



CITY OF NOVI, MI 2010

Report of Geographic 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.

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 geographic 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 geographic 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.

The 95 percent confidence level for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (348 completed surveys). For each geographic subarea the margin of error rises to approximately + or - 10% since sample sizes were approximately 89 for the area North of I-96, 96 for the area South of I-96 - East of Novi Road and 163 for the area South of I-96 - West of Novi Road.

The National Citizen Survey™ Novi, MI 2010
Geographic Comparison Areas



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:	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
Novi as a place to live	95%	92%	96%
Your neighborhood as a place to live	80%	89%	96%
Novi as a place to raise children	83%	90%	98%
Novi as a place to work	80%	77%	75%
Novi as a place to retire	75%	78%	61%
The overall quality of life in Novi	86%	94%	96%

Question 2: Community Characteristics (Percent "excellent" or "good")			
Please rate each of the following characteristics as they relate to Novi as a whole:	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
Sense of community	61%	72%	81%
Openness and acceptance of the community towards people of diverse backgrounds	60%	74%	91%
Overall appearance of Novi	87%	88%	91%
Cleanliness of Novi	86%	94%	96%
Overall quality of new development in Novi	76%	74%	81%
Variety of housing options	62%	79%	81%
Overall quality of business and service establishments in Novi	79%	86%	87%
Shopping opportunities	93%	95%	96%
Opportunities to attend cultural activities	51%	61%	65%
Recreational opportunities	66%	67%	77%
Employment opportunities	50%	54%	47%
Educational opportunities	58%	82%	83%
Opportunities to participate in social events and activities	61%	70%	77%
Opportunities to participate in religious or spiritual events and activities	63%	78%	84%
Opportunities to volunteer	66%	80%	73%

Question 2: Community Characteristics (Percent "excellent" or "good")

Please rate each of the following characteristics as they relate to Novi as a whole:	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
Opportunities to participate in community matters	75%	76%	75%
Ease of car travel in Novi	68%	59%	67%
Ease of bicycle travel in Novi	45%	38%	52%
Ease of walking in Novi	52%	49%	65%
Availability of paths and walking trails	47%	47%	60%
Traffic flow on major streets	43%	41%	47%
Amount of public parking	76%	67%	73%
Availability of affordable quality housing	69%	67%	69%
Availability of affordable quality child care	71%	73%	71%
Availability of affordable quality health care	85%	85%	81%
Availability of affordable quality food	82%	87%	87%
Availability of preventive health services	81%	87%	84%
Quality of overall natural environment in Novi	78%	83%	82%
Overall image or reputation of Novi	81%	90%	94%

Question 3: Growth (Percent of respondents)

Please rate the speed of growth in the following categories in Novi over the past 2 years:	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
Population growth too fast	30%	27%	27%
Retail growth too slow	26%	24%	18%
Job growth too slow	75%	92%	78%

Question 4: Code Enforcement (Percent a "major" problem)

	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
Run down buildings, weed lots or junk vehicle a major problem in Novi	1%	1%	3%

Question 5: Community Safety (Percent "very" or "somewhat" safe)			
Please rate how safe or unsafe you feel from the following in Novi:	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
Violent crime (e.g., rape, assault, robbery)	89%	94%	93%
Property crimes (e.g., burglary, theft)	76%	85%	76%
Environmental hazards, including toxic waste	86%	93%	86%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)			
Please rate how safe or unsafe you feel:	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
In your neighborhood during the day	93%	100%	97%
In your neighborhood after dark	81%	91%	87%
In Novi's downtown area during the day	95%	98%	96%
In Novi's downtown area after dark	76%	86%	85%

Question 7: Contact with Police Department (Percent a "yes")			
	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
Have you had any in-person or phone contact with an employee of the City of Novi Police Department within the last 12 months?	32%	20%	35%

Question 8: Ratings of Contact with Police Department (Percent "excellent" or "good")			
	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
What was your overall impression of your most recent contact with the City of Novi Police Department?	79%	81%	82%

Questions 9 and 10: Crime Victimization and Reporting (Percent "yes")			
	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
During the past 12 months, were you or anyone in your household the victim of any crime?	10%	5%	9%
If yes, was this crime (these crimes) reported to the police?	62%	100%	85%

