

Novi, MI

The National Community Survey

Report of Results
2022

Report by:



Visit us online!
www.polco.us

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Novi. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 422 residents of the City of Novi collected from October 20th, 2022 to December 9th, 2022. The margin of error around any reported percentage is 5% for all respondents and the response rate for the 2022 survey was 16%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Novi.

How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). 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 the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Novi’s results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark, meaning that the average rating given by Novi residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Novi’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Novi’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City’s 2022 ratings compare to other communities’ ratings from the past five years.



Trends over time

Trend data for Novi represent important comparison data and should be examined for improvements or declines*. Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than seven percentage points between the 2020 and 2022 surveys, the change is statistically significant.

* In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

Methods

Selecting survey recipients

All households within the City of Novi were eligible to participate in the survey. A list of all households within the zip codes serving Novi was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Novi households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the City of Novi boundaries were removed from the list of potential households to survey. Each address identified as being within city boundaries was further identified as being within one of the 3 areas. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introduction of the survey.

Conducting the survey

The 2,800 randomly selected households received mailings beginning on October 20th, 2022 and the survey remained open for 7 weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

About 3% of the 2,800 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,709 households that received the invitations to participate, 422 completed the survey, providing an overall response rate of 16%. The response rate was calculated using AAPOR’s response rate #2* for mailed surveys of unnamed persons.

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 here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The margin of error for the City of Novi survey is no greater than plus or minus five percentage points around any given percent reported for all respondents (422 completed surveys).

In addition to the randomly selected “probability sample” of households, a link to an online open participation survey was publicized by the City of Novi. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and a question about where they heard about the survey. The open participation survey was open to all city residents and became available on December 5th, 2022. The survey remained open for 2 weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2010 Census and 2020 American Community Survey estimates for adults in the City of Novi. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	6%	26%	26%
	35-54	32%	38%	38%
	55+	62%	36%	36%
Area	Area 1 (North of I-96)	26%	35%	35%
	Area 2 (South of I-96 and Novi Road)	32%	32%	32%
	Area 3 (South of I-96 and West of Novi Roa..)	42%	33%	33%
Hispanic origin	No, not Spanish, Hispanic, or Latino	96%	96%	97%
	Spanish, Hispanic, or Latino	4%	4%	3%
Housing tenure	Own	85%	66%	66%
	Rent	15%	34%	34%
Housing type	Attached	33%	49%	49%
	Detached	67%	51%	51%
Race & Hispanic origin	Not white alone	29%	36%	36%
	White alone, not Hispanic or Latino	71%	64%	64%
Sex	Man	52%	48%	48%
	Woman	48%	52%	52%
Sex/age	Man 18-34	3%	12%	12%
	Man 35-54	20%	19%	19%
	Man 55+	29%	17%	17%
	Woman 18-34	3%	14%	14%
	Woman 35-54	12%	19%	19%
	Woman 55+	32%	19%	19%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

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 the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Contact

The City of Novi funded this research. Please contact Sheryl Walsh of the City of Novi at swalsh@cityofnovi.org if you have any questions about the survey.

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

* See AAPOR’s Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

* Targets come from the 2010 Census and 2020 American Community Survey

Key Findings

Novi residents experience a strong sense of community.

Nearly all survey participants (96%) applauded Novi as a place to live, and about 9 in 10 offered excellent or good evaluations to the overall quality of life in the community. A similarly high proportion indicated that they were likely to recommend living in Novi to someone who asked and planned to remain in the city for the next five years. About 9 in 10 also praised Novi as a place to raise children, higher than both the national and peer benchmark comparisons.

The overall feeling of inclusivity likely contributes to the high quality of life experienced in Novi. A strong majority offered positive ratings to the job that the Novi community does at attracting people from diverse backgrounds (90% excellent or good) and valuing/respecting residents from diverse backgrounds (91%), both of which were much higher than national and peer counterparts. Just over 8 in 10 offered positive evaluations to the job Novi does at taking care of vulnerable residents. While many ratings related to inclusivity and community engagement remained on par with Novi's 2020 National Community Survey results, a few saw improvements, including: opportunities to volunteer (75% excellent or good in 2022; compared to 68% in 2020), opportunities to participate in community matters (72% in 2022; compared to 65% in 2020), and opportunities to participate in social events and activities (71% in 2022; compared to 63% in 2020).

The economy in Novi continues to be a strong community feature.

About 9 in 10 participants offered positive evaluations to overall economic health in Novi, while a similar proportion identified overall economic health as an important focus area for the City in the coming two years, indicating that the local economy is both a strength and a priority. Roughly 9 in 10 applauded shopping opportunities and the overall quality of business and service establishments, both of which were higher than national and custom benchmarks. About 8 in 10 gave high marks to the variety of business and service establishments, again outperforming both benchmarks.

However, ratings related to general affordability indicated an opportunity for renewed focus. About half of respondents offered positive evaluations to the cost of living in Novi. When asked what impact the economy would have on their family income in the next six months, only 20% indicated that the impact would be positive, while about 40% felt it would be negative. However, ratings for employment opportunities were on the rise, with nearly 8 in 10 offering positive reviews (a 10% increase from 2020).

Utility infrastructure is a priority for residents.

When asked which community livability topics the City should focus on in the coming two years, the overall quality of the utility infrastructure was prioritized by over 9 in 10 residents. Many survey items related to Novi's utility infrastructure declined in ratings since 2020, indicating an opportunity for growth. Garbage collection (83% excellent or good), sewer services (80%), drinking water (74%), and utility billing (72%) all saw about a 10% decrease since 2020. Power (electric and/or gas) utility decreased by about 17% (74% excellent or good in 2022; compared to 91% in 2020). While affordable high-speed internet was offered positive evaluations by about 6 in 10, it saw a 9% increase since 2020. All ratings related to the utility infrastructure were on par with both national and peer benchmarks.

Novi's educational and cultural opportunities are a valued aspect of community livability.

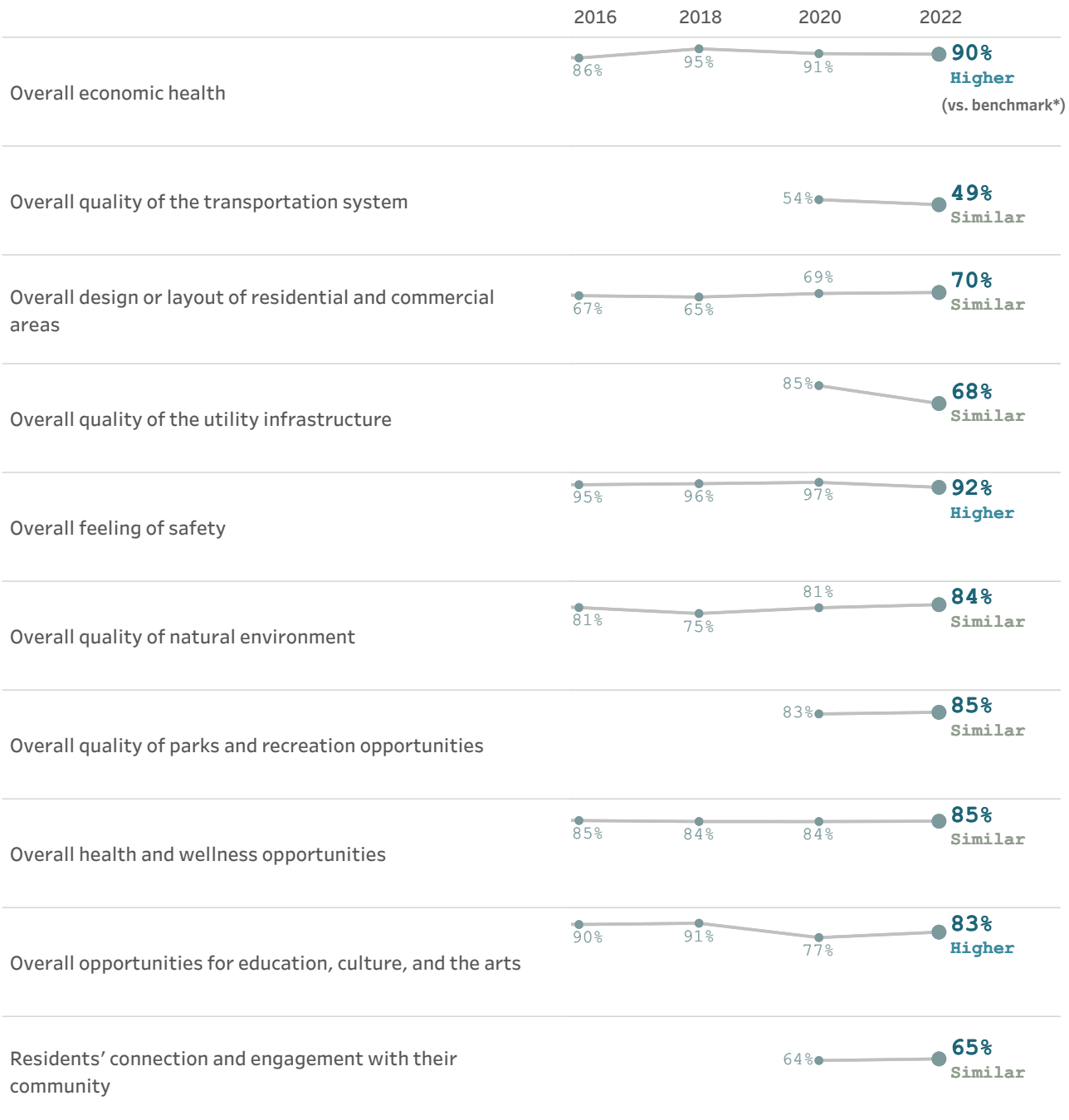
All ratings related to education, arts, and culture were either on par with or higher than national and custom benchmarks, and many were on the rise since 2020. Results indicated that education is highly valued by Novi residents. Virtually all residents (97%) praised public library services. Over 90% applauded K-12 education, while nearly 8 in 10 gave high marks to adult educational opportunities. The availability of affordable childcare/preschool was given excellent or good marks by about 7 in 10. Related to community events, about three-quarters positively reviewed opportunities to attend special events and festivals, while two-thirds felt similarly about opportunities to attend cultural/arts/music festivals. About 7 in 10 residents also offered positive reviews to community support for the arts, an 11-point increase since 2020.

Facets of livability

Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation.

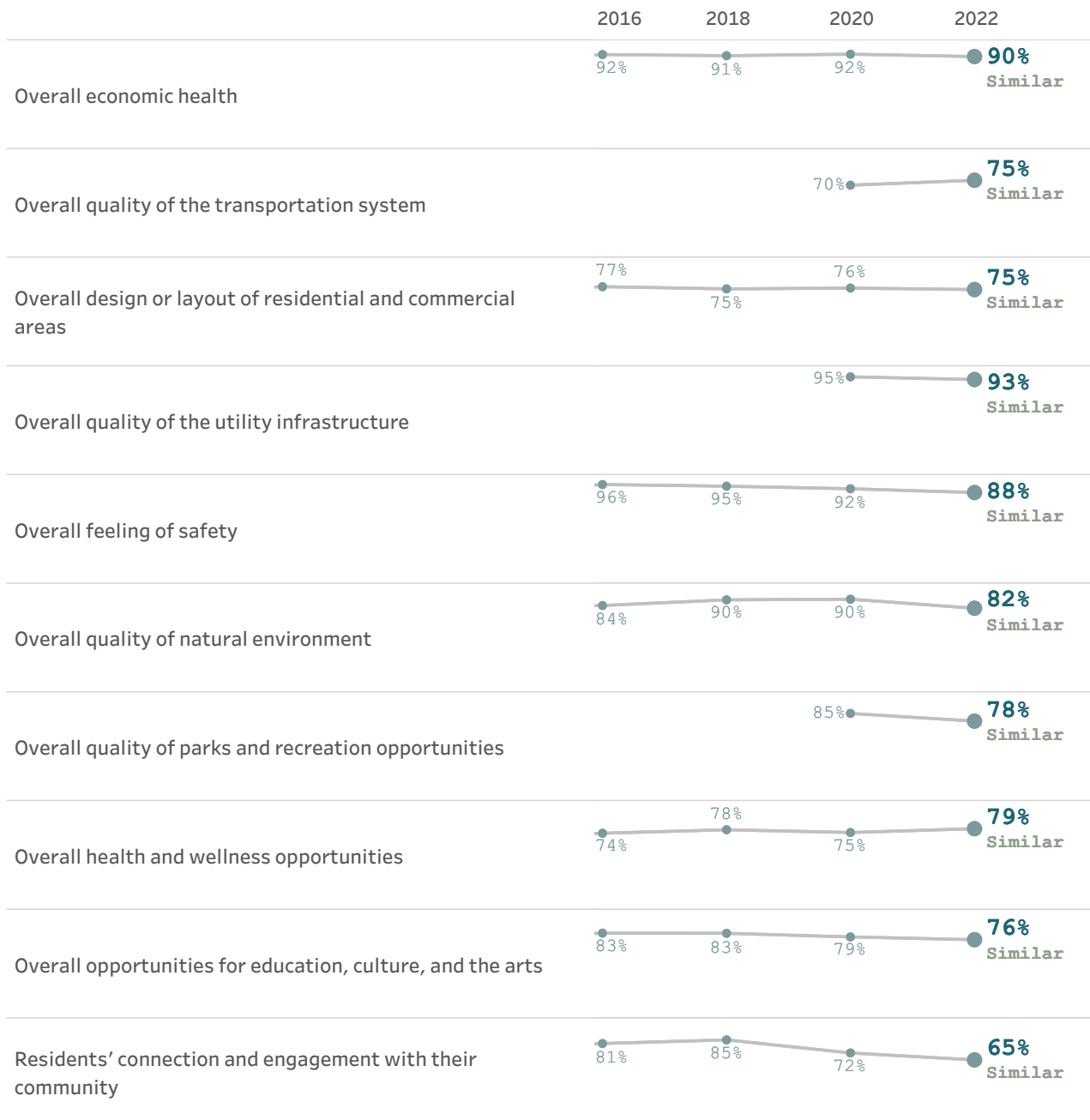
The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to Novi as a whole.
(% excellent or good)



Please rate how important, if at all, you think it is for the Novi community to focus on each of the following in the coming two years.

(% essential or very important)



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

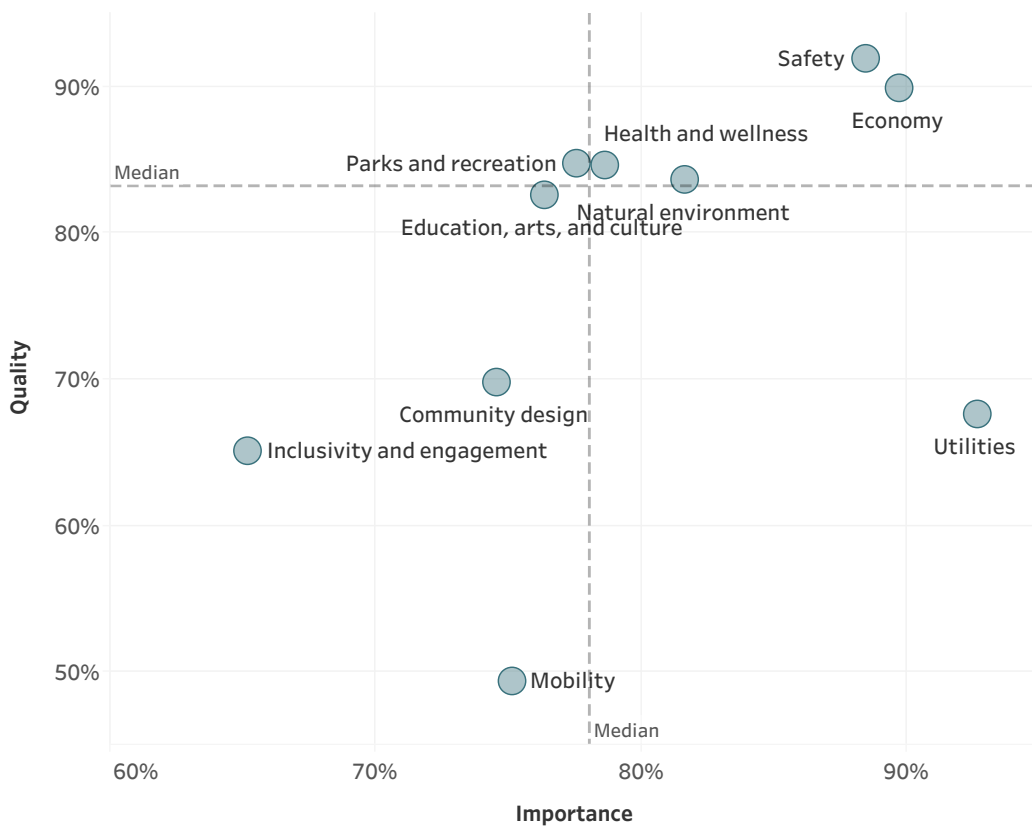
Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 83% or more of respondents were considered of “higher quality” and those with ratings lower than 83% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 78% or more of respondents. Services were rated as “less important” if they received a rating of less than 78%. This classification uses the median ratings for quality and importance to divide the services in half.

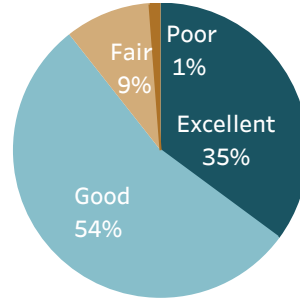
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



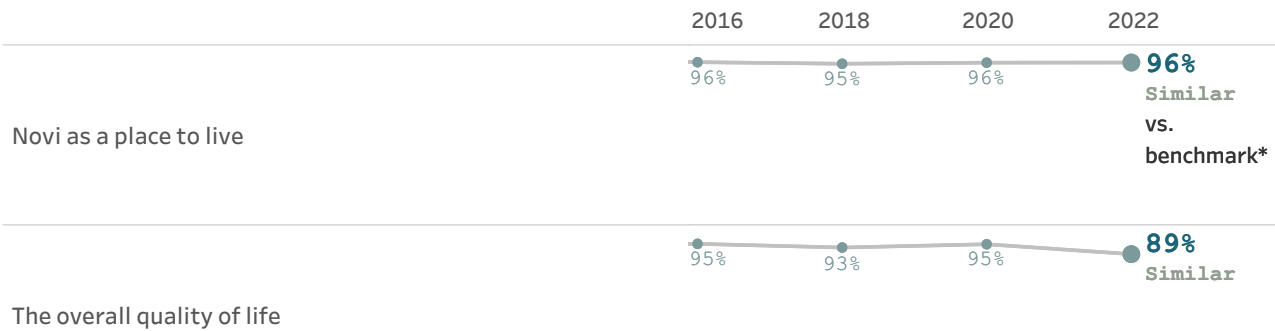
Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

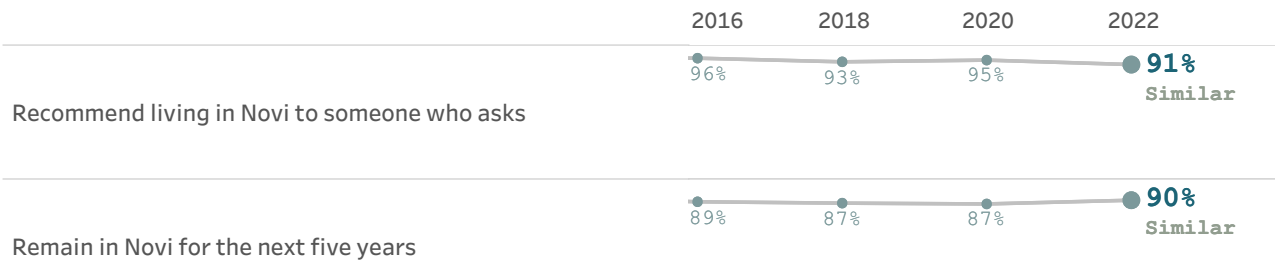
The overall quality of life in Novi, 2022



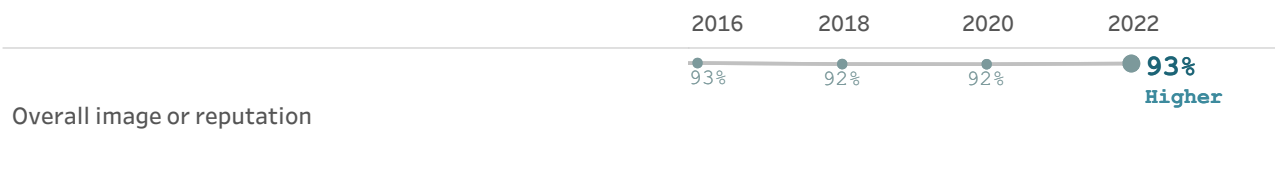
Please rate each of the following aspects of quality of life in Novi.
(% excellent or good)



Please indicate how likely or unlikely you are to do each of the following.
(% very or somewhat likely)



Please rate each of the following in the Novi community.
(% excellent or good)

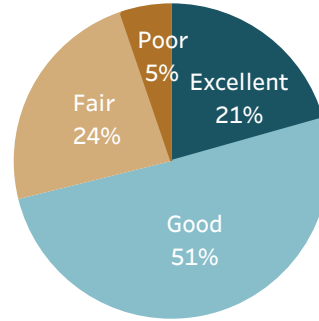


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

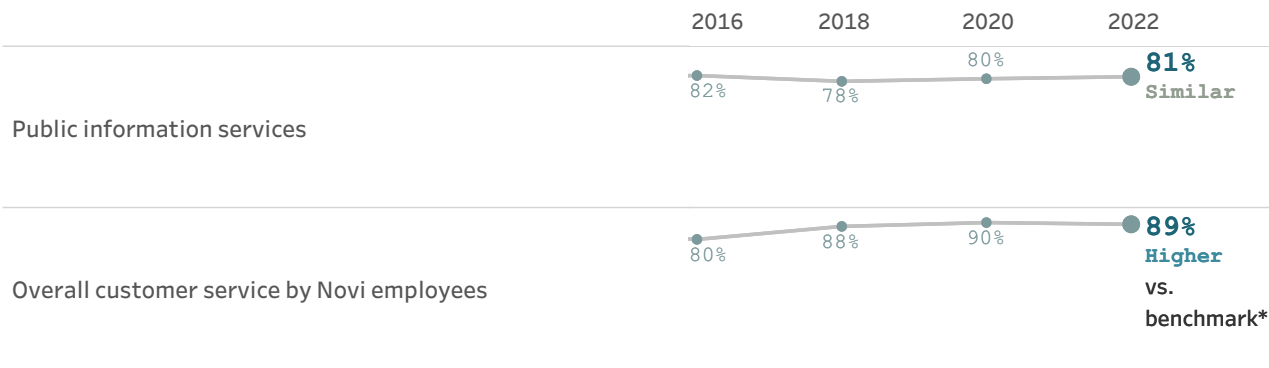
Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

