



CITY OF NOVI, MI 2012

Report of Demographic Subgroup Comparisons

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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

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

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

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

One of the add-on options that Novi chose was to have crosstabulations of evaluative questions 1-24 by demographic questions D3 (number of years in Novi), D9 (annual household income), D11 (race of respondent) and D12 (age of respondent).

UNDERSTANDING THE RESULTS

“DON’T KNOW” RESPONSES

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

UNDERSTANDING THE TABLES

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

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

COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")															
Please rate each of the following aspects of quality of life in Novi:	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
Novi as a place to live	93%	99%	98%	97%	95%	98%	97%	97%	98%	93%	97%	95%	98%	97%	97%
Your neighborhood as a place to live	80%	91%	95%	90%	79%	94%	94%	90%	92%	85%	90%	84%	89%	96%	90%
Novi as a place to raise children	84%	96%	95%	93%	85%	95%	96%	93%	95%	88%	93%	87%	95%	95%	93%
Novi as a place to work	65%	88%	88%	83%	76%	88%	82%	82%	85%	76%	83%	70%	87%	86%	83%
Novi as a place to retire	52%	69%	74%	68%	71%	78%	56%	67%	73%	52%	67%	43%	63%	84%	68%
The overall quality of life in Novi	83%	96%	94%	92%	90%	93%	95%	93%	94%	87%	92%	88%	94%	94%	92%

Question 2: Community Characteristics (Percent "excellent" or "good")															
Please rate each of the following characteristics as they relate to Novi as a whole:	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
Sense of community	67%	77%	78%	75%	74%	79%	75%	76%	75%	76%	75%	64%	74%	85%	75%
Openness and acceptance of the community toward people of diverse backgrounds	78%	89%	85%	85%	76%	91%	87%	85%	89%	74%	85%	77%	87%	88%	85%
Overall appearance of Novi	88%	90%	93%	91%	86%	95%	92%	92%	93%	85%	91%	89%	89%	96%	91%
Cleanliness of Novi	89%	94%	94%	93%	87%	93%	95%	92%	93%	92%	93%	88%	94%	94%	93%
Overall quality of new development in Novi	79%	75%	78%	77%	77%	80%	76%	78%	78%	73%	77%	70%	77%	82%	77%
Variety of housing options	73%	83%	86%	82%	83%	79%	86%	83%	86%	72%	83%	82%	80%	85%	82%
Overall quality of business and service establishments in Novi	84%	88%	91%	88%	84%	93%	88%	89%	90%	83%	88%	86%	84%	96%	88%

Question 2: Community Characteristics (Percent "excellent" or "good")															
Please rate each of the following characteristics as they relate to Novi as a whole:	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
Shopping opportunities	92%	95%	96%	95%	94%	92%	97%	94%	96%	90%	95%	91%	95%	97%	95%
Opportunities to attend cultural activities	72%	74%	75%	74%	75%	79%	69%	73%	77%	64%	74%	67%	74%	78%	74%
Recreational opportunities	65%	82%	84%	80%	80%	79%	81%	80%	82%	71%	80%	69%	82%	85%	80%
Employment opportunities	37%	58%	61%	55%	52%	59%	55%	55%	61%	38%	55%	46%	53%	65%	55%
Educational opportunities	82%	82%	89%	85%	80%	90%	85%	85%	89%	74%	85%	79%	84%	90%	85%
Opportunities to participate in social events and activities	63%	80%	89%	80%	77%	77%	83%	80%	84%	66%	80%	69%	80%	86%	80%
Opportunities to participate in religious or spiritual events and activities	58%	86%	92%	83%	77%	85%	85%	83%	88%	66%	83%	67%	86%	89%	83%
Opportunities to volunteer	48%	80%	84%	76%	73%	82%	77%	77%	81%	63%	76%	61%	74%	88%	77%
Opportunities to participate in community matters	53%	72%	82%	73%	70%	75%	73%	73%	76%	66%	73%	52%	74%	83%	73%
Ease of car travel in Novi	65%	75%	74%	72%	79%	62%	75%	72%	71%	75%	72%	64%	71%	80%	72%
Ease of bicycle travel in Novi	49%	44%	53%	48%	58%	40%	49%	48%	46%	57%	48%	38%	45%	64%	49%
Ease of walking in Novi	48%	58%	64%	58%	57%	48%	64%	57%	55%	66%	58%	45%	59%	67%	58%
Availability of paths and walking trails	38%	53%	60%	53%	48%	45%	59%	52%	50%	60%	53%	38%	51%	65%	53%
Traffic flow on major streets	50%	53%	59%	54%	64%	52%	49%	54%	54%	55%	54%	48%	52%	64%	55%
Amount of public parking	85%	83%	82%	83%	81%	84%	83%	83%	83%	81%	83%	91%	79%	83%	83%
Availability of affordable quality housing	52%	73%	75%	69%	60%	65%	78%	70%	73%	60%	70%	66%	67%	77%	70%
Availability of affordable quality child care	27%	74%	79%	68%	58%	63%	77%	69%	73%	61%	68%	40%	71%	80%	68%
Availability of affordable quality health care	61%	83%	87%	81%	67%	84%	88%	81%	86%	69%	81%	79%	77%	88%	81%
Availability of affordable quality food	71%	86%	86%	83%	78%	84%	85%	83%	86%	72%	83%	82%	78%	91%	83%
Availability of preventive health services	78%	86%	85%	85%	76%	88%	87%	85%	89%	71%	85%	81%	83%	89%	85%
Quality of overall natural environment in Novi	72%	85%	81%	81%	78%	78%	84%	81%	81%	81%	81%	76%	80%	86%	81%
Overall image or reputation of Novi	82%	96%	92%	91%	84%	93%	93%	91%	94%	85%	91%	88%	92%	94%	91%

