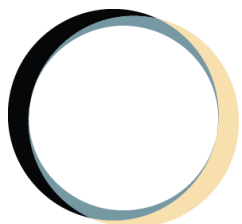




THE NCSTM
The National Citizen SurveyTM

Novi, MI

Comparisons by Geographic Subgroups
2014



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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. This report discusses differences in opinion of survey respondents by three geographic areas: North of I-96, South of I-96 and West of Novi Rd. and South of I-96 and East of Novi Rd.

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 areas 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 (323 completed surveys). For each geographic area, the margin of error rises to approximately plus or minus 12 percentage points since sample sizes were approximately 70 for North of I-96, 153 for South of I-96 and West of Novi Rd. and 100 for South of I-96 and East of Novi Rd. Notable differences between geographic areas included the following:

- Ratings across most facets of Community Characteristics tended to be similar between the three geographic areas. However, there were some differences within the facet of Mobility. Residents living North of I-96 gave more positive ratings to traffic flow, ease of travel by bicycle and to the availability of paths and walking trails than residents living South of I-96. Residents living North of I-96 also tended to give more positive ratings to the quality of the overall natural environment in Novi and to the cost of living in Novi.
- Only a handful of differences were observed within the pillar of Governance. Residents living North of I-96 gave more positive ratings to sidewalk maintenance, preservation of natural areas and code enforcement. Residents living South of I-96 and West of Novi Rd. gave more positive ratings to recycling, drinking water and power utility than residents living in other areas.
- More differences among geographic areas were observed within the pillar of Participation. Residents living South of I-96 and East of Novi Rd. were the most likely to consider renting or buying a home only within Novi if moving in the next five years. Respondents living South of I-96 and West of Novi Rd. tended to report higher rates of Participation than residents living East of Novi Rd. or North of I-96. Those living South of I-96 and West of Novi Rd. reported higher rates of participation for: recycled at home, made efforts make their homes more energy efficient, made efforts to conserve water, used Novi recreation centers, visited a City park, used Novi public libraries, participated in a religious or spiritual activity, attended a City-sponsored event, visited with neighbors, did a favor for a neighbor and read or watched local news.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
The overall quality of life in Novi	96%	95%	95%	95%
Overall image or reputation of Novi	91%	93%	91%	92%
Novi as a place to live	97%	96%	100%	98%
Your neighborhood as a place to live	83%	93%	91%	89%
Novi as a place to raise children	90%	96%	99%	95%
Novi as a place to retire	58%	61%	66%	62%
Overall appearance of Novi	93%	92%	95%	93%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Overall feeling of safety in Novi	92%	96%	99%	96%
In your neighborhood during the day	92%	97%	97%	95%
In Novi's downtown/commercial area during the day	98%	95%	95%	96%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Overall ease of getting to the places you usually have to visit	87%	78%	83%	83%
Traffic flow on major streets	66%	54%	47%	55%
Ease of public parking	77%	85%	82%	82%
Ease of travel by car in Novi	79%	72%	74%	75%
Ease of travel by bicycle in Novi	63%	45%	42%	50%
Ease of walking in Novi	66%	55%	55%	58%
Availability of paths and walking trails	71%	53%	50%	58%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Quality of overall natural environment in Novi	92%	85%	80%	85%
Air quality	91%	92%	92%	92%
Cleanliness of Novi	95%	91%	99%	95%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	78%	74%	75%	76%
Public places where people want to spend time	79%	69%	74%	74%
Variety of housing options	66%	80%	77%	75%
Availability of affordable quality housing	54%	67%	59%	60%
Overall quality of new development in Novi	68%	66%	70%	68%

