



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

## Novi, MI

Technical Appendices

2016



**NRC**  
National Research Center Inc

2955 Valmont Road Suite 300  
Boulder, Colorado 80301  
n-r-c.com • 303-444-7863

**ICMA**

*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# Contents

Appendix A: Complete Survey Responses .....	1
Appendix B: Benchmark Comparisons .....	19
Appendix C: Detailed Survey Methods .....	33
Appendix D: Survey Materials .....	38



The National Citizen Survey™  
© 2001-2016 National Research Center, Inc.

The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

# Appendix A: Complete Survey Responses

## Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Novi:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Novi as a place to live	53%	N=196	43%	N=160	3%	N=13	0%	N=1	100%	N=371
Your neighborhood as a place to live	46%	N=168	43%	N=158	11%	N=40	0%	N=2	100%	N=368
Novi as a place to raise children	57%	N=178	38%	N=117	4%	N=13	1%	N=2	100%	N=311
Novi as a place to work	36%	N=91	46%	N=116	17%	N=42	1%	N=2	100%	N=251
Novi as a place to visit	25%	N=88	51%	N=180	18%	N=63	6%	N=20	100%	N=352
Novi as a place to retire	28%	N=81	39%	N=112	24%	N=69	10%	N=30	100%	N=292
The overall quality of life in Novi	36%	N=133	59%	N=216	5%	N=17	0%	N=1	100%	N=367

Table 2: Question 2

Please rate each of the following characteristics as they relate to Novi as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Novi	42%	N=157	52%	N=194	5%	N=18	1%	N=2	100%	N=371
Overall ease of getting to the places you usually have to visit	25%	N=92	44%	N=163	23%	N=87	8%	N=28	100%	N=370
Quality of overall natural environment in Novi	27%	N=96	54%	N=196	18%	N=65	1%	N=5	100%	N=361
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	17%	N=63	49%	N=180	30%	N=110	3%	N=12	100%	N=364
Health and wellness opportunities in Novi	31%	N=100	54%	N=171	13%	N=41	2%	N=5	100%	N=317
Overall opportunities for education and enrichment	40%	N=132	50%	N=164	10%	N=32	0%	N=1	100%	N=330
Overall economic health of Novi	32%	N=105	55%	N=180	13%	N=44	0%	N=1	100%	N=330
Sense of community	22%	N=74	43%	N=148	32%	N=110	4%	N=13	100%	N=344
Overall image or reputation of Novi	36%	N=130	57%	N=206	7%	N=24	0%	N=1	100%	N=361

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Novi to someone who asks	65%	N=243	31%	N=114	3%	N=11	1%	N=3	100%	N=371
Remain in Novi for the next five years	56%	N=196	33%	N=115	9%	N=32	2%	N=9	100%	N=352
If moving within next five years, would consider renting or buying only within Novi	23%	N=64	38%	N=105	19%	N=53	19%	N=54	100%	N=275

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	75%	N=275	22%	N=79	3%	N=10	0%	N=1	0%	N=1	100%	N=367
In Novi's downtown/commercial area during the day	62%	N=219	33%	N=118	2%	N=9	2%	N=8	0%	N=1	100%	N=355

The National Citizen Survey™

Table 5: Question 5

Please rate each of the following characteristics as they relate to Novi as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	4%	N=15	31%	N=116	39%	N=145	26%	N=94	100%	N=370
Ease of public parking	17%	N=60	56%	N=201	22%	N=78	5%	N=19	100%	N=358
Ease of travel by car in Novi	15%	N=54	46%	N=168	25%	N=93	14%	N=51	100%	N=366
Ease of travel by bicycle in Novi	9%	N=22	37%	N=88	35%	N=84	20%	N=48	100%	N=242
Ease of walking in Novi	14%	N=50	38%	N=131	35%	N=119	13%	N=45	100%	N=345
Availability of paths and walking trails	16%	N=52	41%	N=136	28%	N=93	15%	N=48	100%	N=329
Air quality	32%	N=113	51%	N=179	15%	N=54	2%	N=5	100%	N=351
Cleanliness of Novi	33%	N=121	53%	N=197	13%	N=49	0%	N=2	100%	N=369
Overall appearance of Novi	34%	N=124	53%	N=192	13%	N=46	1%	N=3	100%	N=364
Public places where people want to spend time	21%	N=72	50%	N=167	23%	N=77	6%	N=21	100%	N=337
Variety of housing options	27%	N=84	44%	N=137	25%	N=78	4%	N=12	100%	N=310
Availability of affordable quality housing	16%	N=49	32%	N=98	38%	N=117	14%	N=42	100%	N=306
Fitness opportunities (including exercise classes and paths or trails, etc.)	22%	N=75	52%	N=175	21%	N=71	4%	N=13	100%	N=334
Recreational opportunities	22%	N=72	50%	N=163	24%	N=79	4%	N=12	100%	N=327
Availability of affordable quality food	30%	N=108	49%	N=178	19%	N=67	2%	N=7	100%	N=360
Availability of affordable quality health care	27%	N=87	53%	N=173	18%	N=59	3%	N=10	100%	N=328
Availability of preventive health services	28%	N=84	52%	N=155	19%	N=57	0%	N=1	100%	N=296

Table 6: Question 6

Please rate each of the following characteristics as they relate to Novi as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	29%	N=44	46%	N=69	23%	N=35	3%	N=4	100%	N=152
K-12 education	57%	N=131	37%	N=86	6%	N=13	0%	N=1	100%	N=230
Adult educational opportunities	24%	N=60	55%	N=137	18%	N=44	3%	N=6	100%	N=247
Opportunities to attend cultural/arts/music activities	19%	N=56	46%	N=135	26%	N=76	10%	N=30	100%	N=296
Opportunities to participate in religious or spiritual events and activities	26%	N=68	52%	N=139	19%	N=50	3%	N=9	100%	N=265
Employment opportunities	14%	N=29	53%	N=115	29%	N=62	4%	N=9	100%	N=215
Shopping opportunities	57%	N=203	35%	N=126	8%	N=29	0%	N=1	100%	N=359
Cost of living in Novi	9%	N=33	38%	N=133	44%	N=154	9%	N=33	100%	N=353
Overall quality of business and service establishments in Novi	23%	N=78	59%	N=199	16%	N=55	2%	N=7	100%	N=339
Vibrant downtown/commercial area	11%	N=39	35%	N=121	27%	N=95	26%	N=90	100%	N=344
Overall quality of new development in Novi	13%	N=41	54%	N=165	28%	N=85	5%	N=17	100%	N=307
Opportunities to participate in social events and activities	17%	N=50	46%	N=141	30%	N=91	7%	N=22	100%	N=305
Opportunities to volunteer	19%	N=48	51%	N=132	26%	N=67	4%	N=10	100%	N=257
Opportunities to participate in community matters	18%	N=48	46%	N=123	31%	N=82	5%	N=12	100%	N=265
Openness and acceptance of the community toward people of diverse backgrounds	32%	N=103	49%	N=157	17%	N=55	1%	N=3	100%	N=317
Neighborliness of residents in Novi	20%	N=67	51%	N=172	28%	N=94	2%	N=8	100%	N=341

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	24%	N=88	76%	N=279	100%	N=366
Made efforts to make your home more energy efficient	25%	N=91	75%	N=272	100%	N=363

The National Citizen Survey™

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Observed a code violation or other hazard in Novi	68%	N=245	32%	N=117	100%	N=362
Household member was a victim of a crime in Novi	91%	N=330	9%	N=31	100%	N=361
Reported a crime to the police in Novi	88%	N=320	12%	N=44	100%	N=364
Stocked supplies in preparation for an emergency	78%	N=286	22%	N=78	100%	N=364
Campaigned or advocated for an issue, cause or candidate	84%	N=303	16%	N=57	100%	N=360
Contacted the City of Novi (in-person, phone, email or web) for help or information	64%	N=231	36%	N=132	100%	N=363
Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	89%	N=323	11%	N=38	100%	N=362

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Novi?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Novi recreation centers or their services	7%	N=27	12%	N=42	29%	N=107	52%	N=187	100%	N=363
Visited a neighborhood park or City park	10%	N=37	21%	N=76	42%	N=155	27%	N=98	100%	N=365
Used Novi public libraries or their services	16%	N=57	22%	N=81	32%	N=116	30%	N=109	100%	N=363
Participated in religious or spiritual activities in Novi	6%	N=22	17%	N=61	17%	N=62	60%	N=221	100%	N=365
Attended a City-sponsored event	1%	N=4	3%	N=11	32%	N=117	64%	N=234	100%	N=366
Carpooled with other adults or children instead of driving alone	8%	N=29	9%	N=32	13%	N=47	70%	N=256	100%	N=364
Walked or biked instead of driving	11%	N=40	18%	N=65	24%	N=90	47%	N=173	100%	N=367
Volunteered your time to some group/activity in Novi	6%	N=23	6%	N=22	17%	N=63	70%	N=256	100%	N=365
Participated in a club	5%	N=18	5%	N=18	8%	N=31	82%	N=297	100%	N=365
Talked to or visited with your immediate neighbors	35%	N=130	30%	N=109	24%	N=90	11%	N=39	100%	N=367
Done a favor for a neighbor	16%	N=60	20%	N=72	44%	N=161	20%	N=73	100%	N=366

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=3	1%	N=4	17%	N=62	81%	N=298	100%	N=366
Watched (online or on television) a local public meeting	1%	N=5	1%	N=5	12%	N=43	86%	N=313	100%	N=366

Table 10: Question 10

Please rate the quality of each of the following services in Novi:	Excellent		Good		Fair		Poor		Total	
Police services	46%	N=142	44%	N=135	9%	N=28	2%	N=5	100%	N=310
Fire services	55%	N=140	40%	N=103	5%	N=12	0%	N=1	100%	N=255
Ambulance or emergency medical services	51%	N=119	45%	N=105	4%	N=9	0%	N=1	100%	N=233
Crime prevention	34%	N=88	53%	N=137	11%	N=29	3%	N=8	100%	N=261
Fire prevention and education	38%	N=81	53%	N=113	9%	N=19	1%	N=1	100%	N=215
Traffic enforcement	25%	N=78	48%	N=151	21%	N=66	6%	N=20	100%	N=315
Street repair	8%	N=29	28%	N=98	35%	N=121	28%	N=98	100%	N=346
Street cleaning	14%	N=46	44%	N=140	30%	N=95	12%	N=37	100%	N=318
Street lighting	16%	N=55	43%	N=147	30%	N=103	11%	N=36	100%	N=342
Snow removal	18%	N=61	43%	N=142	30%	N=101	8%	N=27	100%	N=332

The National Citizen Survey™

Please rate the quality of each of the following services in Novi:	Excellent		Good		Fair		Poor		Total	
Sidewalk maintenance	15%	N=44	45%	N=137	26%	N=78	15%	N=45	100%	N=304
Traffic signal timing	11%	N=38	35%	N=119	37%	N=125	17%	N=58	100%	N=340
Recycling	29%	N=89	45%	N=139	15%	N=47	10%	N=32	100%	N=306
Storm drainage	21%	N=60	52%	N=146	24%	N=69	2%	N=7	100%	N=282
Drinking water	38%	N=124	41%	N=134	15%	N=48	6%	N=19	100%	N=324
Sewer services	36%	N=102	46%	N=132	17%	N=48	2%	N=6	100%	N=287
Power (electric and/or gas) utility	34%	N=113	49%	N=163	15%	N=51	3%	N=9	100%	N=336
Utility billing	26%	N=82	46%	N=146	25%	N=79	3%	N=9	100%	N=316
City parks	32%	N=96	50%	N=149	17%	N=50	2%	N=6	100%	N=301
Recreation programs or classes	30%	N=68	55%	N=122	12%	N=27	3%	N=7	100%	N=224
Recreation centers or facilities	25%	N=60	52%	N=123	18%	N=44	4%	N=10	100%	N=236
Land use, planning and zoning	14%	N=32	43%	N=95	29%	N=65	14%	N=30	100%	N=223
Code enforcement (weeds, abandoned buildings, etc.)	18%	N=44	47%	N=112	28%	N=68	7%	N=17	100%	N=241
Economic development	20%	N=51	54%	N=140	23%	N=59	4%	N=9	100%	N=259
Health services	25%	N=69	57%	N=156	17%	N=47	1%	N=2	100%	N=274
Public library services	53%	N=160	38%	N=117	8%	N=23	1%	N=3	100%	N=303
Public information services	32%	N=82	50%	N=130	16%	N=42	2%	N=6	100%	N=259
Cable television	15%	N=41	41%	N=112	27%	N=73	17%	N=46	100%	N=273
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	22%	N=44	43%	N=84	30%	N=58	5%	N=10	100%	N=196
Preservation of natural areas such as open space, farmlands and greenbelts	17%	N=49	41%	N=115	29%	N=82	13%	N=37	100%	N=282
Novi open space	16%	N=44	38%	N=109	32%	N=90	14%	N=40	100%	N=283
City-sponsored special events	21%	N=47	44%	N=99	24%	N=55	11%	N=24	100%	N=224
Overall customer service by Novi employees (police, receptionists, planners, etc.)	30%	N=86	50%	N=145	18%	N=51	2%	N=7	100%	N=289

