%	39%	54% A	39%	48%	37%	43%

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Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)
Campaigned or advocated for an issue, cause or candidate	7%	14%	17% A	6%	17%	14%	15%	11%	9%	12%	20% A	14%
Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	4%	8%	14% A	6%	8%	12%	11%	5%	3%	10% A	14% A	10%
Volunteered your time to some group/activity in Novi	15%	20%	27% A	11%	18%	27% A	20%	26%	9%	25% A	25% A	22%
Participated in a club	12%	17%	27% A B	14%	22%	22%	23%	14%	13%	21%	25% A	20%
Talked to or visited with your immediate neighbors	84%	82%	97% A B	95% B	79%	92% B	93% B	75%	83%	88%	93% A	89%
Done a favor for a neighbor	54%	73% A	89% A B	63%	64%	86% A B	80% B	63%	55%	79% A	86% A	77%
Attended a local public meeting	10%	17%	22% A	7%	11%	24% A B	18%	17%	4%	20% A	23% A	18%
Watched (online or on television) a local public meeting	7%	16%	21% A	15%	15%	17%	17%	11%	4%	16% A	24% A B	16%
Read or watch local news (via television, paper, computer, etc.)	68%	80% A	83% A	83% B	69%	83% B	81%	75%	68%	78%	87% A	80%
Vote in local elections	47%	81% A	93% A B	71%	70%	85% A B	90% B	45%	77%	71%	93% A B	80%

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Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Overall feeling of safety in Novi	81%	100% A	96% A	90%	98% A	93%	93%	98%	86%	98% A	95% A	95%
Overall ease of getting to the places you usually have to visit	85%	97% A C	87%	88%	95%	88%	90%	89%	93%	90%	88%	90%
Quality of overall natural environment in Novi	84%	94% A	89%	83%	93%	90%	89%	94%	94% C	93% C	82%	90%
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	73%	73%	77%	58%	76% A	79% A	73%	80%	70%	73%	82% A	75%
Health and wellness opportunities in Novi	72%	82%	76%	72%	91% A C	72%	74%	90% A	76%	74%	83%	78%
Overall opportunities for education and enrichment	72%	93% A C	78%	68%	95% A C	82% A	81%	90% A	88%	81%	82%	83%
Overall economic health of Novi	86%	91%	92%	87%	96% C	88%	89%	93%	92%	88%	93%	91%
Sense of community	84%	89% C	80%	87%	86%	83%	85%	83%	88%	84%	83%	85%

Table 29: Renting or Buying Within Novi

Percent rating positively (e.g., very likely/somewhat likely)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
If moving within the next five years, would consider renting or buying only within Novi	63%	65%	57%	52%	70% A	62%	56%	82% A	65%	63%	60%	62%

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Table 30: Likelihood of Using New Library Features

Percent rating positively (e.g., very likely/somewhat likely)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Increased meeting room rental space availability	32% C	35% C	20%	15%	31% A	30% A	19%	55% A	34% C	28%	19%	28%
Extended Sunday hours (12pm to 8pm)	51%	60% C	47%	48%	52%	56%	50%	60%	59% C	61% C	36%	53%
Automatic renewal on materials that are currently checked out	51%	71% A C	59%	46%	65% A	66% A	58%	75% A	59%	69% C	53%	62%
An improved café experience	39%	53% A C	34%	35%	38%	48%	38%	57% A	42%	46%	37%	42%
Elimination of daily overdue fines	46%	63% A C	43%	35%	61% A	54% A	47%	71% A	56% C	63% C	33%	51%

Table 31: Importance of Library Services

Percent rating positively (e.g., essential/very important/somewhat important)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Checking out books, music or movies	63%	80% A	71%	58%	75% A	76% A	70%	83% A	71%	80% C	63%	73%
Downloading electronic books, digital music or digital movies	59%	73% A C	54%	40%	68% A	67% A	58%	76% A	68% C	67% C	49%	62%
Attending performances for youth, teen and/or adults	52%	64% C	43%	33%	60% A	56% A	46%	76% A	54%	58% C	41%	53%
Availability of meeting room space	45% C	57% C	32%	24%	49% A	47% A	35%	73% A	51% C	45%	35%	44%
Opportunities for learning (e.g., online tutoring, ESL classes, computer classes, adult education opportunities, cultural learning experiences, etc.)	59%	74% A C	55%	50%	67% A	64%	58%	81% A	65%	65%	55%	63%

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Table 32: Support for Potential Property Tax Increases

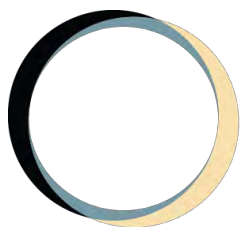
Percent rating positively (strongly support/somewhat support)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)
Enhancing Novi Public Library operations	73% C	72% C	54%	70%	79% C	55%	59%	79% A	82% B C	61%	56%	63%
Widening Beck Road	75%	69%	70%	76%	68%	72%	71%	74%	68%	71%	73%	71%
Joining the Suburban Mobility Authority for Regional Transit (SMART) System	69% C	57%	51%	75% C	60%	51%	54%	68% A	60%	51%	62%	56%

THE NCSTM
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Novi, MI

Comparisons by Geographic Subgroups

2018



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Novi’s **Comparisons by Geographic Subgroups** is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by geographic areas.

Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents **who rated the quality of life as “excellent” or “good,” or the percent of respondents who participated in an activity at least once.** It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by geographic area. **Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations.** As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

Each column in the following tables is labeled with a letter for each subgroup being compared. The **“Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”**, but no statistical tests were done for the overall rating.

For each pair of subgroup ratings within a row (a single question item) that has a statistically significant difference, an upper case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table A below, respondents in Districts 1 (A) and 2 (B) gave significantly lower ratings to overall quality of life than respondents in Districts 3 (C) and 4 (D), **as denoted by the “A B” listed in the cell of the ratings for Districts 3 and 4.** The overall quality of life rating in District 4 (D) also was significantly lower than that of District 3 (C) **(as indicated by the “D” in the rating for District 3).**

Figure 1: Community Characteristics – General (Example Only)

Percent rating positively (e.g., excellent/good)	District				Overall (A)
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	
The overall quality of life in ABC	73%	74%	79% A B D	76% A B	78%
Overall image or reputation of ABC	65%	66%	69% A B	71% A B C	70%
ABC as a place to live	80%	81%	85% A B D	82% A B	84%

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Three sets of geographic areas were tracked for comparison and the number of completed surveys for each are in the figure below. **While residents' experiences and opinions did vary in many cases by their geographic location, a clear pattern of how geographic location impacted opinion did not emerge.** For example, those in one area may have had higher ratings than other areas for some items in a topic area, but also some lower ratings under that same topic. Thus despite some variability, no area appeared to have consistently higher or lower ratings.

Figure 2: Geographic Areas

Area	Number of Completed Surveys
North of I-96	102
South of I-96/East of Novi Road	138
South of I-96/West of Novi Road	176
Overall	416

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
The overall quality of life in Novi	93%	92%	94%	93%
Overall image or reputation of Novi	92%	94%	91%	92%
Novi as a place to live	95%	95%	97%	95%
Your neighborhood as a place to live	90%	84%	98% A B	90%
Novi as a place to raise children	92%	95%	97%	95%
Novi as a place to retire	79% C	68%	66%	70%
Overall appearance of Novi	95%	92%	92%	93%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Overall feeling of safety in Novi	98%	94%	94%	96%
In your neighborhood during the day	100% C	97%	96%	98%
In Novi's downtown/commercial area during the day	99%	95%	94%	96%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Overall ease of getting to the places you usually have to visit	70%	78% C	66%	71%
Traffic flow on major streets	42%	43%	32%	39%
Ease of public parking	71%	65%	77% B	71%
Ease of travel by car in Novi	69%	60%	57%	62%
Ease of travel by public transportation in Novi	18%	32%	24%	24%
Ease of travel by bicycle in Novi	48%	56%	46%	50%
Ease of walking in Novi	58%	65%	58%	60%
Availability of paths and walking trails	51%	63% A	58%	57%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Quality of overall natural environment in Novi	74%	81% C	70%	75%
Air quality	81%	86%	94% A B	87%
Cleanliness of Novi	93%	92%	96%	94%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	64%	73% C	60%	65%
Public places where people want to spend time	80% C	72%	69%	74%
Variety of housing options	68%	74%	78%	73%
Availability of affordable quality housing	44%	56%	55%	52%
Overall quality of new development in Novi	69%	67%	63%	66%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Overall economic health of Novi	96%	93%	97%	95%
Novi as a place to work	77%	88% A	90% A	84%
Novi as a place to visit	73%	76%	65%	71%
Employment opportunities	77%	69%	77%	74%
Shopping opportunities	90%	93%	96%	93%
Cost of living in Novi	43%	58% A	54%	51%
Overall quality of business and service establishments in Novi	77%	80%	83%	80%
Vibrant downtown/commercial area	47%	45%	43%	45%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Health and wellness opportunities in Novi	76%	86% A	91% A	84%
Fitness opportunities (including exercise classes and paths or trails, etc.)	71%	73%	77%	74%
Recreational opportunities	69%	80%	76%	75%
Availability of affordable quality food	86%	83%	85%	85%
Availability of affordable quality health care	88%	83%	92% B	88%
Availability of preventive health services	85%	83%	91%	87%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Overall opportunities for education and enrichment	91%	92%	91%	91%
Availability of affordable quality child care/preschool	60%	71%	94% A B	76%
K-12 education	95%	94%	96%	95%
Adult educational opportunities	76%	86% A	88% A	83%
Opportunities to attend cultural/arts/music activities	60%	67%	71%	66%
Opportunities to participate in religious or spiritual events and activities	80%	77%	89% B	83%

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Table 9: Community Characteristics - Community Engagement

	Geographic Area			Overall
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)				(A)
Opportunities to participate in social events and activities	61%	75% A	65%	67%
Opportunities to volunteer	77%	83%	71%	77%
Opportunities to participate in community matters	66%	74%	73%	71%
Openness and acceptance of the community toward people of diverse backgrounds	75%	75%	85%	78%
Neighborliness of residents in Novi	77%	71%	74%	74%

Table 10: Governance - General

	Geographic Area			Overall
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (e.g., excellent/good)				(A)
The City of Novi	91%	90%	89%	90%
The value of services for the taxes paid to Novi	65%	71%	61%	66%
The overall direction that Novi is taking	76% C	72% C	56%	67%
The job Novi government does at welcoming citizen involvement	77%	68%	65%	69%
Overall confidence in Novi government	73% C	75% C	58%	68%
Generally acting in the best interest of the community	71% C	72% C	57%	66%
Being honest	65%	73%	68%	69%
Treating all residents fairly	76%	77%	70%	74%
Overall customer service by Novi employees (police, receptionists, planners, etc.)	94% C	88%	83%	88%
The Federal Government	44%	52%	45%	47%

Table 11: Governance - Safety

	Geographic Area			Overall
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (e.g., excellent/good)				(A)
Police services	92%	92%	96%	93%
Fire services	100% B	94%	95%	96%
Ambulance or emergency medical services	92%	92%	91%	92%
Crime prevention	92%	89%	90%	90%
Fire prevention and education	91%	88%	91%	90%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	80%	76%	83%	80%

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Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Traffic enforcement	86% C	83%	76%	81%
Street repair	44%	36%	35%	38%
Street cleaning	58%	57%	60%	59%
Street lighting	72% B	60%	61%	64%
Snow removal	77%	71%	70%	73%
Sidewalk maintenance	79% B C	62%	55%	65%
Traffic signal timing	58%	63%	57%	59%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Garbage collection	98% B	89%	96% B	94%
Recycling	84%	78%	89% B	84%
Yard waste pick-up	87%	86%	86%	86%
Drinking water	74%	92% A	88% A	85%
Preservation of natural areas such as open space, farmlands and greenbelts	56%	62% C	48%	55%
Novi open space	50%	49%	50%	49%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Storm drainage	64%	75%	86% A	76%
Sewer services	85%	87%	89%	87%
Power (electric and/or gas) utility	85%	83%	90%	86%
Utility billing	79%	79%	90% A B	83%
Land use, planning and zoning	45%	76% A C	50%	56%
Code enforcement (weeds, abandoned buildings, etc.)	74% C	77% C	60%	69%
Cable television	54%	50%	56%	53%

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Table 15: Governance - Economy

	Geographic Area			Overall
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (e.g., excellent/good)				(A)
Economic development	74%	81% C	69%	75%

Table 16: Governance - Recreation and Wellness

	Geographic Area			Overall
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (e.g., excellent/good)				(A)
City parks	86%	90%	83%	86%
Recreation programs or classes	78%	84%	84%	82%
Recreation centers or facilities	82%	83%	74%	80%
Health services	90%	84%	92%	89%

Table 17: Governance - Education and Enrichment

	Geographic Area			Overall
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (e.g., excellent/good)				(A)
Public library services	90%	89%	94%	91%
City-sponsored special events	71%	78%	80%	77%

Table 18: Governance - Community Engagement

	Geographic Area			Overall
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (e.g., excellent/good)				(A)
Public information services	72%	79%	83%	78%

Table 19: Participation General

	Geographic Area			Overall
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)				(A)
Sense of community	73%	72%	71%	72%
Recommend living in Novi to someone who asks	93%	95%	92%	93%
Remain in Novi for the next five years	85%	87%	90%	87%
Contacted the City of Novi (in-person, phone, email or web) for help or information	29%	42% A	48% A	40%

Table 20: Participation - Safety

	Geographic Area			Overall
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)				(A)
Was NOT the victim of a crime	89%	98% A	98% A	95%
Did NOT report a crime	90%	92%	89%	90%
Stocked supplies in preparation for an emergency	31%	25%	24%	27%

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Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Walked or biked instead of driving	46%	55%	51%	51%
Carpooled with other adults or children instead of driving alone	38% B	26%	29%	31%
Used bus, rail, subway or other public transportation instead of driving	6%	8% C	2%	5%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Recycle at home	83%	84%	96% A B	88%
Made efforts to make your home more energy efficient	77%	78%	80%	78%
Made efforts to conserve water	81%	86%	85%	84%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
NOT under housing cost stress	78%	80%	87%	81%
Did NOT observe a code violation	77% C	71%	64%	71%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Purchase goods or services from a business located in Novi	94%	96%	100% A	97%
Economy will have positive impact on income	27%	49% A	51% A	42%
Work in Novi	33%	28%	26%	29%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Used Novi recreation centers or their services	44%	42%	62% A B	49%
Visited a neighborhood park or City park	78%	76%	80%	78%
Eat at least 5 portions of fruits and vegetables a day	87%	82%	91% B	87%
Participate in moderate or vigorous physical activity	77%	84%	93% A B	84%
Reported being in "very good" or "excellent" health	56%	73% A	78% A	69%

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Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Used Novi public libraries or their services	60%	66%	81% A B	69%
Participated in religious or spiritual activities in Novi	33%	37%	55% A B	41%
Attended a City-sponsored event	39%	45%	44%	43%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Campaigned or advocated for an issue, cause or candidate	13%	17%	12%	14%
Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	11%	7%	11%	10%
Volunteered your time to some group/activity in Novi	15%	17%	35% A B	22%
Participated in a club	13%	25% A	22%	20%
Talked to or visited with your immediate neighbors	86%	86%	95% A B	89%
Done a favor for a neighbor	70%	73%	88% A B	77%
Attended a local public meeting	17%	16%	20%	18%
Watched (online or on television) a local public meeting	13%	19%	16%	16%
Read or watch local news (via television, paper, computer, etc.)	82%	80%	77%	80%
Vote in local elections	71%	86% A	84% A	80%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Overall feeling of safety in Novi	95%	96%	94%	95%
Overall ease of getting to the places you usually have to visit	90%	94% C	86%	90%
Quality of overall natural environment in Novi	91%	90%	89%	90%
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	73%	70%	83% B	75%
Health and wellness opportunities in Novi	80% C	84% C	69%	78%
Overall opportunities for education and enrichment	84%	86%	78%	83%
Overall economic health of Novi	90%	92%	90%	91%
Sense of community	91% B	78%	84%	85%

Table 29: Renting or Buying Within Novi

Percent rating positively (e.g., very likely/somewhat likely)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
If moving within the next five years, would consider renting or buying only within Novi	68% C	68% C	50%	62%

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Table 30: Likelihood of Using New Library Features

	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (e.g., very likely/somewhat likely)				
Increased meeting room rental space availability	22%	27%	34% A	28%
Extended Sunday hours (12pm to 8pm)	47%	55%	57%	53%
Automatic renewal on materials that are currently checked out	60%	59%	68%	62%
An improved café experience	36%	47%	43%	42%
Elimination of daily overdue fines	52%	51%	51%	51%

Table 31: Importance of Library Services

	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (e.g., essential/very important/somewhat important)				
Checking out books, music or movies	64%	75% A	79% A	73%
Downloading electronic books, digital music or digital movies	56%	59%	70% A	62%
Attending performances for youth, teen and/or adults	49%	50%	60%	53%
Availability of meeting room space	42%	41%	48%	44%
Opportunities for learning (e.g., online tutoring, ESL classes, computer classes, adult education opportunities, cultural learning experiences, etc.)	57%	67%	65%	63%

Table 32: Support for Potential Property Tax Increases

	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (strongly support/somewhat support)				
Enhancing Novi Public Library operations	68%	66%	56%	63%
Widening Beck Road	73% B	60%	79% B	71%
Joining the Suburban Mobility Authority for Regional Transit (SMART) System	73% B C	52%	46%	56%

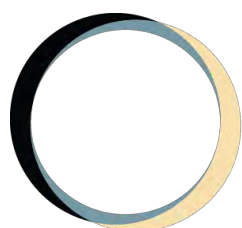


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Supplemental Online Survey Results

2018



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Contents

About this Report.....	1
Complete Survey Responses	2



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About this Report

As part of its participation in The National Citizen Survey™, the City of Novi conducted a mailed survey of 1,600 residents. Surveys were mailed to randomly selected households in September 2018 and data were collected through the end of October. After the official data collection period was underway (see the report, *The National Citizen Survey: Community Livability Report, Novi, MI, 2018*), the City made available a web-based survey to its residents through a link on the City's website. Visitors to the site were able to complete the survey during October and early November and 247 surveys were received.

This report contains the results of this administration of the web-based survey that have not been weighted to current population estimates of Novi.