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Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Overall economic health of Novi	92%	92%	92%	92%
Novi as a place to work	81%	86%	83%	84%
Novi as a place to visit	73%	73%	70%	72%
Employment opportunities	67%	66%	64%	66%
Shopping opportunities	95%	97%	90%	94%
Cost of living in Novi	62%	59%	44%	54%
Overall quality of business and service establishments in Novi	83%	82%	82%	83%
Vibrant downtown/commercial area	58%	34%	52%	49%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Health and wellness opportunities in Novi	91%	90%	83%	88%
Fitness opportunities (including exercise classes and paths or trails, etc.)	85%	76%	80%	80%
Recreational opportunities	81%	75%	75%	77%
Availability of affordable quality food	82%	86%	82%	83%
Availability of affordable quality health care	85%	87%	87%	86%
Availability of preventive health services	87%	86%	82%	85%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Overall opportunities for education and enrichment	89%	90%	96%	92%
Availability of affordable quality child care/preschool	65%	84%	78%	78%
K-12 education	89%	96%	92%	93%
Adult educational opportunities	73%	81%	75%	76%
Opportunities to attend cultural/arts/music activities	62%	74%	58%	64%
Opportunities to participate in religious or spiritual events and activities	67%	85%	78%	76%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Opportunities to participate in social events and activities	61%	69%	65%	65%
Opportunities to volunteer	78%	75%	69%	74%
Opportunities to participate in community matters	72%	79%	73%	75%
Openness and acceptance of the community toward people of diverse backgrounds	86%	79%	84%	83%
Neighborliness of residents in Novi	64%	76%	71%	70%

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Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
The City of Novi	86%	93%	88%	89%
The value of services for the taxes paid to Novi	69%	64%	62%	65%
The overall direction that Novi is taking	89%	80%	82%	83%
The job Novi government does at welcoming citizen involvement	74%	72%	69%	72%
Overall confidence in Novi government	70%	79%	75%	75%
Generally acting in the best interest of the community	79%	78%	78%	78%
Being honest	85%	74%	78%	78%
Treating all residents fairly	84%	79%	81%	81%
Overall customer service by Novi employees (police, receptionists, planners, etc.)	81%	81%	91%	85%
The Federal Government	46%	53%	43%	47%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Police/Sheriff services	86%	91%	88%	88%
Fire services	96%	96%	93%	95%
Ambulance or emergency medical services	92%	96%	92%	94%
Crime prevention	79%	88%	90%	86%
Fire prevention and education	93%	88%	90%	90%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	78%	71%	73%	74%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Traffic enforcement	81%	83%	77%	80%
Street repair	47%	37%	36%	40%
Street cleaning	66%	56%	57%	60%
Street lighting	71%	62%	70%	68%
Snow removal	67%	59%	74%	67%
Sidewalk maintenance	74%	55%	62%	64%
Traffic signal timing	57%	59%	47%	54%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Recycling	59%	83%	61%	68%
Drinking water	67%	87%	83%	79%
Preservation of natural areas such as open space, farmlands and greenbelts	81%	64%	64%	70%
Novi open space	71%	58%	63%	64%

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Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Storm drainage	75%	79%	75%	76%
Sewer services	82%	92%	80%	85%
Power (electric and/or gas) utility	70%	85%	71%	75%
Utility billing	72%	78%	67%	72%
Land use, planning and zoning	62%	65%	65%	64%
Code enforcement (weeds, abandoned buildings, etc.)	83%	65%	73%	74%
Cable television	52%	58%	72%	61%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Economic development	79%	78%	76%	77%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
City parks	86%	84%	84%	85%
Recreation programs or classes	80%	79%	78%	79%
Recreation centers or facilities	78%	77%	76%	77%
Health services	83%	87%	91%	87%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Public library services	88%	94%	93%	92%
City-sponsored special events	69%	70%	76%	72%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Public information services	71%	80%	87%	80%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Sense of community	74%	66%	69%	70%
Recommend living in Novi to someone who asks	97%	96%	97%	97%
Remain in Novi for the next five years	92%	91%	93%	92%
If moving within next five years, would consider renting or buying only within Novi	48%	62%	71%	61%
Contacted the City of Novi (in-person, phone, email or web) for help or information	30%	41%	41%	37%

