



# CITY OF NOVI, MI 2010

Report of Demographic Subgroup Comparisons

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## **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 1-22 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	\$150,000 or more	18-34	35-54	55 +	Female	Male
Novi as a place to live	100%	91%	95%	89%	96%	97%	98%	94%	92%	94%	95%
Your neighborhood as a place to live	93%	88%	89%	83%	91%	93%	93%	89%	89%	86%	94%
Novi as a place to raise children	89%	93%	93%	89%	98%	92%	90%	94%	91%	93%	92%
Novi as a place to work	83%	79%	73%	78%	77%	77%	84%	74%	77%	79%	76%
Novi as a place to retire	82%	68%	65%	81%	73%	60%	79%	62%	74%	76%	63%
The overall quality of life in Novi	91%	92%	94%	88%	93%	95%	95%	92%	93%	93%	92%

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	\$150,000 or more	18-34	35-54	55 +	Female	Male
Sense of community	71%	72%	76%	70%	78%	73%	68%	76%	74%	72%	75%
Openness and acceptance of the community towards people of diverse backgrounds	67%	77%	84%	69%	80%	81%	55%	85%	84%	80%	75%
Overall appearance of Novi	97%	85%	89%	93%	90%	86%	100%	86%	87%	91%	87%
Cleanliness of Novi	95%	91%	92%	93%	94%	91%	98%	91%	92%	93%	92%
Overall quality of new development in Novi	74%	82%	75%	80%	79%	77%	84%	77%	75%	80%	76%
Variety of housing options	74%	72%	78%	61%	78%	82%	74%	74%	78%	73%	78%
Overall quality of business and service establishments in Novi	89%	82%	85%	82%	85%	86%	89%	84%	83%	85%	84%
Shopping opportunities	95%	95%	94%	92%	99%	93%	98%	95%	93%	95%	94%
Opportunities to attend cultural activities	49%	59%	65%	64%	59%	56%	49%	61%	67%	66%	52%
Recreational opportunities	56%	70%	78%	68%	76%	69%	56%	74%	79%	75%	66%

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	\$150,000 or more	18-34	35-54	55+	Female	Male
Employment opportunities	54%	50%	48%	49%	61%	49%	60%	45%	52%	59%	40%
Educational opportunities	63%	72%	84%	71%	82%	75%	65%	76%	86%	79%	72%
Opportunities to participate in social events and activities	69%	66%	75%	75%	64%	73%	60%	72%	77%	74%	67%
Opportunities to participate in religious or spiritual events and activities	72%	70%	84%	82%	73%	78%	65%	78%	83%	79%	75%
Opportunities to volunteer	64%	71%	78%	76%	62%	80%	63%	74%	78%	76%	69%
Opportunities to participate in community matters	79%	71%	77%	79%	68%	75%	78%	73%	78%	79%	70%
Ease of car travel in Novi	69%	66%	62%	69%	54%	71%	61%	67%	65%	72%	57%
Ease of bicycle travel in Novi	53%	41%	47%	61%	40%	41%	51%	48%	38%	51%	41%
Ease of walking in Novi	62%	48%	62%	57%	56%	58%	66%	54%	56%	57%	58%
Availability of paths and walking trails	54%	48%	55%	53%	48%	57%	53%	54%	48%	50%	55%
Traffic flow on major streets	31%	49%	44%	51%	35%	45%	42%	43%	46%	47%	42%
Amount of public parking	74%	70%	72%	77%	70%	73%	84%	70%	67%	76%	68%
Availability of affordable quality housing	80%	71%	61%	61%	77%	72%	81%	66%	63%	64%	74%
Availability of affordable quality child care	58%	84%	64%	68%	72%	73%	77%	73%	65%	67%	76%
Availability of affordable quality health care	85%	85%	81%	84%	82%	83%	89%	82%	83%	82%	84%
Availability of affordable quality food	87%	87%	85%	82%	86%	90%	94%	86%	81%	86%	86%
Availability of preventive health services	72%	90%	82%	86%	85%	83%	86%	84%	85%	86%	81%
Quality of overall natural environment in Novi	82%	82%	80%	85%	78%	82%	92%	79%	77%	82%	81%
Overall image or reputation of Novi	94%	89%	87%	86%	91%	91%	95%	89%	86%	90%	88%