Complete Survey Responses

The following pages contain a complete set of responses to each question on the survey, **excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).**

Responses excluding “don’t know”

Table 1: Question 1

Please rate each of the following aspects of quality of life in Novi:	Excellent		Good		Fair		Poor		Total	
Novi as a place to live	41%	N=100	49%	N=121	8%	N=20	2%	N=5	100%	N=246
Your neighborhood as a place to live	39%	N=95	47%	N=114	12%	N=28	2%	N=5	100%	N=242
Novi as a place to raise children	48%	N=112	44%	N=103	7%	N=17	1%	N=3	100%	N=235
Novi as a place to work	35%	N=52	40%	N=60	17%	N=26	8%	N=12	100%	N=150
Novi as a place to visit	25%	N=58	45%	N=104	22%	N=51	9%	N=20	100%	N=233
Novi as a place to retire	21%	N=42	31%	N=62	29%	N=58	18%	N=36	100%	N=198
The overall quality of life in Novi	36%	N=87	51%	N=125	11%	N=27	2%	N=5	100%	N=244

Table 2: Question 2

Please rate each of the following characteristics as they relate to Novi as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Novi	48%	N=109	43%	N=98	6%	N=13	3%	N=6	100%	N=226
Overall ease of getting to the places you usually have to visit	16%	N=37	36%	N=81	32%	N=72	16%	N=35	100%	N=225
Quality of overall natural environment in Novi	19%	N=43	44%	N=99	28%	N=62	9%	N=20	100%	N=224
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	9%	N=19	41%	N=91	34%	N=75	16%	N=36	100%	N=221
Health and wellness opportunities in Novi	29%	N=62	45%	N=96	20%	N=43	5%	N=10	100%	N=211
Overall opportunities for education and enrichment	45%	N=96	41%	N=87	11%	N=24	3%	N=6	100%	N=213
Overall economic health of Novi	41%	N=87	51%	N=109	7%	N=16	1%	N=2	100%	N=214
Sense of community	18%	N=41	46%	N=102	26%	N=57	10%	N=22	100%	N=222
Overall image or reputation of Novi	37%	N=83	47%	N=105	11%	N=24	5%	N=11	100%	N=223

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Novi to someone who asks	50%	N=110	34%	N=74	8%	N=18	7%	N=16	100%	N=218
Remain in Novi for the next five years	58%	N=124	25%	N=53	11%	N=23	6%	N=12	100%	N=212
If moving within the next five years, would consider renting or buying only within Novi	26%	N=42	24%	N=39	14%	N=23	37%	N=60	100%	N=164

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Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	73%	N=157	23%	N=49	1%	N=2	3%	N=6	1%	N=2	100%	N=216
In Novi's downtown/commercial area during the day	66%	N=137	29%	N=60	4%	N=8	1%	N=3	0%	N=1	100%	N=209

Table 5: Question 5

Please rate each of the following characteristics as they relate to Novi as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	2%	N=5	23%	N=47	31%	N=64	44%	N=91	100%	N=207
Ease of public parking	18%	N=37	53%	N=106	21%	N=43	7%	N=15	100%	N=201
Ease of travel by car in Novi	7%	N=15	31%	N=64	36%	N=73	26%	N=53	100%	N=205
Ease of travel by public transportation in Novi	3%	N=3	4%	N=4	11%	N=12	83%	N=90	100%	N=109
Ease of travel by bicycle in Novi	6%	N=10	27%	N=44	38%	N=61	29%	N=46	100%	N=161
Ease of walking in Novi	14%	N=27	37%	N=74	31%	N=62	18%	N=36	100%	N=199
Availability of paths and walking trails	15%	N=29	40%	N=77	28%	N=54	17%	N=32	100%	N=192
Air quality	33%	N=66	54%	N=108	11%	N=22	2%	N=4	100%	N=200
Cleanliness of Novi	34%	N=71	55%	N=114	9%	N=18	2%	N=4	100%	N=207
Overall appearance of Novi	31%	N=64	57%	N=117	9%	N=19	2%	N=4	100%	N=204
Public places where people want to spend time	23%	N=47	47%	N=94	23%	N=46	7%	N=15	100%	N=202
Variety of housing options	16%	N=31	51%	N=102	22%	N=43	12%	N=23	100%	N=199
Availability of affordable quality housing	8%	N=16	33%	N=63	33%	N=62	25%	N=48	100%	N=189
Fitness opportunities (including exercise classes and paths or trails, etc.)	24%	N=48	50%	N=100	24%	N=47	3%	N=5	100%	N=200
Recreational opportunities	24%	N=48	53%	N=109	19%	N=39	4%	N=8	100%	N=204
Availability of affordable quality food	32%	N=66	48%	N=98	17%	N=34	3%	N=7	100%	N=205
Availability of affordable quality health care	33%	N=61	48%	N=89	15%	N=28	3%	N=6	100%	N=184
Availability of preventive health services	33%	N=59	49%	N=88	15%	N=27	3%	N=5	100%	N=179

Table 6: Question 6

Please rate each of the following characteristics as they relate to Novi as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	33%	N=33	40%	N=40	21%	N=21	7%	N=7	100%	N=101
K-12 education	57%	N=93	39%	N=64	2%	N=3	2%	N=3	100%	N=163
Adult educational opportunities	30%	N=45	48%	N=72	17%	N=26	4%	N=6	100%	N=149
Opportunities to attend cultural/arts/music activities	23%	N=43	43%	N=80	28%	N=52	6%	N=11	100%	N=186
Opportunities to participate in religious or spiritual events and activities	33%	N=52	50%	N=79	13%	N=21	3%	N=5	100%	N=157
Employment opportunities	16%	N=20	55%	N=69	22%	N=27	7%	N=9	100%	N=125
Shopping opportunities	59%	N=117	36%	N=71	5%	N=9	0%	N=0	100%	N=197
Cost of living in Novi	10%	N=20	44%	N=86	31%	N=60	15%	N=29	100%	N=195
Overall quality of business and service establishments in Novi	28%	N=54	56%	N=108	14%	N=28	2%	N=4	100%	N=194
Vibrant downtown/commercial area	7%	N=14	32%	N=64	30%	N=60	30%	N=59	100%	N=197
Overall quality of new development in Novi	10%	N=19	45%	N=83	29%	N=54	15%	N=28	100%	N=184

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Please rate each of the following characteristics as they relate to Novi as a whole:	Excellent		Good		Fair		Poor		Total	
Opportunities to participate in social events and activities	17%	N=31	49%	N=91	29%	N=53	5%	N=10	100%	N=185
Opportunities to volunteer	30%	N=48	47%	N=75	18%	N=29	4%	N=6	100%	N=158
Opportunities to participate in community matters	23%	N=40	48%	N=82	21%	N=36	8%	N=13	100%	N=171
Openness and acceptance of the community toward people of diverse backgrounds	35%	N=63	47%	N=85	11%	N=20	8%	N=14	100%	N=182
Neighborliness of residents in Novi	17%	N=34	50%	N=99	23%	N=45	10%	N=20	100%	N=198

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	14%	N=29	86%	N=171	100%	N=200
Made efforts to make your home more energy efficient	18%	N=36	82%	N=164	100%	N=200
Observed a code violation or other hazard in Novi (weeds, abandoned buildings, etc.)	57%	N=112	43%	N=85	100%	N=197
Household member was a victim of a crime in Novi	95%	N=189	6%	N=11	100%	N=200
Reported a crime to the police in Novi	82%	N=164	18%	N=35	100%	N=199
Stocked supplies in preparation for an emergency	57%	N=114	43%	N=86	100%	N=200
Campaigned or advocated for an issue, cause or candidate	62%	N=124	38%	N=76	100%	N=200
Contacted the City of Novi (in-person, phone, email or web) for help or information	40%	N=80	60%	N=119	100%	N=199
Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	66%	N=131	34%	N=68	100%	N=199

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Novi?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Novi recreation centers or their services	6%	N=12	20%	N=40	33%	N=65	40%	N=79	100%	N=196
Visited a neighborhood park or City park	9%	N=17	28%	N=56	44%	N=86	19%	N=38	100%	N=197
Used Novi public libraries or their services	9%	N=18	30%	N=59	37%	N=73	23%	N=46	100%	N=196
Participated in religious or spiritual activities in Novi	5%	N=10	16%	N=32	17%	N=34	61%	N=121	100%	N=197
Attended a City-sponsored event	2%	N=4	8%	N=16	53%	N=104	37%	N=73	100%	N=197
Used bus, rail, subway or other public transportation instead of driving	0%	N=0	2%	N=3	1%	N=1	98%	N=193	100%	N=197
Carpooled with other adults or children instead of driving alone	9%	N=17	12%	N=23	19%	N=38	60%	N=118	100%	N=196
Walked or biked instead of driving	10%	N=20	16%	N=32	26%	N=52	47%	N=93	100%	N=197
Volunteered your time to some group/activity in Novi	10%	N=20	14%	N=28	17%	N=34	58%	N=113	100%	N=195
Participated in a club	4%	N=8	6%	N=11	18%	N=35	73%	N=143	100%	N=197
Talked to or visited with your immediate neighbors	38%	N=75	33%	N=64	23%	N=45	6%	N=12	100%	N=196
Done a favor for a neighbor	13%	N=25	34%	N=66	39%	N=77	15%	N=29	100%	N=197

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Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	2%	N=3	6%	N=11	36%	N=70	57%	N=110	100%	N=194
Watched (online or on television) a local public meeting	2%	N=4	7%	N=14	32%	N=63	59%	N=115	100%	N=196

Table 10: Question 10

Please rate the quality of each of the following services in Novi:	Excellent		Good		Fair		Poor		Total	
Police services	59%	N=105	32%	N=58	6%	N=10	3%	N=6	100%	N=179
Fire services	59%	N=89	32%	N=48	3%	N=4	6%	N=9	100%	N=150
Ambulance or emergency medical services	57%	N=71	30%	N=37	6%	N=8	7%	N=9	100%	N=125
Crime prevention	45%	N=75	42%	N=69	10%	N=17	2%	N=4	100%	N=165
Fire prevention and education	48%	N=66	36%	N=49	9%	N=13	7%	N=10	100%	N=138
Traffic enforcement	26%	N=46	43%	N=75	22%	N=39	8%	N=14	100%	N=174
Street repair	6%	N=11	27%	N=50	34%	N=63	34%	N=63	100%	N=187
Street cleaning	14%	N=24	42%	N=72	33%	N=57	11%	N=19	100%	N=172
Street lighting	15%	N=28	38%	N=72	29%	N=56	18%	N=34	100%	N=190
Snow removal	21%	N=40	48%	N=91	21%	N=39	10%	N=19	100%	N=189
Sidewalk maintenance	9%	N=14	44%	N=68	35%	N=54	12%	N=18	100%	N=154
Traffic signal timing	6%	N=11	40%	N=76	34%	N=65	21%	N=40	100%	N=192
Garbage collection	43%	N=79	42%	N=78	12%	N=22	3%	N=6	100%	N=185
Recycling	41%	N=73	46%	N=82	11%	N=19	3%	N=6	100%	N=180
Yard waste pick-up	41%	N=69	44%	N=73	11%	N=18	4%	N=7	100%	N=167
Storm drainage	23%	N=38	44%	N=74	22%	N=37	11%	N=18	100%	N=167
Drinking water	42%	N=76	49%	N=89	7%	N=12	2%	N=4	100%	N=181
Sewer services	39%	N=67	48%	N=82	9%	N=16	4%	N=6	100%	N=171
Power (electric and/or gas) utility	34%	N=64	51%	N=95	13%	N=24	2%	N=3	100%	N=186
Utility billing	26%	N=47	52%	N=95	20%	N=37	2%	N=4	100%	N=183
City parks	37%	N=66	53%	N=95	9%	N=16	1%	N=2	100%	N=179
Recreation programs or classes	31%	N=44	54%	N=77	13%	N=19	1%	N=2	100%	N=142
Recreation centers or facilities	23%	N=34	56%	N=83	15%	N=23	6%	N=9	100%	N=149
Land use, planning and zoning	7%	N=12	28%	N=47	29%	N=48	36%	N=61	100%	N=168
Code enforcement (weeds, abandoned buildings, etc.)	10%	N=14	49%	N=66	32%	N=43	10%	N=13	100%	N=136
Economic development	15%	N=25	46%	N=77	25%	N=41	14%	N=23	100%	N=166
Health services	29%	N=45	56%	N=87	12%	N=19	2%	N=3	100%	N=154
Public library services	61%	N=106	35%	N=62	3%	N=5	1%	N=2	100%	N=175
Public information services	31%	N=50	48%	N=79	16%	N=26	5%	N=8	100%	N=163
Cable television	11%	N=16	25%	N=38	30%	N=46	34%	N=51	100%	N=151

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Please rate the quality of each of the following services in Novi:	Excellent		Good		Fair		Poor		Total	
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	26%	N=33	47%	N=60	18%	N=23	9%	N=12	100%	N=128
Preservation of natural areas such as open space, farmlands and greenbelts	9%	N=16	30%	N=53	24%	N=42	37%	N=66	100%	N=177
Novi open space	10%	N=18	34%	N=60	28%	N=50	28%	N=49	100%	N=177
City-sponsored special events	22%	N=35	48%	N=77	25%	N=41	5%	N=8	100%	N=161
Overall customer service by Novi employees (police, receptionists, planners, etc.)	40%	N=73	40%	N=73	15%	N=27	6%	N=11	100%	N=184

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Novi	34%	N=62	45%	N=82	13%	N=24	8%	N=14	100%	N=182
The Federal Government	5%	N=9	33%	N=56	45%	N=77	17%	N=29	100%	N=171

Table 12: Question 12

Please rate the following categories of Novi government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Novi	19%	N=34	46%	N=81	22%	N=40	13%	N=23	100%	N=178
The overall direction that Novi is taking	13%	N=24	33%	N=59	33%	N=58	21%	N=37	100%	N=178
The job Novi government does at welcoming citizen involvement	21%	N=33	40%	N=63	26%	N=41	12%	N=19	100%	N=156
Overall confidence in Novi government	17%	N=30	37%	N=67	31%	N=56	15%	N=27	100%	N=180
Generally acting in the best interest of the community	14%	N=25	37%	N=67	26%	N=47	23%	N=41	100%	N=180
Being honest	16%	N=26	41%	N=66	23%	N=37	19%	N=31	100%	N=160
Treating all residents fairly	17%	N=27	43%	N=67	24%	N=37	16%	N=25	100%	N=156

Table 13: Question 13

Please rate how important, if at all, you think it is for the Novi community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Novi	61%	N=109	34%	N=61	6%	N=10	0%	N=0	100%	N=180
Overall ease of getting to the places you usually have to visit	48%	N=87	42%	N=76	8%	N=15	1%	N=2	100%	N=180
Quality of overall natural environment in Novi	52%	N=93	37%	N=67	11%	N=20	0%	N=0	100%	N=180
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	37%	N=67	38%	N=68	22%	N=39	3%	N=6	100%	N=180
Health and wellness opportunities in Novi	21%	N=37	45%	N=81	30%	N=54	4%	N=7	100%	N=179
Overall opportunities for education and enrichment	35%	N=63	41%	N=74	21%	N=38	3%	N=5	100%	N=180
Overall economic health of Novi	39%	N=71	47%	N=85	11%	N=20	2%	N=4	100%	N=180
Sense of community	27%	N=49	49%	N=88	23%	N=42	1%	N=1	100%	N=180

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Table 14: Question 14

How likely or unlikely would you be to use each of the following potential new features of the Novi Public Library?	Very likely		Somewhat likely		Not at all likely		NA/Don't use the library		Total	
Increased meeting room rental space availability	7%	N=12	17%	N=30	57%	N=98	19%	N=33	100%	N=173
Extended Sunday hours (12pm to 8pm)	18%	N=32	34%	N=59	32%	N=55	16%	N=28	100%	N=174
Automatic renewal on materials that are currently checked out	36%	N=63	32%	N=56	15%	N=26	17%	N=29	100%	N=174
An improved café experience	17%	N=29	24%	N=41	40%	N=70	20%	N=34	100%	N=174
Elimination of daily overdue fines	15%	N=26	30%	N=52	36%	N=62	19%	N=33	100%	N=173

Table 15: Question 15

How important, if at all, are each of the following Novi Public Library services to you?	Essential		Very important		Somewhat important		Not at all important		NA/Don't use the library		Total	
Checking out books, music or movies	45%	N=77	24%	N=41	10%	N=18	6%	N=10	16%	N=27	100%	N=173
Downloading electronic books, digital music or digital movies	23%	N=39	20%	N=35	26%	N=45	15%	N=26	16%	N=27	100%	N=172
Attending performances for youth, teen and/or adults	9%	N=15	16%	N=27	31%	N=54	26%	N=45	18%	N=31	100%	N=172
Availability of meeting room space	5%	N=9	8%	N=13	30%	N=51	39%	N=67	18%	N=31	100%	N=171
Opportunities for learning (e.g., online tutoring, ESL classes, computer classes, adult education opportunities, cultural learning experiences, etc.)	13%	N=23	16%	N=28	38%	N=66	15%	N=26	17%	N=29	100%	N=172

Table 16: Question 16

Please indicate the extent to which you would support or oppose a potential property tax increase for each of the following:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Enhancing Novi Public Library operations	23%	N=36	38%	N=61	19%	N=30	21%	N=33	100%	N=160
Widening Beck Road	44%	N=71	28%	N=45	11%	N=18	17%	N=28	100%	N=162
Joining the Suburban Mobility Authority for Regional Transit (SMART) System	30%	N=48	31%	N=49	13%	N=21	26%	N=41	100%	N=159

Table 17: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	3%	N=6	2%	N=4	9%	N=15	19%	N=34	66%	N=116	100%	N=175
Purchase goods or services from a business located in Novi	1%	N=1	3%	N=5	22%	N=38	58%	N=101	17%	N=29	100%	N=174
Eat at least 5 portions of fruits and vegetables a day	1%	N=2	14%	N=24	31%	N=54	32%	N=56	22%	N=38	100%	N=174
Participate in moderate or vigorous physical activity	1%	N=1	11%	N=19	34%	N=60	32%	N=55	22%	N=39	100%	N=174
Read or watch local news (via television, paper, computer, etc.)	3%	N=6	10%	N=18	21%	N=37	29%	N=50	36%	N=63	100%	N=174
Vote in local elections	3%	N=5	1%	N=2	3%	N=6	19%	N=33	74%	N=128	100%	N=174

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Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	22%	N=39
Very good	51%	N=89
Good	23%	N=40
Fair	3%	N=6
Poor	0%	N=0
Total	100%	N=174

Table 19: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	11%	N=19
Somewhat positive	28%	N=49
Neutral	42%	N=72
Somewhat negative	14%	N=25
Very negative	5%	N=8
Total	100%	N=173

Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	57%	N=99
Working part time for pay	13%	N=23
Unemployed, looking for paid work	1%	N=2
Unemployed, not looking for paid work	6%	N=10
Fully retired	23%	N=40
Total	100%	N=174

Table 21: Question D5

Do you work inside the boundaries of Novi?	Percent	Number
Yes, outside the home	19%	N=29
Yes, from home	15%	N=24
No	66%	N=102
Total	100%	N=155

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Table 22: Question D6

How many years have you lived in Novi?	Percent	Number
Less than 2 years	5%	N=9
2 to 5 years	16%	N=27
6 to 10 years	17%	N=29
11 to 20 years	23%	N=39
More than 20 years	40%	N=69
Total	100%	N=173

Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	84%	N=133
Building with two or more homes (duplex, townhome, apartment or condominium)	13%	N=20
Mobile home	3%	N=4
Other	1%	N=2
Total	100%	N=159

Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	6%	N=9
Owned	94%	N=145
Total	100%	N=154

Table 25: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	5%	N=8
\$300 to \$599 per month	8%	N=14
\$600 to \$999 per month	12%	N=20
\$1,000 to \$1,499 per month	26%	N=44
\$1,500 to \$2,499 per month	31%	N=52
\$2,500 or more per month	17%	N=29
Total	100%	N=167

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	60%	N=98
Yes	40%	N=66
Total	100%	N=164

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Table 27: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	77%	N=125
Yes	23%	N=38
Total	100%	N=163

Table 28: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	4%	N=7
\$25,000 to \$49,999	8%	N=13
\$50,000 to \$99,999	30%	N=48
\$100,000 to \$149,999	25%	N=41
\$150,000 or more	33%	N=53
Total	100%	N=162

Table 29: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	99%	N=170
Yes, I consider myself to be Spanish, Hispanic or Latino	1%	N=1
Total	100%	N=171

Table 30: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=1
Asian, Asian Indian or Pacific Islander	8%	N=14
Black or African American	1%	N=1
White	89%	N=153
Other	2%	N=4

Total may exceed 100% as respondents could select more than one option.

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Table 31: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=1
25 to 34 years	11%	N=18
35 to 44 years	21%	N=36
45 to 54 years	24%	N=40
55 to 64 years	28%	N=47
65 to 74 years	14%	N=23
75 years or older	3%	N=5
Total	100%	N=170

Table 32: Question D16

What is your sex?	Percent	Number
Female	46%	N=60
Male	54%	N=71
Total	100%	N=131

Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	63%	N=85
Land line	10%	N=13
Both	27%	N=37
Total	100%	N=135

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=“).

