



CITY OF NOVI, MICHIGAN 2008

Report of Demographic Subgroup Comparisons

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CONTENTS

Survey Background.....	1
About The National Citizen Survey™	1
Understanding the Results	2
“Don’t Know” Responses	2
Understanding the Tables.....	2
Comparisons	3

SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Novi staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Novi staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

One of the add-on options that Novi chose was to have crosstabulations of evaluative questions 1-18b by demographic questions d3 (number of years in Novi), d9 (annual household income), d12 (age of respondent) and d13 (gender of respondent).

UNDERSTANDING THE RESULTS

“DON’T KNOW” RESPONSES

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

UNDERSTANDING THE TABLES

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in grey.

COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")											
Please rate each of the following aspects of quality of life in Novi:	Number of years in Novi			Annual household income			Age			Gender	
	Less than 2 years	2 to 10 years	11 years or more	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Novi as a place to live	100%	96%	95%	99%	96%	95%	100%	97%	92%	97%	96%
Your neighborhood as a place to live	82%	87%	87%	79%	87%	89%	81%	88%	88%	88%	84%
Novi as a place to raise children	99%	95%	93%	93%	96%	95%	100%	95%	88%	95%	95%
Novi as a place to work	82%	73%	80%	79%	74%	78%	80%	76%	78%	82%	74%
Novi as a place to retire	57%	60%	58%	69%	56%	61%	50%	55%	74%	66%	53%
The overall quality of life in Novi	93%	93%	91%	90%	94%	93%	96%	92%	87%	95%	90%

Question 2: Community Characteristics (Percent "excellent" or "good")											
Please rate each of the following characteristics as they relate to Novi as a whole:	Number of years in Novi			Annual household income			Age			Gender	
	Less than 2 years	2 to 10 years	11 years or more	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Sense of community	76%	75%	73%	72%	74%	77%	77%	74%	74%	80%	70%
Openness and acceptance of the community towards people of diverse backgrounds	75%	85%	85%	68%	88%	87%	81%	85%	81%	82%	84%
Overall appearance of Novi	89%	88%	80%	87%	90%	84%	94%	83%	83%	90%	81%
Cleanliness of Novi	89%	89%	86%	86%	92%	89%	91%	88%	88%	93%	84%
Overall quality of new development in Novi	91%	76%	70%	84%	80%	75%	89%	76%	70%	83%	73%
Variety of housing options	87%	82%	80%	88%	80%	83%	89%	83%	75%	85%	82%
Overall quality of business and service establishments in Novi	81%	84%	89%	86%	85%	87%	80%	87%	87%	91%	78%
Shopping opportunities	97%	93%	94%	99%	93%	93%	96%	96%	90%	97%	92%
Opportunities to attend cultural activities	61%	55%	52%	64%	47%	53%	63%	54%	50%	58%	52%
Recreational opportunities	67%	71%	72%	67%	69%	72%	74%	70%	69%	79%	63%

Question 2: Community Characteristics (Percent "excellent" or "good")											
Please rate each of the following characteristics as they relate to Novi as a whole:	Number of years in Novi			Annual household income			Age			Gender	
	Less than 2 years	2 to 10 years	11 years or more	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Employment opportunities	39%	45%	48%	59%	29%	46%	47%	45%	41%	49%	40%
Educational opportunities	70%	80%	83%	87%	73%	79%	72%	83%	80%	85%	73%
Opportunities to participate in social events and activities	48%	64%	62%	63%	50%	66%	59%	61%	62%	62%	59%
Opportunities to participate in religious or spiritual events and activities	57%	76%	80%	77%	66%	78%	68%	75%	80%	76%	72%
Opportunities to volunteer	42%	77%	71%	65%	64%	75%	58%	71%	76%	70%	68%
Opportunities to participate in community matters	46%	73%	70%	65%	62%	74%	65%	69%	69%	72%	64%
Ease of car travel in Novi	61%	72%	56%	56%	69%	65%	65%	64%	65%	62%	66%
Ease of bicycle travel in Novi	40%	40%	37%	39%	40%	42%	32%	40%	48%	38%	41%
Ease of walking in Novi	54%	52%	45%	61%	42%	54%	50%	50%	52%	50%	51%
Availability of paths and walking trails	50%	45%	47%	47%	40%	54%	43%	49%	48%	44%	50%
Traffic flow on major streets	45%	50%	33%	38%	45%	43%	47%	42%	43%	45%	42%
Amount of public parking	64%	70%	69%	64%	70%	71%	67%	70%	66%	73%	63%
Availability of affordable quality housing	50%	62%	55%	58%	54%	62%	54%	60%	57%	61%	53%
Availability of affordable quality child care	65%	52%	63%	56%	38%	70%	41%	65%	52%	59%	58%
Availability of affordable quality health care	64%	72%	75%	52%	74%	79%	64%	74%	77%	70%	74%
Availability of affordable quality food	78%	82%	80%	79%	84%	82%	81%	80%	81%	84%	77%
Availability of preventive health services	73%	76%	76%	64%	77%	81%	75%	77%	77%	76%	77%
Quality of overall natural environment in Novi	79%	73%	62%	61%	73%	75%	77%	70%	70%	72%	72%
Overall image or reputation of Novi	91%	90%	82%	90%	82%	93%	90%	88%	88%	91%	86%

