



THE NCSTM
The National Citizen SurveyTM

Novi, MI

Comparisons by Demographic Subgroups

2016



NRC
National Research Center Inc

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

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. This report discusses differences in opinion of survey respondents by survey questions D6 (number of years in Novi), D12 (annual household income), D14 (race of respondent) and D15 (age of respondent).

Responses in the following tables 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 attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (374 completed surveys). For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

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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
	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+	
The overall quality of life in Novi	98%	95%	95%	96%	97%	94%	95%	94%	100%	95%	92%	95%
Overall image or reputation of Novi	100%	90%	93%	95%	91%	93%	94%	90%	95%	95%	89%	93%
Novi as a place to live	100%	94%	97%	97%	92%	98%	97%	95%	94%	98%	96%	96%
Your neighborhood as a place to live	92%	86%	90%	93%	87%	87%	88%	90%	83%	90%	93%	89%
Novi as a place to raise children	100%	90%	98%	89%	97%	96%	97%	90%	94%	96%	95%	95%
Novi as a place to retire	49%	72%	65%	76%	73%	56%	66%	66%	66%	57%	77%	66%
Overall appearance of Novi	100%	81%	88%	84%	92%	86%	88%	83%	79%	91%	87%	87%

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
	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+	
Overall feeling of safety in Novi	97%	95%	93%	96%	93%	94%	94%	95%	97%	94%	94%	95%
In your neighborhood during the day	100%	96%	97%	96%	98%	99%	98%	96%	100%	97%	95%	97%
In Novi's downtown/commercial area during the day	87%	97%	96%	100%	98%	92%	95%	97%	95%	95%	95%	95%

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
	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+	
Overall ease of getting to the places you usually have to visit	48%	77%	66%	73%	74%	64%	63%	84%	62%	69%	75%	69%
Traffic flow on major streets	33%	40%	32%	37%	45%	29%	36%	36%	33%	32%	45%	35%
Ease of public parking	71%	71%	75%	68%	80%	71%	73%	73%	67%	74%	78%	73%
Ease of travel by car in Novi	48%	70%	57%	64%	68%	57%	57%	72%	68%	57%	64%	61%
Ease of travel by bicycle in Novi	72%	37%	45%	54%	41%	45%	48%	40%	37%	47%	49%	45%
Ease of walking in Novi	70%	43%	56%	53%	51%	53%	56%	45%	49%	48%	64%	52%
Availability of paths and walking trails	83%	49%	56%	66%	51%	56%	61%	47%	56%	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
	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+	
Quality of overall natural environment in Novi	88%	81%	78%	78%	77%	84%	80%	84%	73%	83%	85%	81%

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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
	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+	
Air quality	82%	80%	88%	79%	85%	86%	85%	81%	76%	87%	88%	83%
Cleanliness of Novi	85%	83%	90%	76%	92%	89%	87%	85%	79%	88%	91%	86%

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
	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+	
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	81%	65%	63%	71%	69%	62%	65%	69%	65%	66%	69%	67%
Public places where people want to spend time	95%	69%	66%	73%	77%	65%	73%	65%	68%	71%	73%	71%
Variety of housing options	78%	66%	73%	73%	68%	72%	74%	63%	69%	70%	76%	71%
Availability of affordable quality housing	47%	49%	48%	42%	33%	57%	48%	47%	43%	46%	56%	48%
Overall quality of new development in Novi	77%	70%	61%	60%	70%	68%	68%	64%	79%	63%	65%	67%

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
	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+	
Overall economic health of Novi	85%	81%	92%	88%	89%	85%	89%	79%	80%	90%	88%	86%
Novi as a place to work	78%	79%	87%	71%	95%	80%	82%	82%	71%	88%	86%	82%
Novi as a place to visit	87%	80%	68%	84%	74%	72%	78%	70%	77%	73%	80%	76%
Employment opportunities	94%	65%	59%	66%	58%	72%	71%	58%	71%	66%	62%	67%
Shopping opportunities	96%	87%	94%	92%	93%	90%	93%	87%	91%	91%	92%	92%
Cost of living in Novi	50%	41%	53%	33%	39%	56%	49%	43%	35%	47%	59%	47%
Overall quality of business and service establishments in Novi	90%	78%	83%	72%	85%	83%	86%	71%	81%	83%	80%	82%
Vibrant downtown/commercial area	66%	56%	32%	58%	49%	41%	46%	48%	48%	45%	47%	46%

