



THE NCSTM
The National Citizen SurveyTM

Novi, MI

Technical Appendices

2018



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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	52%	N=217	43%	N=180	4%	N=16	1%	N=3	100%	N=416
Your neighborhood as a place to live	49%	N=201	42%	N=174	9%	N=38	0%	N=2	100%	N=415
Novi as a place to raise children	53%	N=192	42%	N=153	3%	N=12	2%	N=7	100%	N=364
Novi as a place to work	38%	N=100	47%	N=124	13%	N=35	3%	N=7	100%	N=266
Novi as a place to visit	27%	N=102	44%	N=168	22%	N=85	7%	N=25	100%	N=379
Novi as a place to retire	28%	N=92	43%	N=141	19%	N=61	11%	N=36	100%	N=331
The overall quality of life in Novi	42%	N=175	51%	N=210	6%	N=25	1%	N=3	100%	N=413

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	47%	N=195	49%	N=201	3%	N=14	1%	N=4	100%	N=415
Overall ease of getting to the places you usually have to visit	31%	N=128	40%	N=165	23%	N=96	5%	N=22	100%	N=411
Quality of overall natural environment in Novi	29%	N=118	46%	N=186	19%	N=77	6%	N=24	100%	N=406
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	17%	N=67	49%	N=197	29%	N=118	5%	N=22	100%	N=404
Health and wellness opportunities in Novi	30%	N=114	55%	N=212	14%	N=56	1%	N=4	100%	N=386
Overall opportunities for education and enrichment	39%	N=150	52%	N=198	8%	N=29	1%	N=4	100%	N=381
Overall economic health of Novi	35%	N=133	60%	N=226	4%	N=17	0%	N=1	100%	N=377
Sense of community	23%	N=90	49%	N=194	24%	N=95	4%	N=16	100%	N=396
Overall image or reputation of Novi	36%	N=146	56%	N=230	7%	N=30	1%	N=2	100%	N=409

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	58%	N=233	35%	N=143	5%	N=22	1%	N=5	100%	N=402
Remain in Novi for the next five years	62%	N=243	25%	N=98	9%	N=33	4%	N=15	100%	N=390
If moving within the next five years, would consider renting or buying only within Novi	24%	N=71	38%	N=112	16%	N=48	22%	N=64	100%	N=295

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	76%	N=310	22%	N=90	2%	N=7	0%	N=1	0%	N=1	100%	N=410
In Novi's downtown/commercial area during the day	67%	N=263	29%	N=111	3%	N=10	1%	N=3	1%	N=2	100%	N=390

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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	6%	N=23	33%	N=135	41%	N=165	20%	N=81	100%	N=405
Ease of public parking	20%	N=80	51%	N=203	23%	N=93	6%	N=22	100%	N=398
Ease of travel by car in Novi	18%	N=71	44%	N=179	27%	N=108	11%	N=45	100%	N=403
Ease of travel by public transportation in Novi	9%	N=17	16%	N=31	16%	N=32	59%	N=117	100%	N=197
Ease of travel by bicycle in Novi	12%	N=34	38%	N=107	33%	N=93	18%	N=51	100%	N=284
Ease of walking in Novi	19%	N=70	42%	N=158	28%	N=105	12%	N=45	100%	N=377
Availability of paths and walking trails	18%	N=67	39%	N=144	33%	N=120	10%	N=37	100%	N=369
Air quality	29%	N=114	58%	N=232	11%	N=45	2%	N=7	100%	N=398
Cleanliness of Novi	32%	N=131	61%	N=250	6%	N=26	0%	N=0	100%	N=407
Overall appearance of Novi	30%	N=121	63%	N=257	6%	N=24	1%	N=4	100%	N=405
Public places where people want to spend time	23%	N=89	50%	N=191	22%	N=82	5%	N=18	100%	N=380
Variety of housing options	24%	N=88	49%	N=177	21%	N=76	6%	N=21	100%	N=362
Availability of affordable quality housing	15%	N=51	36%	N=121	29%	N=96	20%	N=66	100%	N=335
Fitness opportunities (including exercise classes and paths or trails, etc.)	23%	N=87	51%	N=190	23%	N=85	4%	N=14	100%	N=375
Recreational opportunities	22%	N=83	52%	N=193	19%	N=71	6%	N=23	100%	N=370
Availability of affordable quality food	36%	N=146	49%	N=197	13%	N=53	2%	N=8	100%	N=404
Availability of affordable quality health care	33%	N=119	55%	N=199	11%	N=41	1%	N=3	100%	N=363
Availability of preventive health services	31%	N=110	55%	N=194	11%	N=40	2%	N=7	100%	N=352

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	30%	N=60	46%	N=91	19%	N=37	5%	N=9	100%	N=197
K-12 education	57%	N=161	38%	N=108	4%	N=10	1%	N=4	100%	N=283
Adult educational opportunities	31%	N=90	53%	N=153	13%	N=38	3%	N=10	100%	N=291
Opportunities to attend cultural/arts/music activities	20%	N=70	46%	N=160	28%	N=99	6%	N=19	100%	N=348
Opportunities to participate in religious or spiritual events and activities	37%	N=111	46%	N=140	15%	N=46	2%	N=6	100%	N=303
Employment opportunities	20%	N=47	55%	N=130	22%	N=52	4%	N=9	100%	N=238
Shopping opportunities	53%	N=213	40%	N=160	6%	N=25	1%	N=3	100%	N=402
Cost of living in Novi	10%	N=39	42%	N=165	40%	N=159	8%	N=33	100%	N=397
Overall quality of business and service establishments in Novi	23%	N=89	57%	N=223	18%	N=70	2%	N=7	100%	N=388
Vibrant downtown/commercial area	13%	N=51	32%	N=122	35%	N=135	20%	N=76	100%	N=384
Overall quality of new development in Novi	15%	N=52	52%	N=185	26%	N=95	7%	N=27	100%	N=358
Opportunities to participate in social events and activities	15%	N=53	52%	N=183	28%	N=100	5%	N=17	100%	N=354
Opportunities to volunteer	21%	N=57	56%	N=152	20%	N=54	4%	N=10	100%	N=273
Opportunities to participate in community matters	19%	N=56	52%	N=154	25%	N=74	4%	N=12	100%	N=297
Openness and acceptance of the community toward people of diverse backgrounds	27%	N=100	51%	N=189	19%	N=71	2%	N=9	100%	N=368
Neighborliness of residents in Novi	22%	N=85	52%	N=205	24%	N=93	2%	N=9	100%	N=392

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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	16%	N=65	84%	N=343	100%	N=409
Made efforts to make your home more energy efficient	22%	N=88	78%	N=318	100%	N=406
Observed a code violation or other hazard in Novi (weeds, abandoned buildings, etc.)	71%	N=287	29%	N=118	100%	N=405
Household member was a victim of a crime in Novi	95%	N=384	5%	N=20	100%	N=405
Reported a crime to the police in Novi	90%	N=369	10%	N=39	100%	N=408
Stocked supplies in preparation for an emergency	73%	N=298	27%	N=108	100%	N=406
Campaigned or advocated for an issue, cause or candidate	86%	N=352	14%	N=56	100%	N=408
Contacted the City of Novi (in-person, phone, email or web) for help or information	60%	N=246	40%	N=162	100%	N=407
Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	90%	N=368	10%	N=40	100%	N=408

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	6%	N=24	13%	N=51	31%	N=125	51%	N=205	100%	N=404
Visited a neighborhood park or City park	9%	N=35	24%	N=97	46%	N=186	22%	N=89	100%	N=407
Used Novi public libraries or their services	8%	N=31	26%	N=107	35%	N=143	31%	N=125	100%	N=406
Participated in religious or spiritual activities in Novi	9%	N=35	12%	N=48	21%	N=83	59%	N=237	100%	N=403
Attended a City-sponsored event	1%	N=6	4%	N=16	37%	N=149	57%	N=231	100%	N=402
Used bus, rail, subway or other public transportation instead of driving	1%	N=4	1%	N=4	3%	N=13	95%	N=386	100%	N=407
Carpooled with other adults or children instead of driving alone	5%	N=18	12%	N=47	15%	N=59	69%	N=279	100%	N=404
Walked or biked instead of driving	9%	N=35	17%	N=68	26%	N=104	49%	N=201	100%	N=408
Volunteered your time to some group/activity in Novi	4%	N=16	8%	N=33	10%	N=42	78%	N=317	100%	N=408
Participated in a club	3%	N=13	6%	N=25	11%	N=44	80%	N=324	100%	N=406
Talked to or visited with your immediate neighbors	35%	N=142	34%	N=137	21%	N=84	11%	N=45	100%	N=408
Done a favor for a neighbor	18%	N=74	22%	N=91	36%	N=148	23%	N=95	100%	N=408

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=4	2%	N=7	15%	N=61	82%	N=334	100%	N=407
Watched (online or on television) a local public meeting	1%	N=4	1%	N=5	14%	N=56	84%	N=340	100%	N=405

Table 10: Question 10

Please rate the quality of each of the following services in Novi:	Excellent		Good		Fair		Poor		Total	
Police services	54%	N=184	40%	N=137	5%	N=18	1%	N=4	100%	N=343
Fire services	55%	N=165	42%	N=126	4%	N=11	0%	N=0	100%	N=302
Ambulance or emergency medical services	53%	N=145	39%	N=107	6%	N=17	2%	N=6	100%	N=275
Crime prevention	38%	N=118	52%	N=163	9%	N=28	1%	N=3	100%	N=312
Fire prevention and education	34%	N=90	56%	N=148	8%	N=21	2%	N=6	100%	N=266
Traffic enforcement	29%	N=100	52%	N=182	17%	N=58	2%	N=7	100%	N=347

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Please rate the quality of each of the following services in Novi:	Excellent		Good		Fair		Poor		Total	
Street repair	8%	N=32	30%	N=115	33%	N=130	28%	N=110	100%	N=387
Street cleaning	13%	N=45	46%	N=158	29%	N=101	12%	N=43	100%	N=347
Street lighting	15%	N=58	49%	N=187	26%	N=97	10%	N=39	100%	N=381
Snow removal	20%	N=74	53%	N=196	24%	N=88	4%	N=14	100%	N=373
Sidewalk maintenance	13%	N=46	51%	N=177	28%	N=97	7%	N=24	100%	N=344
Traffic signal timing	7%	N=27	52%	N=201	28%	N=109	13%	N=49	100%	N=386
Garbage collection	36%	N=131	58%	N=207	5%	N=17	1%	N=4	100%	N=359
Recycling	33%	N=118	51%	N=184	11%	N=40	5%	N=18	100%	N=360
Yard waste pick-up	30%	N=91	56%	N=167	9%	N=28	5%	N=14	100%	N=300
Storm drainage	20%	N=65	57%	N=187	17%	N=57	7%	N=22	100%	N=331
Drinking water	35%	N=126	50%	N=182	12%	N=42	4%	N=13	100%	N=362
Sewer services	27%	N=92	60%	N=202	12%	N=42	0%	N=1	100%	N=339
Power (electric and/or gas) utility	29%	N=110	57%	N=219	13%	N=50	1%	N=3	100%	N=382
Utility billing	22%	N=78	61%	N=216	16%	N=58	1%	N=3	100%	N=356
City parks	27%	N=88	59%	N=198	12%	N=40	2%	N=7	100%	N=333
Recreation programs or classes	22%	N=61	60%	N=162	15%	N=40	3%	N=8	100%	N=271
Recreation centers or facilities	18%	N=50	62%	N=178	17%	N=48	3%	N=10	100%	N=286
Land use, planning and zoning	12%	N=35	45%	N=133	29%	N=87	14%	N=43	100%	N=298
Code enforcement (weeds, abandoned buildings, etc.)	19%	N=51	51%	N=140	22%	N=61	8%	N=23	100%	N=276
Economic development	20%	N=62	55%	N=173	21%	N=66	4%	N=14	100%	N=315
Health services	28%	N=89	61%	N=196	10%	N=31	2%	N=6	100%	N=321
Public library services	47%	N=155	44%	N=147	8%	N=28	1%	N=3	100%	N=333
Public information services	25%	N=75	53%	N=157	19%	N=58	3%	N=8	100%	N=298
Cable television	10%	N=30	43%	N=129	26%	N=80	21%	N=62	100%	N=301
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	21%	N=50	59%	N=137	17%	N=39	3%	N=8	100%	N=235
Preservation of natural areas such as open space, farmlands and greenbelts	11%	N=32	44%	N=135	24%	N=75	21%	N=64	100%	N=306
Novi open space	10%	N=33	39%	N=125	34%	N=108	17%	N=53	100%	N=319
City-sponsored special events	17%	N=41	60%	N=144	19%	N=47	4%	N=10	100%	N=243
Overall customer service by Novi employees (police, receptionists, planners, etc.)	35%	N=115	52%	N=170	10%	N=34	2%	N=6	100%	N=324