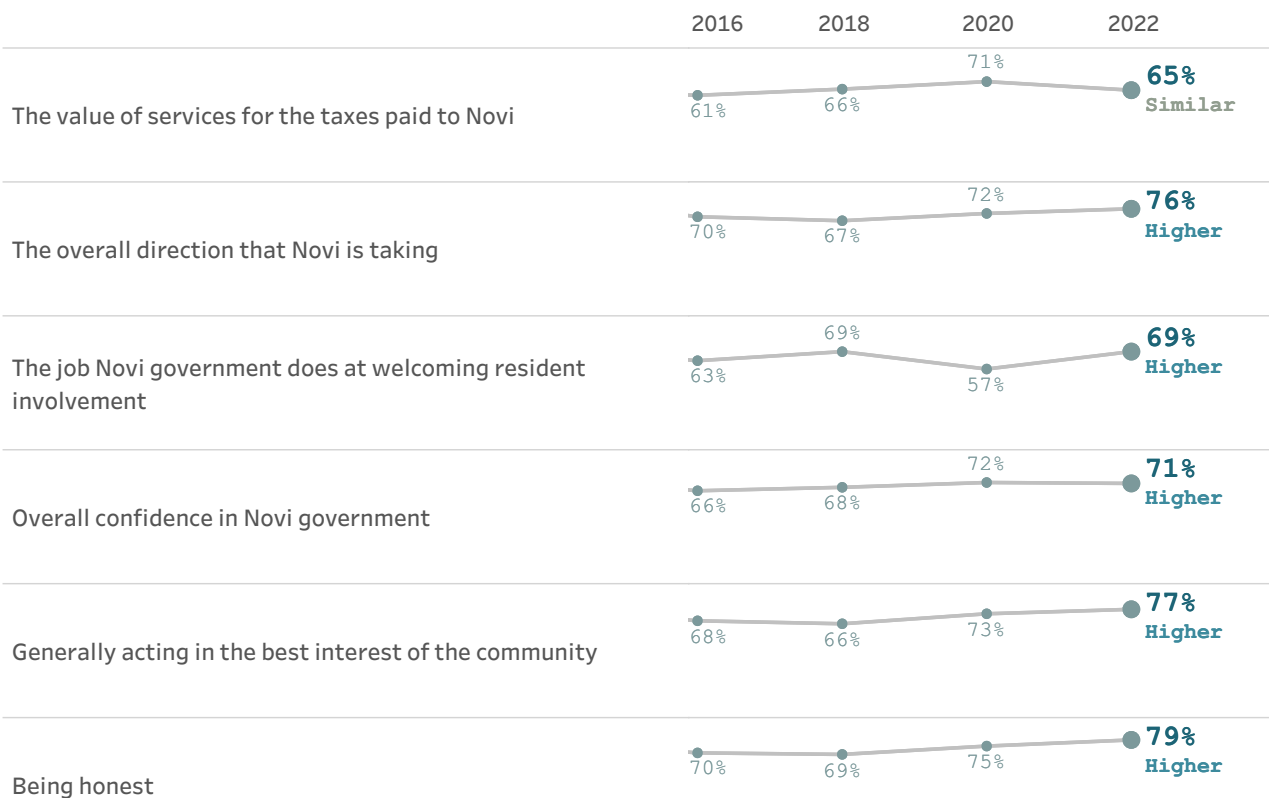
Overall confidence in Novi government, 2022

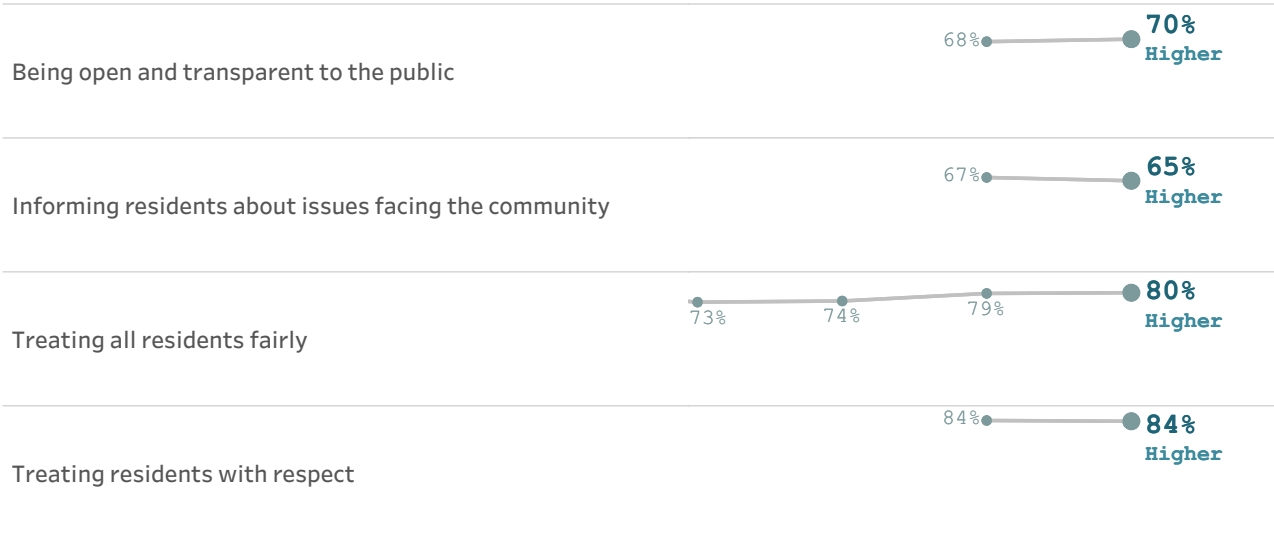


Please rate the quality of each of the following services in Novi.
(% excellent or good)

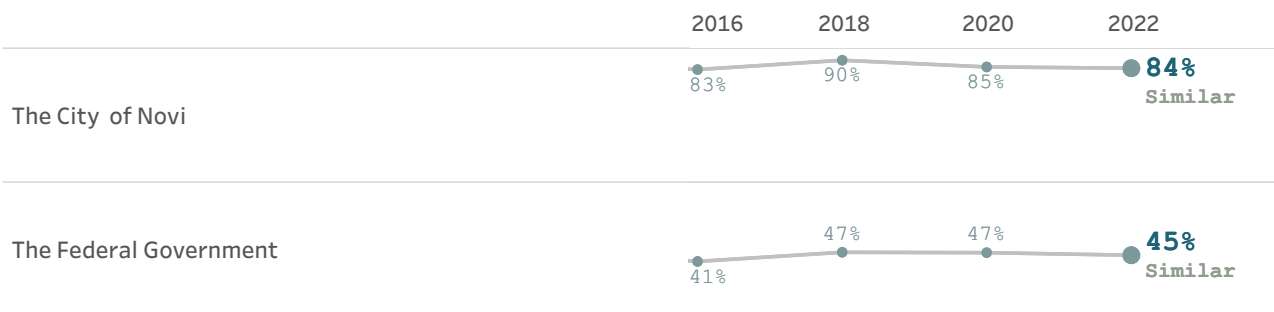


Please rate the following categories of Novi government performance.
(% excellent or good)





**Overall, how would you rate the quality of the services provided by each of the following?
(% excellent or good)**

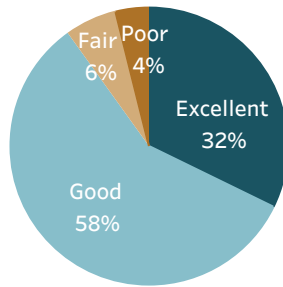


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

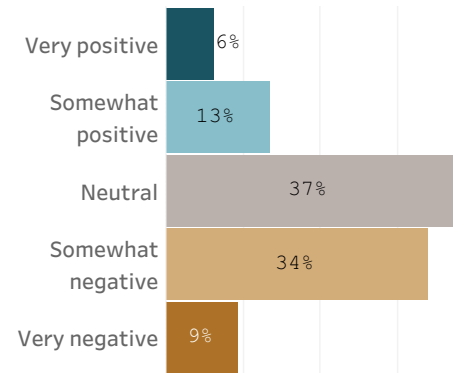
Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

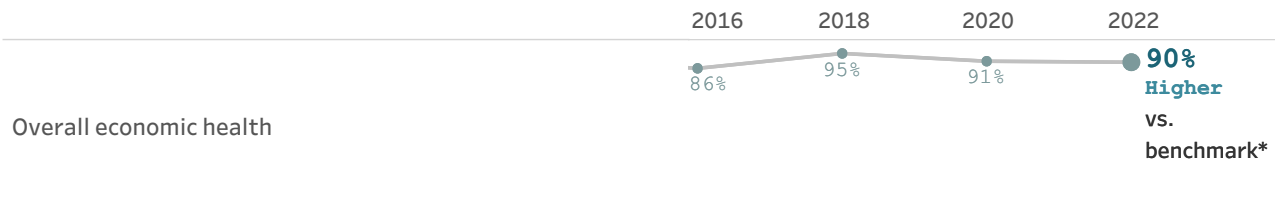
Overall economic health of Novi, 2022



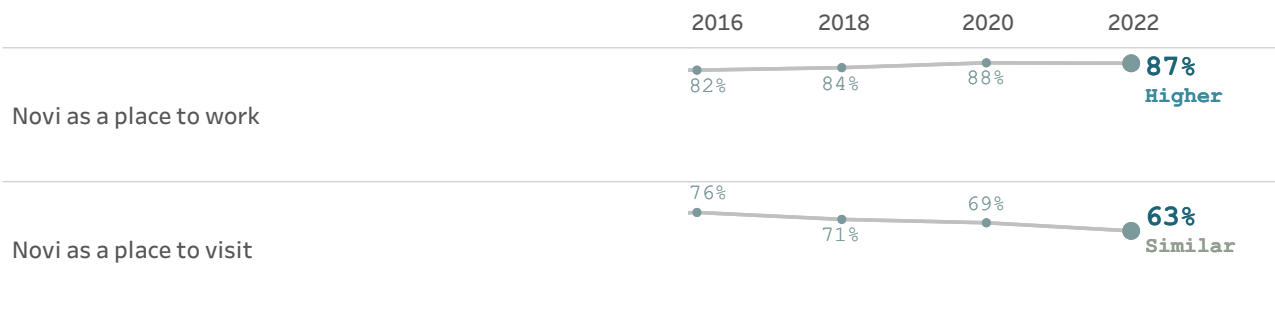
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



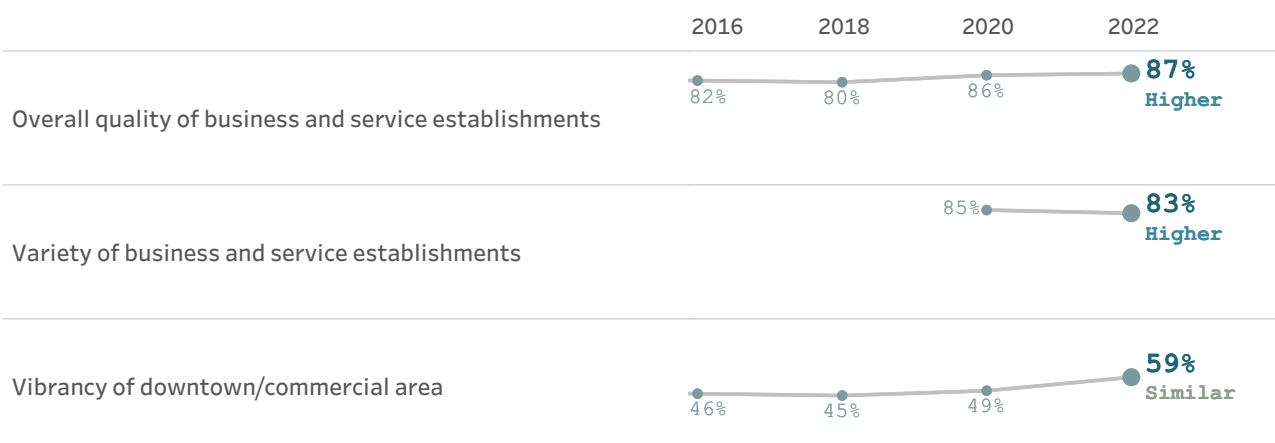
Please rate each of the following characteristics as they relate to Novi as a whole. (% excellent or good)



Please rate each of the following aspects of quality of life in Novi. (% excellent or good)

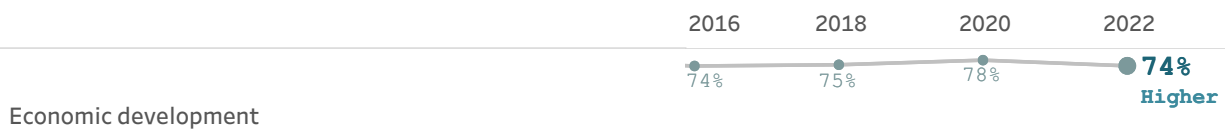


Please rate each of the following in the Novi community. (% excellent or good)

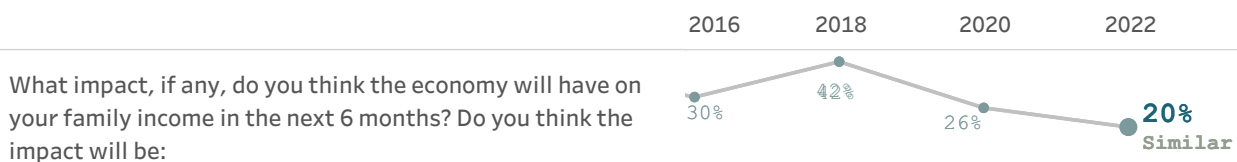




**Please rate the quality of each of the following services in Novi.
(% excellent or good)**



**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:
(% very or somewhat positive)**

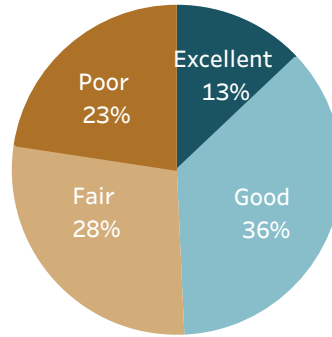


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

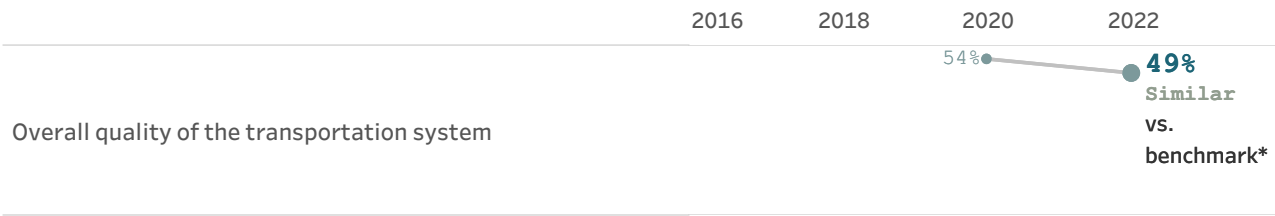
Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

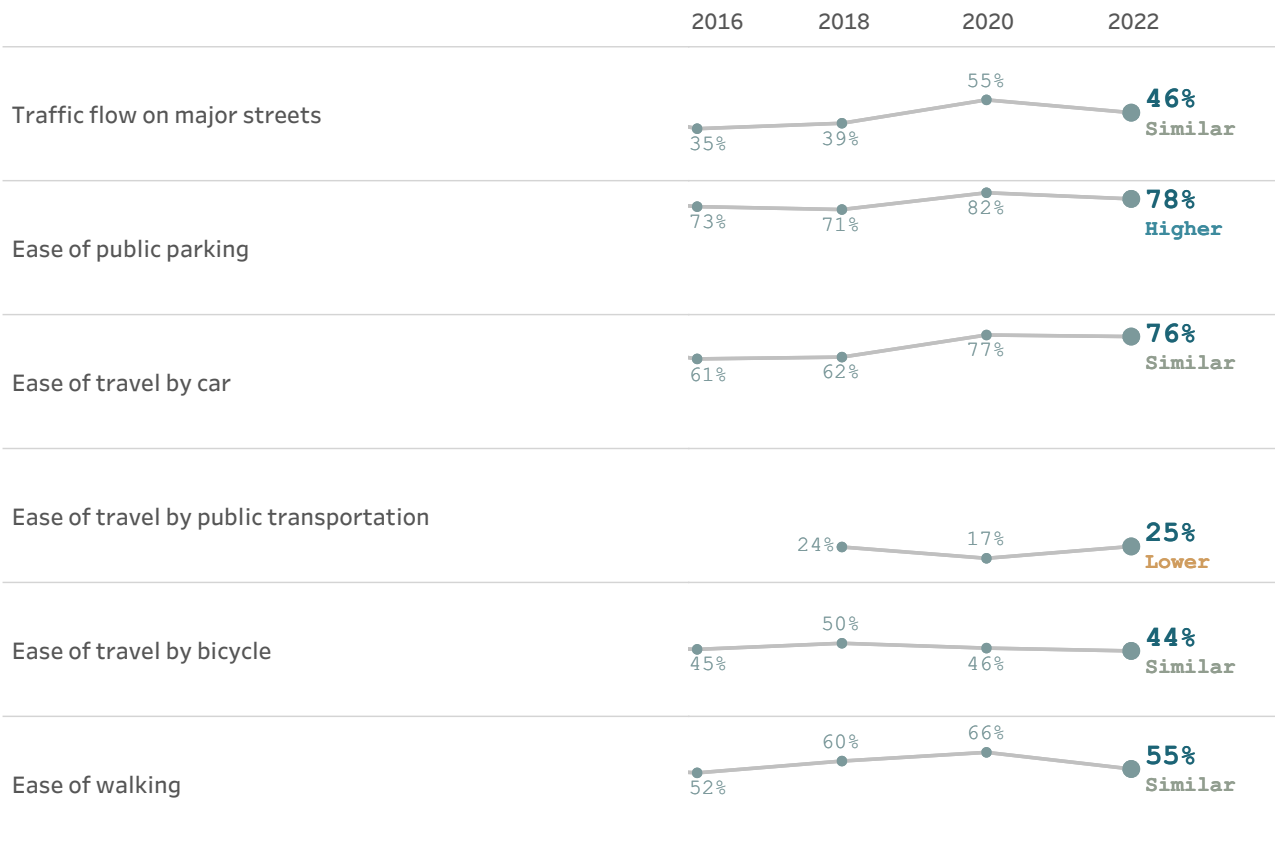
Overall quality of the transportation system in Novi, 2022



Please rate each of the following characteristics as they relate to Novi as a whole.
(% excellent or good)

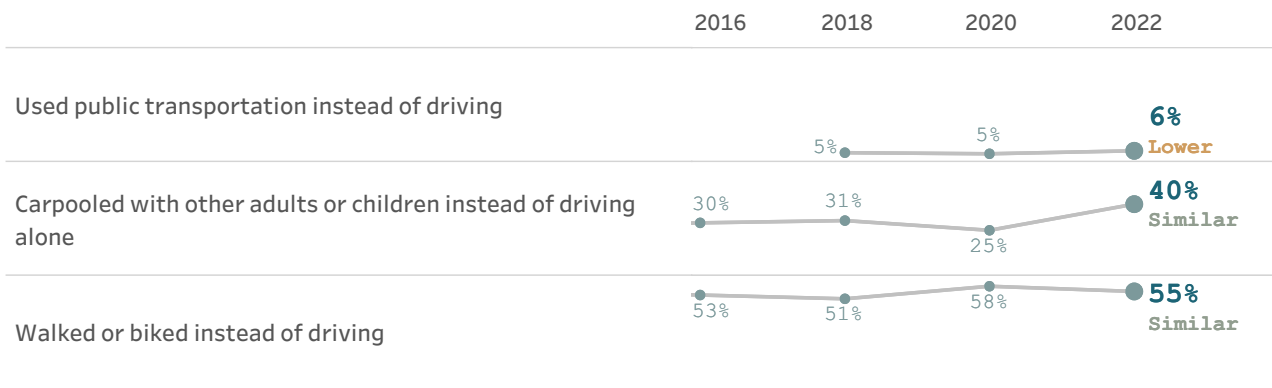


Please also rate each of the following in the Novi community.
(% excellent or good)



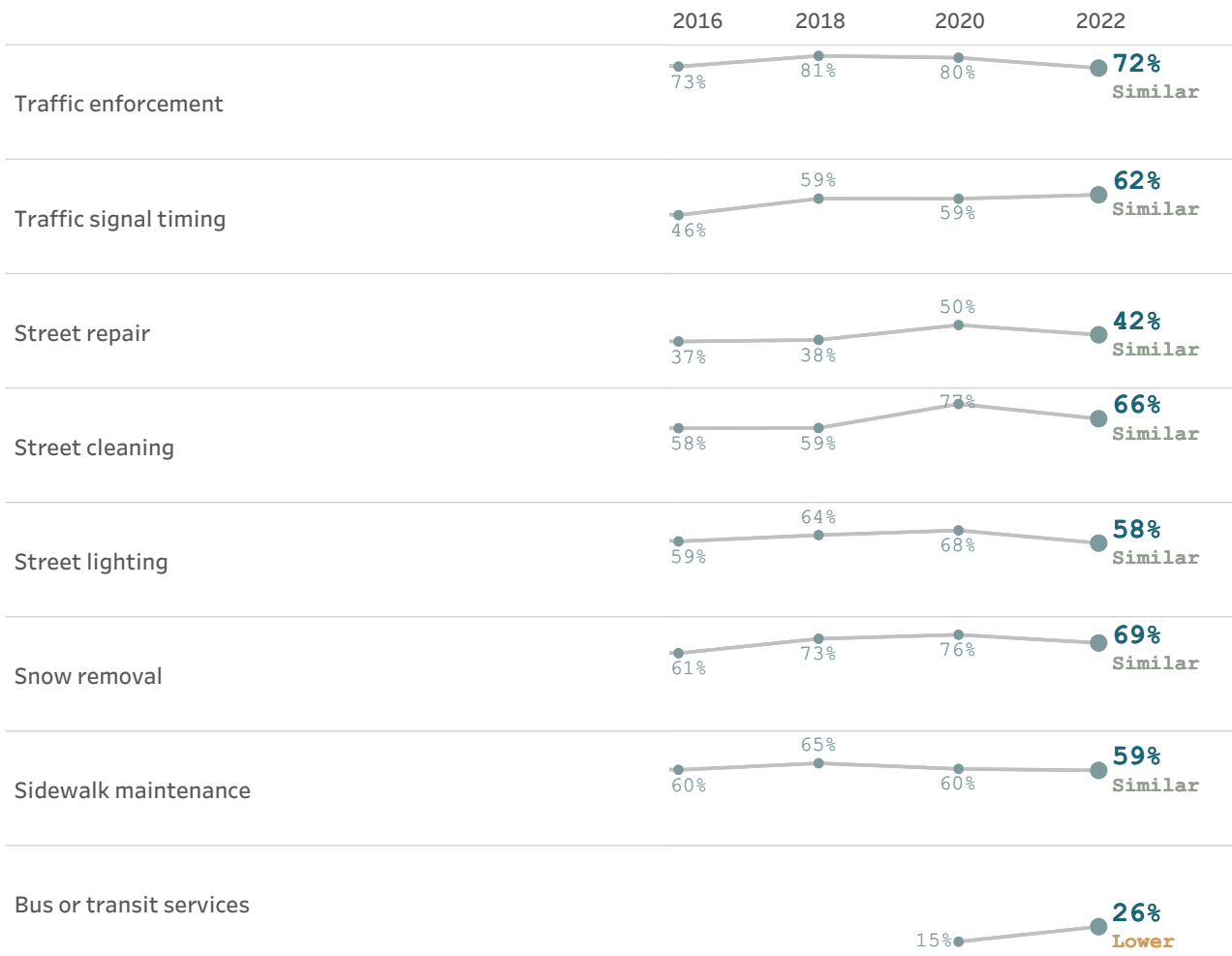
Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)



Please rate the quality of each of the following services in Novi.