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
	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+	
Health and wellness opportunities in Novi	97%	82%	86%	90%	88%	82%	87%	83%	87%	83%	87%	85%
Fitness opportunities (including exercise classes and paths or trails, etc.)	93%	69%	75%	77%	77%	73%	76%	72%	72%	73%	80%	75%
Recreational opportunities	78%	69%	73%	81%	68%	73%	74%	66%	67%	71%	77%	72%
Availability of affordable quality food	84%	75%	82%	77%	84%	76%	80%	78%	64%	81%	87%	79%

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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
	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+	
Availability of affordable quality health care	93%	74%	80%	68%	85%	81%	82%	73%	71%	77%	90%	79%
Availability of preventive health services	94%	75%	82%	69%	78%	87%	82%	77%	58%	84%	90%	80%

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
	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+	
Overall opportunities for education and enrichment	97%	86%	92%	96%	89%	90%	93%	84%	95%	90%	88%	90%
Availability of affordable quality child care/preschool	75%	69%	77%	71%	65%	78%	77%	68%	72%	75%	73%	74%
K-12 education	100%	94%	93%	96%	94%	94%	95%	92%	100%	93%	93%	94%
Adult educational opportunities	63%	75%	84%	80%	74%	82%	82%	72%	80%	76%	83%	79%
Opportunities to attend cultural/arts/music activities	66%	64%	63%	58%	59%	70%	64%	63%	52%	69%	64%	64%
Opportunities to participate in religious or spiritual events and activities	77%	73%	82%	66%	76%	83%	83%	67%	62%	82%	82%	78%

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
	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+	
Opportunities to participate in social events and activities	50%	69%	61%	59%	65%	64%	61%	69%	55%	66%	65%	63%
Opportunities to volunteer	43%	72%	74%	71%	73%	71%	71%	69%	58%	71%	77%	70%
Opportunities to participate in community matters	33%	67%	68%	62%	61%	67%	64%	66%	51%	68%	68%	64%
Openness and acceptance of the community toward people of diverse backgrounds	78%	77%	87%	72%	89%	82%	85%	71%	80%	82%	82%	82%
Neighborliness of residents in Novi	77%	66%	70%	72%	68%	71%	73%	63%	67%	72%	71%	70%

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+	
The City of Novi	87%	79%	85%	77%	93%	80%	85%	78%	78%	82%	88%	83%
The value of services for the taxes paid to Novi	84%	52%	63%	69%	59%	60%	66%	49%	53%	61%	70%	61%

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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+	
The overall direction that Novi is taking	90%	65%	70%	70%	78%	66%	72%	66%	65%	71%	76%	70%
The job Novi government does at welcoming citizen involvement	51%	63%	66%	74%	47%	65%	66%	56%	52%	68%	67%	63%
Overall confidence in Novi government	76%	66%	63%	72%	56%	69%	67%	62%	56%	68%	71%	66%
Generally acting in the best interest of the community	91%	67%	65%	72%	70%	66%	71%	63%	60%	70%	73%	68%
Being honest	91%	73%	63%	74%	69%	68%	75%	58%	65%	72%	73%	70%
Treating all residents fairly	87%	74%	70%	74%	82%	68%	77%	66%	73%	76%	72%	73%
Overall customer service by Novi employees (police, receptionists, planners, etc.)	89%	75%	81%	66%	92%	76%	82%	73%	69%	83%	83%	80%
The Federal Government	56%	37%	40%	52%	34%	41%	38%	49%	48%	40%	37%	41%