Question 3: Growth (Percent of respondents)											
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	\$150,000 or more	18-34	35-54	55+	Female	Male
Population growth too fast	23%	15%	40%	36%	28%	21%	15%	25%	38%	29%	24%
Retail growth too slow	26%	27%	16%	19%	21%	24%	23%	25%	16%	23%	21%
Job growth too slow	88%	74%	83%	78%	82%	81%	72%	81%	85%	76%	85%

Question 4: Code Enforcement (Percent a "major" 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	\$150,000 or more	18-34	35-54	55+	Female	Male
Run down buildings, weed lots or junk vehicle a major problem in Novi	3%	1%	2%	0%	0%	5%	0%	4%	0%	1%	3%

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	\$150,000 or more	18-34	35-54	55+	Female	Male
Violent crime (e.g., rape, assault, robbery)	97%	91%	91%	90%	95%	93%	98%	92%	88%	91%	94%
Property crimes (e.g., burglary, theft)	88%	77%	76%	74%	90%	73%	75%	78%	82%	76%	81%
Environmental hazards, including toxic waste	90%	89%	86%	86%	92%	88%	88%	88%	87%	90%	85%

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	\$150,000 or more	18-34	35-54	55+	Female	Male
In your neighborhood during the day	100%	95%	97%	95%	99%	95%	98%	95%	99%	95%	98%
In your neighborhood after dark	89%	85%	86%	84%	92%	84%	80%	89%	89%	87%	86%
In Novi's downtown area during the day	99%	95%	96%	95%	100%	94%	95%	97%	97%	96%	97%
In Novi's downtown area after dark	83%	81%	84%	77%	93%	79%	78%	86%	82%	83%	83%

Question 7: Contact with Police Department (Percent a "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	\$150,000 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 Police Department within the last 12 months?	23%	33%	30%	35%	19%	33%	27%	30%	30%	29%	30%

Question 8: Ratings of Contact with Police Department (Percent "excellent" or "good")											
	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	\$150,000 or more	18-34	35-54	55+	Female	Male
What was your overall impression of your most recent contact with the City of Novi Police Department?	81%	86%	76%	73%	65%	97%	82%	77%	87%	76%	85%

Questions 9 and 10: 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	\$150,000 or more	18-34	35-54	55+	Female	Male
During the past 12 months, were you or anyone in your household the victim of any crime?	4%	10%	8%	9%	1%	13%	12%	9%	4%	10%	6%
If yes, was this crime (these crimes) reported to the police?	100%	71%	84%	69%	100%	82%	82%	73%	100%	68%	100%

Question 11: 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	\$150,000 or more	18-34	35-54	55+	Female	Male
Used Novi public libraries or their services	42%	76%	80%	58%	63%	84%	49%	83%	68%	69%	72%
Used Novi recreation centers	22%	51%	48%	33%	29%	60%	20%	57%	39%	40%	47%
Participated in a recreation program or activity	19%	36%	37%	23%	19%	48%	10%	48%	24%	34%	30%
Visited a neighborhood park or City park	45%	83%	73%	53%	72%	82%	63%	79%	64%	69%	73%
Attended a meeting of local elected officials or other local public meeting	5%	17%	32%	14%	14%	30%	0%	27%	26%	20%	21%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	8%	28%	49%	32%	23%	35%	7%	40%	41%	35%	28%
Read Novi Newsletter	73%	82%	84%	72%	78%	88%	73%	86%	78%	79%	82%
Visited the City of Novi Web site (at www.cityofnovi.org)	38%	67%	53%	40%	55%	71%	49%	66%	43%	52%	60%
Recycled used paper, cans or bottles from your home	53%	66%	78%	53%	67%	81%	48%	82%	62%	65%	73%
Volunteered your time to some group or activity in Novi	10%	24%	40%	19%	22%	36%	5%	38%	28%	27%	28%
Participated in a club or civic group in Novi	8%	17%	21%	13%	15%	19%	2%	23%	19%	16%	17%
Provided help to a friend or neighbor	73%	88%	90%	77%	82%	95%	81%	90%	83%	81%	90%