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Question 3: Growth (Percent "too fast")											
Please rate the speed of growth in the following categories in Novi over the past 2 years:	Number of years in Novi			Annual household income			Age			Gender	
	Less than 2 years	2 to 10 years	11 years or more	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Population growth	35%	30%	50%	41%	41%	33%	29%	39%	47%	39%	38%
Retail growth (stores, restaurants, etc.)	32%	28%	47%	44%	31%	35%	30%	36%	39%	34%	36%
Jobs growth	0%	0%	2%	1%	0%	0%	0%	0%	3%	1%	1%

Question 4: Code Enforcement (Percent at least a "minor" problem)											
	Number of years in Novi			Annual household income			Age			Gender	
	Less than 2 years	2 to 10 years	11 years or more	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Novi?	58%	62%	68%	54%	61%	69%	52%	69%	62%	61%	64%

Question 5: Community Safety (Percent "very" or "somewhat" safe)											
Please rate how safe or unsafe you feel from the following in Novi:	Number of years in Novi			Annual household income			Age			Gender	
	Less than 2 years	2 to 10 years	11 years or more	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Violent crime (e.g., rape, assault, robbery)	94%	86%	90%	86%	89%	92%	93%	88%	89%	90%	89%
Property crimes (e.g., burglary, theft)	76%	80%	77%	67%	77%	87%	74%	80%	82%	78%	79%
Environmental hazards, including toxic waste	92%	82%	80%	75%	87%	88%	83%	85%	84%	80%	88%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)											
Please rate how safe or unsafe you feel:	Number of years in Novi			Annual household income			Age			Gender	
	Less than 2 years	2 to 10 years	11 years or more	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
In your neighborhood during the day	91%	97%	93%	88%	96%	96%	94%	95%	96%	97%	93%
In your neighborhood after dark	84%	85%	84%	69%	86%	91%	82%	85%	88%	82%	87%
In Novi's downtown area during the day	92%	94%	93%	90%	91%	96%	92%	95%	92%	95%	92%
In Novi's downtown area after dark	86%	83%	81%	70%	85%	88%	85%	85%	76%	81%	87%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")											
	Number of years in Novi			Annual household income			Age			Gender	
	Less than 2 years	2 to 10 years	11 years or more	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
During the past twelve months, were you or anyone in your household the victim of any crime?	9%	8%	13%	7%	12%	11%	9%	14%	3%	10%	10%
If yes, was this crime (these crimes) reported to the police?	92%	82%	87%	78%	85%	90%	100%	84%	67%	89%	82%

Question 9: Resident Behaviors (Percent at least once in past 12 months)

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Novi?	Number of years in Novi			Annual household income			Age			Gender	
	Less than 2 years	2 to 10 years	11 years or more	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Used Novi public libraries or their services	40%	84%	79%	60%	68%	82%	53%	80%	74%	73%	68%
Used Novi recreation centers	15%	57%	52%	26%	41%	64%	22%	61%	39%	39%	50%
Participated in a recreation program or activity	16%	41%	42%	28%	24%	52%	15%	48%	30%	32%	37%
Visited a neighborhood park or City park	70%	81%	78%	56%	76%	90%	69%	88%	62%	69%	86%
Ridden a local bus within Novi	2%	5%	1%	4%	4%	2%	2%	4%	4%	3%	3%
Attended a meeting of local elected officials or other local public meeting	10%	30%	31%	12%	30%	27%	14%	28%	32%	20%	29%
Watched a meeting of local elected officials or other local public meeting on cable television	18%	40%	65%	30%	37%	49%	20%	52%	47%	44%	39%
Read Novi Newsletter	75%	93%	90%	83%	86%	95%	82%	93%	82%	90%	85%
Visited the City of Novi Web site (at www.cityofnovi.org)	41%	75%	61%	31%	66%	77%	54%	75%	40%	57%	66%
Recycled used paper, cans or bottles from your home	62%	84%	83%	58%	70%	92%	67%	88%	67%	76%	79%
Volunteered your time to some group or activity in Novi	13%	36%	36%	21%	26%	42%	14%	41%	27%	27%	32%
Provided help to a friend or neighbor	72%	92%	99%	75%	89%	98%	77%	96%	89%	91%	86%