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	32%	N=119	58%	N=218	8%	N=31	2%	N=7	100%	N=375
The Federal Government	10%	N=33	37%	N=127	37%	N=126	16%	N=54	100%	N=340

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	12%	N=41	54%	N=192	28%	N=99	6%	N=22	100%	N=355
The overall direction that Novi is taking	13%	N=44	55%	N=188	25%	N=85	8%	N=27	100%	N=344
The job Novi government does at welcoming citizen involvement	20%	N=57	49%	N=140	23%	N=64	8%	N=23	100%	N=284
Overall confidence in Novi government	14%	N=47	54%	N=187	26%	N=90	6%	N=19	100%	N=343

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Please rate the following categories of Novi government performance:	Excellent		Good		Fair		Poor		Total	
Generally acting in the best interest of the community	15%	N=54	51%	N=177	27%	N=96	6%	N=21	100%	N=348
Being honest	17%	N=50	52%	N=158	27%	N=83	4%	N=12	100%	N=303
Treating all residents fairly	18%	N=59	56%	N=181	23%	N=75	3%	N=9	100%	N=324

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	
Overall feeling of safety in Novi	61%	N=248	33%	N=135	5%	N=21	0%	N=1	100%	N=405
Overall ease of getting to the places you usually have to visit	44%	N=178	46%	N=184	10%	N=38	1%	N=2	100%	N=402
Quality of overall natural environment in Novi	43%	N=173	46%	N=185	10%	N=39	0%	N=1	100%	N=398
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	30%	N=120	45%	N=180	24%	N=95	1%	N=4	100%	N=399
Health and wellness opportunities in Novi	36%	N=142	42%	N=167	20%	N=81	2%	N=8	100%	N=398
Overall opportunities for education and enrichment	43%	N=172	39%	N=158	16%	N=63	2%	N=7	100%	N=399
Overall economic health of Novi	51%	N=204	40%	N=161	8%	N=33	1%	N=5	100%	N=403
Sense of community	34%	N=135	51%	N=204	14%	N=55	2%	N=7	100%	N=401

Table 14: Question 14

How likely or unlikely would you be to use each of the following potential new features of the Novi Public Library?	Very likely		Somewhat likely		Not at all likely		NA/Don't use the library		Total	
Increased meeting room rental space availability	6%	N=25	21%	N=86	45%	N=182	27%	N=110	100%	N=403
Extended Sunday hours (12pm to 8pm)	19%	N=78	33%	N=134	23%	N=93	24%	N=97	100%	N=403
Automatic renewal on materials that are currently checked out	27%	N=108	35%	N=141	15%	N=59	23%	N=92	100%	N=401
An improved café experience	14%	N=56	28%	N=112	31%	N=125	27%	N=108	100%	N=401
Elimination of daily overdue fines	22%	N=88	29%	N=116	25%	N=101	24%	N=95	100%	N=400

Table 15: Question 15

How important, if at all, are each of the following Novi Public Library services to you?	Essential		Very important		Somewhat important		Not at all important		NA/Don't use the library		Total	
Checking out books, music or movies	37%	N=148	20%	N=78	16%	N=66	4%	N=14	24%	N=94	100%	N=400
Downloading electronic books, digital music or digital movies	18%	N=71	21%	N=83	23%	N=90	13%	N=51	25%	N=101	100%	N=396
Attending performances for youth, teen and/or adults	9%	N=37	21%	N=84	23%	N=90	21%	N=82	27%	N=106	100%	N=399
Availability of meeting room space	8%	N=30	16%	N=65	20%	N=79	31%	N=122	26%	N=102	100%	N=398
Opportunities for learning (e.g., online tutoring, ESL classes, computer classes, adult education opportunities, cultural learning experiences, etc.)	18%	N=66	25%	N=92	21%	N=78	14%	N=52	23%	N=85	100%	N=373

Table 16: Question 16

Please indicate the extent to which you would support or oppose a potential property tax increase for each of the following:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Enhancing Novi Public Library operations	21%	N=70	42%	N=145	18%	N=60	19%	N=66	100%	N=341
Widening Beck Road	40%	N=144	30%	N=109	17%	N=62	12%	N=43	100%	N=358
Joining the Suburban Mobility Authority for Regional Transit (SMART) System	23%	N=79	33%	N=111	19%	N=64	25%	N=85	100%	N=339

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Table 17: 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	8%	N=31	5%	N=19	11%	N=44	16%	N=65	60%	N=243	100%	N=402
Purchase goods or services from a business located in Novi	0%	N=0	3%	N=13	22%	N=87	48%	N=191	27%	N=109	100%	N=400
Eat at least 5 portions of fruits and vegetables a day	2%	N=8	11%	N=45	33%	N=131	37%	N=146	17%	N=69	100%	N=399
Participate in moderate or vigorous physical activity	5%	N=21	10%	N=42	34%	N=138	33%	N=134	17%	N=66	100%	N=401
Read or watch local news (via television, paper, computer, etc.)	3%	N=13	17%	N=68	23%	N=94	26%	N=103	31%	N=122	100%	N=401
Vote in local elections	12%	N=47	8%	N=32	11%	N=45	21%	N=84	48%	N=193	100%	N=400

Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	22%	N=87
Very good	47%	N=188
Good	27%	N=107
Fair	3%	N=14
Poor	1%	N=3
Total	100%	N=399

Table 19: 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	12%	N=47
Somewhat positive	30%	N=122
Neutral	45%	N=180
Somewhat negative	12%	N=47
Very negative	1%	N=5
Total	100%	N=400

Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	66%	N=265
Working part time for pay	5%	N=20
Unemployed, looking for paid work	3%	N=11
Unemployed, not looking for paid work	3%	N=12
Fully retired	23%	N=92
Total	100%	N=400

Table 21: Question D5

Do you work inside the boundaries of Novi?	Percent	Number
Yes, outside the home	23%	N=88
Yes, from home	6%	N=23
No	71%	N=272
Total	100%	N=383

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Table 22: Question D6

How many years have you lived in Novi?	Percent	Number
Less than 2 years	18%	N=73
2 to 5 years	23%	N=93
6 to 10 years	13%	N=54
11 to 20 years	20%	N=79
More than 20 years	25%	N=100
Total	100%	N=400

Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	55%	N=220
Building with two or more homes (duplex, townhome, apartment or condominium)	41%	N=164
Mobile home	2%	N=9
Other	2%	N=7
Total	100%	N=399

Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	32%	N=124
Owned	68%	N=268
Total	100%	N=393

Table 25: 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	1%	N=5
\$300 to \$599 per month	6%	N=24
\$600 to \$999 per month	20%	N=76
\$1,000 to \$1,499 per month	21%	N=79
\$1,500 to \$2,499 per month	36%	N=139
\$2,500 or more per month	16%	N=60
Total	100%	N=384

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	64%	N=254
Yes	36%	N=144
Total	100%	N=398

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Table 27: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	74%	N=291
Yes	26%	N=104
Total	100%	N=395

Table 28: 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	4%	N=17
\$25,000 to \$49,999	13%	N=48
\$50,000 to \$99,999	27%	N=102
\$100,000 to \$149,999	27%	N=99
\$150,000 or more	29%	N=108
Total	100%	N=374

Table 29: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	95%	N=370
Yes, I consider myself to be Spanish, Hispanic or Latino	5%	N=21
Total	100%	N=391

Table 30: 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=3
Asian, Asian Indian or Pacific Islander	16%	N=63
Black or African American	3%	N=11
White	78%	N=306
Other	3%	N=11

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

Table 31: Question D15

In which category is your age?	Percent	Number
18 to 24 years	3%	N=11
25 to 34 years	18%	N=72
35 to 44 years	19%	N=74
45 to 54 years	27%	N=104
55 to 64 years	11%	N=44
65 to 74 years	12%	N=46
75 years or older	11%	N=41
Total	100%	N=392

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Table 32: Question D16

What is your sex?	Percent	Number
Female	53%	N=204
Male	47%	N=183
Total	100%	N=387

Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	74%	N=291
Land line	11%	N=45
Both	15%	N=58
Total	100%	N=394

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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 34: 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	52%	N=217	43%	N=180	4%	N=16	1%	N=3	0%	N=0	100%	N=416
Your neighborhood as a place to live	48%	N=201	42%	N=174	9%	N=38	0%	N=2	0%	N=1	100%	N=416
Novi as a place to raise children	47%	N=192	37%	N=153	3%	N=12	2%	N=7	12%	N=48	100%	N=412
Novi as a place to work	24%	N=100	30%	N=124	8%	N=35	2%	N=7	35%	N=144	100%	N=410
Novi as a place to visit	25%	N=102	41%	N=168	21%	N=85	6%	N=25	8%	N=32	100%	N=412
Novi as a place to retire	22%	N=92	34%	N=141	15%	N=61	9%	N=36	20%	N=82	100%	N=412
The overall quality of life in Novi	42%	N=175	51%	N=210	6%	N=25	1%	N=3	0%	N=0	100%	N=413

Table 35: 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	47%	N=195	49%	N=201	3%	N=14	1%	N=4	0%	N=0	100%	N=415
Overall ease of getting to the places you usually have to visit	31%	N=128	40%	N=165	23%	N=96	5%	N=22	0%	N=1	100%	N=412
Quality of overall natural environment in Novi	29%	N=118	45%	N=186	19%	N=77	6%	N=24	2%	N=6	100%	N=412
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	16%	N=67	48%	N=197	29%	N=118	5%	N=22	1%	N=6	100%	N=410
Health and wellness opportunities in Novi	28%	N=114	51%	N=212	14%	N=56	1%	N=4	7%	N=27	100%	N=413
Overall opportunities for education and enrichment	36%	N=150	48%	N=198	7%	N=29	1%	N=4	8%	N=32	100%	N=413
Overall economic health of Novi	32%	N=133	55%	N=226	4%	N=17	0%	N=1	9%	N=36	100%	N=413
Sense of community	22%	N=90	48%	N=194	23%	N=95	4%	N=16	3%	N=12	100%	N=408
Overall image or reputation of Novi	35%	N=146	56%	N=230	7%	N=30	1%	N=2	1%	N=4	100%	N=412

Table 36: 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	57%	N=233	35%	N=143	5%	N=22	1%	N=5	2%	N=9	100%	N=411
Remain in Novi for the next five years	59%	N=243	24%	N=98	8%	N=33	4%	N=15	5%	N=19	100%	N=409
If moving within the next five years, would consider renting or buying only within Novi	19%	N=71	30%	N=112	13%	N=48	17%	N=64	21%	N=76	100%	N=371

Table 37: 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	76%	N=310	22%	N=90	2%	N=7	0%	N=1	0%	N=1	0%	N=0	100%	N=410
In Novi's downtown/commercial area during the day	65%	N=263	27%	N=111	2%	N=10	1%	N=3	1%	N=2	4%	N=16	100%	N=406