(% excellent or good)

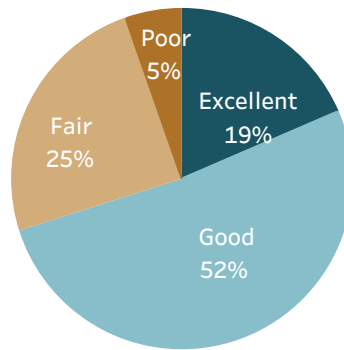


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

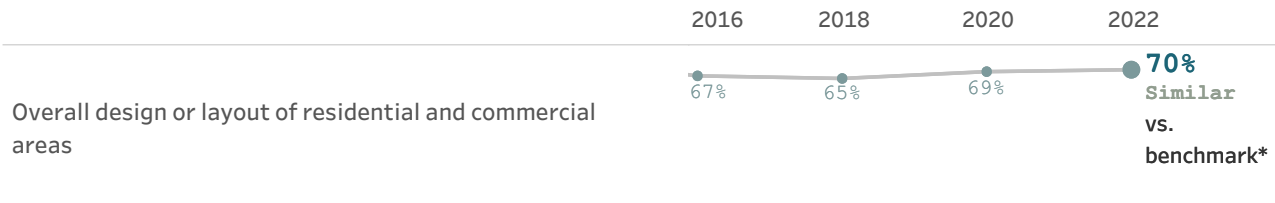
Overall design or layout of Novi's residential and commercial areas, 2022

Community design

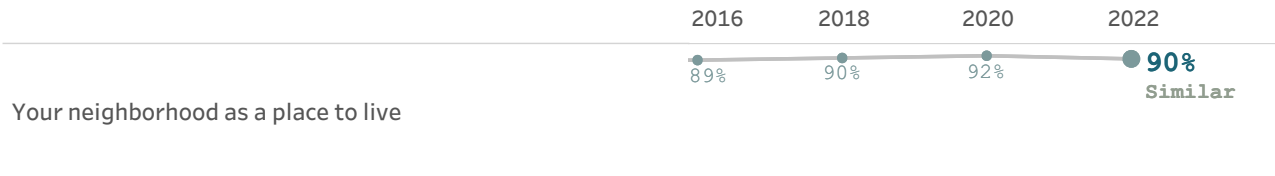
A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



Please rate each of the following characteristics as they relate to Novi as a whole. (% excellent or good)

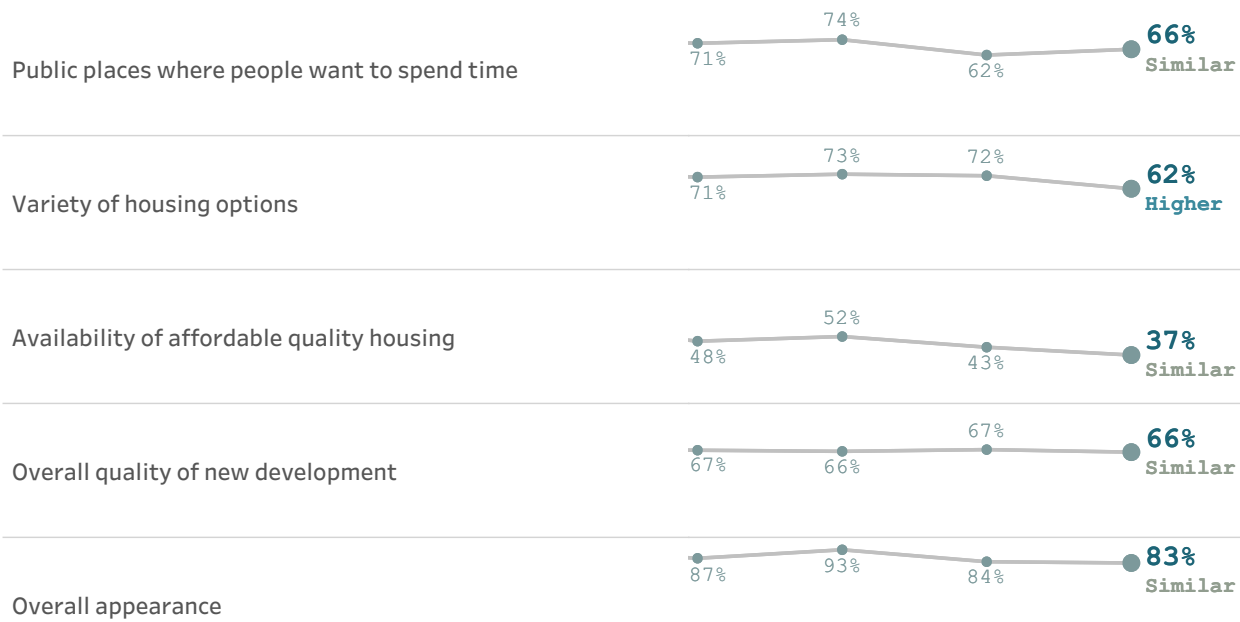


Please rate each of the following aspects of quality of life in Novi. (% excellent or good)

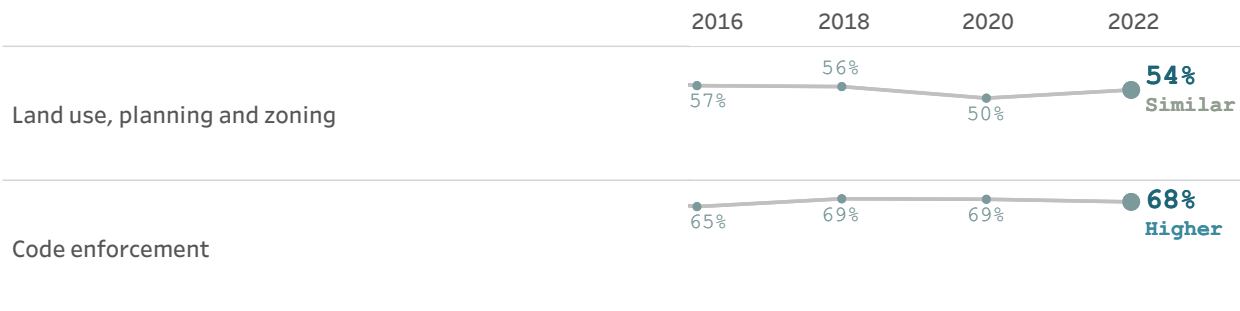


Please also rate each of the following in the Novi community. (% excellent or good)





**Please rate the quality of each of the following services in Novi.
(% excellent or good)**

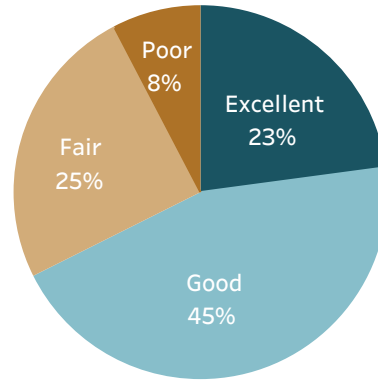


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

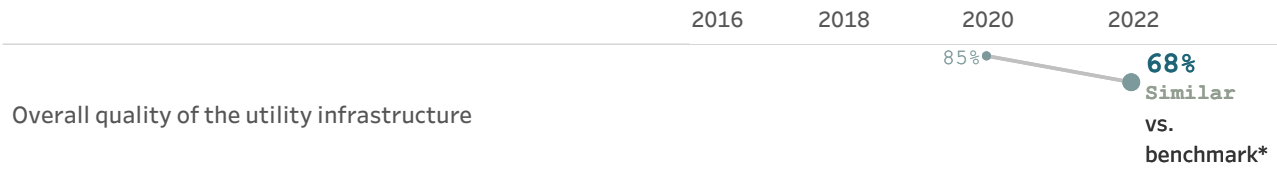
Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

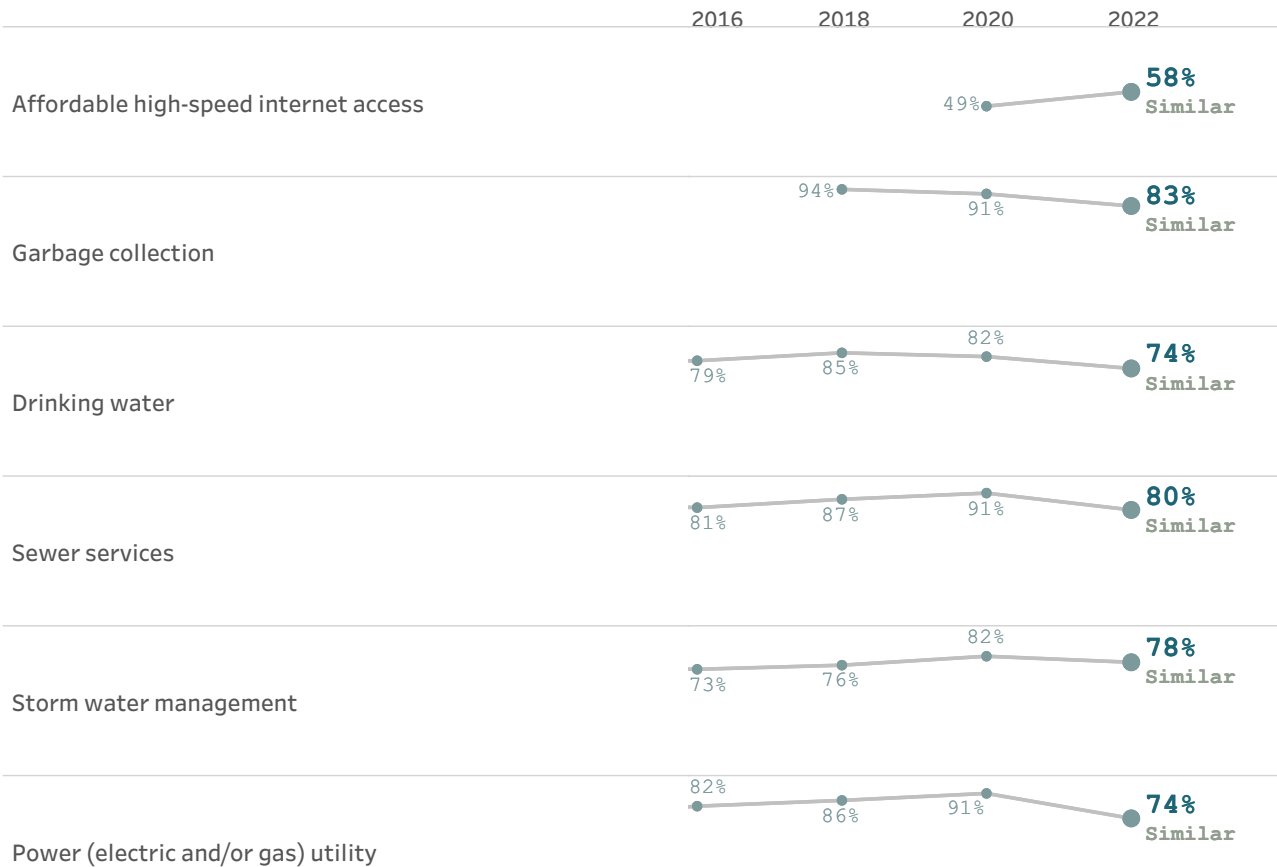
Overall quality of the utility infrastructure in Novi, 2022



Please rate each of the following characteristics as they relate to Novi as a whole.
(% excellent or good)



Please rate the quality of each of the following services in Novi.
(% excellent or good)



Utility billing

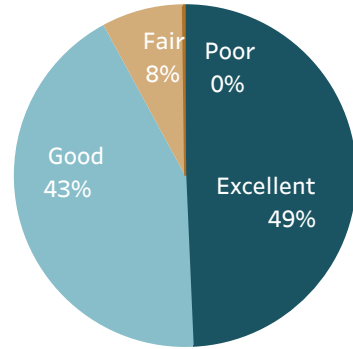


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

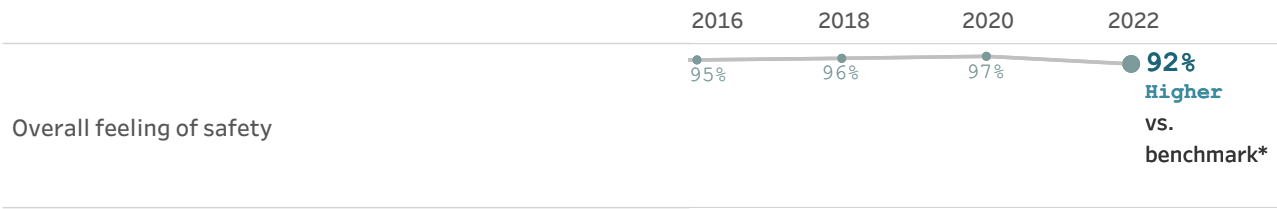
Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

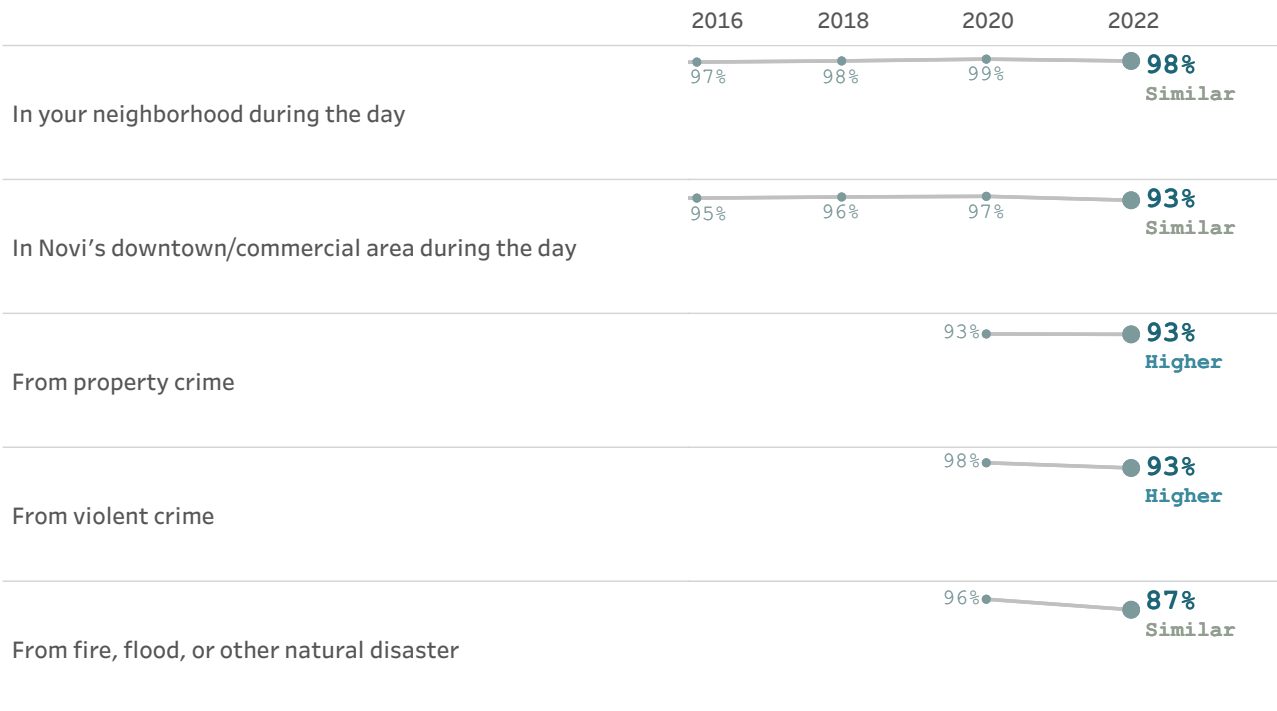
Overall feeling of safety in Novi, 2022



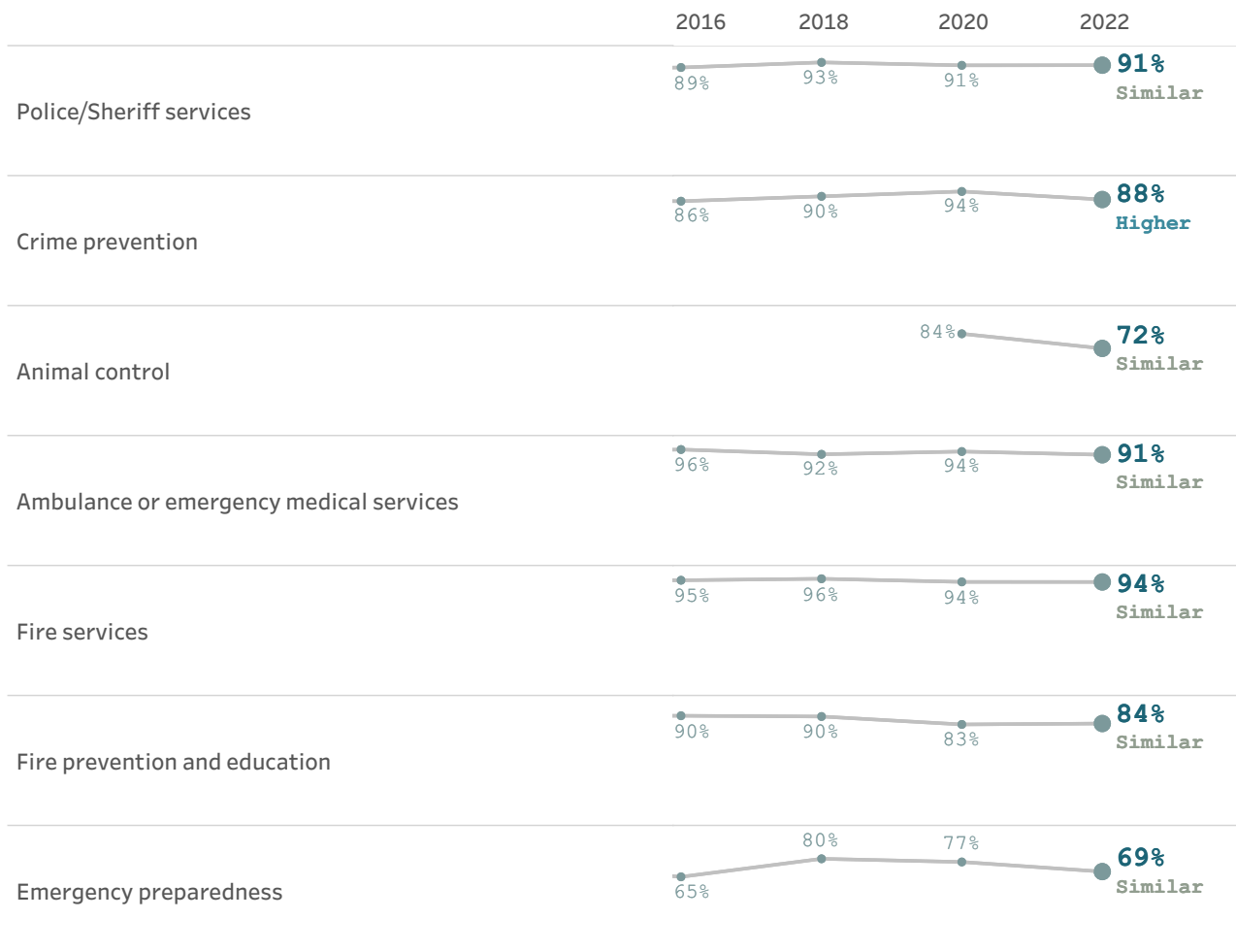
Please rate each of the following characteristics as they relate to Novi as a whole. (% excellent or good)



Please rate how safe or unsafe you feel: (% very or somewhat safe)

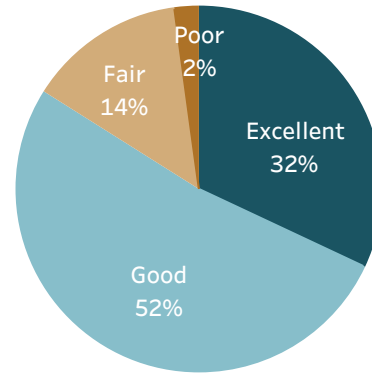


**Please rate the quality of each of the following services in Novi.
(% excellent or good)**



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

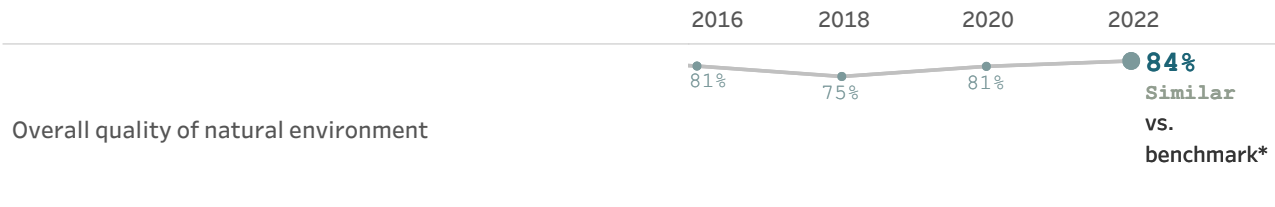
Overall quality of natural environment in Novi, 2022



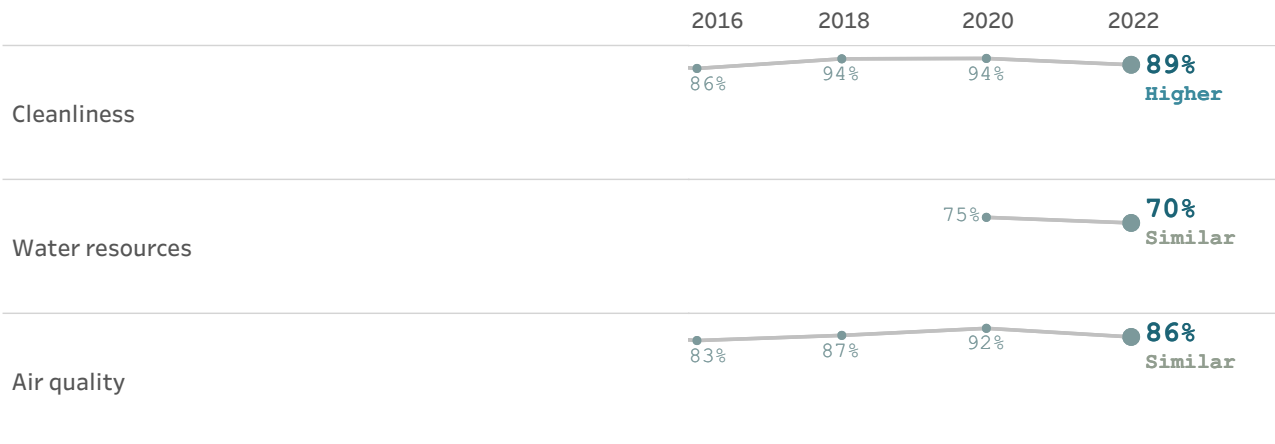
Natural environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

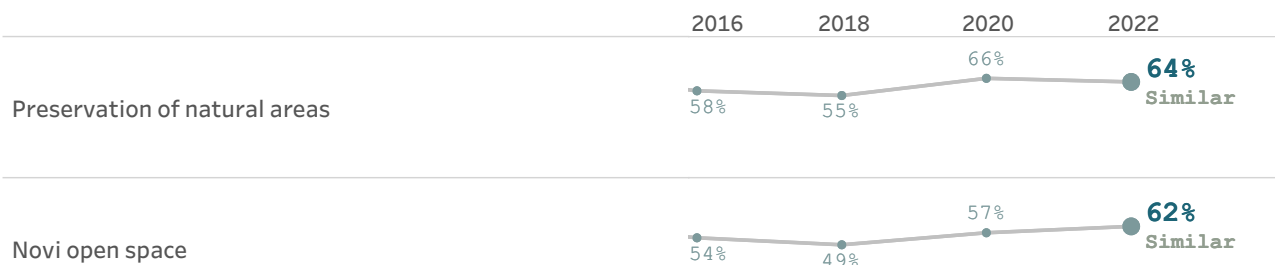
Please rate each of the following characteristics as they relate to Novi as a whole.
(% excellent or good)

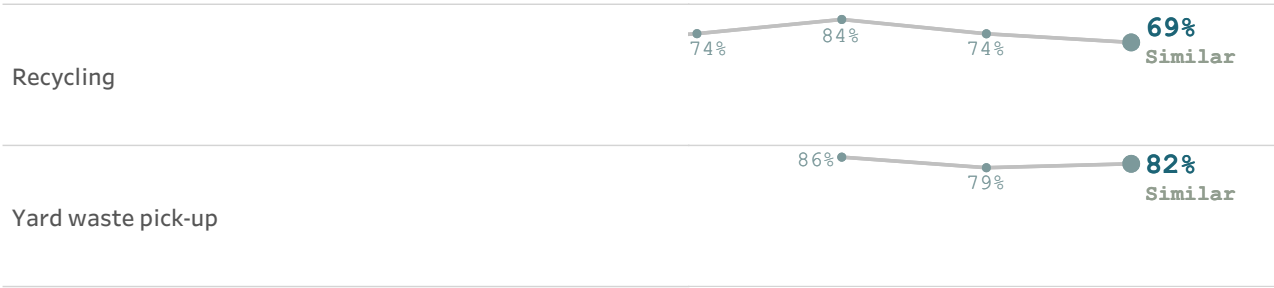


Please also rate each of the following in the Novi community.
(% excellent or good)



Please rate the quality of each of the following services in Novi.
(% excellent or good)





* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of parks and recreation opportunities, 2022

Parks and recreation

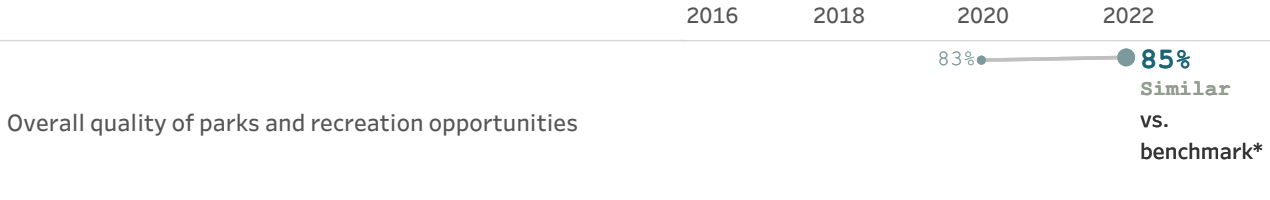
“There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment.”