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Novi	26%	N=90	57%	N=198	15%	N=51	2%	N=8	100%	N=346
The Federal Government	5%	N=16	35%	N=104	36%	N=107	23%	N=69	100%	N=296

Table 12: Question 12

Please rate the following categories of Novi government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Novi	11%	N=33	50%	N=151	27%	N=80	12%	N=36	100%	N=300
The overall direction that Novi is taking	19%	N=57	51%	N=158	27%	N=83	3%	N=9	100%	N=307
The job Novi government does at welcoming citizen involvement	17%	N=43	46%	N=118	27%	N=68	10%	N=27	100%	N=256
Overall confidence in Novi government	14%	N=43	52%	N=160	29%	N=90	5%	N=15	100%	N=308
Generally acting in the best interest of the community	18%	N=55	50%	N=150	25%	N=76	6%	N=18	100%	N=299
Being honest	19%	N=50	50%	N=130	24%	N=62	6%	N=15	100%	N=257
Treating all residents fairly	20%	N=52	53%	N=140	20%	N=51	7%	N=19	100%	N=262

The National Citizen Survey™

Table 13: Question 13

Please rate how important, if at all, you think it is for the Novi community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Novi	71%	N=261	25%	N=91	3%	N=11	1%	N=3	100%	N=366
Overall ease of getting to the places you usually have to visit	48%	N=173	44%	N=160	7%	N=27	1%	N=3	100%	N=363
Quality of overall natural environment in Novi	35%	N=127	50%	N=180	16%	N=56	0%	N=1	100%	N=364
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	28%	N=101	50%	N=180	22%	N=79	1%	N=3	100%	N=364
Health and wellness opportunities in Novi	30%	N=108	44%	N=161	23%	N=85	2%	N=9	100%	N=363
Overall opportunities for education and enrichment	43%	N=157	39%	N=142	14%	N=51	3%	N=11	100%	N=361
Overall economic health of Novi	49%	N=178	43%	N=156	8%	N=29	0%	N=1	100%	N=365
Sense of community	37%	N=134	44%	N=160	17%	N=61	2%	N=7	100%	N=363

Table 14: Question 14

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:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Annual investments in facilities and equipment for police and fire	49%	N=174	39%	N=139	9%	N=33	2%	N=7	100%	N=354
Annual investments in municipal infrastructure (i.e. roads, water and sewer)	58%	N=206	35%	N=123	7%	N=26	0%	N=1	100%	N=356
Annual investments in parks and recreation/cultural facilities	19%	N=68	48%	N=169	30%	N=106	4%	N=13	100%	N=355
Work cooperatively with neighboring communities, school districts and other public entities	23%	N=80	45%	N=157	31%	N=108	2%	N=7	100%	N=351
Preserve natural areas (including open spaces, wetlands, woodlands)	36%	N=128	38%	N=134	24%	N=83	2%	N=7	100%	N=353
Add new and enhance existing services to address Novi's changing demographics	14%	N=49	38%	N=129	38%	N=130	10%	N=33	100%	N=342
Promote services and programs for seniors	19%	N=69	40%	N=141	35%	N=125	5%	N=18	100%	N=353
Expand and enhance recreational and cultural programs	14%	N=50	36%	N=126	39%	N=136	11%	N=38	100%	N=351
Promote and maintain an attractive community	40%	N=141	46%	N=162	14%	N=50	0%	N=2	100%	N=355

Table 15: Question 15

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:	Major source		Minor source		Not a source		Total	
	%	N	%	N	%	N	%	N
City of Novi Newsletter (Engage!)	50%	N=181	32%	N=114	18%	N=65	100%	N=359
City of Novi website (cityofnovi.org)	32%	N=117	36%	N=130	32%	N=114	100%	N=361
E-newsletters (I am Novi, Destination Recreation)	16%	N=56	33%	N=117	51%	N=181	100%	N=354
Cable television (Channel 13-1 or AT&T U-verse)	10%	N=35	26%	N=91	65%	N=231	100%	N=357
Novi News	21%	N=74	34%	N=120	45%	N=156	100%	N=351
Social media (e.g., Facebook, Twitter, YouTube, Instagram)	17%	N=62	29%	N=102	54%	N=193	100%	N=357
Word of mouth	29%	N=106	50%	N=179	21%	N=75	100%	N=360
Homeowner Association	25%	N=90	32%	N=116	43%	N=156	100%	N=361

Table 16: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	10%	N=35	6%	N=22	16%	N=60	17%	N=61	51%	N=188	100%	N=366
Purchase goods or services from a business located in Novi	0%	N=1	1%	N=4	19%	N=68	51%	N=187	29%	N=105	100%	N=365

The National Citizen Survey™

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Eat at least 5 portions of fruits and vegetables a day	1%	N=3	13%	N=48	32%	N=118	36%	N=130	18%	N=65	100%	N=364
Participate in moderate or vigorous physical activity	3%	N=11	7%	N=24	33%	N=122	35%	N=128	22%	N=80	100%	N=365
Read or watch local news (via television, paper, computer, etc.)	2%	N=9	18%	N=64	25%	N=91	24%	N=88	31%	N=114	100%	N=366
Vote in local elections	13%	N=50	12%	N=45	13%	N=48	19%	N=70	42%	N=156	100%	N=369

Table 17: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	24%	N=86
Very good	46%	N=167
Good	25%	N=89
Fair	6%	N=21
Poor	0%	N=1
Total	100%	N=364

Table 18: Question D3

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:	Percent	Number
Very positive	7%	N=27
Somewhat positive	22%	N=80
Neutral	55%	N=197
Somewhat negative	13%	N=46
Very negative	2%	N=7
Total	100%	N=357

Table 19: Question D4

What is your employment status?	Percent	Number
Working full time for pay	69%	N=249
Working part time for pay	6%	N=23
Unemployed, looking for paid work	2%	N=7
Unemployed, not looking for paid work	4%	N=13
Fully retired	19%	N=70
Total	100%	N=362

Table 20: Question D5

Do you work inside the boundaries of Novi?	Percent	Number
Yes, outside the home	20%	N=71
Yes, from home	6%	N=21
No	74%	N=262
Total	100%	N=354



The National Citizen Survey™

Table 21: Question D6

How many years have you lived in Novi?	Percent	Number
Less than 2 years	14%	N=53
2 to 5 years	26%	N=95
6 to 10 years	16%	N=58
11 to 20 years	22%	N=80
More than 20 years	22%	N=81
Total	100%	N=367

Table 22: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	51%	N=188
Building with two or more homes (duplex, townhome, apartment or condominium)	45%	N=163
Mobile home	1%	N=3
Other	3%	N=12
Total	100%	N=365

Table 23: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	34%	N=123
Owned	66%	N=238
Total	100%	N=361

Table 24: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	2%	N=9
\$300 to \$599 per month	8%	N=28
\$600 to \$999 per month	25%	N=88
\$1,000 to \$1,499 per month	16%	N=57
\$1,500 to \$2,499 per month	29%	N=104
\$2,500 or more per month	19%	N=69
Total	100%	N=355

Table 25: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	68%	N=251
Yes	32%	N=117
Total	100%	N=367

The National Citizen Survey™

Table 26: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	74%	N=272
Yes	26%	N=95
Total	100%	N=367

Table 27: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	8%	N=25
\$25,000 to \$49,999	16%	N=54
\$50,000 to \$99,999	27%	N=91
\$100,000 to \$149,999	22%	N=75
\$150,000 or more	27%	N=93
Total	100%	N=339

Table 28: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	98%	N=357
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	N=6
Total	100%	N=363

Table 29: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=4
Asian, Asian Indian or Pacific Islander	18%	N=65
Black or African American	5%	N=20
White	75%	N=274
Other	3%	N=10

Total may exceed 100% as respondents could select more than one option.

Table 30: Question D15

In which category is your age?	Percent	Number
18 to 24 years	4%	N=16
25 to 34 years	20%	N=71
35 to 44 years	16%	N=58
45 to 54 years	29%	N=105
55 to 64 years	11%	N=39
65 to 74 years	9%	N=34
75 years or older	11%	N=42
Total	100%	N=364

The National Citizen Survey™

Table 31: Question D16

What is your sex?	Percent	Number
Female	53%	N=191
Male	47%	N=171
Total	100%	N=362

Table 32: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	67%	N=243
Land line	16%	N=58
Both	18%	N=64
Total	100%	N=365

The National Citizen Survey™

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 33: Question 1

Please rate each of the following aspects of quality of life in Novi:	Excellent		Good		Fair		Poor		Don't know		Total	
Novi as a place to live	53%	N=196	43%	N=160	3%	N=13	0%	N=1	0%	N=0	100%	N=371
Your neighborhood as a place to live	46%	N=168	43%	N=158	11%	N=40	0%	N=2	0%	N=0	100%	N=368
Novi as a place to raise children	49%	N=178	32%	N=117	4%	N=13	1%	N=2	15%	N=54	100%	N=364
Novi as a place to work	25%	N=91	32%	N=116	12%	N=42	0%	N=2	31%	N=111	100%	N=362
Novi as a place to visit	24%	N=88	49%	N=180	17%	N=63	6%	N=20	4%	N=14	100%	N=365
Novi as a place to retire	22%	N=81	31%	N=112	19%	N=69	8%	N=30	20%	N=73	100%	N=365
The overall quality of life in Novi	36%	N=133	59%	N=216	5%	N=17	0%	N=1	0%	N=1	100%	N=368

Table 34: Question 2

Please rate each of the following characteristics as they relate to Novi as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Novi	42%	N=157	52%	N=194	5%	N=18	1%	N=2	0%	N=0	100%	N=371
Overall ease of getting to the places you usually have to visit	25%	N=92	44%	N=163	23%	N=87	8%	N=28	0%	N=0	100%	N=370
Quality of overall natural environment in Novi	26%	N=96	53%	N=196	18%	N=65	1%	N=5	2%	N=8	100%	N=369
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	17%	N=63	49%	N=180	30%	N=110	3%	N=12	1%	N=5	100%	N=369
Health and wellness opportunities in Novi	27%	N=100	46%	N=171	11%	N=41	1%	N=5	14%	N=50	100%	N=368
Overall opportunities for education and enrichment	36%	N=132	45%	N=164	9%	N=32	0%	N=1	10%	N=36	100%	N=366
Overall economic health of Novi	29%	N=105	49%	N=180	12%	N=44	0%	N=1	10%	N=36	100%	N=367
Sense of community	20%	N=74	41%	N=148	30%	N=110	3%	N=13	5%	N=20	100%	N=364
Overall image or reputation of Novi	35%	N=130	56%	N=206	7%	N=24	0%	N=1	2%	N=6	100%	N=367

Table 35: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Novi to someone who asks	65%	N=243	31%	N=114	3%	N=11	1%	N=3	0%	N=1	100%	N=372
Remain in Novi for the next five years	53%	N=196	31%	N=115	9%	N=32	2%	N=9	5%	N=20	100%	N=371
If moving within next five years, would consider renting or buying only within Novi	19%	N=64	32%	N=105	16%	N=53	16%	N=54	17%	N=57	100%	N=332

Table 36: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	75%	N=275	22%	N=79	3%	N=10	0%	N=1	0%	N=1	1%	N=2	100%	N=369
In Novi's downtown/commercial area during the day	60%	N=219	32%	N=118	2%	N=9	2%	N=8	0%	N=1	3%	N=10	100%	N=364

The National Citizen Survey™

Table 37: Question 5

Please rate each of the following characteristics as they relate to Novi as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	4%	N=15	31%	N=116	39%	N=145	26%	N=94	0%	N=0	100%	N=370
Ease of public parking	16%	N=60	54%	N=201	21%	N=78	5%	N=19	3%	N=11	100%	N=369
Ease of travel by car in Novi	15%	N=54	45%	N=168	25%	N=93	14%	N=51	1%	N=3	100%	N=369
Ease of travel by bicycle in Novi	6%	N=22	24%	N=88	23%	N=84	13%	N=48	33%	N=120	100%	N=362
Ease of walking in Novi	14%	N=50	36%	N=131	32%	N=119	12%	N=45	6%	N=22	100%	N=367
Availability of paths and walking trails	14%	N=52	37%	N=136	26%	N=93	13%	N=48	10%	N=35	100%	N=364
Air quality	31%	N=113	48%	N=179	15%	N=54	1%	N=5	5%	N=18	100%	N=370
Cleanliness of Novi	33%	N=121	53%	N=197	13%	N=49	0%	N=2	0%	N=0	100%	N=369
Overall appearance of Novi	34%	N=124	52%	N=192	12%	N=46	1%	N=3	1%	N=4	100%	N=368
Public places where people want to spend time	20%	N=72	46%	N=167	21%	N=77	6%	N=21	8%	N=29	100%	N=365
Variety of housing options	23%	N=84	37%	N=137	21%	N=78	3%	N=12	15%	N=56	100%	N=366
Availability of affordable quality housing	14%	N=49	27%	N=98	32%	N=117	12%	N=42	15%	N=55	100%	N=361
Fitness opportunities (including exercise classes and paths or trails, etc.)	20%	N=75	47%	N=175	19%	N=71	4%	N=13	9%	N=34	100%	N=368
Recreational opportunities	20%	N=72	45%	N=163	22%	N=79	3%	N=12	10%	N=37	100%	N=364
Availability of affordable quality food	29%	N=108	48%	N=178	18%	N=67	2%	N=7	3%	N=11	100%	N=370
Availability of affordable quality health care	24%	N=87	47%	N=173	16%	N=59	3%	N=10	11%	N=42	100%	N=370
Availability of preventive health services	23%	N=84	42%	N=155	15%	N=57	0%	N=1	20%	N=74	100%	N=370