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Table 38: 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	6%	N=23	33%	N=135	41%	N=165	20%	N=81	0%	N=2	100%	N=406
Ease of public parking	20%	N=80	50%	N=203	23%	N=93	5%	N=22	2%	N=9	100%	N=407
Ease of travel by car in Novi	17%	N=71	44%	N=179	27%	N=108	11%	N=45	1%	N=4	100%	N=407
Ease of travel by public transportation in Novi	4%	N=17	8%	N=31	8%	N=32	29%	N=117	52%	N=209	100%	N=406
Ease of travel by bicycle in Novi	8%	N=34	26%	N=107	23%	N=93	12%	N=51	30%	N=122	100%	N=406
Ease of walking in Novi	17%	N=70	39%	N=158	26%	N=105	11%	N=45	7%	N=29	100%	N=406
Availability of paths and walking trails	16%	N=67	35%	N=144	30%	N=120	9%	N=37	9%	N=39	100%	N=407
Air quality	28%	N=114	57%	N=232	11%	N=45	2%	N=7	2%	N=8	100%	N=406
Cleanliness of Novi	32%	N=131	61%	N=250	6%	N=26	0%	N=0	0%	N=2	100%	N=409
Overall appearance of Novi	30%	N=121	63%	N=257	6%	N=24	1%	N=4	1%	N=3	100%	N=408
Public places where people want to spend time	22%	N=89	47%	N=191	20%	N=82	4%	N=18	7%	N=27	100%	N=406
Variety of housing options	22%	N=88	44%	N=177	19%	N=76	5%	N=21	11%	N=44	100%	N=406
Availability of affordable quality housing	13%	N=51	30%	N=121	24%	N=96	16%	N=66	17%	N=68	100%	N=403
Fitness opportunities (including exercise classes and paths or trails, etc.)	21%	N=87	46%	N=190	21%	N=85	3%	N=14	8%	N=34	100%	N=409
Recreational opportunities	20%	N=83	48%	N=193	17%	N=71	6%	N=23	9%	N=35	100%	N=405
Availability of affordable quality food	36%	N=146	48%	N=197	13%	N=53	2%	N=8	1%	N=3	100%	N=406
Availability of affordable quality health care	29%	N=119	49%	N=199	10%	N=41	1%	N=3	11%	N=43	100%	N=406
Availability of preventive health services	27%	N=110	48%	N=194	10%	N=40	2%	N=7	14%	N=56	100%	N=408

Table 39: 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	15%	N=60	22%	N=91	9%	N=37	2%	N=9	52%	N=211	100%	N=407
K-12 education	40%	N=161	27%	N=108	3%	N=10	1%	N=4	30%	N=124	100%	N=407
Adult educational opportunities	22%	N=90	38%	N=153	9%	N=38	2%	N=10	28%	N=115	100%	N=406
Opportunities to attend cultural/arts/music activities	17%	N=70	40%	N=160	25%	N=99	5%	N=19	13%	N=54	100%	N=402
Opportunities to participate in religious or spiritual events and activities	28%	N=111	35%	N=140	11%	N=46	2%	N=6	25%	N=99	100%	N=402
Employment opportunities	12%	N=47	32%	N=130	13%	N=52	2%	N=9	41%	N=168	100%	N=407
Shopping opportunities	53%	N=213	39%	N=160	6%	N=25	1%	N=3	1%	N=4	100%	N=406
Cost of living in Novi	10%	N=39	40%	N=165	39%	N=159	8%	N=33	3%	N=11	100%	N=407
Overall quality of business and service establishments in Novi	22%	N=89	55%	N=223	17%	N=70	2%	N=7	4%	N=17	100%	N=405
Vibrant downtown/commercial area	13%	N=51	30%	N=122	33%	N=135	19%	N=76	5%	N=22	100%	N=406
Overall quality of new development in Novi	13%	N=52	46%	N=185	23%	N=95	7%	N=27	12%	N=47	100%	N=405
Opportunities to participate in social events and activities	13%	N=53	45%	N=183	25%	N=100	4%	N=17	13%	N=54	100%	N=408
Opportunities to volunteer	14%	N=57	37%	N=152	13%	N=54	2%	N=10	33%	N=136	100%	N=408
Opportunities to participate in community matters	14%	N=56	38%	N=154	18%	N=74	3%	N=12	27%	N=108	100%	N=404
Openness and acceptance of the community toward people of diverse backgrounds	24%	N=100	46%	N=189	17%	N=71	2%	N=9	10%	N=39	100%	N=407
Neighborliness of residents in Novi	21%	N=85	51%	N=205	23%	N=93	2%	N=9	3%	N=14	100%	N=406

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Table 40: 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	16%	N=65	84%	N=343	100%	N=409
Made efforts to make your home more energy efficient	22%	N=88	78%	N=318	100%	N=406
Observed a code violation or other hazard in Novi (weeds, abandoned buildings, etc.)	71%	N=287	29%	N=118	100%	N=405
Household member was a victim of a crime in Novi	95%	N=384	5%	N=20	100%	N=405
Reported a crime to the police in Novi	90%	N=369	10%	N=39	100%	N=408
Stocked supplies in preparation for an emergency	73%	N=298	27%	N=108	100%	N=406
Campaigned or advocated for an issue, cause or candidate	86%	N=352	14%	N=56	100%	N=408
Contacted the City of Novi (in-person, phone, email or web) for help or information	60%	N=246	40%	N=162	100%	N=407
Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	90%	N=368	10%	N=40	100%	N=408

Table 41: 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	
	%	N	%	N	%	N	%	N	%	N
Used Novi recreation centers or their services	6%	N=24	13%	N=51	31%	N=125	51%	N=205	100%	N=404
Visited a neighborhood park or City park	9%	N=35	24%	N=97	46%	N=186	22%	N=89	100%	N=407
Used Novi public libraries or their services	8%	N=31	26%	N=107	35%	N=143	31%	N=125	100%	N=406
Participated in religious or spiritual activities in Novi	9%	N=35	12%	N=48	21%	N=83	59%	N=237	100%	N=403
Attended a City-sponsored event	1%	N=6	4%	N=16	37%	N=149	57%	N=231	100%	N=402
Used bus, rail, subway or other public transportation instead of driving	1%	N=4	1%	N=4	3%	N=13	95%	N=386	100%	N=407
Carpooled with other adults or children instead of driving alone	5%	N=18	12%	N=47	15%	N=59	69%	N=279	100%	N=404
Walked or biked instead of driving	9%	N=35	17%	N=68	26%	N=104	49%	N=201	100%	N=408
Volunteered your time to some group/activity in Novi	4%	N=16	8%	N=33	10%	N=42	78%	N=317	100%	N=408
Participated in a club	3%	N=13	6%	N=25	11%	N=44	80%	N=324	100%	N=406
Talked to or visited with your immediate neighbors	35%	N=142	34%	N=137	21%	N=84	11%	N=45	100%	N=408
Done a favor for a neighbor	18%	N=74	22%	N=91	36%	N=148	23%	N=95	100%	N=408

Table 42: 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	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=4	2%	N=7	15%	N=61	82%	N=334	100%	N=407
Watched (online or on television) a local public meeting	1%	N=4	1%	N=5	14%	N=56	84%	N=340	100%	N=405

Table 43: Question 10

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
Police services	46%	N=184	34%	N=137	5%	N=18	1%	N=4	14%	N=54	100%	N=397
Fire services	41%	N=165	32%	N=126	3%	N=11	0%	N=0	24%	N=97	100%	N=399
Ambulance or emergency medical services	37%	N=145	27%	N=107	4%	N=17	1%	N=6	30%	N=119	100%	N=394
Crime prevention	30%	N=118	41%	N=163	7%	N=28	1%	N=3	21%	N=83	100%	N=395
Fire prevention and education	23%	N=90	38%	N=148	5%	N=21	2%	N=6	32%	N=128	100%	N=393
Traffic enforcement	26%	N=100	47%	N=182	15%	N=58	2%	N=7	11%	N=44	100%	N=391

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Please rate the quality of each of the following services in Novi:	Excellent		Good		Fair		Poor		Don't know		Total	
Street repair	8%	N=32	29%	N=115	33%	N=130	28%	N=110	2%	N=9	100%	N=397
Street cleaning	12%	N=45	40%	N=158	26%	N=101	11%	N=43	12%	N=46	100%	N=393
Street lighting	15%	N=58	48%	N=187	25%	N=97	10%	N=39	3%	N=13	100%	N=394
Snow removal	19%	N=74	50%	N=196	22%	N=88	3%	N=14	6%	N=22	100%	N=395
Sidewalk maintenance	12%	N=46	45%	N=177	25%	N=97	6%	N=24	13%	N=51	100%	N=395
Traffic signal timing	7%	N=27	51%	N=201	28%	N=109	12%	N=49	3%	N=11	100%	N=397
Garbage collection	33%	N=131	52%	N=207	4%	N=17	1%	N=4	10%	N=39	100%	N=398
Recycling	30%	N=118	46%	N=184	10%	N=40	5%	N=18	9%	N=37	100%	N=397
Yard waste pick-up	23%	N=91	42%	N=167	7%	N=28	4%	N=14	24%	N=97	100%	N=397
Storm drainage	16%	N=65	47%	N=187	14%	N=57	6%	N=22	16%	N=63	100%	N=395
Drinking water	32%	N=126	46%	N=182	11%	N=42	3%	N=13	9%	N=36	100%	N=398
Sewer services	23%	N=92	51%	N=202	11%	N=42	0%	N=1	15%	N=59	100%	N=398
Power (electric and/or gas) utility	28%	N=110	55%	N=219	13%	N=50	1%	N=3	4%	N=16	100%	N=397
Utility billing	20%	N=78	55%	N=216	15%	N=58	1%	N=3	10%	N=40	100%	N=397
City parks	22%	N=88	50%	N=198	10%	N=40	2%	N=7	16%	N=65	100%	N=398
Recreation programs or classes	15%	N=61	41%	N=162	10%	N=40	2%	N=8	32%	N=127	100%	N=398
Recreation centers or facilities	13%	N=50	45%	N=178	12%	N=48	2%	N=10	28%	N=110	100%	N=397
Land use, planning and zoning	9%	N=35	34%	N=133	22%	N=87	11%	N=43	25%	N=97	100%	N=394
Code enforcement (weeds, abandoned buildings, etc.)	13%	N=51	36%	N=140	15%	N=61	6%	N=23	30%	N=119	100%	N=394
Economic development	16%	N=62	44%	N=173	17%	N=66	3%	N=14	19%	N=76	100%	N=390
Health services	22%	N=89	50%	N=196	8%	N=31	1%	N=6	19%	N=74	100%	N=395
Public library services	39%	N=155	37%	N=147	7%	N=28	1%	N=3	15%	N=61	100%	N=394
Public information services	19%	N=75	40%	N=157	15%	N=58	2%	N=8	24%	N=95	100%	N=393
Cable television	8%	N=30	33%	N=129	20%	N=80	16%	N=62	24%	N=94	100%	N=395
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	13%	N=50	35%	N=137	10%	N=39	2%	N=8	41%	N=160	100%	N=395
Preservation of natural areas such as open space, farmlands and greenbelts	8%	N=32	35%	N=135	19%	N=75	16%	N=64	21%	N=83	100%	N=390
Novi open space	8%	N=33	32%	N=125	28%	N=108	14%	N=53	19%	N=74	100%	N=393
City-sponsored special events	10%	N=41	37%	N=144	12%	N=47	3%	N=10	39%	N=153	100%	N=395
Overall customer service by Novi employees (police, receptionists, planners, etc.)	30%	N=115	44%	N=170	9%	N=34	1%	N=6	15%	N=59	100%	N=383

Table 44: 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	
The City of Novi	30%	N=119	55%	N=218	8%	N=31	2%	N=7	5%	N=21	100%	N=396
The Federal Government	8%	N=33	32%	N=127	32%	N=126	14%	N=54	13%	N=53	100%	N=393