Table 11: Governance - Safety

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+	
Police services	92%	89%	89%	84%	94%	87%	92%	80%	83%	89%	94%	89%
Fire services	92%	94%	97%	95%	97%	94%	98%	87%	94%	95%	95%	95%
Ambulance or emergency medical services	100%	93%	97%	94%	96%	95%	98%	87%	93%	97%	95%	96%
Crime prevention	87%	86%	86%	84%	96%	80%	90%	78%	85%	84%	91%	86%
Fire prevention and education	83%	89%	94%	93%	95%	85%	96%	76%	89%	90%	93%	90%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	69%	61%	68%	65%	73%	59%	69%	55%	55%	62%	76%	65%

Table 12: Governance - Mobility

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+	
Traffic enforcement	89%	67%	73%	69%	85%	65%	77%	60%	73%	69%	79%	73%
Street repair	47%	38%	33%	49%	44%	26%	39%	31%	30%	39%	40%	37%
Street cleaning	76%	57%	53%	64%	72%	48%	57%	61%	51%	63%	58%	58%
Street lighting	60%	59%	59%	60%	67%	54%	63%	49%	58%	58%	63%	59%
Snow removal	45%	66%	59%	61%	66%	59%	66%	50%	52%	58%	74%	61%
Sidewalk maintenance	73%	63%	51%	75%	64%	50%	65%	46%	65%	55%	64%	60%
Traffic signal timing	50%	49%	43%	46%	55%	43%	46%	48%	48%	45%	48%	46%

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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
	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+	
Recycling	56%	75%	78%	54%	81%	78%	77%	67%	51%	82%	84%	74%
Drinking water	67%	75%	88%	54%	90%	85%	82%	74%	70%	80%	89%	79%
Preservation of natural areas such as open space, farmlands and greenbelts	58%	60%	57%	54%	55%	61%	59%	55%	39%	64%	65%	58%
Novi open space	47%	57%	53%	53%	44%	59%	52%	58%	39%	61%	57%	54%

Table 14: Governance - Built Environment

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+	
Storm drainage	68%	71%	76%	49%	76%	82%	75%	69%	58%	79%	78%	73%
Sewer services	75%	74%	89%	77%	78%	85%	83%	78%	75%	82%	88%	81%
Power (electric and/or gas) utility	75%	81%	85%	69%	85%	85%	86%	70%	76%	83%	86%	82%
Utility billing	59%	66%	81%	67%	74%	73%	77%	61%	56%	74%	84%	72%
Land use, planning and zoning	78%	65%	48%	59%	61%	55%	58%	55%	65%	55%	60%	57%
Code enforcement (weeds, abandoned buildings, etc.)	46%	75%	61%	72%	67%	60%	65%	64%	69%	62%	68%	65%
Cable television	62%	51%	61%	50%	63%	54%	55%	62%	54%	58%	57%	56%

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+	
Economic development	64%	74%	75%	62%	84%	73%	75%	70%	66%	74%	79%	74%

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+	
City parks	90%	77%	82%	77%	82%	83%	83%	77%	63%	91%	82%	82%
Recreation programs or classes	93%	85%	82%	84%	90%	83%	87%	79%	92%	84%	80%	85%
Recreation centers or facilities	80%	81%	74%	79%	72%	81%	77%	78%	80%	80%	72%	77%
Health services	88%	81%	82%	87%	86%	77%	89%	67%	86%	78%	84%	82%

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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+	
Public library services	94%	87%	94%	90%	93%	91%	94%	84%	87%	93%	93%	91%
City-sponsored special events	46%	71%	63%	75%	54%	65%	65%	65%	42%	70%	75%	65%

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+	
Public information services	90%	78%	84%	84%	87%	78%	87%	69%	81%	81%	85%	82%

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
	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+	
Sense of community	53%	67%	65%	62%	60%	70%	63%	68%	45%	69%	74%	64%
Recommend living in Novi to someone who asks	100%	95%	96%	96%	96%	96%	97%	94%	100%	96%	94%	96%
Remain in Novi for the next five years	88%	87%	90%	94%	85%	89%	91%	81%	87%	90%	88%	89%
Contacted the City of Novi (in-person, phone, email or web) for help or information	48%	29%	40%	25%	35%	40%	39%	28%	22%	37%	47%	36%