Table 38: Question 6

Please rate each of the following characteristics as they relate to Novi as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	12%	N=44	19%	N=69	10%	N=35	1%	N=4	58%	N=208	100%	N=360
K-12 education	36%	N=131	24%	N=86	4%	N=13	0%	N=1	36%	N=132	100%	N=363
Adult educational opportunities	17%	N=60	38%	N=137	12%	N=44	2%	N=6	31%	N=112	100%	N=359
Opportunities to attend cultural/arts/music activities	15%	N=56	37%	N=135	21%	N=76	8%	N=30	18%	N=67	100%	N=363
Opportunities to participate in religious or spiritual events and activities	19%	N=68	38%	N=139	14%	N=50	2%	N=9	27%	N=97	100%	N=362
Employment opportunities	8%	N=29	32%	N=115	17%	N=62	3%	N=9	40%	N=142	100%	N=357
Shopping opportunities	56%	N=203	35%	N=126	8%	N=29	0%	N=1	0%	N=1	100%	N=360
Cost of living in Novi	9%	N=33	37%	N=133	42%	N=154	9%	N=33	2%	N=9	100%	N=362
Overall quality of business and service establishments in Novi	22%	N=78	56%	N=199	15%	N=55	2%	N=7	5%	N=19	100%	N=358
Vibrant downtown/commercial area	11%	N=39	34%	N=121	26%	N=95	25%	N=90	4%	N=14	100%	N=359
Overall quality of new development in Novi	11%	N=41	46%	N=165	24%	N=85	5%	N=17	15%	N=52	100%	N=360
Opportunities to participate in social events and activities	14%	N=50	39%	N=141	25%	N=91	6%	N=22	15%	N=54	100%	N=359
Opportunities to volunteer	13%	N=48	36%	N=132	18%	N=67	3%	N=10	29%	N=106	100%	N=363
Opportunities to participate in community matters	13%	N=48	34%	N=123	23%	N=82	3%	N=12	26%	N=92	100%	N=357
Openness and acceptance of the community toward people of diverse backgrounds	28%	N=103	43%	N=157	15%	N=55	1%	N=3	12%	N=44	100%	N=361
Neighborliness of residents in Novi	18%	N=67	47%	N=172	26%	N=94	2%	N=8	6%	N=23	100%	N=364

Table 39: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	24%	N=88	76%	N=279	100%	N=366
Made efforts to make your home more energy efficient	25%	N=91	75%	N=272	100%	N=363

The National Citizen Survey™

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Observed a code violation or other hazard in Novi	68%	N=245	32%	N=117	100%	N=362
Household member was a victim of a crime in Novi	91%	N=330	9%	N=31	100%	N=361
Reported a crime to the police in Novi	88%	N=320	12%	N=44	100%	N=364
Stocked supplies in preparation for an emergency	78%	N=286	22%	N=78	100%	N=364
Campaigned or advocated for an issue, cause or candidate	84%	N=303	16%	N=57	100%	N=360
Contacted the City of Novi (in-person, phone, email or web) for help or information	64%	N=231	36%	N=132	100%	N=363
Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	89%	N=323	11%	N=38	100%	N=362

Table 40: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Novi?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Novi recreation centers or their services	7%	N=27	12%	N=42	29%	N=107	52%	N=187	100%	N=363
Visited a neighborhood park or City park	10%	N=37	21%	N=76	42%	N=155	27%	N=98	100%	N=365
Used Novi public libraries or their services	16%	N=57	22%	N=81	32%	N=116	30%	N=109	100%	N=363
Participated in religious or spiritual activities in Novi	6%	N=22	17%	N=61	17%	N=62	60%	N=221	100%	N=365
Attended a City-sponsored event	1%	N=4	3%	N=11	32%	N=117	64%	N=234	100%	N=366
Carpooled with other adults or children instead of driving alone	8%	N=29	9%	N=32	13%	N=47	70%	N=256	100%	N=364
Walked or biked instead of driving	11%	N=40	18%	N=65	24%	N=90	47%	N=173	100%	N=367
Volunteered your time to some group/activity in Novi	6%	N=23	6%	N=22	17%	N=63	70%	N=256	100%	N=365
Participated in a club	5%	N=18	5%	N=18	8%	N=31	82%	N=297	100%	N=365
Talked to or visited with your immediate neighbors	35%	N=130	30%	N=109	24%	N=90	11%	N=39	100%	N=367
Done a favor for a neighbor	16%	N=60	20%	N=72	44%	N=161	20%	N=73	100%	N=366

Table 41: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=3	1%	N=4	17%	N=62	81%	N=298	100%	N=366
Watched (online or on television) a local public meeting	1%	N=5	1%	N=5	12%	N=43	86%	N=313	100%	N=366

Table 42: Question 10

Please rate the quality of each of the following services in Novi:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	39%	N=142	37%	N=135	8%	N=28	1%	N=5	14%	N=52	100%	N=363
Fire services	39%	N=140	28%	N=103	3%	N=12	0%	N=1	29%	N=105	100%	N=361
Ambulance or emergency medical services	33%	N=119	29%	N=105	2%	N=9	0%	N=1	36%	N=130	100%	N=363
Crime prevention	24%	N=88	38%	N=137	8%	N=29	2%	N=8	27%	N=98	100%	N=359
Fire prevention and education	22%	N=81	32%	N=113	5%	N=19	0%	N=1	40%	N=145	100%	N=359
Traffic enforcement	22%	N=78	43%	N=151	18%	N=66	6%	N=20	12%	N=41	100%	N=356
Street repair	8%	N=29	27%	N=98	33%	N=121	27%	N=98	5%	N=18	100%	N=364
Street cleaning	13%	N=46	39%	N=140	27%	N=95	10%	N=37	12%	N=42	100%	N=360
Street lighting	16%	N=55	42%	N=147	29%	N=103	10%	N=36	4%	N=13	100%	N=355
Snow removal	17%	N=61	40%	N=142	28%	N=101	8%	N=27	8%	N=29	100%	N=360

The National Citizen Survey™

Please rate the quality of each of the following services in Novi:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Sidewalk maintenance	13%	N=44	39%	N=137	22%	N=78	13%	N=45	14%	N=50	100%	N=354
Traffic signal timing	11%	N=38	33%	N=119	35%	N=125	16%	N=58	4%	N=16	100%	N=356
Recycling	25%	N=89	39%	N=139	13%	N=47	9%	N=32	14%	N=51	100%	N=357
Storm drainage	17%	N=60	41%	N=146	19%	N=69	2%	N=7	21%	N=75	100%	N=357
Drinking water	34%	N=124	37%	N=134	13%	N=48	5%	N=19	10%	N=36	100%	N=360
Sewer services	28%	N=102	37%	N=132	13%	N=48	2%	N=6	20%	N=73	100%	N=360
Power (electric and/or gas) utility	31%	N=113	45%	N=163	14%	N=51	3%	N=9	6%	N=23	100%	N=359
Utility billing	23%	N=82	41%	N=146	22%	N=79	3%	N=9	12%	N=42	100%	N=359
City parks	27%	N=96	42%	N=149	14%	N=50	2%	N=6	16%	N=58	100%	N=359
Recreation programs or classes	19%	N=68	34%	N=122	7%	N=27	2%	N=7	37%	N=134	100%	N=358
Recreation centers or facilities	17%	N=60	35%	N=123	12%	N=44	3%	N=10	33%	N=119	100%	N=355
Land use, planning and zoning	9%	N=32	27%	N=95	18%	N=65	9%	N=30	37%	N=133	100%	N=356
Code enforcement (weeds, abandoned buildings, etc.)	12%	N=44	32%	N=112	19%	N=68	5%	N=17	32%	N=114	100%	N=355
Economic development	15%	N=51	40%	N=140	17%	N=59	3%	N=9	26%	N=89	100%	N=348
Health services	19%	N=69	44%	N=156	13%	N=47	1%	N=2	23%	N=82	100%	N=357
Public library services	45%	N=160	32%	N=117	6%	N=23	1%	N=3	16%	N=56	100%	N=359
Public information services	23%	N=82	37%	N=130	12%	N=42	2%	N=6	26%	N=90	100%	N=349
Cable television	12%	N=41	32%	N=112	21%	N=73	13%	N=46	22%	N=78	100%	N=351
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	12%	N=44	23%	N=84	16%	N=58	3%	N=10	46%	N=164	100%	N=360
Preservation of natural areas such as open space, farmlands and greenbelts	14%	N=49	32%	N=115	23%	N=82	10%	N=37	21%	N=74	100%	N=355
Novi open space	12%	N=44	31%	N=109	25%	N=90	11%	N=40	20%	N=71	100%	N=354
City-sponsored special events	14%	N=47	29%	N=99	16%	N=55	7%	N=24	34%	N=117	100%	N=342
Overall customer service by Novi employees (police, receptionists, planners, etc.)	25%	N=86	42%	N=145	15%	N=51	2%	N=7	17%	N=59	100%	N=347

Table 43: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The City of Novi	25%	N=90	55%	N=198	14%	N=51	2%	N=8	3%	N=11	100%	N=358
The Federal Government	4%	N=16	29%	N=104	30%	N=107	19%	N=69	17%	N=61	100%	N=357

Table 44: Question 12

Please rate the following categories of Novi government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Novi	9%	N=33	42%	N=151	22%	N=80	10%	N=36	16%	N=59	100%	N=358
The overall direction that Novi is taking	16%	N=57	44%	N=158	23%	N=83	2%	N=9	15%	N=54	100%	N=361
The job Novi government does at welcoming citizen involvement	12%	N=43	33%	N=118	19%	N=68	7%	N=27	29%	N=103	100%	N=359
Overall confidence in Novi government	12%	N=43	44%	N=160	25%	N=90	4%	N=15	15%	N=52	100%	N=361
Generally acting in the best interest of the community	15%	N=55	42%	N=150	21%	N=76	5%	N=18	17%	N=60	100%	N=360
Being honest	14%	N=50	36%	N=130	17%	N=62	4%	N=15	29%	N=104	100%	N=361
Treating all residents fairly	15%	N=52	39%	N=140	14%	N=51	5%	N=19	27%	N=98	100%	N=360

The National Citizen Survey™

Table 45: Question 13

Please rate how important, if at all, you think it is for the Novi community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Novi	71%	N=261	25%	N=91	3%	N=11	1%	N=3	100%	N=366
Overall ease of getting to the places you usually have to visit	48%	N=173	44%	N=160	7%	N=27	1%	N=3	100%	N=363
Quality of overall natural environment in Novi	35%	N=127	50%	N=180	16%	N=56	0%	N=1	100%	N=364
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	28%	N=101	50%	N=180	22%	N=79	1%	N=3	100%	N=364
Health and wellness opportunities in Novi	30%	N=108	44%	N=161	23%	N=85	2%	N=9	100%	N=363
Overall opportunities for education and enrichment	43%	N=157	39%	N=142	14%	N=51	3%	N=11	100%	N=361
Overall economic health of Novi	49%	N=178	43%	N=156	8%	N=29	0%	N=1	100%	N=365
Sense of community	37%	N=134	44%	N=160	17%	N=61	2%	N=7	100%	N=363

Table 46: Question 14

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:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Annual investments in facilities and equipment for police and fire	48%	N=174	39%	N=139	9%	N=33	2%	N=7	2%	N=8	100%	N=362
Annual investments in municipal infrastructure (i.e. roads, water and sewer)	57%	N=206	34%	N=123	7%	N=26	0%	N=1	2%	N=7	100%	N=362
Annual investments in parks and recreation/cultural facilities	19%	N=68	47%	N=169	29%	N=106	4%	N=13	2%	N=6	100%	N=361
Work cooperatively with neighboring communities, school districts and other public entities	22%	N=80	44%	N=157	30%	N=108	2%	N=7	2%	N=8	100%	N=359
Preserve natural areas (including open spaces, wetlands, woodlands)	36%	N=128	37%	N=134	23%	N=83	2%	N=7	2%	N=6	100%	N=359
Add new and enhance existing services to address Novi's changing demographics	14%	N=49	36%	N=129	36%	N=130	9%	N=33	5%	N=17	100%	N=358
Promote services and programs for seniors	19%	N=69	39%	N=141	34%	N=125	5%	N=18	3%	N=10	100%	N=363
Expand and enhance recreational and cultural programs	14%	N=50	35%	N=126	38%	N=136	11%	N=38	2%	N=7	100%	N=358
Promote and maintain an attractive community	39%	N=141	45%	N=162	14%	N=50	0%	N=2	2%	N=6	100%	N=360