Table 45: Question 12

Please rate the following categories of Novi government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Novi	10%	N=41	48%	N=192	25%	N=99	6%	N=22	10%	N=41	100%	N=396
The overall direction that Novi is taking	11%	N=44	48%	N=188	22%	N=85	7%	N=27	13%	N=51	100%	N=395
The job Novi government does at welcoming citizen involvement	14%	N=57	35%	N=140	16%	N=64	6%	N=23	28%	N=111	100%	N=395

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Please rate the following categories of Novi government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall confidence in Novi government	12%	N=47	47%	N=187	23%	N=90	5%	N=19	13%	N=53	100%	N=396
Generally acting in the best interest of the community	14%	N=54	45%	N=177	24%	N=96	5%	N=21	12%	N=47	100%	N=395
Being honest	13%	N=50	40%	N=158	21%	N=83	3%	N=12	23%	N=89	100%	N=392
Treating all residents fairly	15%	N=59	46%	N=181	19%	N=75	2%	N=9	18%	N=73	100%	N=397

Table 46: 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	
Overall feeling of safety in Novi	61%	N=248	33%	N=135	5%	N=21	0%	N=1	100%	N=405
Overall ease of getting to the places you usually have to visit	44%	N=178	46%	N=184	10%	N=38	1%	N=2	100%	N=402
Quality of overall natural environment in Novi	43%	N=173	46%	N=185	10%	N=39	0%	N=1	100%	N=398
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	30%	N=120	45%	N=180	24%	N=95	1%	N=4	100%	N=399
Health and wellness opportunities in Novi	36%	N=142	42%	N=167	20%	N=81	2%	N=8	100%	N=398
Overall opportunities for education and enrichment	43%	N=172	39%	N=158	16%	N=63	2%	N=7	100%	N=399
Overall economic health of Novi	51%	N=204	40%	N=161	8%	N=33	1%	N=5	100%	N=403
Sense of community	34%	N=135	51%	N=204	14%	N=55	2%	N=7	100%	N=401

Table 47: Question 14

How likely or unlikely would you be to use each of the following potential new features of the Novi Public Library?	Very likely		Somewhat likely		Not at all likely		NA/Don't use the library		Total	
Increased meeting room rental space availability	6%	N=25	21%	N=86	45%	N=182	27%	N=110	100%	N=403
Extended Sunday hours (12pm to 8pm)	19%	N=78	33%	N=134	23%	N=93	24%	N=97	100%	N=403
Automatic renewal on materials that are currently checked out	27%	N=108	35%	N=141	15%	N=59	23%	N=92	100%	N=401
An improved café experience	14%	N=56	28%	N=112	31%	N=125	27%	N=108	100%	N=401
Elimination of daily overdue fines	22%	N=88	29%	N=116	25%	N=101	24%	N=95	100%	N=400

Table 48: Question 15

How important, if at all, are each of the following Novi Public Library services to you?	Essential		Very important		Somewhat important		Not at all important		NA/Don't use the library		Total	
Checking out books, music or movies	37%	N=148	20%	N=78	16%	N=66	4%	N=14	24%	N=94	100%	N=400
Downloading electronic books, digital music or digital movies	18%	N=71	21%	N=83	23%	N=90	13%	N=51	25%	N=101	100%	N=396
Attending performances for youth, teen and/or adults	9%	N=37	21%	N=84	23%	N=90	21%	N=82	27%	N=106	100%	N=399
Availability of meeting room space	8%	N=30	16%	N=65	20%	N=79	31%	N=122	26%	N=102	100%	N=398
Opportunities for learning (e.g., online tutoring, ESL classes, computer classes, adult education opportunities, cultural learning experiences, etc.)	18%	N=66	25%	N=92	21%	N=78	14%	N=52	23%	N=85	100%	N=373

Table 49: Question 16

Please indicate the extent to which you would support or oppose a potential property tax increase for each of the following:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Enhancing Novi Public Library operations	17%	N=70	36%	N=145	15%	N=60	16%	N=66	15%	N=62	100%	N=402
Widening Beck Road	36%	N=144	27%	N=109	15%	N=62	11%	N=43	11%	N=45	100%	N=404
Joining the Suburban Mobility Authority for Regional Transit (SMART)	20%	N=79	28%	N=111	16%	N=64	21%	N=85	16%	N=63	100%	N=402

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Please indicate the extent to which you would support or oppose a potential property tax increase for each of the following:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
System						

Table 50: 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	
Recycle at home	8%	N=31	5%	N=19	11%	N=44	16%	N=65	60%	N=243	100%	N=402
Purchase goods or services from a business located in Novi	0%	N=0	3%	N=13	22%	N=87	48%	N=191	27%	N=109	100%	N=400
Eat at least 5 portions of fruits and vegetables a day	2%	N=8	11%	N=45	33%	N=131	37%	N=146	17%	N=69	100%	N=399
Participate in moderate or vigorous physical activity	5%	N=21	10%	N=42	34%	N=138	33%	N=134	17%	N=66	100%	N=401
Read or watch local news (via television, paper, computer, etc.)	3%	N=13	17%	N=68	23%	N=94	26%	N=103	31%	N=122	100%	N=401
Vote in local elections	12%	N=47	8%	N=32	11%	N=45	21%	N=84	48%	N=193	100%	N=400

Table 51: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	22%	N=87
Very good	47%	N=188
Good	27%	N=107
Fair	3%	N=14
Poor	1%	N=3
Total	100%	N=399

Table 52: 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	12%	N=47
Somewhat positive	30%	N=122
Neutral	45%	N=180
Somewhat negative	12%	N=47
Very negative	1%	N=5
Total	100%	N=400

Table 53: Question D4

What is your employment status?	Percent	Number
Working full time for pay	66%	N=265
Working part time for pay	5%	N=20
Unemployed, looking for paid work	3%	N=11
Unemployed, not looking for paid work	3%	N=12
Fully retired	23%	N=92
Total	100%	N=400

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Table 54: Question D5

Do you work inside the boundaries of Novi?	Percent	Number
Yes, outside the home	23%	N=88
Yes, from home	6%	N=23
No	71%	N=272
Total	100%	N=383

Table 55: Question D6

How many years have you lived in Novi?	Percent	Number
Less than 2 years	18%	N=73
2 to 5 years	23%	N=93
6 to 10 years	13%	N=54
11 to 20 years	20%	N=79
More than 20 years	25%	N=100
Total	100%	N=400

Table 56: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	55%	N=220
Building with two or more homes (duplex, townhome, apartment or condominium)	41%	N=164
Mobile home	2%	N=9
Other	2%	N=7
Total	100%	N=399

Table 57: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	32%	N=124
Owned	68%	N=268
Total	100%	N=393

Table 58: 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	1%	N=5
\$300 to \$599 per month	6%	N=24
\$600 to \$999 per month	20%	N=76
\$1,000 to \$1,499 per month	21%	N=79
\$1,500 to \$2,499 per month	36%	N=139
\$2,500 or more per month	16%	N=60
Total	100%	N=384

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Table 59: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	64%	N=254
Yes	36%	N=144
Total	100%	N=398

Table 60: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	74%	N=291
Yes	26%	N=104
Total	100%	N=395

Table 61: 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	4%	N=17
\$25,000 to \$49,999	13%	N=48
\$50,000 to \$99,999	27%	N=102
\$100,000 to \$149,999	27%	N=99
\$150,000 or more	29%	N=108
Total	100%	N=374

Table 62: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	95%	N=370
Yes, I consider myself to be Spanish, Hispanic or Latino	5%	N=21
Total	100%	N=391

Table 63: 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=3
Asian, Asian Indian or Pacific Islander	16%	N=63
Black or African American	3%	N=11
White	78%	N=306
Other	3%	N=11

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

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Table 64: Question D15

In which category is your age?	Percent	Number
18 to 24 years	3%	N=11
25 to 34 years	18%	N=72
35 to 44 years	19%	N=74
45 to 54 years	27%	N=104
55 to 64 years	11%	N=44
65 to 74 years	12%	N=46
75 years or older	11%	N=41
Total	100%	N=392

Table 65: Question D16

What is your sex?	Percent	Number
Female	53%	N=204
Male	47%	N=183
Total	100%	N=387

Table 66: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	74%	N=291
Land line	11%	N=45
Both	15%	N=58
Total	100%	N=394

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 (communities 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,” 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. Being rated as “higher” or “lower” than the benchmark means that Novi’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Novi’s average rating was more than 20 points different when compared to the benchmark.

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 67: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Novi	93%	68	445	Higher
Overall image or reputation of Novi	92%	57	342	Higher
Novi as a place to live	95%	74	382	Similar
Your neighborhood as a place to live	90%	61	305	Similar
Novi as a place to raise children	95%	68	371	Higher
Novi as a place to retire	70%	136	346	Similar
Overall appearance of Novi	93%	65	349	Higher

Table 68: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Overall feeling of safety in Novi	96%	66	341	Higher	
	In your neighborhood during the day	98%	109	348	Similar	
	In Novi's downtown/commercial area during the day	96%	103	308	Similar	
Mobility	Overall ease of getting to the places you usually have to visit	71%	128	258	Similar	
	Availability of paths and walking trails	57%	190	310	Similar	
	Ease of walking in Novi	60%	180	298	Similar	
	Ease of travel by bicycle in Novi	50%	174	298	Similar	
	Ease of travel by public transportation in Novi	24%	189	218	Lower	
	Ease of travel by car in Novi	62%	182	298	Similar	
	Ease of public parking	71%	32	216	Higher	
	Traffic flow on major streets	39%	223	334	Similar	
Natural Environment	Quality of overall natural environment in Novi	75%	164	270	Similar	
	Cleanliness of Novi	94%	57	278	Higher	
	Air quality	87%	90	241	Similar	
Built Environment	Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	65%	93	247	Similar	
	Overall quality of new development in Novi	66%	70	285	Similar	
	Availability of affordable quality housing	52%	88	296	Similar	
	Variety of housing options	73%	33	273	Higher	
	Public places where people want to spend time	74%	87	240	Similar	
	Overall economic health of Novi	95%	18	253	Higher	
	Vibrant downtown/commercial area	45%	132	230	Similar	
	Overall quality of business and service establishments in Novi	80%	26	266	Higher	
	Cost of living in Novi	51%	66	250	Similar	
	Shopping opportunities	93%	4	289	Much higher	
Economy	Employment opportunities	74%	8	302	Much higher	
	Novi as a place to visit	71%	104	267	Similar	
	Novi as a place to work	84%	18	351	Higher	
	Health and wellness opportunities in Novi	84%	50	248	Similar	
	Availability of preventive health services	87%	13	232	Higher	
	Availability of affordable quality health care	88%	9	253	Higher	
Recreation and Wellness	Availability of affordable quality food	85%	9	238	Higher	
	Recreational opportunities	75%	115	289	Similar	
	Fitness opportunities (including exercise classes and paths or trails, etc.)	74%	103	238	Similar	
	Education and	Overall opportunities for education and enrichment	91%	32	250	Higher

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Enrichment	Opportunities to participate in religious or spiritual events and activities	83%	57	199	Similar
	Opportunities to attend cultural/arts/music activities	66%	107	288	Similar
	Adult educational opportunities	83%	14	227	Higher
	K-12 education	95%	16	264	Much higher
	Availability of affordable quality child care/preschool	76%	11	248	Higher
Community Engagement	Opportunities to participate in social events and activities	67%	103	257	Similar
	Neighborliness of Novi	74%	38	242	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	78%	14	286	Higher
	Opportunities to participate in community matters	71%	75	269	Similar
	Opportunities to volunteer	77%	101	257	Similar

