

THE NCSTM
The National Citizen SurveyTM

Novi, MI

Comparisons by Geographic Subgroups

2018



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Novi’s Comparisons by Geographic Subgroups is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by geographic areas.

Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) 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 subgroup comparison tables contain the crosstabulations of survey questions by geographic area. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroup ratings within a row (a single question item) that has a statistically significant difference, an upper case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table A below, respondents in Districts 1 (A) and 2 (B) gave significantly lower ratings to overall quality of life than respondents in Districts 3 (C) and 4 (D), as denoted by the “A B” listed in the cell of the ratings for Districts 3 and 4. The overall quality of life rating in District 4 (D) also was significantly lower than that of District 3 (C) (as indicated by the “D” in the rating for District 3).

Figure 1: Community Characteristics – General (Example Only)

Percent rating positively (e.g., excellent/good)	District				Overall (A)
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	
The overall quality of life in ABC	73%	74%	79% A B D	76% A B	78%
Overall image or reputation of ABC	65%	66%	69% A B	71% A B C	70%
ABC as a place to live	80%	81%	85% A B D	82% A B	84%

Three sets of geographic areas were tracked for comparison and the number of completed surveys for each are in the figure below. While residents' experiences and opinions did vary in many cases by their geographic location, a clear pattern of how geographic location impacted opinion did not emerge. For example, those in one area may have had higher ratings than other areas for some items in a topic area, but also some lower ratings under that same topic. Thus despite some variability, no area appeared to have consistently higher or lower ratings.

Figure 2: Geographic Areas

Area	Number of Completed Surveys
North of I-96	102
South of I-96/East of Novi Road	138
South of I-96/West of Novi Road	176
Overall	416

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
The overall quality of life in Novi	93%	92%	94%	93%
Overall image or reputation of Novi	92%	94%	91%	92%
Novi as a place to live	95%	95%	97%	95%
Your neighborhood as a place to live	90%	84%	98% A B	90%
Novi as a place to raise children	92%	95%	97%	95%
Novi as a place to retire	79% C	68%	66%	70%
Overall appearance of Novi	95%	92%	92%	93%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Overall feeling of safety in Novi	98%	94%	94%	96%
In your neighborhood during the day	100% C	97%	96%	98%
In Novi's downtown/commercial area during the day	99%	95%	94%	96%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Overall ease of getting to the places you usually have to visit	70%	78% C	66%	71%
Traffic flow on major streets	42%	43%	32%	39%
Ease of public parking	71%	65%	77% B	71%
Ease of travel by car in Novi	69%	60%	57%	62%
Ease of travel by public transportation in Novi	18%	32%	24%	24%
Ease of travel by bicycle in Novi	48%	56%	46%	50%
Ease of walking in Novi	58%	65%	58%	60%
Availability of paths and walking trails	51%	63% A	58%	57%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Quality of overall natural environment in Novi	74%	81% C	70%	75%
Air quality	81%	86%	94% A B	87%
Cleanliness of Novi	93%	92%	96%	94%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	64%	73% C	60%	65%
Public places where people want to spend time	80% C	72%	69%	74%
Variety of housing options	68%	74%	78%	73%
Availability of affordable quality housing	44%	56%	55%	52%
Overall quality of new development in Novi	69%	67%	63%	66%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Overall economic health of Novi	96%	93%	97%	95%
Novi as a place to work	77%	88% A	90% A	84%
Novi as a place to visit	73%	76%	65%	71%
Employment opportunities	77%	69%	77%	74%
Shopping opportunities	90%	93%	96%	93%
Cost of living in Novi	43%	58% A	54%	51%
Overall quality of business and service establishments in Novi	77%	80%	83%	80%
Vibrant downtown/commercial area	47%	45%	43%	45%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Health and wellness opportunities in Novi	76%	86% A	91% A	84%
Fitness opportunities (including exercise classes and paths or trails, etc.)	71%	73%	77%	74%
Recreational opportunities	69%	80%	76%	75%
Availability of affordable quality food	86%	83%	85%	85%
Availability of affordable quality health care	88%	83%	92% B	88%
Availability of preventive health services	85%	83%	91%	87%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Overall opportunities for education and enrichment	91%	92%	91%	91%
Availability of affordable quality child care/preschool	60%	71%	94% A B	76%
K-12 education	95%	94%	96%	95%
Adult educational opportunities	76%	86% A	88% A	83%
Opportunities to attend cultural/arts/music activities	60%	67%	71%	66%
Opportunities to participate in religious or spiritual events and activities	80%	77%	89% B	83%

