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# The City of Novi, Michigan

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## Report of Demographic Subgroup Comparisons 2006



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# SURVEY BACKGROUND

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## About The National Citizen Survey™

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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 National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically re-weighted to reflect the proper demographic composition of the entire community. The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Novi staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries we used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Novi staff also determined local interest in a variety of add-on options for The National Citizen Survey™ Basic Service.

One of the add-on options that Novi chose was to have crosstabulations of evaluative questions 1-16b by demographic questions 19 (length of residency in Novi), 27 (annual household income), 30 (age of respondent) and question 31 (gender of respondent).

# UNDERSTANDING THE RESULTS

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## “Don’t Know” Responses

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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 of the Report of Results. However, these responses have been removed from the analyses presented in this report. In other words, the tables display the responses from respondents who had an opinion about a specific item.

## Putting Evaluations onto a 100-Point Scale

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Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale.

## Understanding the Tables

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In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. Usually this number is the rating on a 100-point scale. Sometimes this scale was not appropriate to use. In these cases we have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who reported a crime, or the percent of respondents who felt the rate of growth was “about right.” For a few questions, we have shown the full set of responses: these include the policy questions and the question about respondents’ perceptions about the economy.

Anova and chi square tests of significance were applied to these comparisons of survey questions by demographic subgroups. 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 are marked in gray.

# COMPARISONS

Quality of Life Ratings																		
	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?						What is your gender?		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	How do you rate Novi as a place to live?	77	78	77	74	77	85	76	77	78	77	77	78	74	79	78	79	78
How do you rate your neighborhood as a place to live?	71	74	74	77	71	75	70	73	77	63	71	77	72	79	78	77	76	71
How do you rate Novi as a place to raise children?	77	78	76	81	81	79	74	80	80	67	79	81	75	82	83	82	80	76
How do you rate Novi as a place to work?	67	61	67	66	66	70	60	67	67	52	66	69	59	63	72	83	66	65
How do you rate Novi as a place to retire?	54	58	44	52	53	83	56	54	42	59	54	43	39	53	77	73	55	48

Quality of Life Ratings

	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?					In which category is your age?						What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
How do you rate the overall quality of life in Novi?	71	76	70	70	70	75	70	73	71	63	73	72	68	74	80	75	73	70
Average rating on a 100-point scale (100=Excellent, 0=Poor)																		

Characteristics of the Community																		
Please rate each of the following characteristics as they relate to Novi as a whole:	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?					In which category is your age?					What is your gender?		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	Sense of community	58	58	51	57	59	65	51	58	57	55	57	58	53	55	63	61	58
Openness and acceptance	68	66	66	67	68	62	63	69	67	55	69	65	67	67	73	68	67	66
Overall appearance of Novi	71	70	63	66	61	75	71	70	60	65	75	64	61	61	72	72	68	66
Opportunities to attend cultural activities	54	56	54	53	55	78	53	55	52	51	52	55	50	51	64	70	57	51
Shopping opportunities	81	86	89	88	85	91	85	85	86	87	82	86	86	87	85	88	87	85
Recreational opportunities	58	61	62	66	61	83	59	63	59	67	57	63	56	63	70	73	65	56
Job opportunities	53	42	42	45	45	60	37	46	48	50	49	44	42	40	46	54	45	46
Access to affordable quality housing	48	44	43	40	41	46	41	43	44	51	44	41	39	38	54	57	43	43
Access to affordable quality child care	41	51	51	52	47	62	43	46	51	56	39	54	45	51	58	67	50	48

Characteristics of the Community

Please rate each of the following characteristics as they relate to Novi as a whole:	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?					In which category is your age?					What is your gender?		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	Access to affordable quality health care	58	67	63	61	64	68	55	64	66	42	65	61	57	67	71	75	64
Access to affordable quality food	66	72	69	70	66	64	65	70	70	65	69	66	67	75	75	72	69	68
Ease of car travel in Novi	58	47	49	40	40	57	47	48	47	57	51	47	41	44	48	56	48	47
Ease of bicycle travel in Novi	42	36	32	34	25	40	37	36	31	49	36	32	28	38	39	54	31	38
Ease of walking in Novi	47	45	41	42	36	46	41	43	42	47	42	41	38	44	46	55	41	44
Educational opportunities	65	64	66	70	67	74	66	64	68	55	63	68	65	73	74	76	68	65
Overall image/reputation of Novi	76	74	70	71	69	74	74	74	69	65	81	71	67	71	75	71	72	73
Overall quality of new development in Novi	73	61	60	58	52	66	64	65	57	79	68	59	54	57	67	67	64	60

