



MEMORANDUM

TO: CLAY J. PEARSON, CITY MANAGER
FROM: SHERYL WALSH, DIRECTOR OF COMMUNICATIONS
LAUREN ROYSTON, ECONOMIC DEVELOPMENT DIRECTOR
SUBJECT: 2013 BUSINESS SURVEY
DATE: NOVEMBER 21, 2013

11/21/13

To: Mayor & City Council Members

For your use and review. To be presented Monday night.

Since 2006, the City of Novi has contracted with the National Research Center (NRC) to perform the biennial Citizen Survey, with the most recent survey being conducted in the fall 2012. In the FY 2013/2014 Budget, City Council approved funding for the completion of a Business Survey. Similar to the National Citizen Survey, the Business Survey will provide valuable data regarding Novi businesses views on City services, quality of life, and processes. City staff collaborated with staff from the Village of Orland Park, Illinois (a Mayor's Exchange community in 2009) and the National Research Center to develop the Business Survey. The Business Survey parallels the National Citizen Survey, yet is specific to business needs and services.

The NRC conducted the pilot survey for both the Village of Orland Park and Novi in September and October, with 245 businesses responding. Results will be presented at the November 25th City Council Meeting and utilized when creating Economic Development Goals & Objectives for 2014.

Key findings of the survey include:

- Nine out of 10 respondents rated the overall quality of life in Novi as "excellent" or "good."
- Nearly all respondents thought Novi was an "excellent" or "good" place to work.
- Most businesses planned to expand in the coming years and supported City actions to stimulate economic growth.
- Respondents hoped for improved communication with local government.
- Three-quarters of respondents thought physical improvements to City-owned property, such as streets and sidewalks would benefit their business.

Of specific interest in the completed survey are comparisons to the National Citizen Survey results and Orland Park. Both contrasts gauge the similarities/differences in a variety of areas and provide a reference for benchmarking.

We look forward to sharing the results of this new business engagement initiative on Monday and utilizing them as we create economic development strategies/goals for the coming year. If you have any questions, please let us know.



NOVI, MI

2013 Business Survey

Prepared by:



NRC
National Research Center Inc.

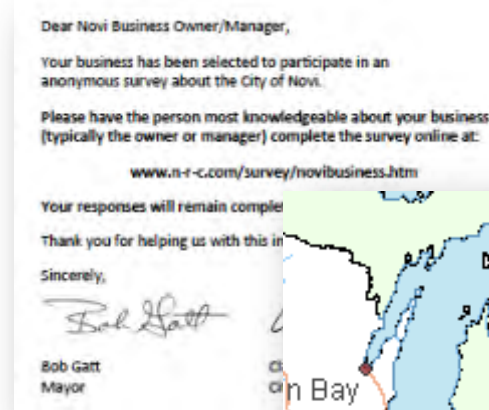
METHOD

1,685
businesses
contacted

245 completed
(17%)

+/- 7% margin
of error

Results
compared to
Orland Park, IL



KEY FINDING #1

*Novi was seen as a good place
to do business.*



DOING BUSINESS IN NOVI

More than

9 in 10

“excellent” or “good”

Novi as a place to work

Shopping opportunities in Novi



QUALITY OF BUSINESS

8 in 10

“excellent” or “good”

Overall economic climate

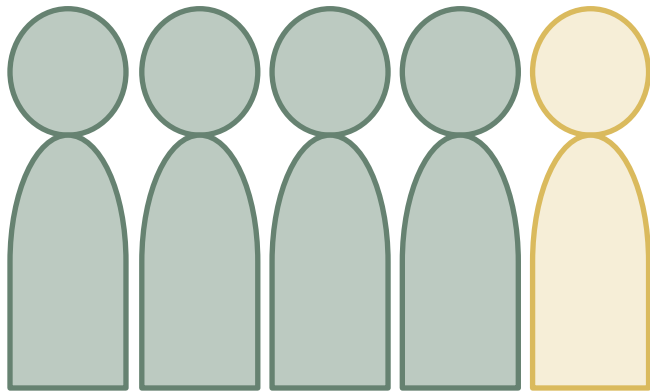
Novi as a place to do business

Overall quality of business establishments



EMPLOYMENT OPPORTUNITIES

“Excellent”
or “good”



Higher ratings awarded by:

- **Larger** businesses
(compared to *smaller* businesses)
- **Businesses located in Novi**
(compared to *Orland Park*)
- **Business representatives**
(compared to *Novi residents*)

BUSINESS STABILITY

9 in 10

*keep business in
Novi for next 5 years*



8 in 10

*recommend operating
a business in Novi*

KEY FINDING #2

Respondents appreciated community features and services that support Novi business.



OVERALL QUALITY OF LIFE

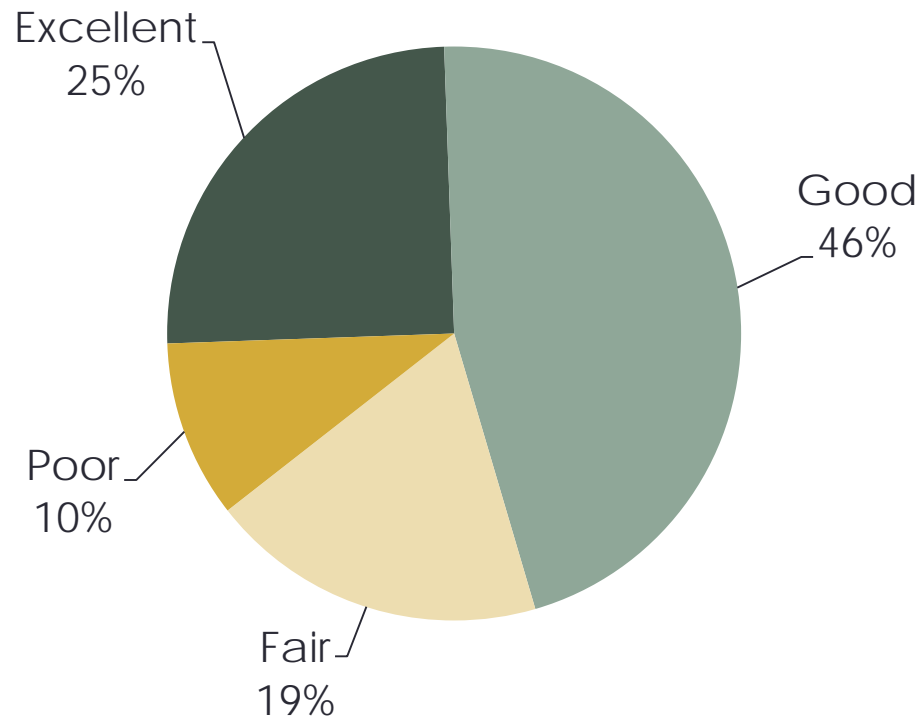
9 in 10

“excellent” or “good”



ECONOMIC DEVELOPMENT SERVICES

Please rate the quality of each of the following services provided by the City of Novi: Economic development



CITY SERVICES

TOP rated

Fire services

Police services

Crime prevention



LOWEST rated

Building permits
and inspections

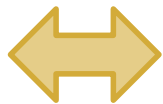
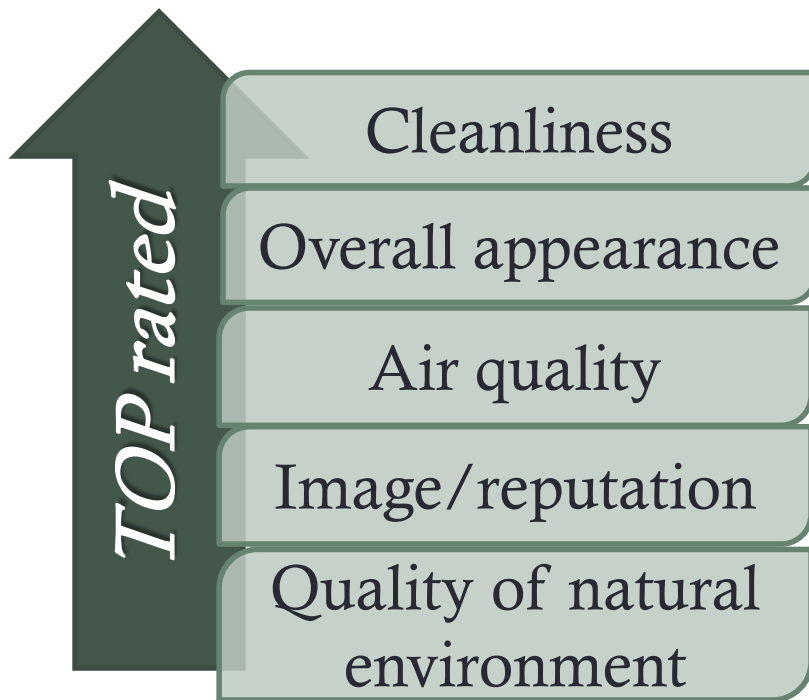
Street repair

Code enforcement

Land use, planning
and zoning

COMMUNITY CHARACTERISTICS

Please rate each of the following characteristics as they relate to Novi as a whole



All ratings similar compared to Orland Park, IL



SAFETY

At least **3 in 4** felt safe:

- from **violent crime**
- from **property crime**
- in Novi's commercial areas **during the day**
- in Novi's commercial areas **after dark**



KEY FINDING #3

Transportation was a concern for businesses in Novi.



COMMUNITY CHARACTERISTICS

Please rate each of the following characteristics as they relate to Novi as a whole

LOWEST rated

Availability of paths and trails

Ease of walking

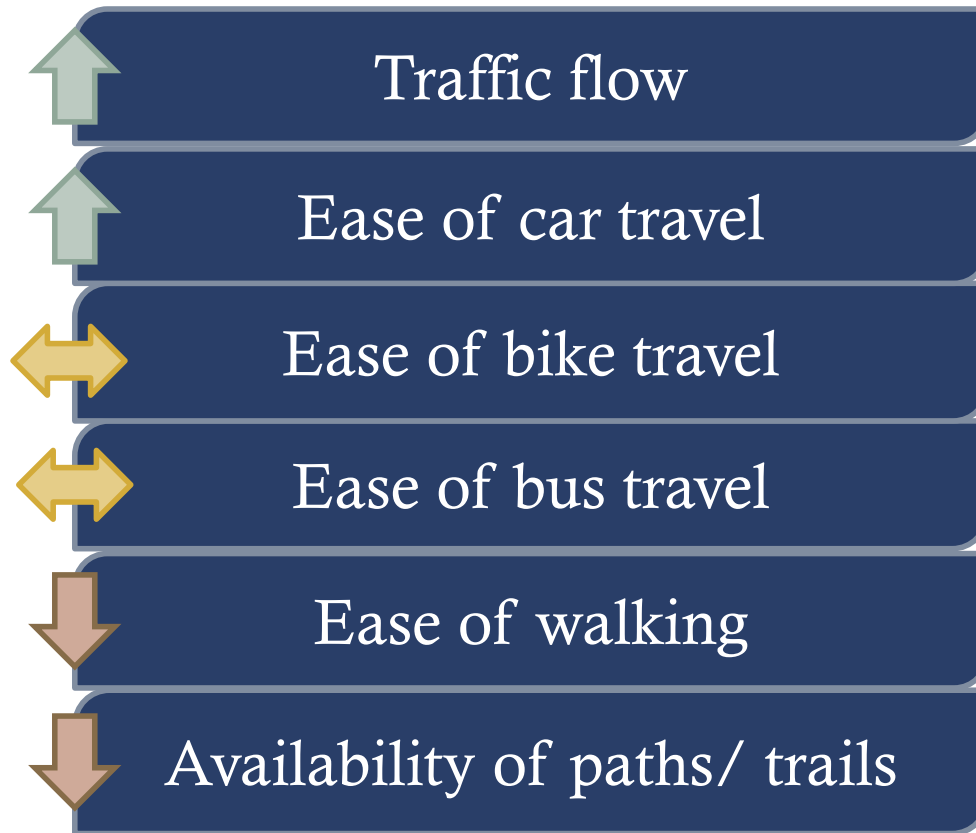
Traffic flow

Ease of bike travel

Ease of bus travel



TRANSPORTATION COMPARED



*Ratings compared to
Orland Park, IL*



above



similar



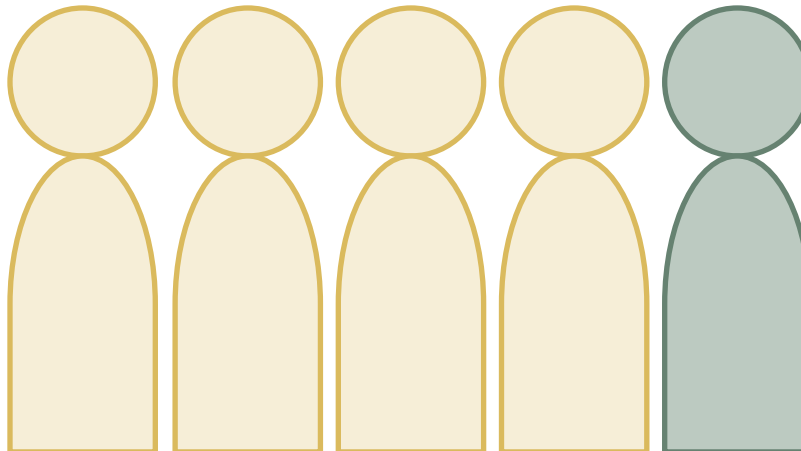
below

POTENTIAL IMPROVEMENTS

What is the single most significant thing the City of Novi could do to improve your business experience in Novi?

1 in 5

Reduce traffic, improve transportation, fix roads



KEY FINDING #4

Novi business representatives lauded the performance of local government.

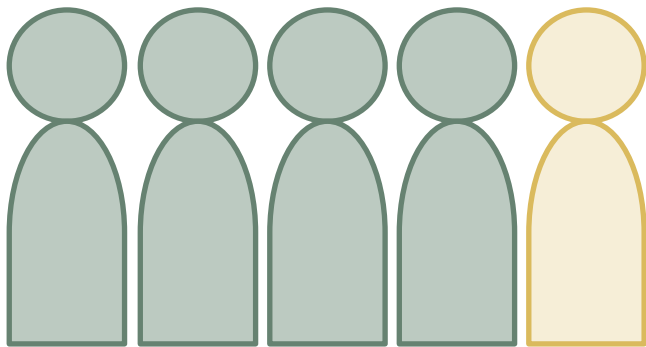


GOVERNMENT SERVICES

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

- City of Novi
- Oakland County

“Excellent” or “good”



Lower ratings for

- State government
- Federal government

GOVERNMENT PERFORMANCE

Overall direction

Keeping businesses informed

Value of services

7 in 10

“excellent” or “good”



CITY EMPLOYEES

Knowledge
Courtesy
Responsiveness
Overall impression

More than
8 in 10
“excellent” or “good”



KEY FINDING #5

Most businesses planned to expand within the coming years.



PROJECTED GROWTH

Over the next 3 to 5 years, do you anticipate...

Adding
employees



Maintaining the **same**
number of employees

POTENTIAL SERVICES

If the City were to implement the following services, how beneficial, if at all, would each be to your business?

At least **3 in 4** favored

Increased flexibility in
City regulations

Streamlined permitting

Physical improvements to
City-owned property

City-financed marketing
and promotion

THE BIG PICTURE

STRENGTHS

- Business quality
- Stability and growth
- Community features

OPPORTUNITIES

- Transportation
- Signage laws/ regulations
- Communication with businesses





NRC
National Research Center Inc

THANK YOU!

Laurie Urban
Project Manager
laurie@n-r-c.com

Tom Miller
Presenter
tom@n-r-c.com



BUSINESS SURVEY

CITY OF NOVI, MI

Prepared by



2955 Valmont Rd., Suite 300 • Boulder, CO 80301 • 303-444-7863 • www.n-r-c.com

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EXECUTIVE SUMMARY

The 2013 Novi Business Survey provided business owners and managers the opportunity to evaluate the quality of life and business in the City of Novi, as well as aspects of City services and local government performance. Of the 1,685 businesses in the City Novi's business database, 245 completed the 2013 Business Survey online, yielding a response rate of 17%. This is the first time the City of Novi has conducted a survey of its business owners and managers. Novi's business survey ratings were compared to ratings on the City's 2012 resident survey as well as to business survey ratings from Orland Park, IL.

Novi was seen as a good place to do business.

- ◆ Eight in 10 survey respondents rated the overall economic climate in Novi as excellent or good in 2013, and a similar proportion rated Novi as an excellent or good place to do business.
- ◆ Nearly all respondents thought Novi was an excellent or good place to work.
- ◆ Business-related characteristics of the City of Novi generally received positive reviews, with shopping opportunities and the overall quality of business establishments receiving top ratings.
- ◆ Survey respondents gave lower ratings to training opportunities for work, with one-quarter giving fair ratings.
- ◆ Nine in 10 business representatives planned to keep their business in Novi for the next five years, while 8 in 10 would recommend operating a business in Novi to someone who asks.

Respondents appreciated community features and services that support Novi business.

- ◆ Nine out of 10 survey respondents rated the overall quality of life in Novi as excellent or good, while two-thirds gave positive ratings to Novi as a place to retire.
- ◆ At least 8 in 10 respondents gave positive marks to Novi characteristics such as cleanliness, overall appearance, air quality, overall image or reputation and the quality of the natural environment.
- ◆ Most business representatives felt safe from violent crime (87% very or somewhat safe) and property crime (76%) in Novi. Similarly, most felt safe in Novi's commercial areas during the day (95%) and after dark (82%).
- ◆ Three-quarters gave excellent or good ratings to the City of Novi's economic development services.
- ◆ Most respondents gave high marks to the quality of services provided by the City of Novi; however, street repair received lower marks compared to other communities, with about one-quarter giving fair ratings. Compared to resident ratings of street repair, businesses representatives gave similar assessments.