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Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Was NOT the victim of a crime	93%	94%	92%	93%
Did NOT report a crime	80%	88%	88%	85%
Stocked supplies in preparation for an emergency	34%	17%	28%	26%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Walked or biked instead of driving	41%	58%	65%	55%
Carpooled with other adults or children instead of driving alone	26%	34%	24%	28%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Recycle at home	72%	94%	70%	78%
Made efforts to make your home more energy efficient	67%	87%	80%	78%
Made efforts to conserve water	56%	89%	78%	74%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
NOT under housing cost stress	75%	81%	69%	75%
Did NOT observe a code violation	72%	67%	66%	68%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Purchase goods or services from a business located in Novi	93%	100%	100%	98%
Economy will have positive impact on income	37%	41%	41%	40%
Work in Novi	9%	29%	25%	21%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Used Novi recreation centers or their services	35%	64%	44%	47%
Visited a neighborhood park or City park	56%	77%	66%	66%
Eat at least 5 portions of fruits and vegetables a day	80%	89%	90%	86%
Participate in moderate or vigorous physical activity	77%	85%	84%	82%
Reported being in "very good" or "excellent" health	56%	79%	69%	68%

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Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Used Novi public libraries or their services	54%	78%	62%	64%
Participated in religious or spiritual activities in Novi	27%	49%	30%	35%
Attended a City-sponsored event	23%	50%	33%	35%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Campaigned or advocated for an issue, cause or candidate	10%	15%	19%	15%
Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	4%	7%	11%	7%
Volunteered your time to some group/activity in Novi	22%	36%	30%	29%
Participated in a club	20%	25%	22%	22%
Talked to or visited with your immediate neighbors	82%	97%	83%	87%
Done a favor for a neighbor	67%	88%	69%	74%
Attended a local public meeting	16%	19%	12%	16%
Watched (online or on television) a local public meeting	23%	16%	14%	18%
Read or watch local news (via television, paper, computer, etc.)	70%	84%	79%	78%
Vote in local elections	85%	77%	74%	79%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Overall feeling of safety in Novi	82%	95%	90%	89%
Overall ease of getting to the places you usually have to visit	79%	87%	80%	82%
Quality of overall natural environment in Novi	87%	78%	80%	82%
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	68%	74%	74%	72%
Health and wellness opportunities in Novi	67%	72%	75%	72%
Overall opportunities for education and enrichment	72%	81%	80%	77%
Overall economic health of Novi	86%	90%	84%	87%
Sense of community	71%	86%	68%	74%

Table 29: City of Novi Priorities

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").	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Annual investments in facilities and equipment for police and fire	76%	86%	85%	83%
Annual investments in municipal infrastructure (i.e. roads, water and sewer)	98%	94%	94%	95%
Annual investments in parks and recreation/cultural facilities	65%	69%	74%	70%
Work cooperatively with neighboring communities, school districts and other public entities	59%	68%	69%	65%
Preserve natural areas (including open spaces, wetlands, woodlands)	72%	67%	81%	74%

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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").	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
Add new and enhance existing services to address Novi's changing demographics	44%	48%	45%	46%
Promote services and programs for seniors	53%	50%	59%	54%
Expand and enhance recreational and cultural programs	54%	39%	60%	51%
Promote and maintain an attractive community	80%	87%	82%	83%

Table 30: Information Sources

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" or "minor source").	Area			Overall
	North of I-96	South of I-96 West of Novi Rd	South of I-96 East of Novi Rd	
City of Novi Newsletter (Engage!)	76%	87%	91%	85%
City of Novi website (cityofnovi.org)	56%	80%	64%	66%
E-newsletters (I am Novi, E-biz)	25%	39%	34%	32%
Cable television (Brighthouse Channel 13 or AT&T U-verse)	47%	38%	47%	44%
Novi News	41%	61%	45%	49%
Social media (e.g., Facebook, Twitter, YouTube, Instagram)	38%	43%	34%	38%
Word of mouth	78%	86%	76%	80%
Homeowner Association	46%	77%	62%	61%