Table 34: Question 1

Please rate each of the following aspects of quality of life in Novi:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Novi as a place to live	41%	N=100	49%	N=121	8%	N=20	2%	N=5	0%	N=0	100%	N=246
Your neighborhood as a place to live	39%	N=95	47%	N=114	11%	N=28	2%	N=5	1%	N=3	100%	N=245
Novi as a place to raise children	46%	N=112	42%	N=103	7%	N=17	1%	N=3	4%	N=11	100%	N=246
Novi as a place to work	21%	N=52	25%	N=60	11%	N=26	5%	N=12	38%	N=92	100%	N=242
Novi as a place to visit	24%	N=58	42%	N=104	21%	N=51	8%	N=20	5%	N=13	100%	N=246
Novi as a place to retire	17%	N=42	25%	N=62	24%	N=58	15%	N=36	20%	N=48	100%	N=246
The overall quality of life in Novi	36%	N=87	51%	N=125	11%	N=27	2%	N=5	0%	N=1	100%	N=245

Table 35: Question 2

Please rate each of the following characteristics as they relate to Novi as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Novi	48%	N=109	43%	N=98	6%	N=13	3%	N=6	0%	N=1	100%	N=227
Overall ease of getting to the places you usually have to visit	16%	N=37	36%	N=81	32%	N=72	16%	N=35	0%	N=0	100%	N=225
Quality of overall natural environment in Novi	19%	N=43	44%	N=99	28%	N=62	9%	N=20	0%	N=0	100%	N=224
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	8%	N=19	41%	N=91	33%	N=75	16%	N=36	1%	N=3	100%	N=224
Health and wellness opportunities in Novi	28%	N=62	43%	N=96	19%	N=43	4%	N=10	6%	N=14	100%	N=225
Overall opportunities for education and enrichment	43%	N=96	39%	N=87	11%	N=24	3%	N=6	5%	N=12	100%	N=225
Overall economic health of Novi	39%	N=87	49%	N=109	7%	N=16	1%	N=2	4%	N=10	100%	N=224
Sense of community	18%	N=41	45%	N=102	25%	N=57	10%	N=22	1%	N=3	100%	N=225
Overall image or reputation of Novi	37%	N=83	47%	N=105	11%	N=24	5%	N=11	1%	N=2	100%	N=225

Table 36: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in Novi to someone who asks	50%	N=110	34%	N=74	8%	N=18	7%	N=16	0%	N=1	100%	N=219
Remain in Novi for the next five years	57%	N=124	25%	N=53	11%	N=23	6%	N=12	2%	N=4	100%	N=216
If moving within the next five years, would consider renting or buying only within Novi	21%	N=42	20%	N=39	12%	N=23	30%	N=60	17%	N=34	100%	N=198

Table 37: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	73%	N=157	23%	N=49	1%	N=2	3%	N=6	1%	N=2	0%	N=0	100%	N=216

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Please rate how safe or unsafe you feel: In Novi's downtown/commercial area during the day	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	63%	N=137	28%	N=60	4%	N=8	1%	N=3	0%	N=1	3%	N=7	100%	N=216

Table 38: Question 5

Please rate each of the following characteristics as they relate to Novi as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Traffic flow on major streets	2%	N=5	23%	N=47	31%	N=64	44%	N=91	0%	N=0	100%
Ease of public parking	18%	N=37	51%	N=106	21%	N=43	7%	N=15	3%	N=6	100%	N=207
Ease of travel by car in Novi	7%	N=15	31%	N=64	35%	N=73	26%	N=53	0%	N=1	100%	N=206
Ease of travel by public transportation in Novi	1%	N=3	2%	N=4	6%	N=12	44%	N=90	47%	N=97	100%	N=206
Ease of travel by bicycle in Novi	5%	N=10	21%	N=44	29%	N=61	22%	N=46	22%	N=46	100%	N=207
Ease of walking in Novi	13%	N=27	36%	N=74	30%	N=62	17%	N=36	4%	N=8	100%	N=207
Availability of paths and walking trails	14%	N=29	37%	N=77	26%	N=54	15%	N=32	7%	N=15	100%	N=207
Air quality	32%	N=66	52%	N=108	11%	N=22	2%	N=4	3%	N=6	100%	N=206
Cleanliness of Novi	34%	N=71	55%	N=114	9%	N=18	2%	N=4	0%	N=0	100%	N=207
Overall appearance of Novi	31%	N=64	57%	N=117	9%	N=19	2%	N=4	0%	N=0	100%	N=204
Public places where people want to spend time	23%	N=47	45%	N=94	22%	N=46	7%	N=15	2%	N=5	100%	N=207
Variety of housing options	15%	N=31	49%	N=102	21%	N=43	11%	N=23	4%	N=8	100%	N=207
Availability of affordable quality housing	8%	N=16	30%	N=63	30%	N=62	23%	N=48	9%	N=18	100%	N=207
Fitness opportunities (including exercise classes and paths or trails, etc.)	23%	N=48	48%	N=100	23%	N=47	2%	N=5	3%	N=7	100%	N=207
Recreational opportunities	23%	N=48	53%	N=109	19%	N=39	4%	N=8	0%	N=1	100%	N=205
Availability of affordable quality food	32%	N=66	48%	N=98	17%	N=34	3%	N=7	0%	N=1	100%	N=206
Availability of affordable quality health care	29%	N=61	43%	N=89	14%	N=28	3%	N=6	11%	N=23	100%	N=207
Availability of preventive health services	29%	N=59	43%	N=88	13%	N=27	2%	N=5	14%	N=28	100%	N=207

Table 39: Question 6

Please rate each of the following characteristics as they relate to Novi as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Availability of affordable quality child care/preschool	17%	N=33	20%	N=40	11%	N=21	4%	N=7	50%	N=99	100%
K-12 education	47%	N=93	32%	N=64	2%	N=3	2%	N=3	18%	N=35	100%	N=198
Adult educational opportunities	23%	N=45	36%	N=72	13%	N=26	3%	N=6	25%	N=50	100%	N=199
Opportunities to attend cultural/arts/music activities	22%	N=43	40%	N=80	26%	N=52	6%	N=11	7%	N=13	100%	N=199
Opportunities to participate in religious or spiritual events and activities	26%	N=52	40%	N=79	11%	N=21	3%	N=5	21%	N=42	100%	N=199
Employment opportunities	10%	N=20	35%	N=69	14%	N=27	5%	N=9	37%	N=74	100%	N=199
Shopping opportunities	59%	N=117	36%	N=71	5%	N=9	0%	N=0	1%	N=1	100%	N=198
Cost of living in Novi	10%	N=20	43%	N=86	30%	N=60	15%	N=29	2%	N=4	100%	N=199

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Please rate each of the following characteristics as they relate to Novi as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall quality of business and service establishments in Novi	27%	N=54	54%	N=108	14%	N=28	2%	N=4	3%	N=5	100%	N=199
Vibrant downtown/commercial area	7%	N=14	32%	N=64	30%	N=60	30%	N=59	1%	N=2	100%	N=199
Overall quality of new development in Novi	10%	N=19	42%	N=83	27%	N=54	14%	N=28	8%	N=15	100%	N=199
Opportunities to participate in social events and activities	16%	N=31	46%	N=91	27%	N=53	5%	N=10	7%	N=14	100%	N=199
Opportunities to volunteer	24%	N=48	38%	N=75	15%	N=29	3%	N=6	21%	N=41	100%	N=199
Opportunities to participate in community matters	20%	N=40	41%	N=82	18%	N=36	7%	N=13	14%	N=28	100%	N=199
Openness and acceptance of the community toward people of diverse backgrounds	32%	N=63	43%	N=85	10%	N=20	7%	N=14	9%	N=17	100%	N=199
Neighborliness of residents in Novi	17%	N=34	50%	N=99	23%	N=45	10%	N=20	1%	N=1	100%	N=199

Table 40: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	14%	N=29	86%	N=171	100%	N=200
Made efforts to make your home more energy efficient	18%	N=36	82%	N=164	100%	N=200
Observed a code violation or other hazard in Novi (weeds, abandoned buildings, etc.)	57%	N=112	43%	N=85	100%	N=197
Household member was a victim of a crime in Novi	95%	N=189	6%	N=11	100%	N=200
Reported a crime to the police in Novi	82%	N=164	18%	N=35	100%	N=199
Stocked supplies in preparation for an emergency	57%	N=114	43%	N=86	100%	N=200
Campaigned or advocated for an issue, cause or candidate	62%	N=124	38%	N=76	100%	N=200
Contacted the City of Novi (in-person, phone, email or web) for help or information	40%	N=80	60%	N=119	100%	N=199
Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	66%	N=131	34%	N=68	100%	N=199

Table 41: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Novi?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Novi recreation centers or their services	6%	N=12	20%	N=40	33%	N=65	40%	N=79	100%	N=196
Visited a neighborhood park or City park	9%	N=17	28%	N=56	44%	N=86	19%	N=38	100%	N=197
Used Novi public libraries or their services	9%	N=18	30%	N=59	37%	N=73	23%	N=46	100%	N=196
Participated in religious or spiritual activities in Novi	5%	N=10	16%	N=32	17%	N=34	61%	N=121	100%	N=197
Attended a City-sponsored event	2%	N=4	8%	N=16	53%	N=104	37%	N=73	100%	N=197
Used bus, rail, subway or other public transportation instead of driving	0%	N=0	2%	N=3	1%	N=1	98%	N=193	100%	N=197
Carpooled with other adults or children instead of driving alone	9%	N=17	12%	N=23	19%	N=38	60%	N=118	100%	N=196
Walked or biked instead of driving	10%	N=20	16%	N=32	26%	N=52	47%	N=93	100%	N=197
Volunteered your time to some group/activity in Novi	10%	N=20	14%	N=28	17%	N=34	58%	N=113	100%	N=195
Participated in a club	4%	N=8	6%	N=11	18%	N=35	73%	N=143	100%	N=197
Talked to or visited with your immediate neighbors	38%	N=75	33%	N=64	23%	N=45	6%	N=12	100%	N=196
Done a favor for a neighbor	13%	N=25	34%	N=66	39%	N=77	15%	N=29	100%	N=197

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Table 42: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	2%	N=3	6%	N=11	36%	N=70	57%	N=110	100%	N=194
Watched (online or on television) a local public meeting	2%	N=4	7%	N=14	32%	N=63	59%	N=115	100%	N=196

Table 43: Question 10

Please rate the quality of each of the following services in Novi:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	54%	N=105	30%	N=58	5%	N=10	3%	N=6	7%	N=14	100%	N=193
Fire services	46%	N=89	25%	N=48	2%	N=4	5%	N=9	22%	N=43	100%	N=193
Ambulance or emergency medical services	37%	N=71	19%	N=37	4%	N=8	5%	N=9	35%	N=67	100%	N=192
Crime prevention	39%	N=75	36%	N=69	9%	N=17	2%	N=4	15%	N=28	100%	N=193
Fire prevention and education	34%	N=66	25%	N=49	7%	N=13	5%	N=10	28%	N=55	100%	N=193
Traffic enforcement	24%	N=46	39%	N=75	20%	N=39	7%	N=14	10%	N=19	100%	N=193
Street repair	6%	N=11	26%	N=50	33%	N=63	33%	N=63	3%	N=5	100%	N=192
Street cleaning	12%	N=24	37%	N=72	30%	N=57	10%	N=19	11%	N=21	100%	N=193
Street lighting	15%	N=28	37%	N=72	29%	N=56	18%	N=34	2%	N=3	100%	N=193
Snow removal	21%	N=40	47%	N=91	20%	N=39	10%	N=19	2%	N=4	100%	N=193
Sidewalk maintenance	7%	N=14	35%	N=68	28%	N=54	9%	N=18	20%	N=38	100%	N=192
Traffic signal timing	6%	N=11	39%	N=76	34%	N=65	21%	N=40	1%	N=1	100%	N=193
Garbage collection	41%	N=79	40%	N=78	11%	N=22	3%	N=6	4%	N=8	100%	N=193
Recycling	38%	N=73	43%	N=82	10%	N=19	3%	N=6	6%	N=12	100%	N=192
Yard waste pick-up	36%	N=69	38%	N=73	9%	N=18	4%	N=7	13%	N=25	100%	N=192
Storm drainage	20%	N=38	39%	N=74	19%	N=37	9%	N=18	13%	N=25	100%	N=192
Drinking water	39%	N=76	46%	N=89	6%	N=12	2%	N=4	6%	N=12	100%	N=193
Sewer services	35%	N=67	42%	N=82	8%	N=16	3%	N=6	11%	N=22	100%	N=193
Power (electric and/or gas) utility	33%	N=64	49%	N=95	13%	N=24	2%	N=3	3%	N=6	100%	N=192
Utility billing	24%	N=47	49%	N=95	19%	N=37	2%	N=4	5%	N=10	100%	N=193
City parks	34%	N=66	49%	N=95	8%	N=16	1%	N=2	7%	N=14	100%	N=193
Recreation programs or classes	23%	N=44	40%	N=77	10%	N=19	1%	N=2	26%	N=50	100%	N=192
Recreation centers or facilities	18%	N=34	43%	N=83	12%	N=23	5%	N=9	23%	N=44	100%	N=193
Land use, planning and zoning	6%	N=12	24%	N=47	25%	N=48	32%	N=61	13%	N=25	100%	N=193
Code enforcement (weeds, abandoned buildings, etc.)	7%	N=14	35%	N=66	23%	N=43	7%	N=13	29%	N=55	100%	N=191
Economic development	13%	N=25	41%	N=77	22%	N=41	12%	N=23	13%	N=24	100%	N=190
Health services	24%	N=45	46%	N=87	10%	N=19	2%	N=3	19%	N=37	100%	N=191
Public library services	55%	N=106	32%	N=62	3%	N=5	1%	N=2	8%	N=16	100%	N=191
Public information services	26%	N=50	41%	N=79	14%	N=26	4%	N=8	15%	N=29	100%	N=192
Cable television	8%	N=16	20%	N=38	24%	N=46	26%	N=51	22%	N=42	100%	N=193

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Please rate the quality of each of the following services in Novi:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	N=33	31%	N=60	12%	N=23	6%	N=12	34%	N=65	100%	N=193
Preservation of natural areas such as open space, farmlands and greenbelts	8%	N=16	28%	N=53	22%	N=42	34%	N=66	8%	N=15	100%	N=192
Novi open space	9%	N=18	31%	N=60	26%	N=50	25%	N=49	8%	N=16	100%	N=193
City-sponsored special events	18%	N=35	40%	N=77	21%	N=41	4%	N=8	17%	N=32	100%	N=193
Overall customer service by Novi employees (police, receptionists, planners, etc.)	38%	N=73	38%	N=73	14%	N=27	6%	N=11	4%	N=8	100%	N=192

Table 44: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The City of Novi	34%	N=62	45%	N=82	13%	N=24	8%	N=14	1%	N=2	100%	N=184
The Federal Government	5%	N=9	30%	N=56	42%	N=77	16%	N=29	8%	N=14	100%	N=185

Table 45: Question 12

Please rate the following categories of Novi government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Novi	18%	N=34	44%	N=81	22%	N=40	12%	N=23	4%	N=7	100%	N=185
The overall direction that Novi is taking	13%	N=24	32%	N=59	32%	N=58	20%	N=37	3%	N=6	100%	N=184
The job Novi government does at welcoming citizen involvement	18%	N=33	34%	N=63	22%	N=41	10%	N=19	15%	N=28	100%	N=184
Overall confidence in Novi government	16%	N=30	36%	N=67	30%	N=56	15%	N=27	3%	N=5	100%	N=185
Generally acting in the best interest of the community	14%	N=25	36%	N=67	25%	N=47	22%	N=41	3%	N=5	100%	N=185
Being honest	14%	N=26	36%	N=66	20%	N=37	17%	N=31	13%	N=24	100%	N=184
Treating all residents fairly	15%	N=27	36%	N=67	20%	N=37	14%	N=25	16%	N=29	100%	N=185

Table 46: Question 13

Please rate how important, if at all, you think it is for the Novi community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Novi	61%	N=109	34%	N=61	6%	N=10	0%	N=0	100%	N=180
Overall ease of getting to the places you usually have to visit	48%	N=87	42%	N=76	8%	N=15	1%	N=2	100%	N=180
Quality of overall natural environment in Novi	52%	N=93	37%	N=67	11%	N=20	0%	N=0	100%	N=180
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	37%	N=67	38%	N=68	22%	N=39	3%	N=6	100%	N=180
Health and wellness opportunities in Novi	21%	N=37	45%	N=81	30%	N=54	4%	N=7	100%	N=179
Overall opportunities for education and enrichment	35%	N=63	41%	N=74	21%	N=38	3%	N=5	100%	N=180
Overall economic health of Novi	39%	N=71	47%	N=85	11%	N=20	2%	N=4	100%	N=180
Sense of community	27%	N=49	49%	N=88	23%	N=42	1%	N=1	100%	N=180

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Table 47: Question 14

How likely or unlikely would you be to use each of the following potential new features of the Novi Public Library?	Very likely		Somewhat likely		Not at all likely		NA/Don't use the library		Total	
Increased meeting room rental space availability	7%	N=12	17%	N=30	57%	N=98	19%	N=33	100%	N=173
Extended Sunday hours (12pm to 8pm)	18%	N=32	34%	N=59	32%	N=55	16%	N=28	100%	N=174
Automatic renewal on materials that are currently checked out	36%	N=63	32%	N=56	15%	N=26	17%	N=29	100%	N=174
An improved café experience	17%	N=29	24%	N=41	40%	N=70	20%	N=34	100%	N=174
Elimination of daily overdue fines	15%	N=26	30%	N=52	36%	N=62	19%	N=33	100%	N=173

Table 48: Question 15

How important, if at all, are each of the following Novi Public Library services to you?	Essential		Very important		Somewhat important		Not at all important		NA/Don't use the library		Total	
Checking out books, music or movies	45%	N=77	24%	N=41	10%	N=18	6%	N=10	16%	N=27	100%	N=173
Downloading electronic books, digital music or digital movies	23%	N=39	20%	N=35	26%	N=45	15%	N=26	16%	N=27	100%	N=172
Attending performances for youth, teen and/or adults	9%	N=15	16%	N=27	31%	N=54	26%	N=45	18%	N=31	100%	N=172
Availability of meeting room space	5%	N=9	8%	N=13	30%	N=51	39%	N=67	18%	N=31	100%	N=171
Opportunities for learning (e.g., online tutoring, ESL classes, computer classes, adult education opportunities, cultural learning experiences, etc.)	13%	N=23	16%	N=28	38%	N=66	15%	N=26	17%	N=29	100%	N=172

Table 49: Question 16

Please indicate the extent to which you would support or oppose a potential property tax increase for each of the following:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Enhancing Novi Public Library operations	21%	N=36	35%	N=61	17%	N=30	19%	N=33	8%	N=13	100%	N=173
Widening Beck Road	42%	N=71	26%	N=45	11%	N=18	16%	N=28	5%	N=9	100%	N=171
Joining the Suburban Mobility Authority for Regional Transit (SMART) System	28%	N=48	28%	N=49	12%	N=21	24%	N=41	8%	N=14	100%	N=173

Table 50: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	3%	N=6	2%	N=4	9%	N=15	19%	N=34	66%	N=116	100%	N=175
Purchase goods or services from a business located in Novi	1%	N=1	3%	N=5	22%	N=38	58%	N=101	17%	N=29	100%	N=174
Eat at least 5 portions of fruits and vegetables a day	1%	N=2	14%	N=24	31%	N=54	32%	N=56	22%	N=38	100%	N=174
Participate in moderate or vigorous physical activity	1%	N=1	11%	N=19	34%	N=60	32%	N=55	22%	N=39	100%	N=174
Read or watch local news (via television, paper, computer, etc.)	3%	N=6	10%	N=18	21%	N=37	29%	N=50	36%	N=63	100%	N=174
Vote in local elections	3%	N=5	1%	N=2	3%	N=6	19%	N=33	74%	N=128	100%	N=174

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Table 51: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	22%	N=39
Very good	51%	N=89
Good	23%	N=40
Fair	3%	N=6
Poor	0%	N=0
Total	100%	N=174

Table 52: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	11%	N=19
Somewhat positive	28%	N=49
Neutral	42%	N=72
Somewhat negative	14%	N=25
Very negative	5%	N=8
Total	100%	N=173

Table 53: Question D4

What is your employment status?	Percent	Number
Working full time for pay	57%	N=99
Working part time for pay	13%	N=23
Unemployed, looking for paid work	1%	N=2
Unemployed, not looking for paid work	6%	N=10
Fully retired	23%	N=40
Total	100%	N=174

Table 54: Question D5

Do you work inside the boundaries of Novi?	Percent	Number
Yes, outside the home	19%	N=29
Yes, from home	15%	N=24
No	66%	N=102
Total	100%	N=155

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Table 55: Question D6

How many years have you lived in Novi?	Percent	Number
Less than 2 years	5%	N=9
2 to 5 years	16%	N=27
6 to 10 years	17%	N=29
11 to 20 years	23%	N=39
More than 20 years	40%	N=69
Total	100%	N=173

Table 56: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	84%	N=133
Building with two or more homes (duplex, townhome, apartment or condominium)	13%	N=20
Mobile home	3%	N=4
Other	1%	N=2
Total	100%	N=159

Table 57: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	6%	N=9
Owned	94%	N=145
Total	100%	N=154

Table 58: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	5%	N=8
\$300 to \$599 per month	8%	N=14
\$600 to \$999 per month	12%	N=20
\$1,000 to \$1,499 per month	26%	N=44
\$1,500 to \$2,499 per month	31%	N=52
\$2,500 or more per month	17%	N=29
Total	100%	N=167

Table 59: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	60%	N=98
Yes	40%	N=66
Total	100%	N=164

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Table 60: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	77%	N=125
Yes	23%	N=38
Total	100%	N=163

Table 61: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	4%	N=7
\$25,000 to \$49,999	8%	N=13
\$50,000 to \$99,999	30%	N=48
\$100,000 to \$149,999	25%	N=41
\$150,000 or more	33%	N=53
Total	100%	N=162

Table 62: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	99%	N=170
Yes, I consider myself to be Spanish, Hispanic or Latino	1%	N=1
Total	100%	N=171

Table 63: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=1
Asian, Asian Indian or Pacific Islander	8%	N=14
Black or African American	1%	N=1
White	89%	N=153
Other	2%	N=4

Total may exceed 100% as respondents could select more than one option.