Transportation was a concern for businesses in Novi.

- ◆ Of the business representatives surveyed in 2013, half or more gave less favorable ratings to the ease of walking in Novi, the availability of paths and walking trails, traffic flow on major streets and the ease of bicycle travel in Novi.

- ◆ Eight in 10 rated the ease of bus travel in the city as fair or poor.
- ◆ Three-quarters of survey respondents thought that physical improvements to City-owned property such as streets and sidewalks would benefit their business.
- ◆ When respondents were asked to identify the single most significant thing the City of Novi could do to improve their business experience in Novi, about one in five mentioned reducing traffic and improving roads and transportation.

Novi business representatives lauded the performance of local government and made suggestions for improvement.

- ◆ Eight in 10 survey respondents rated the quality services provided by the City of Novi and by Oakland County as excellent or good; fewer gave positive marks to the State and Federal government.
- ◆ Seven in 10 awarded positive ratings to the overall direction Novi is taking, the job Novi does informing its citizens and the value of services for taxes paid to Novi.
- ◆ Of those who had contacted a City employee in the past year, at least 8 in 10 gave excellent or good ratings of the employee's knowledge, courtesy and responsiveness.
- ◆ Business representatives hoped for improved communication with local government: only half gave positive ratings of the job Novi government does at listening to businesses and 11% said that improving government relations with local businesses was the single most significant thing the City of Novi could do to improve their business experience in Novi.

Most businesses planned to expand within the coming years, and many supported City actions to stimulate economic growth.

- ◆ Six in 10 survey respondents anticipated adding to their number of employees within the next three to five years, and three-quarters planned to hire in the next six months to a year. Most planned to add technical and administrative jobs.
- ◆ At least 6 in 10 respondents felt that the rate of population, retail and jobs growth in Novi was about right. About a third felt that jobs growth was too slow, while one-quarter felt that population and retail growth were too fast.
- ◆ At least 7 in 10 respondents felt that City services such as financial assistance and City-financed marketing and promotion would be somewhat or very beneficial to their business.
- ◆ When asked to identify the single most significant thing the City of Novi could do to improve their business experience in Novi, 17% said the City should attract new businesses and promote existing local businesses.
- ◆ Many survey respondents supported deregulation and efficiency measures: 9 in 10 thought that increased flexibility in City regulations would benefit their business, while 8 in 10 thought that streamlined permitting would be beneficial. Similarly, at least 1 in 10 respondents cited relaxing signage laws and reducing building fees and regulations to streamline building and planning as the most significant things the City of Novi could do to improve their business experience.

SURVEY BACKGROUND

The Business Survey was developed by National Research Center, Inc. (NRC) through a collaborative effort with the City of Novi, Michigan and the Village of Orland Park, Illinois to provide the perspectives of businesses within each community. Through the 2013 survey, Novi business owners and managers rated the quality of life in the city, as well as the service delivery and overall workings of local government. The survey also gave business owners and managers a chance to share their priorities for local government in the coming year. Because of the joint effort, Novi's results are compared to Orland Park's results, when applicable. This survey marks the first time Novi has conducted this type of broad survey of businesses.

All businesses (approximately 1,685) in the City Novi's business database were mailed invitations to complete the 2013 Business Survey online. Approximately 273 invitations were not deliverable to the address provided. A total of 245 completed surveys were submitted for a response rate of 17%. It is customary to describe the precision of estimates made from surveys by a "level of confidence" (or margin of error). The 95% confidence interval for this survey is generally no greater than plus or minus seven percentage points around any given percent reported for the entire sample (245 completed surveys). Additional information regarding the survey methodology can be found in *Appendix E: Survey Methodology*.

How the Results Are Reported

On many of the questions in the survey, respondents could give an answer of "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix A: Complete Set of Survey Responses*. However, these responses have been removed from the analyses presented in the report unless otherwise indicated. In other words, the tables in the Survey Results section display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of rounding values to the nearest whole number.

Certain questions were compared by characteristics of the businesses that responded; these results are discussed in the body of the report and are presented in tabular form in *Appendix B: Comparisons of Survey Results by Business Characteristics*. Selected survey results for Novi were compared to results from the business survey conducted in Orland Park, IL in 2013 and to results from The National Citizen Survey™ conducted in 2012. These findings are presented in tabular form in *Appendix C: Comparisons of Survey Results to Results from Orland Park, IL* and *Appendix D: Comparisons of Survey Results to The National Citizen Survey Results*. Where differences between subgroups are statistically significant, the results in these tables are shaded grey.

SURVEY RESULTS

Business Survey Respondent Profile

Of the 245 business representatives who completed the 2013 Novi Business Survey, most were business owners (46%) or managers/administrators (45%). About half had been located in Novi for more than 10 years and half reported an annual gross revenue of \$1 million or more. Novi worksites employed an average of 20 full-time and nine part-time employees. About 4 in 10 respondents reported that their business had multiple sites; of these, 65% said their Novi location was a branch, while 35% said it was their headquarters. Survey respondents represented a variety of business areas (see Figure 2).

FIGURE 1: POSITION IN ORGANIZATION

<i>What is your position in this organization?</i>	<i>Percent</i>
Owner	46%
Manager or Administrator	45%
Administrative Assistant	4%
Other	5%

FIGURE 2: BUSINESS AREA

<i>Which one of the following industries best describes the nature of your business? (Other)</i>	<i>Percent</i>
Medical/dental	12%
Services (cleaning, repair, salon, travel, etc.)	12%
Manufacturing	10%
Retail	10%
Restaurant/bar	9%
Finance/insurance/ real estate/legal	8%
Engineering/IT/Consulting	7%
Wholesale sales	5%
Automotive service	5%
Non-profit charitable organization	5%
Construction	3%
Banking	3%
Transportation	1%
Gas and electric services	1%
Agriculture	0%
Printing, copying, typesetting, publishing	0%
Other	9%

FIGURE 3: ORGANIZATION TENURE

<i>How many years has your business been located in Novi?</i>	<i>Percent</i>
Less than 1 year	7%
1-5 years	25%
6-10 years	21%
More than 10 years	47%

FIGURE 4: ANNUAL GROSS REVENUE

<i>What was the approximate annual gross revenue (for the most recent accounting year) generated by all of your Novi sites?</i>	<i>Percent</i>
Less than \$100,000	12%
\$100,000 to \$499,999	21%
\$500,000 to \$999,999	17%
\$1,000,000 to \$4,999,999	26%
\$5,000,000 or more	24%

FIGURE 5: BUSINESS SITES

<i>Does this business have one site or multiple sites?</i>	<i>Percent</i>
One site	59%
Multiple sites	41%

FIGURE 6: NOVI LOCATION TYPE

<i>Is this location a branch or headquarters?</i>	<i>Percent</i>
Branch	65%
Headquarters	35%

Asked only of those who reported having multiple business sites.

FIGURE 7: HOME-BASED BUSINESSES

<i>Is this business home based?</i>	<i>Percent</i>
Yes	14%
No	86%

FIGURE 8: NOVI EMPLOYEES

<i>Including you, about how many employees work at your Novi worksite(s) in each category?</i>	<i>Average number</i>
Number of full-time (30 or more hours per week) employees	20
Number of part-time (less than 30 hours per week) employees	9
Total number of employees at this worksite	32

For additional breakdowns, see Appendix A: Complete Set of Survey Responses.

FIGURE 9: LOCAL EMPLOYEES

	<i>Average Percent</i>
Approximately what percent of your work force at this location do you think lives in Novi?	24%

For additional breakdowns, see Appendix A: Complete Set of Survey Responses.

Novi as a Place to Do Business

Overall, business representatives in Novi were satisfied with the city as a place for business. A third of respondents (32%) rated the overall economic climate in Novi as excellent, while half (52%) said it was good. Nine in 10 respondents (93%) said Novi was an excellent or good place to work and 8 in 10 (78%) gave positive reviews to Novi as a place to do business.

FIGURE 10: OVERALL ECONOMIC CLIMATE OF NOVI

Please rate each of the following aspects of quality of life in Novi:
The overall economic climate of Novi

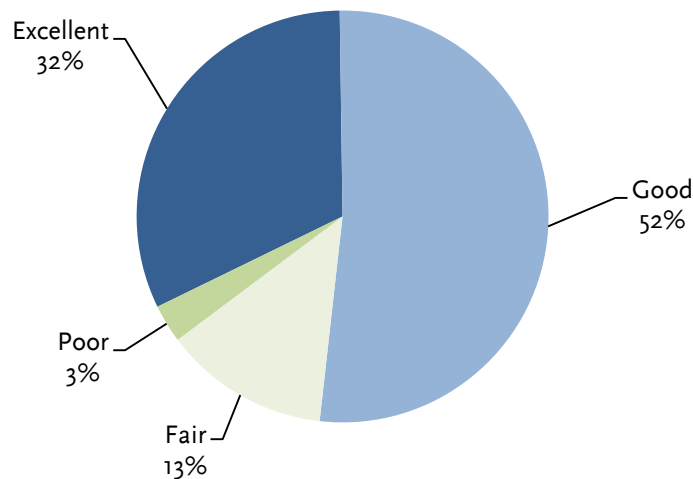
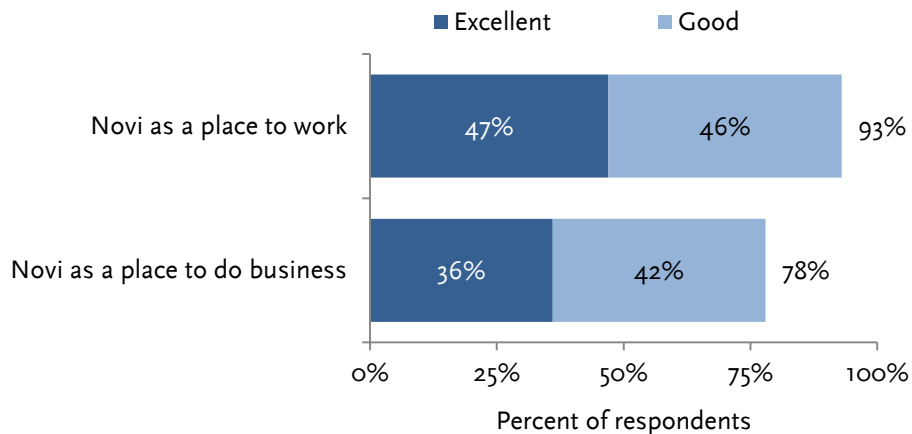


FIGURE 11: WORKING IN NOVI

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



Survey respondents were asked to rate six business-related characteristics of the City of Novi. The highest ratings were awarded to shopping opportunities and the overall quality of business establishments in Novi, with 95% and 84% giving positive ratings, respectively. About three-quarters gave excellent or good marks to employment opportunities, the overall quality of commercial development in Novi and the variety of housing options for people who work in Novi. Mixed reviews were given to training opportunities for work, with 25% giving fair ratings.

A large proportion of respondents answered “don’t know” when rating training opportunities for work (39%, see *Appendix A: Complete Set of Survey Responses*).

When responses were compared by business characteristics, larger businesses (those with 50 or more employees) tended to give better ratings of employment opportunities than did smaller businesses, while higher-earning businesses (\$500,000 or more) gave better ratings of shopping opportunities in Novi than did businesses with a lower gross revenue (see *Appendix B: Comparisons of Survey Results by Business Characteristics*).

FIGURE 12: NOVI BUSINESS CHARACTERISTICS

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

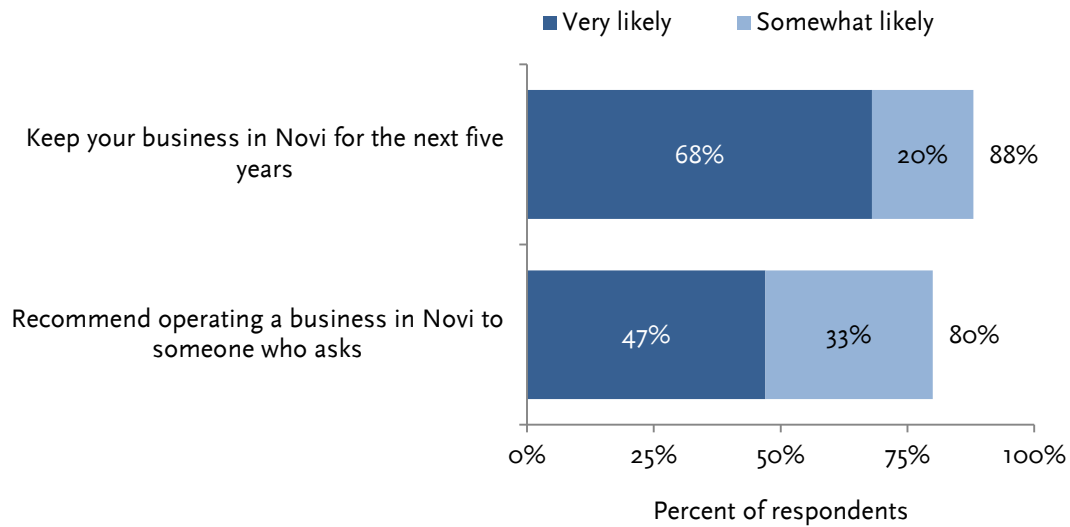


The strength of a business community can be measured by the longevity of its current business establishments, as well as its ability to attract new businesses. In 2013, 9 in 10 business representatives said they were very or somewhat likely to keep their business in Novi for the next five years. Eight in 10 said they would recommend operating a business in Novi to someone who asks.

When results were compared by business characteristics, higher-earning businesses were more likely to say they would keep their business in Novi for the next five years than were lower-earning businesses (see *Appendix B: Comparisons of Survey Results by Business Characteristics*).

FIGURE 13: NOVI BUSINESS STABILITY

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



Community Features and Services that Support Novi Business

Quality of Life and Community

On average, business representatives reported that approximately 24% of their workforce lives in Novi (see Figure 9). For employees as well as customers, quality of life is important in supporting a vibrant economic community. In Novi, 9 in 10 business representatives rated the overall quality of life as excellent or good. Two-thirds (64%) also gave positive ratings to the city as a place to retire.

In addition to these broader measures of quality of life in Novi, respondents to the 2013 Novi Business Survey evaluated 14 specific aspects of quality of life. Top ratings were awarded to the cleanliness of Novi (93% excellent or good), the overall appearance of Novi (92%) and the air quality in Novi (87%). Aspects of transportation received lower marks, with a majority giving fair or poor ratings to traffic flow on major streets, ease of bicycle travel and ease of bus travel in Novi. The ease of car travel, ease of walking and availability of paths and walking trails received mixed reviews (see Figure 15).

At least 30% of respondents answered “don’t know” when evaluating Novi as a place to retire, opportunities to volunteer, ease of bus travel and ease of bicycle travel in Novi (see *Appendix A: Complete Set of Survey Responses*).