Table 69: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Novi	90%	38	420	Higher
Overall customer service by Novi employees (police, receptionists, planners, etc.)	88%	46	372	Higher
Value of services for the taxes paid to Novi	66%	85	396	Similar
Overall direction that Novi is taking	67%	104	309	Similar
Job Novi government does at welcoming citizen involvement	69%	27	315	Higher
Overall confidence in Novi government	68%	43	253	Similar
Generally acting in the best interest of the community	66%	57	253	Similar
Being honest	69%	46	245	Similar
Treating all residents fairly	74%	22	250	Higher
Services provided by the Federal Government	47%	36	245	Similar

Table 70: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	93%	22	454	Higher
	Fire services	96%	82	379	Similar
	Ambulance or emergency medical services	92%	110	341	Similar
	Crime prevention	90%	25	355	Higher
	Fire prevention and education	90%	69	277	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	80%	35	272	Similar
Mobility	Traffic enforcement	81%	13	364	Higher
	Street repair	38%	272	381	Similar
	Street cleaning	59%	202	317	Similar
	Street lighting	64%	141	321	Similar
	Snow removal	73%	89	281	Similar
	Sidewalk maintenance	65%	83	315	Similar
Natural Environment	Traffic signal timing	59%	97	258	Similar
	Garbage collection	94%	71	349	Similar
	Recycling	84%	139	352	Similar
	Yard waste pick-up	86%	86	264	Similar
	Drinking water	85%	52	308	Higher

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Preservation of natural areas such as open space, farmlands and greenbelts	55%	206	250	Similar
	Novi open space	49%	185	227	Similar
Built Environment	Storm drainage	76%	102	345	Similar
	Sewer services	87%	75	314	Similar
	Power (electric and/or gas) utility	86%	33	177	Similar
	Utility billing	83%	33	221	Similar
	Land use, planning and zoning	56%	94	294	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	69%	33	380	Higher
	Cable television	53%	114	198	Similar
Economy	Economic development	75%	28	278	Higher
Recreation and Wellness	City parks	86%	156	318	Similar
	Recreation programs or classes	82%	99	318	Similar
	Recreation centers or facilities	80%	110	271	Similar
	Health services	89%	22	215	Higher
Education and Enrichment	City-sponsored special events	77%	105	272	Similar
	Public library services	91%	73	332	Similar
Community Engagement	Public information services	78%	51	281	Similar

Table 71: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	72%	83	305	Similar
Recommend living in Novi to someone who asks	93%	69	281	Similar
Remain in Novi for the next five years	87%	79	273	Similar
Contacted Novi (in-person, phone, email or web) for help or information	40%	231	315	Similar

Table 72: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	27%	166	218	Lower
	Did NOT report a crime to the police	90%	2	245	Higher
	Household member was NOT a victim of a crime	95%	17	266	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	5%	176	199	Much lower
	Carpooled with other adults or children instead of driving alone	31%	224	232	Lower
	Walked or biked instead of driving	51%	159	241	Similar
Natural Environment	Made efforts to conserve water	84%	84	227	Similar
	Made efforts to make your home more energy efficient	78%	56	228	Similar
	Recycle at home	88%	156	252	Similar
Built Environment	Did NOT observe a code violation or other hazard in Novi	71%	21	234	Higher
	NOT experiencing housing costs stress	81%	22	251	Higher
Economy	Purchase goods or services from a business located in Novi	97%	137	238	Similar
	Economy will have positive impact on income	42%	34	252	Similar
	Work inside boundaries of Novi	29%	183	239	Lower

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recreation and Wellness	Used Novi recreation centers or their services	49%	197	234	Similar
	Visited a neighborhood park or City park	78%	215	263	Similar
	Eat at least 5 portions of fruits and vegetables a day	87%	58	230	Similar
	Participate in moderate or vigorous physical activity	84%	126	234	Similar
	In very good to excellent health	69%	68	234	Similar
Education and Enrichment	Used Novi public libraries or their services	69%	62	239	Similar
	Participated in religious or spiritual activities in Novi	41%	118	197	Similar
	Attended City-sponsored event	43%	201	241	Lower
Community Engagement	Campaigned or advocated for an issue, cause or candidate	14%	209	222	Lower
	Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	10%	232	237	Similar
	Volunteered your time to some group/activity in Novi	22%	236	258	Lower
	Participated in a club	20%	181	237	Similar
	Talked to or visited with your immediate neighbors	89%	163	236	Similar
	Done a favor for a neighbor	77%	186	231	Similar
	Attended a local public meeting	18%	181	257	Similar
	Watched (online or on television) a local public meeting	16%	179	224	Similar
	Read or watch local news (via television, paper, computer, etc.)	80%	204	239	Similar
	Vote in local elections	80%	187	252	Similar

Communities included in national comparisons

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

Adams County, CO	441,603	Avon town, CO	6,447
Airway Heights city, WA.....	6,114	Avon town, IN	12,446
Albany city, OR.....	50,158	Avondale city, AZ	76,238
Albemarle County, VA	98,970	Azusa city, CA.....	46,361
Albert Lea city, MN	18,016	Bainbridge Island city, WA.....	23,025
Alexandria city, VA.....	139,966	Baltimore city, MD.....	620,961
Algonquin village, IL	30,046	Bartonville town, TX.....	1,469
Aliso Viejo city, CA.....	47,823	Battle Creek city, MI.....	52,347
American Canyon city, CA	19,454	Bay City city, MI.....	34,932
Ames city, IA.....	58,965	Bay Village city, OH.....	15,651
Ankeny city, IA.....	45,582	Baytown city, TX.....	71,802
Ann Arbor city, MI	113,934	Bedford city, TX.....	46,979
Apache Junction city, AZ	35,840	Bedford town, MA	13,320
Arapahoe County, CO	572,003	Bellevue city, WA	122,363
Arkansas City city, AR	366	Bellingham city, WA	80,885
Arlington city, TX.....	365,438	Benbrook city, TX.....	21,234
Arvada city, CO	106,433	Bend city, OR.....	76,639
Asheville city, NC.....	83,393	Bethlehem township, PA.....	23,730
Ashland city, OR.....	20,078	Bettendorf city, IA.....	33,217
Ashland town, MA.....	16,593	Billings city, MT.....	104,170
Ashland town, VA	7,225	Bloomington city, IN	80,405
Aspen city, CO.....	6,658	Bloomington city, MN	82,893
Athens-Clarke County, GA	115,452	Blue Springs city, MO	52,575
Auburn city, AL.....	53,380	Boise City city, ID	205,671
Augusta CCD, GA.....	134,777	Bonner Springs city, KS	7,314
Aurora city, CO.....	325,078	Boone County, KY	118,811
Austin city, TX.....	790,390	Boulder city, CO.....	97,385

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Bowling Green city, KY.....	58,067	Coronado city, CA	18,912
Bozeman city, MT.....	37,280	Corvallis city, OR.....	54,462
Brentwood city, MO.....	8,055	Cottonwood Heights city, UT	33,433
Brentwood city, TN.....	37,060	Creve Coeur city, MO	17,833
Brighton city, CO	33,352	Cupertino city, CA	58,302
Brighton city, MI.....	7,444	Dacono city, CO.....	4,152
Bristol city, TN.....	26,702	Dakota County, MN.....	398,552
Broken Arrow city, OK.....	98,850	Dallas city, OR	14,583
Brookline CDP, MA.....	58,732	Dallas city, TX.....	1,197,816
Brooklyn Center city, MN.....	30,104	Danville city, KY.....	16,218
Brooklyn city, OH.....	11,169	Dardenne Prairie city, MO.....	11,494
Broomfield city, CO.....	55,889	Darien city, IL.....	22,086
Brownsburg town, IN.....	21,285	Davenport city, FL.....	2,888
Buffalo Grove village, IL.....	41,496	Davidson town, NC.....	10,944
Burlingame city, CA	28,806	Dayton city, OH	141,527
Cabarrus County, NC	178,011	Dayton town, WY.....	757
Cambridge city, MA	105,162	Dearborn city, MI.....	98,153
Canandaigua city, NY.....	10,545	Decatur city, GA.....	19,335
Cannon Beach city, OR	1,690	Del Mar city, CA.....	4,161
Cañon City city, CO.....	16,400	DeLand city, FL.....	27,031
Canton city, SD	3,057	Delaware city, OH	34,753
Cape Coral city, FL.....	154,305	Denison city, TX.....	22,682
Carlisle borough, PA	18,682	Denton city, TX.....	113,383
Carlsbad city, CA	105,328	Novi city, CO.....	600,158
Carroll city, IA	10,103	Des Moines city, IA	203,433
Cartersville city, GA	19,731	Des Peres city, MO.....	8,373
Cary town, NC.....	135,234	Destin city, FL.....	12,305
Castine town, ME.....	1,366	Dover city, NH	29,987
Castle Rock town, CO	48,231	Dublin city, CA	46,036
Cedar Hill city, TX.....	45,028	Dublin city, OH	41,751
Cedar Rapids city, IA	126,326	Duluth city, MN.....	86,265
Celina city, TX.....	6,028	Durham city, NC	228,330
Centennial city, CO	100,377	Durham County, NC	267,587
Chandler city, AZ.....	236,123	Dyer town, IN.....	16,390
Chandler city, TX.....	2,734	Eagan city, MN	64,206
Chanhassen city, MN	22,952	Eagle Mountain city, UT.....	21,415
Chapel Hill town, NC.....	57,233	Eagle town, CO.....	6,508
Chardon city, OH.....	5,148	Eau Claire city, WI	65,883
Charles County, MD.....	146,551	Eden Prairie city, MN.....	60,797
Charlotte city, NC	731,424	Eden town, VT.....	1,323
Charlotte County, FL.....	159,978	Edgerton city, KS	1,671
Charlottesville city, VA	43,475	Edgewater city, CO	5,170
Chattanooga city, TN.....	167,674	Edina city, MN	47,941
Chautauqua town, NY.....	4,464	Edmond city, OK.....	81,405
Chesterfield County, VA	316,236	Edmonds city, WA.....	39,709
Clackamas County, OR.....	375,992	El Cerrito city, CA.....	23,549
Clarendon Hills village, IL.....	8,427	El Dorado County, CA.....	181,058
Clayton city, MO	15,939	El Paso de Robles (Paso Robles) city, CA	29,793
Clearwater city, FL.....	107,685	Elk Grove city, CA	153,015
Cleveland Heights city, OH.....	46,121	Elko New Market city, MN.....	4,110
Clinton city, SC.....	8,490	Elmhurst city, IL.....	44,121
Clive city, IA.....	15,447	Englewood city, CO.....	30,255
Clovis city, CA	95,631	Erie town, CO	18,135
College Park city, MD.....	30,413	Escambia County, FL.....	297,619
College Station city, TX.....	93,857	Estes Park town, CO.....	5,858
Colleyville city, TX.....	22,807	Euclid city, OH	48,920
Columbia city, MO	108,500	Fairview town, TX	7,248
Columbia city, SC	129,272	Farmers Branch city, TX	28,616
Columbia Falls city, MT	4,688	Farmersville city, TX.....	3,301
Commerce City city, CO	45,913	Farmington Hills city, MI.....	79,740
Concord city, CA.....	122,067	Farmington town, CT	25,340
Concord town, MA.....	17,668	Fayetteville city, NC.....	200,564
Conshohocken borough, PA.....	7,833	Fernandina Beach city, FL.....	11,487
Coolidge city, AZ	11,825	Flagstaff city, AZ	65,870
Coon Rapids city, MN.....	61,476	Flower Mound town, TX.....	64,669
Copperas Cove city, TX.....	32,032	Forest Grove city, OR	21,083
Coral Springs city, FL.....	121,096	Fort Collins city, CO.....	143,986