Average rating on a 100-point scale (100=Excellent, 0=Poor)



Ratings of Growth

Please rate the speed of growth in the following categories in Novi over the past 2 years:	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?							What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	Population growth	53%	45%	43%	24%	23%	22%	31%	47%	37%	51%	51%	44%	25%	37%	34%	28%	37%
Retail growth (stores, restaurants etc.)	70%	63%	55%	41%	41%	57%	48%	58%	55%	48%	64%	57%	40%	43%	77%	67%	53%	58%
Jobs growth	47%	20%	30%	24%	20%	28%	22%	36%	26%	62%	29%	29%	22%	18%	31%	34%	26%	32%
Proportion of respondents rating as "About right"																		

Ratings of Potential Problems in Novi

To what degree, if at all, are the following in Novi:	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?							What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	Crime	71	75	67	67	62	51	67	74	67	67	80	70	62	68	61	57	67
Drugs	74	73	65	60	48	54	69	72	58	53	83	65	57	59	56	49	61	70
Too much growth	60	50	47	31	34	42	40	51	42	55	59	46	30	38	40	44	45	43
Lack of growth	83	92	87	92	89	95	83	88	93	76	90	87	90	91	89	89	89	89
Graffiti	88	96	88	86	90	94	91	91	89	93	95	89	87	91	81	89	91	90
Noise	81	82	68	73	68	66	76	77	75	80	85	75	71	64	69	74	76	75
Run down buildings, weed lots, or junk vehicles	86	89	77	81	79	86	88	83	81	87	91	83	78	80	70	83	83	84
Taxes	52	38	30	37	39	47	42	41	36	49	56	32	32	31	38	46	36	42
Traffic congestion	39	35	28	28	27	48	30	34	31	34	40	31	23	30	33	41	32	32
Unsupervised youth	76	71	69	68	57	68	69	71	68	68	80	71	59	71	70	68	67	72
Weeds	86	85	77	77	75	83	84	82	77	87	87	81	75	81	72	81	80	81

Ratings of Potential Problems in Novi

To what degree, if at all, are the following in Novi:	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?							What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	Absence of communications from the City of Novi translated into languages other than English	77	89	84	89	96	78	89	83	90	90	78	90	89	90	77	92	89
Unwanted local businesses	89	88	84	77	80	71	87	79	88	89	89	84	80	89	66	82	81	86

Average rating on a 100-point scale (100=Not a problem, 0=Major problem)

**Ratings of Safety from Various Problems**

Please rate how safe you feel from the following occurring to you in Novi:	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?						What is your gender?		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	Violent crime	85	85	86	84	84	63	82	86	87	74	87	88	82	88	85	80	80
Property crimes	80	78	74	71	73	60	78	78	73	66	81	77	69	80	79	75	71	80
Fire	84	86	81	78	81	82	80	82	84	79	84	85	77	85	84	85	79	86

Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)

**Ratings of Feelings of Safety in Various Areas**

Please rate how safe you feel:	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?					In which category is your age?						What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	In your neighborhood during the day	94	92	94	93	93	81	90	94	96	90	94	95	92	93	92	90	91
In your neighborhood after dark	82	78	83	83	85	69	81	79	87	66	80	85	82	83	82	84	79	86
In Novi's downtown area during the day	93	92	91	92	91	80	89	93	94	83	96	94	91	91	89	88	90	95
In Novi's downtown area after dark	81	81	79	79	80	73	79	82	81	71	85	82	77	79	76	78	75	85
In Novi's parks during the day	90	94	90	89	88	85	90	90	92	87	94	93	88	90	88	85	88	93
In Novi's parks after dark	71	64	65	67	66	77	67	64	68	70	68	71	60	74	68	70	59	74
Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)																		

**Crime Victimization and Reporting**

	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?					In which category is your age?					What is your gender?		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	<b>During the past twelve months, were you or anyone in your household the victim of any crime?</b>	3%	9%	12%	7%	8%	10%	6%	5%	11%	5%	6%	8%	10%	12%	4%	6%	9%
<b>If yes, was this crime (these crimes) reported to the police?</b>	48%	60%	66%	69%	75%	100%	45%	82%	59%	100%	21%	75%	68%	69%	100%	100%	78%	44%
<b>Percent of respondents whose households were victims of crime, and who reported the crime</b>																		