- National Recreation and Park Association



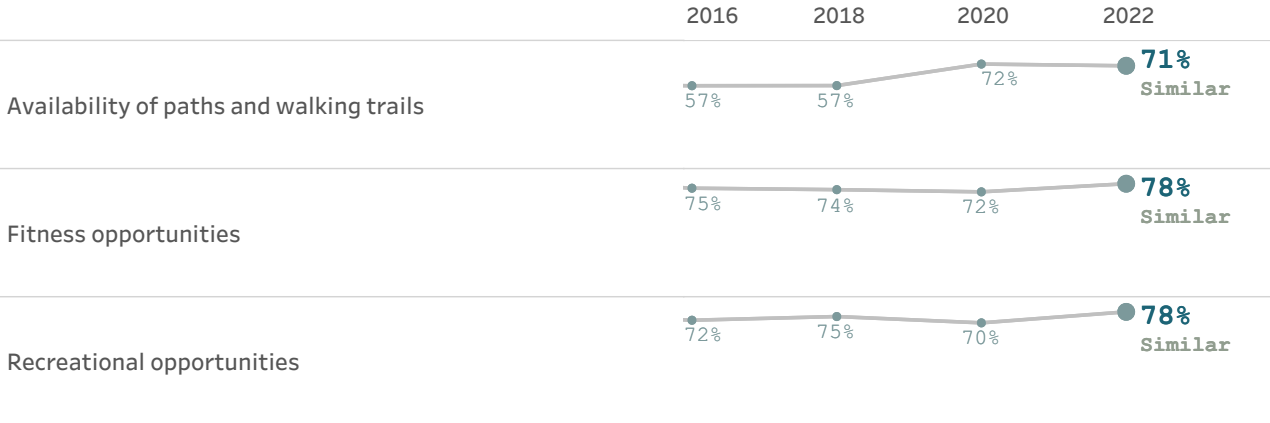
Please rate each of the following characteristics as they relate to Novi as a whole.

(% excellent or good)



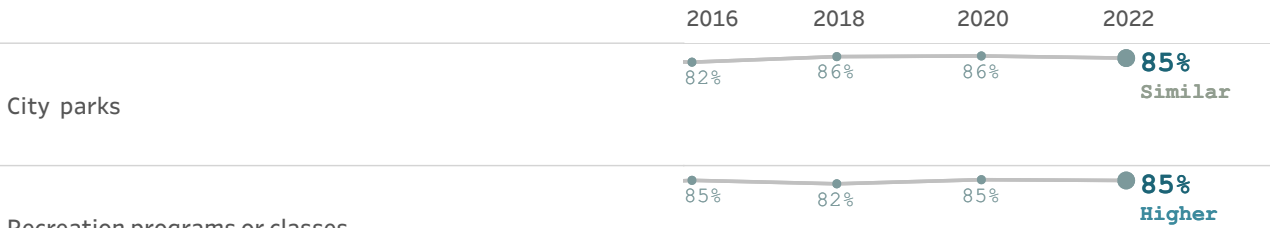
Please also rate each of the following in the Novi community.

(% excellent or good)

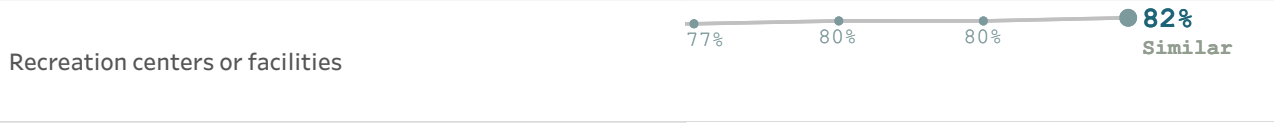


Please rate the quality of each of the following services in Novi.

(% excellent or good)

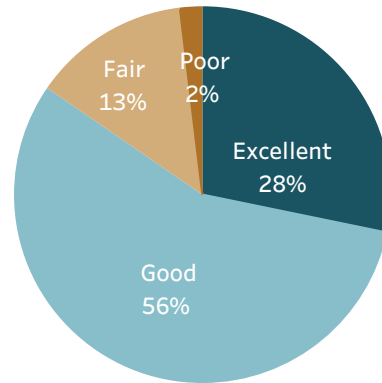


Recreation programs or classes



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

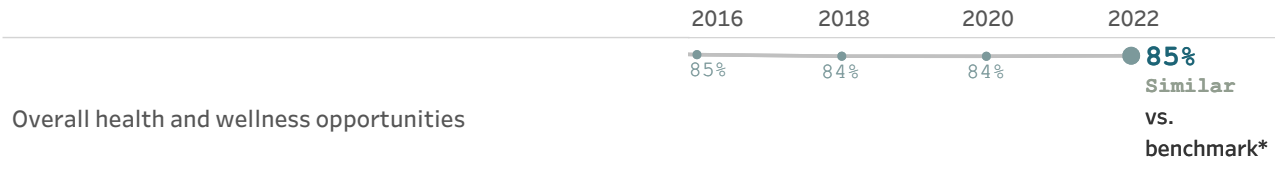
Overall health and wellness opportunities in Novi, 2022



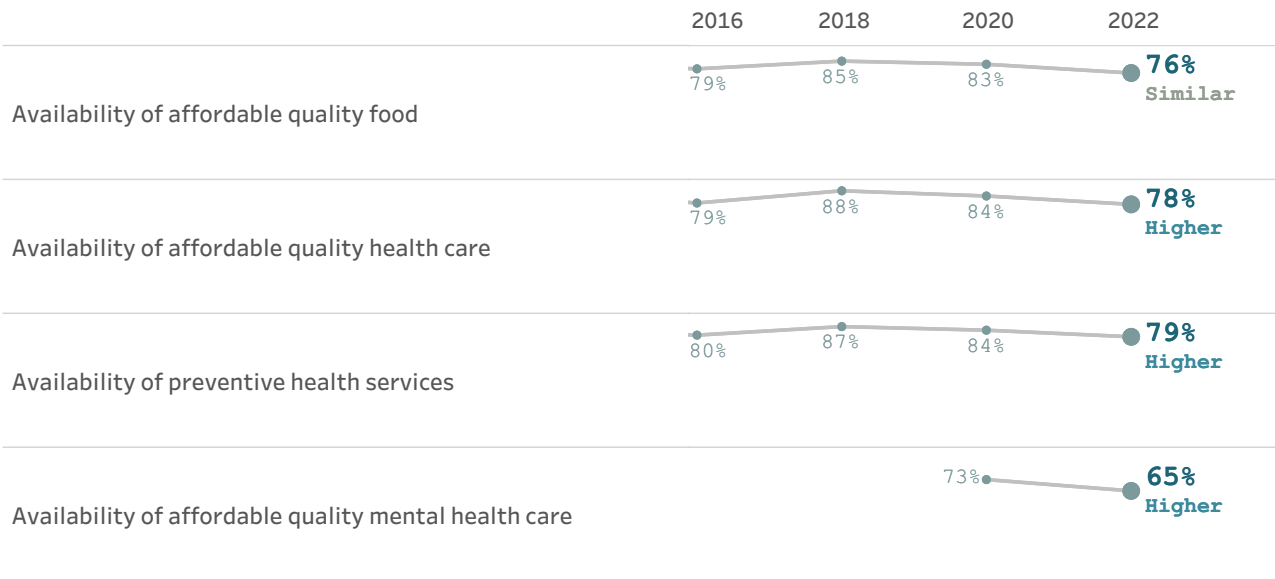
Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

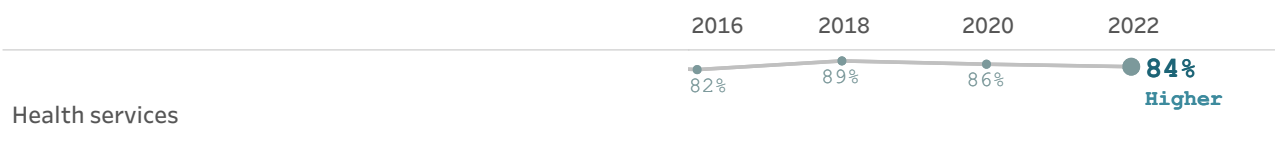
Please rate each of the following characteristics as they relate to Novi as a whole.
(% excellent or good)



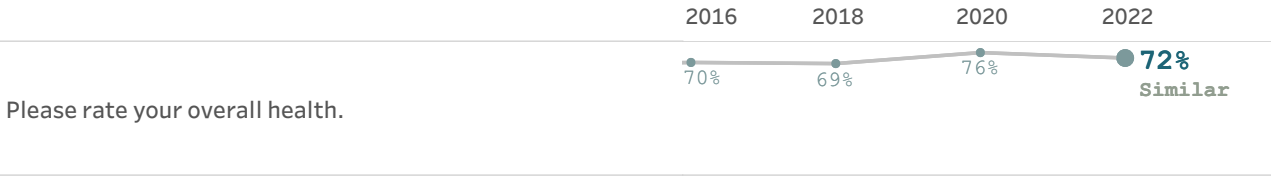
Please also rate each of the following in the Novi community.
(% excellent or good)



Please rate the quality of each of the following services in Novi.
(% excellent or good)

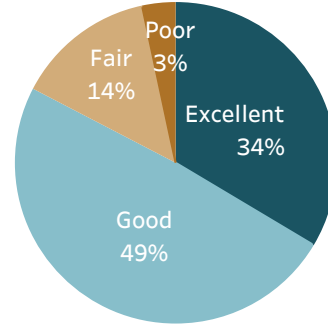


Please rate your overall health.
(% excellent or very good)



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

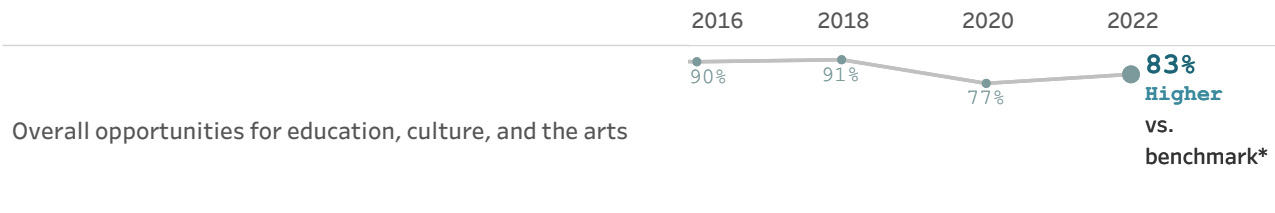
Overall opportunities for education, culture and the arts, 2022



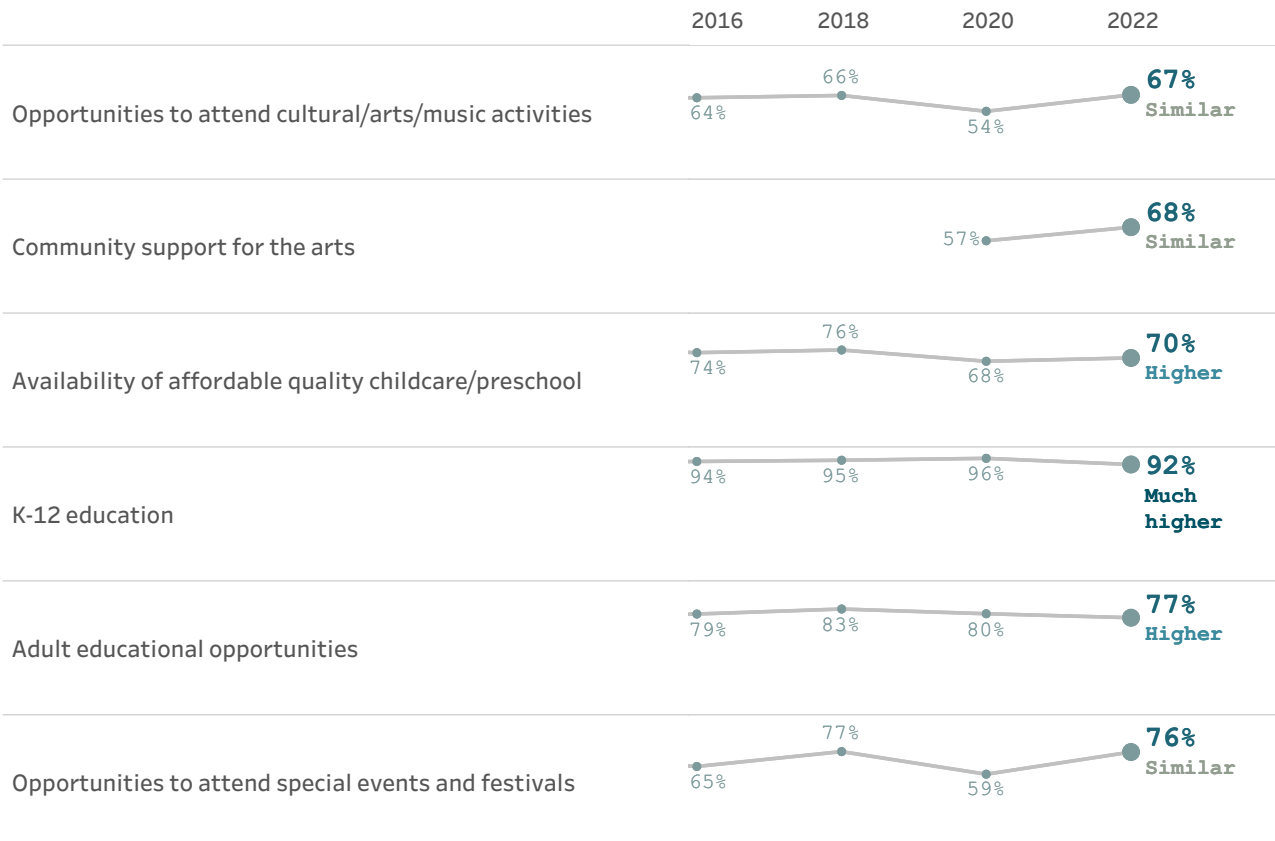
Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

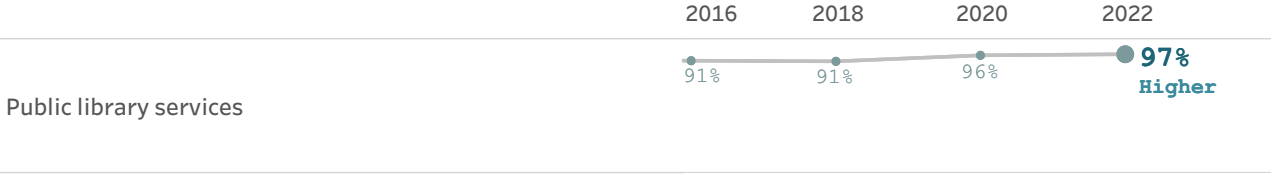
Please rate each of the following characteristics as they relate to Novi as a whole.
(% excellent or good)



Please also rate each of the following in the Novi community.
(% excellent or good)

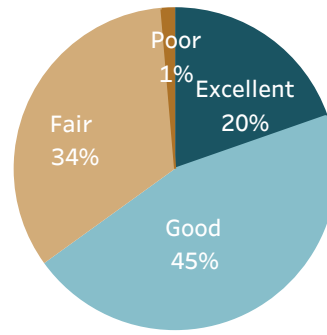


Please rate the quality of each of the following services in Novi.
(% excellent or good)



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

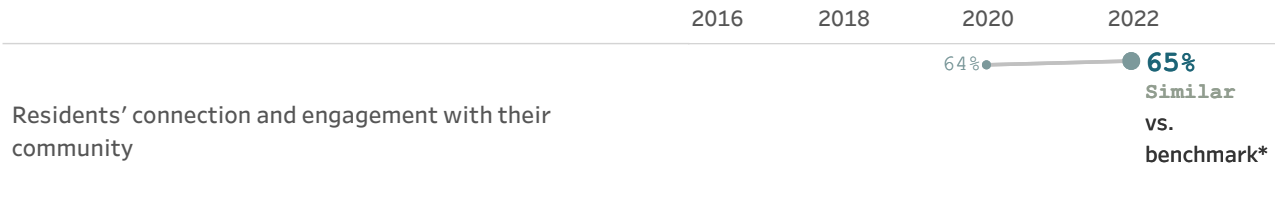
Residents' connection and engagement with their community, 2022



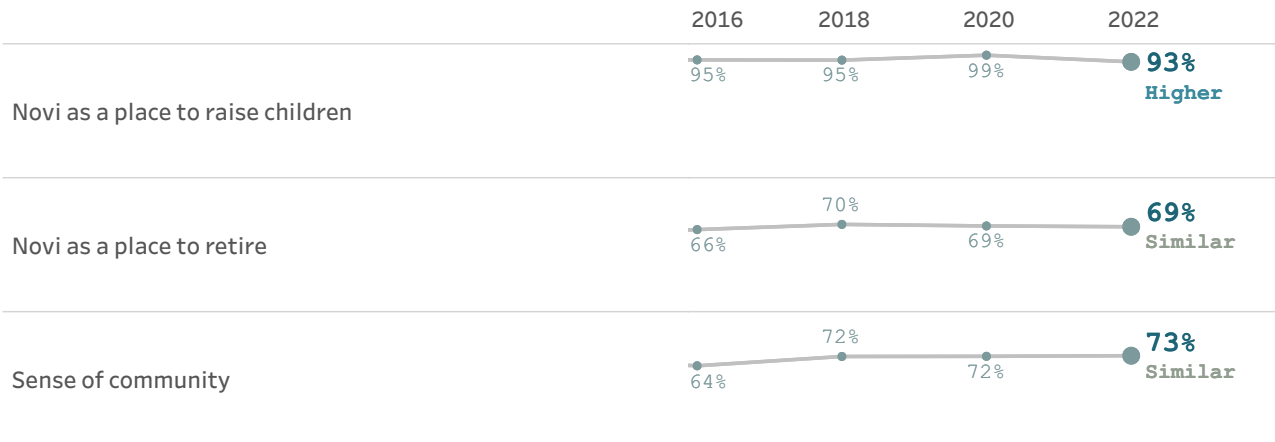
Inclusivity and engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

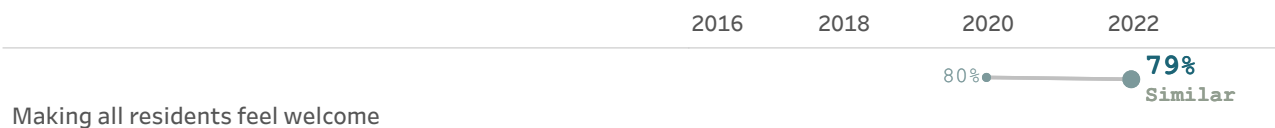
Please rate each of the following characteristics as they relate to Novi as a whole.
(% excellent or good)

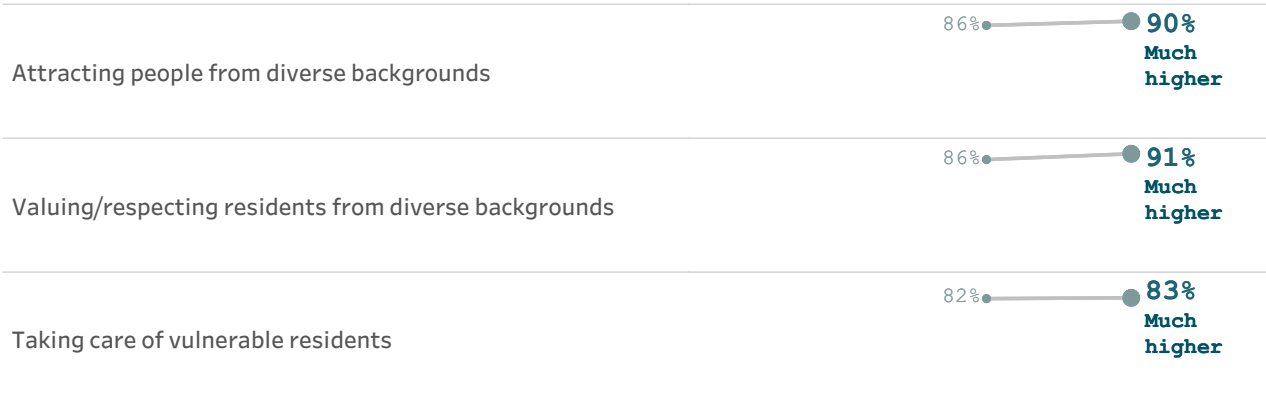


Please rate each of the following aspects of quality of life in Novi.
(% excellent or good)

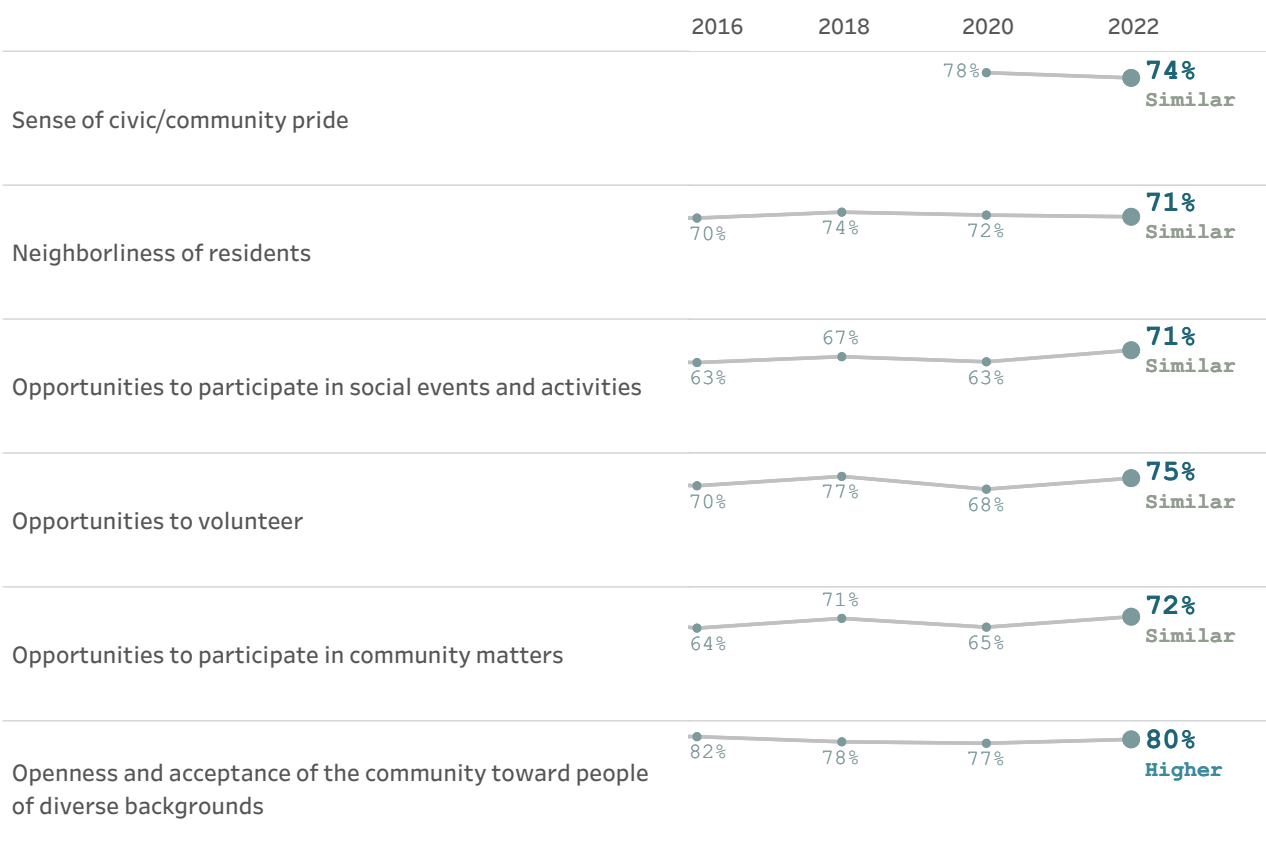


Please rate the job you feel the Novi community does at each of the following.
(% excellent or good)