Question 3: Growth (Percent of respondents)															
Please rate the speed of growth in the following categories in Novi over the past 2 years:	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
Population growth too fast	9%	18%	32%	23%	16%	23%	27%	23%	24%	20%	23%	13%	26%	23%	22%
Retail growth too slow	17%	13%	12%	13%	14%	7%	18%	14%	14%	9%	13%	12%	14%	13%	13%
Job growth too slow	61%	63%	61%	62%	55%	65%	64%	62%	67%	53%	62%	60%	63%	61%	62%

Question 4: Code Enforcement (Percent a "major" problem)															
Run down buildings, weed lots or junk vehicle a major problem in Novi	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
Run down buildings, weed lots or junk vehicle a major problem in Novi	0%	1%	3%	1%	3%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%

Question 5: Community Safety (Percent "very" or "somewhat" safe)															
Please rate how safe or unsafe you feel from the following in Novi:	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
Violent crime (e.g., rape, assault, robbery)	94%	97%	96%	96%	92%	98%	97%	96%	96%	95%	96%	96%	95%	96%	96%
Property crimes (e.g., burglary, theft)	80%	85%	83%	83%	82%	88%	81%	83%	83%	83%	83%	85%	80%	87%	83%
Environmental hazards, including toxic waste	88%	87%	89%	88%	91%	88%	88%	88%	87%	92%	88%	88%	86%	91%	88%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)															
Please rate how safe or unsafe you feel:	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55 +	Overall
In your neighborhood during the day	99%	98%	97%	98%	96%	99%	98%	98%	98%	98%	98%	100%	96%	98%	98%
In your neighborhood after dark	94%	89%	93%	92%	87%	98%	91%	92%	91%	94%	92%	93%	90%	92%	91%
In Novi's downtown area during the day	91%	98%	95%	96%	96%	94%	97%	96%	95%	96%	96%	95%	96%	95%	96%
In Novi's downtown area after dark	81%	83%	87%	84%	85%	85%	85%	85%	84%	86%	84%	83%	83%	87%	84%

Question 7: Contact with Police Department (Percent "yes")															
	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55 +	Overall
Have you had any in-person or phone contact with an employee of the City of Novi Police Department within the last 12 months?	27%	28%	28%	28%	23%	24%	35%	29%	31%	20%	28%	28%	31%	23%	28%

Question 8: Ratings of Contact with Police Department (Percent "excellent" or "good")															
	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55 +	Overall
What was your overall impression of your most recent contact with the City of Novi Police Department?	88%	85%	84%	85%	82%	85%	88%	86%	83%	100%	86%	77%	86%	92%	86%

Questions 9 and 10: Crime Victimization and Reporting (Percent "yes")															
	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55 +	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	6%	5%	7%	6%	7%	5%	7%	6%	6%	6%	6%	7%	6%	5%	6%
If yes, was this crime (these crimes) reported to the police?	100%	87%	82%	87%	84%	100%	82%	87%	89%	84%	88%	100%	86%	78%	87%

