



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Novi, MI

Comparisons by Demographic 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 the number of years they had lived in Novi, annual household income, race and 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 (323 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.

Notable differences between demographic subgroups included the following:

- Newer residents of Novi tended to rate some aspects of Community Characteristics and Governance more highly than longer-term residents. This was true for the ratings of the overall economic health of Novi, vibrant downtown/commercial area, the overall direction that Novi is taking, overall confidence in Novi government, generally acting in the best interest of the community, being honest and treating all residents fairly. In contrast, those who had resided in Novi for 11 years or more tended to be more likely than newer residents to have participated in measures related to Community Engagement, including: talked to or visited with neighbors, done a favor for a neighbor, attended a local public meeting, watched a local public meeting, read or watched local news and voted in local elections.
- When differences were observed for respondents with different annual household incomes, those in the highest income group (\$100,000 or more per year) tended to give lower ratings to some aspects of Community Characteristics and Governance than residents with lower annual household incomes. Within the pillar of Participation, those in the highest income group were more likely to have participated than those in the lowest income group (households making less than \$49,999 per year).
- Few differences were detected by respondent race. However, when differences did occur within Governance, whites tended to give higher ratings than non-whites. This was true for ratings of fire services, ambulance or EMS services, fire prevention and education, traffic enforcement, street repair, snow removal, drinking water, sewer services, power utility and public information services. However, non-whites gave higher ratings to overall confidence in Novi government and the job Novi government does at treating all residents fairly. Within the pillar of Participation, non-whites gave higher ratings to the sense of community, planning to remain in Novi and to looking exclusively to buy or rent a home in Novi if moving in the next five years. Whites were more likely to report higher rates of Participation within the facets of Community Engagement. Non-whites placed higher importance on most community focus areas as well as some City priorities.
- Aspects of Community Characteristics and Governance tended to receive the highest ratings from residents between the ages of 18 and 34 when compared to residents of other ages. Residents aged 55 and over reported higher levels of Community Engagement within the pillar of Participation.

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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	94%	96%	95%	92%	98%	94%	95%	95%	100%	92%	96%	95%
Overall image or reputation of Novi	88%	96%	89%	90%	96%	90%	93%	88%	100%	86%	92%	92%
Novi as a place to live	97%	99%	96%	95%	100%	97%	97%	100%	100%	97%	98%	98%
Your neighborhood as a place to live	78%	93%	90%	86%	80%	94%	87%	95%	80%	90%	93%	89%
Novi as a place to raise children	87%	99%	96%	95%	92%	97%	94%	99%	92%	96%	98%	95%
Novi as a place to retire	55%	69%	57%	73%	62%	53%	62%	61%	60%	50%	77%	62%
Overall appearance of Novi	89%	98%	91%	93%	96%	93%	95%	88%	100%	89%	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
	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	90%	99%	96%	96%	94%	96%	95%	99%	94%	96%	97%	96%
In your neighborhood during the day	86%	98%	98%	90%	94%	97%	95%	97%	94%	95%	96%	95%
In Novi's downtown/commercial area during the day	97%	98%	95%	95%	99%	96%	96%	96%	100%	95%	95%	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
	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	77%	88%	81%	94%	82%	77%	81%	90%	92%	76%	86%	83%
Traffic flow on major streets	52%	64%	49%	63%	45%	57%	56%	53%	60%	52%	56%	55%
Ease of public parking	85%	84%	78%	77%	86%	80%	84%	72%	95%	74%	80%	82%
Ease of travel by car in Novi	68%	82%	72%	80%	77%	71%	74%	79%	83%	70%	76%	75%
Ease of travel by bicycle in Novi	42%	58%	44%	66%	55%	39%	47%	58%	52%	48%	50%	50%
Ease of walking in Novi	58%	60%	56%	78%	61%	47%	57%	62%	59%	52%	65%	58%
Availability of paths and walking trails	63%	59%	54%	71%	60%	49%	57%	60%	66%	51%	61%	58%

