



The National Citizen Survey™

Novi, Michigan


Summary of Findings
November 13, 2012



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The National Citizen Survey™ (The NCS)



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2

Scientific Survey Administration

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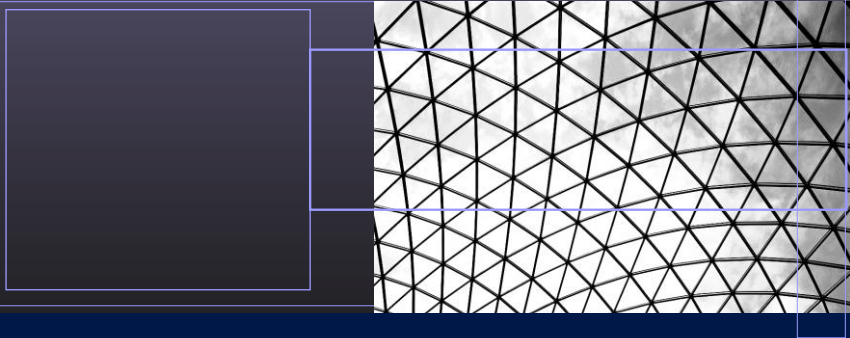


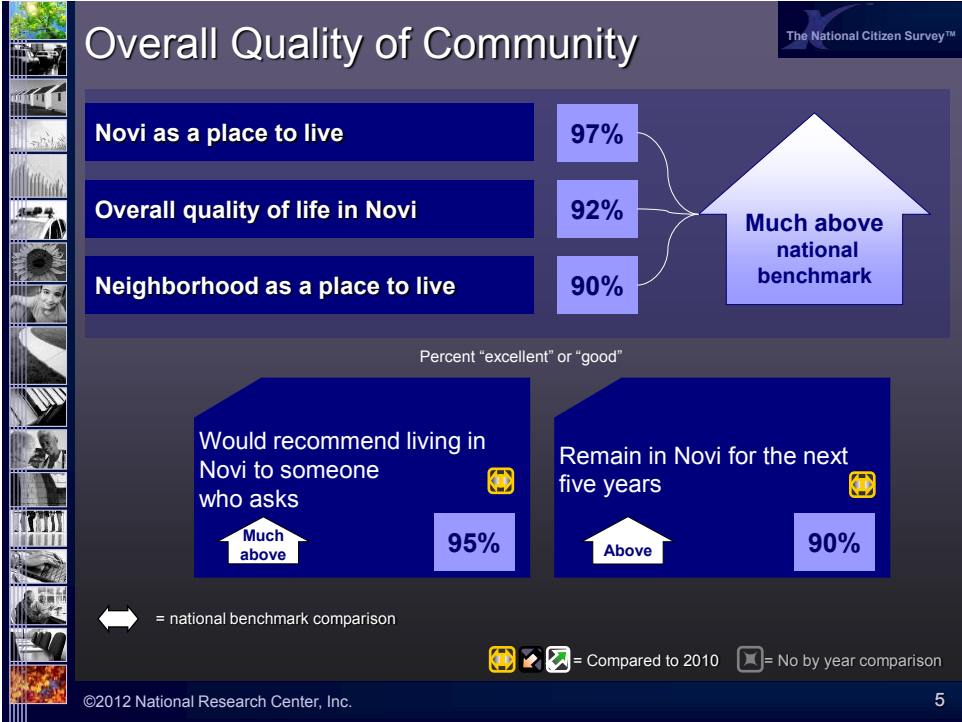
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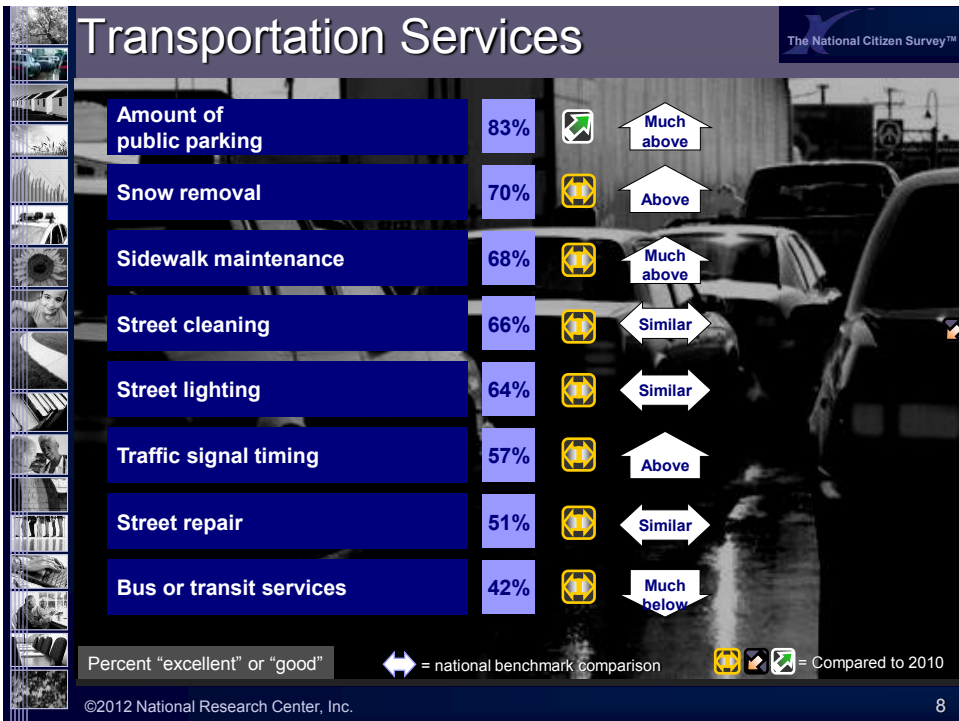
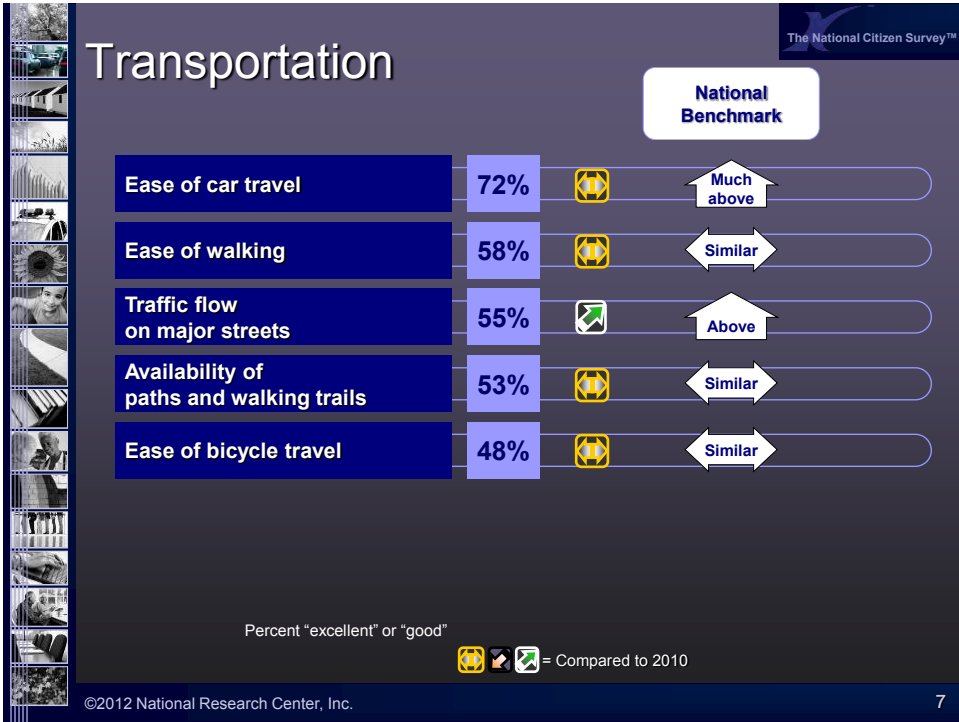
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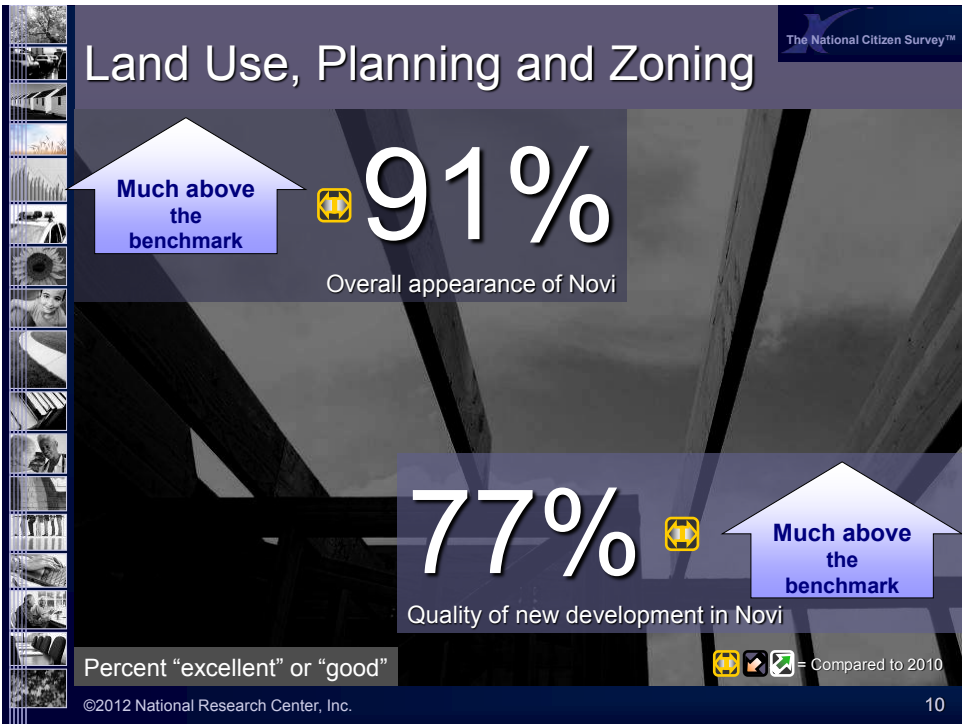
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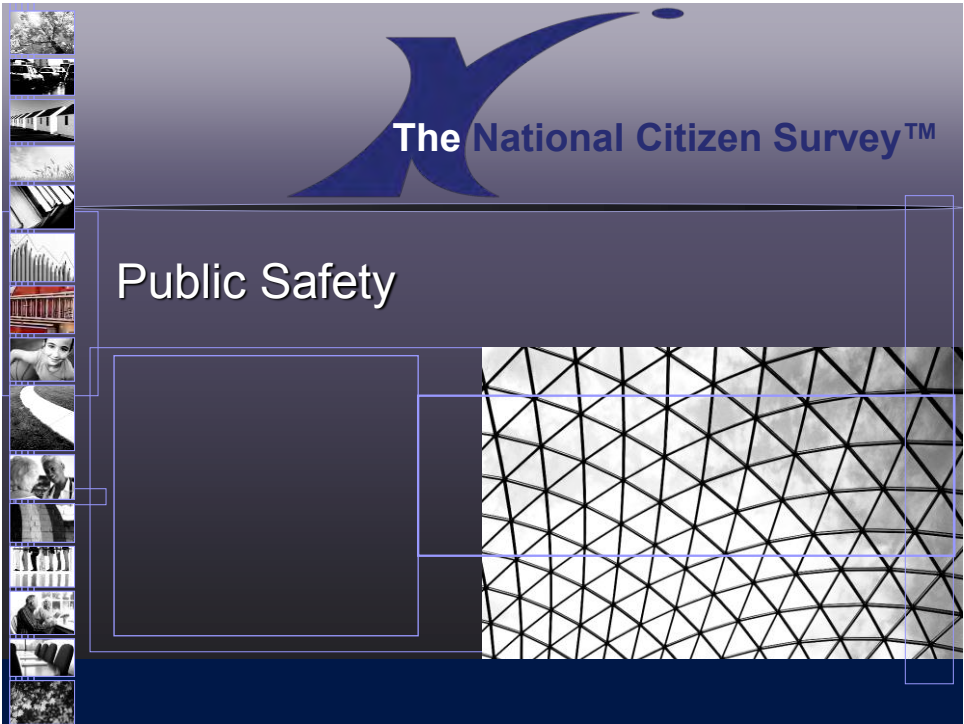
Community Ratings