FIGURE 14: OVERALL QUALITY OF LIFE IN NOVI

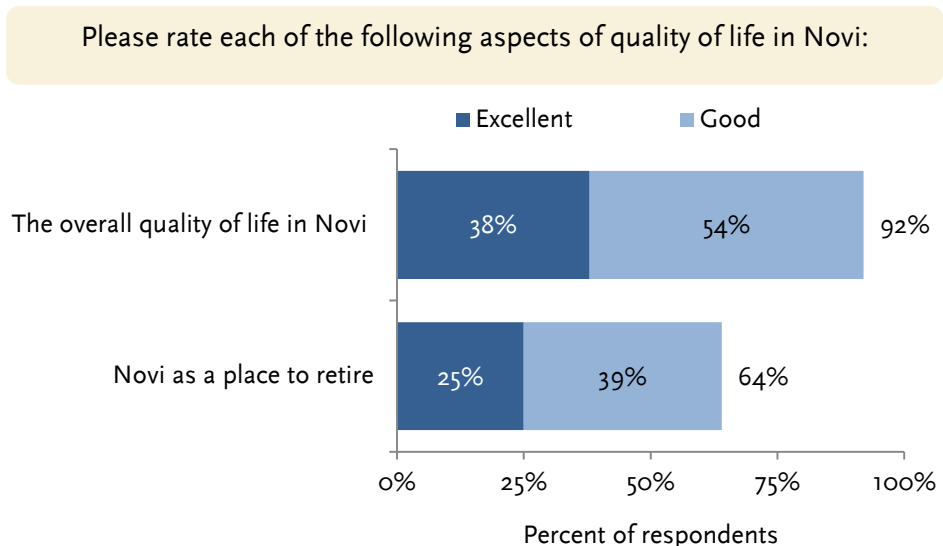
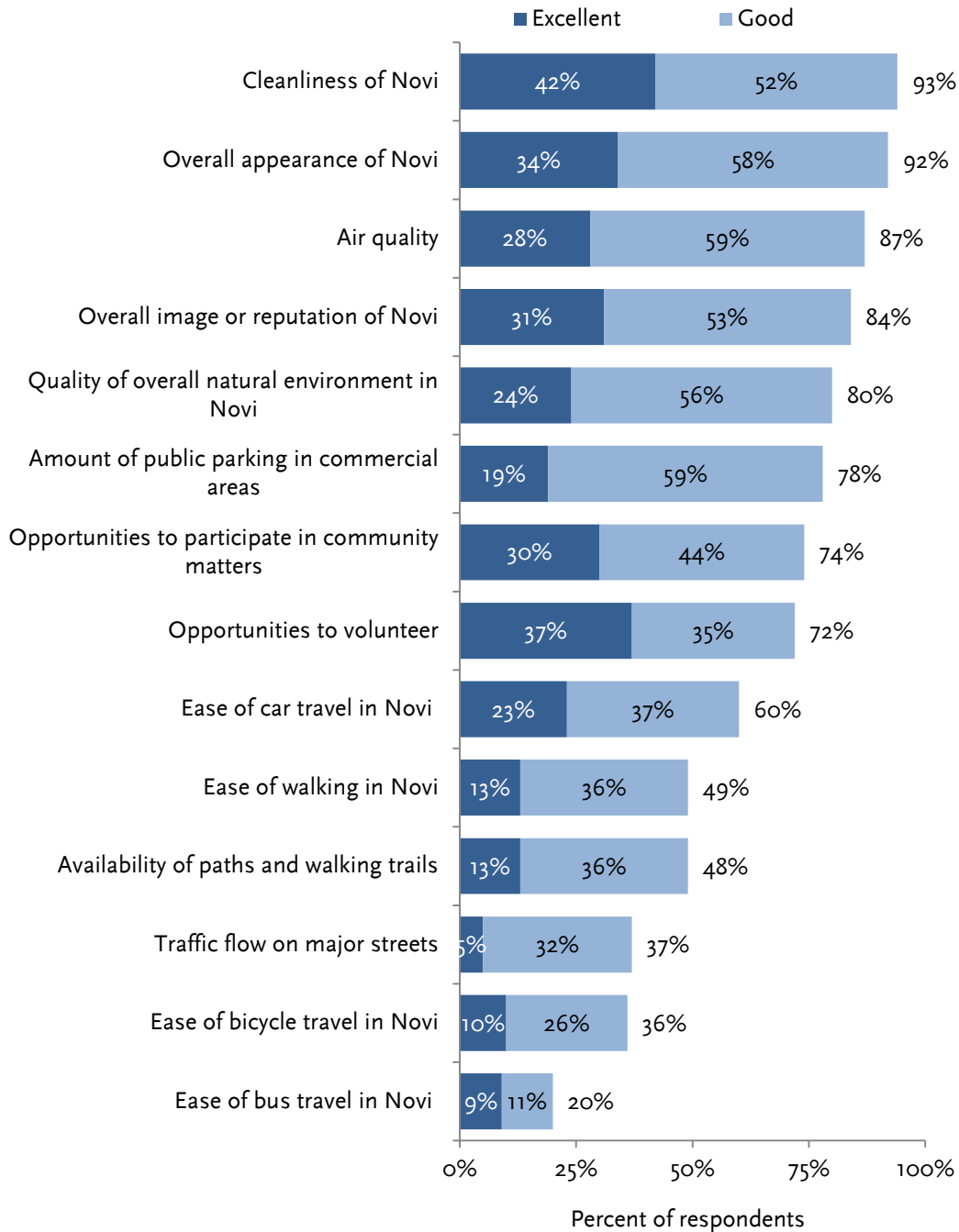


FIGURE 15: NOVI COMMUNITY CHARACTERISTICS

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

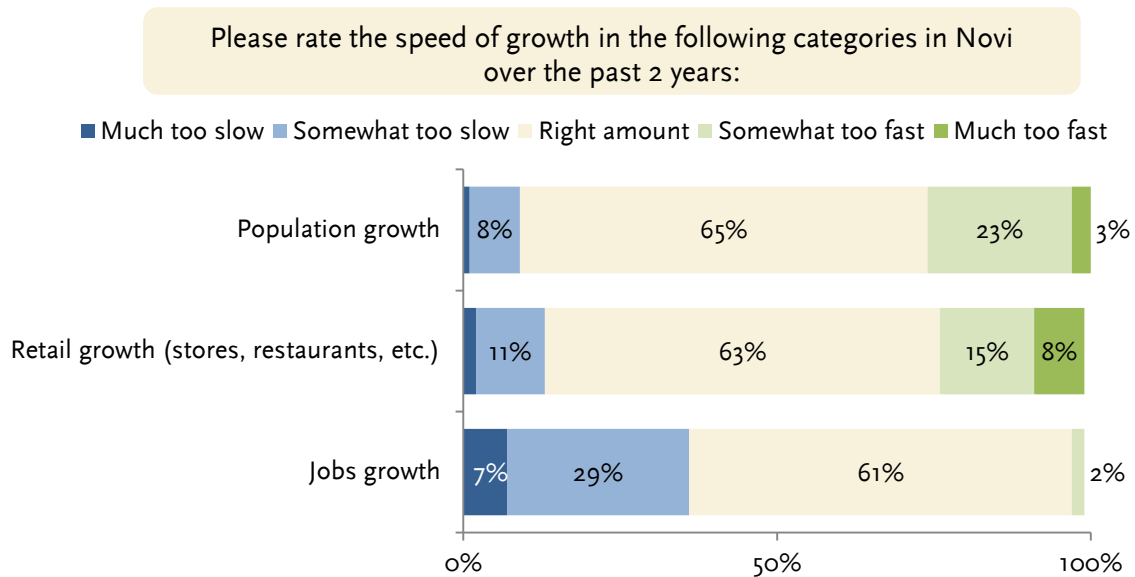


Growth

When evaluating the rate of growth in Novi in the two years prior to the 2013 survey, most respondents felt that it had been the right amount. About a third thought that the rate of jobs growth was too slow, while about one-quarter thought that population and retail growth rates were too fast.

Approximately one-third of survey respondents answered “don’t know” when evaluating the rate of jobs growth over the past two years (see *Appendix A: Complete Set of Survey Responses*).

FIGURE 16: GROWTH IN NOVI



Safety

A safe community environment provides a foundation for businesses to thrive. A majority of business representatives felt safe from violent crime (87% very or somewhat safe) and property crimes (76%). Almost all respondents felt safe in Novi's commercial areas during the day (95%), and most felt safe in these areas after dark (82%).

FIGURE 17: SAFETY FROM CRIME IN NOVI

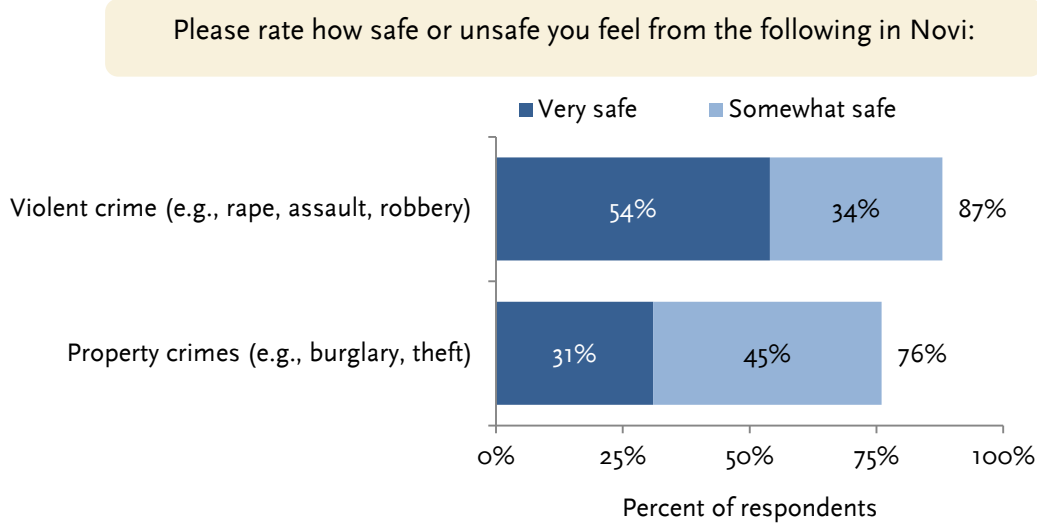
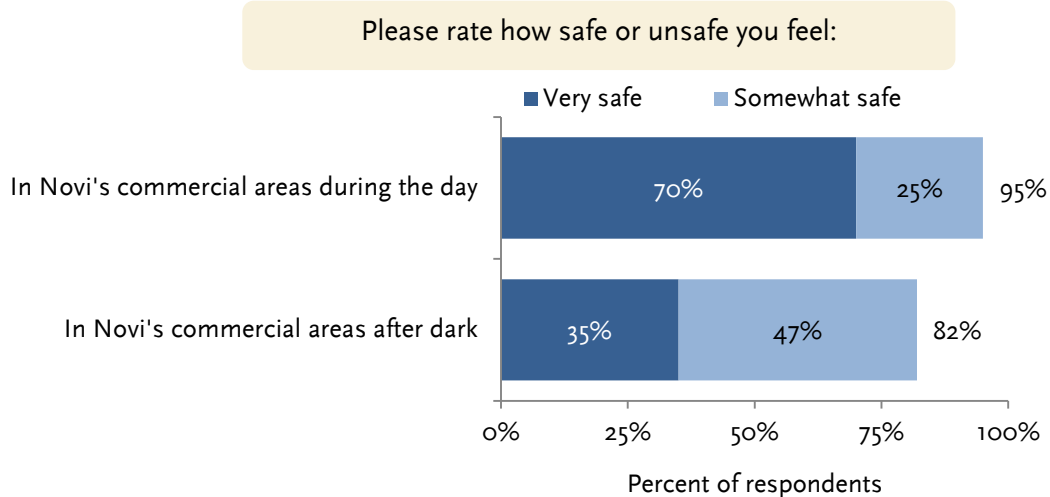


FIGURE 18: SAFETY IN NOVI'S COMMERCIAL AREAS



Services

The City of Novi provides a number of services that help support local businesses. In 2013, 7 in 10 survey respondents gave excellent or good ratings to the City's economic development services. In addition, at least 9 in 10 gave positive marks to police and fire services, and at least two-thirds gave positive marks to most other services listed, including public information, street lighting and snow removal. Just over half gave excellent or good ratings to street repair (53%) and building permits and inspections (56%, see Figure 20).

About half of respondents said "don't know" when evaluating the quality of municipal court services (see *Appendix A: Complete Set of Survey Responses*).

Businesses grossing less than \$500,000 a year tended to give lower ratings of street lighting, sidewalk maintenance and storm drainage compared to their counterparts. Businesses that had been in Novi longer (more than 5 years) were more likely to give positive marks to economic development and municipal court services than were those with a shorter tenure (see *Appendix B: Comparisons of Survey Results by Business Characteristics*).

FIGURE 19: QUALITY OF ECONOMIC DEVELOPMENT SERVICES

Please rate the quality of each of the following services provided by the City of Novi: Economic development

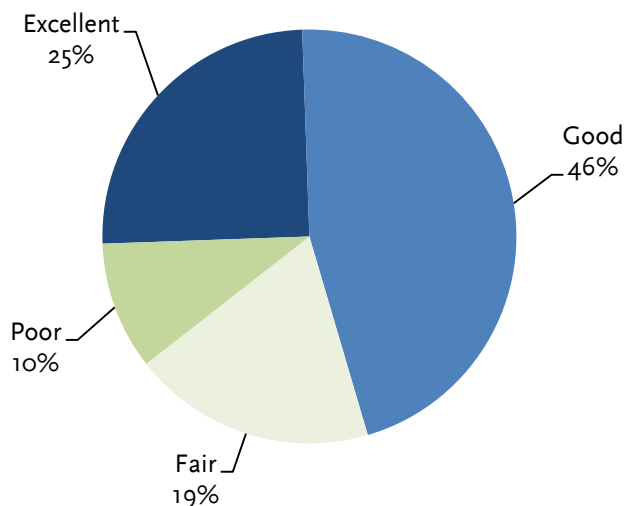
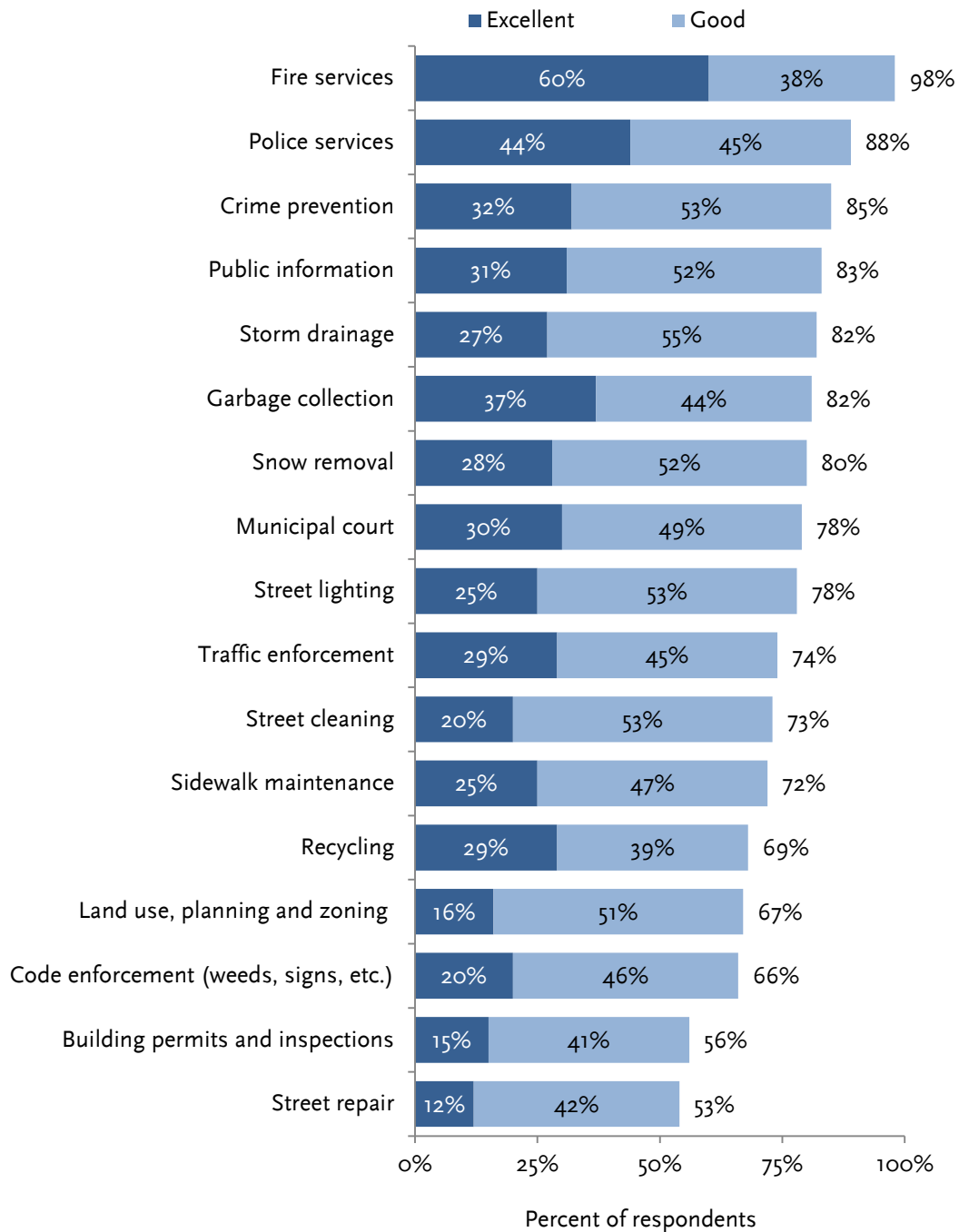


FIGURE 20: QUALITY OF NOVI CITY SERVICES

Please rate the quality of each of the following services provided by the City of Novi.



Perceptions of Local Government

Although 8 in 10 business representatives had positive views of the services provided by the City of Novi (84% excellent or good) and Oakland County Government (79%), fewer gave excellent or good ratings to services provided by the State Government (55%) and the Federal Government (36%). When evaluating the performance of Novi City Government, 7 in 10 respondents gave excellent or good ratings to the overall direction Novi is taking (72%), the job Novi does informing residents about community issues and values (70%) and the value of services for the taxes paid to Novi (69%). Only about half of respondents (54%) gave positive ratings of the job Novi government does at listening to its residents (see Figure 22).

Compared to their counterparts, businesses earning \$500,000 or more annually gave higher ratings to services provided by the City of Novi and the value of services for taxes paid. Businesses that had been in Novi for 5 years or less gave higher ratings to services provided by Oakland County but lower ratings of the job Novi government does at listening to businesses (see *Appendix B: Comparisons of Survey Results by Business Characteristics*).