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	87%	90%	79%	87%	86%	84%	85%	88%	100%	75%	88%	85%

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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	84%	96%	91%	84%	96%	94%	93%	88%	96%	91%	89%	92%
Cleanliness of Novi	93%	98%	93%	96%	97%	93%	96%	93%	100%	92%	95%	95%

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)	88%	74%	70%	80%	76%	71%	75%	77%	86%	67%	78%	76%
Public places where people want to spend time	76%	73%	73%	85%	72%	66%	71%	83%	71%	72%	79%	74%
Variety of housing options	64%	81%	74%	72%	73%	75%	75%	75%	75%	72%	80%	75%
Availability of affordable quality housing	49%	67%	58%	53%	56%	65%	59%	60%	66%	53%	66%	60%
Overall quality of new development in Novi	71%	69%	66%	80%	69%	62%	71%	56%	72%	63%	70%	68%

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	100%	92%	88%	91%	95%	91%	92%	91%	100%	87%	91%	92%
Novi as a place to work	79%	87%	81%	96%	76%	83%	83%	82%	85%	79%	88%	84%
Novi as a place to visit	75%	68%	75%	80%	78%	63%	71%	75%	76%	65%	78%	72%
Employment opportunities	80%	63%	60%	60%	80%	55%	67%	57%	88%	50%	69%	66%
Shopping opportunities	93%	94%	93%	87%	98%	95%	94%	92%	98%	93%	91%	94%
Cost of living in Novi	42%	60%	54%	54%	59%	50%	57%	42%	57%	47%	63%	54%
Overall quality of business and service establishments in Novi	77%	84%	84%	84%	81%	81%	84%	74%	89%	74%	89%	83%
Vibrant downtown/commercial area	65%	53%	34%	63%	51%	39%	48%	53%	72%	35%	49%	49%

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	92%	89%	85%	85%	92%	87%	88%	85%	99%	82%	87%	88%
Fitness opportunities (including exercise classes and paths or trails, etc.)	79%	83%	78%	81%	83%	79%	82%	75%	97%	77%	72%	80%
Recreational opportunities	75%	83%	71%	80%	84%	73%	76%	82%	97%	69%	73%	77%
Availability of affordable quality food	69%	87%	86%	79%	90%	85%	86%	74%	79%	84%	87%	83%

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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	79%	85%	90%	86%	84%	89%	88%	80%	86%	86%	88%	86%
Availability of preventive health services	88%	80%	88%	80%	95%	83%	85%	82%	85%	85%	85%	85%

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	87%	96%	89%	91%	92%	92%	91%	97%	93%	92%	91%	92%
Availability of affordable quality child care/preschool	48%	86%	81%	68%	65%	87%	79%	73%	70%	75%	93%	78%
K-12 education	90%	93%	95%	87%	95%	93%	95%	88%	95%	92%	94%	93%
Adult educational opportunities	64%	77%	81%	73%	76%	75%	78%	68%	77%	70%	82%	76%
Opportunities to attend cultural/arts/music activities	78%	55%	66%	68%	64%	58%	63%	67%	66%	60%	65%	64%
Opportunities to participate in religious or spiritual events and activities	76%	69%	85%	75%	84%	70%	82%	51%	82%	66%	86%	76%

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	63%	65%	67%	73%	62%	58%	67%	57%	61%	64%	69%	65%
Opportunities to volunteer	77%	70%	77%	77%	87%	64%	75%	66%	78%	66%	81%	74%
Opportunities to participate in community matters	57%	80%	76%	74%	76%	76%	77%	64%	85%	69%	76%	75%
Openness and acceptance of the community toward people of diverse backgrounds	82%	85%	82%	86%	87%	81%	87%	72%	96%	75%	85%	83%
Neighborliness of residents in Novi	71%	65%	76%	76%	64%	69%	69%	75%	71%	67%	73%	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	85%	91%	88%	93%	89%	86%	89%	89%	93%	86%	89%	89%
The value of services for the taxes paid to Novi	58%	67%	65%	85%	61%	60%	70%	44%	66%	58%	73%	65%