Question 10: Neighborliness (Percent at least once per month)

About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Number of years in Novi			Annual household income			Age			Gender	
	Less than 2 years	2 to 10 years	11 years or more	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
	68%	77%	87%	75%	73%	85%	67%	81%	85%	77%	79%

Question 11: Service Quality (Percent "excellent" or "good")											
Please rate the quality of each of the following services in Novi:	Number of years in Novi			Annual household income			Age			Gender	
	Less than 2 years	2 to 10 years	11 years or more	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Police services	78%	89%	93%	74%	90%	93%	78%	90%	93%	87%	89%
Fire services	89%	95%	88%	87%	94%	92%	92%	90%	95%	93%	89%
Ambulance or emergency medical services	97%	94%	82%	89%	95%	91%	100%	85%	94%	90%	91%
Crime prevention	62%	81%	88%	66%	81%	85%	66%	84%	86%	81%	77%
Fire prevention and education	91%	88%	86%	90%	88%	87%	93%	84%	93%	90%	85%
Municipal courts	73%	76%	80%	85%	60%	86%	77%	76%	89%	83%	75%
Traffic enforcement	86%	83%	75%	76%	85%	83%	90%	78%	79%	82%	81%
Street repair	56%	51%	44%	42%	52%	58%	57%	48%	47%	49%	52%
Street cleaning	76%	62%	57%	67%	63%	65%	72%	61%	62%	70%	59%
Street lighting	69%	54%	57%	67%	57%	61%	67%	56%	54%	62%	56%
Snow removal	59%	59%	61%	49%	68%	62%	55%	60%	66%	59%	62%
Sidewalk maintenance	61%	60%	63%	59%	62%	68%	56%	63%	66%	63%	60%
Traffic signal timing	66%	52%	50%	44%	57%	57%	57%	53%	54%	57%	52%
Recycling	45%	71%	70%	52%	52%	83%	51%	70%	71%	70%	60%
Storm drainage	63%	73%	66%	50%	71%	74%	66%	69%	72%	63%	74%
Drinking water	72%	82%	87%	82%	74%	84%	77%	81%	90%	81%	81%
Sewer services	70%	83%	80%	76%	83%	83%	79%	80%	81%	81%	78%
City parks	72%	82%	83%	64%	83%	85%	76%	81%	85%	80%	81%
Recreation programs or classes	60%	74%	85%	71%	75%	80%	75%	75%	84%	85%	68%
Recreation centers or facilities	58%	78%	81%	66%	81%	79%	76%	76%	75%	82%	70%
Land use, planning and zoning	50%	60%	47%	53%	52%	58%	66%	50%	53%	59%	51%
Code enforcement (weeds, abandoned buildings, etc)	69%	65%	57%	67%	60%	63%	74%	55%	71%	69%	56%
Economic development	74%	55%	60%	58%	61%	64%	66%	58%	60%	71%	52%
Services to seniors	69%	86%	85%	73%	84%	90%	73%	86%	83%	87%	79%
Services to youth	58%	85%	77%	71%	68%	86%	68%	82%	79%	84%	74%
Services to low-income people	59%	48%	54%	47%	40%	63%	58%	51%	53%	54%	52%

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Question 11: Service Quality (Percent "excellent" or "good")											
Please rate the quality of each of the following services in Novi:	Number of years in Novi			Annual household income			Age			Gender	
	Less than 2 years	2 to 10 years	11 years or more	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Public library services	76%	83%	88%	85%	84%	84%	81%	84%	87%	88%	80%
Public information services	62%	70%	73%	74%	64%	73%	61%	72%	78%	74%	67%
Public schools	81%	89%	89%	87%	92%	85%	89%	87%	94%	93%	85%
Cable television	28%	58%	53%	42%	46%	55%	24%	53%	70%	55%	40%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	74%	67%	58%	65%	66%	65%	66%	64%	66%	65%	63%
Preservation of natural areas such as open space, farmlands and greenbelts	67%	57%	48%	52%	57%	59%	66%	52%	56%	53%	60%

Question 12: Government Services Overall (Percent "excellent" or "good")											
Overall, how would you rate the quality of the services provided by each of the following?	Number of years in Novi			Annual household income			Age			Gender	
	Less than 2 years	2 to 10 years	11 years or more	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
The City of Novi	79%	84%	76%	75%	83%	82%	78%	81%	83%	83%	78%
The Federal Government	36%	39%	33%	36%	34%	41%	31%	42%	31%	41%	32%
The State Government	31%	38%	31%	37%	34%	38%	30%	39%	30%	39%	30%
Oakland County Government	57%	65%	50%	50%	63%	66%	58%	57%	65%	64%	55%