Use of Community Amenities

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities?	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?							What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
Used Novi public libraries or their services	54%	62%	83%	83%	70%	45%	59%	64%	82%	46%	51%	81%	81%	75%	58%	61%	66%	72%
Used Novi recreation centers	30%	56%	55%	59%	44%	24%	38%	48%	61%	52%	39%	65%	55%	41%	23%	33%	48%	50%
Participated in a recreation program or activity	26%	43%	53%	51%	33%	10%	23%	35%	62%	20%	28%	64%	48%	25%	26%	28%	43%	39%
Visited a Novi park	54%	71%	75%	80%	68%	45%	45%	72%	86%	42%	65%	82%	83%	62%	50%	45%	63%	77%
Attended a meeting of local elected officials or other local public meeting	11%	19%	25%	35%	31%	27%	13%	18%	34%	10%	9%	24%	35%	28%	26%	22%	22%	24%

Use of Community Amenities

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities?	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?						What is your gender?		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	Watched a meeting of local elected officials or other local public meeting on cable television	31%	31%	45%	67%	59%	39%	42%	41%	50%	25%	26%	46%	57%	53%	76%	48%	46%
Recycled used paper, cans or bottles from your home	60%	66%	83%	80%	77%	42%	59%	68%	86%	65%	54%	84%	82%	71%	61%	70%	70%	74%
Volunteered your time to some group/activity in Novi	12%	26%	45%	50%	36%	13%	25%	21%	50%	10%	11%	44%	46%	32%	37%	32%	35%	31%
Read City of Novi Newsletter	71%	90%	86%	90%	89%	77%	78%	85%	88%	94%	75%	86%	90%	83%	86%	85%	91%	77%



Use of Community Amenities

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities?	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?					In which category is your age?					What is your gender?		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	Used the Internet for anything	88%	91%	92%	84%	83%	49%	83%	90%	97%	100%	92%	98%	93%	89%	76%	37%	87%
Used the Internet to conduct business with Novi	22%	28%	39%	38%	30%	17%	15%	31%	42%	35%	33%	40%	36%	27%	4%	5%	33%	28%
Purchased an item over the Internet	78%	80%	80%	75%	74%	13%	69%	79%	92%	85%	84%	88%	86%	73%	64%	20%	75%	81%
Proportion of respondents engaging in activity at least once in last 12 months																		

Quality of Service Ratings																		
How do you rate the quality of each of the following services?	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?							What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	Police services	68	78	76	76	82	82	71	75	76	65	70	77	72	82	87	84	76
Fire services	76	82	78	80	77	79	81	78	78	75	75	79	75	83	86	86	80	77
Ambulance/emergency medical services	74	83	75	78	75	75	81	77	72	69	77	75	70	82	88	85	78	75
Crime prevention	69	73	68	71	74	63	70	73	70	58	72	72	66	75	80	82	70	72
Fire prevention and education	68	72	73	72	69	68	69	71	72	60	71	76	63	70	83	80	71	70
Traffic enforcement	62	65	64	65	64	71	62	63	64	52	64	65	61	64	65	79	64	64
Recycling	55	55	58	65	55	52	51	56	62	39	46	64	59	57	67	65	56	60
Street repair	59	51	41	47	41	41	48	59	41	56	57	42	43	47	53	57	47	50
Street cleaning	62	58	48	58	39	44	56	63	47	59	60	57	47	50	51	58	54	55
Street lighting	57	53	43	53	49	50	52	56	47	50	61	46	46	50	53	59	52	51
Snow removal	60	58	53	57	54	55	54	62	53	56	60	55	54	56	51	63	56	58
Sidewalk maintenance	60	53	45	53	45	50	54	57	47	62	59	49	43	59	48	57	54	51
Traffic signal timing	52	39	40	47	43	48	45	45	43	40	45	47	39	42	48	58	46	43
Amount of public parking	59	59	55	59	60	55	57	58	61	60	60	58	56	61	57	62	59	58
Storm drainage	62	64	54	60	52	56	59	60	59	59	64	58	55	57	58	62	57	61
City parks	64	67	66	66	64	70	61	66	67	67	68	69	59	66	75	66	69	63