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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	95%	85%	76%	89%	90%	76%	85%	79%	96%	77%	83%	83%
The job Novi government does at welcoming citizen involvement	85%	70%	68%	79%	66%	69%	72%	65%	75%	69%	72%	72%
Overall confidence in Novi government	96%	72%	72%	82%	80%	69%	71%	93%	75%	73%	76%	75%
Generally acting in the best interest of the community	91%	79%	72%	80%	91%	71%	78%	81%	96%	72%	77%	78%
Being honest	90%	82%	71%	90%	83%	71%	76%	86%	90%	74%	77%	78%
Treating all residents fairly	93%	85%	71%	89%	88%	71%	78%	94%	91%	76%	81%	81%
Overall customer service by Novi employees (police, receptionists, planners, etc.)	87%	83%	86%	85%	89%	82%	86%	81%	89%	78%	90%	85%
The Federal Government	42%	48%	48%	60%	34%	49%	45%	53%	44%	47%	47%	47%

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/Sheriff services	92%	86%	89%	85%	92%	86%	88%	84%	87%	85%	92%	88%
Fire services	93%	96%	94%	94%	100%	92%	96%	87%	96%	93%	96%	95%
Ambulance or emergency medical services	94%	93%	95%	93%	97%	91%	96%	80%	96%	91%	95%	94%
Crime prevention	81%	89%	87%	89%	84%	87%	85%	90%	87%	85%	86%	86%
Fire prevention and education	91%	95%	84%	91%	96%	87%	93%	79%	92%	87%	94%	90%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	76%	76%	70%	89%	72%	64%	76%	60%	75%	70%	78%	74%

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	80%	80%	80%	88%	80%	75%	83%	65%	85%	74%	83%	80%
Street repair	39%	44%	35%	44%	47%	33%	43%	26%	41%	37%	42%	40%
Street cleaning	59%	68%	48%	77%	63%	53%	61%	48%	62%	55%	62%	60%
Street lighting	71%	69%	65%	72%	67%	64%	69%	61%	67%	64%	74%	68%
Snow removal	51%	75%	62%	88%	66%	59%	73%	36%	74%	64%	66%	67%
Sidewalk maintenance	72%	65%	56%	83%	72%	51%	65%	56%	67%	61%	62%	64%
Traffic signal timing	48%	53%	59%	65%	48%	52%	53%	53%	38%	58%	59%	54%

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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	44%	70%	78%	60%	65%	76%	69%	61%	45%	73%	79%	68%
Drinking water	63%	80%	86%	70%	79%	87%	82%	67%	80%	75%	85%	79%
Preservation of natural areas such as open space, farmlands and greenbelts	79%	69%	67%	77%	80%	59%	71%	57%	86%	57%	76%	70%
Novi open space	73%	63%	60%	77%	65%	55%	65%	60%	74%	54%	70%	64%

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	73%	78%	75%	69%	86%	72%	77%	71%	76%	73%	80%	76%
Sewer services	77%	88%	86%	80%	91%	86%	89%	68%	79%	85%	91%	85%
Power (electric and/or gas) utility	68%	73%	82%	66%	79%	79%	78%	57%	70%	74%	80%	75%
Utility billing	67%	69%	78%	79%	75%	72%	74%	62%	58%	72%	84%	72%
Land use, planning and zoning	64%	66%	64%	76%	71%	56%	65%	64%	61%	63%	72%	64%
Code enforcement (weeds, abandoned buildings, etc.)	84%	80%	62%	81%	78%	65%	73%	72%	92%	62%	76%	74%
Cable television	61%	61%	61%	53%	63%	61%	61%	62%	58%	58%	67%	61%

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	74%	82%	73%	72%	84%	75%	78%	75%	88%	70%	80%	77%