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Franklin city, TN	62,487	Jefferson Parish, LA	432,552
Frederick town, CO	8,679	Johnson City city, TN	63,152
Fremont city, CA	214,089	Johnston city, IA	17,278
Friendswood city, TX	35,805	Jupiter town, FL	55,156
Fruita city, CO	12,646	Kalamazoo city, MI	74,262
Gahanna city, OH	33,248	Kansas City city, KS	145,786
Gaithersburg city, MD	59,933	Kansas City city, MO	459,787
Galveston city, TX	47,743	Keizer city, OR	36,478
Gardner city, KS	19,123	Kenmore city, WA	20,460
Georgetown city, TX	47,400	Kennedale city, TX	6,763
Germantown city, TN	38,844	Kent city, WA	92,411
Gilbert town, AZ	208,453	Kerrville city, TX	22,347
Gillette city, WY	29,087	Kettering city, OH	56,163
Glen Ellyn village, IL	27,450	Key West city, FL	24,649
Glendora city, CA	50,073	King City city, CA	12,874
Glenview village, IL	44,692	Kirkland city, WA	48,787
Golden city, CO	18,867	Kirkwood city, MO	27,540
Golden Valley city, MN	20,371	Knoxville city, IA	7,313
Goodyear city, AZ	65,275	La Plata town, MD	8,753
Grafton village, WI	11,459	La Vista city, NE	15,758
Grand Blanc city, MI	8,276	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 in the Hills village, IL	28,965
Greeley city, CO	92,889	Lake Stevens city, WA	28,069
Greenville city, NC	84,554	Lake Worth city, FL	34,910
Greenwich town, CT	61,171	Lake Zurich village, IL	19,631
Greenwood Village city, CO	13,925	Lakeville city, MN	55,954
Greer city, SC	25,515	Lakewood city, CO	142,980
Gunnison County, CO	15,324	Lakewood city, WA	58,163
Haltom City city, TX	42,409	Lancaster County, SC	76,652
Hamilton city, OH	62,477	Lane County, OR	351,715
Hamilton town, MA	7,764	Lansing city, MI	114,297
Hampton city, VA	137,436	Laramie city, WY	30,816
Hanover County, VA	99,863	Larimer County, CO	299,630
Harrisburg city, SD	4,089	Las Cruces city, NM	97,618
Harrisonburg city, VA	48,914	Las Vegas city, NM	13,753
Harrisonville city, MO	10,019	Lawrence city, KS	87,643
Hastings city, MN	22,172	Lawrenceville city, GA	28,546
Hayward city, CA	144,186	Lee's Summit city, MO	91,364
Henderson city, NV	257,729	Lehi city, UT	47,407
Herndon town, VA	23,292	Lenexa city, KS	48,190
High Point city, NC	104,371	Lewisville city, TX	95,290
Highland Park city, IL	29,763	Lewisville town, NC	12,639
Highlands Ranch CDP, CO	96,713	Libertyville village, IL	20,315
Homer Glen village, IL	24,220	Lincolnwood village, IL	12,590
Honolulu County, HI	953,207	Lindsborg city, KS	3,458
Hooksett town, NH	13,451	Little Chute village, WI	10,449
Hopkins city, MN	17,591	Littleton city, CO	41,737
Hopkinton town, MA	14,925	Livermore city, CA	80,968
Hoquiam city, WA	8,726	Lombard village, IL	43,165
Horry County, SC	269,291	Lone Tree city, CO	10,218
Howard village, WI	17,399	Long Grove village, IL	8,043
Hudson town, CO	2,356	Longmont city, CO	86,270
Huntley village, IL	24,291	Longview city, TX	80,455
Hurst city, TX	37,337	Lonsdale city, MN	3,674
Hutchinson city, MN	14,178	Los Alamos County, NM	17,950
Hutto city, TX	14,698	Los Altos Hills town, CA	7,922
Independence city, MO	116,830	Louisville city, CO	18,376
Indianola city, IA	14,782	Lower Merion township, PA	57,825
Indio city, CA	76,036	Lynchburg city, VA	75,568
Iowa City city, IA	67,862	Lynnwood city, WA	35,836
Irving city, TX	216,290	Macomb County, MI	840,978
Issaquah city, WA	30,434	Manassas city, VA	37,821
Jackson city, MO	13,758	Manhattan Beach city, CA	35,135
Jackson County, MI	160,248	Manhattan city, KS	52,281
James City County, VA	67,009	Mankato city, MN	39,309
Jefferson County, NY	116,229	Maple Grove city, MN	61,567

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Maplewood city, MN	38,018	North Yarmouth town, ME	3,565
Maricopa County, AZ	3,817,117	Novato city, CA	51,904
Marion city, IA	34,768	Novi city, MI	55,224
Mariposa County, CA	18,251	O'Fallon city, IL	28,281
Marshfield city, WI	19,118	O'Fallon city, MO	79,329
Martinez city, CA	35,824	Oak Park village, IL	51,878
Marysville city, WA	60,020	Oakland city, CA	390,724
Matthews town, NC	27,198	Oakley city, CA	35,432
Maui County, HI	154,834	Oklahoma City city, OK	579,999
McAllen city, TX	129,877	Olathe city, KS	125,872
McKinney city, TX	131,117	Old Town city, ME	7,840
McMinnville city, OR	32,187	Olmsted County, MN	144,248
Menlo Park city, CA	32,026	Olympia city, WA	46,478
Menomonee Falls village, WI	35,626	Orange village, OH	3,323
Mercer Island city, WA	22,699	Orland Park village, IL	56,767
Meridian charter township, MI	39,688	Orleans Parish, LA	343,829
Meridian city, ID	75,092	Oshkosh city, WI	66,083
Merriam city, KS	11,003	Oshtemo charter township, MI	21,705
Mesa city, AZ	439,041	Oswego village, IL	30,355
Mesa County, CO	146,723	Ottawa County, MI	263,801
Miami Beach city, FL	87,779	Overland Park city, KS	173,372
Miami city, FL	399,457	Paducah city, KY	25,024
Middleton city, WI	17,442	Palm Beach Gardens city, FL	48,452
Midland city, MI	41,863	Palm Coast city, FL	75,180
Milford city, DE	9,559	Palo Alto city, CA	64,403
Milton city, GA	32,661	Palos Verdes Estates city, CA	13,438
Minneapolis city, MN	382,578	Papillion city, NE	18,894
Minnetrissa city, MN	6,384	Paradise Valley town, AZ	12,820
Missouri City city, TX	67,358	Park City city, UT	7,558
Modesto city, CA	201,165	Parker town, CO	45,297
Monroe city, MI	20,733	Parkland city, FL	23,962
Monterey city, CA	27,810	Pasco city, WA	59,781
Montgomery city, MN	2,956	Pasco County, FL	464,697
Montgomery County, MD	971,777	Payette city, ID	7,433
Monticello city, UT	1,972	Pearland city, TX	91,252
Montrose city, CO	19,132	Peoria city, AZ	154,065
Monument town, CO	5,530	Peoria city, IL	115,007
Moraga town, CA	16,016	Pflugerville city, TX	46,936
Morristown city, TN	29,137	Pinehurst village, NC	13,124
Morrisville town, NC	18,576	Piqua city, OH	20,522
Morro Bay city, CA	10,234	Pitkin County, CO	17,148
Mountain Village town, CO	1,320	Plano city, TX	259,841
Mountlake Terrace city, WA	19,909	Platte City city, MO	4,691
Murphy city, TX	17,708	Pleasant Hill city, IA	8,785
Naperville city, IL	141,853	Pleasanton city, CA	70,285
Napoleon city, OH	8,749	Polk County, IA	430,640
Nederland city, TX	17,547	Pompano Beach city, FL	99,845
Needham CDP, MA	28,886	Port Orange city, FL	56,048
Nevada City city, CA	3,068	Port St. Lucie city, FL	164,603
Nevada County, CA	98,764	Portland city, OR	583,776
New Braunfels city, TX	57,740	Powell city, OH	11,500
New Brighton city, MN	21,456	Powhatan County, VA	28,046
New Hope city, MN	20,339	Prince William County, VA	402,002
New Orleans city, LA	343,829	Prior Lake city, MN	22,796
New Smyrna Beach city, FL	22,464	Pueblo city, CO	106,595
New Ulm city, MN	13,522	Purcellville town, VA	7,727
Newberg city, OR	22,068	Queen Creek town, AZ	26,361
Newport city, RI	24,672	Raleigh city, NC	403,892
Newport News city, VA	180,719	Ramsey city, MN	23,668
Newton city, IA	15,254	Raymond town, ME	4,436
Noblesville city, IN	51,969	Raymore city, MO	19,206
Norcross city, GA	9,116	Redmond city, OR	26,215
Norfolk city, NE	24,210	Redmond city, WA	54,144
Norfolk city, VA	242,803	Redwood City city, CA	76,815
North Mankato city, MN	13,394	Reno city, NV	225,221
North Port city, FL	57,357	Reston CDP, VA	58,404
North Richland Hills city, TX	63,343	Richland city, WA	48,058

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Richmond city, CA	103,701	St. Augustine city, FL	12,975
Richmond Heights city, MO	8,603	St. Charles city, IL.....	32,974
Rio Rancho city, NM	87,521	St. Cloud city, FL.....	35,183
River Falls city, WI.....	15,000	St. Joseph city, MO	76,780
Riverside city, CA.....	303,871	St. Joseph town, WI.....	3,842
Roanoke city, VA	97,032	St. Louis County, MN.....	200,226
Roanoke County, VA	92,376	State College borough, PA	42,034
Rochester Hills city, MI	70,995	Steamboat Springs city, CO	12,088
Rock Hill city, SC	66,154	Sugar Grove village, IL	8,997
Rockville city, MD	61,209	Sugar Land city, TX.....	78,817
Roeland Park city, KS.....	6,731	Suisun City city, CA	28,111
Rogers city, MN	8,597	Summit County, UT	36,324
Rohnert Park city, CA.....	40,971	Summit village, IL	11,054
Rolla city, MO.....	19,559	Sunnyvale city, CA	140,081
Roselle village, IL	22,763	Surprise city, AZ.....	117,517
Rosemount city, MN	21,874	Suwanee city, GA.....	15,355
Rosenberg city, TX	30,618	Tacoma city, WA.....	198,397
Roseville city, MN	33,660	Takoma Park city, MD	16,715
Round Rock city, TX	99,887	Tamarac city, FL	60,427
Royal Oak city, MI	57,236	Temecula city, CA	100,097
Royal Palm Beach village, FL.....	34,140	Tempe city, AZ	161,719
Sacramento city, CA	466,488	Temple city, TX.....	66,102
Sahuarita town, AZ	25,259	Texarkana city, TX	36,411
Sammamish city, WA.....	45,780	The Woodlands CDP, TX.....	93,847
San Anselmo town, CA.....	12,336	Thousand Oaks city, CA.....	126,683
San Diego city, CA	1,307,402	Tigard city, OR.....	48,035
San Francisco city, CA.....	805,235	Tracy city, CA	82,922
San Jose city, CA.....	945,942	Trinidad CCD, CO	12,017
San Marcos city, CA.....	83,781	Tualatin city, OR	26,054
San Marcos city, TX	44,894	Tulsa city, OK	391,906
San Rafael city, CA	57,713	Tustin city, CA	75,540
Sangamon County, IL	197,465	Twin Falls city, ID	44,125
Santa Fe city, NM	67,947	Unalaska city, AK	4,376
Santa Fe County, NM.....	144,170	University Heights city, OH	13,539
Santa Monica city, CA	89,736	University Park city, TX.....	23,068
Sarasota County, FL.....	379,448	Upper Arlington city, OH.....	33,771
Savage city, MN	26,911	Urbandale city, IA	39,463
Schaumburg village, IL	74,227	Vail town, CO.....	5,305
Schertz city, TX	31,465	Ventura CCD, CA.....	111,889
Scott County, MN	129,928	Vernon Hills village, IL.....	25,113
Scottsdale city, AZ.....	217,385	Vestavia Hills city, AL	34,033
Sedona city, AZ	10,031	Victoria city, MN.....	7,345
Sevierville city, TN	14,807	Vienna town, VA	15,687
Shakopee city, MN.....	37,076	Virginia Beach city, VA.....	437,994
Sharonville city, OH	13,560	Walnut Creek city, CA.....	64,173
Shawnee city, KS.....	62,209	Warrensburg city, MO	18,838
Shawnee city, OK	29,857	Washington County, MN.....	238,136
Sherborn town, MA.....	4,119	Washington town, NH	1,123
Shoreline city, WA	53,007	Washoe County, NV	421,407
Shoreview city, MN.....	25,043	Washougal city, WA	14,095
Shorewood village, IL	15,615	Wauwatosa city, WI	46,396
Shorewood village, WI.....	13,162	Waverly city, IA	9,874
Sierra Vista city, AZ	43,888	Wentzville city, MO.....	29,070
Silverton city, OR.....	9,222	West Carrollton city, OH	13,143
Sioux Center city, IA.....	7,048	Western Springs village, IL	12,975
Sioux Falls city, SD	153,888	Westerville city, OH.....	36,120
Skokie village, IL	64,784	Westlake town, TX.....	992
Snoqualmie city, WA.....	10,670	Westminster city, CO.....	106,114
Snowmass Village town, CO	2,826	Weston town, MA.....	11,261
Somerset town, MA	18,165	Wheat Ridge city, CO	30,166
South Jordan city, UT	50,418	White House city, TN	10,255
South Lake Tahoe city, CA	21,403	Wichita city, KS.....	382,368
Southlake city, TX.....	26,575	Williamsburg city, VA.....	14,068
Spearfish city, SD	10,494	Willowbrook village, IL	8,540
Spring Hill city, KS.....	5,437	Wilmington city, NC.....	106,476
Springfield city, MO	159,498	Wilsonville city, OR.....	19,509
Springville city, UT.....	29,466	Windsor town, CO.....	18,644