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Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Opportunities to participate in social events and activities	61%	75% A	65%	67%
Opportunities to volunteer	77%	83%	71%	77%
Opportunities to participate in community matters	66%	74%	73%	71%
Openness and acceptance of the community toward people of diverse backgrounds	75%	75%	85%	78%
Neighborliness of residents in Novi	77%	71%	74%	74%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
The City of Novi	91%	90%	89%	90%
The value of services for the taxes paid to Novi	65%	71%	61%	66%
The overall direction that Novi is taking	76% C	72% C	56%	67%
The job Novi government does at welcoming citizen involvement	77%	68%	65%	69%
Overall confidence in Novi government	73% C	75% C	58%	68%
Generally acting in the best interest of the community	71% C	72% C	57%	66%
Being honest	65%	73%	68%	69%
Treating all residents fairly	76%	77%	70%	74%
Overall customer service by Novi employees (police, receptionists, planners, etc.)	94% C	88%	83%	88%
The Federal Government	44%	52%	45%	47%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Police services	92%	92%	96%	93%
Fire services	100% B	94%	95%	96%
Ambulance or emergency medical services	92%	92%	91%	92%
Crime prevention	92%	89%	90%	90%
Fire prevention and education	91%	88%	91%	90%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	80%	76%	83%	80%

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Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Traffic enforcement	86% C	83%	76%	81%
Street repair	44%	36%	35%	38%
Street cleaning	58%	57%	60%	59%
Street lighting	72% B	60%	61%	64%
Snow removal	77%	71%	70%	73%
Sidewalk maintenance	79% B C	62%	55%	65%
Traffic signal timing	58%	63%	57%	59%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Garbage collection	98% B	89%	96% B	94%
Recycling	84%	78%	89% B	84%
Yard waste pick-up	87%	86%	86%	86%
Drinking water	74%	92% A	88% A	85%
Preservation of natural areas such as open space, farmlands and greenbelts	56%	62% C	48%	55%
Novi open space	50%	49%	50%	49%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Storm drainage	64%	75%	86% A	76%
Sewer services	85%	87%	89%	87%
Power (electric and/or gas) utility	85%	83%	90%	86%
Utility billing	79%	79%	90% A B	83%
Land use, planning and zoning	45%	76% A C	50%	56%
Code enforcement (weeds, abandoned buildings, etc.)	74% C	77% C	60%	69%
Cable television	54%	50%	56%	53%

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Table 15: Governance - Economy

	Geographic Area			Overall
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (e.g., excellent/good)				(A)
Economic development	74%	81% C	69%	75%

Table 16: Governance - Recreation and Wellness

	Geographic Area			Overall
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (e.g., excellent/good)				(A)
City parks	86%	90%	83%	86%
Recreation programs or classes	78%	84%	84%	82%
Recreation centers or facilities	82%	83%	74%	80%
Health services	90%	84%	92%	89%

Table 17: Governance - Education and Enrichment

	Geographic Area			Overall
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (e.g., excellent/good)				(A)
Public library services	90%	89%	94%	91%
City-sponsored special events	71%	78%	80%	77%

Table 18: Governance - Community Engagement

	Geographic Area			Overall
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (e.g., excellent/good)				(A)
Public information services	72%	79%	83%	78%

Table 19: Participation General

	Geographic Area			Overall
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)				(A)
Sense of community	73%	72%	71%	72%
Recommend living in Novi to someone who asks	93%	95%	92%	93%
Remain in Novi for the next five years	85%	87%	90%	87%
Contacted the City of Novi (in-person, phone, email or web) for help or information	29%	42% A	48% A	40%

Table 20: Participation - Safety

	Geographic Area			Overall
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)				(A)
Was NOT the victim of a crime	89%	98% A	98% A	95%
Did NOT report a crime	90%	92%	89%	90%
Stocked supplies in preparation for an emergency	31%	25%	24%	27%

