Novi, MI
Resident Recreation Survey
Key Findings
2020
The NRC & Novi

- Participant in The NCS since 2006
  - Random scientific sample of 1,600 households
  - 417 completed surveys; 27% response rate
  - ±5% margin of error

- Resident Recreation Survey
  - 2020
  - Random scientific sample of 5,000 households
  - 1,269 completed surveys; 26% response rate
  - ±2.8% margin of error
Key Findings

A majority of respondents favored the idea of the City of Novi building a recreation center.

57% favored the idea

43% were opposed
Most popular options for inclusion if a new recreation center was built

- Walking track: 39% (Essential for me) + 32% (Nice to have) = 71%
- Weight/cardio machines: 39% (Essential for me) + 28% (Nice to have) = 67%
- Exercise/open floor area: 34% (Essential for me) + 33% (Nice to have) = 67%
- Indoor leisure/warm water pool: 33% (Essential for me) + 32% (Nice to have) = 65%
- Competition/lap swimming pool: 21% (Essential for me) + 32% (Nice to have) = 53%
- Hard court surface (basketball, volleyball, pickle-ball, etc.): 20% (Essential for me) + 36% (Nice to have) = 56%
- Splash zone/spray pad: 17% (Essential for me) + 25% (Nice to have) = 42%
Support or opposition to various funding mechanisms

- **Charging dues/membership fees to pay for the maintenance and operations of a new recreation center**
  - Strongly support: 46%
  - Somewhat support: 27%
  - Somewhat oppose: 8%
  - Strongly oppose: 19%
  - Combined total: 73

- **An increase in property taxes to pay for the construction of a new recreation center**
  - Strongly support: 12%
  - Somewhat support: 26%
  - Somewhat oppose: 13%
  - Strongly oppose: 49%
  - Combined total: 36

- **An increase in property taxes to pay for the maintenance and operations of a new recreation center**
  - Strongly support: 11%
  - Somewhat support: 24%
  - Somewhat oppose: 19%
  - Strongly oppose: 49%
  - Combined total: 35
Respondents who report utilizing various indoor recreation facilities

- Privately-operated exercise facilities: 48%
- Home Gym: 27%
- None: 24%
- Privately-operated aquatic facilities (pools): 23%
- Novi Civic Center: 20%
- School Facilities: 17%
- Other: 8%
Observations

- The majority of residents do not support a tax increase for construction nor maintenance/operating cost of a new City Recreation Center.
- Novi residents currently have and are utilizing multiple opportunities for fitness and recreation.
- Residents who want to pay monthly membership fees for indoor recreation do so to private organizations for most popular options listed for inclusion.
Discussion