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Table 64: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=1
25 to 34 years	11%	N=18
35 to 44 years	21%	N=36
45 to 54 years	24%	N=40
55 to 64 years	28%	N=47
65 to 74 years	14%	N=23
75 years or older	3%	N=5
Total	100%	N=170

Table 65: Question D16

What is your sex?	Percent	Number
Female	46%	N=60
Male	54%	N=71
Total	100%	N=131

Table 66: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	63%	N=85
Land line	10%	N=13
Both	27%	N=37
Total	100%	N=135

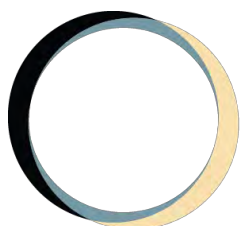


THE NCSTM
The National Citizen SurveyTM

Novi, MI

Technical Appendices

2018



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Contents

Appendix A: Complete Survey Responses	1
Appendix B: Benchmark Comparisons	19
Appendix C: Detailed Survey Methods	33
Appendix D: Survey Materials	39



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Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Novi:	Excellent		Good		Fair		Poor		Total	
Novi as a place to live	52%	N=217	43%	N=180	4%	N=16	1%	N=3	100%	N=416
Your neighborhood as a place to live	49%	N=201	42%	N=174	9%	N=38	0%	N=2	100%	N=415
Novi as a place to raise children	53%	N=192	42%	N=153	3%	N=12	2%	N=7	100%	N=364
Novi as a place to work	38%	N=100	47%	N=124	13%	N=35	3%	N=7	100%	N=266
Novi as a place to visit	27%	N=102	44%	N=168	22%	N=85	7%	N=25	100%	N=379
Novi as a place to retire	28%	N=92	43%	N=141	19%	N=61	11%	N=36	100%	N=331
The overall quality of life in Novi	42%	N=175	51%	N=210	6%	N=25	1%	N=3	100%	N=413

Table 2: Question 2

Please rate each of the following characteristics as they relate to Novi as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Novi	47%	N=195	49%	N=201	3%	N=14	1%	N=4	100%	N=415
Overall ease of getting to the places you usually have to visit	31%	N=128	40%	N=165	23%	N=96	5%	N=22	100%	N=411
Quality of overall natural environment in Novi	29%	N=118	46%	N=186	19%	N=77	6%	N=24	100%	N=406
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	17%	N=67	49%	N=197	29%	N=118	5%	N=22	100%	N=404
Health and wellness opportunities in Novi	30%	N=114	55%	N=212	14%	N=56	1%	N=4	100%	N=386
Overall opportunities for education and enrichment	39%	N=150	52%	N=198	8%	N=29	1%	N=4	100%	N=381
Overall economic health of Novi	35%	N=133	60%	N=226	4%	N=17	0%	N=1	100%	N=377
Sense of community	23%	N=90	49%	N=194	24%	N=95	4%	N=16	100%	N=396
Overall image or reputation of Novi	36%	N=146	56%	N=230	7%	N=30	1%	N=2	100%	N=409

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Novi to someone who asks	58%	N=233	35%	N=143	5%	N=22	1%	N=5	100%	N=402
Remain in Novi for the next five years	62%	N=243	25%	N=98	9%	N=33	4%	N=15	100%	N=390
If moving within the next five years, would consider renting or buying only within Novi	24%	N=71	38%	N=112	16%	N=48	22%	N=64	100%	N=295

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	76%	N=310	22%	N=90	2%	N=7	0%	N=1	0%	N=1	100%	N=410
In Novi's downtown/commercial area during the day	67%	N=263	29%	N=111	3%	N=10	1%	N=3	1%	N=2	100%	N=390

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Novi as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	6%	N=23	33%	N=135	41%	N=165	20%	N=81	100%	N=405
Ease of public parking	20%	N=80	51%	N=203	23%	N=93	6%	N=22	100%	N=398
Ease of travel by car in Novi	18%	N=71	44%	N=179	27%	N=108	11%	N=45	100%	N=403
Ease of travel by public transportation in Novi	9%	N=17	16%	N=31	16%	N=32	59%	N=117	100%	N=197
Ease of travel by bicycle in Novi	12%	N=34	38%	N=107	33%	N=93	18%	N=51	100%	N=284
Ease of walking in Novi	19%	N=70	42%	N=158	28%	N=105	12%	N=45	100%	N=377
Availability of paths and walking trails	18%	N=67	39%	N=144	33%	N=120	10%	N=37	100%	N=369
Air quality	29%	N=114	58%	N=232	11%	N=45	2%	N=7	100%	N=398
Cleanliness of Novi	32%	N=131	61%	N=250	6%	N=26	0%	N=0	100%	N=407
Overall appearance of Novi	30%	N=121	63%	N=257	6%	N=24	1%	N=4	100%	N=405
Public places where people want to spend time	23%	N=89	50%	N=191	22%	N=82	5%	N=18	100%	N=380
Variety of housing options	24%	N=88	49%	N=177	21%	N=76	6%	N=21	100%	N=362
Availability of affordable quality housing	15%	N=51	36%	N=121	29%	N=96	20%	N=66	100%	N=335
Fitness opportunities (including exercise classes and paths or trails, etc.)	23%	N=87	51%	N=190	23%	N=85	4%	N=14	100%	N=375
Recreational opportunities	22%	N=83	52%	N=193	19%	N=71	6%	N=23	100%	N=370
Availability of affordable quality food	36%	N=146	49%	N=197	13%	N=53	2%	N=8	100%	N=404
Availability of affordable quality health care	33%	N=119	55%	N=199	11%	N=41	1%	N=3	100%	N=363
Availability of preventive health services	31%	N=110	55%	N=194	11%	N=40	2%	N=7	100%	N=352

Table 6: Question 6

Please rate each of the following characteristics as they relate to Novi as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	30%	N=60	46%	N=91	19%	N=37	5%	N=9	100%	N=197
K-12 education	57%	N=161	38%	N=108	4%	N=10	1%	N=4	100%	N=283
Adult educational opportunities	31%	N=90	53%	N=153	13%	N=38	3%	N=10	100%	N=291
Opportunities to attend cultural/arts/music activities	20%	N=70	46%	N=160	28%	N=99	6%	N=19	100%	N=348
Opportunities to participate in religious or spiritual events and activities	37%	N=111	46%	N=140	15%	N=46	2%	N=6	100%	N=303
Employment opportunities	20%	N=47	55%	N=130	22%	N=52	4%	N=9	100%	N=238
Shopping opportunities	53%	N=213	40%	N=160	6%	N=25	1%	N=3	100%	N=402
Cost of living in Novi	10%	N=39	42%	N=165	40%	N=159	8%	N=33	100%	N=397
Overall quality of business and service establishments in Novi	23%	N=89	57%	N=223	18%	N=70	2%	N=7	100%	N=388
Vibrant downtown/commercial area	13%	N=51	32%	N=122	35%	N=135	20%	N=76	100%	N=384
Overall quality of new development in Novi	15%	N=52	52%	N=185	26%	N=95	7%	N=27	100%	N=358
Opportunities to participate in social events and activities	15%	N=53	52%	N=183	28%	N=100	5%	N=17	100%	N=354
Opportunities to volunteer	21%	N=57	56%	N=152	20%	N=54	4%	N=10	100%	N=273
Opportunities to participate in community matters	19%	N=56	52%	N=154	25%	N=74	4%	N=12	100%	N=297
Openness and acceptance of the community toward people of diverse backgrounds	27%	N=100	51%	N=189	19%	N=71	2%	N=9	100%	N=368
Neighborliness of residents in Novi	22%	N=85	52%	N=205	24%	N=93	2%	N=9	100%	N=392

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	Percentage	N	Percentage	N	Percentage	N
Made efforts to conserve water	16%	N=65	84%	N=343	100%	N=409
Made efforts to make your home more energy efficient	22%	N=88	78%	N=318	100%	N=406
Observed a code violation or other hazard in Novi (weeds, abandoned buildings, etc.)	71%	N=287	29%	N=118	100%	N=405
Household member was a victim of a crime in Novi	95%	N=384	5%	N=20	100%	N=405
Reported a crime to the police in Novi	90%	N=369	10%	N=39	100%	N=408
Stocked supplies in preparation for an emergency	73%	N=298	27%	N=108	100%	N=406
Campaigned or advocated for an issue, cause or candidate	86%	N=352	14%	N=56	100%	N=408
Contacted the City of Novi (in-person, phone, email or web) for help or information	60%	N=246	40%	N=162	100%	N=407
Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	90%	N=368	10%	N=40	100%	N=408

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Novi?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N
Used Novi recreation centers or their services	6%	N=24	13%	N=51	31%	N=125	51%	N=205	100%	N=404
Visited a neighborhood park or City park	9%	N=35	24%	N=97	46%	N=186	22%	N=89	100%	N=407
Used Novi public libraries or their services	8%	N=31	26%	N=107	35%	N=143	31%	N=125	100%	N=406
Participated in religious or spiritual activities in Novi	9%	N=35	12%	N=48	21%	N=83	59%	N=237	100%	N=403
Attended a City-sponsored event	1%	N=6	4%	N=16	37%	N=149	57%	N=231	100%	N=402
Used bus, rail, subway or other public transportation instead of driving	1%	N=4	1%	N=4	3%	N=13	95%	N=386	100%	N=407
Carpooled with other adults or children instead of driving alone	5%	N=18	12%	N=47	15%	N=59	69%	N=279	100%	N=404
Walked or biked instead of driving	9%	N=35	17%	N=68	26%	N=104	49%	N=201	100%	N=408
Volunteered your time to some group/activity in Novi	4%	N=16	8%	N=33	10%	N=42	78%	N=317	100%	N=408
Participated in a club	3%	N=13	6%	N=25	11%	N=44	80%	N=324	100%	N=406
Talked to or visited with your immediate neighbors	35%	N=142	34%	N=137	21%	N=84	11%	N=45	100%	N=408
Done a favor for a neighbor	18%	N=74	22%	N=91	36%	N=148	23%	N=95	100%	N=408

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N
Attended a local public meeting	1%	N=4	2%	N=7	15%	N=61	82%	N=334	100%	N=407
Watched (online or on television) a local public meeting	1%	N=4	1%	N=5	14%	N=56	84%	N=340	100%	N=405

Table 10: Question 10

Please rate the quality of each of the following services in Novi:	Excellent		Good		Fair		Poor		Total	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N
Police services	54%	N=184	40%	N=137	5%	N=18	1%	N=4	100%	N=343
Fire services	55%	N=165	42%	N=126	4%	N=11	0%	N=0	100%	N=302
Ambulance or emergency medical services	53%	N=145	39%	N=107	6%	N=17	2%	N=6	100%	N=275
Crime prevention	38%	N=118	52%	N=163	9%	N=28	1%	N=3	100%	N=312
Fire prevention and education	34%	N=90	56%	N=148	8%	N=21	2%	N=6	100%	N=266
Traffic enforcement	29%	N=100	52%	N=182	17%	N=58	2%	N=7	100%	N=347

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Please rate the quality of each of the following services in Novi:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Street repair	8%	N=32	30%	N=115	33%	N=130	28%	N=110	100%	N=387
Street cleaning	13%	N=45	46%	N=158	29%	N=101	12%	N=43	100%	N=347
Street lighting	15%	N=58	49%	N=187	26%	N=97	10%	N=39	100%	N=381
Snow removal	20%	N=74	53%	N=196	24%	N=88	4%	N=14	100%	N=373
Sidewalk maintenance	13%	N=46	51%	N=177	28%	N=97	7%	N=24	100%	N=344
Traffic signal timing	7%	N=27	52%	N=201	28%	N=109	13%	N=49	100%	N=386
Garbage collection	36%	N=131	58%	N=207	5%	N=17	1%	N=4	100%	N=359
Recycling	33%	N=118	51%	N=184	11%	N=40	5%	N=18	100%	N=360
Yard waste pick-up	30%	N=91	56%	N=167	9%	N=28	5%	N=14	100%	N=300
Storm drainage	20%	N=65	57%	N=187	17%	N=57	7%	N=22	100%	N=331
Drinking water	35%	N=126	50%	N=182	12%	N=42	4%	N=13	100%	N=362
Sewer services	27%	N=92	60%	N=202	12%	N=42	0%	N=1	100%	N=339
Power (electric and/or gas) utility	29%	N=110	57%	N=219	13%	N=50	1%	N=3	100%	N=382
Utility billing	22%	N=78	61%	N=216	16%	N=58	1%	N=3	100%	N=356
City parks	27%	N=88	59%	N=198	12%	N=40	2%	N=7	100%	N=333
Recreation programs or classes	22%	N=61	60%	N=162	15%	N=40	3%	N=8	100%	N=271
Recreation centers or facilities	18%	N=50	62%	N=178	17%	N=48	3%	N=10	100%	N=286
Land use, planning and zoning	12%	N=35	45%	N=133	29%	N=87	14%	N=43	100%	N=298
Code enforcement (weeds, abandoned buildings, etc.)	19%	N=51	51%	N=140	22%	N=61	8%	N=23	100%	N=276
Economic development	20%	N=62	55%	N=173	21%	N=66	4%	N=14	100%	N=315
Health services	28%	N=89	61%	N=196	10%	N=31	2%	N=6	100%	N=321
Public library services	47%	N=155	44%	N=147	8%	N=28	1%	N=3	100%	N=333
Public information services	25%	N=75	53%	N=157	19%	N=58	3%	N=8	100%	N=298
Cable television	10%	N=30	43%	N=129	26%	N=80	21%	N=62	100%	N=301
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	21%	N=50	59%	N=137	17%	N=39	3%	N=8	100%	N=235
Preservation of natural areas such as open space, farmlands and greenbelts	11%	N=32	44%	N=135	24%	N=75	21%	N=64	100%	N=306
Novi open space	10%	N=33	39%	N=125	34%	N=108	17%	N=53	100%	N=319
City-sponsored special events	17%	N=41	60%	N=144	19%	N=47	4%	N=10	100%	N=243
Overall customer service by Novi employees (police, receptionists, planners, etc.)	35%	N=115	52%	N=170	10%	N=34	2%	N=6	100%	N=324

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The City of Novi	32%	N=119	58%	N=218	8%	N=31	2%	N=7	100%	N=375
The Federal Government	10%	N=33	37%	N=127	37%	N=126	16%	N=54	100%	N=340

Table 12: Question 12

Please rate the following categories of Novi government performance:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Novi	12%	N=41	54%	N=192	28%	N=99	6%	N=22	100%	N=355
The overall direction that Novi is taking	13%	N=44	55%	N=188	25%	N=85	8%	N=27	100%	N=344
The job Novi government does at welcoming citizen involvement	20%	N=57	49%	N=140	23%	N=64	8%	N=23	100%	N=284
Overall confidence in Novi government	14%	N=47	54%	N=187	26%	N=90	6%	N=19	100%	N=343

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Please rate the following categories of Novi government performance:	Excellent		Good		Fair		Poor		Total	
Generally acting in the best interest of the community	15%	N=54	51%	N=177	27%	N=96	6%	N=21	100%	N=348
Being honest	17%	N=50	52%	N=158	27%	N=83	4%	N=12	100%	N=303
Treating all residents fairly	18%	N=59	56%	N=181	23%	N=75	3%	N=9	100%	N=324

Table 13: Question 13

Please rate how important, if at all, you think it is for the Novi community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Novi	61%	N=248	33%	N=135	5%	N=21	0%	N=1	100%	N=405
Overall ease of getting to the places you usually have to visit	44%	N=178	46%	N=184	10%	N=38	1%	N=2	100%	N=402
Quality of overall natural environment in Novi	43%	N=173	46%	N=185	10%	N=39	0%	N=1	100%	N=398
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	30%	N=120	45%	N=180	24%	N=95	1%	N=4	100%	N=399
Health and wellness opportunities in Novi	36%	N=142	42%	N=167	20%	N=81	2%	N=8	100%	N=398
Overall opportunities for education and enrichment	43%	N=172	39%	N=158	16%	N=63	2%	N=7	100%	N=399
Overall economic health of Novi	51%	N=204	40%	N=161	8%	N=33	1%	N=5	100%	N=403
Sense of community	34%	N=135	51%	N=204	14%	N=55	2%	N=7	100%	N=401

Table 14: Question 14

How likely or unlikely would you be to use each of the following potential new features of the Novi Public Library?	Very likely		Somewhat likely		Not at all likely		NA/Don't use the library		Total	
Increased meeting room rental space availability	6%	N=25	21%	N=86	45%	N=182	27%	N=110	100%	N=403
Extended Sunday hours (12pm to 8pm)	19%	N=78	33%	N=134	23%	N=93	24%	N=97	100%	N=403
Automatic renewal on materials that are currently checked out	27%	N=108	35%	N=141	15%	N=59	23%	N=92	100%	N=401
An improved café experience	14%	N=56	28%	N=112	31%	N=125	27%	N=108	100%	N=401
Elimination of daily overdue fines	22%	N=88	29%	N=116	25%	N=101	24%	N=95	100%	N=400

Table 15: Question 15

How important, if at all, are each of the following Novi Public Library services to you?	Essential		Very important		Somewhat important		Not at all important		NA/Don't use the library		Total	
Checking out books, music or movies	37%	N=148	20%	N=78	16%	N=66	4%	N=14	24%	N=94	100%	N=400
Downloading electronic books, digital music or digital movies	18%	N=71	21%	N=83	23%	N=90	13%	N=51	25%	N=101	100%	N=396
Attending performances for youth, teen and/or adults	9%	N=37	21%	N=84	23%	N=90	21%	N=82	27%	N=106	100%	N=399
Availability of meeting room space	8%	N=30	16%	N=65	20%	N=79	31%	N=122	26%	N=102	100%	N=398
Opportunities for learning (e.g., online tutoring, ESL classes, computer classes, adult education opportunities, cultural learning experiences, etc.)	18%	N=66	25%	N=92	21%	N=78	14%	N=52	23%	N=85	100%	N=373

Table 16: Question 16

Please indicate the extent to which you would support or oppose a potential property tax increase for each of the following:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Enhancing Novi Public Library operations	21%	N=70	42%	N=145	18%	N=60	19%	N=66	100%	N=341
Widening Beck Road	40%	N=144	30%	N=109	17%	N=62	12%	N=43	100%	N=358
Joining the Suburban Mobility Authority for Regional Transit (SMART) System	23%	N=79	33%	N=111	19%	N=64	25%	N=85	100%	N=339

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Table 17: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	8%	N=31	5%	N=19	11%	N=44	16%	N=65	60%	N=243	100%	N=402
Purchase goods or services from a business located in Novi	0%	N=0	3%	N=13	22%	N=87	48%	N=191	27%	N=109	100%	N=400
Eat at least 5 portions of fruits and vegetables a day	2%	N=8	11%	N=45	33%	N=131	37%	N=146	17%	N=69	100%	N=399
Participate in moderate or vigorous physical activity	5%	N=21	10%	N=42	34%	N=138	33%	N=134	17%	N=66	100%	N=401
Read or watch local news (via television, paper, computer, etc.)	3%	N=13	17%	N=68	23%	N=94	26%	N=103	31%	N=122	100%	N=401
Vote in local elections	12%	N=47	8%	N=32	11%	N=45	21%	N=84	48%	N=193	100%	N=400

Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	22%	N=87
Very good	47%	N=188
Good	27%	N=107
Fair	3%	N=14
Poor	1%	N=3
Total	100%	N=399

Table 19: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	12%	N=47
Somewhat positive	30%	N=122
Neutral	45%	N=180
Somewhat negative	12%	N=47
Very negative	1%	N=5
Total	100%	N=400

Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	66%	N=265
Working part time for pay	5%	N=20
Unemployed, looking for paid work	3%	N=11
Unemployed, not looking for paid work	3%	N=12
Fully retired	23%	N=92
Total	100%	N=400

Table 21: Question D5

Do you work inside the boundaries of Novi?	Percent	Number
Yes, outside the home	23%	N=88
Yes, from home	6%	N=23
No	71%	N=272
Total	100%	N=383

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Table 22: Question D6

How many years have you lived in Novi?	Percent	Number
Less than 2 years	18%	N=73
2 to 5 years	23%	N=93
6 to 10 years	13%	N=54
11 to 20 years	20%	N=79
More than 20 years	25%	N=100
Total	100%	N=400

Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	55%	N=220
Building with two or more homes (duplex, townhome, apartment or condominium)	41%	N=164
Mobile home	2%	N=9
Other	2%	N=7
Total	100%	N=399

Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	32%	N=124
Owned	68%	N=268
Total	100%	N=393

Table 25: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	1%	N=5
\$300 to \$599 per month	6%	N=24
\$600 to \$999 per month	20%	N=76
\$1,000 to \$1,499 per month	21%	N=79
\$1,500 to \$2,499 per month	36%	N=139
\$2,500 or more per month	16%	N=60
Total	100%	N=384

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	64%	N=254
Yes	36%	N=144
Total	100%	N=398

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Table 27: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	74%	N=291
Yes	26%	N=104
Total	100%	N=395

Table 28: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	4%	N=17
\$25,000 to \$49,999	13%	N=48
\$50,000 to \$99,999	27%	N=102
\$100,000 to \$149,999	27%	N=99
\$150,000 or more	29%	N=108
Total	100%	N=374

Table 29: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	95%	N=370
Yes, I consider myself to be Spanish, Hispanic or Latino	5%	N=21
Total	100%	N=391

Table 30: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=3
Asian, Asian Indian or Pacific Islander	16%	N=63
Black or African American	3%	N=11
White	78%	N=306
Other	3%	N=11

Total may exceed 100% as respondents could select more than one option.