FIGURE 21: QUALITY OF GOVERNMENT SERVICES

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

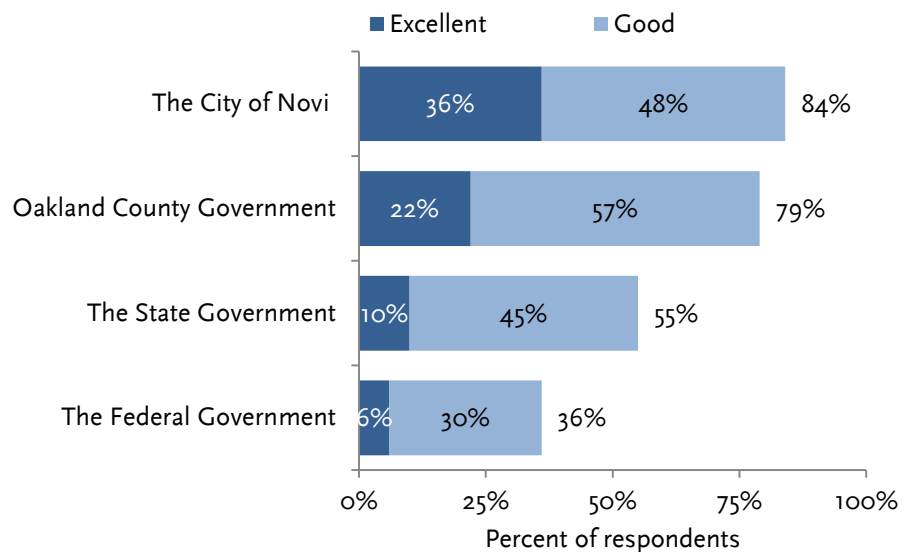
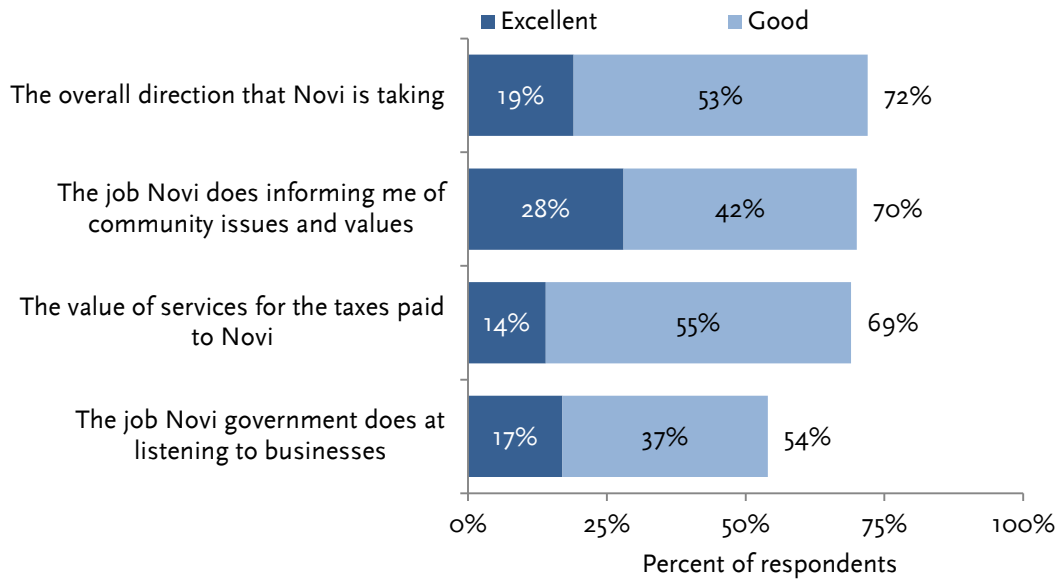


FIGURE 22: CITY GOVERNMENT PERFORMANCE

Please rate the following categories of Novi government performance:



In 2013, two-thirds (68%) of business representatives reported having in-person, phone or email contact with a City employee in the year prior to the survey. Those who had contacted a City employee were asked to rate their impression of the employee; at least 8 in 10 respondents awarded positive marks to Novi employees' knowledge (86% excellent or good), courtesy (85%), responsiveness (82%) and overall impression (84%).

Businesses reporting less than \$500,000 in annual gross revenue were more likely to have contacted a Novi employee in the year prior to the survey, compared to businesses reporting \$500,000 or more (see *Appendix B: Comparisons of Survey Results by Business Characteristics*).

FIGURE 23: CONTACT WITH CITY STAFF

Have you had any in-person, phone or email contact with an employee of the City of Novi within the last 12 months (including police, receptionists, planners or any others)?

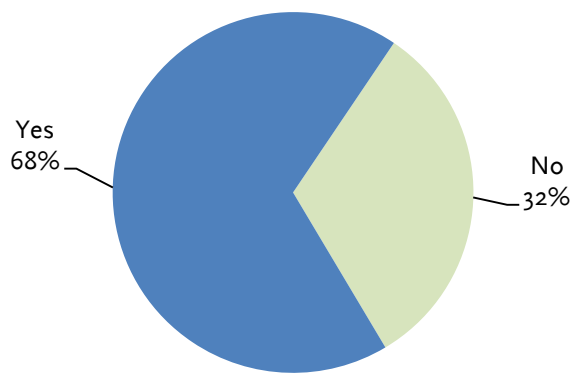
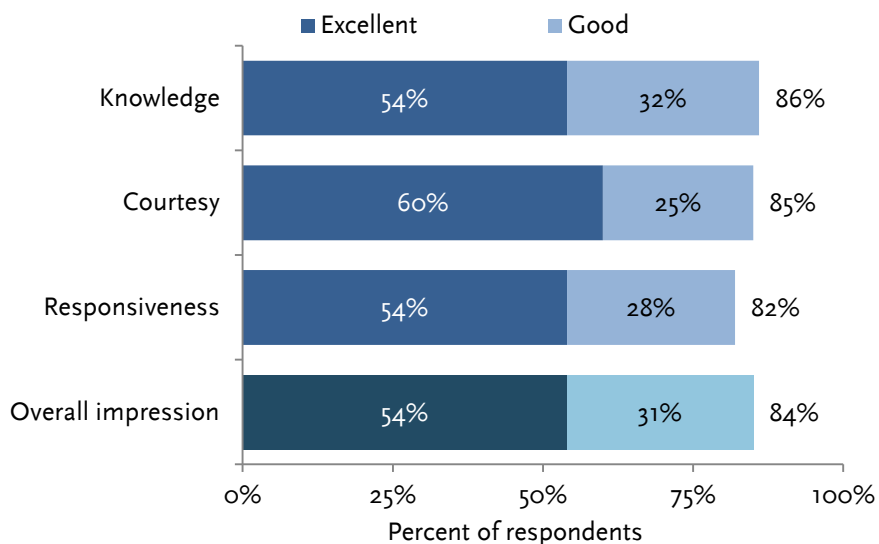


FIGURE 24: CITY OF NOVI EMPLOYEES

What was your impression of the employee(s) of the City of Novi in your most recent contact? (Rate each characteristic below.)



Future of Business in Novi

In planning for the future of the community, the City of Novi may wish to take into account the projected growth of its local businesses. Most businesses (61%) planned to add to their number of employees over the next three to five years, while 37% planned to maintain the same number of employees. Only 2% planned to cut employees.

Three-quarters of survey respondents planned to hire additional employees within the next six months to a year. Of those planning to add jobs, most indicated that they planned to add technical jobs (58%) and administrative jobs (51%).

Larger (50 employees or more) and higher-earning businesses (\$500,000 or more) were more likely to have plans to hire in the coming year compared to their counterparts (see *Appendix B: Comparisons of Survey Results by Business Characteristics*).

FIGURE 25: PROJECTED GROWTH

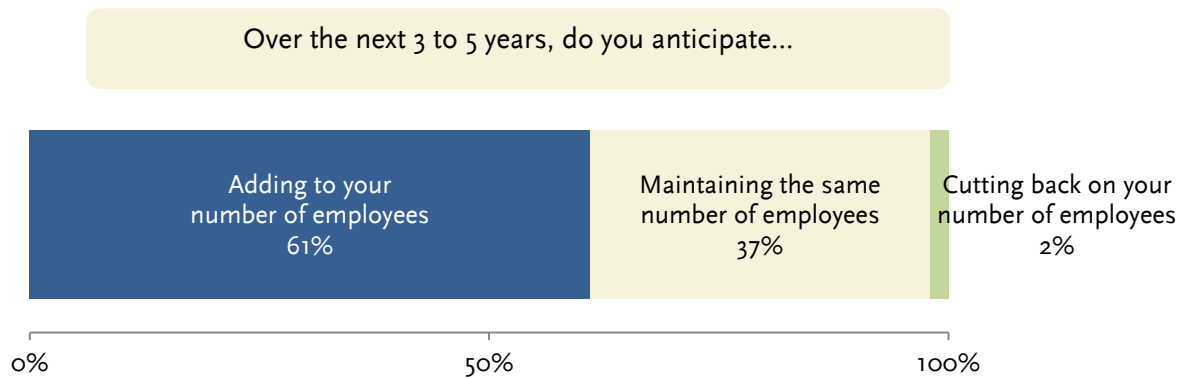


FIGURE 26: HIRING PLANS

Is your business planning to hire in the next six months to a year?

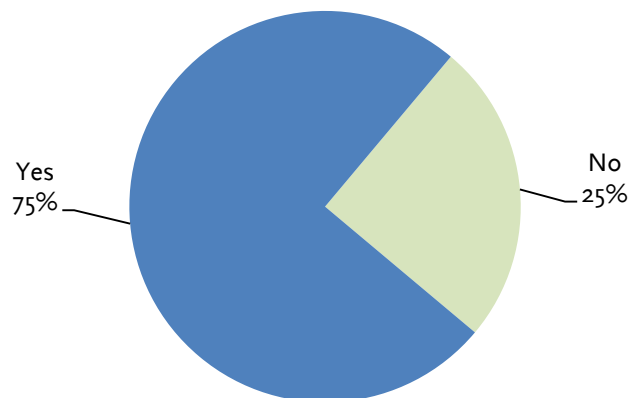
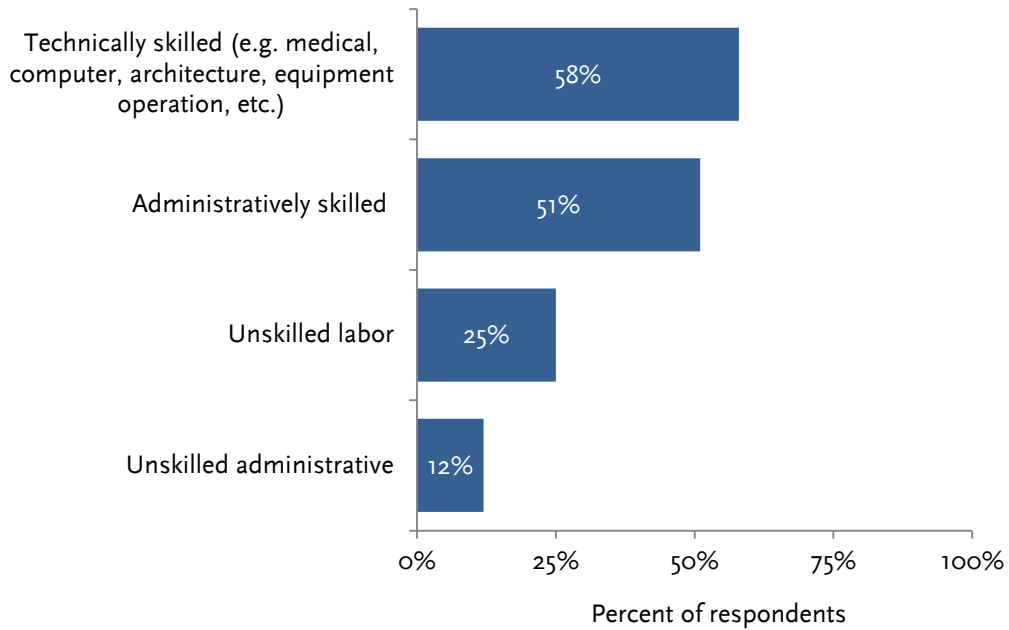


FIGURE 27: JOBS TO ADD

If you are planning to hire or are not sure, what kind of jobs might you be adding? (Please check all that apply.)



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

When considering their most recent hiring experiences, two-thirds (65%) of business representatives rated the courtesy of applicants as excellent or good. Six in 10 gave positive marks to applicants’ prior experience and to their overall impression of applicants, while about half said the number of qualified applicants was excellent or good.

Most businesses relied on their organization’s Web site (62%) and other job Web sites (59%) to seek talent; about half (54%) relied on colleges and universities. Fewer relied on resources such as Michigan Talent Connect (35%), head hunters (32%) and career fairs (27%).

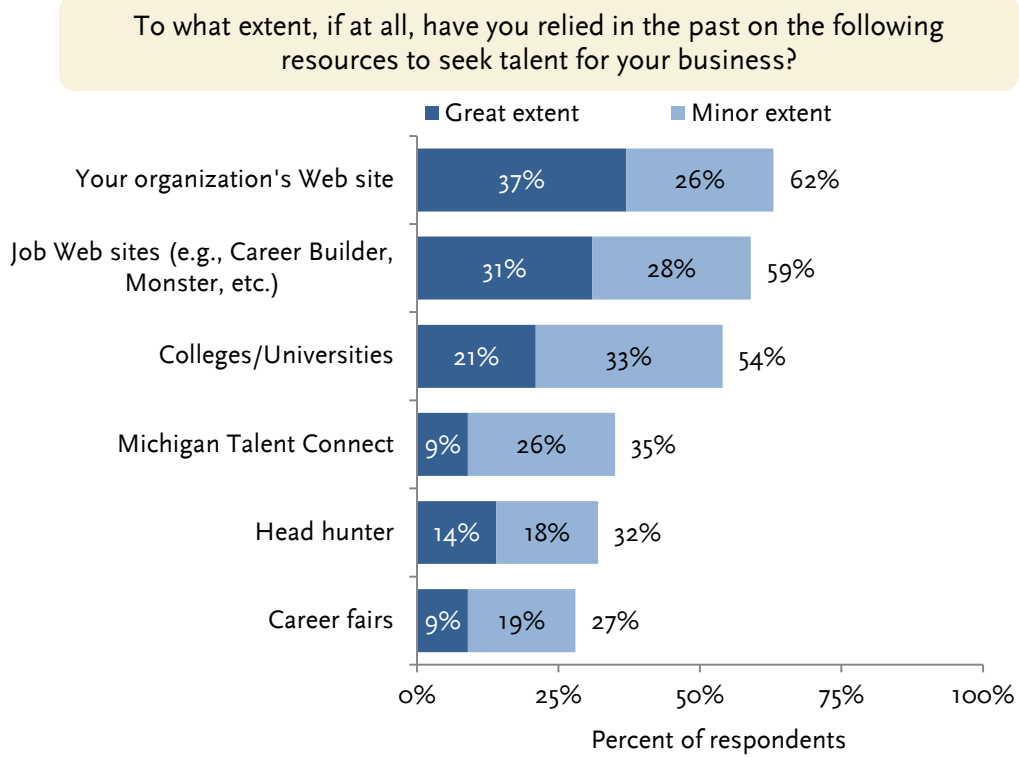
When asked the extent to which they used Michigan Talent Connect, 42% of respondents said they had never heard of it.

Larger organizations were more likely to use job Web sites and career fairs to seek talent for their business than were organizations with less than 50 employees and higher-earning businesses were more likely to use job Web sites and head hunters than were those with lower gross revenues (see *Appendix B: Comparisons of Survey Results by Business Characteristics*).

FIGURE 28: JOB APPLICANT CHARACTERISTICS



FIGURE 29: TALENT SEARCH RESOURCES

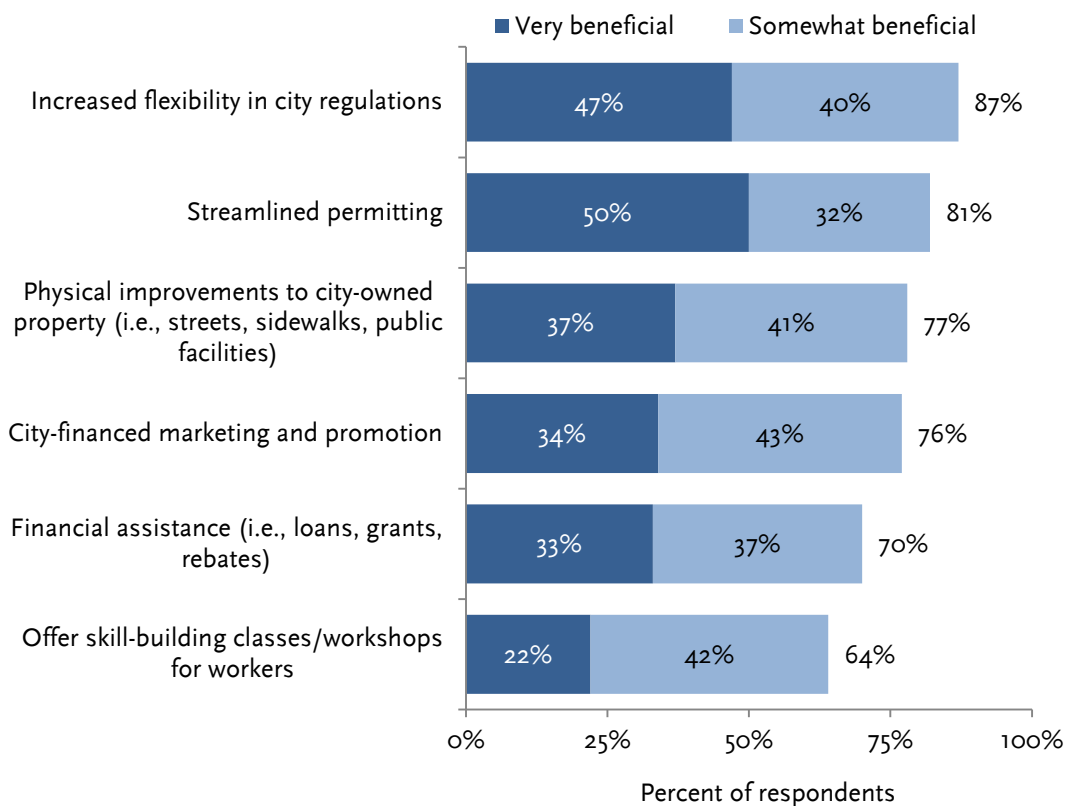


On the 2013 survey, Novi business representatives were asked to consider a list of six potential services that the City could provide and to rate how beneficial each service would be to their business. Top rated services included increased flexibility in City regulations (87% very or somewhat beneficial) and streamlined permitting (81%). Three-quarters felt that physical improvements to City-owned property (77%) and City-financed marketing and promotion (76%) would be beneficial to their business, while about two-thirds felt that financial assistance (70%) and skill-building classes for workers (64%) would be beneficial.