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Windsor town, CT.....	29,044
Winnetka village, IL.....	12,187
Winter Garden city, FL.....	34,568
Woodbury city, MN.....	61,961
Woodinville city, WA.....	10,938
Woodland city, CA.....	55,468

Wyandotte County, KS.....	157,505
Yakima city, WA.....	91,067
York County, VA.....	65,464
Yorktown town, IN.....	9,405
Yorkville city, IL.....	16,921
Yountville city, CA.....	2,933

Populations 35,000 to 70,000 Benchmark Comparisons

Table 73: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Novi	93%	21	103	Similar
Overall image or reputation of Novi	92%	17	78	Higher
Novi as a place to live	95%	17	85	Similar
Your neighborhood as a place to live	90%	16	67	Similar
Novi as a place to raise children	95%	19	85	Higher
Novi as a place to retire	70%	36	80	Similar
Overall appearance of Novi	93%	17	79	Similar

Table 74: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Novi	96%	19	79	Higher
	In your neighborhood during the day	98%	26	76	Similar
	In Novi's downtown/commercial area during the day	96%	21	65	Similar
Mobility	Overall ease of getting to the places you usually have to visit	71%	33	65	Similar
	Availability of paths and walking trails	57%	50	71	Similar
	Ease of walking in Novi	60%	47	68	Similar
	Ease of travel by bicycle in Novi	50%	43	68	Similar
	Ease of travel by public transportation in Novi	24%	49	53	Lower
	Ease of travel by car in Novi	62%	47	69	Similar
	Ease of public parking	71%	7	54	Higher
	Traffic flow on major streets	39%	58	79	Similar
Natural Environment	Quality of overall natural environment in Novi	75%	44	62	Similar
	Cleanliness of Novi	94%	17	64	Similar
	Air quality	87%	21	55	Similar
Built Environment	Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	65%	26	59	Similar
	Overall quality of new development in Novi	66%	21	63	Similar
	Availability of affordable quality housing	52%	24	64	Similar
	Variety of housing options	73%	13	64	Higher
	Public places where people want to spend time	74%	28	57	Similar
Economy	Overall economic health of Novi	95%	9	61	Higher
	Vibrant downtown/commercial area	45%	33	56	Similar
	Overall quality of business and service establishments in Novi	80%	13	62	Similar
	Cost of living in Novi	51%	19	58	Similar
	Shopping opportunities	93%	2	65	Much higher
	Employment opportunities	74%	4	67	Higher
	Novi as a place to visit	71%	25	63	Similar
	Novi as a place to work	84%	6	81	Higher
Recreation and Wellness	Health and wellness opportunities in Novi	84%	24	61	Similar
	Availability of preventive health services	87%	7	56	Similar
	Availability of affordable quality health care	88%	6	59	Higher

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Availability of affordable quality food	85%	6	54	Higher
	Recreational opportunities	75%	30	61	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	74%	34	59	Similar
Education and Enrichment	Overall opportunities for education and enrichment	91%	14	61	Higher
	Opportunities to participate in religious or spiritual events and activities	83%	18	44	Similar
	Opportunities to attend cultural/arts/music activities	66%	30	63	Similar
	Adult educational opportunities	83%	7	55	Higher
	K-12 education	95%	6	57	Higher
	Availability of affordable quality child care/preschool	76%	4	55	Higher
	Opportunities to participate in social events and activities	67%	27	60	Similar
Community Engagement	Neighborhoodliness of Novi	74%	8	58	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	78%	5	69	Similar
	Opportunities to participate in community matters	71%	24	60	Similar
	Opportunities to volunteer	77%	27	59	Similar

Table 75: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Novi	90%	11	94	Similar
Overall customer service by Novi employees (police, receptionists, planners, etc.)	88%	12	79	Similar
Value of services for the taxes paid to Novi	66%	26	88	Similar
Overall direction that Novi is taking	67%	27	69	Similar
Job Novi government does at welcoming citizen involvement	69%	7	71	Similar
Overall confidence in Novi government	68%	14	59	Similar
Generally acting in the best interest of the community	66%	17	58	Similar
Being honest	69%	12	58	Similar
Treating all residents fairly	74%	5	58	Higher
Services provided by the Federal Government	47%	12	56	Similar

Table 76: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	93%	6	94	Higher
	Fire services	96%	25	83	Similar
	Ambulance or emergency medical services	92%	33	77	Similar
	Crime prevention	90%	10	81	Higher
	Fire prevention and education	90%	17	61	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	80%	13	65	Similar
Mobility	Traffic enforcement	81%	4	81	Higher
	Street repair	38%	59	80	Similar
	Street cleaning	59%	51	73	Similar
	Street lighting	64%	40	77	Similar
	Snow removal	73%	18	61	Similar
	Sidewalk maintenance	65%	24	72	Similar
Natural Environment	Traffic signal timing	59%	23	64	Similar
	Garbage collection	94%	21	81	Similar
	Recycling	84%	31	79	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Yard waste pick-up	86%	25	68	Similar
	Drinking water	85%	18	73	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	55%	50	57	Similar
	Novi open space	49%	46	53	Lower
Built Environment	Storm drainage	76%	32	76	Similar
	Sewer services	87%	30	69	Similar
	Power (electric and/or gas) utility	86%	12	43	Similar
	Utility billing	83%	13	53	Similar
	Land use, planning and zoning	56%	28	65	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	69%	9	83	Higher
	Cable television	53%	29	48	Similar
	Economy	Economic development	75%	13	63
Recreation and Wellness	City parks	86%	43	67	Similar
	Recreation programs or classes	82%	36	69	Similar
	Recreation centers or facilities	80%	38	65	Similar
	Health services	89%	10	50	Similar
Education and Enrichment	City-sponsored special events	77%	30	67	Similar
	Public library services	91%	23	78	Similar
Community Engagement	Public information services	78%	16	65	Similar

Table 77: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	72%	17	69	Similar
Recommend living in Novi to someone who asks	93%	21	66	Similar
Remain in Novi for the next five years	87%	16	62	Similar
Contacted Novi (in-person, phone, email or web) for help or information	40%	47	72	Similar

Table 78: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	27%	35	52	Similar
	Did NOT report a crime to the police	90%	1	56	Higher
	Household member was NOT a victim of a crime	95%	2	56	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	5%	47	53	Much lower
	Carpooled with other adults or children instead of driving alone	31%	52	54	Lower
	Walked or biked instead of driving	51%	36	55	Similar
Natural Environment	Made efforts to conserve water	84%	20	55	Similar
	Made efforts to make your home more energy efficient	78%	13	55	Similar
	Recycle at home	88%	39	57	Similar
Built Environment	Did NOT observe a code violation or other hazard in Novi	71%	7	55	Higher
	NOT experiencing housing costs stress	81%	6	58	Higher
Economy	Purchase goods or services from a business located in Novi	97%	33	56	Similar
	Economy will have positive impact on income	42%	10	58	Higher
	Work inside boundaries of Novi	29%	41	56	Lower
Recreation and Wellness	Used Novi recreation centers or their services	49%	48	56	Similar
	Visited a neighborhood park or City park	78%	54	59	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Eat at least 5 portions of fruits and vegetables a day	87%	12	52	Similar
	Participate in moderate or vigorous physical activity	84%	26	54	Similar
	In very good to excellent health	69%	18	54	Similar
Education and Enrichment	Used Novi public libraries or their services	69%	16	54	Similar
	Participated in religious or spiritual activities in Novi	41%	28	46	Similar
	Attended City-sponsored event	43%	48	58	Lower
	Campaigned or advocated for an issue, cause or candidate	14%	49	52	Lower
Community Engagement	Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	10%	53	56	Similar
	Volunteered your time to some group/activity in Novi	22%	54	60	Lower
	Participated in a club	20%	43	56	Similar
	Talked to or visited with your immediate neighbors	89%	35	55	Similar
	Done a favor for a neighbor	77%	38	54	Similar
	Attended a local public meeting	18%	38	59	Similar
	Watched (online or on television) a local public meeting	16%	43	54	Similar
	Read or watch local news (via television, paper, computer, etc.)	80%	42	56	Similar
	Vote in local elections	80%	38	56	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	Elmhurst city, IL.....	44,121
Aliso Viejo city, CA.....	47,823	Euclid city, OH.....	48,920
Ames city, IA.....	58,965	Flagstaff city, AZ.....	65,870
Ankeny city, IA.....	45,582	Flower Mound town, TX.....	64,669
Apache Junction city, AZ.....	35,840	Franklin city, TN.....	62,487
Auburn city, AL.....	53,380	Friendswood city, TX.....	35,805
Azusa city, CA.....	46,361	Gaithersburg city, MD.....	59,933
Battle Creek city, MI.....	52,347	Galveston city, TX.....	47,743
Bedford city, TX.....	46,979	Georgetown city, TX.....	47,400
Blue Springs city, MO.....	52,575	Germantown city, TN.....	38,844
Bowling Green city, KY.....	58,067	Glendora city, CA.....	50,073
Bozeman city, MT.....	37,280	Glenview village, IL.....	44,692
Brentwood city, TN.....	37,060	Goodyear city, AZ.....	65,275
Brookline CDP, MA.....	58,732	Greenwich town, CT.....	61,171
Broomfield city, CO.....	55,889	Haltom City city, TX.....	42,409
Buffalo Grove village, IL.....	41,496	Hamilton city, OH.....	62,477
Castle Rock town, CO.....	48,231	Harrisonburg city, VA.....	48,914
Cedar Hill city, TX.....	45,028	Hurst city, TX.....	37,337
Chapel Hill town, NC.....	57,233	Iowa City city, IA.....	67,862
Charlottesville city, VA.....	43,475	James City County, VA.....	67,009
Cleveland Heights city, OH.....	46,121	Johnson City city, TN.....	63,152
Commerce City city, CO.....	45,913	Jupiter town, FL.....	55,156
Coon Rapids city, MN.....	61,476	Keizer city, OR.....	36,478
Corvallis city, OR.....	54,462	Kettering city, OH.....	56,163
Cupertino city, CA.....	58,302	Kirkland city, WA.....	48,787
Dublin city, CA.....	46,036	Laguna Niguel city, CA.....	62,979
Dublin city, OH.....	41,751	Lakeville city, MN.....	55,954
Eagan city, MN.....	64,206	Lakewood city, WA.....	58,163
Eau Claire city, WI.....	65,883	Lehi city, UT.....	47,407
Eden Prairie city, MN.....	60,797	Lenexa city, KS.....	48,190
Edina city, MN.....	47,941	Littleton city, CO.....	41,737
Edmonds city, WA.....	39,709	Lombard village, IL.....	43,165