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
	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+	
Was NOT the victim of a crime	90%	94%	90%	93%	94%	90%	91%	93%	92%	91%	93%	91%
Did NOT report a crime	88%	92%	85%	91%	91%	87%	88%	90%	92%	87%	88%	88%
Stocked supplies in preparation for an emergency	24%	21%	21%	12%	21%	24%	22%	19%	21%	24%	18%	22%

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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
	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+	
Walked or biked instead of driving	76%	46%	52%	49%	60%	52%	53%	52%	63%	58%	36%	53%
Carpooled with other adults or children instead of driving alone	52%	23%	28%	18%	32%	35%	30%	29%	43%	33%	13%	30%

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+	
Recycle at home	72%	80%	93%	79%	76%	93%	84%	85%	75%	88%	86%	84%
Made efforts to make your home more energy efficient	72%	70%	81%	81%	70%	74%	74%	78%	89%	73%	67%	75%
Made efforts to conserve water	83%	68%	81%	80%	67%	78%	77%	72%	74%	75%	78%	76%

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+	
NOT under housing cost stress	70%	75%	79%	45%	69%	93%	72%	84%	74%	83%	65%	75%
Did NOT observe a code violation	88%	69%	60%	65%	72%	68%	68%	69%	79%	64%	66%	68%

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+	
Purchase goods or services from a business located in Novi	98%	99%	99%	98%	98%	100%	99%	99%	100%	98%	98%	99%
Economy will have positive impact on income	31%	30%	30%	25%	27%	35%	30%	31%	20%	38%	26%	30%
Work in Novi	18%	26%	28%	30%	20%	29%	24%	32%	23%	36%	13%	26%

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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
	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+	
Used Novi recreation centers or their services	53%	50%	44%	40%	48%	55%	46%	52%	37%	64%	34%	48%
Visited a neighborhood park or City park	80%	72%	71%	66%	61%	81%	67%	88%	72%	85%	55%	73%
Eat at least 5 portions of fruits and vegetables a day	82%	85%	88%	89%	72%	91%	84%	91%	85%	87%	84%	86%
Participate in moderate or vigorous physical activity	95%	86%	93%	83%	93%	91%	91%	87%	86%	94%	89%	90%
Reported being in "very good" or "excellent" health	66%	68%	72%	55%	69%	76%	68%	74%	73%	75%	60%	70%

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
	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+	
Used Novi public libraries or their services	50%	70%	76%	68%	65%	72%	66%	80%	64%	78%	62%	70%
Participated in religious or spiritual activities in Novi	29%	38%	45%	33%	30%	49%	40%	39%	28%	45%	41%	40%
Attended a City-sponsored event	30%	38%	36%	19%	40%	42%	34%	41%	26%	46%	29%	36%

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+	
Campaigned or advocated for an issue, cause or candidate	9%	18%	16%	13%	18%	15%	16%	12%	14%	16%	16%	16%
Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	11%	7%	13%	8%	12%	10%	11%	8%	8%	8%	15%	11%
Volunteered your time to some group/activity in Novi	21%	29%	33%	31%	28%	32%	26%	41%	27%	37%	21%	30%
Participated in a club	8%	19%	21%	9%	20%	22%	16%	24%	8%	23%	20%	18%
Talked to or visited with your immediate neighbors	91%	82%	96%	83%	93%	90%	95%	73%	92%	87%	90%	89%
Done a favor for a neighbor	73%	76%	85%	76%	74%	83%	85%	64%	71%	80%	86%	80%
Attended a local public meeting	2%	20%	23%	14%	13%	25%	18%	18%	13%	19%	23%	19%
Watched (online or on television) a local public meeting	4%	11%	21%	13%	18%	14%	15%	13%	6%	16%	19%	14%