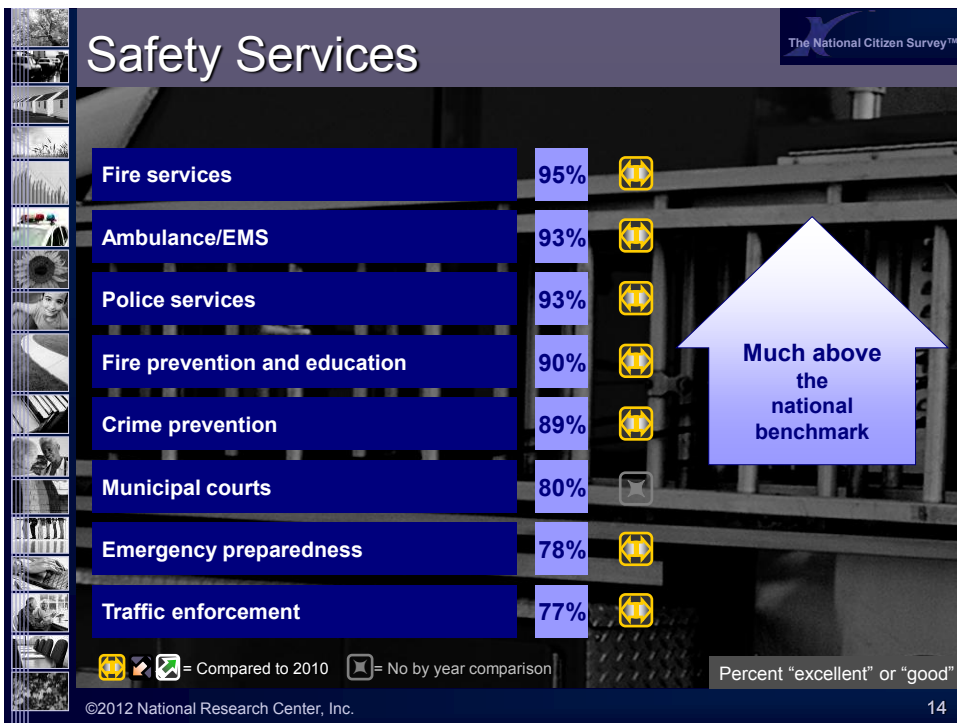
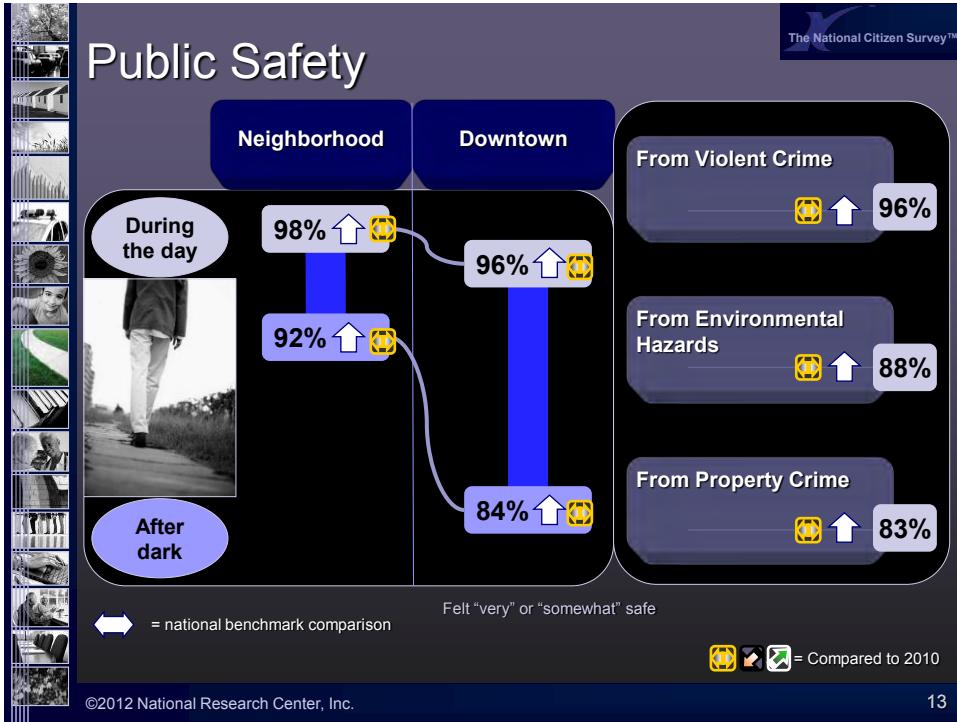