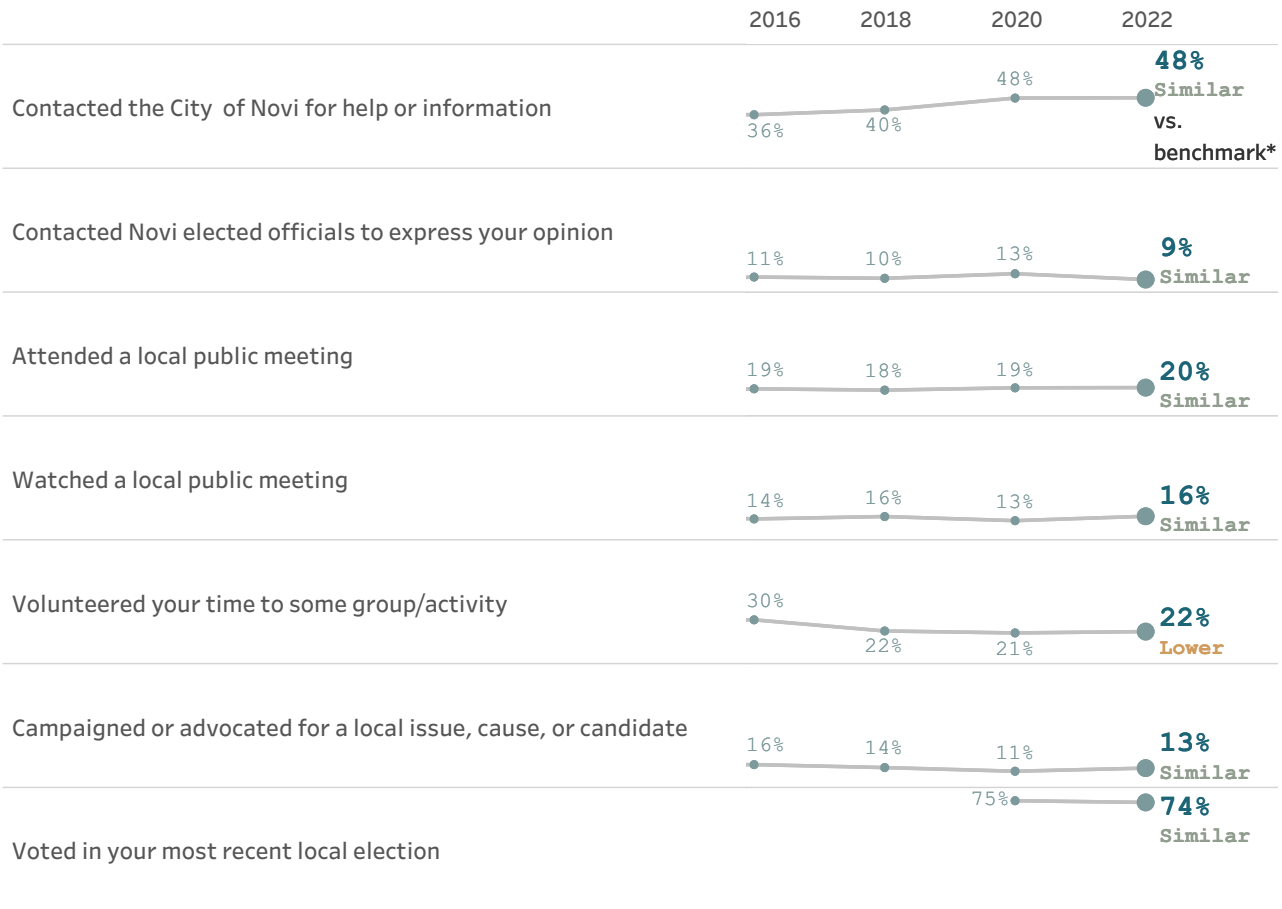
Please also rate each of the following in the Novi community.
(% excellent or good)



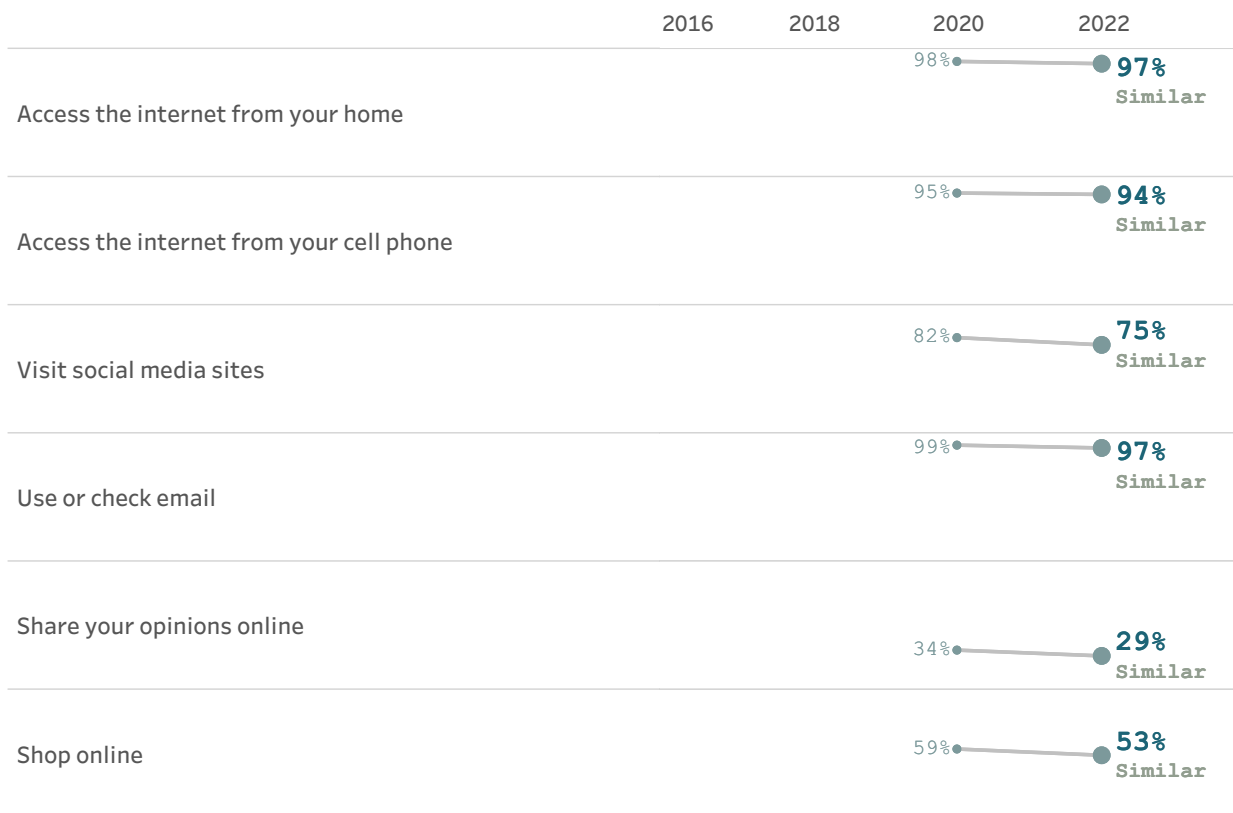
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' participation levels

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)



In general, how many times do you:
 (% a few times a week or more)



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

National benchmark tables

This table contains the comparisons of Novi’s results to those from other communities. The first column shows the comparison of Novi’s rating to the benchmark. Novi’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Novi residents is statistically similar to or different than the benchmark. The second column is Novi’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Novi’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Novi’s result -- that is what percent of surveyed communities had a lower rating than Novi.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Novi.	Novi as a place to live	Similar	96%	66	366	82
	Your neighborhood as a place to live	Similar	90%	82	318	74
	Novi as a place to raise children	Higher	93%	47	370	87
	Novi as a place to work	Higher	87%	21	361	94
	Novi as a place to visit	Similar	63%	149	319	53
	Novi as a place to retire	Similar	69%	163	366	55
	The overall quality of life	Similar	89%	127	391	67
	Sense of community	Similar	73%	90	318	72
Please rate each of the following characteristics as they relate to Novi as a whole.	Overall economic health	Higher	90%	42	306	86
	Overall quality of the transportation system	Similar	49%	114	202	44
	Overall design or layout of residential and commercial areas	Similar	70%	84	299	72
	Overall quality of the utility infrastructure	Similar	68%	88	197	55
	Overall feeling of safety	Higher	92%	52	356	85
	Overall quality of natural environment	Similar	84%	124	308	60

Please rate each of the following characteristics as they relate to Novi as a whole.	Overall quality of parks and recreation opportunities	Similar	85%	86	202	57
	Overall health and wellness opportunities	Similar	85%	72	301	76
	Overall opportunities for education, culture, and the arts	Higher	83%	41	303	86
	Residents' connection and engagement with their community	Similar	65%	29	199	85
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Novi to someone who asks	Similar	91%	107	310	65
	Remain in Novi for the next five years	Similar	90%	41	307	86
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	98%	65	337	81
	In Novi's downtown/commercial area during the day	Similar	93%	118	321	63
	From property crime	Higher	93%	12	207	94
	From violent crime	Higher	93%	25	207	88
	From fire, flood, or other natural disaster	Similar	87%	40	197	80
Please rate the job you feel the Novi community does at each of the following.	Making all residents feel welcome	Similar	79%	28	205	86
	Attracting people from diverse backgrounds	Much higher	90%	2	202	99
	Valuing/respecting residents from diverse backgrounds	Much higher	91%	1	203	100
	Taking care of vulnerable residents	Much higher	83%	1	199	100
Please rate each of the following in the Novi community.	Overall quality of business and service establishments	Higher	87%	23	308	92
	Variety of business and service establishments	Higher	83%	7	200	97
	Vibrancy of downtown/commercial area	Similar	59%	117	287	59
	Employment opportunities	Higher	79%	8	322	97

Please rate each of the following in the Novi community.	Shopping opportunities	Much higher	92%	8	313	97
	Cost of living	Similar	45%	129	300	57
	Overall image or reputation	Higher	93%	41	361	88
Please also rate each of the following in the Novi community.	Traffic flow on major streets	Similar	46%	206	333	38
	Ease of public parking	Higher	78%	50	282	82
	Ease of travel by car	Similar	76%	139	321	57
	Ease of travel by public transportation	Lower	25%	222	282	21
	Ease of travel by bicycle	Similar	44%	211	323	34
	Ease of walking	Similar	55%	242	324	25
	Well-planned residential growth	Similar	59%	54	201	73
	Well-planned commercial growth	Similar	54%	46	201	77
	Well-designed neighborhoods	Similar	72%	35	198	82
	Preservation of the historical or cultural character of the community	Similar	59%	112	197	43
	Public places where people want to spend time	Similar	66%	135	294	54
	Variety of housing options	Higher	62%	67	306	78
	Availability of affordable quality housing	Similar	37%	133	328	59
	Overall quality of new development	Similar	66%	62	318	80
	Overall appearance	Similar	83%	84	340	75
	Cleanliness	Higher	89%	58	329	82

Please also rate each of the following in the Novi community.

Water resources	Similar	70%	67	181	63
Air quality	Similar	86%	115	294	61
Availability of paths and walking trails	Similar	71%	162	324	50
Fitness opportunities	Similar	78%	104	294	64
Recreational opportunities	Similar	78%	101	315	68
Availability of affordable quality food	Similar	76%	37	289	87
Availability of affordable quality health care	Higher	78%	24	299	92
Availability of preventive health services	Higher	79%	35	285	88
Availability of affordable quality mental health care	Higher	65%	20	286	93
Opportunities to attend cultural/arts/music activities	Similar	67%	96	311	69
Community support for the arts	Similar	68%	53	198	73
Availability of affordable quality childcare/preschool	Higher	70%	16	296	94
K-12 education	Much higher	92%	12	299	96
Adult educational opportunities	Higher	77%	30	291	90
Sense of civic/community pride	Similar	74%	34	198	83
Neighborliness of residents	Similar	71%	60	296	80
Opportunities to participate in social events and activities	Similar	71%	57	303	81
Opportunities to attend special events and festivals	Similar	76%	70	300	77
Opportunities to volunteer	Similar	75%	57	299	81

Please also rate each of the following in the Novi community.	Opportunities to participate in community matters	Similar	72%	38	301	87
	Openness and acceptance of the community toward people of diverse backgrounds	Higher	80%	4	318	99
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Novi for help or information	Similar	48%	144	336	57
	Contacted Novi elected officials to express your opinion	Similar	9%	283	294	4
	Attended a local public meeting	Similar	20%	134	297	55
	Watched a local public meeting	Similar	16%	230	278	17
	Volunteered your time to some group/activity	Lower	22%	241	300	20
	Campaigned or advocated for a local issue, cause, or candidate	Similar	13%	238	289	17
	Voted in your most recent local election	Similar	74%	118	200	41
	Used public transportation instead of driving	Lower	6%	217	268	19
	Carpooled with other adults or children instead of driving alone	Similar	40%	164	291	43
	Walked or biked instead of driving	Similar	55%	170	295	42
Please rate the quality of each of the following services in Novi.	Public information services	Similar	81%	31	313	90
	Economic development	Higher	74%	38	307	87
	Traffic enforcement	Similar	72%	103	355	71
	Traffic signal timing	Similar	62%	72	299	76
	Street repair	Similar	42%	226	349	35
	Street cleaning	Similar	66%	161	313	48
	Street lighting	Similar	58%	200	342	41

Please rate the quality of each of the following services in Novi.

Snow removal	Similar	69%	109	259	58
Sidewalk maintenance	Similar	59%	139	310	55
Bus or transit services	Lower	26%	237	279	15
Land use, planning and zoning	Similar	54%	100	315	68
Code enforcement	Higher	68%	39	348	89
Affordable high-speed internet access	Similar	58%	80	195	59
Garbage collection	Similar	83%	157	332	53
Drinking water	Similar	74%	131	311	58
Sewer services	Similar	80%	159	314	49
Storm water management	Similar	78%	101	326	69
Power (electric and/or gas) utility	Similar	74%	190	255	25
Utility billing	Similar	72%	136	280	51
Police/Sheriff services	Similar	91%	51	382	86
Crime prevention	Higher	88%	21	354	94
Animal control	Similar	72%	104	325	68
Ambulance or emergency medical services	Similar	91%	76	320	76
Fire services	Similar	94%	105	345	69
Fire prevention and education	Similar	84%	71	310	77
Emergency preparedness	Similar	69%	83	309	73

Please rate the quality of each of the following services in Novi.	Preservation of natural areas	Similar	64%	124	292	57
	Novi open space	Similar	62%	156	284	45
	Recycling	Similar	69%	189	334	43
	Yard waste pick-up	Similar	82%	84	291	71
	City parks	Similar	85%	135	327	59
	Recreation programs or classes	Higher	85%	25	321	92
	Recreation centers or facilities	Similar	82%	56	303	81
	Health services	Higher	84%	40	279	86
	Public library services	Higher	97%	10	324	97
	Overall customer service by Novi employees	Higher	89%	20	370	94
Please rate the following categories of Novi government performance.	The value of services for the taxes paid to Novi	Similar	65%	54	374	85
	The overall direction that Novi is taking	Higher	76%	19	339	94
	The job Novi government does at welcoming resident involvement	Higher	69%	10	337	97
	Overall confidence in Novi government	Higher	71%	19	304	94
	Generally acting in the best interest of the community	Higher	77%	12	308	96
	Being honest	Higher	79%	11	299	96
	Being open and transparent to the public	Higher	70%	18	204	91
	Informing residents about issues facing the community	Higher	65%	16	209	92
	Treating all residents fairly	Higher	80%	5	305	98

Please rate the following categories of Novi government performance.	Treating residents with respect	Higher	84%	8	201	96
Overall, how would you rate the quality of the services provided by each of the following?	The City of Novi	Similar	84%	49	366	86
	The Federal Government	Similar	45%	41	288	86
Please rate how important, if at all, you think it is for the Novi community to focus on each of the following in the coming two years.	Overall economic health	Similar	90%	97	282	65
	Overall quality of the transportation system	Similar	75%	78	197	60
	Overall design or layout of residential and commercial areas	Similar	75%	134	282	52
	Overall quality of the utility infrastructure	Similar	93%	19	196	90
	Overall feeling of safety	Similar	88%	99	282	65
	Overall quality of natural environment	Similar	82%	153	282	45
	Overall quality of parks and recreation opportunities	Similar	78%	75	197	62
	Overall health and wellness opportunities	Similar	79%	71	282	75
	Overall opportunities for education, culture, and the arts	Similar	76%	76	282	73
	Residents' connection and engagement with their community	Similar	65%	220	282	22
In general, how many times do you:	Access the internet from your home	Similar	97%	62	197	69
	Access the internet from your cell phone	Similar	94%	79	197	60
	Visit social media sites	Similar	75%	156	196	20
	Use or check email	Similar	97%	108	197	45
	Share your opinions online	Similar	29%	110	197	44
	Shop online	Similar	53%	115	196	41

	Please rate your overall health.	Similar	72%	98	290	66
	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:	Similar	20%	196	292	33

Custom benchmark tables

This table contains the comparisons of Novi’s results to those from other communities with populations between 35,000 and 75,000. The first column shows the comparison of Novi’s rating to the benchmark. Novi’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Novi residents is statistically similar to or different than the benchmark. The second column is Novi’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Novi’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Novi’s result -- that is what percent of surveyed communities had a lower rating than Novi.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Novi.	Novi as a place to live	Similar	96%	17	91	82
	Your neighborhood as a place to live	Similar	90%	21	84	76
	Novi as a place to raise children	Higher	93%	14	91	85
	Novi as a place to work	Higher	87%	7	91	93
	Novi as a place to visit	Similar	63%	38	82	54
	Novi as a place to retire	Similar	69%	41	91	56
	The overall quality of life	Similar	89%	33	95	66
	Sense of community	Similar	73%	19	86	79
Please rate each of the following characteristics as they relate to Novi as a whole.	Overall economic health	Higher	90%	19	82	78
	Overall quality of the transportation system	Similar	49%	42	60	31
	Overall design or layout of residential and commercial areas	Similar	70%	29	79	64
	Overall quality of the utility infrastructure	Similar	68%	32	58	46
	Overall feeling of safety	Higher	92%	10	88	89
	Overall quality of natural environment	Similar	84%	32	81	61

Please rate each of the following characteristics as they relate to Novi as a whole.	Overall quality of parks and recreation opportunities	Similar	85%	27	59	55
	Overall health and wellness opportunities	Similar	85%	27	80	67
	Overall opportunities for education, culture, and the arts	Higher	83%	15	80	82
	Residents' connection and engagement with their community	Similar	65%	6	59	91
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Novi to someone who asks	Similar	91%	32	80	61
	Remain in Novi for the next five years	Similar	90%	12	81	86
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	98%	14	88	85
	In Novi's downtown/commercial area during the day	Similar	93%	22	83	74
	From property crime	Higher	93%	3	57	96
	From violent crime	Higher	93%	4	57	94
	From fire, flood, or other natural disaster	Similar	87%	9	58	86
Please rate the job you feel the Novi community does at each of the following.	Making all residents feel welcome	Similar	79%	12	63	82
	Attracting people from diverse backgrounds	Much higher	90%	2	61	98
	Valuing/respecting residents from diverse backgrounds	Higher	91%	1	62	100
	Taking care of vulnerable residents	Much higher	83%	1	59	100
Please rate each of the following in the Novi community.	Overall quality of business and service establishments	Higher	87%	10	83	89
	Variety of business and service establishments	Higher	83%	3	59	96
	Vibrancy of downtown/commercial area	Similar	59%	36	75	53
	Employment opportunities	Higher	79%	3	84	97

Please rate each of the following in the Novi community.	Shopping opportunities	Much higher	92%	4	84	96
	Cost of living	Similar	45%	36	77	54
	Overall image or reputation	Higher	93%	12	89	87
Please also rate each of the following in the Novi community.	Traffic flow on major streets	Similar	46%	53	85	38
	Ease of public parking	Similar	78%	20	80	76
	Ease of travel by car	Similar	76%	39	87	56
	Ease of travel by public transportation	Lower	25%	69	79	13
	Ease of travel by bicycle	Similar	44%	64	86	26
	Ease of walking	Lower	55%	73	88	18
	Well-planned residential growth	Similar	59%	21	59	66
	Well-planned commercial growth	Similar	54%	22	59	64
	Well-designed neighborhoods	Similar	72%	13	57	78
	Preservation of the historical or cultural character of the community	Similar	59%	39	58	34
	Public places where people want to spend time	Similar	66%	41	78	48
	Variety of housing options	Similar	62%	25	82	70
	Availability of affordable quality housing	Similar	37%	39	84	54
	Overall quality of new development	Similar	66%	24	83	72
	Overall appearance	Similar	83%	24	85	72
	Cleanliness	Higher	89%	17	86	81

Please also rate each of the following in the Novi community.

Water resources	Similar	70%	18	52	67
Air quality	Similar	86%	31	77	61
Availability of paths and walking trails	Similar	71%	50	81	39
Fitness opportunities	Similar	78%	38	79	53
Recreational opportunities	Similar	78%	31	81	62
Availability of affordable quality food	Similar	76%	13	75	84
Availability of affordable quality health care	Higher	78%	7	77	92
Availability of preventive health services	Higher	79%	14	75	82
Availability of affordable quality mental health care	Higher	65%	11	74	86
Opportunities to attend cultural/arts/music activities	Similar	67%	31	80	62
Community support for the arts	Similar	68%	11	58	82
Availability of affordable quality childcare/preschool	Higher	70%	6	76	93
K-12 education	Higher	92%	4	81	96
Adult educational opportunities	Higher	77%	13	78	84
Sense of civic/community pride	Higher	74%	7	58	89
Neighborliness of residents	Similar	71%	14	76	82
Opportunities to participate in social events and activities	Similar	71%	15	79	82
Opportunities to attend special events and festivals	Similar	76%	20	80	76
Opportunities to volunteer	Similar	75%	12	79	86

Please also rate each of the following in the Novi community.	Opportunities to participate in community matters	Similar	72%	4	78	96
	Openness and acceptance of the community toward people of diverse backgrounds	Higher	80%	3	83	97
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Novi for help or information	Similar	48%	35	84	59
	Contacted Novi elected officials to express your opinion	Similar	9%	73	77	6
	Attended a local public meeting	Similar	20%	26	79	68
	Watched a local public meeting	Similar	16%	61	76	21
	Volunteered your time to some group/activity	Similar	22%	61	79	24
	Campaigned or advocated for a local issue, cause, or candidate	Similar	13%	59	76	23
	Voted in your most recent local election	Similar	74%	33	58	44
	Used public transportation instead of driving	Lower	6%	59	74	21
	Carpooled with other adults or children instead of driving alone	Similar	40%	45	76	42
	Walked or biked instead of driving	Similar	55%	48	76	38
	Please rate the quality of each of the following services in Novi.	Public information services	Similar	81%	11	81
Economic development		Similar	74%	15	80	82
Traffic enforcement		Similar	72%	27	90	71
Traffic signal timing		Similar	62%	24	80	71
Street repair		Similar	42%	67	91	27
Street cleaning		Similar	66%	52	83	38
Street lighting		Similar	58%	58	88	35

Please rate the quality of each of the following services in Novi.