Quality of Service Ratings																		
How do you rate the quality of each of the following services?	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?					In which category is your age?						What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	Recreation programs or classes	54	62	64	65	65	64	60	61	64	60	59	66	58	65	67	63	67
Range/variety of recreation programs and classes	53	62	65	65	66	65	59	59	66	53	56	67	60	69	67	62	67	56
Recreation centers/facilities	51	60	60	62	62	66	61	56	60	47	55	62	58	58	67	61	66	52
Accessibility of parks	61	65	63	65	60	69	61	61	64	63	64	65	60	60	68	66	66	60
Accessibility of recreation centers/facilities	58	60	62	63	64	67	57	60	64	47	60	62	60	62	67	66	64	58
Appearance/maintenance of parks	67	67	67	68	65	69	67	69	64	63	71	65	64	64	72	69	69	64
Appearance of recreation centers/facilities	59	66	68	68	66	68	64	67	65	55	63	66	66	67	66	66	69	61
Land use, planning and zoning	56	44	36	41	36	54	37	53	35	56	52	36	37	35	52	49	43	42
Code enforcement (weeds, abandoned buildings, etc)	69	62	54	61	56	62	61	66	58	64	66	61	55	57	59	71	59	63
Economic development	63	60	51	53	52	58	52	60	54	50	64	54	49	54	59	61	56	56
Services to seniors	64	72	64	67	65	74	61	67	66	59	78	71	57	64	65	67	71	61
Services to youth	61	64	64	58	60	69	57	64	61	56	63	68	52	61	66	74	62	61

Quality of Service Ratings

How do you rate the quality of each of the following services?	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?					In which category is your age?					What is your gender?		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	Services to low-income people	44	29	39	42	39	52	31	48	38	23	42	38	36	40	37	54	36
Public library services	66	60	62	70	71	74	64	70	62	59	65	61	64	65	74	80	67	64
Variety of library materials	60	52	54	67	66	74	59	64	56	53	58	55	57	63	72	73	62	58
Public information services	57	55	58	63	59	69	57	60	58	53	57	57	59	54	69	70	63	55
Public schools	69	75	77	77	76	75	76	76	73	70	73	77	71	82	82	80	77	73
Cable television	50	44	46	50	49	55	44	46	51	26	49	45	49	51	51	57	49	47
Average rating on a 100-point scale (100=Excellent, 0=Poor)																		

**Ratings of Various Levels of Government**

Overall, how would you rate the quality of services provided by...	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?							What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	The City of Novi	68	65	62	65	66	78	62	66	64	62	65	63	62	66	77	76	65
The Federal Government	52	42	39	49	37	42	43	48	43	40	51	45	39	42	50	45	44	46
The State Government	52	44	44	47	38	35	48	48	44	46	49	46	40	43	56	51	47	44

Average rating on a 100-point scale (100=Excellent, 0=Poor)

**Proportion of Population Having Contact with City Employees**

	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?						What is your gender?		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
Have you had any in-person or phone contact with an employee of the City of Novi within the last 12 months?	41%	46%	67%	59%	68%	25%	47%	50%	64%	31%	48%	55%	58%	63%	64%	52%	56%	52%

Percent of respondents who reported contact with a City employee in the last 12 months

**Ratings of Contact with City Employees**

What was your impression of employees of the City of Novi in your most recent contact?	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?						What is your gender?		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	Knowledge	72	70	71	77	76	84	66	76	73	67	72	69	73	70	82	80	74
Responsiveness	67	69	69	78	75	84	62	77	72	67	67	71	70	68	84	82	74	68
Courtesy	62	75	73	81	81	84	71	75	75	77	63	74	75	74	86	90	78	70
Overall Impression	70	70	69	75	77	84	67	73	72	67	68	70	70	68	81	85	74	69

Average rating on a 100-point scale (100=Excellent, 0=Poor)

Ratings of Public Trust

Please rate the following statements:	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?							What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	I receive good value for the City of Novi taxes I pay	67	63	49	58	57	69	60	62	54	61	63	55	55	54	70	72	59
I am pleased with the overall direction that the City of Novi is taking	76	71	56	58	57	75	63	69	59	72	74	63	54	54	72	75	64	65
The City of Novi government welcomes citizen involvement	67	70	61	68	70	75	67	68	65	56	70	65	61	64	79	87	67	67
The City of Novi government listens to citizens	62	62	52	59	59	59	57	61	56	57	62	56	51	58	73	75	60	57
Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)																		