Table 31: Question D15

In which category is your age?	Percent	Number
18 to 24 years	3%	N=11
25 to 34 years	18%	N=72
35 to 44 years	19%	N=74
45 to 54 years	27%	N=104
55 to 64 years	11%	N=44
65 to 74 years	12%	N=46
75 years or older	11%	N=41
Total	100%	N=392

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Table 32: Question D16

What is your sex?	Percent	Number
Female	53%	N=204
Male	47%	N=183
Total	100%	N=387

Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	74%	N=291
Land line	11%	N=45
Both	15%	N=58
Total	100%	N=394

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Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the **number of respondents (denoted with “N=”)** .

Table 34: Question 1

Please rate each of the following aspects of quality of life in Novi:	Excellent		Good		Fair		Poor		Don't know		Total	
Novi as a place to live	52%	N=217	43%	N=180	4%	N=16	1%	N=3	0%	N=0	100%	N=416
Your neighborhood as a place to live	48%	N=201	42%	N=174	9%	N=38	0%	N=2	0%	N=1	100%	N=416
Novi as a place to raise children	47%	N=192	37%	N=153	3%	N=12	2%	N=7	12%	N=48	100%	N=412
Novi as a place to work	24%	N=100	30%	N=124	8%	N=35	2%	N=7	35%	N=144	100%	N=410
Novi as a place to visit	25%	N=102	41%	N=168	21%	N=85	6%	N=25	8%	N=32	100%	N=412
Novi as a place to retire	22%	N=92	34%	N=141	15%	N=61	9%	N=36	20%	N=82	100%	N=412
The overall quality of life in Novi	42%	N=175	51%	N=210	6%	N=25	1%	N=3	0%	N=0	100%	N=413

Table 35: Question 2

Please rate each of the following characteristics as they relate to Novi as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Novi	47%	N=195	49%	N=201	3%	N=14	1%	N=4	0%	N=0	100%	N=415
Overall ease of getting to the places you usually have to visit	31%	N=128	40%	N=165	23%	N=96	5%	N=22	0%	N=1	100%	N=412
Quality of overall natural environment in Novi	29%	N=118	45%	N=186	19%	N=77	6%	N=24	2%	N=6	100%	N=412
Overall “built environment” of Novi (including overall design, buildings, parks and transportation systems)	16%	N=67	48%	N=197	29%	N=118	5%	N=22	1%	N=6	100%	N=410
Health and wellness opportunities in Novi	28%	N=114	51%	N=212	14%	N=56	1%	N=4	7%	N=27	100%	N=413
Overall opportunities for education and enrichment	36%	N=150	48%	N=198	7%	N=29	1%	N=4	8%	N=32	100%	N=413
Overall economic health of Novi	32%	N=133	55%	N=226	4%	N=17	0%	N=1	9%	N=36	100%	N=413
Sense of community	22%	N=90	48%	N=194	23%	N=95	4%	N=16	3%	N=12	100%	N=408
Overall image or reputation of Novi	35%	N=146	56%	N=230	7%	N=30	1%	N=2	1%	N=4	100%	N=412

Table 36: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Novi to someone who asks	57%	N=233	35%	N=143	5%	N=22	1%	N=5	2%	N=9	100%	N=411
Remain in Novi for the next five years	59%	N=243	24%	N=98	8%	N=33	4%	N=15	5%	N=19	100%	N=409
If moving within the next five years, would consider renting or buying only within Novi	19%	N=71	30%	N=112	13%	N=48	17%	N=64	21%	N=76	100%	N=371

Table 37: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	76%	N=310	22%	N=90	2%	N=7	0%	N=1	0%	N=1	0%	N=0	100%	N=410
In Novi’s downtown/commercial area during the day	65%	N=263	27%	N=111	2%	N=10	1%	N=3	1%	N=2	4%	N=16	100%	N=406

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Table 38: Question 5

Please rate each of the following characteristics as they relate to Novi as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	6%	N=23	33%	N=135	41%	N=165	20%	N=81	0%	N=2	100%	N=406
Ease of public parking	20%	N=80	50%	N=203	23%	N=93	5%	N=22	2%	N=9	100%	N=407
Ease of travel by car in Novi	17%	N=71	44%	N=179	27%	N=108	11%	N=45	1%	N=4	100%	N=407
Ease of travel by public transportation in Novi	4%	N=17	8%	N=31	8%	N=32	29%	N=117	52%	N=209	100%	N=406
Ease of travel by bicycle in Novi	8%	N=34	26%	N=107	23%	N=93	12%	N=51	30%	N=122	100%	N=406
Ease of walking in Novi	17%	N=70	39%	N=158	26%	N=105	11%	N=45	7%	N=29	100%	N=406
Availability of paths and walking trails	16%	N=67	35%	N=144	30%	N=120	9%	N=37	9%	N=39	100%	N=407
Air quality	28%	N=114	57%	N=232	11%	N=45	2%	N=7	2%	N=8	100%	N=406
Cleanliness of Novi	32%	N=131	61%	N=250	6%	N=26	0%	N=0	0%	N=2	100%	N=409
Overall appearance of Novi	30%	N=121	63%	N=257	6%	N=24	1%	N=4	1%	N=3	100%	N=408
Public places where people want to spend time	22%	N=89	47%	N=191	20%	N=82	4%	N=18	7%	N=27	100%	N=406
Variety of housing options	22%	N=88	44%	N=177	19%	N=76	5%	N=21	11%	N=44	100%	N=406
Availability of affordable quality housing	13%	N=51	30%	N=121	24%	N=96	16%	N=66	17%	N=68	100%	N=403
Fitness opportunities (including exercise classes and paths or trails, etc.)	21%	N=87	46%	N=190	21%	N=85	3%	N=14	8%	N=34	100%	N=409
Recreational opportunities	20%	N=83	48%	N=193	17%	N=71	6%	N=23	9%	N=35	100%	N=405
Availability of affordable quality food	36%	N=146	48%	N=197	13%	N=53	2%	N=8	1%	N=3	100%	N=406
Availability of affordable quality health care	29%	N=119	49%	N=199	10%	N=41	1%	N=3	11%	N=43	100%	N=406
Availability of preventive health services	27%	N=110	48%	N=194	10%	N=40	2%	N=7	14%	N=56	100%	N=408

Table 39: Question 6

Please rate each of the following characteristics as they relate to Novi as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	15%	N=60	22%	N=91	9%	N=37	2%	N=9	52%	N=211	100%	N=407
K-12 education	40%	N=161	27%	N=108	3%	N=10	1%	N=4	30%	N=124	100%	N=407
Adult educational opportunities	22%	N=90	38%	N=153	9%	N=38	2%	N=10	28%	N=115	100%	N=406
Opportunities to attend cultural/arts/music activities	17%	N=70	40%	N=160	25%	N=99	5%	N=19	13%	N=54	100%	N=402
Opportunities to participate in religious or spiritual events and activities	28%	N=111	35%	N=140	11%	N=46	2%	N=6	25%	N=99	100%	N=402
Employment opportunities	12%	N=47	32%	N=130	13%	N=52	2%	N=9	41%	N=168	100%	N=407
Shopping opportunities	53%	N=213	39%	N=160	6%	N=25	1%	N=3	1%	N=4	100%	N=406
Cost of living in Novi	10%	N=39	40%	N=165	39%	N=159	8%	N=33	3%	N=11	100%	N=407
Overall quality of business and service establishments in Novi	22%	N=89	55%	N=223	17%	N=70	2%	N=7	4%	N=17	100%	N=405
Vibrant downtown/commercial area	13%	N=51	30%	N=122	33%	N=135	19%	N=76	5%	N=22	100%	N=406
Overall quality of new development in Novi	13%	N=52	46%	N=185	23%	N=95	7%	N=27	12%	N=47	100%	N=405
Opportunities to participate in social events and activities	13%	N=53	45%	N=183	25%	N=100	4%	N=17	13%	N=54	100%	N=408
Opportunities to volunteer	14%	N=57	37%	N=152	13%	N=54	2%	N=10	33%	N=136	100%	N=408
Opportunities to participate in community matters	14%	N=56	38%	N=154	18%	N=74	3%	N=12	27%	N=108	100%	N=404
Openness and acceptance of the community toward people of diverse backgrounds	24%	N=100	46%	N=189	17%	N=71	2%	N=9	10%	N=39	100%	N=407
Neighborliness of residents in Novi	21%	N=85	51%	N=205	23%	N=93	2%	N=9	3%	N=14	100%	N=406

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Table 40: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	16%	N=65	84%	N=343	100%	N=409
Made efforts to make your home more energy efficient	22%	N=88	78%	N=318	100%	N=406
Observed a code violation or other hazard in Novi (weeds, abandoned buildings, etc.)	71%	N=287	29%	N=118	100%	N=405
Household member was a victim of a crime in Novi	95%	N=384	5%	N=20	100%	N=405
Reported a crime to the police in Novi	90%	N=369	10%	N=39	100%	N=408
Stocked supplies in preparation for an emergency	73%	N=298	27%	N=108	100%	N=406
Campaigned or advocated for an issue, cause or candidate	86%	N=352	14%	N=56	100%	N=408
Contacted the City of Novi (in-person, phone, email or web) for help or information	60%	N=246	40%	N=162	100%	N=407
Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	90%	N=368	10%	N=40	100%	N=408

Table 41: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Novi?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Novi recreation centers or their services	6%	N=24	13%	N=51	31%	N=125	51%	N=205	100%	N=404
Visited a neighborhood park or City park	9%	N=35	24%	N=97	46%	N=186	22%	N=89	100%	N=407
Used Novi public libraries or their services	8%	N=31	26%	N=107	35%	N=143	31%	N=125	100%	N=406
Participated in religious or spiritual activities in Novi	9%	N=35	12%	N=48	21%	N=83	59%	N=237	100%	N=403
Attended a City-sponsored event	1%	N=6	4%	N=16	37%	N=149	57%	N=231	100%	N=402
Used bus, rail, subway or other public transportation instead of driving	1%	N=4	1%	N=4	3%	N=13	95%	N=386	100%	N=407
Carpooled with other adults or children instead of driving alone	5%	N=18	12%	N=47	15%	N=59	69%	N=279	100%	N=404
Walked or biked instead of driving	9%	N=35	17%	N=68	26%	N=104	49%	N=201	100%	N=408
Volunteered your time to some group/activity in Novi	4%	N=16	8%	N=33	10%	N=42	78%	N=317	100%	N=408
Participated in a club	3%	N=13	6%	N=25	11%	N=44	80%	N=324	100%	N=406
Talked to or visited with your immediate neighbors	35%	N=142	34%	N=137	21%	N=84	11%	N=45	100%	N=408
Done a favor for a neighbor	18%	N=74	22%	N=91	36%	N=148	23%	N=95	100%	N=408

Table 42: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=4	2%	N=7	15%	N=61	82%	N=334	100%	N=407
Watched (online or on television) a local public meeting	1%	N=4	1%	N=5	14%	N=56	84%	N=340	100%	N=405

Table 43: Question 10

Please rate the quality of each of the following services in Novi:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	46%	N=184	34%	N=137	5%	N=18	1%	N=4	14%	N=54	100%	N=397
Fire services	41%	N=165	32%	N=126	3%	N=11	0%	N=0	24%	N=97	100%	N=399
Ambulance or emergency medical services	37%	N=145	27%	N=107	4%	N=17	1%	N=6	30%	N=119	100%	N=394
Crime prevention	30%	N=118	41%	N=163	7%	N=28	1%	N=3	21%	N=83	100%	N=395
Fire prevention and education	23%	N=90	38%	N=148	5%	N=21	2%	N=6	32%	N=128	100%	N=393
Traffic enforcement	26%	N=100	47%	N=182	15%	N=58	2%	N=7	11%	N=44	100%	N=391

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Please rate the quality of each of the following services in Novi:	Excellent		Good		Fair		Poor		Don't know		Total	
Street repair	8%	N=32	29%	N=115	33%	N=130	28%	N=110	2%	N=9	100%	N=397
Street cleaning	12%	N=45	40%	N=158	26%	N=101	11%	N=43	12%	N=46	100%	N=393
Street lighting	15%	N=58	48%	N=187	25%	N=97	10%	N=39	3%	N=13	100%	N=394
Snow removal	19%	N=74	50%	N=196	22%	N=88	3%	N=14	6%	N=22	100%	N=395
Sidewalk maintenance	12%	N=46	45%	N=177	25%	N=97	6%	N=24	13%	N=51	100%	N=395
Traffic signal timing	7%	N=27	51%	N=201	28%	N=109	12%	N=49	3%	N=11	100%	N=397
Garbage collection	33%	N=131	52%	N=207	4%	N=17	1%	N=4	10%	N=39	100%	N=398
Recycling	30%	N=118	46%	N=184	10%	N=40	5%	N=18	9%	N=37	100%	N=397
Yard waste pick-up	23%	N=91	42%	N=167	7%	N=28	4%	N=14	24%	N=97	100%	N=397
Storm drainage	16%	N=65	47%	N=187	14%	N=57	6%	N=22	16%	N=63	100%	N=395
Drinking water	32%	N=126	46%	N=182	11%	N=42	3%	N=13	9%	N=36	100%	N=398
Sewer services	23%	N=92	51%	N=202	11%	N=42	0%	N=1	15%	N=59	100%	N=398
Power (electric and/or gas) utility	28%	N=110	55%	N=219	13%	N=50	1%	N=3	4%	N=16	100%	N=397
Utility billing	20%	N=78	55%	N=216	15%	N=58	1%	N=3	10%	N=40	100%	N=397
City parks	22%	N=88	50%	N=198	10%	N=40	2%	N=7	16%	N=65	100%	N=398
Recreation programs or classes	15%	N=61	41%	N=162	10%	N=40	2%	N=8	32%	N=127	100%	N=398
Recreation centers or facilities	13%	N=50	45%	N=178	12%	N=48	2%	N=10	28%	N=110	100%	N=397
Land use, planning and zoning	9%	N=35	34%	N=133	22%	N=87	11%	N=43	25%	N=97	100%	N=394
Code enforcement (weeds, abandoned buildings, etc.)	13%	N=51	36%	N=140	15%	N=61	6%	N=23	30%	N=119	100%	N=394
Economic development	16%	N=62	44%	N=173	17%	N=66	3%	N=14	19%	N=76	100%	N=390
Health services	22%	N=89	50%	N=196	8%	N=31	1%	N=6	19%	N=74	100%	N=395
Public library services	39%	N=155	37%	N=147	7%	N=28	1%	N=3	15%	N=61	100%	N=394
Public information services	19%	N=75	40%	N=157	15%	N=58	2%	N=8	24%	N=95	100%	N=393
Cable television	8%	N=30	33%	N=129	20%	N=80	16%	N=62	24%	N=94	100%	N=395
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	13%	N=50	35%	N=137	10%	N=39	2%	N=8	41%	N=160	100%	N=395
Preservation of natural areas such as open space, farmlands and greenbelts	8%	N=32	35%	N=135	19%	N=75	16%	N=64	21%	N=83	100%	N=390
Novi open space	8%	N=33	32%	N=125	28%	N=108	14%	N=53	19%	N=74	100%	N=393
City-sponsored special events	10%	N=41	37%	N=144	12%	N=47	3%	N=10	39%	N=153	100%	N=395
Overall customer service by Novi employees (police, receptionists, planners, etc.)	30%	N=115	44%	N=170	9%	N=34	1%	N=6	15%	N=59	100%	N=383

Table 44: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Novi	30%	N=119	55%	N=218	8%	N=31	2%	N=7	5%	N=21	100%	N=396
The Federal Government	8%	N=33	32%	N=127	32%	N=126	14%	N=54	13%	N=53	100%	N=393

Table 45: Question 12

Please rate the following categories of Novi government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Novi	10%	N=41	48%	N=192	25%	N=99	6%	N=22	10%	N=41	100%	N=396
The overall direction that Novi is taking	11%	N=44	48%	N=188	22%	N=85	7%	N=27	13%	N=51	100%	N=395
The job Novi government does at welcoming citizen involvement	14%	N=57	35%	N=140	16%	N=64	6%	N=23	28%	N=111	100%	N=395

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Please rate the following categories of Novi government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall confidence in Novi government	12%	N=47	47%	N=187	23%	N=90	5%	N=19	13%	N=53	100%	N=396
Generally acting in the best interest of the community	14%	N=54	45%	N=177	24%	N=96	5%	N=21	12%	N=47	100%	N=395
Being honest	13%	N=50	40%	N=158	21%	N=83	3%	N=12	23%	N=89	100%	N=392
Treating all residents fairly	15%	N=59	46%	N=181	19%	N=75	2%	N=9	18%	N=73	100%	N=397

Table 46: Question 13

Please rate how important, if at all, you think it is for the Novi community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Novi	61%	N=248	33%	N=135	5%	N=21	0%	N=1	100%	N=405
Overall ease of getting to the places you usually have to visit	44%	N=178	46%	N=184	10%	N=38	1%	N=2	100%	N=402
Quality of overall natural environment in Novi	43%	N=173	46%	N=185	10%	N=39	0%	N=1	100%	N=398
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	30%	N=120	45%	N=180	24%	N=95	1%	N=4	100%	N=399
Health and wellness opportunities in Novi	36%	N=142	42%	N=167	20%	N=81	2%	N=8	100%	N=398
Overall opportunities for education and enrichment	43%	N=172	39%	N=158	16%	N=63	2%	N=7	100%	N=399
Overall economic health of Novi	51%	N=204	40%	N=161	8%	N=33	1%	N=5	100%	N=403
Sense of community	34%	N=135	51%	N=204	14%	N=55	2%	N=7	100%	N=401

Table 47: Question 14

How likely or unlikely would you be to use each of the following potential new features of the Novi Public Library?	Very likely		Somewhat likely		Not at all likely		NA/Don't use the library		Total	
Increased meeting room rental space availability	6%	N=25	21%	N=86	45%	N=182	27%	N=110	100%	N=403
Extended Sunday hours (12pm to 8pm)	19%	N=78	33%	N=134	23%	N=93	24%	N=97	100%	N=403
Automatic renewal on materials that are currently checked out	27%	N=108	35%	N=141	15%	N=59	23%	N=92	100%	N=401
An improved café experience	14%	N=56	28%	N=112	31%	N=125	27%	N=108	100%	N=401
Elimination of daily overdue fines	22%	N=88	29%	N=116	25%	N=101	24%	N=95	100%	N=400