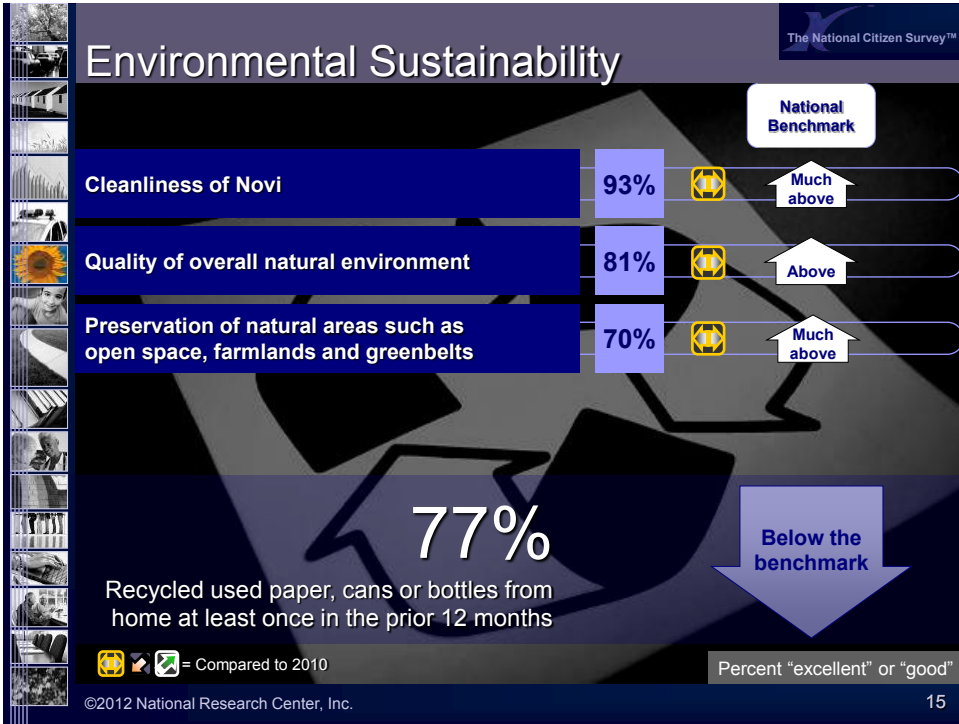










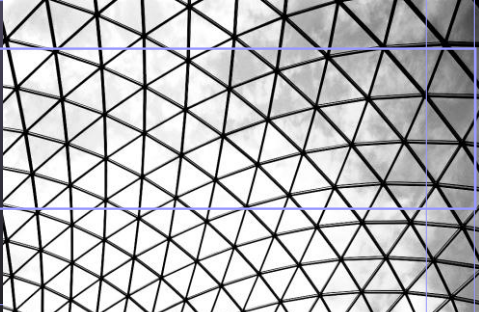







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Recreation and Wellness

Parks and Recreation

			National Benchmark
City parks	87%		Above
Recreation centers or facilities	84%		Much above
Recreation programs or classes	82%		Much above