When results were compared by business characteristics, organizations that had been in Novi for more than five years were more likely to view streamlined permitting as beneficial for their business (see *Appendix B: Comparisons of Survey Results by Business Characteristics*).

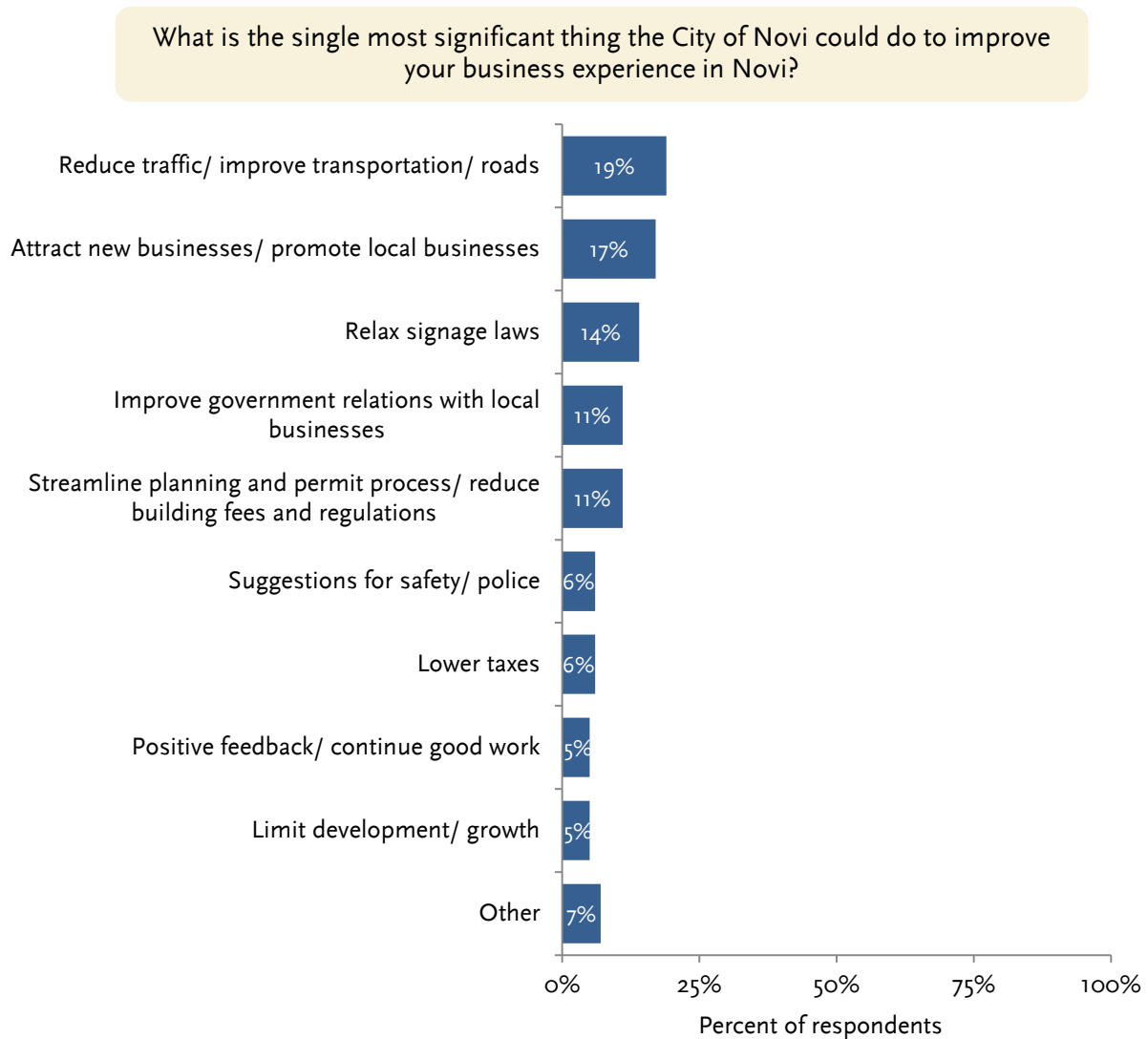
FIGURE 30: ADDITIONAL SERVICES FOR BUSINESSES

If the City were to implement the following services, how beneficial, if at all, would each be to your business?



Survey respondents were given the opportunity to write what they thought to be the single most significant thing the City of Novi could do to improve their business experience in Novi. Written responses were grouped by theme and are presented in the figure below. Of the 139 respondents who provided an answer to the question, 19% mentioned reducing traffic or improving roads and transportation, 17% mentioned attracting new businesses and promoting existing local businesses and 14% mentioned relaxing City signage laws. About 1 in 10 thought the City should improve its relations with local businesses and streamline planning and permitting processes. Less than 10% gave positive feedback, suggestions regarding safety and police or “other” comments.

FIGURE 31: IMPROVING BUSINESS IN NOVI



APPENDIX A: COMPLETE SET OF SURVEY RESPONSES

Responses Excluding “Don’t Know”

The following pages contain responses to each question on the survey, excluding the “don’t know” responses. Each table contains the percent of respondents giving a particular response.

TABLE 1: QUESTION 1

<i>Please rate each of the following aspects of quality of life in Novi:</i>	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Total</i>
Novi as a place to work	47%	46%	6%	1%	100%
Novi as a place to retire	25%	39%	28%	8%	100%
Novi as a place to do business	36%	42%	14%	8%	100%
The overall economic climate of Novi	32%	52%	13%	3%	100%
The overall quality of life in Novi	38%	54%	7%	2%	100%

TABLE 2: QUESTION 2

<i>Please rate each of the following characteristics as they relate to Novi as a whole:</i>	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Total</i>
Overall appearance of Novi	34%	58%	7%	1%	100%
Cleanliness of Novi	42%	52%	6%	1%	100%
Overall quality of commercial development in Novi	27%	50%	17%	7%	100%
Variety of housing options for people who work in Novi	26%	48%	21%	4%	100%
Overall quality of business establishments in Novi	32%	52%	13%	3%	100%
Shopping opportunities	68%	27%	3%	2%	100%
Employment opportunities	27%	50%	15%	8%	100%
Training opportunities for work	21%	42%	25%	12%	100%
Opportunities to volunteer	37%	35%	23%	5%	100%
Opportunities to participate in community matters	30%	44%	21%	5%	100%
Ease of car travel in Novi	23%	37%	29%	12%	100%
Ease of bus travel in Novi	9%	11%	16%	64%	100%
Ease of bicycle travel in Novi	10%	26%	31%	33%	100%
Ease of walking in Novi	13%	36%	28%	23%	100%
Availability of paths and walking trails	13%	36%	33%	19%	100%
Traffic flow on major streets	5%	32%	40%	23%	100%
Amount of public parking in commercial areas	19%	59%	19%	3%	100%
Air quality	28%	59%	12%	1%	100%
Quality of overall natural environment in Novi	24%	56%	17%	3%	100%
Overall image or reputation of Novi	31%	53%	13%	3%	100%

TABLE 3: QUESTION 3

<i>Please rate the speed of growth in the following categories in Novi over the past 2 years:</i>	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Total</i>
Population growth	1%	8%	65%	23%	3%	100%
Retail growth (stores, restaurants, etc.)	2%	11%	63%	15%	8%	100%
Jobs growth	7%	29%	61%	2%	0%	100%

TABLE 4: QUESTION 4

<i>Please rate how safe or unsafe you feel from the following in Novi:</i>	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Total</i>
Violent crime (e.g., rape, assault, robbery)	54%	34%	8%	4%	0%	100%
Property crimes (e.g., burglary, theft)	31%	45%	12%	11%	0%	100%

TABLE 5: QUESTION 5

<i>Please rate how safe or unsafe you feel:</i>	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Total</i>
In Novi's commercial areas during the day	70%	25%	4%	1%	0%	100%
In Novi's commercial areas after dark	35%	47%	13%	4%	1%	100%

TABLE 6: QUESTION 6

<i>Please indicate how likely or unlikely you are to do each of the following:</i>	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Total</i>
Recommend operating a business in Novi to someone who asks	47%	33%	8%	12%	100%
Keep your business in Novi for the next five years	68%	20%	6%	6%	100%

TABLE 7: QUESTION 7

<i>Please rate the quality of each of the following services provided by the City of Novi.</i>	Excellent	Good	Fair	Poor	Total
Fire services	60%	38%	2%	0%	100%
Garbage collection	37%	44%	9%	9%	100%
Recycling	29%	39%	20%	11%	100%
Street repair	12%	42%	31%	16%	100%
Street cleaning	20%	53%	20%	7%	100%
Street lighting	25%	53%	16%	6%	100%
Snow removal	28%	52%	17%	3%	100%
Sidewalk maintenance	25%	47%	19%	9%	100%
Storm drainage	27%	55%	14%	4%	100%
Traffic enforcement	29%	45%	19%	7%	100%
Crime prevention	32%	53%	12%	3%	100%
Police services	44%	45%	8%	4%	100%
Land use, planning and zoning	16%	51%	23%	11%	100%
Building permits and inspections	15%	41%	23%	21%	100%
Code enforcement (weeds, signs, etc.)	20%	46%	22%	12%	100%
Economic development	25%	46%	19%	10%	100%
Public information	31%	52%	14%	4%	100%
Municipal court	30%	49%	17%	5%	100%

TABLE 8: QUESTION 8

<i>Overall, how would you rate the quality of the services provided by each of the following?</i>	Excellent	Good	Fair	Poor	Total
The City of Novi	36%	48%	11%	5%	100%
Oakland County Government	22%	57%	18%	3%	100%
The State Government	10%	45%	34%	11%	100%
The Federal Government	6%	30%	29%	35%	100%

TABLE 9: QUESTION 9

<i>Have you had any in-person, phone or email contact with an employee of the City of Novi within the last 12 months (including police, receptionists, planners or any others)?</i>	Percent
No	32%
Yes	68%
Total	100%

TABLE 10: QUESTION 10

<i>What was your impression of the employee(s) of the City of Novi in your most recent contact? (Rate each characteristic below.)</i>	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Total</i>
Knowledge	54%	32%	7%	7%	100%
Responsiveness	54%	28%	10%	8%	100%
Courtesy	60%	25%	7%	9%	100%
Overall impression	54%	31%	6%	10%	100%

TABLE 11: QUESTION 11

<i>Please rate the following categories of Novi government performance:</i>	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Total</i>
The value of services for the taxes paid to Novi	14%	55%	19%	12%	100%
The job Novi does informing me of community issues and values	28%	42%	23%	7%	100%
The job Novi government does at listening to businesses	17%	37%	23%	23%	100%
The overall direction that Novi is taking	19%	53%	20%	8%	100%

TABLE 12: QUESTION 12

<i>Is your business planning to hire in the next six months to a year?</i>	<i>Percent</i>
No	25%
Yes	75%
Total	100%

TABLE 13: QUESTION 13

<i>If you are planning to hire or are not sure, what kind of jobs might you be adding? (Please check all that apply.)</i>	<i>Percent</i>
Technically skilled (e.g. medical, computer, architecture, equipment operation, etc.)	58%
Administratively skilled	51%
Unskilled administrative	12%
Unskilled labor	25%

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

TABLE 14: QUESTION 14

<i>Considering your most recent hiring experiences, please rate your impression of job applicants.</i>	Excellent	Good	Fair	Poor	Total
Applicant prior experience	9%	50%	32%	10%	100%
Number of qualified applicants	8%	38%	31%	23%	100%
Courtesy of applicants	13%	52%	30%	6%	100%
Your overall impression of applicants	8%	50%	34%	8%	100%

TABLE 15: QUESTION 15

<i>To what extent, if at all, have you relied in the past on the following resources to seek talent for your business?</i>	Great extent	Minor extent	Not at all	Total
Michigan Talent Connect	9%	26%	65%	100%
Job Web sites (e.g., Career Builder, Monster, etc.)	31%	28%	41%	100%
Head hunter	14%	18%	68%	100%
Colleges/Universities	21%	33%	46%	100%
Your organization's Web site	37%	26%	38%	100%
Career fairs	9%	19%	73%	100%

TABLE 16: QUESTION 16

<i>If the City were to implement the following services, how beneficial, if at all, would each be to your business?</i>	Very beneficial	Somewhat beneficial	Not at all beneficial	Total
Streamlined permitting	50%	32%	19%	100%
Financial assistance (i.e., loans, grants, rebates)	33%	37%	30%	100%
Increased flexibility in city regulations	47%	40%	13%	100%
City-financed marketing and promotion	34%	43%	24%	100%
Physical improvements to city-owned property (i.e., streets, sidewalks, public facilities)	37%	41%	23%	100%
Offer skill-building classes/workshops for workers	22%	42%	36%	100%

TABLE 17: QUESTION 17

<i>What is the single most significant thing the City of Novi could do to improve your business experience in Novi?</i>	<i>Percent</i>
Relax signage laws	14%
Lower taxes	6%
Attract new businesses/ promote local businesses	17%
Limit development/ growth	5%
Reduce traffic/ improve transportation/ roads	19%
Suggestions for safety/ police	6%
Streamline planning and permit process/ reduce building fees and regulations	11%
Positive feedback/ continue good work	5%
Improve government relations with local businesses	11%
Other	7%
Total	100%

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 and number of respondents is shown in each table.

TABLE 18: QUESTION 1

<i>Please rate each of the following aspects of quality of life in Novi:</i>	<i>Excellent</i>		<i>Good</i>		<i>Fair</i>		<i>Poor</i>		<i>Don't know</i>		<i>Total</i>	
	%	N	%	N	%	N	%	N	%	N	%	N
Novi as a place to work	47%	N=113	45%	N=109	6%	N=14	1%	N=2	2%	N=4	100%	N=242
Novi as a place to retire	17%	N=42	28%	N=67	20%	N=48	6%	N=14	30%	N=72	100%	N=243
Novi as a place to do business	35%	N=86	42%	N=101	14%	N=34	8%	N=20	1%	N=2	100%	N=243
The overall economic climate of Novi	31%	N=76	51%	N=123	12%	N=30	3%	N=7	3%	N=7	100%	N=243
The overall quality of life in Novi	36%	N=86	51%	N=122	6%	N=15	2%	N=4	6%	N=14	100%	N=241

TABLE 19: QUESTION 2

<i>Please rate each of the following characteristics as they relate to Novi as a whole:</i>	Excellent		Good		Fair		Poor		Don't know		Total	
Overall appearance of Novi	34%	N=77	58%	N=130	7%	N=16	1%	N=3	0%	N=0	100%	N=226
Cleanliness of Novi	42%	N=96	52%	N=118	6%	N=13	1%	N=2	0%	N=0	100%	N=229
Overall quality of commercial development in Novi	26%	N=60	49%	N=112	16%	N=37	7%	N=15	2%	N=4	100%	N=228
Variety of housing options for people who work in Novi	22%	N=50	41%	N=93	18%	N=41	4%	N=8	15%	N=34	100%	N=226
Overall quality of business establishments in Novi	32%	N=72	51%	N=117	13%	N=29	3%	N=6	2%	N=4	100%	N=228
Shopping opportunities	68%	N=156	27%	N=61	3%	N=6	2%	N=5	0%	N=0	100%	N=228
Employment opportunities	22%	N=50	40%	N=92	12%	N=27	6%	N=14	20%	N=45	100%	N=228
Training opportunities for work	13%	N=29	25%	N=58	15%	N=35	7%	N=17	39%	N=89	100%	N=228
Opportunities to volunteer	25%	N=57	24%	N=55	16%	N=36	3%	N=7	32%	N=73	100%	N=228
Opportunities to participate in community matters	23%	N=53	34%	N=77	16%	N=36	4%	N=9	23%	N=51	100%	N=226
Ease of car travel in Novi	22%	N=51	37%	N=84	29%	N=65	11%	N=26	1%	N=2	100%	N=228
Ease of bus travel in Novi	4%	N=10	5%	N=12	8%	N=18	31%	N=71	51%	N=117	100%	N=228
Ease of bicycle travel in Novi	7%	N=16	18%	N=41	21%	N=49	23%	N=52	31%	N=70	100%	N=228
Ease of walking in Novi	11%	N=25	30%	N=68	24%	N=54	19%	N=43	16%	N=37	100%	N=227
Availability of paths and walking trails	10%	N=22	27%	N=62	25%	N=57	15%	N=33	23%	N=53	100%	N=227
Traffic flow on major streets	5%	N=11	32%	N=73	40%	N=91	23%	N=52	0%	N=1	100%	N=228
Amount of public parking in commercial areas	19%	N=43	57%	N=130	18%	N=41	3%	N=7	3%	N=7	100%	N=228
Air quality	27%	N=61	56%	N=128	11%	N=26	1%	N=3	4%	N=9	100%	N=227
Quality of overall natural environment in Novi	23%	N=52	54%	N=122	17%	N=38	3%	N=6	4%	N=9	100%	N=227
Overall image or reputation of Novi	31%	N=71	53%	N=120	13%	N=30	3%	N=6	0%	N=1	100%	N=228