Table 48: Question 15

How important, if at all, are each of the following Novi Public Library services to you?	Essential		Very important		Somewhat important		Not at all important		NA/Don't use the library		Total	
Checking out books, music or movies	37%	N=148	20%	N=78	16%	N=66	4%	N=14	24%	N=94	100%	N=400
Downloading electronic books, digital music or digital movies	18%	N=71	21%	N=83	23%	N=90	13%	N=51	25%	N=101	100%	N=396
Attending performances for youth, teen and/or adults	9%	N=37	21%	N=84	23%	N=90	21%	N=82	27%	N=106	100%	N=399
Availability of meeting room space	8%	N=30	16%	N=65	20%	N=79	31%	N=122	26%	N=102	100%	N=398
Opportunities for learning (e.g., online tutoring, ESL classes, computer classes, adult education opportunities, cultural learning experiences, etc.)	18%	N=66	25%	N=92	21%	N=78	14%	N=52	23%	N=85	100%	N=373

Table 49: Question 16

Please indicate the extent to which you would support or oppose a potential property tax increase for each of the following:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Enhancing Novi Public Library operations	17%	N=70	36%	N=145	15%	N=60	16%	N=66	15%	N=62	100%	N=402
Widening Beck Road	36%	N=144	27%	N=109	15%	N=62	11%	N=43	11%	N=45	100%	N=404
Joining the Suburban Mobility Authority for Regional Transit (SMART)	20%	N=79	28%	N=111	16%	N=64	21%	N=85	16%	N=63	100%	N=402

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Please indicate the extent to which you would support or oppose a potential property tax increase for each of the following:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
System						

Table 50: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	8%	N=31	5%	N=19	11%	N=44	16%	N=65	60%	N=243	100%	N=402
Purchase goods or services from a business located in Novi	0%	N=0	3%	N=13	22%	N=87	48%	N=191	27%	N=109	100%	N=400
Eat at least 5 portions of fruits and vegetables a day	2%	N=8	11%	N=45	33%	N=131	37%	N=146	17%	N=69	100%	N=399
Participate in moderate or vigorous physical activity	5%	N=21	10%	N=42	34%	N=138	33%	N=134	17%	N=66	100%	N=401
Read or watch local news (via television, paper, computer, etc.)	3%	N=13	17%	N=68	23%	N=94	26%	N=103	31%	N=122	100%	N=401
Vote in local elections	12%	N=47	8%	N=32	11%	N=45	21%	N=84	48%	N=193	100%	N=400

Table 51: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	22%	N=87
Very good	47%	N=188
Good	27%	N=107
Fair	3%	N=14
Poor	1%	N=3
Total	100%	N=399

Table 52: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	12%	N=47
Somewhat positive	30%	N=122
Neutral	45%	N=180
Somewhat negative	12%	N=47
Very negative	1%	N=5
Total	100%	N=400

Table 53: Question D4

What is your employment status?	Percent	Number
Working full time for pay	66%	N=265
Working part time for pay	5%	N=20
Unemployed, looking for paid work	3%	N=11
Unemployed, not looking for paid work	3%	N=12
Fully retired	23%	N=92
Total	100%	N=400

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Table 54: Question D5

Do you work inside the boundaries of Novi?	Percent	Number
Yes, outside the home	23%	N=88
Yes, from home	6%	N=23
No	71%	N=272
Total	100%	N=383

Table 55: Question D6

How many years have you lived in Novi?	Percent	Number
Less than 2 years	18%	N=73
2 to 5 years	23%	N=93
6 to 10 years	13%	N=54
11 to 20 years	20%	N=79
More than 20 years	25%	N=100
Total	100%	N=400

Table 56: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	55%	N=220
Building with two or more homes (duplex, townhome, apartment or condominium)	41%	N=164
Mobile home	2%	N=9
Other	2%	N=7
Total	100%	N=399

Table 57: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	32%	N=124
Owned	68%	N=268
Total	100%	N=393

Table 58: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	1%	N=5
\$300 to \$599 per month	6%	N=24
\$600 to \$999 per month	20%	N=76
\$1,000 to \$1,499 per month	21%	N=79
\$1,500 to \$2,499 per month	36%	N=139
\$2,500 or more per month	16%	N=60
Total	100%	N=384

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Table 59: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	64%	N=254
Yes	36%	N=144
Total	100%	N=398

Table 60: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	74%	N=291
Yes	26%	N=104
Total	100%	N=395

Table 61: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	4%	N=17
\$25,000 to \$49,999	13%	N=48
\$50,000 to \$99,999	27%	N=102
\$100,000 to \$149,999	27%	N=99
\$150,000 or more	29%	N=108
Total	100%	N=374

Table 62: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	95%	N=370
Yes, I consider myself to be Spanish, Hispanic or Latino	5%	N=21
Total	100%	N=391

Table 63: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=3
Asian, Asian Indian or Pacific Islander	16%	N=63
Black or African American	3%	N=11
White	78%	N=306
Other	3%	N=11

Total may exceed 100% as respondents could select more than one option.

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Table 64: Question D15

In which category is your age?	Percent	Number
18 to 24 years	3%	N=11
25 to 34 years	18%	N=72
35 to 44 years	19%	N=74
45 to 54 years	27%	N=104
55 to 64 years	11%	N=44
65 to 74 years	12%	N=46
75 years or older	11%	N=41
Total	100%	N=392

Table 65: Question D16

What is your sex?	Percent	Number
Female	53%	N=204
Male	47%	N=183
Total	100%	N=387

Table 66: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	74%	N=291
Land line	11%	N=45
Both	15%	N=58
Total	100%	N=394

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on **The National Citizen Survey™**. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Novi chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (communities with populations ranging from 35,000 to 70,000).

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Novi’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Novi’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Novi’s rating to the benchmark.

In that final column, Novi’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Novi residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “**higher**” or “**lower**” than the benchmark means that Novi’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “**much higher**” or “**much lower**,” then Novi’s average rating was more than 20 points different when compared to the benchmark.

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 67: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Novi	93%	68	445	Higher
Overall image or reputation of Novi	92%	57	342	Higher
Novi as a place to live	95%	74	382	Similar
Your neighborhood as a place to live	90%	61	305	Similar
Novi as a place to raise children	95%	68	371	Higher
Novi as a place to retire	70%	136	346	Similar
Overall appearance of Novi	93%	65	349	Higher

Table 68: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Novi	96%	66	341	Higher
	In your neighborhood during the day	98%	109	348	Similar
	In Novi's downtown/commercial area during the day	96%	103	308	Similar
Mobility	Overall ease of getting to the places you usually have to visit	71%	128	258	Similar
	Availability of paths and walking trails	57%	190	310	Similar
	Ease of walking in Novi	60%	180	298	Similar
	Ease of travel by bicycle in Novi	50%	174	298	Similar
	Ease of travel by public transportation in Novi	24%	189	218	Lower
	Ease of travel by car in Novi	62%	182	298	Similar
	Ease of public parking	71%	32	216	Higher
	Traffic flow on major streets	39%	223	334	Similar
Natural Environment	Quality of overall natural environment in Novi	75%	164	270	Similar
	Cleanliness of Novi	94%	57	278	Higher
	Air quality	87%	90	241	Similar
Built Environment	Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	65%	93	247	Similar
	Overall quality of new development in Novi	66%	70	285	Similar
	Availability of affordable quality housing	52%	88	296	Similar
	Variety of housing options	73%	33	273	Higher
	Public places where people want to spend time	74%	87	240	Similar
	Overall economic health of Novi	95%	18	253	Higher
	Vibrant downtown/commercial area	45%	132	230	Similar
	Overall quality of business and service establishments in Novi	80%	26	266	Higher
Economy	Cost of living in Novi	51%	66	250	Similar
	Shopping opportunities	93%	4	289	Much higher
	Employment opportunities	74%	8	302	Much higher
	Novi as a place to visit	71%	104	267	Similar
	Novi as a place to work	84%	18	351	Higher
	Health and wellness opportunities in Novi	84%	50	248	Similar
	Availability of preventive health services	87%	13	232	Higher
	Availability of affordable quality health care	88%	9	253	Higher
	Availability of affordable quality food	85%	9	238	Higher
	Recreational opportunities	75%	115	289	Similar
Recreation and Wellness	Fitness opportunities (including exercise classes and paths or trails, etc.)	74%	103	238	Similar
	Overall opportunities for education and enrichment	91%	32	250	Higher

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Enrichment	Opportunities to participate in religious or spiritual events and activities	83%	57	199	Similar
	Opportunities to attend cultural/arts/music activities	66%	107	288	Similar
	Adult educational opportunities	83%	14	227	Higher
	K-12 education	95%	16	264	Much higher
	Availability of affordable quality child care/preschool	76%	11	248	Higher
Community Engagement	Opportunities to participate in social events and activities	67%	103	257	Similar
	Neighborliness of Novi	74%	38	242	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	78%	14	286	Higher
	Opportunities to participate in community matters	71%	75	269	Similar
	Opportunities to volunteer	77%	101	257	Similar

Table 69: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Novi	90%	38	420	Higher
Overall customer service by Novi employees (police, receptionists, planners, etc.)	88%	46	372	Higher
Value of services for the taxes paid to Novi	66%	85	396	Similar
Overall direction that Novi is taking	67%	104	309	Similar
Job Novi government does at welcoming citizen involvement	69%	27	315	Higher
Overall confidence in Novi government	68%	43	253	Similar
Generally acting in the best interest of the community	66%	57	253	Similar
Being honest	69%	46	245	Similar
Treating all residents fairly	74%	22	250	Higher
Services provided by the Federal Government	47%	36	245	Similar

Table 70: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	93%	22	454	Higher
	Fire services	96%	82	379	Similar
	Ambulance or emergency medical services	92%	110	341	Similar
	Crime prevention	90%	25	355	Higher
	Fire prevention and education	90%	69	277	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	80%	35	272	Similar
Mobility	Traffic enforcement	81%	13	364	Higher
	Street repair	38%	272	381	Similar
	Street cleaning	59%	202	317	Similar
	Street lighting	64%	141	321	Similar
	Snow removal	73%	89	281	Similar
	Sidewalk maintenance	65%	83	315	Similar
Natural Environment	Traffic signal timing	59%	97	258	Similar
	Garbage collection	94%	71	349	Similar
	Recycling	84%	139	352	Similar
	Yard waste pick-up	86%	86	264	Similar
	Drinking water	85%	52	308	Higher

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Preservation of natural areas such as open space, farmlands and greenbelts	55%	206	250	Similar
	Novi open space	49%	185	227	Similar
Built Environment	Storm drainage	76%	102	345	Similar
	Sewer services	87%	75	314	Similar
	Power (electric and/or gas) utility	86%	33	177	Similar
	Utility billing	83%	33	221	Similar
	Land use, planning and zoning	56%	94	294	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	69%	33	380	Higher
	Cable television	53%	114	198	Similar
Economy	Economic development	75%	28	278	Higher
Recreation and Wellness	City parks	86%	156	318	Similar
	Recreation programs or classes	82%	99	318	Similar
	Recreation centers or facilities	80%	110	271	Similar
	Health services	89%	22	215	Higher
Education and Enrichment	City-sponsored special events	77%	105	272	Similar
	Public library services	91%	73	332	Similar
Community Engagement	Public information services	78%	51	281	Similar

Table 71: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	72%	83	305	Similar
Recommend living in Novi to someone who asks	93%	69	281	Similar
Remain in Novi for the next five years	87%	79	273	Similar
Contacted Novi (in-person, phone, email or web) for help or information	40%	231	315	Similar

Table 72: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	27%	166	218	Lower
	Did NOT report a crime to the police	90%	2	245	Higher
	Household member was NOT a victim of a crime	95%	17	266	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	5%	176	199	Much lower
	Carpooled with other adults or children instead of driving alone	31%	224	232	Lower
	Walked or biked instead of driving	51%	159	241	Similar
Natural Environment	Made efforts to conserve water	84%	84	227	Similar
	Made efforts to make your home more energy efficient	78%	56	228	Similar
	Recycle at home	88%	156	252	Similar
Built Environment	Did NOT observe a code violation or other hazard in Novi	71%	21	234	Higher
	NOT experiencing housing costs stress	81%	22	251	Higher
Economy	Purchase goods or services from a business located in Novi	97%	137	238	Similar
	Economy will have positive impact on income	42%	34	252	Similar
	Work inside boundaries of Novi	29%	183	239	Lower

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recreation and Wellness	Used Novi recreation centers or their services	49%	197	234	Similar
	Visited a neighborhood park or City park	78%	215	263	Similar
	Eat at least 5 portions of fruits and vegetables a day	87%	58	230	Similar
	Participate in moderate or vigorous physical activity	84%	126	234	Similar
	In very good to excellent health	69%	68	234	Similar
Education and Enrichment	Used Novi public libraries or their services	69%	62	239	Similar
	Participated in religious or spiritual activities in Novi	41%	118	197	Similar
	Attended City-sponsored event	43%	201	241	Lower
Community Engagement	Campaigned or advocated for an issue, cause or candidate	14%	209	222	Lower
	Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	10%	232	237	Similar
	Volunteered your time to some group/activity in Novi	22%	236	258	Lower
	Participated in a club	20%	181	237	Similar
	Talked to or visited with your immediate neighbors	89%	163	236	Similar
	Done a favor for a neighbor	77%	186	231	Similar
	Attended a local public meeting	18%	181	257	Similar
	Watched (online or on television) a local public meeting	16%	179	224	Similar
	Read or watch local news (via television, paper, computer, etc.)	80%	204	239	Similar
	Vote in local elections	80%	187	252	Similar

Communities included in national comparisons

The communities included in Novi’s comparisons are below along with their population according to the 2010 Census.

Adams County, CO	441,603	Avon town, CO	6,447
Airway Heights city, WA	6,114	Avon town, IN	12,446
Albany city, OR	50,158	Avondale city, AZ	76,238
Albemarle County, VA	98,970	Azusa city, CA	46,361
Albert Lea city, MN	18,016	Bainbridge Island city, WA	23,025
Alexandria city, VA	139,966	Baltimore city, MD	620,961
Algonquin village, IL	30,046	Bartonville town, TX	1,469
Aliso Viejo city, CA	47,823	Battle Creek city, MI	52,347
American Canyon city, CA	19,454	Bay City city, MI	34,932
Ames city, IA	58,965	Bay Village city, OH	15,651
Ankeny city, IA	45,582	Baytown city, TX	71,802
Ann Arbor city, MI	113,934	Bedford city, TX	46,979
Apache Junction city, AZ	35,840	Bedford town, MA	13,320
Arapahoe County, CO	572,003	Bellevue city, WA	122,363
Arkansas City city, AR	366	Bellingham city, WA	80,885
Arlington city, TX	365,438	Benbrook city, TX	21,234
Arvada city, CO	106,433	Bend city, OR	76,639
Asheville city, NC	83,393	Bethlehem township, PA	23,730
Ashland city, OR	20,078	Bettendorf city, IA	33,217
Ashland town, MA	16,593	Billings city, MT	104,170
Ashland town, VA	7,225	Bloomington city, IN	80,405
Aspen city, CO	6,658	Bloomington city, MN	82,893
Athens-Clarke County, GA	115,452	Blue Springs city, MO	52,575
Auburn city, AL	53,380	Boise City city, ID	205,671
Augusta CCD, GA	134,777	Bonner Springs city, KS	7,314
Aurora city, CO	325,078	Boone County, KY	118,811
Austin city, TX	790,390	Boulder city, CO	97,385

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Bowling Green city, KY.....	58,067	Coronado city, CA.....	18,912
Bozeman city, MT.....	37,280	Corvallis city, OR.....	54,462
Brentwood city, MO.....	8,055	Cottonwood Heights city, UT.....	33,433
Brentwood city, TN.....	37,060	Creve Coeur city, MO.....	17,833
Brighton city, CO.....	33,352	Cupertino city, CA.....	58,302
Brighton city, MI.....	7,444	Dacono city, CO.....	4,152
Bristol city, TN.....	26,702	Dakota County, MN.....	398,552
Broken Arrow city, OK.....	98,850	Dallas city, OR.....	14,583
Brookline CDP, MA.....	58,732	Dallas city, TX.....	1,197,816
Brooklyn Center city, MN.....	30,104	Danville city, KY.....	16,218
Brooklyn city, OH.....	11,169	Dardenne Prairie city, MO.....	11,494
Broomfield city, CO.....	55,889	Darien city, IL.....	22,086
Brownsburg town, IN.....	21,285	Davenport city, FL.....	2,888
Buffalo Grove village, IL.....	41,496	Davidson town, NC.....	10,944
Burlingame city, CA.....	28,806	Dayton city, OH.....	141,527
Cabarrus County, NC.....	178,011	Dayton town, WY.....	757
Cambridge city, MA.....	105,162	Dearborn city, MI.....	98,153
Canandaigua city, NY.....	10,545	Decatur city, GA.....	19,335
Cannon Beach city, OR.....	1,690	Del Mar city, CA.....	4,161
Cañon City city, CO.....	16,400	DeLand city, FL.....	27,031
Canton city, SD.....	3,057	Delaware city, OH.....	34,753
Cape Coral city, FL.....	154,305	Denison city, TX.....	22,682
Carlisle borough, PA.....	18,682	Denton city, TX.....	113,383
Carlsbad city, CA.....	105,328	Novi city, CO.....	600,158
Carroll city, IA.....	10,103	Des Moines city, IA.....	203,433
Cartersville city, GA.....	19,731	Des Peres city, MO.....	8,373
Cary town, NC.....	135,234	Destin city, FL.....	12,305
Castine town, ME.....	1,366	Dover city, NH.....	29,987
Castle Rock town, CO.....	48,231	Dublin city, CA.....	46,036
Cedar Hill city, TX.....	45,028	Dublin city, OH.....	41,751
Cedar Rapids city, IA.....	126,326	Duluth city, MN.....	86,265
Celina city, TX.....	6,028	Durham city, NC.....	228,330
Centennial city, CO.....	100,377	Durham County, NC.....	267,587
Chandler city, AZ.....	236,123	Dyer town, IN.....	16,390
Chandler city, TX.....	2,734	Eagan city, MN.....	64,206
Chanhassen city, MN.....	22,952	Eagle Mountain city, UT.....	21,415
Chapel Hill town, NC.....	57,233	Eagle town, CO.....	6,508
Chardon city, OH.....	5,148	Eau Claire city, WI.....	65,883
Charles County, MD.....	146,551	Eden Prairie city, MN.....	60,797
Charlotte city, NC.....	731,424	Eden town, VT.....	1,323
Charlotte County, FL.....	159,978	Edgerton city, KS.....	1,671
Charlottesville city, VA.....	43,475	Edgewater city, CO.....	5,170
Chattanooga city, TN.....	167,674	Edina city, MN.....	47,941
Chautauqua town, NY.....	4,464	Edmond city, OK.....	81,405
Chesterfield County, VA.....	316,236	Edmonds city, WA.....	39,709
Clackamas County, OR.....	375,992	El Cerrito city, CA.....	23,549
Clarendon Hills village, IL.....	8,427	El Dorado County, CA.....	181,058
Clayton city, MO.....	15,939	El Paso de Robles (Paso Robles) city, CA.....	29,793
Clearwater city, FL.....	107,685	Elk Grove city, CA.....	153,015
Cleveland Heights city, OH.....	46,121	Elko New Market city, MN.....	4,110
Clinton city, SC.....	8,490	Elmhurst city, IL.....	44,121
Clive city, IA.....	15,447	Englewood city, CO.....	30,255
Clovis city, CA.....	95,631	Erie town, CO.....	18,135
College Park city, MD.....	30,413	Escambia County, FL.....	297,619
College Station city, TX.....	93,857	Estes Park town, CO.....	5,858
Colleyville city, TX.....	22,807	Euclid city, OH.....	48,920
Columbia city, MO.....	108,500	Fairview town, TX.....	7,248
Columbia city, SC.....	129,272	Farmers Branch city, TX.....	28,616
Columbia Falls city, MT.....	4,688	Farmersville city, TX.....	3,301
Commerce City city, CO.....	45,913	Farmington Hills city, MI.....	79,740
Concord city, CA.....	122,067	Farmington town, CT.....	25,340
Concord town, MA.....	17,668	Fayetteville city, NC.....	200,564
Conshohocken borough, PA.....	7,833	Fernandina Beach city, FL.....	11,487
Coolidge city, AZ.....	11,825	Flagstaff city, AZ.....	65,870
Coon Rapids city, MN.....	61,476	Flower Mound town, TX.....	64,669
Copperas Cove city, TX.....	32,032	Forest Grove city, OR.....	21,083
Coral Springs city, FL.....	121,096	Fort Collins city, CO.....	143,986