Snow removal	Similar	69%	28	64	57
Sidewalk maintenance	Similar	59%	42	81	49
Bus or transit services	Much lower	26%	69	73	6
Land use, planning and zoning	Similar	54%	38	83	55
Code enforcement	Higher	68%	17	90	82
Affordable high-speed internet access	Similar	58%	24	58	60
Garbage collection	Similar	83%	47	85	45
Drinking water	Similar	74%	45	81	45
Sewer services	Similar	80%	50	79	37
Storm water management	Similar	78%	38	81	54
Power (electric and/or gas) utility	Similar	74%	54	69	23
Utility billing	Similar	72%	40	76	48
Police/Sheriff services	Similar	91%	16	94	84
Crime prevention	Higher	88%	6	89	94
Animal control	Similar	72%	37	83	56
Ambulance or emergency medical services	Similar	91%	20	78	75
Fire services	Similar	94%	31	84	64
Fire prevention and education	Similar	84%	19	80	77
Emergency preparedness	Similar	69%	26	82	69

Please rate the quality of each of the following services in Novi.

Preservation of natural areas	Similar	64%	39	77	50
Novi open space	Similar	62%	46	77	41
Recycling	Similar	69%	46	84	46
Yard waste pick-up	Similar	82%	25	79	69
City parks	Similar	85%	41	84	52
Recreation programs or classes	Higher	85%	10	83	89
Recreation centers or facilities	Similar	82%	22	82	74
Health services	Similar	84%	18	71	76
Public library services	Higher	97%	3	83	97
Overall customer service by Novi employees	Similar	89%	8	90	92

Please rate the following categories of Novi government performance.

The value of services for the taxes paid to Novi	Similar	65%	19	92	80
The overall direction that Novi is taking	Higher	76%	9	85	90
The job Novi government does at welcoming resident involvement	Higher	69%	5	85	95
Overall confidence in Novi government	Higher	71%	9	78	89
Generally acting in the best interest of the community	Higher	77%	5	79	94
Being honest	Higher	79%	5	76	94
Being open and transparent to the public	Higher	70%	8	61	88
Informing residents about issues facing the community	Higher	65%	5	61	93
Treating all residents fairly	Higher	80%	4	79	96





























Please rate the following categories of Novi government performance.	Treating residents with respect	Higher	84%	3	59	96
Overall, how would you rate the quality of the services provided by each of the following?	The City of Novi	Similar	84%	15	91	84
	The Federal Government	Similar	45%	15	75	81
Please rate how important, if at all, you think it is for the Novi community to focus on each of the following in the coming two years.	Overall economic health	Similar	90%	32	75	58
	Overall quality of the transportation system	Similar	75%	22	58	63
	Overall design or layout of residential and commercial areas	Similar	75%	35	75	54
	Overall quality of the utility infrastructure	Similar	93%	6	58	91
	Overall feeling of safety	Similar	88%	35	75	54
	Overall quality of natural environment	Similar	82%	39	75	49
	Overall quality of parks and recreation opportunities	Similar	78%	21	58	65
	Overall health and wellness opportunities	Similar	79%	19	75	76
	Overall opportunities for education, culture, and the arts	Similar	76%	23	75	70
	Residents' connection and engagement with their community	Similar	65%	57	75	25
In general, how many times do you:	Access the internet from your home	Similar	97%	19	57	68
	Access the internet from your cell phone	Similar	94%	25	57	57
	Visit social media sites	Similar	75%	50	57	14
	Use or check email	Similar	97%	28	57	52
	Share your opinions online	Similar	29%	36	57	38
	Shop online	Similar	53%	32	57	45































	Please rate your overall health.	Similar	72%	26	76	67
	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:	Similar	20%	58	77	25

Complete set of frequencies































This dashboard contains a complete set of responses to each question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

Please rate each of the following aspects of quality of life in Novi.	Question	Rating	Frequency	
			Percentage	N
Novi as a place to live	Novi as a place to live	Excellent	52%	N=219
		Good	44%	N=184
		Fair	3%	N=11
		Poor	1%	N=6
Your neighborhood as a place to live	Your neighborhood as a place to live	Excellent	52%	N=215
		Good	38%	N=159
		Fair	8%	N=32
		Poor	2%	N=10
Novi as a place to raise children	Novi as a place to raise children	Excellent	58%	N=209
		Good	35%	N=128
		Fair	6%	N=23
		Poor	0%	N=1
Novi as a place to work	Novi as a place to work	Excellent	41%	N=106
		Good	46%	N=119
		Fair	10%	N=25
		Poor	3%	N=7
Novi as a place to visit	Novi as a place to visit	Excellent	26%	N=102
		Good	37%	N=149
		Fair	30%	N=119
		Poor	7%	N=29
Novi as a place to retire	Novi as a place to retire	Excellent	30%	N=93
		Good	39%	N=123
		Fair	21%	N=67
		Poor	10%	N=30
The overall quality of life	The overall quality of life	Excellent	35%	N=147
		Good	54%	N=228
		Fair	9%	N=40































Please rate each of the following aspects of quality of life in Novi.	The overall quality of life	Poor		1% N=5
	Sense of community	Excellent		24% N=97
		Good		49% N=198
		Fair		20% N=83
		Poor		7% N=26
Please rate each of the following characteristics as they relate to Novi as a whole.	Overall economic health	Excellent		32% N=124
		Good		58% N=223
		Fair		6% N=23
		Poor		4% N=15
	Overall quality of the transportation system	Excellent		13% N=50
		Good		36% N=142
		Fair		28% N=110
		Poor		23% N=88
	Overall design or layout of residential and commercial areas	Excellent		19% N=76
		Good		52% N=213
		Fair		25% N=101
		Poor		5% N=22
	Overall quality of the utility infrastructure	Excellent		23% N=90
		Good		45% N=177
		Fair		25% N=98
		Poor		8% N=30
	Overall feeling of safety	Excellent		49% N=207
		Good		43% N=180
		Fair		8% N=32
Poor			0% N=1	
Overall quality of natural environment	Excellent		32% N=133	
	Good		52% N=216	
	Fair		14% N=58	
	Poor		2% N=9	
Overall quality of parks and recreation opportunities	Excellent		35% N=138	































Please rate each of the following characteristics as they relate to Novi as a whole.	Overall quality of parks and recreation opportunities	Good		50% N=198
		Fair		12% N=49
		Poor		3% N=12
	Overall health and wellness opportunities	Excellent		28% N=105
		Good		56% N=210
		Fair		13% N=50
		Poor		2% N=7
	Overall opportunities for education, culture, and the arts	Excellent		34% N=131
		Good		49% N=191
		Fair		14% N=55
		Poor		3% N=13
	Residents' connection and engagement with their community	Excellent		20% N=69
Good			45% N=159	
Fair			34% N=118	
Poor			1% N=5	
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Novi to someone who asks you	Very likely		57% N=235
		Somewhat likely		35% N=144
		Somewhat unlikely		7% N=28
		Very unlikely		2% N=8
	Remain in Novi for the next five years	Very likely		62% N=238
		Somewhat likely		28% N=109
		Somewhat unlikely		4% N=15
		Very unlikely		6% N=24
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		82% N=344
		Somewhat safe		16% N=66
		Neither safe nor unsafe		2% N=7
		Somewhat unsafe		0% N=1
		Very unsafe		0% N=1
	In Novi's downtown/commercial area during the day	Very safe		70% N=278
		Somewhat safe		24% N=94

Please rate how safe or unsafe you feel:	In Novi's downtown/commercial area during the day	Neither safe nor unsafe		5% N=21
		Somewhat unsafe		2% N=6
		Very unsafe		0% N=
	From property crime	Very safe		51% N=207
		Somewhat safe		42% N=172
		Neither safe nor unsafe		5% N=22
		Somewhat unsafe		1% N=5
		Very unsafe		0% N=2
	From violent crime	Very safe		68% N=279
		Somewhat safe		26% N=105
		Neither safe nor unsafe		5% N=21
		Somewhat unsafe		2% N=7
	From fire, flood, or other natural disaster	Very safe		57% N=231
		Somewhat safe		30% N=121
		Neither safe nor unsafe		11% N=45
Somewhat unsafe			2% N=7	
Please rate the job you feel the Novi community does at each of the following.	Making all residents feel welcome	Excellent		31% N=120
		Good		48% N=188
		Fair		20% N=76
		Poor		2% N=6
	Attracting people from diverse backgrounds	Excellent		48% N=187
		Good		41% N=159
		Fair		8% N=32
		Poor		2% N=8
	Valuing/respecting residents from diverse backgrounds	Excellent		48% N=176
		Good		43% N=157
		Fair		7% N=24
		Poor		3% N=11
	Taking care of vulnerable residents	Excellent		36% N=100
		Good		47% N=130































Please rate the job you feel the Novi community does at each of the following.	Taking care of vulnerable residents	Fair		16% N=44
		Poor		2% N=4
Please rate each of the following in the Novi community.	Overall quality of business and service establishments	Excellent		35% N=141
		Good		53% N=213
		Fair		11% N=43
		Poor		2% N=8
	Variety of business and service establishments	Excellent		39% N=159
		Good		44% N=177
		Fair		14% N=57
		Poor		3% N=12
	Vibrancy of downtown/commercial area	Excellent		19% N=76
		Good		40% N=158
		Fair		27% N=106
		Poor		14% N=55
	Employment opportunities	Excellent		23% N=66
		Good		56% N=158
		Fair		16% N=46
		Poor		5% N=14
Shopping opportunities	Excellent		54% N=225	
	Good		38% N=156	
	Fair		8% N=33	
	Poor		0% N=1	
Cost of living	Excellent		6% N=23	
	Good		39% N=162	
	Fair		39% N=162	
	Poor		16% N=66	
Overall image or reputation	Excellent		42% N=172	
	Good		51% N=212	
	Fair		6% N=25	
	Poor		1% N=5	

Please also rate each of the following in the Novi community.































Traffic flow on major streets	Excellent		6% N=26
	Good		40% N=165
	Fair		35% N=145
	Poor		19% N=77
Ease of public parking	Excellent		23% N=94
	Good		55% N=223
	Fair		16% N=64
	Poor		6% N=24
Ease of travel by car	Excellent		22% N=89
	Good		54% N=221
	Fair		19% N=79
	Poor		6% N=23
Ease of travel by public transportation	Excellent		10% N=23
	Good		15% N=35
	Fair		18% N=42
	Poor		58% N=137
Ease of travel by bicycle	Excellent		11% N=34
	Good		34% N=112
	Fair		32% N=104
	Poor		23% N=74
Ease of walking	Excellent		17% N=64
	Good		39% N=150
	Fair		22% N=85
	Poor		22% N=87
Well-planned residential growth	Excellent		17% N=54
	Good		42% N=135
	Fair		27% N=86
	Poor		14% N=43
Well-planned commercial growth	Excellent		19% N=59
	Good		35% N=105

Please also rate each of the following in the Novi community.				
Well-planned commercial growth	Fair		29%	N=88
	Poor		17%	N=53
Well-designed neighborhoods	Excellent		22%	N=83
	Good		51%	N=194
	Fair		21%	N=81
	Poor		6%	N=24
Preservation of the historical or cultural character of the community	Excellent		18%	N=55
	Good		40%	N=120
	Fair		29%	N=87
	Poor		12%	N=35
Public places where people want to spend time	Excellent		19%	N=72
	Good		48%	N=184
	Fair		25%	N=97
	Poor		9%	N=33
Variety of housing options	Excellent		19%	N=73
	Good		43%	N=160
	Fair		29%	N=108
	Poor		9%	N=35
Availability of affordable quality housing	Excellent		10%	N=35
	Good		27%	N=96
	Fair		32%	N=113
	Poor		31%	N=108
Overall quality of new development	Excellent		18%	N=62
	Good		48%	N=165
	Fair		25%	N=86
	Poor		10%	N=34
Overall appearance	Excellent		32%	N=135
	Good		51%	N=211
	Fair		14%	N=59
	Poor		2%	N=10































Please also rate each of the following in the Novi community.

Cleanliness	Excellent		41% N=171
	Good		48% N=202
	Fair		9% N=39
	Poor		1% N=6
Water resources	Excellent		25% N=98
	Good		46% N=181
	Fair		23% N=91
	Poor		6% N=24
Air quality	Excellent		33% N=133
	Good		53% N=214
	Fair		13% N=52
	Poor		1% N=5
Availability of paths and walking trails	Excellent		26% N=101
	Good		45% N=173
	Fair		25% N=96
	Poor		4% N=16
Fitness opportunities	Excellent		28% N=103
	Good		50% N=184
	Fair		20% N=76
	Poor		2% N=7
Recreational opportunities	Excellent		24% N=93
	Good		53% N=204
	Fair		21% N=79
	Poor		2% N=8
Availability of affordable quality food	Excellent		28% N=113
	Good		49% N=198
	Fair		18% N=73
	Poor		5% N=21
Availability of affordable quality health care	Excellent		31% N=112
	Good		47% N=170

Please also rate each of the following in the Novi community.































Availability of affordable quality health care	Fair		19% N=67
	Poor		3% N=12
Availability of preventive health services	Excellent		31% N=109
	Good		48% N=171
	Fair		16% N=57
	Poor		5% N=16
Availability of affordable quality mental health care	Excellent		24% N=53
	Good		41% N=89
	Fair		21% N=47
	Poor		14% N=30
Opportunities to attend cultural/arts/music activities	Excellent		20% N=70
	Good		47% N=169
	Fair		26% N=93
	Poor		7% N=27
Community support for the arts	Excellent		21% N=62
	Good		47% N=140
	Fair		29% N=86
	Poor		3% N=10
Availability of affordable quality childcare/preschool	Excellent		30% N=64
	Good		40% N=83
	Fair		20% N=41
	Poor		10% N=21
K-12 education	Excellent		59% N=169
	Good		33% N=95
	Fair		5% N=15
	Poor		3% N=9
Adult educational opportunities	Excellent		27% N=76
	Good		49% N=136
	Fair		16% N=44
	Poor		7% N=21

Please also rate each of the following in the Novi community.































Sense of civic/community pride	Excellent		25% N=88
	Good		50% N=178
	Fair		24% N=86
	Poor		2% N=6
Neighborliness of residents	Excellent		24% N=91
	Good		47% N=179
	Fair		26% N=101
	Poor		3% N=10
Opportunities to participate in social events and activities	Excellent		23% N=83
	Good		48% N=174
	Fair		25% N=90
	Poor		4% N=14
Opportunities to attend special events and festivals	Excellent		25% N=91
	Good		52% N=189
	Fair		19% N=68
	Poor		5% N=19
Opportunities to volunteer	Excellent		29% N=80
	Good		46% N=127
	Fair		21% N=57
	Poor		3% N=9
Opportunities to participate in community matters	Excellent		23% N=65
	Good		49% N=136
	Fair		26% N=72
	Poor		2% N=6
Openness and acceptance of the community toward people of diverse backgrounds	Excellent		40% N=135
	Good		40% N=136
	Fair		17% N=59
	Poor		3% N=9
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Novi for help or information		
	No		52% N=218
	Yes		48% N=200

Please indicate whether or not you have done each of the following in the last 12 months.	Contacted Novi elected officials to express your opinion	No	91% N=379
		Yes	9% N=39
	Attended a local public meeting	No	80% N=334
		Yes	20% N=82
	Watched a local public meeting	No	84% N=350
		Yes	16% N=67
	Volunteered your time to some group/activity	No	78% N=322
		Yes	22% N=90
	Campaigned or advocated for a local issue, cause, or candidate	No	87% N=356
		Yes	13% N=55
	Voted in your most recent local election	No	27% N=111
		Yes	73% N=306
	Used public transportation instead of driving	No	94% N=389
		Yes	6% N=26
Carpooled with other adults or children instead of driving alone	No	60% N=252	
	Yes	40% N=166	
Walked or biked instead of driving	No	46% N=190	
	Yes	54% N=227	
Please rate the quality of each of the following services in Novi.	Public information services	Excellent	26% N=86
		Good	55% N=182
		Fair	16% N=54
		Poor	3% N=10
	Economic development	Excellent	19% N=59
		Good	55% N=166
		Fair	23% N=69
		Poor	3% N=9
	Traffic enforcement	Excellent	16% N=58
		Good	56% N=205
		Fair	23% N=83
		Poor	6% N=21































Please rate the quality of each of the following services in Novi.

Traffic signal timing	Excellent		13% N=50
	Good		50% N=197
	Fair		28% N=111
	Poor		10% N=39
Street repair	Excellent		8% N=34
	Good		34% N=136
	Fair		33% N=131
	Poor		25% N=101
Street cleaning	Excellent		18% N=67
	Good		49% N=182
	Fair		24% N=91
	Poor		9% N=35
Street lighting	Excellent		14% N=57
	Good		44% N=174
	Fair		32% N=125
	Poor		10% N=39
Snow removal	Excellent		24% N=91
	Good		45% N=170
	Fair		23% N=88
	Poor		7% N=27
Sidewalk maintenance	Excellent		17% N=60
	Good		42% N=151
	Fair		30% N=107
	Poor		11% N=39
Bus or transit services	Excellent		7% N=15
	Good		20% N=40
	Fair		21% N=42
	Poor		52% N=106
Land use, planning and zoning	Excellent		12% N=33
	Good		43% N=115































Please rate the quality of each of the following services in Novi.

Land use, planning and zoning	Fair		27% N=74
	Poor		18% N=48
Code enforcement	Excellent		15% N=38
	Good		53% N=136
	Fair		26% N=66
	Poor		6% N=16
Affordable high-speed internet access	Excellent		17% N=64
	Good		41% N=156
	Fair		21% N=79
	Poor		21% N=80
Garbage collection	Excellent		33% N=125
	Good		50% N=193
	Fair		16% N=60
	Poor		1% N=5
Drinking water	Excellent		30% N=117
	Good		45% N=177
	Fair		22% N=87
	Poor		4% N=14
Sewer services	Excellent		27% N=100
	Good		53% N=193
	Fair		16% N=60
	Poor		4% N=13
Storm water management	Excellent		24% N=84
	Good		54% N=189
	Fair		18% N=61
	Poor		4% N=14
Power (electric and/or gas) utility	Excellent		24% N=94
	Good		50% N=202
	Fair		19% N=76
	Poor		7% N=28































Please rate the quality of each of the following services in Novi.

Utility billing	Excellent		20% N=78
	Good		52% N=196
	Fair		21% N=80
	Poor		7% N=26
Police/Sheriff services	Excellent		44% N=152
	Good		48% N=167
	Fair		7% N=25
	Poor		2% N=5
Crime prevention	Excellent		41% N=137
	Good		47% N=156
	Fair		12% N=40
	Poor		0% N=1
Animal control	Excellent		28% N=72
	Good		44% N=112
	Fair		21% N=53
	Poor		7% N=17
Ambulance or emergency medical services	Excellent		51% N=137
	Good		41% N=111
	Fair		8% N=22
	Poor		0% N=1
Fire services	Excellent		51% N=143
	Good		42% N=118
	Fair		6% N=17
Fire prevention and education	Excellent		37% N=92
	Good		47% N=118
	Fair		15% N=37
	Poor		1% N=3
Emergency preparedness	Excellent		27% N=65
	Good		42% N=101
	Fair		27% N=65































Please rate the quality of each of the following services in Novi.





























Emergency preparedness	Poor		4% N=9
Preservation of natural areas	Excellent		24% N=74
	Good		40% N=123
	Fair		24% N=75
	Poor		12% N=37
Novi open space	Excellent		21% N=65
	Good		41% N=129
	Fair		25% N=79
	Poor		13% N=41
Recycling	Excellent		30% N=110
	Good		38% N=142
	Fair		22% N=81
	Poor		10% N=37
Yard waste pick-up	Excellent		35% N=104
	Good		47% N=139
	Fair		16% N=48
	Poor		2% N=7
City parks	Excellent		34% N=129
	Good		51% N=193
	Fair		13% N=49
	Poor		2% N=9
Recreation programs or classes	Excellent		36% N=112
	Good		48% N=147
	Fair		14% N=43
	Poor		2% N=6
Recreation centers or facilities	Excellent		32% N=100
	Good		50% N=156
	Fair		14% N=45
	Poor		4% N=13
Health services	Excellent		31% N=92































Please rate the quality of each of the following services in Novi.	Health services	Good		54% N=160
		Fair		11% N=31
		Poor		5% N=16
	Public library services	Excellent		61% N=225
		Good		35% N=129
		Fair		3% N=12
	Overall customer service by Novi employees	Excellent		45% N=166
		Good		44% N=165
		Fair		9% N=35
Poor			1% N=4	
Please rate the following categories of Novi government performance.	The value of services for the taxes paid to Novi	Excellent		18% N=64
		Good		47% N=171
		Fair		30% N=109
		Poor		5% N=18
	The overall direction that Novi is taking	Excellent		22% N=74
		Good		54% N=185
		Fair		22% N=74
		Poor		2% N=8
	The job Novi government does at welcoming resident involvement	Excellent		28% N=80
		Good		41% N=117
		Fair		24% N=68
		Poor		7% N=19
	Overall confidence in Novi government	Excellent		21% N=73
		Good		51% N=180
		Fair		24% N=84
		Poor		5% N=19
Generally acting in the best interest of the community	Excellent		26% N=91	
	Good		50% N=174	
	Fair		21% N=72	
	Poor		3% N=9	































Please rate the following categories of Novi government performance.	Being honest	Excellent		23% N=70
		Good		56% N=169
		Fair		19% N=57
		Poor		2% N=7
	Being open and transparent to the public	Excellent		23% N=70
		Good		47% N=143
		Fair		26% N=78
		Poor		4% N=12
	Informing residents about issues facing the community	Excellent		25% N=81
		Good		39% N=127
		Fair		29% N=95
		Poor		6% N=20
	Treating all residents fairly	Excellent		30% N=92
		Good		50% N=152
		Fair		19% N=57
		Poor		1% N=4
	Treating residents with respect	Excellent		33% N=111
		Good		51% N=169
		Fair		15% N=52
		Poor		1% N=3
Overall, how would you rate the quality of the services provided by each of the following?	The City of Novi	Excellent		30% N=114
		Good		54% N=208
		Fair		16% N=60
		Poor		0% N=1
	The Federal Government	Excellent		9% N=31
		Good		37% N=132
		Fair		39% N=141
		Poor		16% N=56
Please rate how important, if at all, you think it is for the Novi community to focus on each of the following in the coming two years.	Overall economic health	Essential		49% N=197
		Very important		41% N=163




Please rate how important, if at all, you think it is for the Novi community to focus on each of the following in the coming two years.