Table 47: Question 15

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:	Major source		Minor source		Not a source		Total	
	%	N	%	N	%	N	%	N
City of Novi Newsletter (Engage!)	50%	N=181	32%	N=114	18%	N=65	100%	N=359
City of Novi website (cityofnovi.org)	32%	N=117	36%	N=130	32%	N=114	100%	N=361
E-newsletters (I am Novi, Destination Recreation)	16%	N=56	33%	N=117	51%	N=181	100%	N=354
Cable television (Channel 13-1 or AT&T U-verse)	10%	N=35	26%	N=91	65%	N=231	100%	N=357
Novi News	21%	N=74	34%	N=120	45%	N=156	100%	N=351
Social media (e.g., Facebook, Twitter, YouTube, Instagram)	17%	N=62	29%	N=102	54%	N=193	100%	N=357
Word of mouth	29%	N=106	50%	N=179	21%	N=75	100%	N=360
Homeowner Association	25%	N=90	32%	N=116	43%	N=156	100%	N=361

Table 48: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	10%	N=35	6%	N=22	16%	N=60	17%	N=61	51%	N=188	100%	N=366



The National Citizen Survey™

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	0%	N=1	1%	N=4	19%	N=68	51%	N=187	29%	N=105	100%	N=365
Purchase goods or services from a business located in Novi	0%	N=1	1%	N=4	19%	N=68	51%	N=187	29%	N=105	100%	N=365
Eat at least 5 portions of fruits and vegetables a day	1%	N=3	13%	N=48	32%	N=118	36%	N=130	18%	N=65	100%	N=364
Participate in moderate or vigorous physical activity	3%	N=11	7%	N=24	33%	N=122	35%	N=128	22%	N=80	100%	N=365
Read or watch local news (via television, paper, computer, etc.)	2%	N=9	18%	N=64	25%	N=91	24%	N=88	31%	N=114	100%	N=366
Vote in local elections	13%	N=50	12%	N=45	13%	N=48	19%	N=70	42%	N=156	100%	N=369

Table 49: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	24%	N=86
Very good	46%	N=167
Good	25%	N=89
Fair	6%	N=21
Poor	0%	N=1
Total	100%	N=364

Table 50: Question D3

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:	Percent	Number
Very positive	7%	N=27
Somewhat positive	22%	N=80
Neutral	55%	N=197
Somewhat negative	13%	N=46
Very negative	2%	N=7
Total	100%	N=357

Table 51: Question D4

What is your employment status?	Percent	Number
Working full time for pay	69%	N=249
Working part time for pay	6%	N=23
Unemployed, looking for paid work	2%	N=7
Unemployed, not looking for paid work	4%	N=13
Fully retired	19%	N=70
Total	100%	N=362

Table 52: Question D5

Do you work inside the boundaries of Novi?	Percent	Number
Yes, outside the home	20%	N=71
Yes, from home	6%	N=21
No	74%	N=262
Total	100%	N=354

The National Citizen Survey™

Table 53: Question D6

How many years have you lived in Novi?	Percent	Number
Less than 2 years	14%	N=53
2 to 5 years	26%	N=95
6 to 10 years	16%	N=58
11 to 20 years	22%	N=80
More than 20 years	22%	N=81
Total	100%	N=367

Table 54: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	51%	N=188
Building with two or more homes (duplex, townhome, apartment or condominium)	45%	N=163
Mobile home	1%	N=3
Other	3%	N=12
Total	100%	N=365

Table 55: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	34%	N=123
Owned	66%	N=238
Total	100%	N=361

Table 56: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	2%	N=9
\$300 to \$599 per month	8%	N=28
\$600 to \$999 per month	25%	N=88
\$1,000 to \$1,499 per month	16%	N=57
\$1,500 to \$2,499 per month	29%	N=104
\$2,500 or more per month	19%	N=69
Total	100%	N=355

Table 57: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	68%	N=251
Yes	32%	N=117
Total	100%	N=367

The National Citizen Survey™

Table 58: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	74%	N=272
Yes	26%	N=95
Total	100%	N=367

Table 59: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	8%	N=25
\$25,000 to \$49,999	16%	N=54
\$50,000 to \$99,999	27%	N=91
\$100,000 to \$149,999	22%	N=75
\$150,000 or more	27%	N=93
Total	100%	N=339

Table 60: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	98%	N=357
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	N=6
Total	100%	N=363

Table 61: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=4
Asian, Asian Indian or Pacific Islander	18%	N=65
Black or African American	5%	N=20
White	75%	N=274
Other	3%	N=10

Total may exceed 100% as respondents could select more than one option.

Table 62: Question D15

In which category is your age?	Percent	Number
18 to 24 years	4%	N=16
25 to 34 years	20%	N=71
35 to 44 years	16%	N=58
45 to 54 years	29%	N=105
55 to 64 years	11%	N=39
65 to 74 years	9%	N=34
75 years or older	11%	N=42
Total	100%	N=364

The National Citizen Survey™

Table 63: Question D16

What is your sex?	Percent	Number
Female	53%	N=191
Male	47%	N=171
Total	100%	N=362

Table 64: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	67%	N=243
Land line	16%	N=58
Both	18%	N=64
Total	100%	N=365

## Appendix B: Benchmark Comparisons

### Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Novi chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (jurisdictions with populations ranging from 35,000 to 70,000).

### Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Novi’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Novi’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Novi’s rating to the benchmark.

In that final column, Novi’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Novi residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

## National Benchmark Comparisons

Table 65: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Novi	95%	97	416	Similar
Overall image or reputation of Novi	93%	52	311	Higher
Novi as a place to live	96%	79	354	Similar
Your neighborhood as a place to live	89%	74	278	Similar
Novi as a place to raise children	95%	46	341	Higher
Novi as a place to retire	66%	151	320	Similar
Overall appearance of Novi	87%	66	321	Higher

Table 66: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Novi	95%	71	265	Similar
	In your neighborhood during the day	97%	98	320	Similar
	In Novi's downtown/commercial area during the day	95%	121	272	Similar
Mobility	Overall ease of getting to the places you usually have to visit	69%	116	185	Similar
	Availability of paths and walking trails	57%	182	277	Similar
	Ease of walking in Novi	52%	187	259	Similar
	Ease of travel by bicycle in Novi	45%	175	264	Similar
	Ease of travel by car in Novi	61%	184	270	Similar
	Ease of public parking	73%	29	152	Higher
	Traffic flow on major streets	35%	258	318	Similar
Natural Environment	Quality of overall natural environment in Novi	81%	108	246	Similar
	Cleanliness of Novi	86%	74	244	Similar
	Air quality	83%	72	222	Similar
Built Environment	Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	67%	62	174	Similar
	Overall quality of new development in Novi	67%	67	253	Similar
	Availability of affordable quality housing	48%	90	272	Similar
	Variety of housing options	71%	36	246	Higher
	Public places where people want to spend time	71%	73	168	Similar
	Overall economic health of Novi	86%	25	180	Higher
	Vibrant downtown/commercial area	46%	94	164	Similar
	Overall quality of business and service establishments in Novi	82%	27	242	Higher
	Cost of living in Novi	47%	71	176	Similar
	Shopping opportunities	92%	6	263	Much higher
Economy	Employment opportunities	67%	16	281	Higher
	Novi as a place to visit	76%	64	189	Similar
	Novi as a place to work	82%	32	320	Higher
	Health and wellness opportunities in Novi	85%	35	177	Similar
	Availability of preventive health services	80%	16	207	Higher
	Availability of affordable quality health care	79%	25	230	Higher
Recreation and Wellness	Availability of affordable quality food	79%	24	209	Higher
	Recreational opportunities	72%	112	272	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	75%	70	169	Similar
	Overall opportunities for education and enrichment	90%	24	177	Higher
	Opportunities to participate in religious or spiritual events and activities	78%	98	180	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Opportunities to attend cultural/arts/music activities	64%	110	262	Similar
	Adult educational opportunities	79%	20	158	Higher
	K-12 education	94%	13	236	Much higher
	Availability of affordable quality child care/preschool	74%	11	225	Higher
Community Engagement	Opportunities to participate in social events and activities	63%	107	229	Similar
	Neighborliness of Novi	70%	37	169	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	82%	6	257	Higher
	Opportunities to participate in community matters	64%	101	244	Similar
	Opportunities to volunteer	70%	136	235	Similar

Table 67: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Novi	83%	119	401	Similar
Overall customer service by Novi employees (police, receptionists, planners, etc.)	80%	126	335	Similar
Value of services for the taxes paid to Novi	61%	143	366	Similar
Overall direction that Novi is taking	70%	42	286	Similar
Job Novi government does at welcoming citizen involvement	63%	58	281	Similar
Overall confidence in Novi government	66%	32	176	Similar
Generally acting in the best interest of the community	68%	28	176	Similar
Being honest	70%	32	170	Similar
Treating all residents fairly	73%	23	175	Higher
Services provided by the Federal Government	41%	110	222	Similar

Table 68: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	89%	57	411	Similar
	Fire services	95%	74	337	Similar
	Ambulance or emergency medical services	96%	79	315	Similar
	Crime prevention	86%	54	319	Higher
	Fire prevention and education	90%	32	254	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	65%	92	253	Similar
Mobility	Traffic enforcement	73%	77	334	Similar
	Street repair	37%	277	377	Similar
	Street cleaning	58%	188	288	Similar
	Street lighting	59%	141	286	Similar
	Snow removal	61%	139	270	Similar
	Sidewalk maintenance	60%	132	293	Similar
	Traffic signal timing	46%	137	229	Similar
Natural Environment	Recycling	74%	236	326	Similar
	Drinking water	79%	69	305	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	58%	136	232	Similar
Built	Novi open space	54%	108	161	Similar
	Storm drainage	73%	68	319	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Environment	Sewer services	81%	58	294	Similar
	Power (electric and/or gas) utility	82%	28	147	Similar
	Utility billing	72%	38	159	Similar
	Land use, planning and zoning	57%	80	271	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	65%	57	336	Higher
	Cable television	56%	77	174	Similar
Economy	Economic development	74%	22	255	Higher
Recreation and Wellness	City parks	82%	146	300	Similar
	Recreation programs or classes	85%	69	310	Similar
	Recreation centers or facilities	77%	92	252	Similar
	Health services	82%	33	181	Similar
Education and Enrichment	City-sponsored special events	65%	108	190	Similar
	Public library services	91%	40	315	Similar
Community Engagement	Public information services	82%	22	257	Higher

Table 69: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	64%	113	277	Similar
Recommend living in Novi to someone who asks	96%	27	251	Higher
Remain in Novi for the next five years	89%	64	243	Similar
Contacted Novi (in-person, phone, email or web) for help or information	36%	235	276	Similar

Table 70: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	22%	145	157	Lower
	Did NOT report a crime to the police	88%	14	172	Higher
	Household member was NOT a victim of a crime	91%	75	245	Similar
Mobility	Carpooled with other adults or children instead of driving alone	30%	159	163	Lower
	Walked or biked instead of driving	53%	98	168	Similar
Natural Environment	Made efforts to conserve water	76%	126	158	Similar
	Made efforts to make your home more energy efficient	75%	107	159	Similar
	Recycle at home	84%	145	229	Similar
Built Environment	Did NOT observe a code violation or other hazard in Novi	68%	21	164	Higher
	NOT experiencing housing costs stress	75%	53	225	Similar
Economy	Purchase goods or services from a business located in Novi	99%	21	166	Similar
	Economy will have positive impact on income	30%	74	227	Similar
	Work inside boundaries of Novi	26%	145	166	Lower
Recreation and Wellness	Used Novi recreation centers or their services	48%	178	211	Similar
	Visited a neighborhood park or City park	73%	220	242	Similar
	Eat at least 5 portions of fruits and vegetables a day	86%	52	162	Similar
	Participate in moderate or vigorous physical activity	90%	25	165	Similar



The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	In very good to excellent health	70%	52	165	Similar
	Used Novi public libraries or their services	70%	75	212	Similar
	Participated in religious or spiritual activities in Novi	40%	127	178	Similar
	Attended City-sponsored event	36%	157	168	Lower
Community Engagement	Campaigned or advocated for an issue, cause or candidate	16%	127	154	Similar
	Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	11%	154	166	Similar
	Volunteered your time to some group/activity in Novi	30%	182	233	Lower
	Participated in a club	18%	185	213	Similar
	Talked to or visited with your immediate neighbors	89%	108	164	Similar
	Done a favor for a neighbor	80%	105	159	Similar
	Attended a local public meeting	19%	141	234	Similar
	Watched (online or on television) a local public meeting	14%	172	199	Lower
	Read or watch local news (via television, paper, computer, etc.)	80%	146	167	Similar
	Vote in local elections	74%	186	227	Similar

Communities included in national comparisons

The communities included in Novi’s comparisons are listed on the following pages along with their population according to the 2010 Census.