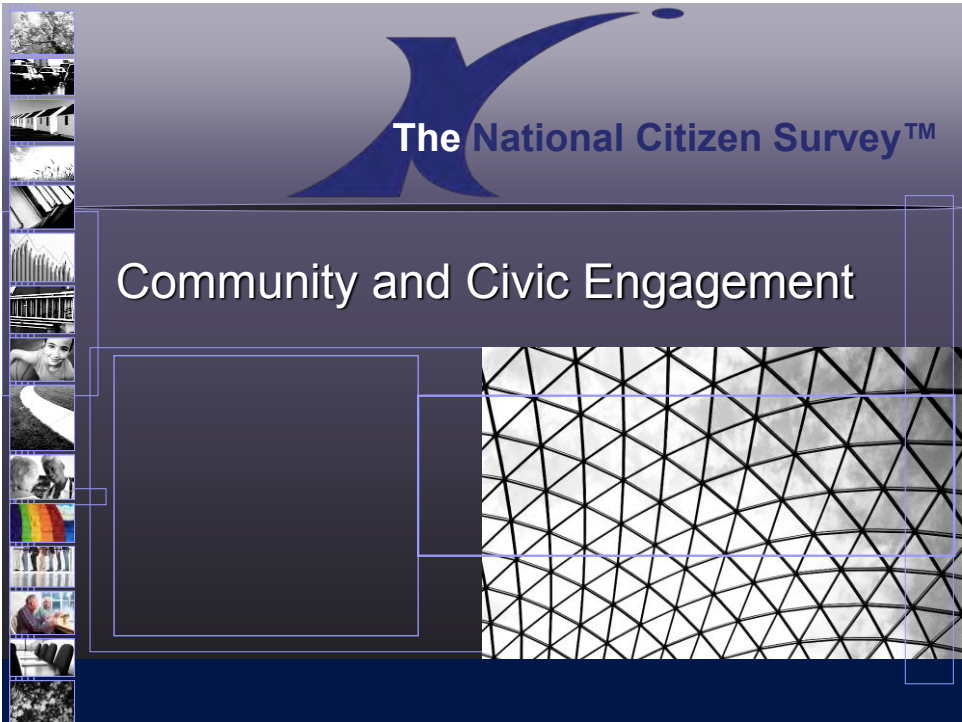
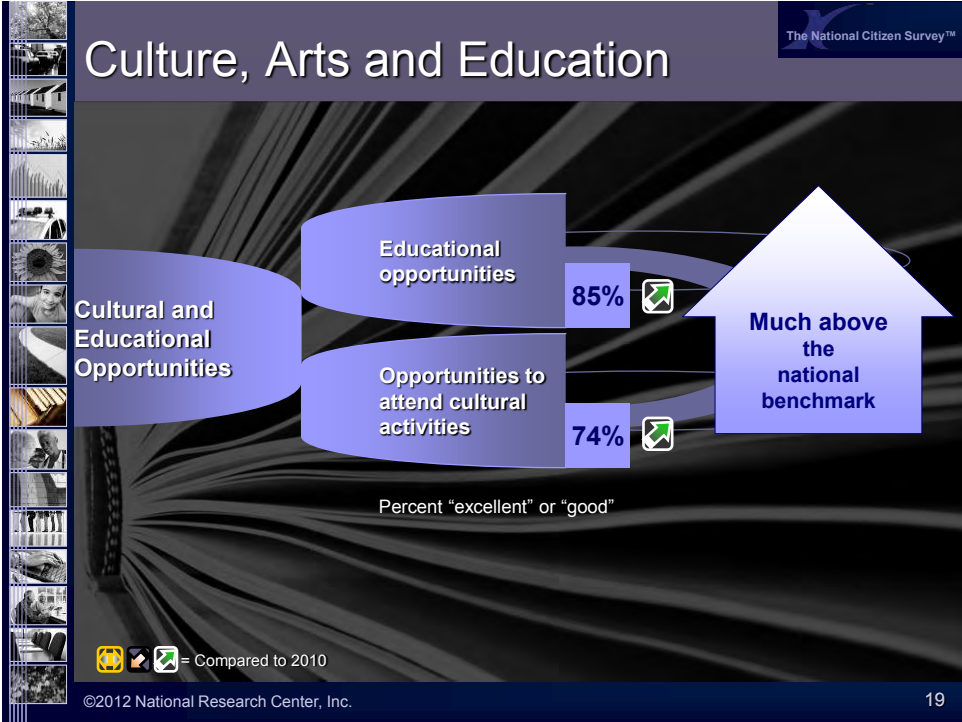
80% Recreation opportunities