The National Citizen Survey™

Franklin city, TN	62,487	Jefferson Parish, LA	432,552
Frederick town, CO	8,679	Johnson City city, TN	63,152
Fremont city, CA	214,089	Johnston city, IA	17,278
Friendswood city, TX	35,805	Jupiter town, FL	55,156
Fruita city, CO	12,646	Kalamazoo city, MI	74,262
Gahanna city, OH	33,248	Kansas City city, KS	145,786
Gaithersburg city, MD	59,933	Kansas City city, MO	459,787
Galveston city, TX	47,743	Keizer city, OR	36,478
Gardner city, KS	19,123	Kenmore city, WA	20,460
Georgetown city, TX	47,400	Kennedale city, TX	6,763
Germantown city, TN	38,844	Kent city, WA	92,411
Gilbert town, AZ	208,453	Kerrville city, TX	22,347
Gillette city, WY	29,087	Kettering city, OH	56,163
Glen Ellyn village, IL	27,450	Key West city, FL	24,649
Glendora city, CA	50,073	King City city, CA	12,874
Glenview village, IL	44,692	Kirkland city, WA	48,787
Golden city, CO	18,867	Kirkwood city, MO	27,540
Golden Valley city, MN	20,371	Knoxville city, IA	7,313
Goodyear city, AZ	65,275	La Plata town, MD	8,753
Grafton village, WI	11,459	La Vista city, NE	15,758
Grand Blanc city, MI	8,276	Laguna Niguel city, CA	62,979
Grants Pass city, OR	34,533	Lake Forest city, IL	19,375
Grass Valley city, CA	12,860	Lake in the Hills village, IL	28,965
Greeley city, CO	92,889	Lake Stevens city, WA	28,069
Greenville city, NC	84,554	Lake Worth city, FL	34,910
Greenwich town, CT	61,171	Lake Zurich village, IL	19,631
Greenwood Village city, CO	13,925	Lakeville city, MN	55,954
Greer city, SC	25,515	Lakewood city, CO	142,980
Gunnison County, CO	15,324	Lakewood city, WA	58,163
Haltom City city, TX	42,409	Lancaster County, SC	76,652
Hamilton city, OH	62,477	Lane County, OR	351,715
Hamilton town, MA	7,764	Lansing city, MI	114,297
Hampton city, VA	137,436	Laramie city, WY	30,816
Hanover County, VA	99,863	Larimer County, CO	299,630
Harrisburg city, SD	4,089	Las Cruces city, NM	97,618
Harrisonburg city, VA	48,914	Las Vegas city, NM	13,753
Harrisonville city, MO	10,019	Lawrence city, KS	87,643
Hastings city, MN	22,172	Lawrenceville city, GA	28,546
Hayward city, CA	144,186	Lee's Summit city, MO	91,364
Henderson city, NV	257,729	Lehi city, UT	47,407
Herndon town, VA	23,292	Lenexa city, KS	48,190
High Point city, NC	104,371	Lewisville city, TX	95,290
Highland Park city, IL	29,763	Lewisville town, NC	12,639
Highlands Ranch CDP, CO	96,713	Libertyville village, IL	20,315
Homer Glen village, IL	24,220	Lincolnwood village, IL	12,590
Honolulu County, HI	953,207	Lindsborg city, KS	3,458
Hooksett town, NH	13,451	Little Chute village, WI	10,449
Hopkins city, MN	17,591	Littleton city, CO	41,737
Hopkinton town, MA	14,925	Livermore city, CA	80,968
Hoquiam city, WA	8,726	Lombard village, IL	43,165
Horry County, SC	269,291	Lone Tree city, CO	10,218
Howard village, WI	17,399	Long Grove village, IL	8,043
Hudson town, CO	2,356	Longmont city, CO	86,270
Huntley village, IL	24,291	Longview city, TX	80,455
Hurst city, TX	37,337	Lonsdale city, MN	3,674
Hutchinson city, MN	14,178	Los Alamos County, NM	17,950
Hutto city, TX	14,698	Los Altos Hills town, CA	7,922
Independence city, MO	116,830	Louisville city, CO	18,376
Indianola city, IA	14,782	Lower Merion township, PA	57,825
Indio city, CA	76,036	Lynchburg city, VA	75,568
Iowa City city, IA	67,862	Lynnwood city, WA	35,836
Irving city, TX	216,290	Macomb County, MI	840,978
Issaquah city, WA	30,434	Manassas city, VA	37,821
Jackson city, MO	13,758	Manhattan Beach city, CA	35,135
Jackson County, MI	160,248	Manhattan city, KS	52,281
James City County, VA	67,009	Mankato city, MN	39,309
Jefferson County, NY	116,229	Maple Grove city, MN	61,567

The National Citizen Survey™

Maplewood city, MN	38,018	North Yarmouth town, ME	3,565
Maricopa County, AZ	3,817,117	Novato city, CA	51,904
Marion city, IA	34,768	Novi city, MI	55,224
Mariposa County, CA	18,251	O'Fallon city, IL	28,281
Marshfield city, WI	19,118	O'Fallon city, MO	79,329
Martinez city, CA	35,824	Oak Park village, IL	51,878
Marysville city, WA	60,020	Oakland city, CA	390,724
Matthews town, NC	27,198	Oakley city, CA	35,432
Maui County, HI	154,834	Oklahoma City city, OK	579,999
McAllen city, TX	129,877	Olathe city, KS	125,872
McKinney city, TX	131,117	Old Town city, ME	7,840
McMinnville city, OR	32,187	Olmsted County, MN	144,248
Menlo Park city, CA	32,026	Olympia city, WA	46,478
Memomonee Falls village, WI	35,626	Orange village, OH	3,323
Mercer Island city, WA	22,699	Orland Park village, IL	56,767
Meridian charter township, MI	39,688	Orleans Parish, LA	343,829
Meridian city, ID	75,092	Oshkosh city, WI	66,083
Merriam city, KS	11,003	Oshtemo charter township, MI	21,705
Mesa city, AZ	439,041	Oswego village, IL	30,355
Mesa County, CO	146,723	Ottawa County, MI	263,801
Miami Beach city, FL	87,779	Overland Park city, KS	173,372
Miami city, FL	399,457	Paducah city, KY	25,024
Middleton city, WI	17,442	Palm Beach Gardens city, FL	48,452
Midland city, MI	41,863	Palm Coast city, FL	75,180
Milford city, DE	9,559	Palo Alto city, CA	64,403
Milton city, GA	32,661	Palos Verdes Estates city, CA	13,438
Minneapolis city, MN	382,578	Papillion city, NE	18,894
Minnetrissa city, MN	6,384	Paradise Valley town, AZ	12,820
Missouri City city, TX	67,358	Park City city, UT	7,558
Modesto city, CA	201,165	Parker town, CO	45,297
Monroe city, MI	20,733	Parkland city, FL	23,962
Monterey city, CA	27,810	Pasco city, WA	59,781
Montgomery city, MN	2,956	Pasco County, FL	464,697
Montgomery County, MD	971,777	Payette city, ID	7,433
Monticello city, UT	1,972	Pearland city, TX	91,252
Montrose city, CO	19,132	Peoria city, AZ	154,065
Monument town, CO	5,530	Peoria city, IL	115,007
Moraga town, CA	16,016	Pflugerville city, TX	46,936
Morristown city, TN	29,137	Pinehurst village, NC	13,124
Morrisville town, NC	18,576	Piqua city, OH	20,522
Morro Bay city, CA	10,234	Pitkin County, CO	17,148
Mountain Village town, CO	1,320	Plano city, TX	259,841
Mountlake Terrace city, WA	19,909	Platte City city, MO	4,691
Murphy city, TX	17,708	Pleasant Hill city, IA	8,785
Naperville city, IL	141,853	Pleasanton city, CA	70,285
Napoleon city, OH	8,749	Polk County, IA	430,640
Nederland city, TX	17,547	Pompano Beach city, FL	99,845
Needham CDP, MA	28,886	Port Orange city, FL	56,048
Nevada City city, CA	3,068	Port St. Lucie city, FL	164,603
Nevada County, CA	98,764	Portland city, OR	583,776
New Braunfels city, TX	57,740	Powell city, OH	11,500
New Brighton city, MN	21,456	Powhatan County, VA	28,046
New Hope city, MN	20,339	Prince William County, VA	402,002
New Orleans city, LA	343,829	Prior Lake city, MN	22,796
New Smyrna Beach city, FL	22,464	Pueblo city, CO	106,595
New Ulm city, MN	13,522	Purcellville town, VA	7,727
Newberg city, OR	22,068	Queen Creek town, AZ	26,361
Newport city, RI	24,672	Raleigh city, NC	403,892
Newport News city, VA	180,719	Ramsey city, MN	23,668
Newton city, IA	15,254	Raymond town, ME	4,436
Noblesville city, IN	51,969	Raymore city, MO	19,206
Norcross city, GA	9,116	Redmond city, OR	26,215
Norfolk city, NE	24,210	Redmond city, WA	54,144
Norfolk city, VA	242,803	Redwood City city, CA	76,815
North Mankato city, MN	13,394	Reno city, NV	225,221
North Port city, FL	57,357	Reston CDP, VA	58,404
North Richland Hills city, TX	63,343	Richland city, WA	48,058

The National Citizen Survey™

Richmond city, CA	103,701	St. Augustine city, FL	12,975
Richmond Heights city, MO	8,603	St. Charles city, IL	32,974
Rio Rancho city, NM	87,521	St. Cloud city, FL	35,183
River Falls city, WI	15,000	St. Joseph city, MO	76,780
Riverside city, CA	303,871	St. Joseph town, WI	3,842
Roanoke city, VA	97,032	St. Louis County, MN	200,226
Roanoke County, VA	92,376	State College borough, PA	42,034
Rochester Hills city, MI	70,995	Steamboat Springs city, CO	12,088
Rock Hill city, SC	66,154	Sugar Grove village, IL	8,997
Rockville city, MD	61,209	Sugar Land city, TX	78,817
Roeland Park city, KS	6,731	Suisun City city, CA	28,111
Rogers city, MN	8,597	Summit County, UT	36,324
Rohnert Park city, CA	40,971	Summit village, IL	11,054
Rolla city, MO	19,559	Sunnyvale city, CA	140,081
Roselle village, IL	22,763	Surprise city, AZ	117,517
Rosemount city, MN	21,874	Suwanee city, GA	15,355
Rosenberg city, TX	30,618	Tacoma city, WA	198,397
Roseville city, MN	33,660	Takoma Park city, MD	16,715
Round Rock city, TX	99,887	Tamarac city, FL	60,427
Royal Oak city, MI	57,236	Temecula city, CA	100,097
Royal Palm Beach village, FL	34,140	Tempe city, AZ	161,719
Sacramento city, CA	466,488	Temple city, TX	66,102
Sahuarita town, AZ	25,259	Texarkana city, TX	36,411
Sammamish city, WA	45,780	The Woodlands CDP, TX	93,847
San Anselmo town, CA	12,336	Thousand Oaks city, CA	126,683
San Diego city, CA	1,307,402	Tigard city, OR	48,035
San Francisco city, CA	805,235	Tracy city, CA	82,922
San Jose city, CA	945,942	Trinidad CCD, CO	12,017
San Marcos city, CA	83,781	Tualatin city, OR	26,054
San Marcos city, TX	44,894	Tulsa city, OK	391,906
San Rafael city, CA	57,713	Tustin city, CA	75,540
Sangamon County, IL	197,465	Twin Falls city, ID	44,125
Santa Fe city, NM	67,947	Unalaska city, AK	4,376
Santa Fe County, NM	144,170	University Heights city, OH	13,539
Santa Monica city, CA	89,736	University Park city, TX	23,068
Sarasota County, FL	379,448	Upper Arlington city, OH	33,771
Savage city, MN	26,911	Urbandale city, IA	39,463
Schaumburg village, IL	74,227	Vail town, CO	5,305
Schertz city, TX	31,465	Ventura CCD, CA	111,889
Scott County, MN	129,928	Vernon Hills village, IL	25,113
Scottsdale city, AZ	217,385	Vestavia Hills city, AL	34,033
Sedona city, AZ	10,031	Victoria city, MN	7,345
Sevierville city, TN	14,807	Vienna town, VA	15,687
Shakopee city, MN	37,076	Virginia Beach city, VA	437,994
Sharonville city, OH	13,560	Walnut Creek city, CA	64,173
Shawnee city, KS	62,209	Warrensburg city, MO	18,838
Shawnee city, OK	29,857	Washington County, MN	238,136
Sherborn town, MA	4,119	Washington town, NH	1,123
Shoreline city, WA	53,007	Washoe County, NV	421,407
Shoreview city, MN	25,043	Washougal city, WA	14,095
Shorewood village, IL	15,615	Wauwatosa city, WI	46,396
Shorewood village, WI	13,162	Waverly city, IA	9,874
Sierra Vista city, AZ	43,888	Wentzville city, MO	29,070
Silverton city, OR	9,222	West Carrollton city, OH	13,143
Sioux Center city, IA	7,048	Western Springs village, IL	12,975
Sioux Falls city, SD	153,888	Westerville city, OH	36,120
Skokie village, IL	64,784	Westlake town, TX	992
Snoqualmie city, WA	10,670	Westminster city, CO	106,114
Snowmass Village town, CO	2,826	Weston town, MA	11,261
Somerset town, MA	18,165	Wheat Ridge city, CO	30,166
South Jordan city, UT	50,418	White House city, TN	10,255
South Lake Tahoe city, CA	21,403	Wichita city, KS	382,368
Southlake city, TX	26,575	Williamsburg city, VA	14,068
Spearfish city, SD	10,494	Willowbrook village, IL	8,540
Spring Hill city, KS	5,437	Wilmington city, NC	106,476
Springfield city, MO	159,498	Wilsonville city, OR	19,509
Springville city, UT	29,466	Windsor town, CO	18,644

The National Citizen Survey™

Windsor town, CT.....	29,044
Winnetka village, IL.....	12,187
Winter Garden city, FL.....	34,568
Woodbury city, MN.....	61,961
Woodinville city, WA.....	10,938
Woodland city, CA.....	55,468

Wyandotte County, KS.....	157,505
Yakima city, WA.....	91,067
York County, VA.....	65,464
Yorktown town, IN.....	9,405
Yorkville city, IL.....	16,921
Yountville city, CA.....	2,933

Populations 35,000 to 70,000 Benchmark Comparisons

Table 73: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Novi	93%	21	103	Similar
Overall image or reputation of Novi	92%	17	78	Higher
Novi as a place to live	95%	17	85	Similar
Your neighborhood as a place to live	90%	16	67	Similar
Novi as a place to raise children	95%	19	85	Higher
Novi as a place to retire	70%	36	80	Similar
Overall appearance of Novi	93%	17	79	Similar

Table 74: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Novi	96%	19	79	Higher
	In your neighborhood during the day	98%	26	76	Similar
	In Novi's downtown/commercial area during the day	96%	21	65	Similar
Mobility	Overall ease of getting to the places you usually have to visit	71%	33	65	Similar
	Availability of paths and walking trails	57%	50	71	Similar
	Ease of walking in Novi	60%	47	68	Similar
	Ease of travel by bicycle in Novi	50%	43	68	Similar
	Ease of travel by public transportation in Novi	24%	49	53	Lower
	Ease of travel by car in Novi	62%	47	69	Similar
	Ease of public parking	71%	7	54	Higher
	Traffic flow on major streets	39%	58	79	Similar
Natural Environment	Quality of overall natural environment in Novi	75%	44	62	Similar
	Cleanliness of Novi	94%	17	64	Similar
	Air quality	87%	21	55	Similar
Built Environment	Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	65%	26	59	Similar
	Overall quality of new development in Novi	66%	21	63	Similar
	Availability of affordable quality housing	52%	24	64	Similar
	Variety of housing options	73%	13	64	Higher
	Public places where people want to spend time	74%	28	57	Similar
Economy	Overall economic health of Novi	95%	9	61	Higher
	Vibrant downtown/commercial area	45%	33	56	Similar
	Overall quality of business and service establishments in Novi	80%	13	62	Similar
	Cost of living in Novi	51%	19	58	Similar
	Shopping opportunities	93%	2	65	Much higher
	Employment opportunities	74%	4	67	Higher
	Novi as a place to visit	71%	25	63	Similar
	Novi as a place to work	84%	6	81	Higher
Recreation and Wellness	Health and wellness opportunities in Novi	84%	24	61	Similar
	Availability of preventive health services	87%	7	56	Similar
	Availability of affordable quality health care	88%	6	59	Higher

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Availability of affordable quality food	85%	6	54	Higher
	Recreational opportunities	75%	30	61	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	74%	34	59	Similar
Education and Enrichment	Overall opportunities for education and enrichment	91%	14	61	Higher
	Opportunities to participate in religious or spiritual events and activities	83%	18	44	Similar
	Opportunities to attend cultural/arts/music activities	66%	30	63	Similar
	Adult educational opportunities	83%	7	55	Higher
	K-12 education	95%	6	57	Higher
	Availability of affordable quality child care/preschool	76%	4	55	Higher
Community Engagement	Opportunities to participate in social events and activities	67%	27	60	Similar
	Neighborhoodliness of Novi	74%	8	58	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	78%	5	69	Similar
	Opportunities to participate in community matters	71%	24	60	Similar
	Opportunities to volunteer	77%	27	59	Similar

Table 75: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Novi	90%	11	94	Similar
Overall customer service by Novi employees (police, receptionists, planners, etc.)	88%	12	79	Similar
Value of services for the taxes paid to Novi	66%	26	88	Similar
Overall direction that Novi is taking	67%	27	69	Similar
Job Novi government does at welcoming citizen involvement	69%	7	71	Similar
Overall confidence in Novi government	68%	14	59	Similar
Generally acting in the best interest of the community	66%	17	58	Similar
Being honest	69%	12	58	Similar
Treating all residents fairly	74%	5	58	Higher
Services provided by the Federal Government	47%	12	56	Similar

Table 76: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	93%	6	94	Higher
	Fire services	96%	25	83	Similar
	Ambulance or emergency medical services	92%	33	77	Similar
	Crime prevention	90%	10	81	Higher
	Fire prevention and education	90%	17	61	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	80%	13	65	Similar
Mobility	Traffic enforcement	81%	4	81	Higher
	Street repair	38%	59	80	Similar
	Street cleaning	59%	51	73	Similar
	Street lighting	64%	40	77	Similar
	Snow removal	73%	18	61	Similar
	Sidewalk maintenance	65%	24	72	Similar
Natural Environment	Traffic signal timing	59%	23	64	Similar
	Garbage collection	94%	21	81	Similar
	Recycling	84%	31	79	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Yard waste pick-up	86%	25	68	Similar
	Drinking water	85%	18	73	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	55%	50	57	Similar
	Novi open space	49%	46	53	Lower
	Storm drainage	76%	32	76	Similar
	Sewer services	87%	30	69	Similar
	Power (electric and/or gas) utility	86%	12	43	Similar
	Utility billing	83%	13	53	Similar
	Land use, planning and zoning	56%	28	65	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	69%	9	83	Higher
Built Environment	Cable television	53%	29	48	Similar
Economy	Economic development	75%	13	63	Similar
	City parks	86%	43	67	Similar
Recreation and Wellness	Recreation programs or classes	82%	36	69	Similar
	Recreation centers or facilities	80%	38	65	Similar
	Health services	89%	10	50	Similar
Education and Enrichment	City-sponsored special events	77%	30	67	Similar
	Public library services	91%	23	78	Similar
Community Engagement	Public information services	78%	16	65	Similar

Table 77: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	72%	17	69	Similar
Recommend living in Novi to someone who asks	93%	21	66	Similar
Remain in Novi for the next five years	87%	16	62	Similar
Contacted Novi (in-person, phone, email or web) for help or information	40%	47	72	Similar

Table 78: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Stocked supplies in preparation for an emergency	27%	35	52	Similar
	Did NOT report a crime to the police	90%	1	56	Higher
Safety	Household member was NOT a victim of a crime	95%	2	56	Similar
	Used bus, rail, subway or other public transportation instead of driving	5%	47	53	Much lower
	Carpooled with other adults or children instead of driving alone	31%	52	54	Lower
Mobility	Walked or biked instead of driving	51%	36	55	Similar
	Made efforts to conserve water	84%	20	55	Similar
	Made efforts to make your home more energy efficient	78%	13	55	Similar
Natural Environment	Recycle at home	88%	39	57	Similar
	Did NOT observe a code violation or other hazard in Novi	71%	7	55	Higher
Built Environment	NOT experiencing housing costs stress	81%	6	58	Higher
	Purchase goods or services from a business located in Novi	97%	33	56	Similar
	Economy will have positive impact on income	42%	10	58	Higher
Economy	Work inside boundaries of Novi	29%	41	56	Lower
Recreation and Wellness	Used Novi recreation centers or their services	49%	48	56	Similar
	Visited a neighborhood park or City park	78%	54	59	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Eat at least 5 portions of fruits and vegetables a day	87%	12	52	Similar
	Participate in moderate or vigorous physical activity	84%	26	54	Similar
	In very good to excellent health	69%	18	54	Similar
Education and Enrichment	Used Novi public libraries or their services	69%	16	54	Similar
	Participated in religious or spiritual activities in Novi	41%	28	46	Similar
	Attended City-sponsored event	43%	48	58	Lower
	Campaigned or advocated for an issue, cause or candidate	14%	49	52	Lower
	Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	10%	53	56	Similar
Community Engagement	Volunteered your time to some group/activity in Novi	22%	54	60	Lower
	Participated in a club	20%	43	56	Similar
	Talked to or visited with your immediate neighbors	89%	35	55	Similar
	Done a favor for a neighbor	77%	38	54	Similar
	Attended a local public meeting	18%	38	59	Similar
	Watched (online or on television) a local public meeting	16%	43	54	Similar
	Read or watch local news (via television, paper, computer, etc.)	80%	42	56	Similar
	Vote in local elections	80%	38	56	Similar

Communities included in populations 35,000 to 70,000 comparisons

The communities included in Novi's **custom comparisons** are listed below along with their population according to the 2010 Census.