Perceptions of the Economy

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:	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?					In which category is your age?					What is your gender?		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	Very positive	1%	0%	3%	6%	2%	10%	0%	0%	4%	0%	0%	3%	4%	3%	5%	4%	2%
Somewhat positive	11%	7%	6%	9%	11%	5%	5%	9%	11%	10%	7%	7%	9%	10%	14%	15%	6%	12%
Neutral	70%	43%	48%	30%	40%	47%	55%	46%	45%	70%	63%	39%	39%	32%	39%	58%	40%	56%
Somewhat negative	16%	46%	41%	44%	34%	21%	35%	38%	36%	10%	28%	48%	40%	39%	42%	24%	43%	27%
Very negative	3%	4%	2%	12%	12%	17%	4%	7%	4%	11%	2%	4%	8%	16%	0%	0%	8%	3%
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**Policy Question 1**

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.	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?					In which category is your age?						What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
Increase the tax base by retaining and attracting retail business	59%	47%	59%	56%	49%	37%	47%	53%	61%	35%	55%	53%	56%	50%	66%	47%	47%	62%
Increase the tax base by retaining and attracting office/service businesses	55%	57%	66%	65%	58%	37%	54%	56%	68%	31%	57%	55%	69%	61%	72%	53%	52%	69%
Make annual investments in facilities and equipment for police and fire	71%	62%	57%	65%	64%	74%	77%	62%	58%	79%	71%	59%	57%	62%	67%	76%	66%	61%

**Policy Question 1**

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.	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?					In which category is your age?						What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
Make annual investments in municipal infrastructure (i.e. roads, water and sewer)	69%	72%	78%	79%	82%	75%	79%	74%	75%	90%	71%	69%	75%	88%	79%	79%	72%	78%
Make annual investments in parks and recreation/cultural facilities	60%	61%	55%	47%	49%	59%	57%	53%	55%	84%	64%	46%	53%	48%	45%	52%	50%	60%
Work cooperatively with neighboring communities, school districts and other public entities	73%	70%	62%	70%	64%	70%	76%	61%	70%	60%	76%	64%	61%	71%	79%	70%	69%	68%

**Policy Question 1**

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.	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?						What is your gender?		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
Preserve natural areas (including open spaces, wetlands and woodland)	78%	65%	72%	75%	74%	77%	77%	69%	72%	95%	67%	75%	69%	78%	81%	72%	72%	73%
Promote a City Government that listens to the community's needs and desires	85%	86%	83%	88%	97%	91%	84%	88%	87%	90%	87%	81%	88%	92%	91%	89%	88%	85%
Adjust new and existing services to address Novi's changing demographics	77%	63%	61%	58%	61%	71%	72%	61%	62%	78%	66%	66%	54%	56%	89%	72%	66%	63%
Promote services and programs for seniors	61%	46%	55%	54%	53%	84%	58%	52%	50%	56%	51%	42%	52%	53%	91%	75%	55%	54%

**Policy Question 1**

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.	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?						What is your gender?		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
Expand and enhance recreational and cultural programs	63%	54%	40%	41%	43%	67%	50%	48%	47%	46%	64%	43%	41%	34%	73%	48%	46%	54%
Promote and maintain an attractive community	77%	83%	88%	87%	90%	96%	78%	81%	90%	61%	82%	88%	82%	87%	96%	93%	83%	86%
Uphold a high standard of customer service from the City's employees	83%	86%	81%	86%	93%	90%	83%	85%	87%	59%	88%	81%	86%	92%	97%	94%	83%	88%
Percent of respondents responding "Essential" or "Very important"																		

**Policy Question 1**

Please rate the following statements by circling the number that most clearly represents your opinion:	How many years have you lived in Novi?					How much do you anticipate your household's total income before taxes will be for the current year?					In which category is your age?					What is your gender?		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older	Female	Male
	I can envision living in Novi five years from now	56%	64%	70%	74%	69%	82%	54%	63%	75%	31%	58%	77%	68%	65%	71%	76%	67%
If I were looking to purchase/rent a new home I would look exclusively in Novi	31%	41%	32%	47%	36%	56%	27%	39%	41%	20%	35%	50%	28%	34%	43%	48%	35%	41%
I would recommend Novi to friends as a place to live	74%	71%	80%	75%	78%	70%	69%	76%	78%	70%	70%	84%	68%	79%	77%	82%	73%	77%
Percent of respondents responding "Somewhat" or "Strongly agree"																		