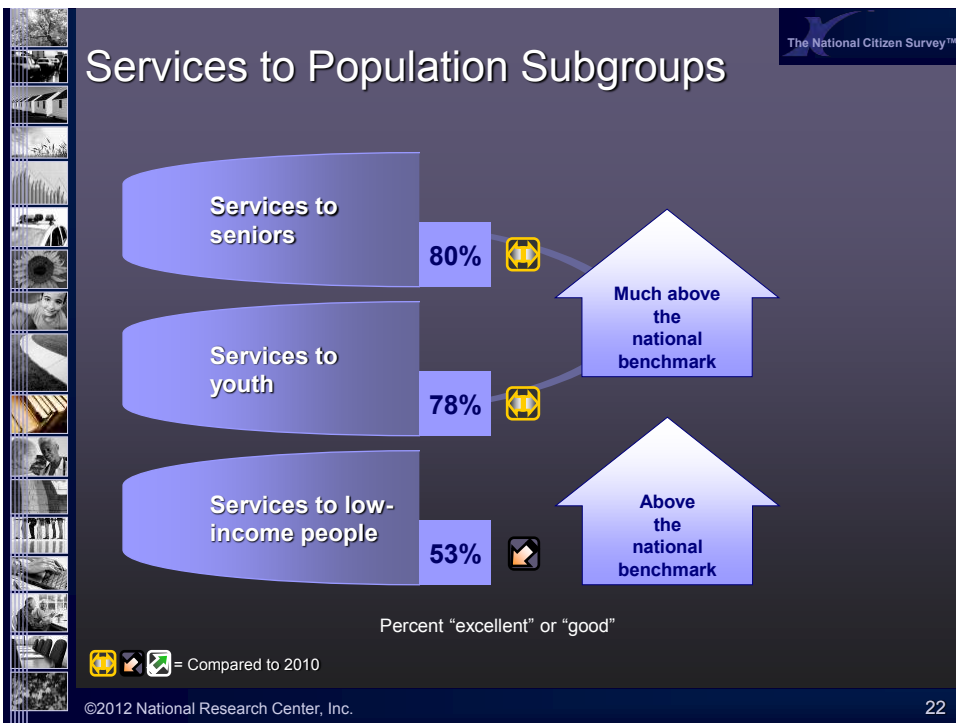
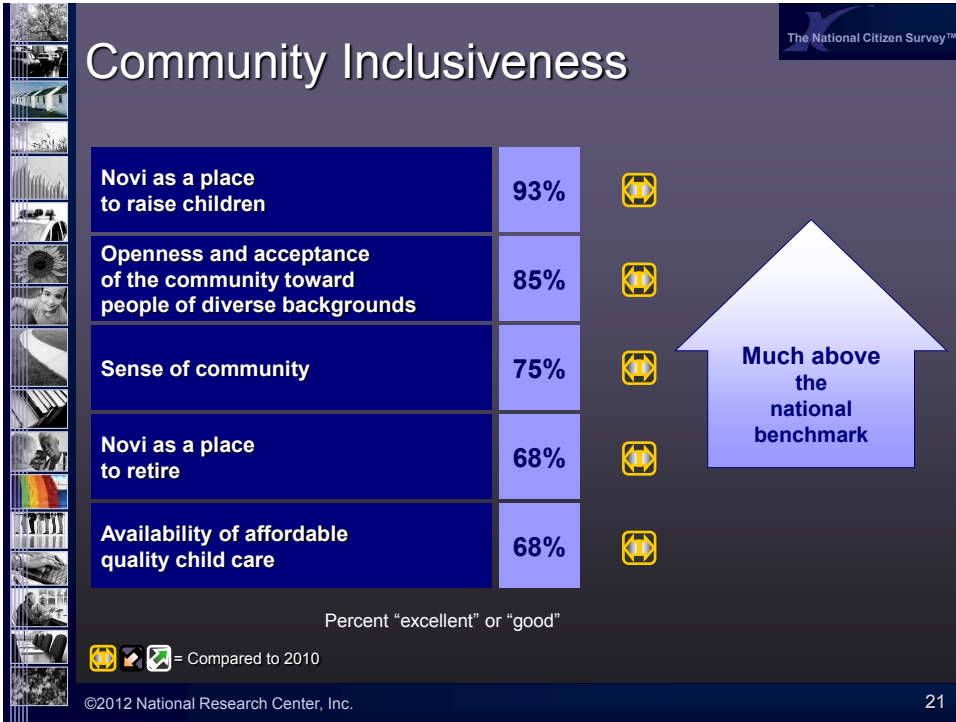
Much above the national benchmark