Airway Heights city, WA .....	6,114	Baltimore city, MD.....	620,961
Albany city, OR .....	50,158	Bartonville town, TX.....	1,469
Albemarle County, VA.....	98,970	Battle Creek city, MI.....	52,347
Albert Lea city, MN.....	18,016	Bay City city, MI.....	34,932
Alexandria city, VA.....	139,966	Baytown city, TX.....	71,802
Algonquin village, IL.....	30,046	Bedford city, TX.....	46,979
Aliso Viejo city, CA .....	47,823	Bedford town, MA .....	13,320
Altoona city, IA.....	14,541	Bellevue city, WA .....	122,363
American Canyon city, CA.....	19,454	Bellingham city, WA .....	80,885
Ames city, IA .....	58,965	Beltrami County, MN .....	44,442
Andover CDP, MA.....	8,762	Benbrook city, TX.....	21,234
Ankeny city, IA .....	45,582	Bend city, OR.....	76,639
Ann Arbor city, MI.....	113,934	Bettendorf city, IA.....	33,217
Annapolis city, MD .....	38,394	Billings city, MT.....	104,170
Apache Junction city, AZ.....	35,840	Blaine city, MN.....	57,186
Apple Valley town, CA .....	69,135	Bloomfield Hills city, MI .....	3,869
Arapahoe County, CO.....	572,003	Bloomington city, MN .....	82,893
Arkansas City city, AR.....	366	Blue Springs city, MO .....	52,575
Arlington County, VA.....	207,627	Boise City city, ID .....	205,671
Arvada city, CO.....	106,433	Boone County, KY .....	118,811
Asheville city, NC .....	83,393	Boulder city, CO.....	97,385
Ashland city, OR .....	20,078	Bowling Green city, KY .....	58,067
Ashland town, MA .....	16,593	Bozeman city, MT .....	37,280
Ashland town, VA.....	7,225	Brentwood city, MO.....	8,055
Aspen city, CO .....	6,658	Brentwood city, TN .....	37,060
Athens-Clarke County, GA .....	115,452	Brighton city, CO.....	33,352
Auburn city, AL .....	53,380	Brighton city, MI .....	7,444
Auburn city, WA.....	70,180	Bristol city, TN .....	26,702
Augusta CCD, GA.....	134,777	Broken Arrow city, OK .....	98,850
Aurora city, CO .....	325,078	Brookfield city, WI .....	37,920
Austin city, TX .....	790,390	Brookline CDP, MA .....	58,732
Avon town, CO .....	6,447	Broomfield city, CO .....	55,889
Bainbridge Island city, WA.....	23,025	Brownsburg town, IN .....	21,285

## The National Citizen Survey™

Burien city, WA.....	33,313	Delaware city, OH.....	34,753
Burleson city, TX.....	36,690	Delray Beach city, FL.....	60,522
Cabarrus County, NC.....	178,011	Denison city, TX.....	22,682
Cambridge city, MA.....	105,162	Denton city, TX.....	113,383
Cannon Beach city, OR.....	1,690	Denver city, CO.....	600,158
Cañon City city, CO.....	16,400	Derby city, KS.....	22,158
Canton city, SD.....	3,057	Des Moines city, IA.....	203,433
Cape Coral city, FL.....	154,305	Des Peres city, MO.....	8,373
Cape Girardeau city, MO.....	37,941	Destin city, FL.....	12,305
Carlisle borough, PA.....	18,682	Dothan city, AL.....	65,496
Carlsbad city, CA.....	105,328	Douglas County, CO.....	285,465
Carroll city, IA.....	10,103	Dover city, NH.....	29,987
Cartersville city, GA.....	19,731	Dublin city, CA.....	46,036
Cary town, NC.....	135,234	Dublin city, OH.....	41,751
Casper city, WY.....	55,316	Duluth city, MN.....	86,265
Castine town, ME.....	1,366	Duncanville city, TX.....	38,524
Castle Pines North city, CO.....	10,360	Durham city, NC.....	228,330
Castle Rock town, CO.....	48,231	Durham County, NC.....	267,587
Cedar Hill city, TX.....	45,028	Eagle town, CO.....	6,508
Cedar Rapids city, IA.....	126,326	East Baton Rouge Parish, LA.....	440,171
Celina city, TX.....	6,028	East Grand Forks city, MN.....	8,601
Centennial city, CO.....	100,377	East Lansing city, MI.....	48,579
Chambersburg borough, PA.....	20,268	Eau Claire city, WI.....	65,883
Chandler city, AZ.....	236,123	Eden Prairie city, MN.....	60,797
Chandler city, TX.....	2,734	Edgerton city, KS.....	1,671
Chanhausen city, MN.....	22,952	Edgewater city, CO.....	5,170
Chapel Hill town, NC.....	57,233	Edina city, MN.....	47,941
Charles County, MD.....	146,551	Edmond city, OK.....	81,405
Charlotte city, NC.....	731,424	Edmonds city, WA.....	39,709
Charlotte County, FL.....	159,978	El Cerrito city, CA.....	23,549
Charlottesville city, VA.....	43,475	El Dorado County, CA.....	181,058
Chattanooga city, TN.....	167,674	El Paso city, TX.....	649,121
Chesterfield County, VA.....	316,236	Elk Grove city, CA.....	153,015
Chippewa Falls city, WI.....	13,661	Elk River city, MN.....	22,974
Citrus Heights city, CA.....	83,301	Elko New Market city, MN.....	4,110
Clackamas County, OR.....	375,992	Elmhurst city, IL.....	44,121
Clarendon Hills village, IL.....	8,427	Encinitas city, CA.....	59,518
Clayton city, MO.....	15,939	Englewood city, CO.....	30,255
Clearwater city, FL.....	107,685	Erie town, CO.....	18,135
Cleveland Heights city, OH.....	46,121	Escambia County, FL.....	297,619
Clinton city, SC.....	8,490	Estes Park town, CO.....	5,858
Clive city, IA.....	15,447	Fairview town, TX.....	7,248
Clovis city, CA.....	95,631	Farmersville city, TX.....	3,301
College Park city, MD.....	30,413	Farmington Hills city, MI.....	79,740
College Station city, TX.....	93,857	Fayetteville city, NC.....	200,564
Colleyville city, TX.....	22,807	Fishers town, IN.....	76,794
Collinsville city, IL.....	25,579	Flower Mound town, TX.....	64,669
Columbia city, SC.....	129,272	Forest Grove city, OR.....	21,083
Columbia Falls city, MT.....	4,688	Fort Collins city, CO.....	143,986
Columbus city, WI.....	4,991	Fort Lauderdale city, FL.....	165,521
Commerce City city, CO.....	45,913	Fort Smith city, AR.....	86,209
Concord city, CA.....	122,067	Fort Worth city, TX.....	741,206
Concord town, MA.....	17,668	Fountain Hills town, AZ.....	22,489
Coon Rapids city, MN.....	61,476	Franklin city, TN.....	62,487
Copperas Cove city, TX.....	32,032	Fredericksburg city, VA.....	24,286
Coronado city, CA.....	18,912	Fremont city, CA.....	214,089
Corvallis city, OR.....	54,462	Friendswood city, TX.....	35,805
Creve Coeur city, MO.....	17,833	Fruita city, CO.....	12,646
Cross Roads town, TX.....	1,563	Gahanna city, OH.....	33,248
Dacono city, CO.....	4,152	Gaithersburg city, MD.....	59,933
Dade City city, FL.....	6,437	Galveston city, TX.....	47,743
Dakota County, MN.....	398,552	Gardner city, KS.....	19,123
Dallas city, OR.....	14,583	Geneva city, NY.....	13,261
Dallas city, TX.....	1,197,816	Georgetown city, TX.....	47,400
Danville city, KY.....	16,218	Germantown city, TN.....	38,844
Dardenne Prairie city, MO.....	11,494	Gilbert town, AZ.....	208,453
Davenport city, IA.....	99,685	Gillette city, WY.....	29,087
Davidson town, NC.....	10,944	Glendora city, CA.....	50,073
Decatur city, GA.....	19,335	Glenview village, IL.....	44,692
Del Mar city, CA.....	4,161	Globe city, AZ.....	7,532

The National Citizen Survey™

Golden city, CO.....	18,867	La Porte city, TX .....	33,800
Golden Valley city, MN.....	20,371	La Vista city, NE.....	15,758
Goodyear city, AZ .....	65,275	Lafayette city, CO .....	24,453
Grafton village, WI.....	11,459	Laguna Beach city, CA.....	22,723
Grand Blanc city, MI.....	8,276	Laguna Hills city, CA.....	30,344
Grand Island city, NE .....	48,520	Laguna Niguel city, CA .....	62,979
Grants Pass city, OR.....	34,533	Lake Forest city, IL .....	19,375
Grass Valley city, CA .....	12,860	Lake Oswego city, OR .....	36,619
Greenville city, NC.....	84,554	Lake Stevens city, WA .....	28,069
Greenwich town, CT.....	61,171	Lake Worth city, FL .....	34,910
Greenwood Village city, CO.....	13,925	Lake Zurich village, IL .....	19,631
Greer city, SC .....	25,515	Lakeville city, MN .....	55,954
Guilford County, NC .....	488,406	Lakewood city, CO .....	142,980
Gunnison County, CO .....	15,324	Lakewood city, WA.....	58,163
Hailey city, ID .....	7,960	Lane County, OR.....	351,715
Haines Borough, AK .....	2,508	Lansing city, MI .....	114,297
Hallandale Beach city, FL.....	37,113	Laramie city, WY.....	30,816
Hamilton city, OH.....	62,477	Larimer County, CO.....	299,630
Hanover County, VA.....	99,863	Las Vegas city, NV .....	583,756
Harrisburg city, SD.....	4,089	Lawrence city, KS.....	87,643
Harrisonburg city, VA .....	48,914	Lee's Summit city, MO.....	91,364
Harrisonville city, MO .....	10,019	Lehi city, UT .....	47,407
Hayward city, CA .....	144,186	Lenexa city, KS .....	48,190
Henderson city, NV .....	257,729	Lewis County, NY.....	27,087
Herndon town, VA.....	23,292	Lewiston city, ID.....	31,894
High Point city, NC.....	104,371	Lewisville city, TX.....	95,290
Highland Park city, IL.....	29,763	Libertyville village, IL.....	20,315
Highlands Ranch CDP, CO .....	96,713	Lincoln city, NE .....	258,379
Holland city, MI.....	33,051	Lindsborg city, KS .....	3,458
Honolulu County, HI.....	953,207	Little Chute village, WI .....	10,449
Hooksett town, NH.....	13,451	Littleton city, CO .....	41,737
Hopkins city, MN.....	17,591	Livermore city, CA.....	80,968
Hopkinton town, MA.....	14,925	Lone Tree city, CO .....	10,218
Hoquiam city, WA .....	8,726	Long Grove village, IL .....	8,043
Horry County, SC .....	269,291	Longmont city, CO .....	86,270
Hudson city, OH.....	22,262	Longview city, TX.....	80,455
Hudson town, CO.....	2,356	Lonsdale city, MN.....	3,674
Hudsonville city, MI.....	7,116	Los Altos Hills town, CA .....	7,922
Huntersville town, NC.....	46,773	Louisville city, CO.....	18,376
Hurst city, TX.....	37,337	Lynchburg city, VA.....	75,568
Hutchinson city, MN .....	14,178	Lynnwood city, WA .....	35,836
Hutto city, TX .....	14,698	Macomb County, MI .....	840,978
Hyattsville city, MD .....	17,557	Manhattan Beach city, CA.....	35,135
Independence city, MO.....	116,830	Manhattan city, KS .....	52,281
Indian Trail town, NC .....	33,518	Mankato city, MN .....	39,309
Indianola city, IA .....	14,782	Maple Grove city, MN .....	61,567
Iowa City city, IA .....	67,862	Marshfield city, WI .....	19,118
Irving city, TX.....	216,290	Martinez city, CA.....	35,824
Issaquah city, WA .....	30,434	Marysville city, WA.....	60,020
Jackson County, MI.....	160,248	Matthews town, NC.....	27,198
James City County, VA .....	67,009	McAllen city, TX .....	129,877
Jefferson County, NY.....	116,229	McDonough city, GA.....	22,084
Johnson City city, TN.....	63,152	McMinnville city, OR .....	32,187
Johnston city, IA.....	17,278	Menlo Park city, CA .....	32,026
Jupiter town, FL.....	55,156	Mercer Island city, WA .....	22,699
Kansas City city, KS.....	145,786	Meridian charter township, MI .....	39,688
Kansas City city, MO.....	459,787	Meridian city, ID .....	75,092
Keizer city, OR.....	36,478	Merriam city, KS.....	11,003
Kenmore city, WA .....	20,460	Mesa County, CO .....	146,723
Kennedale city, TX.....	6,763	Miami Beach city, FL .....	87,779
Kennett Square borough, PA.....	6,072	Miami city, FL .....	399,457
Kettering city, OH .....	56,163	Middleton city, WI.....	17,442
Key West city, FL.....	24,649	Midland city, MI .....	41,863
King City city, CA .....	12,874	Milford city, DE .....	9,559
King County, WA.....	1,931,249	Milton city, GA .....	32,661
Kirkland city, WA.....	48,787	Minneapolis city, MN .....	382,578
Kirkwood city, MO.....	27,540	Mission Viejo city, CA .....	93,305
Knoxville city, IA .....	7,313	Modesto city, CA .....	201,165
La Mesa city, CA .....	57,065	Monterey city, CA.....	27,810
La Plata town, MD.....	8,753	Montgomery County, VA.....	94,392