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Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Walked or biked instead of driving	46%	55%	51%	51%
Carpooled with other adults or children instead of driving alone	38% B	26%	29%	31%
Used bus, rail, subway or other public transportation instead of driving	6%	8% C	2%	5%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Recycle at home	83%	84%	96% A B	88%
Made efforts to make your home more energy efficient	77%	78%	80%	78%
Made efforts to conserve water	81%	86%	85%	84%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
NOT under housing cost stress	78%	80%	87%	81%
Did NOT observe a code violation	77% C	71%	64%	71%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Purchase goods or services from a business located in Novi	94%	96%	100% A	97%
Economy will have positive impact on income	27%	49% A	51% A	42%
Work in Novi	33%	28%	26%	29%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Used Novi recreation centers or their services	44%	42%	62% A B	49%
Visited a neighborhood park or City park	78%	76%	80%	78%
Eat at least 5 portions of fruits and vegetables a day	87%	82%	91% B	87%
Participate in moderate or vigorous physical activity	77%	84%	93% A B	84%
Reported being in "very good" or "excellent" health	56%	73% A	78% A	69%

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Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Used Novi public libraries or their services	60%	66%	81% A B	69%
Participated in religious or spiritual activities in Novi	33%	37%	55% A B	41%
Attended a City-sponsored event	39%	45%	44%	43%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Campaigned or advocated for an issue, cause or candidate	13%	17%	12%	14%
Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	11%	7%	11%	10%
Volunteered your time to some group/activity in Novi	15%	17%	35% A B	22%
Participated in a club	13%	25% A	22%	20%
Talked to or visited with your immediate neighbors	86%	86%	95% A B	89%
Done a favor for a neighbor	70%	73%	88% A B	77%
Attended a local public meeting	17%	16%	20%	18%
Watched (online or on television) a local public meeting	13%	19%	16%	16%
Read or watch local news (via television, paper, computer, etc.)	82%	80%	77%	80%
Vote in local elections	71%	86% A	84% A	80%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Overall feeling of safety in Novi	95%	96%	94%	95%
Overall ease of getting to the places you usually have to visit	90%	94% C	86%	90%
Quality of overall natural environment in Novi	91%	90%	89%	90%
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	73%	70%	83% B	75%
Health and wellness opportunities in Novi	80% C	84% C	69%	78%
Overall opportunities for education and enrichment	84%	86%	78%	83%
Overall economic health of Novi	90%	92%	90%	91%
Sense of community	91% B	78%	84%	85%

Table 29: Renting or Buying Within Novi

Percent rating positively (e.g., very likely/somewhat likely)	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
If moving within the next five years, would consider renting or buying only within Novi	68% C	68% C	50%	62%

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Table 30: Likelihood of Using New Library Features

	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (e.g., very likely/somewhat likely)				
Increased meeting room rental space availability	22%	27%	34% A	28%
Extended Sunday hours (12pm to 8pm)	47%	55%	57%	53%
Automatic renewal on materials that are currently checked out	60%	59%	68%	62%
An improved café experience	36%	47%	43%	42%
Elimination of daily overdue fines	52%	51%	51%	51%

Table 31: Importance of Library Services

	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (e.g., essential/very important/somewhat important)				
Checking out books, music or movies	64%	75% A	79% A	73%
Downloading electronic books, digital music or digital movies	56%	59%	70% A	62%
Attending performances for youth, teen and/or adults	49%	50%	60%	53%
Availability of meeting room space	42%	41%	48%	44%
Opportunities for learning (e.g., online tutoring, ESL classes, computer classes, adult education opportunities, cultural learning experiences, etc.)	57%	67%	65%	63%

Table 32: Support for Potential Property Tax Increases

	Geographic Area			Overall (A)
	North of I-96	South of I-96/ East of Novi Road	South of I-96/ West of Novi Road	
	(A)	(B)	(C)	
Percent rating positively (strongly support/somewhat support)				
Enhancing Novi Public Library operations	68%	66%	56%	63%
Widening Beck Road	73% B	60%	79% B	71%
Joining the Suburban Mobility Authority for Regional Transit (SMART) System	73% B C	52%	46%	56%