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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+	
Read or watch local news (via television, paper, computer, etc.)	64%	77%	87%	77%	79%	81%	79%	82%	60%	87%	85%	80%
Vote in local elections	66%	65%	85%	66%	78%	73%	83%	47%	56%	73%	89%	74%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	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+	
Overall feeling of safety in Novi	97%	95%	97%	100%	98%	94%	95%	98%	98%	95%	97%	96%
Overall ease of getting to the places you usually have to visit	90%	91%	93%	95%	87%	92%	94%	84%	95%	90%	92%	92%
Quality of overall natural environment in Novi	84%	86%	83%	82%	88%	84%	84%	86%	84%	84%	86%	84%
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	59%	78%	83%	75%	81%	77%	76%	82%	70%	79%	82%	77%
Health and wellness opportunities in Novi	66%	85%	67%	81%	75%	71%	72%	83%	69%	72%	83%	74%
Overall opportunities for education and enrichment	71%	90%	81%	81%	92%	80%	81%	91%	82%	81%	87%	83%
Overall economic health of Novi	87%	89%	95%	90%	95%	92%	93%	89%	91%	92%	92%	92%
Sense of community	74%	83%	81%	82%	86%	79%	78%	91%	77%	84%	81%	81%

Table 29: Question 14

The City of Novi is interested in knowing what priorities you think are important for your municipal government. Please rate how important you think each of the following priorities should be to the City of Novi over the next five years: (Percent rating as "Essential" or "Very important").	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+	
Annual investments in facilities and equipment for police and fire	95%	86%	85%	86%	88%	86%	92%	74%	84%	85%	91%	87%
Annual investments in municipal infrastructure (i.e. roads, water and sewer)	89%	85%	96%	84%	94%	92%	93%	85%	90%	90%	93%	91%
Annual investments in parks and recreation/cultural facilities	70%	64%	65%	56%	70%	67%	66%	65%	68%	65%	65%	66%
Work cooperatively with neighboring communities, school districts and other public entities	68%	66%	65%	61%	76%	65%	66%	68%	63%	70%	65%	66%
Preserve natural areas (including open spaces, wetlands, woodlands)	82%	67%	76%	66%	74%	75%	73%	75%	85%	70%	69%	73%
Add new and enhance existing services to address Novi's changing demographics	62%	41%	54%	52%	51%	50%	50%	52%	40%	50%	59%	50%
Promote services and programs for seniors	59%	48%	65%	57%	73%	47%	58%	56%	57%	45%	77%	58%
Expand and enhance recreational and cultural programs	61%	49%	46%	56%	61%	40%	51%	47%	63%	42%	51%	49%

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The City of Novi is interested in knowing what priorities you think are important for your municipal government. Please rate how important you think each of the following priorities should be to the City of Novi over the next five years: (Percent rating as "Essential" or "Very important").	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+	
Promote and maintain an attractive community	86%	85%	83%	73%	89%	88%	86%	80%	89%	81%	87%	84%

Table 30: Question 15

Please indicate if each of the following is a major source, minor source, or not a source of information for you about the City of Novi and its activities:: (Percent rating as "Major source" or "Minor source").	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+	
City of Novi Newsletter (Engage!)	62%	86%	84%	75%	82%	85%	81%	82%	67%	86%	87%	82%
City of Novi website (cityofnovi.org)	62%	69%	69%	61%	70%	73%	64%	79%	64%	78%	57%	68%
E-newsletters (I am Novi, Destination Recreation)	29%	49%	54%	45%	58%	47%	46%	55%	26%	62%	48%	49%
Cable television (Channel 13-1 or AT&T U-verse)	43%	33%	36%	45%	39%	31%	37%	32%	39%	29%	44%	35%
Novi News	48%	41%	70%	63%	62%	49%	53%	61%	42%	59%	61%	55%
Social media (e.g., Facebook, Twitter, YouTube, Instagram)	39%	45%	49%	39%	42%	53%	45%	48%	50%	53%	31%	46%
Word of mouth	77%	78%	82%	71%	83%	82%	85%	64%	81%	78%	80%	79%
Homeowner Association	35%	52%	68%	37%	60%	63%	59%	50%	44%	60%	61%	57%