## The National Citizen Survey™

Monticello city, UT .....	1,972	Plymouth city, MN.....	70,576
Monument town, CO .....	5,530	Pocatello city, ID.....	54,255
Mooreville town, NC.....	32,711	Polk County, IA.....	430,640
Morristown city, TN.....	29,137	Pompano Beach city, FL .....	99,845
Morrisville town, NC .....	18,576	Port Orange city, FL .....	56,048
Morro Bay city, CA .....	10,234	Portland city, OR.....	583,776
Mountain Village town, CO.....	1,320	Post Falls city, ID .....	27,574
Mountlake Terrace city, WA .....	19,909	Powell city, OH .....	11,500
Murphy city, TX .....	17,708	Prince William County, VA.....	402,002
Naperville city, IL.....	141,853	Prior Lake city, MN .....	22,796
Napoleon city, OH.....	8,749	Pueblo city, CO .....	106,595
Needham CDP, MA.....	28,886	Purcellville town, VA.....	7,727
New Braunfels city, TX .....	57,740	Queen Creek town, AZ .....	26,361
New Brighton city, MN.....	21,456	Radnor township, PA.....	31,531
New Hanover County, NC .....	202,667	Ramsey city, MN.....	23,668
New Orleans city, LA .....	343,829	Raymond town, ME.....	4,436
New Smyrna Beach city, FL .....	22,464	Raymore city, MO .....	19,206
New Ulm city, MN .....	13,522	Redmond city, WA .....	54,144
Newberg city, OR.....	22,068	Rehoboth Beach city, DE .....	1,327
Newport city, RI.....	24,672	Reno city, NV.....	225,221
Newport News city, VA.....	180,719	Reston CDP, VA .....	58,404
Newton city, IA.....	15,254	Richmond city, CA.....	103,701
Noblesville city, IN .....	51,969	Richmond Heights city, MO.....	8,603
Nogales city, AZ.....	20,837	Rifle city, CO.....	9,172
Norcross city, GA .....	9,116	Rio Rancho city, NM .....	87,521
Norfolk city, VA.....	242,803	River Falls city, WI .....	15,000
North Port city, FL.....	57,357	Riverside city, CA .....	303,871
North Richland Hills city, TX.....	63,343	Riverside city, MO .....	2,937
Northglenn city, CO.....	35,789	Roanoke County, VA .....	92,376
Novato city, CA .....	51,904	Rochester Hills city, MI.....	70,995
Novi city, MI.....	55,224	Rock Hill city, SC.....	66,154
O'Fallon city, IL.....	28,281	Rockville city, MD.....	61,209
O'Fallon city, MO.....	79,329	Rogers city, MN .....	8,597
Oak Park village, IL .....	51,878	Rolla city, MO .....	19,559
Oakland city, CA .....	390,724	Roselle village, IL.....	22,763
Oakley city, CA .....	35,432	Rosemount city, MN .....	21,874
Ogdensburg city, NY .....	11,128	Roseberg city, TX.....	30,618
Oklahoma City city, OK.....	579,999	Roseville city, MN.....	33,660
Olathe city, KS .....	125,872	Round Rock city, TX.....	99,887
Old Town city, ME.....	7,840	Royal Oak city, MI.....	57,236
Olmsted County, MN .....	144,248	Saco city, ME .....	18,482
Olympia city, WA .....	46,478	Sahuarita town, AZ .....	25,259
Orland Park village, IL.....	56,767	Salida city, CO .....	5,236
Oshkosh city, WI.....	66,083	Sammamish city, WA .....	45,780
Oshtemo charter township, MI.....	21,705	San Anselmo town, CA .....	12,336
Otsego County, MI.....	24,164	San Antonio city, TX.....	1,327,407
Oviedo city, FL.....	33,342	San Carlos city, CA.....	28,406
Paducah city, KY .....	25,024	San Diego city, CA .....	1,307,402
Palm Beach Gardens city, FL.....	48,452	San Francisco city, CA .....	805,235
Palm Coast city, FL.....	75,180	San Jose city, CA .....	945,942
Palo Alto city, CA .....	64,403	San Juan County, NM .....	130,044
Papillion city, NE .....	18,894	San Marcos city, CA .....	83,781
Paradise Valley town, AZ .....	12,820	San Marcos city, TX.....	44,894
Park City city, UT .....	7,558	San Rafael city, CA.....	57,713
Parker town, CO .....	45,297	Sanford city, FL.....	53,570
Parkland city, FL .....	23,962	Sangamon County, IL.....	197,465
Pasadena city, CA .....	137,122	Santa Clarita city, CA.....	176,320
Pasco city, WA .....	59,781	Santa Fe County, NM .....	144,170
Pasco County, FL .....	464,697	Santa Monica city, CA.....	89,736
Pearland city, TX.....	91,252	Sarasota County, FL .....	379,448
Peoria city, AZ .....	154,065	Savage city, MN.....	26,911
Peoria city, IL .....	115,007	Schaumburg village, IL.....	74,227
Peoria County, IL .....	186,494	Scott County, MN .....	129,928
Pflugerville city, TX .....	46,936	Scottsdale city, AZ .....	217,385
Phoenix city, AZ.....	1,445,632	Seaside city, CA .....	33,025
Pinehurst village, NC .....	13,124	Sevierville city, TN .....	14,807
Piqua city, OH.....	20,522	Shawnee city, KS .....	62,209
Pitkin County, CO.....	17,148	Sheboygan city, WI.....	49,288
Plano city, TX .....	259,841	Sherborn town, MA .....	4,119
Platte City city, MO.....	4,691	Shoreview city, MN .....	25,043

## The National Citizen Survey™

Shorewood city, MN .....	7,307	Umatilla city, OR .....	6,906
Shorewood village, IL .....	15,615	University Park city, TX .....	23,068
Shorewood village, WI .....	13,162	Upper Arlington city, OH .....	33,771
Sierra Vista city, AZ .....	43,888	Urbandale city, IA .....	39,463
Sioux Center city, IA .....	7,048	Vail town, CO .....	5,305
Sioux Falls city, SD .....	153,888	Vancouver city, WA .....	161,791
Skokie village, IL .....	64,784	Ventura CCD, CA .....	111,889
Snellville city, GA .....	18,242	Vernon Hills village, IL .....	25,113
South Lake Tahoe city, CA .....	21,403	Vestavia Hills city, AL .....	34,033
Southborough town, MA .....	9,767	Victoria city, MN .....	7,345
Southlake city, TX .....	26,575	Vienna town, VA .....	15,687
Spokane Valley city, WA .....	89,755	Virginia Beach city, VA .....	437,994
Spring Hill city, KS .....	5,437	Wake Forest town, NC .....	30,117
Springboro city, OH .....	17,409	Walnut Creek city, CA .....	64,173
Springfield city, MO .....	159,498	Washington County, MN .....	238,136
Springville city, UT .....	29,466	Washington town, NH .....	1,123
St. Augustine city, FL .....	12,975	Washougal city, WA .....	14,095
St. Charles city, IL .....	32,974	Watauga city, TX .....	23,497
St. Cloud city, FL .....	35,183	Wauwatosa city, WI .....	46,396
St. Cloud city, MN .....	65,842	Waverly city, IA .....	9,874
St. Joseph city, MO .....	76,780	Weddington town, NC .....	9,459
St. Louis County, MN .....	200,226	Wentzville city, MO .....	29,070
St. Louis Park city, MN .....	45,250	West Carrollton city, OH .....	13,143
Stallings town, NC .....	13,831	West Chester borough, PA .....	18,461
State College borough, PA .....	42,034	West Des Moines city, IA .....	56,609
Steamboat Springs city, CO .....	12,088	Western Springs village, IL .....	12,975
Sterling Heights city, MI .....	129,699	Westerville city, OH .....	36,120
Sugar Grove village, IL .....	8,997	Westlake town, TX .....	992
Sugar Land city, TX .....	78,817	Westminster city, CO .....	106,114
Suisun City city, CA .....	28,111	Weston town, MA .....	11,261
Summit city, NJ .....	21,457	White House city, TN .....	10,255
Summit County, UT .....	36,324	Wichita city, KS .....	382,368
Sunnyvale city, CA .....	140,081	Williamsburg city, VA .....	14,068
Surprise city, AZ .....	117,517	Willowbrook village, IL .....	8,540
Suwanee city, GA .....	15,355	Wilmington city, NC .....	106,476
Tacoma city, WA .....	198,397	Wilsonville city, OR .....	19,509
Takoma Park city, MD .....	16,715	Winchester city, VA .....	26,203
Tamarac city, FL .....	60,427	Windsor town, CO .....	18,644
Temecula city, CA .....	100,097	Windsor town, CT .....	29,044
Tempe city, AZ .....	161,719	Winnetka village, IL .....	12,187
Texarkana city, TX .....	36,411	Winston-Salem city, NC .....	229,617
The Woodlands CDP, TX .....	93,847	Winter Garden city, FL .....	34,568
Thornton city, CO .....	118,772	Woodbury city, MN .....	61,961
Thousand Oaks city, CA .....	126,683	Woodland city, CA .....	55,468
Tigard city, OR .....	48,035	Wrentham town, MA .....	10,955
Tracy city, CA .....	82,922	Wyandotte County, KS .....	157,505
Trinidad CCD, CO .....	12,017	Yakima city, WA .....	91,067
Tualatin city, OR .....	26,054	York County, VA .....	65,464
Tulsa city, OK .....	391,906	Yorktown town, IN .....	9,405
Twin Falls city, ID .....	44,125	Yountville city, CA .....	2,933
Tyler city, TX .....	96,900		

**Populations 35,000 to 70,000 Benchmark Comparisons**

Table 71: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Novi	95%	28	106	Similar
Overall image or reputation of Novi	93%	13	75	Higher
Novi as a place to live	96%	21	83	Similar
Your neighborhood as a place to live	89%	16	68	Similar
Novi as a place to raise children	95%	9	81	Higher
Novi as a place to retire	66%	42	78	Similar
Overall appearance of Novi	87%	16	76	Similar

Table 72: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Overall feeling of safety in Novi	95%	15	64	Similar	
	In your neighborhood during the day	97%	20	76	Similar	
	In Novi's downtown/commercial area during the day	95%	27	65	Similar	
Mobility	Overall ease of getting to the places you usually have to visit	69%	30	46	Similar	
	Availability of paths and walking trails	57%	45	66	Similar	
	Ease of walking in Novi	52%	51	64	Similar	
	Ease of travel by bicycle in Novi	45%	46	64	Similar	
	Ease of travel by car in Novi	61%	54	69	Similar	
	Ease of public parking	73%	7	37	Higher	
	Traffic flow on major streets	35%	69	80	Lower	
Natural Environment	Quality of overall natural environment in Novi	81%	26	57	Similar	
	Cleanliness of Novi	86%	21	58	Similar	
	Air quality	83%	15	53	Similar	
Built Environment	Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	67%	16	41	Similar	
	Overall quality of new development in Novi	67%	20	60	Similar	
	Availability of affordable quality housing	48%	19	64	Similar	
	Variety of housing options	71%	12	62	Higher	
	Public places where people want to spend time	71%	21	41	Similar	
	Overall economic health of Novi	86%	9	43	Higher	
Economy	Vibrant downtown/commercial area	46%	24	40	Similar	
	Overall quality of business and service establishments in Novi	82%	11	60	Similar	
	Cost of living in Novi	47%	20	41	Similar	
	Shopping opportunities	92%	2	63	Much higher	
	Employment opportunities	67%	6	68	Higher	
	Novi as a place to visit	76%	15	43	Similar	
	Novi as a place to work	82%	12	77	Higher	
	Recreation and Wellness	Health and wellness opportunities in Novi	85%	13	44	Similar
		Availability of preventive health services	80%	5	50	Similar
		Availability of affordable quality health care	79%	10	56	Similar
Availability of affordable quality food		79%	11	48	Similar	
Recreational opportunities		72%	33	65	Similar	
Education and Enrichment	Fitness opportunities (including exercise classes and paths or trails, etc.)	75%	19	42	Similar	
	Overall opportunities for education and enrichment	90%	8	43	Higher	
	Opportunities to participate in religious or spiritual events and activities	78%	26	41	Similar	

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Opportunities to attend cultural/arts/music activities	64%	29	61	Similar
	Adult educational opportunities	79%	9	39	Similar
	K-12 education	94%	3	55	Much higher
	Availability of affordable quality child care/preschool	74%	4	53	Higher
Community Engagement	Opportunities to participate in social events and activities	63%	30	55	Similar
	Neighborliness of Novi	70%	8	41	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	82%	3	63	Higher
	Opportunities to participate in community matters	64%	27	58	Similar
	Opportunities to volunteer	70%	36	57	Similar

Table 73: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Novi	83%	33	94	Similar
Overall customer service by Novi employees (police, receptionists, planners, etc.)	80%	29	78	Similar
Value of services for the taxes paid to Novi	61%	43	87	Similar
Overall direction that Novi is taking	70%	10	67	Similar
Job Novi government does at welcoming citizen involvement	63%	16	67	Similar
Overall confidence in Novi government	66%	8	41	Similar
Generally acting in the best interest of the community	68%	7	41	Similar
Being honest	70%	7	40	Similar
Treating all residents fairly	73%	3	41	Higher
Services provided by the Federal Government	41%	30	52	Similar