TABLE 20: QUESTION 3

<i>Please rate the speed of growth in the following categories in Novi over the past 2 years:</i>	<i>Much too slow</i>		<i>Somewhat too slow</i>		<i>Right amount</i>		<i>Somewhat too fast</i>		<i>Much too fast</i>		<i>Don't know</i>		<i>Total</i>	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Population growth	0%	N=1	6%	N=14	50%	N=114	18%	N=40	3%	N=6	23%	N=53	100%	N=228
Retail growth (stores, restaurants, etc.)	2%	N=5	10%	N=23	59%	N=135	14%	N=33	8%	N=18	6%	N=14	100%	N=228
Jobs growth	5%	N=11	19%	N=44	40%	N=92	1%	N=3	0%	N=0	34%	N=78	100%	N=228

TABLE 21: QUESTION 4

<i>Please rate how safe or unsafe you feel from the following in Novi:</i>	<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>		<i>Total</i>	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Violent crime (e.g., rape, assault, robbery)	50%	N=114	32%	N=72	8%	N=18	4%	N=9	0%	N=0	6%	N=14	100%	N=227
Property crimes (e.g., burglary, theft)	29%	N=66	42%	N=96	11%	N=25	11%	N=24	0%	N=1	7%	N=15	100%	N=227

TABLE 22: QUESTION 5

<i>Please rate how safe or unsafe you feel:</i>	<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>		<i>Total</i>	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In Novi's commercial areas during the day	69%	N=157	24%	N=55	4%	N=9	1%	N=3	0%	N=0	1%	N=2	100%	N=226
In Novi's commercial areas after dark	34%	N=76	45%	N=102	12%	N=28	4%	N=9	1%	N=3	4%	N=8	100%	N=226

TABLE 23: QUESTION 6

<i>Please indicate how likely or unlikely you are to do each of the following:</i>	<i>Very likely</i>		<i>Somewhat likely</i>		<i>Somewhat unlikely</i>		<i>Very unlikely</i>		<i>Don't know</i>		<i>Total</i>	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend operating a business in Novi to someone who asks	46%	N=103	32%	N=73	8%	N=18	12%	N=26	3%	N=6	100%	N=226
Keep your business in Novi for the next five years	66%	N=149	19%	N=44	6%	N=13	6%	N=14	3%	N=6	100%	N=226

TABLE 24: QUESTION 7

<i>Please rate the quality of each of the following services provided by the City of Novi.</i>	<i>Excellent</i>		<i>Good</i>		<i>Fair</i>		<i>Poor</i>		<i>Don't know</i>		<i>Total</i>	
Fire services	50%	N=111	32%	N=71	1%	N=3	0%	N=0	16%	N=36	100%	N=221
Garbage collection	27%	N=59	32%	N=70	7%	N=15	6%	N=14	28%	N=61	100%	N=219
Recycling	21%	N=47	29%	N=63	15%	N=32	8%	N=18	27%	N=60	100%	N=220
Street repair	11%	N=25	41%	N=90	30%	N=66	15%	N=34	3%	N=6	100%	N=221
Street cleaning	19%	N=41	49%	N=109	19%	N=41	6%	N=14	7%	N=16	100%	N=221
Street lighting	24%	N=52	51%	N=113	15%	N=34	6%	N=13	4%	N=8	100%	N=220
Snow removal	27%	N=59	50%	N=110	16%	N=36	3%	N=7	4%	N=9	100%	N=221
Sidewalk maintenance	22%	N=48	41%	N=90	17%	N=37	8%	N=18	13%	N=28	100%	N=221
Storm drainage	22%	N=49	46%	N=101	11%	N=25	3%	N=7	17%	N=38	100%	N=220
Traffic enforcement	28%	N=61	44%	N=96	19%	N=41	6%	N=14	3%	N=7	100%	N=219
Crime prevention	30%	N=66	49%	N=108	11%	N=24	3%	N=6	7%	N=15	100%	N=219
Police services	42%	N=92	43%	N=94	7%	N=16	4%	N=9	4%	N=9	100%	N=220
Land use, planning and zoning	14%	N=30	43%	N=94	19%	N=42	9%	N=20	15%	N=34	100%	N=220
Building permits and inspections	12%	N=26	32%	N=71	18%	N=40	17%	N=37	21%	N=47	100%	N=221
Code enforcement (weeds, signs, etc.)	17%	N=38	39%	N=85	18%	N=40	10%	N=23	15%	N=34	100%	N=220
Economic development	22%	N=48	40%	N=88	16%	N=36	9%	N=20	13%	N=29	100%	N=221
Public information	28%	N=61	47%	N=103	12%	N=27	3%	N=7	10%	N=22	100%	N=220
Municipal court	15%	N=34	25%	N=56	9%	N=19	3%	N=6	48%	N=106	100%	N=221

TABLE 25: QUESTION 8

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	35%	N=78	47%	N=104	11%	N=24	5%	N=10	2%	N=5	100%	N=221
Oakland County Government	20%	N=44	52%	N=115	16%	N=36	3%	N=6	9%	N=19	100%	N=220
The State Government	10%	N=21	42%	N=92	32%	N=70	10%	N=22	7%	N=16	100%	N=221
The Federal Government	5%	N=11	27%	N=60	26%	N=58	32%	N=70	9%	N=20	100%	N=219

TABLE 26: QUESTION 9

Have you had any in-person, phone or email contact with an employee of the City of Novi within the last 12 months (including police, receptionists, planners or any others)?	Percent	Number
No	32%	N=71
Yes	68%	N=149
Total	100%	N=220

TABLE 27: QUESTION 10

What was your impression of the employee(s) of the City of Novi in your most recent contact? (Rate each characteristic below.)	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	53%	N=80	32%	N=48	7%	N=11	7%	N=10	1%	N=1	100%	N=150
Responsiveness	54%	N=81	28%	N=41	10%	N=15	8%	N=12	0%	N=0	100%	N=149
Courtesy	60%	N=90	25%	N=37	7%	N=10	9%	N=13	0%	N=0	100%	N=150
Overall impression	54%	N=79	31%	N=45	6%	N=9	10%	N=14	0%	N=0	100%	N=147

TABLE 28: QUESTION 11

<i>Please rate the following categories of Novi government performance:</i>	<i>Excellent</i>		<i>Good</i>		<i>Fair</i>		<i>Poor</i>		<i>Don't know</i>		<i>Total</i>	
The value of services for the taxes paid to Novi	12%	N=27	48%	N=105	17%	N=37	10%	N=22	13%	N=28	100%	N=219
The job Novi does informing me of community issues and values	25%	N=55	38%	N=83	21%	N=45	6%	N=14	10%	N=22	100%	N=219
The job Novi government does at listening to businesses	14%	N=30	29%	N=63	18%	N=39	18%	N=40	21%	N=46	100%	N=218
The overall direction that Novi is taking	17%	N=37	48%	N=104	18%	N=40	7%	N=16	9%	N=20	100%	N=217

TABLE 29: QUESTION 12

<i>Is your business planning to hire in the next six months to a year?</i>	<i>Percent</i>	<i>Number</i>
No	19%	N=41
Yes	55%	N=121
Not sure	26%	N=58
Total	100%	N=220

TABLE 30: QUESTION 13

<i>If you are planning to hire or are not sure, what kind of jobs might you be adding? (Please check all that apply.)</i>	Percent	Number
Technically skilled (e.g. medical, computer, architecture, equipment operation, etc.)	58%	N=89
Administratively skilled	51%	N=78
Unskilled administrative	12%	N=18
Unskilled labor	25%	N=39

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

TABLE 31: QUESTION 14

<i>Considering your most recent hiring experiences, please rate your impression of job applicants.</i>	Excellent		Good		Fair		Poor		Don't know		Total	
Applicant prior experience	8%	N=16	42%	N=88	27%	N=56	8%	N=17	16%	N=33	100%	N=210
Number of qualified applicants	7%	N=14	32%	N=67	26%	N=55	19%	N=40	16%	N=34	100%	N=210
Courtesy of applicants	11%	N=23	44%	N=91	25%	N=52	5%	N=10	16%	N=33	100%	N=209
Your overall impression of applicants	7%	N=14	42%	N=87	29%	N=60	7%	N=14	16%	N=33	100%	N=208

TABLE 32: QUESTION 15

<i>To what extent, if at all, have you relied in the past on the following resources to seek talent for your business?</i>	Great extent		Minor extent		Not at all		Never heard of it		Total	
Michigan Talent Connect	5%	N=11	15%	N=31	38%	N=77	42%	N=85	100%	N=204
Job Web sites (e.g., Career Builder, Monster, etc.)	28%	N=59	26%	N=55	38%	N=79	7%	N=15	100%	N=208
Head hunter	13%	N=26	16%	N=33	62%	N=126	8%	N=17	100%	N=202
Colleges/Universities	19%	N=39	31%	N=63	43%	N=87	7%	N=14	100%	N=203
Your organization's Web site	34%	N=72	24%	N=50	35%	N=74	6%	N=13	100%	N=209
Career fairs	8%	N=16	17%	N=34	66%	N=133	9%	N=18	100%	N=201

TABLE 33: QUESTION 16

<i>If the City were to implement the following services, how beneficial, if at all, would each be to your business?</i>	<i>Very beneficial</i>		<i>Somewhat beneficial</i>		<i>Not at all beneficial</i>		<i>Don't know</i>		<i>Total</i>	
Streamlined permitting	37%	N=80	24%	N=51	14%	N=30	25%	N=53	100%	N=214
Financial assistance (i.e., loans, grants, rebates)	25%	N=53	28%	N=60	22%	N=48	25%	N=54	100%	N=215
Increased flexibility in city regulations	38%	N=81	32%	N=69	11%	N=23	19%	N=40	100%	N=213
City-financed marketing and promotion	27%	N=57	34%	N=73	19%	N=40	21%	N=45	100%	N=215
Physical improvements to city-owned property (i.e., streets, sidewalks, public facilities)	31%	N=67	34%	N=74	19%	N=41	15%	N=33	100%	N=215
Offer skill-building classes/workshops for workers	17%	N=37	33%	N=70	28%	N=60	22%	N=46	100%	N=213

TABLE 34: QUESTION 17

<i>What is the single most significant thing the City of Novi could do to improve your business experience in Novi?</i>	<i>Percent</i>	<i>Number</i>
Relax signage laws	12%	N=19
Lower taxes	5%	N=8
Attract new businesses/ promote local businesses	16%	N=24
Limit development/ growth	5%	N=7
Reduce traffic/ improve transportation/ roads	17%	N=26
Suggestions for safety/ police	5%	N=8
Streamline planning and permit process/ reduce building fees and regulations	10%	N=15
Positive feedback/ continue good work	5%	N=7
Improve government relations with local businesses	10%	N=15
Other	6%	N=10
None/ don't know	10%	N=15
Total	100%	N=154

TABLE 35: QUESTION D1

<i>Which one of the following industries best describes the nature of your business?</i>	Percent	Number
Agriculture	0%	N=0
Construction	3%	N=7
Manufacturing	10%	N=20
Restaurant/bar	9%	N=18
Wholesale sales	5%	N=10
Retail	10%	N=20
Banking	3%	N=7
Finance/insurance/ real estate/legal	8%	N=16
Printing, copying, typesetting, publishing	0%	N=1
Medical/dental	12%	N=25
Transportation	1%	N=2
Gas and electric services	1%	N=2
Automotive service	5%	N=11
Non-profit charitable organization	5%	N=10
Services (cleaning, repair, salon, travel, etc.)	12%	N=24
Engineering/IT/Consulting	7%	N=15
Other	9%	N=19
Total	100%	N=207

TABLE 36: QUESTION D2

<i>What is your position in this organization?</i>	Percent	Number
Owner	46%	N=95
Manager or Administrator	45%	N=93
Administrative Assistant	4%	N=8
Other	5%	N=11
Total	100%	N=207

TABLE 37: QUESTION D3

How many years has your business been located in Novi?	Percent	Number
Less than 1 year	7%	N=14
1-5 years	25%	N=53
6-10 years	21%	N=43
More than 10 years	47%	N=99
Total	100%	N=209

TABLE 38: QUESTION D4

Does this business have one site or multiple sites?	Percent	Number
One site	59%	N=124
Multiple sites	41%	N=86
Total	100%	N=210

TABLE 39: QUESTION D5

Is this location a branch or headquarters?	Percent	Number
Branch	65%	N=55
Headquarters	35%	N=30
Total	100%	N=85

Asked only of businesses with multiple sites.

TABLE 40: QUESTION D6

Including this location, how many sites are located in Novi?	Percent	Number
One site	73%	N=53
Two sites	16%	N=12
Three or more sites	11%	N=8
Total	100%	N=73

Asked only of businesses with multiple sites.

TABLE 41: QUESTION D7

<i>Is this business home based?</i>	<i>Percent</i>	<i>Number</i>
Yes	14%	N=29
No	86%	N=173
Total	100%	N=202

TABLE 42: QUESTION D8

<i>What was the approximate annual gross revenue (for the most recent accounting year) generated by all of your Novi sites?</i>	<i>Percent</i>	<i>Number</i>
Less than \$100,000	12%	N=22
\$100,000 to \$499,999	21%	N=39
\$500,000 to \$999,999	17%	N=32
\$1,000,000 to \$499,999	26%	N=48
\$5,000,000 or more	24%	N=45
Total	100%	N=186

TABLE 43: QUESTION D9

<i>Including you, about how many employees work at your Novi worksite(s) in each category?</i>	<i>4 or fewer</i>		<i>5 to 10</i>		<i>11 to 50</i>		<i>More than 50</i>		<i>Total</i>	
Number of full-time (30 or more hours per week) employees	39%	N=72	23%	N=43	28%	N=52	11%	N=20	100%	N=187
Number of part-time (less than 30 hours per week) employees	69%	N=120	13%	N=22	16%	N=27	2%	N=4	100%	N=173
Total number of employees at this worksite	25%	N=46	25%	N=45	36%	N=66	14%	N=26	100%	N=183

TABLE 44: QUESTION 10

<i>Over the next 3 to 5 years, do you anticipate...</i>	<i>Percent</i>	<i>Number</i>
Adding to your number of employees	61%	N=117
Maintaining the same number of employees	37%	N=71
Cutting back on your number of employees	2%	N=4
Total	100%	N=192

TABLE 45: QUESTION 11

<i>Approximately what percent of your work force at this location do you think lives in Novi?</i>	<i>Percent</i>	<i>Number</i>
None	25%	N=40
1-20%	41%	N=66
21-50%	20%	N=32
More than 50%	15%	N=24
Total	100%	N=162

APPENDIX B: COMPARISONS OF SURVEY RESULTS BY BUSINESS CHARACTERISTICS

The following tables compare results of the 2013 Business Survey by business tenure, size and revenue. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. Cells shaded grey indicate statistically significant differences ($p \leq .05$) between at least two of the subgroups.