Question 12: Neighborliness (Percent at least several times a week)											
	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	\$150,000 or more	18-34	35-54	55+	Female	Male
Visit with neighbors at least several times a week	32%	36%	56%	42%	42%	47%	25%	46%	56%	39%	48%

Question 13: 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	\$150,000 or more	18-34	35-54	55+	Female	Male
Police services	94%	92%	93%	91%	91%	96%	92%	91%	96%	94%	92%
Fire services	95%	97%	97%	97%	94%	98%	100%	95%	97%	98%	96%
Ambulance or emergency medical services	98%	99%	98%	98%	97%	98%	100%	97%	98%	99%	97%
Crime prevention	81%	86%	86%	83%	89%	83%	78%	85%	92%	86%	84%
Fire prevention and education	63%	90%	87%	85%	92%	81%	75%	86%	92%	87%	84%
Traffic enforcement	79%	72%	80%	86%	63%	80%	70%	77%	82%	82%	73%
Street repair	54%	47%	43%	60%	39%	46%	48%	45%	51%	50%	44%
Street cleaning	82%	73%	64%	74%	74%	70%	89%	64%	70%	75%	68%
Street lighting	74%	61%	59%	65%	64%	62%	78%	56%	61%	69%	56%
Snow removal	69%	62%	62%	66%	59%	65%	66%	60%	69%	70%	57%
Sidewalk maintenance	65%	66%	56%	60%	69%	60%	75%	57%	63%	68%	55%
Traffic signal timing	45%	60%	51%	51%	62%	50%	57%	53%	53%	54%	55%
Bus or transit services	51%	42%	42%	48%	44%	39%	42%	47%	36%	40%	47%
Recycling	55%	67%	79%	54%	67%	81%	50%	74%	81%	69%	71%
Storm drainage	78%	80%	77%	76%	81%	80%	84%	75%	80%	79%	78%
City parks	73%	80%	85%	83%	77%	82%	74%	80%	91%	87%	77%
Recreation programs or classes	63%	72%	84%	81%	82%	72%	55%	77%	87%	82%	74%
Recreation centers or facilities	61%	77%	81%	75%	83%	76%	71%	76%	82%	77%	79%
Land use, planning and zoning	72%	71%	53%	68%	66%	61%	88%	56%	59%	65%	59%
Code enforcement (weeds, abandoned buildings, etc)	85%	72%	66%	83%	66%	68%	94%	65%	65%	78%	63%
Economic development	66%	65%	59%	65%	64%	59%	77%	58%	62%	69%	54%

Question 13: 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	\$150,000 or more	18-34	35-54	55+	Female	Male
Services to seniors	78%	88%	82%	86%	86%	81%	88%	87%	81%	86%	83%
Services to youth	84%	80%	77%	87%	78%	74%	82%	78%	79%	81%	77%
Services to low-income people	47%	76%	55%	63%	75%	49%	66%	67%	53%	56%	67%
Public library services	91%	93%	95%	93%	98%	93%	89%	96%	94%	93%	94%
Public information services	64%	82%	77%	74%	81%	77%	64%	81%	77%	82%	72%
Public schools	70%	90%	94%	82%	96%	88%	68%	94%	93%	93%	87%
Cable television	49%	48%	52%	39%	57%	55%	47%	53%	47%	50%	52%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	64%	77%	75%	72%	86%	73%	78%	71%	76%	70%	77%
Preservation of natural areas such as open space, farmlands and greenbelts	69%	77%	71%	81%	73%	70%	77%	71%	74%	72%	74%

Question 14: 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	\$150,000 or more	18-34	35-54	55+	Female	Male
The City of Novi	95%	84%	88%	91%	87%	89%	97%	84%	88%	89%	87%
The Federal Government	37%	45%	37%	42%	50%	34%	42%	39%	39%	44%	36%
The State Government	38%	35%	33%	39%	44%	26%	39%	32%	35%	37%	34%
Oakland County Government	66%	65%	57%	58%	70%	60%	84%	57%	53%	63%	62%