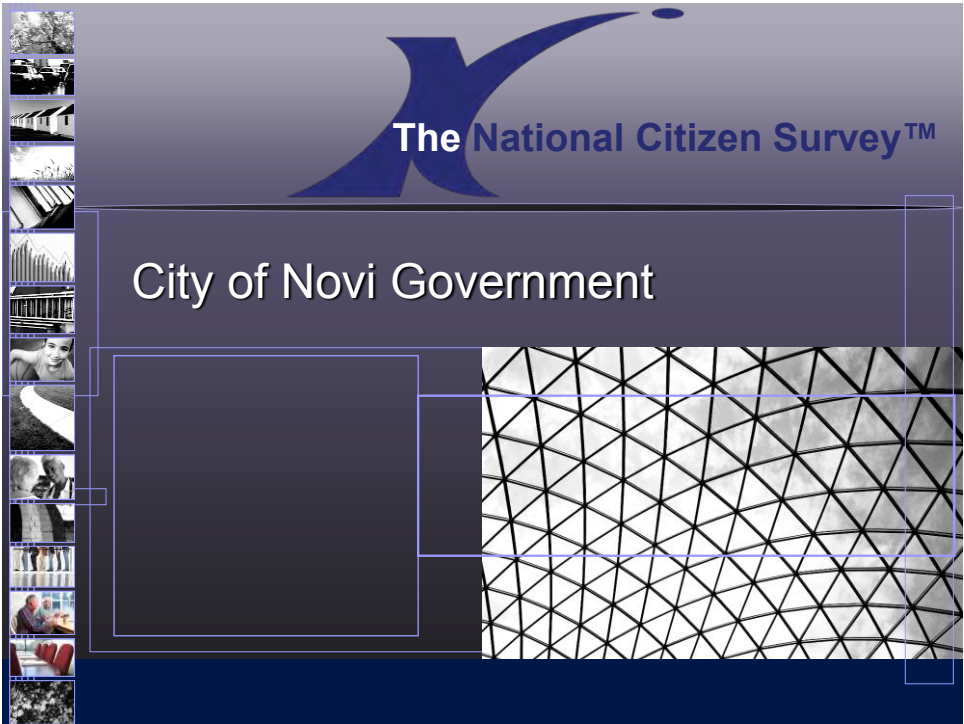
= Compared to 2010

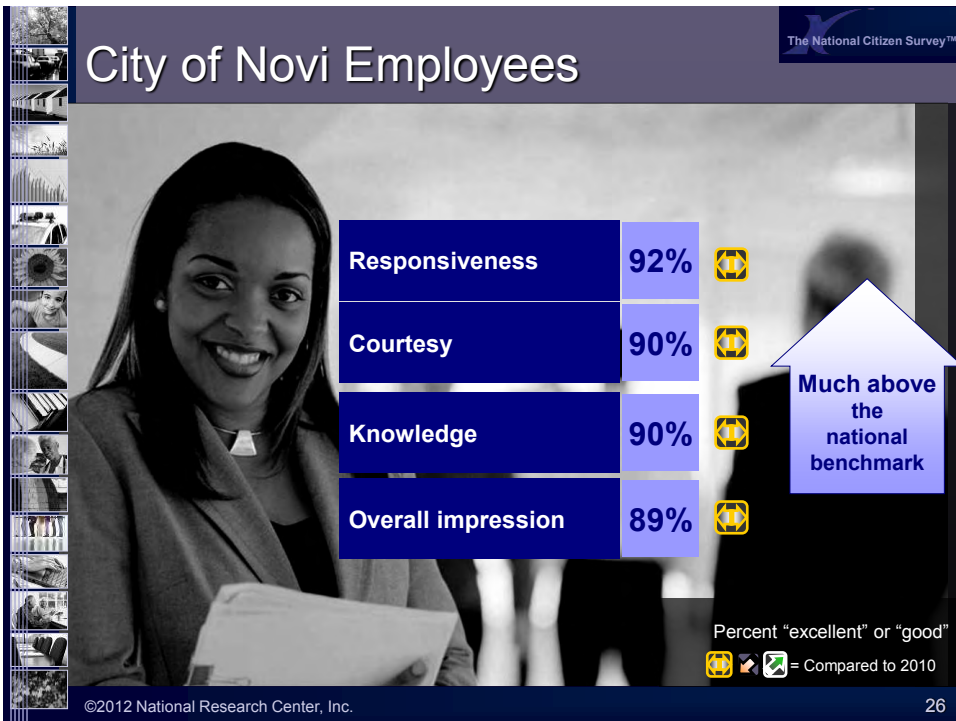
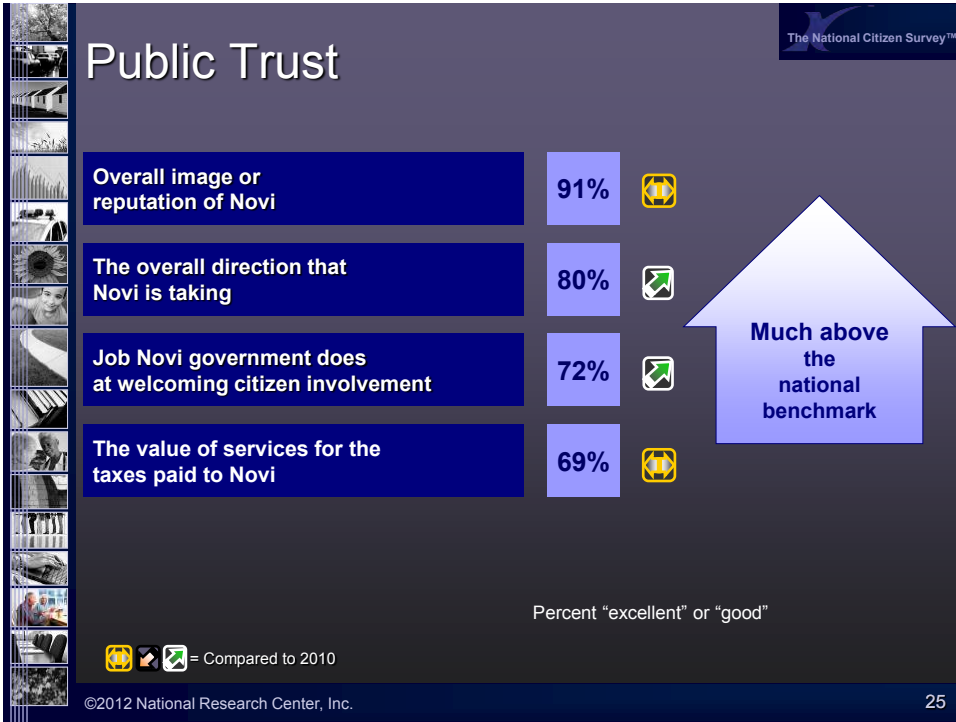
Percent "excellent" or "good"


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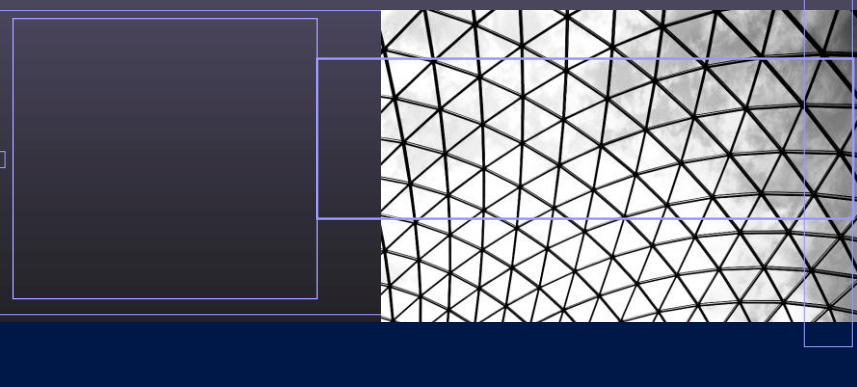








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From Data to Action


Resident priorities



Trendline data

National Benchmark Comparisons

"Key Drivers"