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	80%	85%	85%	87%	84%	82%	85%	80%	93%	77%	87%	85%
Recreation programs or classes	70%	83%	79%	82%	73%	80%	78%	84%	76%	78%	82%	79%
Recreation centers or facilities	71%	80%	77%	86%	74%	74%	77%	74%	79%	72%	81%	77%
Health services	80%	86%	92%	81%	90%	88%	88%	83%	91%	85%	87%	87%

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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	92%	91%	92%	91%	95%	91%	92%	91%	97%	89%	93%	92%
City-sponsored special events	56%	72%	77%	73%	70%	70%	73%	65%	72%	71%	74%	72%

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	82%	78%	84%	83%	91%	72%	83%	68%	84%	75%	86%	80%

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	80%	66%	70%	75%	71%	62%	66%	83%	71%	64%	76%	70%
Recommend living in Novi to someone who asks	98%	96%	98%	97%	99%	95%	96%	98%	100%	96%	96%	97%
Remain in Novi for the next five years	94%	94%	89%	92%	95%	91%	90%	100%	97%	94%	86%	92%
If moving within next five years, would consider renting or buying only within Novi	61%	66%	54%	60%	62%	60%	56%	85%	61%	62%	60%	61%
Contacted the City of Novi (in-person, phone, email or web) for help or information	16%	36%	52%	21%	34%	50%	39%	32%	16%	45%	44%	37%

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	100%	91%	91%	93%	97%	89%	92%	98%	100%	88%	95%	93%
Did NOT report a crime	85%	84%	86%	80%	86%	85%	86%	83%	85%	82%	89%	85%
Stocked supplies in preparation for an emergency	27%	25%	28%	20%	34%	22%	26%	31%	27%	27%	26%	26%



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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	63%	52%	55%	36%	58%	64%	55%	55%	69%	56%	43%	55%
Carpooled with other adults or children instead of driving alone	33%	25%	29%	13%	35%	32%	30%	19%	32%	30%	21%	28%

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	68%	78%	84%	63%	73%	90%	79%	73%	75%	78%	79%	78%
Made efforts to make your home more energy efficient	72%	74%	86%	67%	77%	85%	80%	69%	74%	76%	84%	78%
Made efforts to conserve water	53%	70%	90%	63%	68%	84%	77%	61%	55%	77%	86%	74%

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	63%	72%	84%	49%	66%	94%	79%	61%	75%	77%	70%	75%
Did NOT observe a code violation	86%	71%	56%	77%	69%	62%	70%	65%	85%	60%	67%	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	95%	97%	99%	90%	99%	100%	98%	94%	95%	98%	98%	98%
Economy will have positive impact on income	38%	47%	32%	29%	42%	46%	37%	47%	43%	41%	35%	40%
Work in Novi	16%	21%	25%	22%	17%	25%	21%	17%	19%	24%	18%	21%

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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	28%	51%	52%	38%	35%	63%	49%	38%	41%	51%	47%	47%
Visited a neighborhood park or City park	58%	68%	67%	54%	65%	79%	68%	58%	67%	72%	56%	66%
Eat at least 5 portions of fruits and vegetables a day	96%	85%	81%	70%	91%	89%	86%	87%	91%	86%	82%	86%
Participate in moderate or vigorous physical activity	79%	77%	90%	73%	90%	85%	86%	69%	86%	81%	82%	82%
Reported being in "very good" or "excellent" health	83%	61%	68%	41%	72%	79%	66%	72%	65%	73%	62%	68%

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	46%	69%	70%	66%	53%	74%	64%	65%	62%	68%	61%	64%
Participated in religious or spiritual activities in Novi	21%	33%	44%	27%	31%	42%	36%	27%	21%	42%	35%	35%
Attended a City-sponsored event	28%	34%	39%	12%	30%	49%	37%	27%	26%	42%	32%	35%