Overall economic health	Somewhat important		10% N=40
	Not at all important		0% N=
Overall quality of the transportation system	Essential		36% N=145
	Very important		39% N=160
	Somewhat important		19% N=76
	Not at all important		6% N=26
Overall design or layout of residential and commercial areas	Essential		35% N=143
	Very important		39% N=160
	Somewhat important		22% N=90
	Not at all important		3% N=14
Overall quality of the utility infrastructure	Essential		61% N=247
	Very important		32% N=128
	Somewhat important		5% N=19
	Not at all important		3% N=10
Overall feeling of safety	Essential		62% N=252
	Very important		27% N=109
	Somewhat important		11% N=46
	Not at all important		0% N=
Overall quality of natural environment	Essential		37% N=150
	Very important		44% N=179
	Somewhat important		17% N=69
	Not at all important		1% N=5
Overall quality of parks and recreation opportunities	Essential		36% N=147
	Very important		41% N=168
	Somewhat important		22% N=88
	Not at all important		0% N=2
Overall health and wellness opportunities	Essential		35% N=143
	Very important		44% N=178
	Somewhat important		21% N=84
	Not at all important		1% N=3

Please rate how important, if at all, you think it is for the Novi community to focus on each of the following in the coming two years.					
Overall opportunities for education, culture, and the arts	Essential		37%	N=153	
	Very important		39%	N=161	
	Somewhat important		22%	N=90	
	Not at all important		1%	N=5	
Residents' connection and engagement with their community	Essential		22%	N=88	
	Very important		44%	N=177	
	Somewhat important		32%	N=129	
	Not at all important		3%	N=11	
In general, how many times do you:	Access the internet from your home	Several times a day		86%	N=347
		Once a day		7%	N=27
		A few times a week		4%	N=14
		Every few weeks		2%	N=7
		Less often or never		2%	N=7
Access the internet from your cell phone	Several times a day		85%	N=346	
	Once a day		5%	N=19	
	A few times a week		4%	N=18	
	Every few weeks		1%	N=4	
	Less often or never		5%	N=19	
Visit social media sites	Several times a day		52%	N=209	
	Once a day		14%	N=56	
	A few times a week		9%	N=38	
	Every few weeks		4%	N=17	
	Less often or never		20%	N=82	
Use or check email	Several times a day		80%	N=324	
	Once a day		14%	N=57	
	A few times a week		3%	N=10	
	Every few weeks		1%	N=6	
	Less often or never		2%	N=7	
Share your opinions online	Several times a day		11%	N=45	
	Once a day		5%	N=20	

In general, how many times do you:	Share your opinions online	A few times a week		13% N=50		
		Every few weeks		14% N=56		
		Less often or never		57% N=226		
Shop online		Several times a day		15% N=62		
		Once a day		8% N=32		
		A few times a week		30% N=120		
		Every few weeks		33% N=132		
		Less often or never		14% N=55		
		Please rate your overall health.		Excellent		29% N=118
				Very good		43% N=178
Good				22% N=90		
Fair				4% N=18		
Poor				2% N=6		
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:		Very positive		6% N=26		
		Somewhat positive		13% N=55		
		Neutral		37% N=152		
		Somewhat negative		34% N=139		
		Very negative		9% N=38		
How many years have you lived in Novi?		Less than 2 years		19% N=78		
		2-5 years		24% N=100		
		6-10 years		17% N=69		
		11-20 years		16% N=67		
		More than 20 years		23% N=96		
Which best describes the building you live in?		One family house detached from any other houses		50% N=203		
		Building with two or more homes (duplex, townhome, apa..		47% N=191		
		Mobile home		2% N=8		
		Other		2% N=7		
Do you rent or own your home?		Rent		34% N=137		
		Own		66% N=272		
About how much is your monthly housing cost for the place you live (including rent, mortgage		Less than \$500		4% N=15		

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	\$500 to \$999		13% N=51
	\$1,000 to \$1,499		24% N=97
	\$1,500 to \$1,999		20% N=81
	\$2,000 to \$2,499		13% N=52
	\$2,500 to \$2,999		10% N=41
	\$3,000 to \$3,499		6% N=25
	\$3,500 or more		9% N=36
Do any children 17 or under live in your household?	No		66% N=274
	Yes		34% N=140
Are you or any other members of your household aged 65 or older?	No		69% N=286
	Yes		31% N=127
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		5% N=18
	\$25,000 to \$49,999		15% N=57
	\$50,000 to \$74,999		13% N=50
	\$75,000 to \$99,999		17% N=66
	\$100,000 to \$149,999		24% N=91
	\$150,000 or more		27% N=105
Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic, or Latino		96% N=392
	Yes, I consider myself to be Spanish, Hispanic, or Latino		4% N=16
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		1% N=5
	Asian, Asian Indian, or Pacific Islander		23% N=92
	Black or African American		7% N=30
	White		68% N=276
	Other		3% N=13
In which category is your age?	18-24 years		3% N=13
	25-34 years		23% N=95
	35-44 years		18% N=74
	45-54 years		20% N=84
	55-64 years		10% N=42
	65-74 years		14% N=59

In which category is your age?	75 years or older		11% N=47
What is your gender?	Woman		52% N=215
	Man		48% N=199

Full trends

This table contains the trends over time for the City of Novi. The combined "percent positive" responses for each survey year are presented (e.g., excellent/good or yes). If an item was not included during an administration of the survey, no percentage will be shown in the table. If the difference between the 2020 and 2022 surveys is greater than seven percentage points, the change is statistically significant.

It is important to note that in 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

		1998	2006	2008	2010	2012	2014	2016	2018	2020	2022
Please rate each of the following aspects of quality of life in Novi.	Novi as a place to live	93%	97%	94%	97%	98%	96%	95%	96%	96%	
	Your neighborhood as a place to live	88%	86%	90%	90%	89%	89%	90%	92%	90%	
	Novi as a place to raise children	92%	95%	92%	93%	95%	95%	95%	99%	93%	
	Novi as a place to work	73%	77%	77%	83%	84%	82%	84%	88%	87%	
	Novi as a place to visit						72%	76%	71%	69%	63%
	Novi as a place to retire	55%	59%	70%	68%	62%	66%	70%	69%	69%	
	The overall quality of life	88%	92%	93%	92%	95%	95%	93%	95%	89%	
	Sense of community	63%	74%	73%	75%	70%	64%	72%	72%	73%	
Please rate each of the following characteristics as they relate to Novi as a whole.	Overall economic health						92%	86%	95%	91%	90%
	Overall quality of the transportation system									54%	49%
	Overall design or layout of residential and commercial areas						76%	67%	65%	69%	70%
	Overall quality of the utility infrastructure									85%	68%
	Overall feeling of safety						96%	95%	96%	97%	92%
	Overall quality of natural environment			71%	81%	81%	85%	81%	75%	81%	84%
	Overall quality of parks and recreation opportunities									83%	85%
	Overall health and wellness opportunities						88%	85%	84%	84%	85%
	Overall opportunities for education, culture, and the arts						92%	90%	91%	77%	83%
	Residents' connection and engagement with their community									64%	65%
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Novi to someone who asks		92%	96%	95%	97%	96%	93%	95%	91%	
	Remain in Novi for the next five years		86%	85%	90%	92%	89%	87%	87%	90%	
Please rate how safe or unsafe you feel:	In your neighborhood during the day	97%	94%	97%	98%	95%	97%	98%	99%	98%	
	In Novi's downtown/commercial area during the day	97%	93%	96%	96%	96%	95%	96%	97%	93%	
	From property crime	79%	78%	78%	83%					93%	93%
	From violent crime	89%	89%	92%	96%					98%	93%
	From fire, flood, or other natural disaster									96%	87%
Please rate the job you feel the Novi community does at each of the following.	Making all residents feel welcome									80%	79%
	Attracting people from diverse backgrounds									86%	90%

Please rate the job you feel the Novi community does at each of the following.	Valuing/respecting residents from diverse backgrounds	86% 91%
	Taking care of vulnerable residents	82% 83%
Please rate each of the following in the Novi community.	Overall quality of business and service establishments	85% 85% 88% 83% 82% 80% 86% 87%
	Variety of business and service establishments	85% 83%
	Vibrancy of downtown/commercial area	49% 46% 45% 49% 59%
	Employment opportunities	45% 44% 50% 55% 66% 67% 74% 69% 79%
	Shopping opportunities	95% 94% 95% 95% 94% 92% 93% 92% 92%
	Cost of living	54% 47% 51% 50% 45%
	Overall image or reputation	88% 88% 89% 91% 92% 93% 92% 92% 93%
Please also rate each of the following in the Novi community.	Traffic flow on major streets	27% 44% 44% 55% 55% 35% 39% 55% 46%
	Ease of public parking	82% 73% 71% 82% 78%
	Ease of travel by car	50% 64% 65% 72% 75% 61% 62% 77% 76%
	Ease of travel by public transportation	24% 17% 25%
	Ease of travel by bicycle	34% 39% 46% 48% 50% 45% 50% 46% 44%
	Ease of walking	45% 50% 57% 58% 58% 52% 60% 66% 55%
	Well-planned residential growth	54% 59%
	Well-planned commercial growth	56% 54%
	Well-designed neighborhoods	71% 72%
	Preservation of the historical or cultural character of the community	60% 59%
	Public places where people want to spend time	74% 71% 74% 62% 66%
	Variety of housing options	83% 75% 83% 75% 71% 73% 72% 62%
	Availability of affordable quality housing	39% 57% 69% 70% 60% 48% 52% 43% 37%
	Overall quality of new development	73% 78% 78% 77% 68% 67% 66% 67% 66%
	Overall appearance	82% 86% 89% 91% 93% 87% 93% 84% 83%
	Cleanliness	88% 93% 93% 95% 86% 94% 94% 89%
	Water resources	75% 70%
	Air quality	92% 83% 87% 92% 86%
	Availability of paths and walking trails	46% 52% 53% 58% 57% 57% 72% 71%
	Fitness opportunities	80% 75% 74% 72% 78%
	Recreational opportunities	68% 70% 71% 80% 77% 72% 75% 70% 78%
	Availability of affordable quality food	79% 81% 86% 83% 83% 79% 85% 83% 76%
	Availability of affordable quality health care	72% 71% 83% 81% 86% 79% 88% 84% 78%
	Availability of preventive health services	76% 84% 85% 85% 80% 87% 84% 79%
Availability of affordable quality mental health care	73% 65%	

Please also rate each of the following in the Novi community.	Opportunities to attend cultural/arts/music activities	59%	55%	60%	74%	64%	64%	66%	54%	67%	
	Community support for the arts								57%	68%	
	Availability of affordable quality childcare/preschool	52%	57%	71%	68%	78%	74%	76%	68%	70%	
	K-12 education	90%	88%	89%	92%	93%	94%	95%	96%	92%	
	Adult educational opportunities					76%	79%	83%	80%	77%	
	Sense of civic/community pride								78%	74%	
	Neighborliness of residents					70%	70%	74%	72%	71%	
	Opportunities to participate in social events and activities	60%	71%	80%	65%	63%	67%	63%	71%		
	Opportunities to attend special events and festivals					72%	65%	77%	59%	76%	
	Opportunities to volunteer	70%	73%	76%	74%	70%	77%	68%	75%		
	Opportunities to participate in community matters	68%	75%	73%	75%	64%	71%	65%	72%		
	Openness and acceptance of the community toward people of diver..	79%	83%	78%	85%	83%	82%	78%	77%	80%	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Novi for help or information	54%	52%	40%	38%	37%	36%	40%	48%	48%	
	Contacted Novi elected officials to express your opinion					7%	11%	10%	13%	9%	
	Attended a local public meeting	23%	25%	21%	18%	16%	19%	18%	19%	20%	
	Watched a local public meeting	45%	42%	33%	25%	18%	14%	16%	13%	16%	
	Volunteered your time to some group/activity	33%	30%	27%	30%	29%	30%	22%	21%	22%	
	Campaigned or advocated for a local issue, cause, or candidate					15%	16%	14%	11%	13%	
	Voted in your most recent local election	77%	82%	71%	68%				75%	74%	
	Used public transportation instead of driving								5%	5%	6%
	Carpooled with other adults or children instead of driving alone					28%	30%	31%	25%	40%	
	Walked or biked instead of driving					55%	53%	51%	58%	55%	
Please rate the quality of each of the following services in Novi.	Public information services	65%	69%	77%	84%	80%	82%	78%	80%	81%	
	Economic development	64%	60%	62%	73%	77%	74%	75%	78%	74%	
	Traffic enforcement	75%	81%	77%	77%	80%	73%	81%	80%	72%	
	Traffic signal timing	46%	54%	53%	57%	54%	46%	59%	59%	62%	
	Street repair	51%	50%	47%	51%	40%	37%	38%	50%	42%	
	Street cleaning	60%	64%	71%	66%	60%	58%	59%	77%	66%	
	Street lighting	56%	59%	62%	64%	68%	59%	64%	68%	58%	
	Snow removal	63%	60%	63%	70%	67%	61%	73%	76%	69%	
	Sidewalk maintenance	57%	61%	62%	68%	64%	60%	65%	60%	59%	
	Bus or transit services				43%	42%			15%	26%	
	Land use, planning and zoning	42%	54%	61%	61%	64%	57%	56%	50%	54%	
	Code enforcement	69%	63%	70%	73%	74%	65%	69%	69%	68%	

Please rate the quality of each of the following services in Novi.	Affordable high-speed internet access									49%	58%				
	Garbage collection			81%						94%	91%	83%			
	Drinking water			81%		79%	79%	85%	82%	74%					
	Sewer services			79%		85%	81%	87%	91%	80%					
	Storm water management			69%	69%	78%	78%	76%	73%	76%	82%	78%			
	Power (electric and/or gas) utility									75%	82%	86%	91%	74%	
	Utility billing									72%	72%	83%	85%	72%	
	Police/Sheriff services			87%	88%	92%	93%	88%	89%	93%	91%	91%			
	Crime prevention			86%	79%	85%	89%	86%	86%	90%	94%	88%			
	Animal control										84%	72%			
	Ambulance or emergency medical services			90%	91%	98%	93%	94%	96%	92%	94%	91%			
	Fire services			93%	92%	97%	95%	95%	95%	96%	94%	94%			
	Fire prevention and education			85%	88%	85%	90%	90%	90%	90%	83%	84%			
	Emergency preparedness			64%	74%	78%	74%	65%	80%	77%	69%				
	Preservation of natural areas			56%	73%	70%	70%	58%	55%	66%	64%				
	Novi open space									64%	54%	49%	57%	62%	
	Recycling			66%	65%	70%	75%	68%	74%	84%	74%	69%			
	Yard waste pick-up										86%	79%	82%		
	City parks			62%	78%	80%	81%	87%	85%	82%	86%	86%	85%		
	Recreation programs or classes			72%	75%	77%	82%	79%	85%	82%	85%	85%			
	Recreation centers or facilities			70%	75%	76%	84%	77%	77%	80%	80%	82%			
	Health services										87%	82%	89%	86%	84%
	Public library services			77%	84%	94%	93%	92%	91%	91%	96%	97%			
	Overall customer service by Novi employees			83%	84%	87%	89%	85%	80%	88%	90%	89%			
Please rate the following categories of Novi government performance.	The value of services for the taxes paid to Novi			56%	51%	63%	69%	65%	61%	66%	71%	65%			
	The overall direction that Novi is taking			62%	67%	72%	80%	83%	70%	67%	72%	76%			
	The job Novi government does at welcoming resident involvement			62%	56%	59%	72%	72%	63%	69%	57%	69%			
	Overall confidence in Novi government									75%	66%	68%	72%	71%	
	Generally acting in the best interest of the community									78%	68%	66%	73%	77%	
	Being honest									78%	70%	69%	75%	79%	
	Being open and transparent to the public										68%	70%			
	Informing residents about issues facing the community										67%	65%			
	Treating all residents fairly									81%	73%	74%	79%	80%	
	Treating residents with respect										84%	84%			

Overall, how would you rate the quality of the services provided by each of the following?	The City of Novi	81% 80% 88% 90% 89% 83% 90% 85% 84%
	The Federal Government	42% 36% 40% 38% 47% 41% 47% 47% 45%
Please rate how important, if at all, you think it is for the Novi community to focus on each of the following in the coming two years.	Overall economic health	87% 92% 91% 92% 90%
	Overall quality of the transportation system	70% 75%
	Overall design or layout of residential and commercial areas	72% 77% 75% 76% 75%
	Overall quality of the utility infrastructure	95% 93%
	Overall feeling of safety	89% 96% 95% 92% 88%
	Overall quality of natural environment	82% 84% 90% 90% 82%
	Overall quality of parks and recreation opportunities	85% 78%
	Overall health and wellness opportunities	72% 74% 78% 75% 79%
	Overall opportunities for education, culture, and the arts	77% 83% 83% 79% 76%
	Residents' connection and engagement with their community	74% 81% 85% 72% 65%
In general, how many times do you:	Access the internet from your home	98% 97%
	Access the internet from your cell phone	95% 94%
	Visit social media sites	82% 75%
	Use or check email	99% 97%
	Share your opinions online	34% 29%
	Shop online	59% 53%
	Please rate your overall health.	68% 70% 69% 76% 72%
	What impact, if any, do you think the economy will have on your fa..	11% 9% 24% 28% 40% 30% 42% 26% 20%

Methods (open participation)





























As part of its participation in The National Community Survey™ (The NCS™), the City of Novi conducted a survey of 422 residents. Survey invitations were mailed to randomly selected households and data were collected from October 20th, 2022 to December 9th, 2022. The results from this main survey effort represent the most robust estimate of your residents' opinions.

































After the above data collection period was underway, a link to an online open participation survey was publicized by the City of Novi. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and also a question about where they heard about the survey. The open participation survey was open to all city residents and became available on December 5th, 2022. The survey remained open for 2 weeks and there were 29 responses.

































The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. Due to limited response, the results were not statistically weighted.

































Open participation survey results

































This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

	In which area of Novi do you live? (Refer to map above.)	Area 1 - North of I-96		21% N=6
		Area 2 - South of I-96 East of Novi Road		38% N=11
		Area 3 - South of I-96 West of Novi Road		41% N=12
Please rate each of the following aspects of quality of life in Novi.	Novi as a place to live	Excellent		41% N=12
		Good		48% N=14
		Fair		10% N=3
	Your neighborhood as a place to live	Excellent		36% N=10
		Good		54% N=15
		Fair		11% N=3
	Novi as a place to raise children	Excellent		58% N=14
		Good		33% N=8
		Fair		4% N=1
		Poor		4% N=1
	Novi as a place to work	Excellent		43% N=6
		Good		29% N=4
Fair			29% N=4	
Novi as a place to visit	Excellent		25% N=6	
	Good		50% N=12	
	Fair		17% N=4	
	Poor		8% N=2	
Novi as a place to retire	Excellent		32% N=7	
	Good		27% N=6	
	Fair		32% N=7	
	Poor		9% N=2	
The overall quality of life in Novi	Excellent		31% N=9	
	Good		59% N=17	
	Fair		10% N=3	
Sense of community	Excellent		19% N=5	

































Please rate each of the following aspects of quality of life in Novi.	Sense of community	Good		44% N=12
		Fair		30% N=8
		Poor		7% N=2
Please rate each of the following characteristics as they relate to Novi as a whole.	Overall economic health of Novi	Excellent		32% N=9
		Good		54% N=15
		Fair		14% N=4
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Novi	Excellent		3% N=1
		Good		21% N=6
		Fair		52% N=15
		Poor		24% N=7
	Overall design or layout of Novi's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Excellent		4% N=1
		Good		46% N=13
		Fair		36% N=10
		Poor		14% N=4
	Overall quality of the utility infrastructure in Novi (water, sewer, storm water, electric/gas, broadband)	Excellent		14% N=4
Good			29% N=8	
Fair			32% N=9	
Poor			25% N=7	
Overall feeling of safety in Novi	Excellent		45% N=13	
	Good		45% N=13	
	Fair		10% N=3	
Overall quality of natural environment in Novi	Excellent		21% N=6	
	Good		38% N=11	
	Fair		38% N=11	
	Poor		3% N=1	
Overall quality of parks and recreation opportunities	Excellent		43% N=12	
	Good		25% N=7	
	Fair		21% N=6	
	Poor		11% N=3	
Overall health and wellness opportunities in Novi	Excellent		29% N=8	
	Good		54% N=15	
	Fair		11% N=3	

Please rate each of the following characteristics as they relate to Novi as a whole.	Overall health and wellness opportunities in Novi	Poor		7% N=2
	Overall opportunities for education, culture, and the arts	Excellent		29% N=8
		Good		54% N=15
		Fair		14% N=4
		Poor		4% N=1
Residents' connection and engagement with their community	Excellent		17% N=5	
	Good		55% N=16	
	Fair		28% N=8	
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Novi to someone who asks	Very likely		52% N=15
		Somewhat likely		41% N=12
		Somewhat unlikely		3% N=1
		Very unlikely		3% N=1
	Remain in Novi for the next five years	Very likely		76% N=22
		Somewhat likely		14% N=4
		Very unlikely		10% N=3
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		90% N=26
		Somewhat safe		10% N=3
	In Novi's downtown/commercial area during the day	Very safe		62% N=18
		Somewhat safe		24% N=7
		Neither safe nor unsafe		10% N=3
		Very unsafe		3% N=1
	From property crime	Very safe		45% N=13
		Somewhat safe		41% N=12
		Neither safe nor unsafe		7% N=2
		Somewhat unsafe		7% N=2
	From violent crime	Very safe		83% N=24
		Somewhat safe		7% N=2
		Neither safe nor unsafe		10% N=3
From fire, flood, or other natural disaster	Very safe		61% N=17	
	Somewhat safe		39% N=11	
Please rate the job you feel the Novi community does at each of the following.	Making all residents feel welcome	Excellent		29% N=8
		Good		46% N=13

































Please rate the job you feel the Novi community does at each of the following.	Making all residents feel welcome	Fair		21% N=6
		Poor		4% N=1
	Attracting people from diverse backgrounds	Excellent		55% N=16
		Good		31% N=9
		Fair		10% N=3
		Poor		3% N=1
	Valuing/respecting residents from diverse backgrounds	Excellent		41% N=11
		Good		37% N=10
		Fair		19% N=5
		Poor		4% N=1
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Excellent		43% N=9	
	Good		29% N=6	
	Fair		19% N=4	
	Poor		10% N=2	
Please rate each of the following in the Novi community.	Overall quality of business and service establishments in Novi	Excellent		25% N=7
		Good		54% N=15
		Fair		14% N=4
		Poor		7% N=2
	Variety of business and service establishments in Novi	Excellent		18% N=5
		Good		50% N=14
		Fair		25% N=7
		Poor		7% N=2
	Vibrancy of downtown/commercial area	Good		34% N=10
		Fair		45% N=13
Poor			21% N=6	
Employment opportunities	Excellent		20% N=3	
	Good		40% N=6	
	Fair		33% N=5	
	Poor		7% N=1	
Shopping opportunities	Excellent		45% N=13	
	Good		48% N=14	
	Fair		7% N=2	

Please rate each of the following in the Novi community.	Cost of living in Novi	Excellent		3% N=1
		Good		31% N=9
		Fair		45% N=13
		Poor		21% N=6
	Overall image or reputation of Novi	Excellent		31% N=9
		Good		52% N=15
		Fair		14% N=4
		Poor		3% N=1
Please also rate each of the following in the Novi community.	Traffic flow on major streets	Good		31% N=9
		Fair		31% N=9
		Poor		38% N=11
	Ease of public parking	Excellent		29% N=8
		Good		57% N=16
		Fair		11% N=3
		Poor		4% N=1
	Ease of travel by car in Novi	Excellent		7% N=2
		Good		66% N=19
		Fair		24% N=7
		Poor		3% N=1
Ease of travel by public transportation in Novi	Excellent		7% N=1	
	Fair		7% N=1	
	Poor		87% N=13	
Ease of travel by bicycle in Novi	Excellent		9% N=2	
	Good		26% N=6	
	Fair		57% N=13	
	Poor		9% N=2	
Ease of walking in Novi	Excellent		17% N=5	
	Good		28% N=8	
	Fair		45% N=13	
	Poor		10% N=3	
Well-planned residential growth	Excellent		7% N=2	
	Good		29% N=8	

































Please also rate each of the following in the Novi community.

