Question 13: Contact with City Employees (Percent "yes")											
	Number of years in Novi			Annual household income			Age			Gender	
	Less than 2 years	2 to 10 years	11 years or more	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Have you had any in-person or phone contact with an employee of the City of Novi within the last 12 months (including police, receptionists, planners or any others)?	34%	54%	63%	58%	43%	56%	40%	58%	54%	55%	48%

Question 14: City Employees (Percent "excellent" or "good")											
What was your impression of the employee(s) of the City of Novi in your most recent contact?	Number of years in Novi			Annual household income			Age			Gender	
	Less than 2 years	2 to 10 years	11 years or more	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Knowledge	83%	92%	88%	87%	94%	91%	88%	89%	91%	92%	86%
Responsiveness	82%	85%	84%	81%	94%	82%	86%	83%	90%	87%	82%
Courtesy	72%	89%	89%	86%	88%	84%	84%	84%	93%	94%	76%
Overall impression	82%	85%	84%	85%	90%	82%	92%	80%	89%	88%	81%

Question 15: Government Performance (Percent "excellent" or "good")											
Please rate the following categories of Novi government performance:	Number of years in Novi			Annual household income			Age			Gender	
	Less than 2 years	2 to 10 years	11 years or more	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
The value of services for the taxes paid to Novi	46%	54%	49%	52%	56%	51%	47%	48%	66%	56%	47%
The overall direction that Novi is taking	72%	71%	60%	72%	69%	68%	76%	65%	68%	77%	60%
The job Novi government does at welcoming citizen involvement	61%	55%	55%	50%	57%	65%	57%	54%	62%	58%	55%
The job Novi government does at listening to citizens	67%	51%	45%	58%	46%	59%	64%	45%	58%	57%	48%

Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely)											
Please indicate how likely or unlikely you are to do each of the following:	Number of years in Novi			Annual household income			Age			Gender	
	Less than 2 years	2 to 10 years	11 years or more	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Recommend living in Novi to someone who asks	93%	91%	95%	89%	95%	93%	94%	92%	95%	94%	92%
Remain in Novi for the next five years	76%	85%	92%	73%	83%	94%	70%	92%	91%	86%	85%

Question 17: Impact of the Economy (Percent "somewhat" or "very" positive)											
	Number of years in Novi			Annual household income			Age			Gender	
	Less than 2 years	2 to 10 years	11 years or more	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	20%	7%	8%	20%	12%	6%	16%	7%	10%	10%	10%

Question 18a: Policy Question 1 (Percent "very important" or "essential")											
The City of Novi is interested in knowing what priorities you think are important for your municipal government. Please rate how important you think each of the following priorities should be to the City of Novi over the next five years:	Number of years in Novi			Annual household income			Age			Gender	
	Less than 2 years	2 to 10 years	11 years or more	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Make annual investments in facilities and equipment for police and fire	69%	73%	72%	74%	78%	70%	68%	70%	85%	81%	63%
Make annual investments in municipal infrastructure (i.e. roads, water and sewer)	81%	85%	85%	76%	83%	89%	79%	85%	88%	86%	83%
Make annual investments in parks and recreation/cultural facilities	43%	53%	49%	42%	51%	56%	46%	50%	55%	54%	44%
Work cooperatively with neighboring communities, school districts and other public entities	41%	56%	59%	73%	46%	51%	43%	53%	68%	60%	46%
Preserve natural areas (including open spaces, wetlands and woodlands)	56%	66%	72%	80%	57%	66%	60%	67%	68%	65%	67%
Adjust new and existing services to address Novi's changing demographics	53%	57%	54%	59%	53%	59%	48%	56%	63%	55%	55%
Promote services and programs for seniors	44%	49%	56%	68%	47%	40%	41%	46%	70%	55%	45%
Expand and enhance recreational and cultural programs	43%	34%	39%	51%	31%	37%	33%	37%	47%	40%	35%
Promote and maintain an attractive community	91%	78%	86%	81%	83%	86%	85%	84%	84%	81%	88%

Question 18b: Policy Question 2 (Percent "somewhat" or "strongly" agree)											
Please rate the following statements by circling the number that most clearly represents your opinion:	Number of years in Novi			Annual household income			Age			Gender	
	Less than 2 years	2 to 10 years	11 years or more	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
I can envision living in Novi five years from now	73%	84%	83%	65%	84%	90%	72%	87%	81%	83%	79%
If I were looking to purchase/rent a new home I would look exclusively in Novi	52%	46%	47%	32%	55%	53%	50%	49%	46%	52%	45%
I would recommend Novi to friends as a place to live	92%	82%	85%	78%	91%	86%	91%	85%	82%	87%	85%