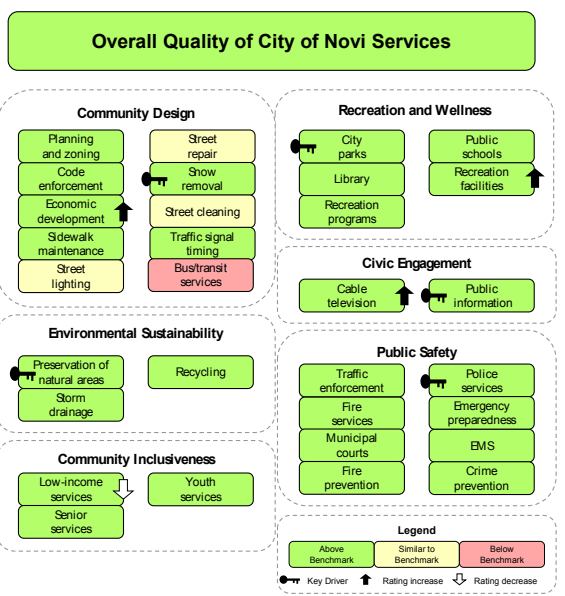


Key Driver Analysis (KDA)

- Cornerstone of customer satisfaction research in the private sector
- Tells what service evaluations best predict how well you do overall
- Focuses managers and staff on activities that could "get the most bang for the buck"

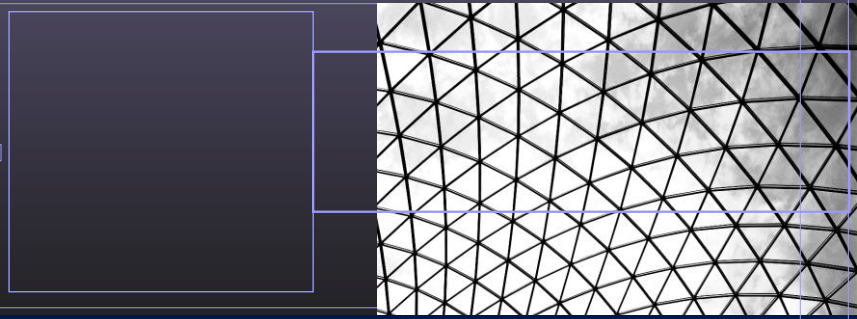
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Novi Action Chart™



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Custom Questions



Custom Questions 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:

	Percent "essential" or "Very important"
Make annual investments in municipal infrastructure (i.e. roads, water and sewer)	87%
Promote and maintain an attractive community	83%
Make annual investments in facilities and equipment for police and fire	76%
Preserve natural areas (including open spaces, wetlands and woodlands)	72%
Make annual investments in parks and recreation/cultural facilities	64%
Work cooperatively with neighboring communities, school districts and other public entities	62%
Adjust new and existing services to address Novi's changing demographics	53%
Promote services and programs for seniors	52%
Expand and enhance recreational and cultural programs	44%

Custom Questions 2

Please rate the following statements by circling the number that most clearly represents your opinion:

Percent "strongly" or "somewhat" agree

I would recommend Novi to friends as a place to live	92%
I can envision living in Novi five years from now	86%
If I were looking to purchase/rent a new home I would look exclusively in Novi	54%



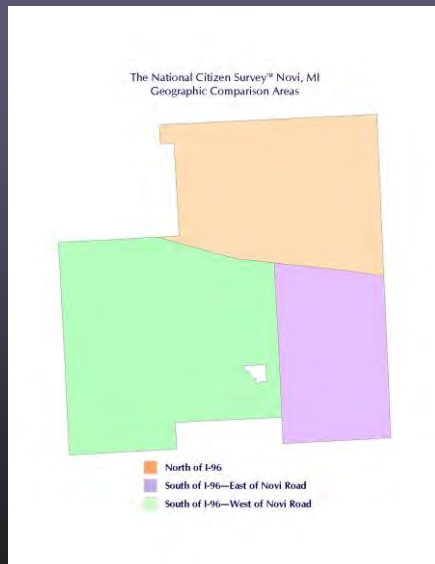
Custom Question 3


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 "Major source"
City of Novi Newsletter (Engage!)	47%
Word of mouth	35%
City of Novi Web site (cityofnovi.org)	31%
Novi News	27%
Homeowners Association	21%
Cable Television (Brighthouse Channel 13 or AT&T U-verse)	15%
E-newsletters (Keeping you Posted, E-Engage!, E-biz)	14%
Social media (e.g., Facebook, Twitter, YouTube)	12%



Geographic Subgroup Comparisons






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Demographic Subgroup Comparisons

- ▶ Number of years in Novi
- ▶ Annual household income
- ▶ Race
- ▶ Age

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Conclusions

Highlights

Large number of increased ratings


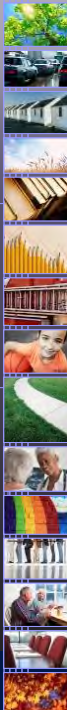
Overall Direction of Novi

Police Services

Opportunities




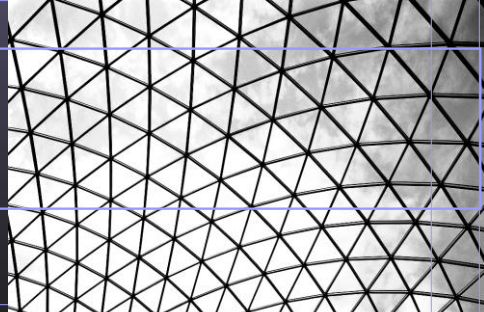

Dig Deeper

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Questions?



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