Table 74: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	89%	12	92	Similar
	Fire services	95%	18	79	Similar
	Ambulance or emergency medical services	96%	22	76	Similar
	Crime prevention	86%	11	75	Higher
	Fire prevention and education	90%	4	59	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	65%	28	64	Similar
Mobility	Traffic enforcement	73%	16	79	Similar
	Street repair	37%	64	82	Similar
	Street cleaning	58%	46	71	Similar
	Street lighting	59%	40	73	Similar
	Snow removal	61%	30	60	Similar
	Sidewalk maintenance	60%	34	72	Similar
	Traffic signal timing	46%	37	60	Similar
Natural Environment	Recycling	74%	59	82	Similar
	Drinking water	79%	22	78	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	58%	34	55	Similar
Built	Novi open space	54%	27	38	Similar
	Storm drainage	73%	20	75	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Environment	Sewer services	81%	19	74	Similar
	Power (electric and/or gas) utility	82%	6	40	Similar
	Utility billing	72%	11	39	Similar
	Land use, planning and zoning	57%	21	62	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	65%	13	77	Higher
	Cable television	56%	13	43	Similar
Economy	Economic development	74%	7	61	Higher
Recreation and Wellness	City parks	82%	43	69	Similar
	Recreation programs or classes	85%	25	71	Similar
	Recreation centers or facilities	77%	29	66	Similar
	Health services	82%	13	47	Similar
Education and Enrichment	City-sponsored special events	65%	31	46	Similar
	Public library services	91%	13	76	Similar
Community Engagement	Public information services	82%	6	61	Similar

Table 75: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	64%	27	64	Similar
Recommend living in Novi to someone who asks	96%	7	61	Higher
Remain in Novi for the next five years	89%	17	59	Similar
Contacted Novi (in-person, phone, email or web) for help or information	36%	53	67	Similar

Table 76: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	22%	36	39	Lower
	Did NOT report a crime to the police	88%	5	40	Higher
	Household member was NOT a victim of a crime	91%	15	57	Similar
Mobility	Carpooled with other adults or children instead of driving alone	30%	37	37	Lower
	Walked or biked instead of driving	53%	20	38	Similar
Natural Environment	Made efforts to conserve water	76%	27	38	Similar
	Made efforts to make your home more energy efficient	75%	26	38	Similar
	Recycle at home	84%	33	56	Similar
Built Environment	Did NOT observe a code violation or other hazard in Novi	68%	7	39	Higher
	NOT experiencing housing costs stress	75%	14	54	Similar
Economy	Purchase goods or services from a business located in Novi	99%	6	39	Similar
	Economy will have positive impact on income	30%	13	53	Similar
	Work inside boundaries of Novi	26%	36	39	Lower
Recreation and Wellness	Used Novi recreation centers or their services	48%	42	52	Similar
	Visited a neighborhood park or City park	73%	53	59	Lower
	Eat at least 5 portions of fruits and vegetables a day	86%	8	38	Similar
	Participate in moderate or vigorous physical activity	90%	4	39	Similar



The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	In very good to excellent health	70%	12	39	Similar
	Used Novi public libraries or their services	70%	22	54	Similar
	Participated in religious or spiritual activities in Novi	40%	29	42	Similar
	Attended City-sponsored event	36%	37	40	Lower
Community Engagement	Campaigned or advocated for an issue, cause or candidate	16%	32	37	Similar
	Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	11%	35	38	Similar
	Volunteered your time to some group/activity in Novi	30%	45	57	Lower
	Participated in a club	18%	50	52	Lower
	Talked to or visited with your immediate neighbors	89%	19	38	Similar
	Done a favor for a neighbor	80%	21	38	Similar
	Attended a local public meeting	19%	34	57	Similar
	Watched (online or on television) a local public meeting	14%	43	51	Lower
	Read or watch local news (via television, paper, computer, etc.)	80%	31	39	Similar
	Vote in local elections	74%	41	54	Similar

Communities included in populations 35,000 to 70,000 comparisons

The communities included in Novi’s custom comparisons are listed below along with their population according to the 2010 Census.

Albany city, OR .....	50,158	Dublin city, OH .....	41,751
Aliso Viejo city, CA .....	47,823	Duncanville city, TX.....	38,524
Ames city, IA .....	58,965	East Lansing city, MI .....	48,579
Ankeny city, IA .....	45,582	Eau Claire city, WI .....	65,883
Annapolis city, MD .....	38,394	Eden Prairie city, MN.....	60,797
Apache Junction city, AZ.....	35,840	Edina city, MN .....	47,941
Apple Valley town, CA .....	69,135	Edmonds city, WA.....	39,709
Auburn city, AL .....	53,380	Elmhurst city, IL.....	44,121
Battle Creek city, MI.....	52,347	Encinitas city, CA .....	59,518
Bedford city, TX.....	46,979	Flower Mound town, TX.....	64,669
Beltrami County, MN .....	44,442	Franklin city, TN.....	62,487
Blaine city, MN.....	57,186	Friendswood city, TX.....	35,805
Blue Springs city, MO .....	52,575	Gaithersburg city, MD.....	59,933
Bowling Green city, KY .....	58,067	Galveston city, TX .....	47,743
Bozeman city, MT .....	37,280	Georgetown city, TX.....	47,400
Brentwood city, TN .....	37,060	Germantown city, TN .....	38,844
Brookfield city, WI .....	37,920	Glendora city, CA .....	50,073
Brookline CDP, MA .....	58,732	Glenview village, IL .....	44,692
Broomfield city, CO .....	55,889	Goodyear city, AZ .....	65,275
Burleson city, TX.....	36,690	Grand Island city, NE .....	48,520
Cape Girardeau city, MO.....	37,941	Greenwich town, CT.....	61,171
Casper city, WY .....	55,316	Hallandale Beach city, FL.....	37,113
Castle Rock town, CO.....	48,231	Hamilton city, OH.....	62,477
Cedar Hill city, TX .....	45,028	Harrisonburg city, VA .....	48,914
Chapel Hill town, NC .....	57,233	Huntersville town, NC.....	46,773
Charlottesville city, VA.....	43,475	Hurst city, TX.....	37,337
Cleveland Heights city, OH .....	46,121	Iowa City city, IA .....	67,862
Commerce City city, CO.....	45,913	James City County, VA .....	67,009
Coon Rapids city, MN .....	61,476	Johnson City city, TN.....	63,152
Corvallis city, OR.....	54,462	Jupiter town, FL .....	55,156
Delray Beach city, FL.....	60,522	Keizer city, OR .....	36,478
Dothan city, AL .....	65,496	Kettering city, OH .....	56,163
Dublin city, CA .....	46,036	Kirkland city, WA.....	48,787

## The National Citizen Survey™

La Mesa city, CA .....	57,065	Pflugerville city, TX .....	46,936
Laguna Niguel city, CA .....	62,979	Pocatello city, ID .....	54,255
Lake Oswego city, OR .....	36,619	Port Orange city, FL .....	56,048
Lakeville city, MN .....	55,954	Redmond city, WA .....	54,144
Lakewood city, WA .....	58,163	Reston CDP, VA .....	58,404
Lehi city, UT .....	47,407	Rock Hill city, SC .....	66,154
Lenexa city, KS .....	48,190	Rockville city, MD .....	61,209
Littleton city, CO .....	41,737	Royal Oak city, MI .....	57,236
Lynnwood city, WA .....	35,836	Sammamish city, WA .....	45,780
Manhattan Beach city, CA .....	35,135	San Marcos city, TX .....	44,894
Manhattan city, KS .....	52,281	San Rafael city, CA .....	57,713
Mankato city, MN .....	39,309	Sanford city, FL .....	53,570
Maple Grove city, MN .....	61,567	Shawnee city, KS .....	62,209
Martinez city, CA .....	35,824	Sheboygan city, WI .....	49,288
Marysville city, WA .....	60,020	Sierra Vista city, AZ .....	43,888
Meridian charter township, MI .....	39,688	Skokie village, IL .....	64,784
Midland city, MI .....	41,863	St. Cloud city, FL .....	35,183
New Braunfels city, TX .....	57,740	St. Cloud city, MN .....	65,842
Noblesville city, IN .....	51,969	St. Louis Park city, MN .....	45,250
North Port city, FL .....	57,357	State College borough, PA .....	42,034
North Richland Hills city, TX .....	63,343	Summit County, UT .....	36,324
Northglenn city, CO .....	35,789	Tamarac city, FL .....	60,427
Novato city, CA .....	51,904	Texarkana city, TX .....	36,411
Novi city, MI .....	55,224	Twin Falls city, ID .....	44,125
Oak Park village, IL .....	51,878	Urbandale city, IA .....	39,463
Oakley city, CA .....	35,432	Walnut Creek city, CA .....	64,173
Olympia city, WA .....	46,478	Wauwatosa city, WI .....	46,396
Orland Park village, IL .....	56,767	West Des Moines city, IA .....	56,609
Oshkosh city, WI .....	66,083	Westerville city, OH .....	36,120
Palm Beach Gardens city, FL .....	48,452	Woodbury city, MN .....	61,961
Palo Alto city, CA .....	64,403	Woodland city, CA .....	55,468
Parker town, CO .....	45,297	York County, VA .....	65,464
Pasco city, WA .....	59,781		

## Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Novi funded this research. Please contact Sheryl Walsh of the City of Novi at [swalsh@cityofnovi.org](mailto:swalsh@cityofnovi.org) if you have any questions about the survey.

### Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

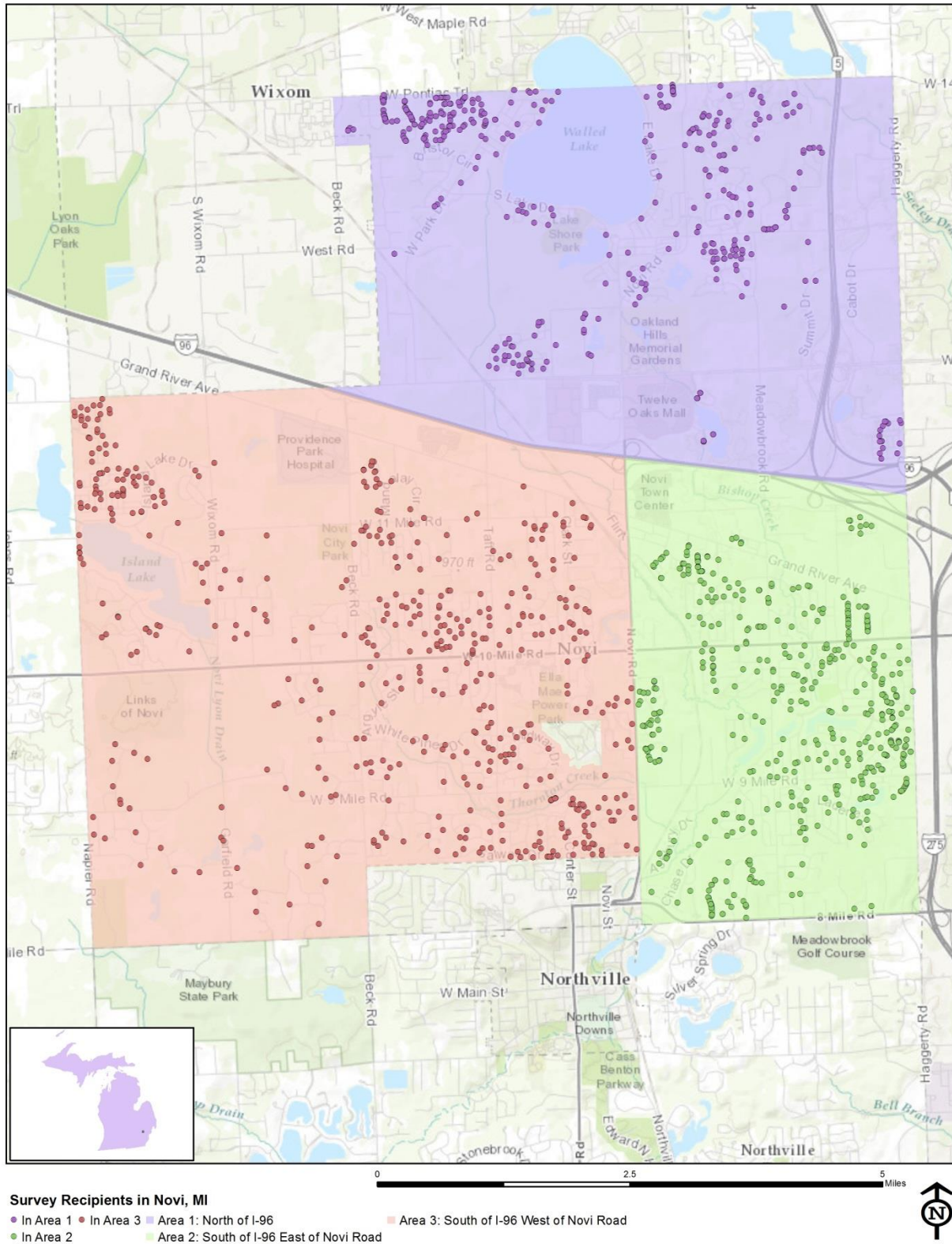
## Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Novi were eligible to participate in the survey. A list of all households within the zip codes serving Novi was purchased based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Novi households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Novi boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of three geographic areas (North of I-96, South of I-96/East of Novi Road or South of I-96/West of Novi Road).