Albany city, OR.....	50,158	Elmhurst city, IL.....	44,121
Aliso Viejo city, CA.....	47,823	Euclid city, OH.....	48,920
Ames city, IA.....	58,965	Flagstaff city, AZ.....	65,870
Ankeny city, IA.....	45,582	Flower Mound town, TX.....	64,669
Apache Junction city, AZ.....	35,840	Franklin city, TN.....	62,487
Auburn city, AL.....	53,380	Friendswood city, TX.....	35,805
Azusa city, CA.....	46,361	Gaithersburg city, MD.....	59,933
Battle Creek city, MI.....	52,347	Galveston city, TX.....	47,743
Bedford city, TX.....	46,979	Georgetown city, TX.....	47,400
Blue Springs city, MO.....	52,575	Germantown city, TN.....	38,844
Bowling Green city, KY.....	58,067	Glendora city, CA.....	50,073
Bozeman city, MT.....	37,280	Glenview village, IL.....	44,692
Brentwood city, TN.....	37,060	Goodyear city, AZ.....	65,275
Brookline CDP, MA.....	58,732	Greenwich town, CT.....	61,171
Broomfield city, CO.....	55,889	Haltom City city, TX.....	42,409
Buffalo Grove village, IL.....	41,496	Hamilton city, OH.....	62,477
Castle Rock town, CO.....	48,231	Harrisonburg city, VA.....	48,914
Cedar Hill city, TX.....	45,028	Hurst city, TX.....	37,337
Chapel Hill town, NC.....	57,233	Iowa City city, IA.....	67,862
Charlottesville city, VA.....	43,475	James City County, VA.....	67,009
Cleveland Heights city, OH.....	46,121	Johnson City city, TN.....	63,152
Commerce City city, CO.....	45,913	Jupiter town, FL.....	55,156
Coon Rapids city, MN.....	61,476	Keizer city, OR.....	36,478
Corvallis city, OR.....	54,462	Kettering city, OH.....	56,163
Cupertino city, CA.....	58,302	Kirkland city, WA.....	48,787
Dublin city, CA.....	46,036	Laguna Niguel city, CA.....	62,979
Dublin city, OH.....	41,751	Lakeville city, MN.....	55,954
Eagan city, MN.....	64,206	Lakewood city, WA.....	58,163
Eau Claire city, WI.....	65,883	Lehi city, UT.....	47,407
Eden Prairie city, MN.....	60,797	Lenexa city, KS.....	48,190
Edina city, MN.....	47,941	Littleton city, CO.....	41,737
Edmonds city, WA.....	39,709	Lombard village, IL.....	43,165

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Lower Merion township, PA.....	57,825	Reston CDP, VA.....	58,404
Lynnwood city, WA.....	35,836	Richland city, WA.....	48,058
Manassas city, VA.....	37,821	Rock Hill city, SC.....	66,154
Manhattan Beach city, CA.....	35,135	Rockville city, MD.....	61,209
Manhattan city, KS.....	52,281	Rohnert Park city, CA.....	40,971
Mankato city, MN.....	39,309	Royal Oak city, MI.....	57,236
Maple Grove city, MN.....	61,567	Sammamish city, WA.....	45,780
Maplewood city, MN.....	38,018	San Marcos city, TX.....	44,894
Martinez city, CA.....	35,824	San Rafael city, CA.....	57,713
Marysville city, WA.....	60,020	Santa Fe city, NM.....	67,947
Menomonee Falls village, WI.....	35,626	Shakopee city, MN.....	37,076
Meridian charter township, MI.....	39,688	Shawnee city, KS.....	62,209
Midland city, MI.....	41,863	Shoreline city, WA.....	53,007
Missouri City city, TX.....	67,358	Sierra Vista city, AZ.....	43,888
New Braunfels city, TX.....	57,740	Skokie village, IL.....	64,784
Noblesville city, IN.....	51,969	South Jordan city, UT.....	50,418
North Port city, FL.....	57,357	St. Cloud city, FL.....	35,183
North Richland Hills city, TX.....	63,343	State College borough, PA.....	42,034
Novato city, CA.....	51,904	Summit County, UT.....	36,324
Novi city, MI.....	55,224	Tamarac city, FL.....	60,427
Oak Park village, IL.....	51,878	Temple city, TX.....	66,102
Oakley city, CA.....	35,432	Texarkana city, TX.....	36,411
Olympia city, WA.....	46,478	Tigard city, OR.....	48,035
Orland Park village, IL.....	56,767	Twin Falls city, ID.....	44,125
Oshkosh city, WI.....	66,083	Urbandale city, IA.....	39,463
Palm Beach Gardens city, FL.....	48,452	Walnut Creek city, CA.....	64,173
Palo Alto city, CA.....	64,403	Wauwatosa city, WI.....	46,396
Parker town, CO.....	45,297	Westerville city, OH.....	36,120
Pasco city, WA.....	59,781	Woodbury city, MN.....	61,961
Pflugerville city, TX.....	46,936	Woodland city, CA.....	55,468
Port Orange city, FL.....	56,048	York County, VA.....	65,464
Redmond city, WA.....	54,144		

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Novi funded this research. Please contact Sheryl Walsh of the City of Novi at swalsh@cityofnovi.org if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

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with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Selecting Survey Recipients

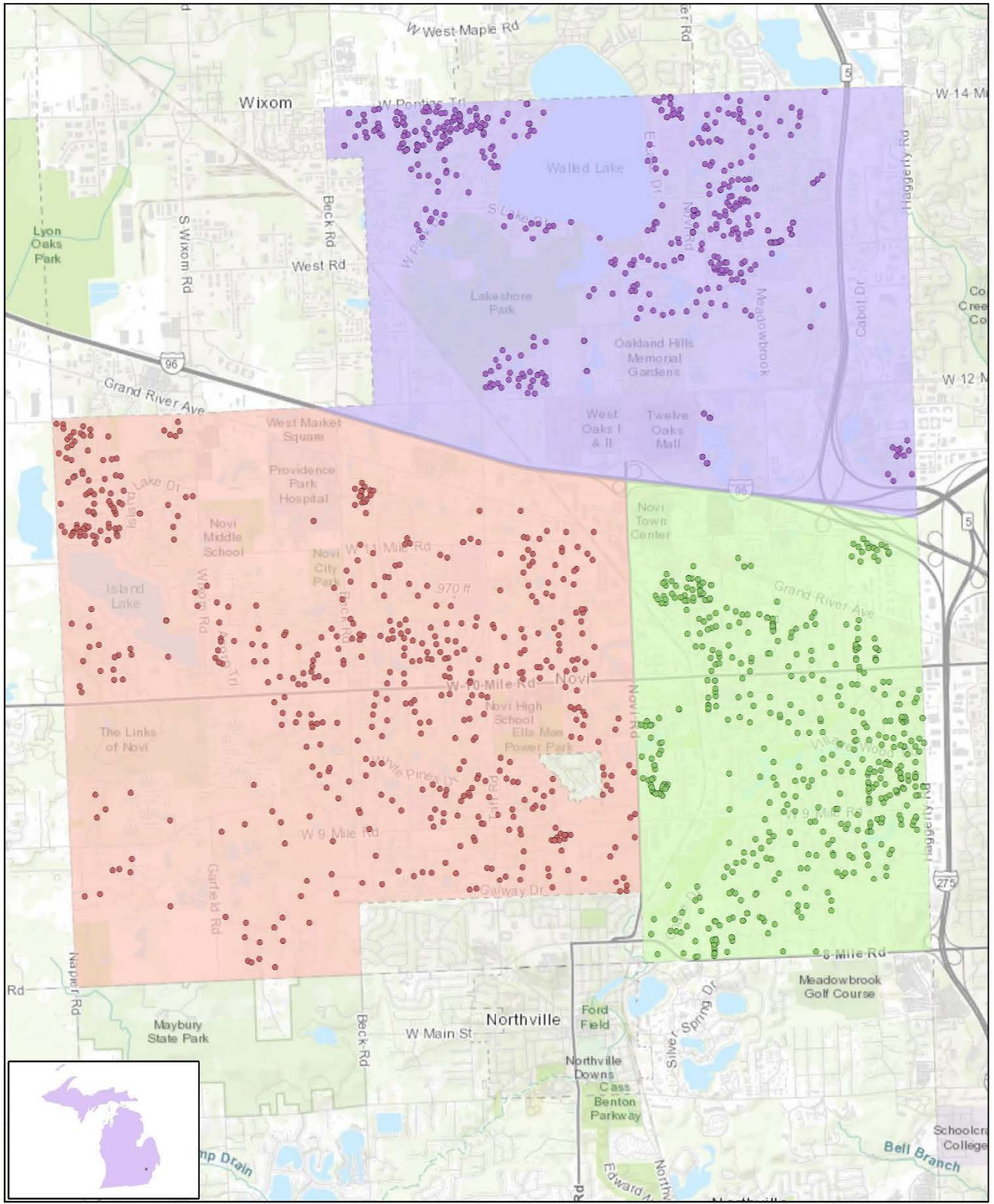
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Novi were eligible to participate in the survey. A list of all households within the zip codes serving Novi was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Novi households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Novi boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of three geographic areas (North of I-96, South of I-96/East of Novi Road or South of I-96/West of Novi Road).

To choose the 1,600 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *N*th one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a **person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire.** The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In addition to the scientific, random selection of households, **a link to an online "opt-in" survey was publicized and posted to the City of Novi website.** This opt-in survey was identical to the scientific survey and open to all City residents. The data presented in this report exclude the opt-in survey data. These data can be found in the ***Supplemental Online Survey Results*** provided under separate cover.

Figure 1: Location of Survey Recipients



Survey Recipients in Novi, MI

- In Area 1 ● In Area 3
 - In Area 2 ● In Area 4
- Area 1: North of I-96 Area 3: South of I-96 West of Novi Road
- Area 2: South of I-96 East of Novi Road



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on September 7, 2018. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor and City Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Respondents could opt to take the survey online if they preferred. Completed surveys were collected over the following seven weeks. **The online “opt-in” survey became available to all residents on October 10, 2018 and remained open for four weeks.**

About 3% of the 1,600 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,555 households that received the survey, 417 completed the survey, providing an overall response rate of 27%. Of the 417 completed surveys, 66 were completed online. Additionally, responses were tracked by geographic area; response rates by area ranged from 19% to 33%. **The response rates were calculated using AAPOR’s response rate #2¹ for mailed surveys of unnamed persons.** Additionally, 247 residents completed the online opt-in survey; results of the opt-in survey can be found in the *Supplemental Online Survey Results* report provided under separate cover.

Table 79: Survey Response Rates by Area

	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	Overall
Total sample used	532	534	534	1,600
I=Complete Interviews	99	137	171	407
P=Partial Interviews	3	1	5	9
R=Refusal and break off	0	0	0	0
NC=Non Contact	0	0	0	0
O=Other	0	0	0	0
UH=Unknown household	0	0	0	0
UO=Unknown other	430	396	358	1,184
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	19%	26%	33%	27%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.²

The margin of error for the City of Novi survey is no greater than plus or minus five percentage points around any given percent reported for all respondents (417 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

¹ See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

² A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

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All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically **“skipped” to the appropriate question** based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Survey Data Weighting

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Novi. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were housing tenure, housing unit type, race and ethnicity, sex and age and geographic area. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 80: Novi, ST 2018 Weighting Table

Characteristic	2010 Census	Unweighted Data	Weighted Data
Housing			
Rent home	33%	18%	32%
Own home	67%	82%	68%
Detached unit*	56%	73%	57%
Attached unit*	44%	27%	43%
Race and Ethnicity			
White	76%	75%	78%
Not white	24%	25%	22%
Not Hispanic	97%	96%	95%
Hispanic	3%	4%	5%
Sex and Age			
Female	53%	52%	53%
Male	47%	48%	47%
18-34 years of age	25%	6%	21%
35-54 years of age	45%	33%	45%
55+ years of age	30%	60%	33%
Females 18-34	13%	3%	11%
Females 35-54	23%	13%	23%
Females 55+	16%	35%	19%
Males 18-34	12%	3%	10%
Males 35-54	22%	20%	23%
Males 55+	13%	26%	15%
Geographic Area			
North of I-96	34%	25%	34%
South of I-96/East of Novi Road	33%	33%	33%
South of I-96/West of Novi Road	33%	42%	33%

* U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, **the percentages presented in the reports represent the “percent positive.”** The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

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On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The data for the opt-in survey are presented separately in the report titled *Supplemental Online Survey Results*.

Appendix D: Survey Materials

Dear Novi Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping enhance OUR Novi!

Sincerely,



Bob Gatt
Mayor



Pete Auger
City Manager

Dear Novi Resident,

It won't take much of your time to make a big difference!

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Bob Gatt
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Pete Auger
City Manager

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Thank you for helping enhance OUR Novi!

Sincerely,



Bob Gatt
Mayor



Pete Auger
City Manager



City of Novi
45175 W. Ten Mile Road
Novi, MI 48375

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Novi
45175 W. Ten Mile Road
Novi, MI 48375

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Novi
45175 W. Ten Mile Road
Novi, MI 48375

Presorted
First Class Mail
US Postage
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Boulder, CO
Permit NO. 94



City of Novi
45175 W. Ten Mile Road
Novi, MI 48375

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



September 2018

CITY COUNCIL

Mayor
Bob Gatt

Mayor Pro Tem
Dave Staudt

Andrew Mutch

Wayne M. Wrobel

Laura Marie Casey

Gwen Markham

Kelly Breen

City Manager
Peter E. Auger

City Clerk
Cortney Hanson

Dear City of Novi Resident:

Please help us shape the future of Novi! You have been selected at random to participate in the 2018 Novi Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Novi make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.xxplaceholder

If you have any questions about the survey please call 248-735-5628.

Thank you for your time and participation!

Sincerely,

Bob Gatt
Mayor

Pete Auger
City Manager

City of Novi
45175 Ten Mile Road
Novi, Michigan 48375
248.347.0460
248.347.0577 fax

cityofnovi.org



September 2018

CITY COUNCIL

Mayor
Bob Gatt

Mayor Pro Tem
Dave Staudt

Andrew Mutch

Wayne M. Wrobel

Laura Marie Casey

Gwen Markham

Kelly Breen

City Manager
Peter E. Auger

City Clerk
Cortney Hanson

Dear City of Novi Resident:

Here's a second chance if you haven't already responded to the 2018 Novi Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Novi! You have been selected at random to participate in the 2018 Novi Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Novi make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
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www.xxplaceholder

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Sincerely,

Bob Gatt
Mayor

Pete Auger
City Manager

City of Novi
45175 Ten Mile Road
Novi, Michigan 48375
248.347.0460
248.347.0577 fax

cityofnovi.org

The City of Novi 2018 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Novi:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Novi as a place to live	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Novi as a place to raise children	1	2	3	4	5
Novi as a place to work.....	1	2	3	4	5
Novi as a place to visit.....	1	2	3	4	5
Novi as a place to retire	1	2	3	4	5
The overall quality of life in Novi	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Novi as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Novi.....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Novi.....	1	2	3	4	5
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Novi	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Novi.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Novi.....	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Novi to someone who asks.....	1	2	3	4	5
Remain in Novi for the next five years	1	2	3	4	5
If moving within the next five years, would consider renting or buying only within Novi.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Novi's downtown/commercial area during the day	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Novi as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Novi.....	1	2	3	4	5
Ease of travel by public transportation in Novi	1	2	3	4	5
Ease of travel by bicycle in Novi.....	1	2	3	4	5
Ease of walking in Novi.....	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Novi	1	2	3	4	5
Overall appearance of Novi.....	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Novi as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Novi.....	1	2	3	4	5
Overall quality of business and service establishments in Novi.....	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Novi	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Novi.....	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Novi (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Novi.....	1	2
Reported a crime to the police in Novi.....	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the City of Novi (in-person, phone, email or web) for help or information.....	1	2
Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Novi?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Novi recreation centers or their services	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Used Novi public libraries or their services.....	1	2	3	4
Participated in religious or spiritual activities in Novi.....	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Novi.....	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting.....	1	2	3	4

The City of Novi 2018 Citizen Survey

10. Please rate the quality of each of the following services in Novi:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
Novi open space.....	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Novi employees (police, receptionists, planners, etc.).....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Novi.....	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Novi government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Novi.....	1	2	3	4	5
The overall direction that Novi is taking	1	2	3	4	5
The job Novi government does at welcoming citizen involvement	1	2	3	4	5
Overall confidence in Novi government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Novi community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Novi.....	1	2	3	4
Overall ease of getting to the places you usually have to visit.....	1	2	3	4
Quality of overall natural environment in Novi.....	1	2	3	4
Overall “built environment” of Novi (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Novi	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Novi.....	1	2	3	4
Sense of community.....	1	2	3	4

14. How likely or unlikely would you be to use each of the following potential new features of the Novi Public Library?

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Not at all likely</i>	<i>NA/Don't use the library</i>
Increased meeting room rental space availability	1	2	3	4
Extended Sunday hours (12pm to 8pm)	1	2	3	4
Automatic renewal on materials that are currently checked out	1	2	3	4
An improved café experience	1	2	3	4
Elimination of daily overdue fines	1	2	3	4

15. How important, if at all, are each of the following Novi Public Library services to you?

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>NA/Don't use the library</i>
Checking out books, music or movies	1	2	3	4	5
Downloading electronic books, digital music or digital movies	1	2	3	4	5
Attending performances for youth, teen and/or adults	1	2	3	4	5
Availability of meeting room space	1	2	3	4	5
Opportunities for learning (e.g., online tutoring, ESL classes, computer classes, adult education opportunities, cultural learning experiences, etc.)	1	2	3	4	5

16. Please indicate the extent to which you would support or oppose a potential property tax increase for each of the following:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Enhancing Novi Public Library operations	1	2	3	4	5
Widening Beck Road	1	2	3	4	5
Joining the Suburban Mobility Authority for Regional Transit (SMART) System.....	1	2	3	4	5

The City of Novi 2018 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Novi.....	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Novi?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Novi?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- No Yes

D11. Are you or any other members of your household aged 65 or older?

- No Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D15. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D16. What is your sex?

- Female Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



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