TABLE 46: QUESTION 1 COMPARED BY BUSINESS CHARACTERISTICS

<i>Please rate each of the following aspects of quality of life in Novi: (Percent "excellent" or "good")</i>	<i>Years in Novi</i>		<i>Number of Employees</i>		<i>Annual Gross Revenue</i>		<i>Overall</i>
	<i>5 years or less</i>	<i>More than 5 years</i>	<i>Less than 50</i>	<i>50 or more</i>	<i>Less than \$500,000</i>	<i>\$500,000 or more</i>	
Novi as a place to work	92%	92%	92%	93%	92%	93%	93%
Novi as a place to retire	66%	63%	62%	63%	60%	63%	64%
Novi as a place to do business	73%	78%	75%	79%	67%	78%	78%
The overall economic climate of Novi	76%	86%	83%	86%	75%	85%	84%
The overall quality of life in Novi	92%	92%	90%	92%	88%	91%	92%

TABLE 47: QUESTION 2 COMPARED BY BUSINESS CHARACTERISTICS

<i>Please rate each of the following characteristics as they relate to Novi as a whole: (Percent "excellent" or "good")</i>	Years in Novi		Number of Employees		Annual Gross Revenue		Overall
	5 years or less	More than 5 years	Less than 50	50 or more	Less than \$500,000	\$500,000 or more	
Overall appearance of Novi	92%	92%	92%	93%	89%	93%	92%
Cleanliness of Novi	99%	92%	93%	96%	92%	94%	93%
Overall quality of commercial development in Novi	76%	75%	74%	82%	68%	80%	77%
Variety of housing options for people who work in Novi	76%	72%	74%	71%	76%	72%	74%
Overall quality of business establishments in Novi	81%	87%	81%	93%	81%	86%	84%
Shopping opportunities	93%	96%	94%	96%	89%	97%	95%
Employment opportunities	71%	79%	71%	96%	67%	80%	78%
Training opportunities for work	58%	65%	58%	71%	57%	63%	63%
Opportunities to volunteer	62%	78%	71%	75%	66%	77%	72%
Opportunities to participate in community matters	76%	75%	71%	77%	74%	74%	74%
Ease of car travel in Novi	62%	59%	59%	64%	62%	60%	60%
Ease of bus travel in Novi	16%	24%	18%	21%	12%	27%	20%
Ease of bicycle travel in Novi	35%	39%	36%	39%	34%	37%	36%
Ease of walking in Novi	47%	52%	49%	50%	45%	48%	49%
Availability of paths and walking trails	47%	50%	48%	48%	43%	48%	48%
Traffic flow on major streets	37%	36%	36%	39%	33%	37%	37%
Amount of public parking in commercial areas	77%	79%	79%	74%	79%	79%	78%
Air quality	87%	87%	85%	89%	84%	89%	87%
Quality of overall natural environment in Novi	78%	79%	76%	89%	75%	81%	80%
Overall image or reputation of Novi	79%	86%	84%	82%	77%	86%	84%

TABLE 48: QUESTION 3 COMPARED BY BUSINESS CHARACTERISTICS

<i>Please rate the speed of growth in the following categories in Novi over the past 2 years: (Percent "about right")</i>	<i>Years in Novi</i>		<i>Number of Employees</i>		<i>Annual Gross Revenue</i>		<i>Overall</i>
	<i>5 years or less</i>	<i>More than 5 years</i>	<i>Less than 50</i>	<i>50 or more</i>	<i>Less than \$500,000</i>	<i>\$500,000 or more</i>	
Population growth	74%	61%	64%	70%	63%	65%	65%
Retail growth (stores, restaurants, etc.)	66%	61%	62%	73%	55%	66%	63%
Jobs growth	60%	59%	56%	60%	51%	61%	61%

TABLE 49: QUESTION 4 COMPARED BY BUSINESS CHARACTERISTICS

<i>Please rate how safe or unsafe you feel from the following in Novi: (Percent "very" or "somewhat" safe)</i>	<i>Years in Novi</i>		<i>Number of Employees</i>		<i>Annual Gross Revenue</i>		<i>Overall</i>
	<i>5 years or less</i>	<i>More than 5 years</i>	<i>Less than 50</i>	<i>50 or more</i>	<i>Less than \$500,000</i>	<i>\$500,000 or more</i>	
Violent crime (e.g., rape, assault, robbery)	92%	86%	86%	96%	81%	91%	87%
Property crimes (e.g., burglary, theft)	77%	77%	77%	77%	71%	79%	76%

TABLE 50: QUESTION 5 COMPARED BY BUSINESS CHARACTERISTICS

<i>Please rate how safe or unsafe you feel: (Percent "very" or "somewhat" safe)</i>	<i>Years in Novi</i>		<i>Number of Employees</i>		<i>Annual Gross Revenue</i>		<i>Overall</i>
	<i>5 years or less</i>	<i>More than 5 years</i>	<i>Less than 50</i>	<i>50 or more</i>	<i>Less than \$500,000</i>	<i>\$500,000 or more</i>	
In Novi's commercial areas during the day	96%	95%	94%	96%	93%	95%	95%
In Novi's commercial areas after dark	80%	82%	80%	88%	77%	84%	82%

TABLE 51: QUESTION 6 COMPARED BY BUSINESS CHARACTERISTICS

<i>Please indicate how likely or unlikely you are to do each of the following: (Percent "very" or "somewhat" likely)</i>	<i>Years in Novi</i>		<i>Number of Employees</i>		<i>Annual Gross Revenue</i>		<i>Overall</i>
	<i>5 years or less</i>	<i>More than 5 years</i>	<i>Less than 50</i>	<i>50 or more</i>	<i>Less than \$500,000</i>	<i>\$500,000 or more</i>	
Recommend operating a business in Novi to someone who asks	82%	78%	78%	78%	70%	81%	80%
Keep your business in Novi for the next five years	88%	88%	86%	93%	79%	90%	88%

TABLE 52: QUESTION 7 COMPARED BY BUSINESS CHARACTERISTICS

<i>Please rate the quality of each of the following services provided by the City of Novi. (Percent "excellent" or "good")</i>	<i>Years in Novi</i>		<i>Number of Employees</i>		<i>Annual Gross Revenue</i>		<i>Overall</i>
	<i>5 years or less</i>	<i>More than 5 years</i>	<i>Less than 50</i>	<i>50 or more</i>	<i>Less than \$500,000</i>	<i>\$500,000 or more</i>	
Fire services	98%	98%	98%	96%	98%	98%	98%
Garbage collection	85%	80%	81%	70%	79%	78%	82%
Recycling	61%	72%	66%	61%	60%	68%	69%
Street repair	53%	54%	55%	46%	47%	54%	53%
Street cleaning	71%	74%	74%	60%	69%	73%	73%
Street lighting	69%	81%	80%	81%	67%	81%	78%
Snow removal	74%	82%	83%	74%	80%	80%	80%
Sidewalk maintenance	66%	74%	71%	67%	57%	76%	72%
Storm drainage	80%	84%	84%	83%	72%	89%	82%
Traffic enforcement	77%	72%	74%	77%	68%	73%	74%
Crime prevention	80%	88%	85%	85%	78%	86%	85%
Police services	84%	90%	89%	85%	85%	89%	88%
Land use, planning and zoning	67%	68%	68%	62%	61%	68%	67%
Code enforcement (weeds, signs, etc.)	63%	68%	67%	60%	58%	68%	66%
Economic development	60%	76%	69%	74%	59%	72%	71%
Public information	80%	85%	83%	85%	79%	83%	83%
Municipal court	63%	86%	77%	78%	75%	78%	78%

TABLE 53: QUESTION 8 COMPARED BY BUSINESS CHARACTERISTICS

<i>Overall, how would you rate the quality of the services provided by each of the following? (Percent "excellent" or "good")</i>	<i>Years in Novi</i>		<i>Number of Employees</i>		<i>Annual Gross Revenue</i>		<i>Overall</i>
	<i>5 years or less</i>	<i>More than 5 years</i>	<i>Less than 50</i>	<i>50 or more</i>	<i>Less than \$500,000</i>	<i>\$500,000 or more</i>	
The City of Novi	82%	86%	83%	82%	74%	87%	84%
Oakland County Government	89%	76%	78%	75%	74%	81%	79%
The State Government	61%	52%	55%	44%	46%	58%	55%
The Federal Government	40%	32%	33%	30%	34%	32%	36%

TABLE 54: QUESTION 9 COMPARED BY BUSINESS CHARACTERISTICS

<i>Percent "yes"</i>	<i>Years in Novi</i>		<i>Number of Employees</i>		<i>Annual Gross Revenue</i>		<i>Overall</i>
	<i>5 years or less</i>	<i>More than 5 years</i>	<i>Less than 50</i>	<i>50 or more</i>	<i>Less than \$500,000</i>	<i>\$500,000 or more</i>	
Have you had any in-person, phone or email contact with an employee of the City of Novi within the last 12 months (including police, receptionists, planners or any others)?	72%	67%	66%	75%	82%	62%	68%

TABLE 55: QUESTION 10 COMPARED BY BUSINESS CHARACTERISTICS

<i>Please rate each of the following aspects of quality of life in Novi: (Percent "excellent" or "good")</i>	<i>Years in Novi</i>		<i>Number of Employees</i>		<i>Annual Gross Revenue</i>		<i>Overall</i>
	<i>5 years or less</i>	<i>More than 5 years</i>	<i>Less than 50</i>	<i>50 or more</i>	<i>Less than \$500,000</i>	<i>\$500,000 or more</i>	
Knowledge	83%	88%	85%	90%	88%	83%	86%
Responsiveness	75%	85%	80%	81%	82%	79%	82%
Courtesy	81%	88%	86%	76%	88%	82%	85%
Overall impression	79%	87%	84%	81%	87%	81%	84%

TABLE 56: QUESTION 11 COMPARED BY BUSINESS CHARACTERISTICS

<i>Please rate each of the following aspects of quality of life in Novi: (Percent "excellent" or "good")</i>	<i>Years in Novi</i>		<i>Number of Employees</i>		<i>Annual Gross Revenue</i>		<i>Overall</i>
	<i>5 years or less</i>	<i>More than 5 years</i>	<i>Less than 50</i>	<i>50 or more</i>	<i>Less than \$500,000</i>	<i>\$500,000 or more</i>	
The value of services for the taxes paid to Novi	63%	72%	68%	71%	54%	74%	69%
The job Novi does informing me of community issues and values	62%	73%	67%	71%	66%	69%	70%
The job Novi government does at listening to businesses	40%	59%	50%	58%	41%	57%	54%
The overall direction that Novi is taking	64%	75%	68%	75%	61%	73%	72%

TABLE 57: QUESTION 12 COMPARED BY BUSINESS CHARACTERISTICS

<i>Percent "yes"</i>	<i>Years in Novi</i>		<i>Number of Employees</i>		<i>Annual Gross Revenue</i>		<i>Overall</i>
	<i>5 years or less</i>	<i>More than 5 years</i>	<i>Less than 50</i>	<i>50 or more</i>	<i>Less than \$500,000</i>	<i>\$500,000 or more</i>	
Is your business planning to hire in the next six months to a year?	80%	72%	73%	92%	55%	82%	75%

TABLE 58: QUESTION 14 COMPARED BY BUSINESS CHARACTERISTICS

<i>Considering your most recent hiring experiences, please rate your impression of job applicants. (Percent "excellent" or "good")</i>	<i>Years in Novi</i>		<i>Number of Employees</i>		<i>Annual Gross Revenue</i>		<i>Overall</i>
	<i>5 years or less</i>	<i>More than 5 years</i>	<i>Less than 50</i>	<i>50 or more</i>	<i>Less than \$500,000</i>	<i>\$500,000 or more</i>	
Applicant prior experience	51%	61%	57%	57%	50%	62%	59%
Number of qualified applicants	45%	46%	44%	43%	40%	47%	46%
Courtesy of applicants	67%	64%	63%	68%	58%	67%	65%
Your overall impression of applicants	55%	59%	56%	54%	55%	58%	58%

TABLE 59: QUESTION 15 COMPARED BY BUSINESS CHARACTERISTICS

<i>To what extent, if at all, have you relied in the past on the following resources to seek talent for your business? (Percent "great" or "minor" extent)</i>	<i>Years in Novi</i>		<i>Number of Employees</i>		<i>Annual Gross Revenue</i>		<i>Overall</i>
	<i>5 years or less</i>	<i>More than 5 years</i>	<i>Less than 50</i>	<i>50 or more</i>	<i>Less than \$500,000</i>	<i>\$500,000 or more</i>	
Michigan Talent Connect	22%	19%	17%	30%	12%	23%	21%
Job Web sites (e.g., Career Builder, Monster, etc.)	48%	58%	49%	79%	41%	61%	55%
Head hunter	27%	30%	27%	37%	16%	36%	29%
Colleges/Universities	59%	45%	46%	67%	50%	51%	50%
Your organization's Web site	57%	60%	56%	75%	53%	62%	58%
Career fairs	25%	26%	21%	44%	18%	30%	25%

TABLE 60: QUESTION 16 COMPARED BY BUSINESS CHARACTERISTICS

<i>If the City were to implement the following services, how beneficial, if at all, would each be to your business? (Percent "very" or "somewhat" beneficial)</i>	<i>Years in Novi</i>		<i>Number of Employees</i>		<i>Annual Gross Revenue</i>		<i>Overall</i>
	<i>5 years or less</i>	<i>More than 5 years</i>	<i>Less than 50</i>	<i>50 or more</i>	<i>Less than \$500,000</i>	<i>\$500,000 or more</i>	
Streamlined permitting	72%	86%	79%	87%	77%	82%	81%
Financial assistance (i.e., loans, grants, rebates)	71%	69%	69%	67%	65%	73%	70%
Increased flexibility in city regulations	81%	89%	86%	91%	87%	85%	87%
City-financed marketing and promotion	75%	77%	77%	75%	75%	76%	76%
Physical improvements to city-owned property (i.e., streets, sidewalks, public facilities)	76%	79%	76%	76%	73%	79%	77%
Offer skill-building classes/workshops for workers	61%	65%	61%	72%	66%	64%	64%

APPENDIX C: COMPARISONS OF SURVEY RESULTS TO RESULTS FROM ORLAND PARK, IL

The following tables compare results of the 2013 Novi Business Survey to results from Orland Park, Illinois. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. Cells shaded grey indicate statistically significant differences ($p \leq .05$) between at least two of the subgroups.

In general, results tended to be similar between Novi and Orland Park, although Novi respondents gave more favorable ratings of employment opportunities, ease of car travel, traffic flow on major streets, jobs growth and safety in commercial areas. Novi respondents had less favorable views of City services such as street repair, recycling and building permits and inspections compared to Orland Park business representatives.

TABLE 61: QUESTION 1 COMPARED TO ORLAND PARK

<i>Please rate each of the following aspects of quality of life in Novi: (Percent "excellent" or "good")</i>	Novi, MI	Orland Park, IL	Overall
Novi as a place to work	93%	88%	91%
Novi as a place to retire	64%	59%	61%
Novi as a place to do business	78%	77%	77%
The overall economic climate of Novi	84%	79%	82%
The overall quality of life in Novi	92%	86%	89%

TABLE 62: QUESTION 2 COMPARED TO ORLAND PARK

<i>Please rate each of the following characteristics as they relate to Novi as a whole: (Percent "excellent" or "good")</i>	Novi, MI	Orland Park, IL	Overall
Overall appearance of Novi	92%	86%	89%
Cleanliness of Novi	93%	91%	92%
Overall quality of commercial development in Novi	77%	77%	77%
Variety of housing options for people who work in Novi	74%	80%	77%
Overall quality of business establishments in Novi	84%	87%	85%
Shopping opportunities	95%	94%	95%
Employment opportunities	78%	68%	73%
Training opportunities for work	63%	54%	58%
Opportunities to volunteer	72%	80%	76%
Opportunities to participate in community matters	74%	81%	78%
Ease of car travel in Novi	60%	39%	50%
Ease of bus travel in Novi	20%	30%	25%
Ease of bicycle travel in Novi	36%	41%	39%
Ease of walking in Novi	49%	59%	54%
Availability of paths and walking trails	48%	70%	59%
Traffic flow on major streets	37%	27%	32%

<i>Please rate each of the following characteristics as they relate to Novi as a whole: (Percent "excellent" or "good")</i>	Novi, MI	Orland Park, IL	Overall
Amount of public parking in commercial areas	78%	74%	76%
Air quality	87%	84%	85%
Quality of overall natural environment in Novi	80%	84%	82%
Overall image or reputation of Novi	84%	83%	83%

TABLE 63: QUESTION 3 COMPARED TO ORLAND PARK

<i>Please rate the speed of growth in the following categories in Novi over the past 2 years: (Percent "about right")</i>	Novi, MI	Orland Park, IL	Overall
Population growth	65%	72%	68%
Retail growth (stores, restaurants, etc.)	63%	57%	60%
Jobs growth	61%	42%	52%

TABLE 64: QUESTION 4 COMPARED TO ORLAND PARK

<i>Please rate how safe or unsafe you feel from the following in Novi: (Percent "very" or "somewhat" safe)</i>	Novi, MI	Orland Park, IL	Overall
Violent crime (e.g., rape, assault, robbery)	87%	82%	85%
Property crimes (e.g., burglary, theft)	76%	77%	77%

TABLE 65: QUESTION 5 COMPARED TO ORLAND PARK

<i>Please rate how safe or unsafe you feel: (Percent "very" or "somewhat" safe)</i>	Novi, MI	Orland Park, IL	Overall
In Novi's commercial areas during the day	95%	86%	90%
In Novi's commercial areas after dark	82%	67%	74%

TABLE 66: QUESTION 6 COMPARED TO ORLAND PARK

<i>Please indicate how likely or unlikely you are to do each of the following: (Percent "very" or "somewhat" likely)</i>	Novi, MI	Orland Park, IL	Overall
Recommend operating a business in Novi to someone who asks	80%	80%	80%
Keep your business in Novi for the next five years	88%	87%	87%

TABLE 67: QUESTION 7 COMPARED TO ORLAND PARK

<i>Please rate the quality of each of the following services provided by the City of Novi. (Percent "excellent" or "good")</i>	Novi, MI	Orland Park, IL	Overall
Fire services	98%	95%	96%
Garbage collection	82%	92%	87%
Recycling	69%	80%	75%
Street repair	53%	66%	60%
Street cleaning	73%	75%	74%
Street lighting	78%	80%	79%
Snow removal	80%	81%	80%
Sidewalk maintenance	72%	76%	74%
Storm drainage	82%	79%	81%
Traffic enforcement	74%	72%	73%
Crime prevention	85%	79%	82%
Police services	88%	91%	90%
Land use, planning and zoning	67%	70%	68%
Building permits and inspections	56%	67%	62%
Code enforcement (weeds, signs, etc.)	66%	65%	66%
Economic development	71%	68%	69%
Public information	83%	80%	81%
Municipal court	78%	71%	74%

TABLE 68: QUESTION 8 COMPARED TO ORLAND PARK

<i>Overall, how would you rate the quality of the services provided by each of the following? (Percent "excellent" or "good")</i>	Novi, MI	Orland Park, IL	Overall
The City of Novi	84%	85%	85%
The State Government	55%	21%	38%
The Federal Government	36%	26%	31%

TABLE 69: QUESTION 9 COMPARED TO ORLAND PARK

Percent "yes"	Novi, MI	Orland Park, IL	Overall
Have you had any in-person, phone or email contact with an employee of the City of Novi within the last 12 months (including police, receptionists, planners or any others)?	68%	76%	72%

TABLE 70: QUESTION 10 COMPARED TO ORLAND PARK

<i>Please rate each of the following aspects of quality of life in Novi: (Percent "excellent" or "good")</i>	Novi, MI	Orland Park, IL	Overall
Knowledge	86%	86%	86%
Responsiveness	82%	84%	83%
Courtesy	85%	82%	83%
Overall impression	84%	83%	83%