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?	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
Used Novi public libraries or their services	57%	56%	90%
Used Novi recreation centers	35%	36%	55%
Participated in a recreation program or activity	22%	29%	42%
Visited a neighborhood park or City park	61%	67%	80%
Attended a meeting of local elected officials or other local public meeting	18%	10%	30%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	30%	27%	38%
Read Novi Newsletter	74%	78%	88%
Visited the City of Novi Web site (at www.cityofnovi.org)	56%	46%	63%
Recycled used paper, cans or bottles from your home	53%	62%	83%
Volunteered your time to some group or activity in Novi	18%	24%	36%
Participated in a club or civic group in Novi	15%	14%	20%
Provided help to a friend or neighbor	79%	79%	95%

Question 12: Neighborliness (Percent at least several times a week)			
	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
Visit with neighbors at least several times a week	40%	36%	51%

Question 13: Service Quality (Percent "excellent" or "good")			
Please rate the quality of each of the following services in Novi:	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
Police services	87%	93%	95%
Fire services	97%	95%	98%
Ambulance or emergency medical services	98%	96%	99%
Crime prevention	77%	85%	90%
Fire prevention and education	73%	95%	88%
Traffic enforcement	76%	69%	82%
Street repair	70%	38%	40%
Street cleaning	78%	66%	70%
Street lighting	65%	63%	60%
Snow removal	64%	67%	60%
Sidewalk maintenance	61%	63%	62%
Traffic signal timing	45%	52%	59%
Bus or transit services	36%	48%	44%
Recycling	45%	69%	83%
Storm drainage	75%	80%	79%
City parks	74%	79%	86%
Recreation programs or classes	60%	80%	83%
Recreation centers or facilities	64%	76%	83%
Land use, planning and zoning	54%	67%	62%
Code enforcement (weeds, abandoned buildings, etc)	66%	77%	69%
Economic development	60%	66%	61%
Services to seniors	82%	79%	87%
Services to youth	77%	82%	77%
Services to low-income people	61%	71%	57%
Public library services	88%	94%	97%
Public information services	64%	78%	82%
Public schools	76%	95%	92%
Cable television	42%	46%	57%

Question 13: Service Quality (Percent "excellent" or "good")			
Please rate the quality of each of the following services in Novi:	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	58%	79%	79%
Preservation of natural areas such as open space, farmlands and greenbelts	65%	74%	76%

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?	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
The City of Novi	85%	86%	90%
The Federal Government	41%	44%	37%
The State Government	34%	37%	33%
Oakland County Government	62%	56%	65%

Question 15: Recommendation and Longevity (Percent "somewhat" or "very" likely)			
Please indicate how likely or unlikely you are to do each of the following:	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
Recommend living in Novi to someone who asks	95%	97%	96%
Remain in Novi for the next five years	78%	80%	93%

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)			
	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
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:	24%	25%	24%

Question 17: Contact with Fire Department (Percent a "yes")			
	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
Have you had any in-person or phone contact with an employee of the City of Novi Fire Department within the last 12 months?	12%	12%	6%

Question 18: Ratings of Contact with Fire Department (Percent "excellent" or "good")			
	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
What was your overall impression of your most recent contact with the City of Novi Fire Department?	90%	100%	80%

Question 19: Contact with City Employees (Percent "yes")			
	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
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)?	25%	34%	54%

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?	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
Knowledge	97%	94%	89%
Responsiveness	92%	84%	83%
Courtesy	95%	88%	90%
Overall impression	97%	90%	83%

Question 21: Government Performance (Percent "excellent" or "good")			
Please rate the following categories of Novi government performance:	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
The value of services for the taxes paid to Novi	51%	66%	66%
The overall direction that Novi is taking	67%	71%	75%
The job Novi government does at welcoming citizen involvement	42%	52%	72%

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:	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
Make annual investments in facilities and equipment for police and fire	71%	80%	73%
Make annual investments in municipal infrastructure (i.e. roads, water and sewer)	83%	88%	88%
Make annual investments in parks and recreation/cultural facilities	52%	59%	50%
Work cooperatively with neighboring communities, school districts and other public entities	77%	59%	57%
Preserve natural areas (including open spaces, wetlands and woodlands)	69%	62%	60%
Adjust new and existing services to address Novi's changing demographics	51%	55%	45%
Promote services and programs for seniors	49%	48%	47%
Expand and enhance recreational and cultural programs	56%	50%	39%
Promote and maintain an attractive community	81%	77%	81%

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:	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
I can envision living in Novi five years from now	70%	73%	89%
If I were looking to purchase/rent a new home I would look exclusively in Novi	39%	50%	51%
I would recommend Novi to friends as a place to live	82%	88%	90%

Question 22c: Policy Question 3 (Percent "yes")			
	Area		
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road
Have you or anyone in your household been trained in CPR (Cardiopulmonary Resuscitation)?	65%	71%	84%