



# MEDIA RELEASE

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## FOR IMMEDIATE RELEASE

### **Survey of Older Adults finds Novi residents Very Satisfied with the community**

*Results indicate improvements in services for older adults are valued.*

**NOVI, Michigan, April 4, 2012** – With more than one-half of Baby Boomers age 50 and older, the nation is becoming increasingly populated by older adults. One-third of all Americans reached this senior milestone by 2010. Novi's population reflects this demographic change with an estimated 12,480 residents 55 or older per the 2010 U.S. Census. According to the Southeast Michigan Council of Governments, Novi households with one or more people 65 or over increased by more than 70% from 2000 to 2010.

Realizing this trend, the City of Novi, together with the National Research Center Inc. (NRC), conducted a Community Assessment Survey of Older Adults (CASOA) in 2007 with the results used to drive new services and create the 2008-2011 Senior Services Strategic Plan.

“As our older adult population continues to increase, we must work to ensure their needs are recognized and addressed. This is why we have once again partnered with National Research Center to conduct a 2012 Older Adult Survey. Results of such surveys help us to benchmark service improvements and drive us to continuously strive for excellence,” said Novi Mayor Bob Gatt.

The objectives of the 2012 CASOA were to:

- Identify community strengths in serving older adults.
- Articulate the specific needs of older adults in the community.
- Estimate contributions made by older adults in the community.
- Determine the connection of older adults in the community.

The assessment focused on a series of resident needs and community supports that foster successful aging. Survey respondents were asked to rate 34 aspects of the community related to six dimensions including overall quality of the community, community and belonging, availability of community information, productive activities, health and wellness, and community design and land use.

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The survey was mailed in January to a random sample of 1,000 residents, age 55 and older. A total of 349 completed surveys were received. The City of Novi will use the survey for developing future programs and plans, including the 2012-2015 Senior Strategic Plan, and identifying partners to meet the diverse needs of older adults.

Overall, Novi was rated positively by its older residents. All six survey dimensions were rated higher in 2012 than in 2007, with the highest rating increases in quality of community, community and belonging, and availability of community information. Most rated the city as a "good" or "excellent" place to live and many rated the city as an "excellent" or "good" place to retire.

Highlights of the survey, which are posted in its entirety at [cityofnovi.org](http://cityofnovi.org), include the following:

- Most of Novi's older residents gave high ratings to the community as a place to live and many rates Novi as a place to retire as "good" or "excellent."
- Services offered to older adults were considered "excellent" or "good" by three-quarters of older residents.
- More than 70% of older residents consider openness and acceptance of the community towards older residents of diverse backgrounds.
- 85% of older residents would recommend living in Novi to older adults and more than 80% plan to remain in Novi throughout their retirement.
- Areas where Novi older residents demonstrated the highest need included civic engagement; information and planning; physical and mental health, and community design and land use.
- The City of Novi is doing a good job of providing opportunities for older residents, but there are limitations to continued success that need to be addressed for the estimated rate of older adult population growth. Services will need to be expanded and re-configured to suit the older-old and the younger-old; new techniques will need to be developed to encourage participation in the community; and more effective partnerships and networking will be required to provide integrated service opportunities.

For more information on the survey or senior services in Novi, contact Rachel Zagaroli, Senior Services Manager, at (248) 347-0403.

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