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	8%	17%	17%	6%	18%	21%	15%	18%	15%	19%	10%	15%
Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	3%	7%	9%	2%	8%	10%	6%	11%	0%	12%	7%	7%
Volunteered your time to some group/activity in Novi	25%	28%	34%	23%	32%	33%	32%	19%	30%	32%	26%	29%
Participated in a club	17%	18%	30%	23%	15%	27%	24%	18%	16%	24%	25%	22%
Talked to or visited with your immediate neighbors	69%	86%	98%	80%	83%	94%	92%	72%	74%	89%	96%	87%
Done a favor for a neighbor	47%	72%	91%	62%	67%	84%	79%	55%	50%	79%	86%	74%
Attended a local public meeting	8%	12%	25%	13%	10%	20%	16%	15%	6%	20%	19%	16%
Watched (online or on television) a local public meeting	10%	14%	24%	19%	13%	18%	16%	23%	5%	17%	30%	18%

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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.)	62%	75%	90%	77%	76%	81%	82%	63%	62%	75%	96%	78%
Vote in local elections	61%	76%	92%	88%	77%	78%	84%	62%	76%	74%	89%	79%

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	91%	84%	95%	90%	90%	87%	86%	100%	78%	90%	97%	89%
Overall ease of getting to the places you usually have to visit	84%	80%	84%	79%	86%	80%	80%	90%	84%	76%	89%	82%
Quality of overall natural environment in Novi	85%	82%	80%	89%	83%	75%	79%	92%	86%	78%	83%	82%
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	64%	71%	77%	81%	70%	66%	68%	86%	65%	71%	78%	72%
Health and wellness opportunities in Novi	85%	65%	73%	86%	71%	63%	66%	93%	65%	68%	82%	72%
Overall opportunities for education and enrichment	75%	75%	83%	87%	75%	72%	73%	93%	69%	76%	87%	77%
Overall economic health of Novi	76%	88%	93%	87%	86%	85%	86%	92%	85%	84%	93%	87%
Sense of community	82%	68%	81%	79%	73%	71%	71%	87%	68%	72%	84%	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").	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	87%	80%	83%	88%	78%	81%	82%	84%	78%	80%	90%	83%
Annual investments in municipal infrastructure (i.e. roads, water and sewer)	97%	95%	95%	97%	93%	95%	96%	94%	95%	93%	98%	95%
Annual investments in parks and recreation/cultural facilities	67%	70%	70%	81%	68%	68%	69%	72%	67%	69%	72%	70%
Work cooperatively with neighboring communities, school districts and other public entities	60%	67%	68%	82%	60%	63%	63%	75%	56%	66%	75%	65%
Preserve natural areas (including open spaces, wetlands, woodlands)	73%	76%	70%	92%	67%	68%	72%	79%	79%	68%	77%	74%
Add new and enhance existing services to address Novi's changing demographics	38%	49%	47%	56%	45%	41%	41%	65%	29%	44%	61%	46%
Promote services and programs for seniors	47%	53%	60%	73%	56%	42%	49%	72%	41%	47%	73%	54%
Expand and enhance recreational and cultural programs	62%	47%	50%	72%	61%	35%	46%	69%	47%	47%	61%	51%

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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	76%	87%	82%	90%	91%	77%	82%	86%	82%	82%	86%	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").	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!)	78%	86%	86%	73%	96%	83%	84%	86%	79%	85%	90%	85%
City of Novi website (cityofnovi.org)	51%	68%	72%	47%	69%	75%	65%	71%	55%	73%	66%	66%
E-newsletters (I am Novi, E-biz)	25%	33%	37%	27%	39%	32%	30%	41%	13%	41%	38%	32%
Cable television (Brighthouse Channel 13 or AT&T U-verse)	45%	44%	45%	51%	48%	36%	44%	47%	31%	40%	62%	44%
Novi News	40%	43%	60%	57%	43%	49%	45%	59%	28%	49%	67%	49%
Social media (e.g., Facebook, Twitter, YouTube, Instagram)	49%	35%	36%	41%	34%	40%	37%	42%	38%	42%	33%	38%
Word of mouth	73%	79%	84%	76%	82%	82%	84%	65%	75%	79%	85%	80%
Homeowner Association	35%	59%	80%	48%	53%	75%	65%	48%	38%	67%	73%	61%