To choose the 1,500 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients



## Survey Administration and Response

Selected households received three mailings, one week apart, beginning on September 2, 2016. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor and City Manager inviting the household to participate, a questionnaire and a postage-paid return

## The National Citizen Survey™

envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Respondents could opt to take the survey online if they preferred. Completed surveys were collected over the following seven weeks.

About 2% of the 1,500 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,465 households that received the survey, 374 completed the survey, providing an overall response rate of 26%. Of the 374 completed surveys, 35 were completed online. Additionally, responses were tracked by geographic area; response rates by area ranged from 19% to 34%.

Table 77: Survey Response Rates by Geographic Area

	Number mailed	Undeliverable	Eligible	Returned	Response rate
North of I-96	500	22	478	91	19%
South of I-96/East of Novi Road	500	9	491	116	24%
South of I-96/West of Novi Road	500	4	496	167	34%
Overall	1500	35	1,465	374	26%

### Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.<sup>1</sup>

The margin of error for the City of Novi survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (374 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.

### Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

### Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Novi. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure, housing unit type, race and ethnicity, gender and age and geographic area. The results of the weighting scheme are presented in the following table.

<sup>1</sup> A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

The National Citizen Survey™

Table 78: Novi, MI 2016 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	33%	19%	34%
Own home	67%	81%	66%
Detached unit	55%	69%	52%
Attached unit	45%	31%	48%
<b>Race and Ethnicity</b>			
White	76%	71%	74%
Not white	24%	29%	26%
Not Hispanic	97%	98%	98%
Hispanic	3%	2%	2%
<b>Sex and Age</b>			
Female	53%	53%	53%
Male	47%	47%	47%
18-34 years of age	25%	7%	24%
35-54 years of age	45%	39%	45%
55+ years of age	30%	55%	31%
Females 18-34	13%	4%	14%
Females 35-54	23%	19%	22%
Females 55+	16%	30%	17%
Males 18-34	12%	3%	10%
Males 35-54	22%	20%	22%
Males 55+	13%	24%	14%
<b>Geographic Area</b>			
North of I-96	33%	24%	33%
South of I-96/East of Novi Road	34%	31%	34%
South of I-96/West of Novi Road	33%	45%	33%

### Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

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. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

## **Appendix D: Survey Materials**



Dear Novi Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping enhance OUR Novi!

Sincerely,



Bob Gatt  
Mayor



Pete Auger  
City Manager

Dear Novi Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping enhance OUR Novi!

Sincerely,



Bob Gatt  
Mayor



Pete Auger  
City Manager

Dear Novi Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping enhance OUR Novi!

Sincerely,



Bob Gatt  
Mayor



Pete Auger  
City Manager

Dear Novi Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping enhance OUR Novi!

Sincerely,



Bob Gatt  
Mayor



Pete Auger  
City Manager



City of Novi  
45175 W. Ten Mile Road  
Novi, MI 48375

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



City of Novi  
45175 W. Ten Mile Road  
Novi, MI 48375

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



City of Novi  
45175 W. Ten Mile Road  
Novi, MI 48375

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



City of Novi  
45175 W. Ten Mile Road  
Novi, MI 48375

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



September 2016

**CITY COUNCIL**

**Mayor**  
Bob Gatt

**Mayor Pro Tem**  
Dave Staudt

Andrew Mutch

Wayne M. Wrobel

Laura Marie Casey

Gwen Markham

Brian Burke

**City Manager**  
Peter E. Auger

**City Clerk**  
Cortney Hanson

Dear City of Novi Resident:

Please help us shape the future of Novi! You have been selected at random to participate in the 2016 Novi Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Novi make decisions that affect our City.

**A few things to remember:**

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

[www.n-r-c.com/survey/novi.htm](http://www.n-r-c.com/survey/novi.htm)

If you have any questions about the survey please call 248-735-5628.

Thank you for your time and participation!

Sincerely,

Bob Gatt  
Mayor

Pete Auger  
City Manager

**City of Novi**  
45175 Ten Mile Road  
Novi, Michigan 48375  
248.347.0460  
248.347.0577 fax

cityofnovi.org



September 2016

**CITY COUNCIL**

**Mayor**  
Bob Gatt

**Mayor Pro Tem**  
Dave Staudt

Andrew Mutch

Wayne M. Wrobel

Laura Marie Casey

Gwen Markham

Brian Burke

**City Manager**  
Peter E. Auger

**City Clerk**  
Cortney Hanson

Dear City of Novi Resident:

Here's a second chance if you haven't already responded to the 2016 Novi Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Novi! You have been selected at random to participate in the 2016 Novi Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Novi make decisions that affect our City.

**A few things to remember:**

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

[www.n-r-c.com/survey/2016novi.htm](http://www.n-r-c.com/survey/2016novi.htm)

If you have any questions about the survey please call 248-735-5628.

Thank you for your time and participation!

Sincerely,

Bob Gatt  
Mayor

Pete Auger  
City Manager

**City of Novi**  
45175 Ten Mile Road  
Novi, Michigan 48375  
248.347.0460  
248.347.0577 fax

cityofnovi.org

# The City of Novi 2016 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

## 1. Please rate each of the following aspects of quality of life in Novi:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Novi as a place to live .....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Novi as a place to raise children .....	1	2	3	4	5
Novi as a place to work.....	1	2	3	4	5
Novi as a place to visit.....	1	2	3	4	5
Novi as a place to retire .....	1	2	3	4	5
The overall quality of life in Novi .....	1	2	3	4	5

## 2. Please rate each of the following characteristics as they relate to Novi as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Novi.....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Novi.....	1	2	3	4	5
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems) .....	1	2	3	4	5
Health and wellness opportunities in Novi .....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Novi.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Novi.....	1	2	3	4	5

## 3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Novi to someone who asks.....	1	2	3	4	5
Remain in Novi for the next five years .....	1	2	3	4	5
If moving within the next five years, would consider renting or buying only within Novi.....	1	2	3	4	5

## 4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Novi's downtown/commercial area during the day .....	1	2	3	4	5	6

## 5. Please rate each of the following characteristics as they relate to Novi as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets .....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Novi.....	1	2	3	4	5
Ease of travel by bicycle in Novi.....	1	2	3	4	5
Ease of walking in Novi.....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Air quality .....	1	2	3	4	5
Cleanliness of Novi .....	1	2	3	4	5
Overall appearance of Novi.....	1	2	3	4	5
Public places where people want to spend time .....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Availability of affordable quality housing .....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) .....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care .....	1	2	3	4	5
Availability of preventive health services .....	1	2	3	4	5

**6. Please rate each of the following characteristics as they relate to Novi as a whole:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities.....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Novi.....	1	2	3	4	5
Overall quality of business and service establishments in Novi.....	1	2	3	4	5
Vibrant downtown/commercial area.....	1	2	3	4	5
Overall quality of new development in Novi.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Neighborliness of residents in Novi.....	1	2	3	4	5

**7. Please indicate whether or not you have done each of the following in the last 12 months.**

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water.....	1	2
Made efforts to make your home more energy efficient.....	1	2
Observed a code violation or other hazard in Novi (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in Novi.....	1	2
Reported a crime to the police in Novi.....	1	2
Stocked supplies in preparation for an emergency.....	1	2
Campaigned or advocated for an issue, cause or candidate.....	1	2
Contacted the City of Novi (in-person, phone, email or web) for help or information.....	1	2
Contacted Novi elected officials (in-person, phone, email or web) to express your opinion.....	1	2

**8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Novi?**

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Novi recreation centers or their services.....	1	2	3	4
Visited a neighborhood park or City park.....	1	2	3	4
Used Novi public libraries or their services.....	1	2	3	4
Participated in religious or spiritual activities in Novi.....	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving.....	1	2	3	4
Volunteered your time to some group/activity in Novi.....	1	2	3	4
Participated in a club.....	1	2	3	4
Talked to or visited with your immediate neighbors.....	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

**9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?**

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting.....	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting.....	1	2	3	4

# The City of Novi 2016 Citizen Survey

## 10. Please rate the quality of each of the following services in Novi:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services .....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services .....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement .....	1	2	3	4	5
Street repair .....	1	2	3	4	5
Street cleaning .....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal .....	1	2	3	4	5
Sidewalk maintenance .....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Recycling .....	1	2	3	4	5
Storm drainage .....	1	2	3	4	5
Drinking water .....	1	2	3	4	5
Sewer services .....	1	2	3	4	5
Power (electric and/or gas) utility .....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities .....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Health services .....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
Novi open space.....	1	2	3	4	5
City-sponsored special events .....	1	2	3	4	5
Overall customer service by Novi employees (police, receptionists, planners, etc.).....	1	2	3	4	5

## 11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Novi.....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5

## 12. Please rate the following categories of Novi government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Novi.....	1	2	3	4	5
The overall direction that Novi is taking .....	1	2	3	4	5
The job Novi government does at welcoming citizen involvement .....	1	2	3	4	5
Overall confidence in Novi government.....	1	2	3	4	5
Generally acting in the best interest of the community .....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly .....	1	2	3	4	5

**13. Please rate how important, if at all, you think it is for the Novi community to focus on each of the following in the coming two years:**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Novi.....	1	2	3	4
Overall ease of getting to the places you usually have to visit.....	1	2	3	4
Quality of overall natural environment in Novi.....	1	2	3	4
Overall “built environment” of Novi (including overall design, buildings, parks and transportation systems) .....	1	2	3	4
Health and wellness opportunities in Novi .....	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Novi.....	1	2	3	4
Sense of community.....	1	2	3	4

**14. 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:**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Annual investments in facilities and equipment for police and fire .....	1	2	3	4	5
Annual investments in municipal infrastructure (i.e. roads, water and sewer).....	1	2	3	4	5
Annual investments in parks and recreation/cultural facilities .....	1	2	3	4	5
Work cooperatively with neighboring communities, school districts and other public entities .....	1	2	3	4	5
Preserve natural areas (including open spaces, wetlands, woodlands) .....	1	2	3	4	5
Add new and enhance existing services to address Novi's changing demographics.....	1	2	3	4	5
Promote services and programs for seniors.....	1	2	3	4	5
Expand and enhance recreational and cultural programs.....	1	2	3	4	5
Promote and maintain an attractive community .....	1	2	3	4	5

**15. 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:**

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
City of Novi Newsletter (Engage!).....	1	2	3
City of Novi website (cityofnovi.org).....	1	2	3
E-newsletters (I am Novi, Destination Recreation) .....	1	2	3
Cable television (Channel 13-1 or AT&T U-verse) .....	1	2	3
Novi News.....	1	2	3
Social media (e.g., Facebook, Twitter, YouTube, Instagram) .....	1	2	3
Word of mouth .....	1	2	3
Homeowner Association.....	1	2	3



# The City of Novi 2016 Citizen Survey

**Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.**

**D1. How often, if at all, do you do each of the following, considering all of the times you could?**

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home .....	1	2	3	4	5
Purchase goods or services from a business located in Novi.....	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day .....	1	2	3	4	5
Participate in moderate or vigorous physical activity .....	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.) .....	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

**D2. Would you say that in general your health is:**

- Excellent     
  Very good     
  Good     
  Fair     
  Poor

**D3. 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:**

- Very positive     
  Somewhat positive     
  Neutral     
  Somewhat negative     
  Very negative

**D4. What is your employment status?**

- Working full time for pay  
 Working part time for pay  
 Unemployed, looking for paid work  
 Unemployed, not looking for paid work  
 Fully retired

**D5. Do you work inside the boundaries of Novi?**

- Yes, outside the home  
 Yes, from home  
 No

**D6. How many years have you lived in Novi?**

- Less than 2 years     
  11-20 years  
 2-5 years     
  More than 20 years  
 6-10 years

**D7. Which best describes the building you live in?**

- One family house detached from any other houses  
 Building with two or more homes (duplex, townhome, apartment or condominium)  
 Mobile home  
 Other

**D8. Is this house, apartment or mobile home...**

- Rented  
 Owned

**D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

- Less than \$300 per month  
 \$300 to \$599 per month  
 \$600 to \$999 per month  
 \$1,000 to \$1,499 per month  
 \$1,500 to \$2,499 per month  
 \$2,500 or more per month

**D10. Do any children 17 or under live in your household?**

- No     
  Yes

**D11. Are you or any other members of your household aged 65 or older?**

- No     
  Yes

**D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$25,000  
 \$25,000 to \$49,999  
 \$50,000 to \$99,999  
 \$100,000 to \$149,999  
 \$150,000 or more

**Please respond to both questions D13 and D14:**

**D13. Are you Spanish, Hispanic or Latino?**

- No, not Spanish, Hispanic or Latino  
 Yes, I consider myself to be Spanish, Hispanic or Latino

**D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- American Indian or Alaskan Native  
 Asian, Asian Indian or Pacific Islander  
 Black or African American  
 White  
 Other

**D15. In which category is your age?**

- 18-24 years     
  55-64 years  
 25-34 years     
  65-74 years  
 35-44 years     
  75 years or older  
 45-54 years

**D16. What is your sex?**

- Female     
  Male

**D17. Do you consider a cell phone or land line your primary telephone number?**

- Cell     
  Land line     
  Both

**Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502**



City of Novi  
45175 W. Ten Mile Road  
Novi, MI 48375

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO.94