Well-planned residential growth	Fair		32% N=9
	Poor		32% N=9
Well-planned commercial growth	Excellent		8% N=2
	Good		24% N=6
	Fair		32% N=8
	Poor		36% N=9
Well-designed neighborhoods	Excellent		11% N=3
	Good		57% N=16
	Fair		18% N=5
	Poor		14% N=4
Preservation of the historical or cultural character of the community	Excellent		7% N=2
	Good		30% N=8
	Fair		41% N=11
	Poor		22% N=6
Public places where people want to spend time	Excellent		10% N=3
	Good		38% N=11
	Fair		38% N=11
	Poor		14% N=4
Variety of housing options	Excellent		4% N=1
	Good		44% N=12
	Fair		33% N=9
	Poor		19% N=5
Availability of affordable quality housing	Excellent		4% N=1
	Good		20% N=5
	Fair		20% N=5
	Poor		56% N=14
Overall quality of new development in Novi	Excellent		4% N=1
	Good		30% N=8
	Fair		33% N=9
	Poor		33% N=9
Overall appearance of Novi	Excellent		14% N=4
	Good		55% N=16

































Please also rate each of the following in the Novi community.

Overall appearance of Novi	Fair		28% N=8
	Poor		3% N=1
Cleanliness of Novi	Excellent		25% N=7
	Good		57% N=16
	Fair		18% N=5
Water resources (beaches, lakes, ponds, riverways, etc.)	Excellent		29% N=8
	Good		36% N=10
	Fair		32% N=9
	Poor		4% N=1
Air quality	Excellent		22% N=6
	Good		74% N=20
	Fair		4% N=1
Availability of paths and walking trails	Excellent		28% N=8
	Good		31% N=9
	Fair		34% N=10
	Poor		7% N=2
Fitness opportunities (including exercise classes and paths or trails, etc.)	Excellent		21% N=6
	Good		55% N=16
	Fair		21% N=6
	Poor		3% N=1
Recreational opportunities	Excellent		18% N=5
	Good		61% N=17
	Fair		14% N=4
	Poor		7% N=2
Availability of affordable quality food	Excellent		29% N=8
	Good		36% N=10
	Fair		29% N=8
	Poor		7% N=2
Availability of affordable quality health care	Excellent		33% N=9
	Good		41% N=11
	Fair		22% N=6
	Poor		4% N=1

































Please also rate each of the following in the Novi community.

Availability of preventive health services	Excellent		22% N=6
	Good		59% N=16
	Fair		19% N=5
Availability of affordable quality mental health care	Excellent		13% N=2
	Good		38% N=6
	Fair		38% N=6
	Poor		13% N=2
Opportunities to attend cultural/arts/music activities	Excellent		7% N=2
	Good		48% N=13
	Fair		37% N=10
	Poor		7% N=2
Community support for the arts	Excellent		12% N=3
	Good		46% N=12
	Fair		42% N=11
Availability of affordable quality childcare/preschool	Excellent		19% N=3
	Good		50% N=8
	Fair		13% N=2
	Poor		19% N=3
K-12 education	Excellent		67% N=14
	Good		24% N=5
	Fair		5% N=1
	Poor		5% N=1
Adult educational opportunities	Excellent		30% N=6
	Good		55% N=11
	Fair		15% N=3
Sense of civic/community pride	Excellent		14% N=4
	Good		46% N=13
	Fair		36% N=10
	Poor		4% N=1
Neighborliness of residents in Novi	Excellent		15% N=4
	Good		42% N=11
	Fair		31% N=8

































Please also rate each of the following in the Novi community.	Neighborliness of residents in Novi	Poor		12% N=3
	Opportunities to participate in social events and activities	Excellent		15% N=4
		Good		44% N=12
		Fair		41% N=11
	Opportunities to attend special events and festivals	Excellent		11% N=3
		Good		56% N=15
		Fair		33% N=9
Opportunities to volunteer	Excellent		18% N=4	
	Good		50% N=11	
	Fair		27% N=6	
	Poor		5% N=1	
Opportunities to participate in community matters	Excellent		14% N=4	
	Good		43% N=12	
	Fair		32% N=9	
	Poor		11% N=3	
Openness and acceptance of the community toward people of diverse backgrounds	Excellent		22% N=6	
	Good		56% N=15	
	Fair		19% N=5	
	Poor		4% N=1	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Novi (in-person, phone, email, or web) for help or information	No		39% N=11
		Yes		61% N=17
	Contacted Novi elected officials (in-person, phone, email, or web) to express your opinion	No		71% N=20
		Yes		29% N=8
	Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood w..	No		64% N=18
		Yes		36% N=10
	Watched (online or on television) a local public meeting	No		56% N=15
		Yes		44% N=12
	Volunteered your time to some group/activity in Novi	No		64% N=18
		Yes		36% N=10
	Campaigned or advocated for a local issue, cause, or candidate	No		61% N=17
		Yes		39% N=11
	Voted in your most recent local election	No		7% N=2

Please indicate whether or not you have done each of the following in the last 12 months.	Voted in your most recent local election	Yes		93% N=26
	Used bus, rail, subway, or other public transportation instead of driving	No		93% N=26
		Yes		7% N=2
	Carpooled with other adults or children instead of driving alone	No		54% N=15
		Yes		46% N=13
	Walked or biked instead of driving	No		39% N=11
		Yes		61% N=17
	Please rate the quality of each of the following services in Novi.	Public information services	Excellent	
Good				56% N=15
Fair				19% N=5
Economic development		Excellent		16% N=4
		Good		52% N=13
		Fair		28% N=7
		Poor		4% N=1
Traffic enforcement		Excellent		27% N=7
		Good		46% N=12
		Fair		12% N=3
		Poor		15% N=4
Traffic signal timing		Excellent		4% N=1
		Good		33% N=9
		Fair		33% N=9
		Poor		30% N=8
Street repair		Excellent		4% N=1
		Good		29% N=8
		Fair		29% N=8
		Poor		39% N=11
Street cleaning		Excellent		15% N=4
	Good		41% N=11	
	Fair		33% N=9	
	Poor		11% N=3	
Street lighting	Excellent		7% N=2	
	Good		52% N=14	

































Please rate the quality of each of the following services in Novi.

































Street lighting	Fair		19% N=5
	Poor		22% N=6
Snow removal	Excellent		22% N=6
	Good		63% N=17
	Fair		11% N=3
	Poor		4% N=1
Sidewalk maintenance	Excellent		8% N=2
	Good		58% N=14
	Fair		17% N=4
	Poor		17% N=4
Bus or transit services	Excellent		7% N=1
	Fair		27% N=4
	Poor		67% N=10
Land use, planning, and zoning	Excellent		8% N=2
	Good		8% N=2
	Fair		52% N=13
	Poor		32% N=8
Code enforcement (weeds, abandoned buildings, etc.)	Excellent		4% N=1
	Good		52% N=12
	Fair		30% N=7
	Poor		13% N=3
Affordable high-speed internet access	Excellent		7% N=2
	Good		26% N=7
	Fair		30% N=8
	Poor		37% N=10
Garbage collection	Excellent		26% N=7
	Good		56% N=15
	Fair		15% N=4
	Poor		4% N=1
Drinking water	Excellent		44% N=12
	Good		33% N=9
	Fair		19% N=5

































Please rate the quality of each of the following services in Novi.

































Drinking water	Poor		4% N=1
Sewer services	Excellent		39% N=9
	Good		48% N=11
	Fair		13% N=3
Storm water management (storm drainage, dams, levees, etc.)	Excellent		28% N=7
	Good		40% N=10
	Fair		20% N=5
	Poor		12% N=3
Power (electric and/or gas) utility	Excellent		15% N=4
	Good		35% N=9
	Fair		38% N=10
	Poor		12% N=3
Utility billing	Excellent		23% N=6
	Good		42% N=11
	Fair		31% N=8
	Poor		4% N=1
Police/Sheriff services	Excellent		46% N=12
	Good		46% N=12
	Fair		8% N=2
Crime prevention	Excellent		33% N=9
	Good		56% N=15
	Fair		11% N=3
Animal control	Excellent		21% N=4
	Good		42% N=8
	Fair		21% N=4
	Poor		16% N=3
Ambulance or emergency medical services	Excellent		50% N=10
	Good		40% N=8
	Fair		10% N=2
Fire services	Excellent		62% N=13
	Good		29% N=6
	Fair		10% N=2

Please rate the quality of each of the following services in Novi.

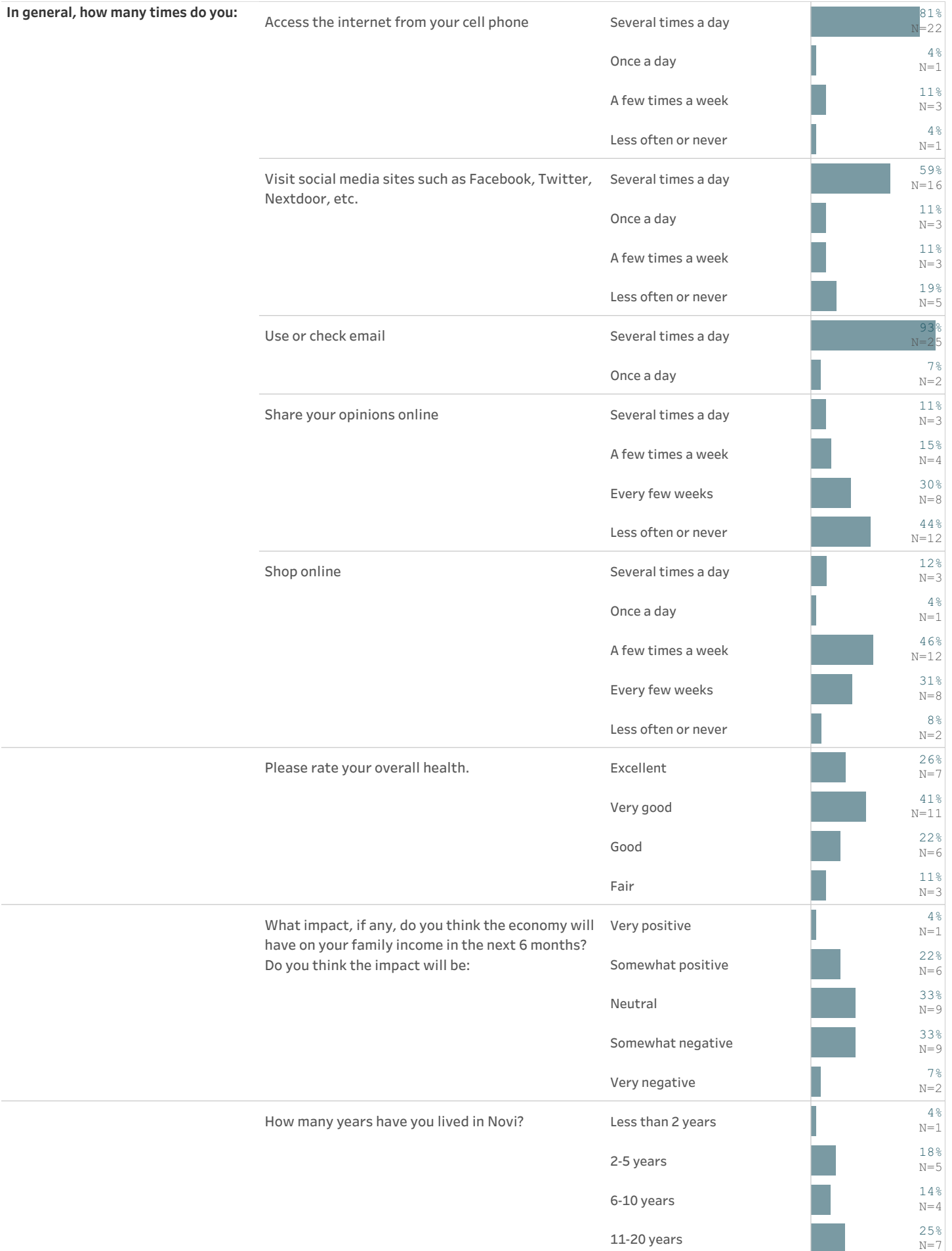
Fire prevention and education	Excellent		47% N=9
	Good		42% N=8
	Fair		5% N=1
	Poor		5% N=1
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Excellent		37% N=7
	Good		37% N=7
	Fair		21% N=4
	Poor		5% N=1
Preservation of natural areas (open space, farmlands, and greenbelts)	Excellent		16% N=4
	Good		20% N=5
	Fair		32% N=8
	Poor		32% N=8
Novi open space	Excellent		15% N=4
	Good		26% N=7
	Fair		26% N=7
	Poor		33% N=9
Recycling	Excellent		32% N=9
	Good		57% N=16
	Fair		11% N=3
Yard waste pick-up	Excellent		40% N=10
	Good		44% N=11
	Fair		16% N=4
City parks	Excellent		36% N=10
	Good		43% N=12
	Fair		14% N=4
	Poor		7% N=2
Recreation programs or classes	Excellent		46% N=11
	Good		42% N=10
	Fair		8% N=2
	Poor		4% N=1
Recreation centers or facilities	Excellent		31% N=8
	Good		42% N=11

































Please rate the quality of each of the following services in Novi.	Recreation centers or facilities	Fair		15% N=4
		Poor		12% N=3
	Health services	Excellent		30% N=7
		Good		48% N=11
		Fair		17% N=4
		Poor		4% N=1
	Public library services	Excellent		65% N=17
		Good		27% N=7
		Fair		8% N=2
	Overall customer service by Novi employees (police, receptionists, planners, etc.)	Excellent		33% N=9
Good			48% N=13	
Fair			7% N=2	
Poor			11% N=3	
Please rate the following categories of Novi government performance.	The value of services for the taxes paid to Novi	Excellent		11% N=3
		Good		48% N=13
		Fair		26% N=7
		Poor		15% N=4
	The overall direction that Novi is taking	Excellent		4% N=1
		Good		38% N=10
		Fair		35% N=9
		Poor		23% N=6
	The job Novi government does at welcoming resident involvement	Excellent		12% N=3
		Good		44% N=11
Fair			20% N=5	
Poor			24% N=6	
Overall confidence in Novi government	Excellent		15% N=4	
	Good		37% N=10	
	Fair		26% N=7	
	Poor		22% N=6	
Generally acting in the best interest of the community	Excellent		19% N=5	
	Good		41% N=11	
	Fair		19% N=5	

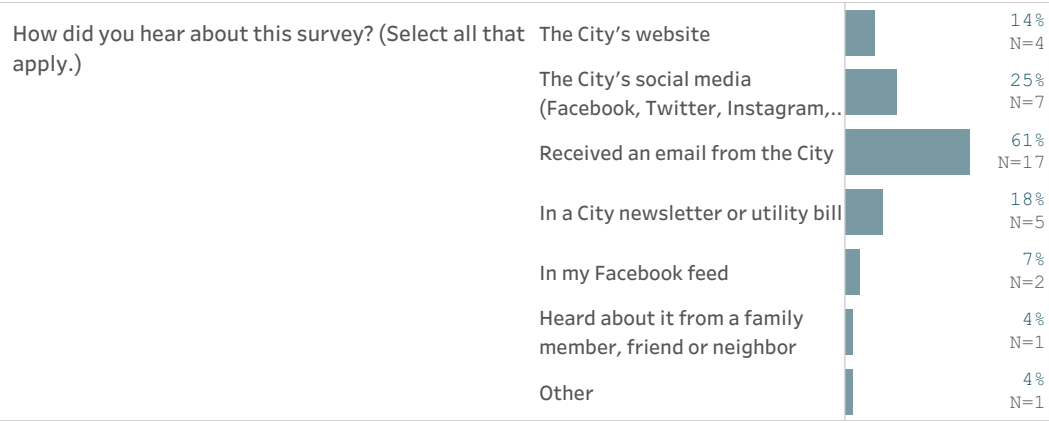
Please rate the following categories of Novi government performance.	Generally acting in the best interest of the community	Poor		22% N=6
	Being honest	Excellent		19% N=5
		Good		38% N=10
		Fair		15% N=4
		Poor		27% N=7
	Being open and transparent to the public	Excellent		16% N=4
		Good		40% N=10
		Fair		12% N=3
		Poor		32% N=8
	Informing residents about issues facing the community	Excellent		12% N=3
		Good		38% N=10
		Fair		31% N=8
		Poor		19% N=5
	Treating all residents fairly	Excellent		14% N=3
		Good		50% N=11
		Fair		23% N=5
		Poor		14% N=3
	Treating residents with respect	Excellent		27% N=7
		Good		42% N=11
		Fair		12% N=3
Poor			19% N=5	
Overall, how would you rate the quality of the services provided by each of the following?	The City of Novi	Excellent		19% N=5
		Good		59% N=16
		Fair		22% N=6
	The Federal Government	Good		52% N=14
		Fair		37% N=10
		Poor		11% N=3
Please rate how important, if at all, you think it is for the Novi community to focus on each of the following in the coming two years.	Overall economic health of Novi	Essential		42% N=11
		Very important		46% N=12
		Somewhat important		12% N=3
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Novi	Essential		26% N=7
		Very important		44% N=12

Please rate how important, if at all, you think it is for the Novi community to focus on each of the following in the coming two years.				
Overall quality of the transportation system (auto, bicycle, foot, bus) in Novi	Somewhat important		26%	N=7
	Not at all important		4%	N=1
Overall design or layout of Novi's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Essential		35%	N=9
	Very important		46%	N=12
	Somewhat important		19%	N=5
Overall quality of the utility infrastructure in Novi (water, sewer, storm water, electric/gas, broadband)	Essential		63%	N=17
	Very important		30%	N=8
	Somewhat important		7%	N=2
Overall feeling of safety in Novi	Essential		48%	N=13
	Very important		44%	N=12
	Somewhat important		7%	N=2
Overall quality of natural environment in Novi	Essential		41%	N=11
	Very important		44%	N=12
	Somewhat important		11%	N=3
	Not at all important		4%	N=1
Overall quality of parks and recreation opportunities	Essential		37%	N=10
	Very important		52%	N=14
	Somewhat important		7%	N=2
	Not at all important		4%	N=1
Overall health and wellness opportunities in Novi	Essential		30%	N=8
	Very important		37%	N=10
	Somewhat important		30%	N=8
	Not at all important		4%	N=1
Overall opportunities for education, culture, and the arts	Essential		30%	N=8
	Very important		48%	N=13
	Somewhat important		22%	N=6
Residents' connection and engagement with their community	Essential		33%	N=9
	Very important		37%	N=10
	Somewhat important		30%	N=8
In general, how many times do you:	Access the internet from your home using a computer, laptop, or tablet computer			
	Several times a day		88%	N=23
	Once a day		8%	N=2
	A few times a week		4%	N=1

In general, how many times do you:



How many years have you lived in Novi?	More than 20 years		39% N=11
Which best describes the building you live in?	One family house detached from any other houses		79% N=22
	Building with two or more homes (duplex, townhome, apa..		21% N=6
Do you rent or own your home?	Rent		14% N=4
	Own		86% N=24
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?	Less than \$500		4% N=1
	\$500 to \$999		15% N=4
	\$1,000 to \$1,499		23% N=6
	\$1,500 to \$1,999		4% N=1
	\$2,000 to \$2,499		19% N=5
	\$2,500 to \$2,999		15% N=4
	\$3,000 to \$3,499		19% N=5
Do any children 17 or under live in your household?	No		61% N=17
	Yes		39% N=11
Are you or any other members of your household aged 65 or older?	No		61% N=17
	Yes		39% N=11
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	\$50,000 to \$74,999		9% N=2
	\$75,000 to \$99,999		17% N=4
	\$100,000 to \$149,999		35% N=8
	\$150,000 or more		39% N=9
Are you Spanish, Hispanic, or Latino?	No, not Spanish, Hispanic, or Latino		100% N=26
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Asian, Asian Indian, or Pacific Islander		23% N=6
	Black or African American		4% N=1
	White		81% N=21
In which category is your age?	25-34 years		11% N=3
	35-44 years		11% N=3
	45-54 years		29% N=8
	55-64 years		11% N=3
	65-74 years		21% N=6
	75 years or older		18% N=5
What is your gender?	Woman		48% N=13
	Man		52% N=14



Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in Novi.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Novi as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Novi as a place to raise children.....	1	2	3	4	5
Novi as a place to work.....	1	2	3	4	5
Novi as a place to visit.....	1	2	3	4	5
Novi as a place to retire.....	1	2	3	4	5
The overall quality of life in Novi.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Novi	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Novi.....	1	2	3	4	5
Overall design or layout of Novi's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Novi (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4	5
Overall feeling of safety in Novi.....	1	2	3	4	5
Overall quality of natural environment in Novi.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Novi.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

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

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Novi to someone who asks.....	1	2	3	4	5
Remain in Novi for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Novi's downtown/commercial area during the day	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Novi community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following in the Novi community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Novi.....	1	2	3	4	5
Variety of business and service establishments in Novi.....	1	2	3	4	5
Vibrancy of downtown/commercial area	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Novi.....	1	2	3	4	5
Overall image or reputation of Novi.....	1	2	3	4	5

7. Please also rate each of the following in the Novi community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Novi.....	1	2	3	4	5
Ease of travel by public transportation in Novi.....	1	2	3	4	5
Ease of travel by bicycle in Novi.....	1	2	3	4	5
Ease of walking in Novi.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Novi.....	1	2	3	4	5
Overall appearance of Novi.....	1	2	3	4	5
Cleanliness of Novi.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.).....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)... ..	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Novi.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

8. Please indicate whether or not you have done each of the following in the last 12 months.

	<u>No</u>	<u>Yes</u>
Contacted the City of Novi (in-person, phone, email, or web) for help or information.....	1	2
Contacted Novi elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.).....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Novi.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

9. Please rate the quality of each of the following services in Novi.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	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
Bus or transit services.....	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.).....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police/Sheriff services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas (open space, farmlands, and greenbelts).....	1	2	3	4	5
Novi open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Novi employees (police, receptionists, planners, etc.).....	1	2	3	4	5

10. Please rate the following categories of Novi government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Novi.....	1	2	3	4	5
The overall direction that Novi is taking.....	1	2	3	4	5
The job Novi government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Novi government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Novi	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate how important, if at all, you think it is for the Novi community to focus on each of the following in the coming two years.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Novi	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Novi	1	2	3	4
Overall design or layout of Novi's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4
Overall quality of the utility infrastructure in Novi (water, sewer, storm water, electric/gas, broadband)	1	2	3	4
Overall feeling of safety in Novi	1	2	3	4
Overall quality of natural environment in Novi.....	1	2	3	4
Overall quality of parks and recreation opportunities	1	2	3	4
Overall health and wellness opportunities in Novi.....	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents' connection and engagement with their community	1	2	3	4

Our last questions are about you and your household.
 Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

D2. Please rate your overall health.

- Excellent Very good Good Fair Poor

D3. 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:

- Very positive Somewhat positive Neutral Somewhat negative Very negative

D4. How many years have you lived in Novi?

- Less than 2 years
 2-5 years
 6-10 years
 11-20 years
 More than 20 years

D5. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment, or condominium)
 Mobile home
 Other

D6. Do you rent or own your home?

- Rent
 Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

- Less than \$500 \$2,000 to \$2,499
 \$500 to \$999 \$2,500 to \$2,999
 \$1,000 to \$1,499 \$3,000 to \$3,499
 \$1,500 to \$1,999 \$3,500 or more

D8. Do any children 17 or under live in your household?

- No Yes

D9. Are you or any other members of your household aged 65 or older?

- No Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000 \$75,000 to \$99,999
 \$25,000 to \$49,999 \$100,000 to \$149,999
 \$50,000 to \$74,999 \$150,000 or more

D11. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic, or Latino
 Yes, I consider myself to be Spanish, Hispanic, or Latino

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian, or Pacific Islander
 Black or African American
 White
 Other

D13. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D14. What is your gender?

- Woman
 Man
 Identify in another way → go to D14a

D14a. If you identify in another way, how would you describe your gender?

- Agender/I don't identify with any gender
 Genderqueer/gender fluid
 Non-binary
 Transgender man
 Transgender woman
 Two-spirit
 Not listed, I identify as: _____

Thank you! Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502