TABLE 71: QUESTION 11 COMPARED TO ORLAND PARK

<i>Please rate each of the following aspects of quality of life in Novi: (Percent "excellent" or "good")</i>	Novi, MI	Orland Park, IL	Overall
The value of services for the taxes paid to Novi	69%	63%	66%
The job Novi does informing me of community issues and values	70%	76%	73%
The job Novi government does at listening to businesses	54%	56%	55%
The overall direction that Novi is taking	72%	68%	70%

TABLE 72: QUESTION 12 COMPARED TO ORLAND PARK

Percent "yes"	Novi, MI	Orland Park, IL	Overall
Is your business planning to hire in the next six months to a year?	75%	48%	62%

TABLE 73: QUESTION 14 COMPARED TO ORLAND PARK

<i>Considering your most recent hiring experiences, please rate your impression of job applicants. (Percent "excellent" or "good")</i>	Novi, MI	Orland Park, IL	Overall
Applicant prior experience	59%	64%	61%
Number of qualified applicants	46%	47%	46%
Courtesy of applicants	65%	69%	67%
Your overall impression of applicants	58%	64%	61%

TABLE 74: QUESTION 15 COMPARED TO ORLAND PARK

<i>To what extent, if at all, have you relied in the past on the following resources to seek talent for your business? (Percent "great" or "minor" extent)</i>	Novi, MI	Orland Park, IL	Overall
Job Web sites (e.g., Career Builder, Monster, etc.)	55%	43%	49%
Head hunter	29%	11%	20%
Colleges/Universities	50%	37%	44%
Your organization's Web site	58%	41%	50%
Career fairs	25%	21%	23%

TABLE 75: QUESTION 16 COMPARED TO ORLAND PARK

<i>If the City were to implement the following services, how beneficial, if at all, would each be to your business? (Percent "very" or "somewhat" beneficial)</i>	Novi, MI	Orland Park, IL	Overall
Streamlined permitting	81%	70%	76%
Financial assistance (i.e., loans, grants, rebates)	70%	61%	65%
Increased flexibility in city regulations	87%	77%	82%
City-financed marketing and promotion	76%	80%	78%
Physical improvements to city-owned property (i.e., streets, sidewalks, public facilities)	77%	78%	78%
Offer skill-building classes/workshops for workers	64%	54%	59%

APPENDIX D: COMPARISONS OF SURVEY RESULTS TO THE NATIONAL CITIZEN SURVEY RESULTS

The following tables compare results of the 2013 Novi Business Survey to results from The National Citizen Survey™ conducted in Novi in 2012. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. Cells shaded grey indicate statistically significant differences ($p \leq .05$) between at least two of the subgroups.

Overall, results were similar between the two surveys; when results differed, business representatives tended to give more favorable ratings than did residents. However, residents gave higher ratings of traffic flow on major streets and the overall image or reputation of Novi.

TABLE 76: QUESTION 1 COMPARED TO NCS

<i>Please rate each of the following aspects of quality of life in Novi: (Percent "excellent" or "good")</i>	Business Survey 2013	The NCS 2012	Overall
Novi as a place to work	93%	78%	81%
Novi as a place to retire	64%	63%	63%
The overall quality of life in Novi	92%	91%	91%

TABLE 77: QUESTION 2 COMPARED TO NCS

<i>Please rate each of the following characteristics as they relate to Novi as a whole: (Percent "excellent" or "good")</i>	Business Survey 2013	The NCS 2012	Overall
Overall appearance of Novi	92%	87%	87%
Cleanliness of Novi	93%	91%	91%
Overall quality of commercial development in Novi	77%	76%	76%
Variety of housing options for people who work in Novi	74%	80%	79%
Overall quality of business establishments in Novi	84%	86%	86%
Shopping opportunities	95%	95%	95%
Employment opportunities	78%	48%	53%
Opportunities to volunteer	72%	73%	73%
Opportunities to participate in community matters	74%	72%	72%
Ease of car travel in Novi	60%	62%	62%
Ease of bicycle travel in Novi	36%	42%	41%
Ease of walking in Novi	49%	52%	52%
Availability of paths and walking trails	48%	51%	50%
Traffic flow on major streets	37%	48%	46%
Amount of public parking in commercial areas	78%	73%	74%
Quality of overall natural environment in Novi	80%	78%	78%
Overall image or reputation of Novi	84%	89%	88%

Note: "Overall quality of commercial development in Novi" was "Overall quality of new development in Novi" on the NCS.

"Variety of housing options for people who work in Novi" was "Variety of housing options" on the NCS.

"Overall quality of business establishments in Novi" was "Overall quality of business and service establishments in Novi" on the NCS. "Amount of public parking in commercial areas" was "Amount of public parking" on the NCS.

TABLE 78: QUESTION 3 COMPARED TO NCS

<i>Please rate the speed of growth in the following categories in Novi over the past 2 years: (Percent "about right")</i>	<i>Business Survey 2013</i>	<i>The NCS 2012</i>	<i>Overall</i>
Population growth	65%	55%	57%
Retail growth (stores, restaurants, etc.)	63%	58%	59%
Jobs growth	61%	27%	33%

TABLE 79: QUESTION 4 COMPARED TO NCS

<i>Please rate how safe or unsafe you feel from the following in Novi: (Percent "very" or "somewhat" safe)</i>	<i>Business Survey 2013</i>	<i>The NCS 2012</i>	<i>Overall</i>
Violent crime (e.g., rape, assault, robbery)	87%	91%	91%
Property crimes (e.g., burglary, theft)	76%	80%	79%

TABLE 80: QUESTION 5 COMPARED TO NCS

<i>Please rate how safe or unsafe you feel: (Percent "very" or "somewhat" safe)</i>	<i>Business Survey 2013</i>	<i>The NCS 2012</i>	<i>Overall</i>
In Novi's commercial areas during the day	95%	95%	95%
In Novi's commercial areas after dark	82%	83%	83%

Note: "In Novi's commercial areas" was written as "In Novi's downtown area" on the NCS.

TABLE 81: QUESTION 7 COMPARED TO NCS

<i>Please rate the quality of each of the following services provided by the City of Novi. (Percent "excellent" or "good")</i>	<i>Business Survey 2013</i>	<i>The NCS 2012</i>	<i>Overall</i>
Fire services	98%	94%	95%
Recycling	69%	69%	69%
Street repair	53%	50%	50%
Street cleaning	73%	65%	66%
Street lighting	78%	60%	62%
Snow removal	80%	64%	66%
Sidewalk maintenance	72%	62%	63%
Storm drainage	82%	73%	75%
Traffic enforcement	74%	77%	77%
Crime prevention	85%	85%	85%
Police services	88%	90%	90%
Land use, planning and zoning	67%	53%	55%
Code enforcement (weeds, signs, etc.)	66%	69%	68%
Economic development	71%	65%	66%
Public information	83%	74%	75%
Municipal court	78%	79%	78%

TABLE 82: QUESTION 8 COMPARED TO NCS

<i>Overall, how would you rate the quality of the services provided by each of the following? (Percent "excellent" or "good")</i>	<i>Business Survey 2013</i>	<i>The NCS 2012</i>	<i>Overall</i>
The City of Novi	84%	85%	85%
Oakland County Government	79%	62%	66%
The State Government	55%	39%	41%
The Federal Government	36%	39%	39%

TABLE 83: QUESTION 9 COMPARED TO NCS

<i>Percent "yes"</i>	<i>Business Survey 2013</i>	<i>The NCS 2012</i>	<i>Overall</i>
Have you had any in-person, phone or email contact with an employee of the City of Novi within the last 12 months (including police, receptionists, planners or any others)?	68%	46%	49%

TABLE 84: QUESTION 10 COMPARED TO NCS

<i>Please rate each of the following aspects of quality of life in Novi: (Percent "excellent" or "good")</i>	<i>Business Survey 2013</i>	<i>The NCS 2012</i>	<i>Overall</i>
Knowledge	86%	89%	89%
Responsiveness	82%	86%	85%
Courtesy	85%	88%	87%
Overall impression	84%	86%	85%

TABLE 85: QUESTION 11 COMPARED TO NCS

<i>Please rate each of the following aspects of quality of life in Novi: (Percent "excellent" or "good")</i>	<i>Business Survey 2013</i>	<i>The NCS 2012</i>	<i>Overall</i>
The value of services for the taxes paid to Novi	69%	61%	62%
The overall direction that Novi is taking	72%	71%	71%

APPENDIX E: SURVEY METHODOLOGY

Instrument Development

General business surveys, such as this one, ask recipients for their perspectives on policy issues facing the City and their assessment of City service delivery, the quality of life in the City and the use of City amenities. The Business Survey was developed by National Research Center, Inc. (NRC) in collaboration with the City of Novi and the Village of Orland Park, IL. Starting with The National Citizen Survey™, through an iterative process, Novi and Orland Park staff reviewed sample questions developed by NRC that had been included on business surveys conducted in other communities to choose questions applicable to both communities for the purpose of comparing results. Relevant questions from the resident survey and the sample business surveys were selected and new questions specific to Novi and Orland Park were created. Through this iterative process between City, Village and NRC staff, a final three-page questionnaire was created.

Sample Selection

All businesses included in the City's business database were eligible for the survey. Approximately 1,685 businesses were eligible to participate.

The person most knowledgeable about the business (typically the business owner or manager) was asked to complete the survey. This instruction was contained in the invitations sent to businesses.

Survey Administration and Response Rate

The business survey was available to be completed online and business owners and managers in the Novi community were invited to complete the survey through a series of mailings that included the survey link. Novi businesses received three mailings consisting of a prenotification card, a letter specifying the Web-only survey details and a reminder postcard. An individual within each business most knowledgeable about the business (typically the owner or manager) was instructed to complete the survey. About 16% of the mailings were returned because the postal service was unable to deliver the mailing as addressed or the business had closed. Of the remaining 1,412 businesses, 245 submitted the survey with varying levels of completion resulting in a response rate of 17%.

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 for this report, is 95%. The 95% confidence interval quantifies the sampling error or imprecision of the survey results because some businesses' opinions are relied on to estimate all businesses' opinions. The confidence interval for the City of Novi 2013 Business Survey is no greater than plus or minus seven percentage points around any given percent reported for the entire sample (245 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many businesses, 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 72% of businesses rate a service as “excellent” or “good,” then the 7% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire population is between 65% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of businesses with opinions different from survey responders.

For subgroups of responses (e.g., years in business, annual revenue), the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 50 respondents, the margin of error is plus or minus 14 percentage points.

Survey Processing (Data Entry)

Survey responses were captured in “real-time” as respondents submitted their completed questionnaires online. Data were automatically stored electronically and then were downloaded for analysis.

Data Analysis

The electronic dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix A: Complete Set of Survey Responses*. Survey results are compared by respondent characteristics (*Appendix B: Comparisons of Survey Results by Business Characteristics*). Comparisons of select survey questions to results from Orland Park’s business survey and results from The National Citizen Survey™ administered to residents in 2012 are presented in *Appendix C: Comparisons of Survey Results to Results from Orland Park, IL* and *Appendix D: Comparisons of Survey Results to The National Citizen Survey Results*.

Chi-square or ANOVA tests of significance were applied to these breakdowns of selected 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. Where differences between subgroups are statistically significant, they have been marked with dark grey shading in the appendices.

APPENDIX F: SURVEY INSTRUMENT

The following pages contain the survey instrument in a format similar to the online survey that was completed by business representatives in the City of Novi.

The City of Novi 2013 Business Survey

Please complete this questionnaire if you are the person most knowledgeable about this business, typically the owner or manager. Please select the response (by circling the number or checking the box) that most closely represents your opinion. 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 work.....	1	2	3	4	5
Novi as a place to retire.....	1	2	3	4	5
Novi as a place to do business.....	1	2	3	4	5
The overall economic climate of Novi.....	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 appearance of Novi.....	1	2	3	4	5
Cleanliness of Novi.....	1	2	3	4	5
Overall quality of commercial development in Novi.....	1	2	3	4	5
Variety of housing options for people who work in Novi.....	1	2	3	4	5
Overall quality of business establishments in Novi.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Training opportunities for work.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Novi.....	1	2	3	4	5
Ease of bus travel in Novi.....	1	2	3	4	5
Ease of bicycle travel 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
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking in commercial areas.....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Novi.....	1	2	3	4	5
Overall image or reputation of Novi.....	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Novi over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth.....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. Please rate how safe or unsafe you feel from the following in Novi:

	<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>
Violent crime (e.g., rape, assault, robbery).....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6

5. 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 Novi's commercial areas during the day.....	1	2	3	4	5	6
In Novi's commercial areas after dark.....	1	2	3	4	5	6

6. 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 operating a business in Novi to someone who asks.....	1	2	3	4	5
Keep your business in Novi for the next five years.....	1	2	3	4	5

7. Please rate the quality of each of the following services provided by the City of Novi.

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Fire services	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	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
Storm drainage	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Crime prevention	1	2	3	4	5
Police services	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Building permits and inspections	1	2	3	4	5
Code enforcement (weeds, signs, etc.)	1	2	3	4	5
Economic development	1	2	3	4	5
Public information	1	2	3	4	5
Municipal court	1	2	3	4	5

8. 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
Oakland County Government	1	2	3	4	5
The State Government	1	2	3	4	5
The Federal Government	1	2	3	4	5

9. Have you had any in-person, phone or email contact with an employee of the City of Novi within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to Question 11 Yes → Go to Question 10

10. What was your impression of the employee(s) of the City of Novi in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge	1	2	3	4	5
Responsiveness	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

11. 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 job Novi does informing me of community issues and values	1	2	3	4	5
The job Novi government does at listening to businesses	1	2	3	4	5
The overall direction that Novi is taking	1	2	3	4	5

12. Is your business planning to hire in the next six months to a year?

- No → Skip to question 14 Yes Not sure

13. If you are planning to hire or are not sure, what kind of jobs might you be adding? (Please check all that apply.)

- Technically skilled (e.g. medical, computer, architecture, equipment operation, etc.)
 Administratively skilled
 Unskilled administrative
 Unskilled labor
 Don't know

14. Considering your most recent hiring experiences, please rate your impression of job applicants.

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Applicant prior experience	1	2	3	4	5
Number of qualified applicants	1	2	3	4	5
Courtesy of applicants	1	2	3	4	5
Your overall impression of applicants	1	2	3	4	5

The City of Novi 2013 Business Survey

15. To what extent, if at all, have you relied in the past on the following resources to seek talent for your business?

	<i>Great extent</i>	<i>Minor extent</i>	<i>Not at all</i>	<i>Never heard of it</i>
Michigan Talent Connect.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Job Web sites (e.g., Career Builder, Monster, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Head hunter.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colleges/Universities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your organization's Web site.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Career fairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. If the city were to implement the following services, how beneficial, if at all, would each be to your business?

	<i>Very beneficial</i>	<i>Somewhat beneficial</i>	<i>Not at all beneficial</i>	<i>Don't know</i>
Streamlined permitting.....	1	2	3	4
Financial assistance (i.e., loans, grants, rebates).....	1	2	3	4
Increased flexibility in city regulations	1	2	3	4
City-financed marketing and promotion	1	2	3	4
Physical improvements to city-owned property (i.e., streets, sidewalks, public facilities).....	1	2	3	4
Offer skill-building classes/workshops for workers	1	2	3	4

17. What is the single most significant thing the City of Novi could do to improve your business experience in Novi?

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

D1. Which one of the following industries best describes the nature of your business? (Please check the one that comes closest.)

- | | | |
|---------------------------------------|--|--|
| <input type="radio"/> Agriculture | <input type="radio"/> Banking | <input type="radio"/> Automotive service |
| <input type="radio"/> Construction | <input type="radio"/> Finance/insurance/ real estate/legal | <input type="radio"/> Non-profit charitable organization |
| <input type="radio"/> Manufacturing | <input type="radio"/> Printing, copying, typesetting, publishing | <input type="radio"/> Services (cleaning, repair) |
| <input type="radio"/> Restaurant/bar | <input type="radio"/> Medical/dental | <input type="radio"/> Other _____ |
| <input type="radio"/> Wholesale sales | <input type="radio"/> Transportation | |
| <input type="radio"/> Retail | <input type="radio"/> Gas and electric services | |

D2. What is your position in this organization?

- Owner
- Manager or Administrator
- Administrative Assistant
- Other

D3. How many years has your business been located in Novi?

- Less than 1 year
- 1-5 years
- 6-10 years
- More than 10 years

D4. Does this business have one site or multiple sites?

- One site → Skip to D7
- Multiple sites → Go to D5 and D6

D5. Is this location a branch or headquarters?

- Branch
- Headquarters

D6. Including this location, how many sites are located in Novi? _____

D7. Is this business home based?

- Yes
- No

D8. What was the approximate annual gross revenue (for the most recent accounting year) generated by all of your Novi sites?

- Less than \$100,000
- \$100,000 to \$499,999
- \$500,000 to \$999,999
- \$1,000,000 to \$4,999,999
- \$5,000,000 or more

D9. Including you, about how many employees work at your Novi worksite(s) in each category?

- _____ Number of full-time (30 or more hours per week) employees
- _____ Number of part-time (less than 30 hours per week) employees
- _____ Total number of employees at this worksite

D10. Over the next 3 to 5 years, do you anticipate...

- Adding to your number of employees
- Maintaining the same number of employees
- Cutting back on your number of employees

D11. Approximately what percent of your work force at this location do you think lives in Novi? _____%

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