The National Citizen Survey™

Lower Merion township, PA.....	57,825	Reston CDP, VA.....	58,404
Lynnwood city, WA.....	35,836	Richland city, WA.....	48,058
Manassas city, VA.....	37,821	Rock Hill city, SC.....	66,154
Manhattan Beach city, CA.....	35,135	Rockville city, MD.....	61,209
Manhattan city, KS.....	52,281	Rohnert Park city, CA.....	40,971
Mankato city, MN.....	39,309	Royal Oak city, MI.....	57,236
Maple Grove city, MN.....	61,567	Sammamish city, WA.....	45,780
Maplewood city, MN.....	38,018	San Marcos city, TX.....	44,894
Martinez city, CA.....	35,824	San Rafael city, CA.....	57,713
Marysville city, WA.....	60,020	Santa Fe city, NM.....	67,947
Menomonee Falls village, WI.....	35,626	Shakopee city, MN.....	37,076
Meridian charter township, MI.....	39,688	Shawnee city, KS.....	62,209
Midland city, MI.....	41,863	Shoreline city, WA.....	53,007
Missouri City city, TX.....	67,358	Sierra Vista city, AZ.....	43,888
New Braunfels city, TX.....	57,740	Skokie village, IL.....	64,784
Noblesville city, IN.....	51,969	South Jordan city, UT.....	50,418
North Port city, FL.....	57,357	St. Cloud city, FL.....	35,183
North Richland Hills city, TX.....	63,343	State College borough, PA.....	42,034
Novato city, CA.....	51,904	Summit County, UT.....	36,324
Novi city, MI.....	55,224	Tamarac city, FL.....	60,427
Oak Park village, IL.....	51,878	Temple city, TX.....	66,102
Oakley city, CA.....	35,432	Texarkana city, TX.....	36,411
Olympia city, WA.....	46,478	Tigard city, OR.....	48,035
Orland Park village, IL.....	56,767	Twin Falls city, ID.....	44,125
Oshkosh city, WI.....	66,083	Urbandale city, IA.....	39,463
Palm Beach Gardens city, FL.....	48,452	Walnut Creek city, CA.....	64,173
Palo Alto city, CA.....	64,403	Wauwatosa city, WI.....	46,396
Parker town, CO.....	45,297	Westerville city, OH.....	36,120
Pasco city, WA.....	59,781	Woodbury city, MN.....	61,961
Pflugerville city, TX.....	46,936	Woodland city, CA.....	55,468
Port Orange city, FL.....	56,048	York County, VA.....	65,464
Redmond city, WA.....	54,144		

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 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."

Selecting Survey Recipients

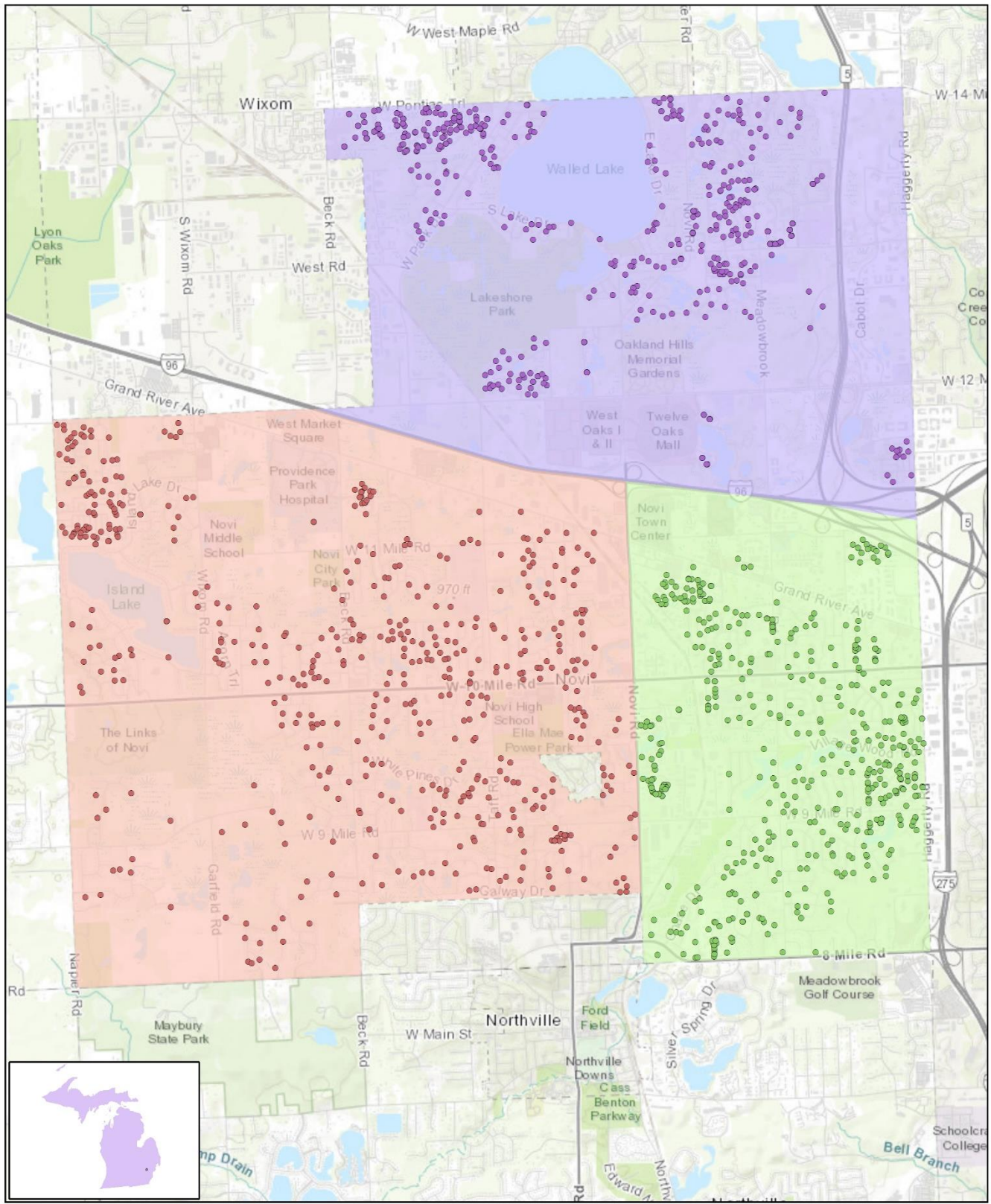
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Novi were eligible to participate in the survey. A list of all households within the zip codes serving Novi was purchased from Go-Dog Direct based on updated listings from the United 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 1,600 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 *N*th one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate 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 selected 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.

In addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the City of Novi website. This opt-in survey was identical to the scientific survey and open to all City residents. The data presented in this report exclude the opt-in survey data. These data can be found in the *Supplemental Online Survey Results* provided under separate cover.

Figure 1: Location of Survey Recipients



Survey Recipients in Novi, MI

- In Area 1 ● In Area 3 ■ Area 1: North of I-96 ■ Area 3: South of I-96 West of Novi Road
- In Area 2 ■ Area 2: South of I-96 East of Novi Road

Survey Administration and Response

Selected households received three mailings, one week apart, beginning on September 7, 2018. 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 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. The online “opt-in” survey became available to all residents on October 10, 2018 and remained open for four weeks.

About 3% of the 1,600 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 1,555 households that received the survey, 417 completed the survey, providing an overall response rate of 27%. Of the 417 completed surveys, 66 were completed online. Additionally, responses were tracked by geographic area; response rates by area ranged from 19% to 33%. The response rates were calculated using AAPOR’s response rate #2¹ for mailed surveys of unnamed persons. Additionally, 247 residents completed the online opt-in survey; results of the opt-in survey can be found in the *Supplemental Online Survey Results* report provided under separate cover.

Table 79: Survey Response Rates by Area

	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	Overall
Total sample used	532	534	534	1,600
I=Complete Interviews	99	137	171	407
P=Partial Interviews	3	1	5	9
R=Refusal and break off	0	0	0	0
NC=Non Contact	0	0	0	0
O=Other	0	0	0	0
UH=Unknown household	0	0	0	0
UO=Unknown other	430	396	358	1,184
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	19%	26%	33%	27%

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.²

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 all respondents (417 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

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.

¹ See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

² 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™

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.

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Survey Data Weighting

The demographic characteristics of the survey respondents 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 respondents reflective of the larger population of the community. The characteristics used for weighting were housing tenure, housing unit type, race and ethnicity, sex and age and geographic area. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 80: Novi, ST 2018 Weighting Table

Characteristic	2010 Census	Unweighted Data	Weighted Data
Housing			
Rent home	33%	18%	32%
Own home	67%	82%	68%
Detached unit*	56%	73%	57%
Attached unit*	44%	27%	43%
Race and Ethnicity			
White	76%	75%	78%
Not white	24%	25%	22%
Not Hispanic	97%	96%	95%
Hispanic	3%	4%	5%
Sex and Age			
Female	53%	52%	53%
Male	47%	48%	47%
18-34 years of age	25%	6%	21%
35-54 years of age	45%	33%	45%
55+ years of age	30%	60%	33%
Females 18-34	13%	3%	11%
Females 35-54	23%	13%	23%
Females 55+	16%	35%	19%
Males 18-34	12%	3%	10%
Males 35-54	22%	20%	23%
Males 55+	13%	26%	15%
Geographic Area			
North of I-96	34%	25%	34%
South of I-96/East of Novi Road	33%	33%	33%
South of I-96/West of Novi Road	33%	42%	33%

* U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

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.

The National Citizen Survey™

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. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The data for the opt-in survey are presented separately in the report titled *Supplemental Online Survey Results*.

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,

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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
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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 2018

CITY COUNCIL

Mayor
Bob Gatt

Mayor Pro Tem
Dave Staudt

Andrew Mutch

Wayne M. Wrobel

Laura Marie Casey

Gwen Markham

Kelly Breen

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 2018 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.xxplaceholder

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 2018

CITY COUNCIL

Mayor
Bob Gatt

Mayor Pro Tem
Dave Staudt

Andrew Mutch

Wayne M. Wrobel

Laura Marie Casey

Gwen Markham

Kelly Breen

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 2018 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 2018 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.
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www.xxplaceholder

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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 2018 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 public transportation 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
Used bus, rail, subway or other public transportation instead of driving.....	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 2018 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
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	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. How likely or unlikely would you be to use each of the following potential new features of the Novi Public Library?

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Not at all likely</i>	<i>NA/Don't use the library</i>
Increased meeting room rental space availability	1	2	3	4
Extended Sunday hours (12pm to 8pm)	1	2	3	4
Automatic renewal on materials that are currently checked out	1	2	3	4
An improved café experience	1	2	3	4
Elimination of daily overdue fines	1	2	3	4

15. How important, if at all, are each of the following Novi Public Library services to you?

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>NA/Don't use the library</i>
Checking out books, music or movies	1	2	3	4	5
Downloading electronic books, digital music or digital movies	1	2	3	4	5
Attending performances for youth, teen and/or adults	1	2	3	4	5
Availability of meeting room space	1	2	3	4	5
Opportunities for learning (e.g., online tutoring, ESL classes, computer classes, adult education opportunities, cultural learning experiences, etc.)	1	2	3	4	5

16. Please indicate the extent to which you would support or oppose a potential property tax increase for each of the following:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Enhancing Novi Public Library operations	1	2	3	4	5
Widening Beck Road	1	2	3	4	5
Joining the Suburban Mobility Authority for Regional Transit (SMART) System.....	1	2	3	4	5

The City of Novi 2018 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



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