Question 15: 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	\$150,000 or more	18-34	35-54	55+	Female	Male
Recommend living in Novi to someone who asks	100%	95%	95%	96%	98%	96%	98%	96%	96%	96%	96%
Remain in Novi for the next five years	79%	86%	87%	83%	83%	88%	76%	89%	87%	84%	86%

Question 16: 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	\$150,000 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:	37%	24%	18%	20%	28%	25%	29%	23%	21%	24%	25%

Question 17: Contact with Fire Department (Percent a "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	\$150,000 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 Fire Department within the last 12 months?	14%	6%	10%	18%	3%	7%	9%	7%	12%	13%	4%

Question 18: Ratings of Contact with Fire Department (Percent "excellent" or "good")											
	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	\$150,000 or more	18-34	35-54	55+	Female	Male
What was your overall impression of your most recent contact with the City of Novi Fire Department?	100%	100%	86%	100%	62%	93%	100%	90%	94%	95%	71%

Question 19: 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	\$150,000 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)?	33%	35%	48%	37%	28%	49%	27%	44%	43%	40%	38%

Question 20: 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	\$150,000 or more	18-34	35-54	55+	Female	Male
Knowledge	100%	89%	92%	97%	94%	89%	100%	86%	99%	95%	88%
Responsiveness	91%	86%	82%	84%	90%	82%	91%	78%	92%	85%	85%
Courtesy	100%	86%	90%	91%	96%	87%	100%	83%	98%	92%	89%
Overall impression	100%	86%	84%	93%	86%	84%	100%	80%	92%	89%	85%

Question 21: 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	\$150,000 or more	18-34	35-54	55+	Female	Male
The value of services for the taxes paid to Novi	60%	65%	61%	71%	65%	61%	58%	62%	67%	70%	57%
The overall direction that Novi is taking	80%	73%	67%	74%	74%	70%	78%	69%	71%	81%	63%
The job Novi government does at welcoming citizen involvement	53%	53%	65%	53%	61%	59%	38%	63%	64%	64%	52%

**Question 22a: 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	\$150,000 or more	18-34	35-54	55+	Female	Male
Make annual investments in facilities and equipment for police and fire	80%	74%	72%	72%	78%	73%	76%	72%	77%	76%	72%
Make annual investments in municipal infrastructure (i.e. roads, water and sewer)	88%	88%	85%	83%	87%	88%	88%	86%	87%	85%	89%
Make annual investments in parks and recreation/cultural facilities	54%	61%	45%	57%	56%	54%	60%	52%	51%	57%	50%
Work cooperatively with neighboring communities, school districts and other public entities	75%	61%	59%	76%	56%	58%	59%	65%	62%	69%	56%
Preserve natural areas (including open spaces, wetlands and woodlands)	69%	63%	61%	66%	68%	56%	63%	63%	65%	66%	60%
Adjust new and existing services to address Novi's changing demographics	56%	46%	49%	62%	44%	46%	43%	47%	58%	56%	43%
Promote services and programs for seniors	45%	47%	50%	64%	59%	30%	36%	37%	72%	52%	42%
Expand and enhance recreational and cultural programs	60%	48%	39%	62%	48%	39%	56%	40%	50%	52%	40%
Promote and maintain an attractive community	78%	75%	83%	80%	79%	83%	69%	81%	86%	79%	80%

**Question 22b: 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	\$150,000 or more	18-34	35-54	55+	Female	Male
I can envision living in Novi five years from now	74%	75%	86%	73%	75%	87%	59%	87%	82%	77%	82%
If I were looking to purchase/rent a new home I would look exclusively in Novi	48%	48%	47%	53%	55%	41%	35%	55%	45%	43%	54%
I would recommend Novi to friends as a place to live	87%	88%	88%	84%	87%	91%	86%	89%	86%	87%	89%

Question 22c: Policy Question 3 (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	\$150,000 or more	18-34	35-54	55+	Female	Male
Have you or anyone in your household been trained in CPR (Cardiopulmonary Resuscitation)?	73%	75%	76%	70%	77%	77%	78%	79%	65%	81%	69%