Question 11: Resident Behaviors (Percent at least once in past 12 months)															
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Novi?	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55 +	Overall
Used Novi public libraries or their services	50%	82%	78%	74%	70%	62%	86%	74%	71%	83%	74%	67%	81%	69%	74%
Used Novi recreation centers	32%	62%	51%	51%	45%	44%	60%	51%	50%	54%	51%	44%	62%	42%	51%
Participated in a recreation program or activity	26%	48%	45%	42%	38%	32%	49%	41%	41%	45%	42%	25%	51%	40%	41%
Visited a neighborhood park or City park	71%	80%	75%	76%	70%	72%	85%	77%	75%	81%	76%	79%	84%	63%	76%
Ridden a local bus within Novi	4%	3%	5%	4%	7%	1%	4%	4%	4%	2%	4%	2%	4%	5%	4%
Attended a meeting of local elected officials or other local public meeting	5%	19%	23%	18%	17%	12%	22%	18%	20%	11%	18%	14%	13%	27%	18%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	15%	18%	38%	25%	28%	18%	32%	26%	26%	24%	25%	16%	24%	34%	25%
Read Novi Engage Newsletter	68%	86%	84%	81%	82%	83%	80%	82%	84%	74%	81%	84%	79%	84%	82%
Visited the City of Novi Web site (at cityofnovi.org)	57%	71%	65%	66%	46%	60%	83%	66%	62%	75%	65%	67%	79%	47%	65%
Recycled used paper, cans or bottles from your home	72%	76%	81%	77%	64%	73%	88%	78%	78%	74%	77%	80%	81%	69%	77%

Question 11: Resident Behaviors (Percent at least once in past 12 months)															
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Novi?	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
Volunteered your time to some group or activity in Novi	13%	33%	35%	30%	31%	17%	39%	30%	31%	25%	29%	18%	37%	28%	30%
Participated in a club or civic group in Novi	11%	25%	23%	21%	31%	7%	26%	21%	21%	21%	21%	16%	21%	25%	21%
Provided help to a friend or neighbor	72%	94%	95%	90%	82%	88%	94%	89%	94%	77%	90%	83%	91%	92%	90%

Question 12: Neighborliness (Percent at least several times a week)															
	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
Visit with neighbors at least several times a week	32%	54%	58%	51%	46%	47%	56%	51%	55%	38%	51%	33%	51%	64%	51%

Question 13: Service Quality (Percent "excellent" or "good")															
Please rate the quality of each of the following services in Novi:	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
Police services	79%	94%	96%	93%	92%	92%	95%	93%	94%	87%	93%	90%	90%	98%	93%
Fire services	81%	97%	97%	95%	95%	95%	97%	96%	96%	89%	95%	92%	93%	98%	95%
Ambulance or emergency medical services	75%	96%	95%	93%	94%	92%	95%	94%	95%	87%	93%	89%	91%	97%	93%
Crime prevention	73%	91%	93%	89%	89%	91%	89%	90%	92%	79%	89%	84%	87%	96%	90%
Fire prevention and education	65%	94%	94%	90%	84%	90%	94%	90%	92%	85%	90%	77%	93%	93%	90%
Municipal courts	63%	81%	84%	80%	80%	84%	79%	81%	81%	77%	80%	71%	76%	91%	80%
Traffic enforcement	64%	78%	81%	77%	75%	81%	78%	78%	78%	75%	77%	76%	73%	84%	77%
Street repair	48%	54%	48%	51%	55%	49%	48%	50%	49%	56%	51%	45%	50%	55%	51%
Street cleaning	55%	74%	64%	66%	72%	63%	68%	67%	65%	71%	66%	61%	67%	69%	66%
Street lighting	50%	67%	67%	64%	65%	61%	65%	64%	67%	54%	63%	57%	60%	73%	64%
Snow removal	63%	75%	66%	70%	74%	74%	66%	70%	70%	68%	70%	69%	64%	79%	70%
Sidewalk maintenance	61%	77%	61%	68%	74%	63%	67%	68%	67%	71%	68%	70%	62%	76%	68%
Traffic signal timing	50%	61%	57%	57%	68%	53%	54%	57%	56%	60%	57%	49%	57%	65%	57%
Bus or transit services	26%	43%	51%	42%	52%	33%	43%	42%	42%	40%	42%	25%	41%	55%	43%
Recycling	66%	75%	80%	75%	65%	77%	78%	75%	78%	66%	75%	71%	76%	78%	75%
Storm drainage	68%	83%	78%	78%	76%	73%	85%	79%	80%	74%	78%	77%	75%	83%	78%
City parks	70%	90%	91%	87%	83%	83%	91%	87%	89%	80%	87%	75%	91%	90%	87%
Recreation programs or classes	58%	83%	89%	82%	77%	81%	84%	82%	84%	77%	82%	74%	81%	88%	82%
Recreation centers or facilities	74%	87%	84%	84%	70%	88%	88%	84%	85%	80%	84%	82%	84%	84%	84%
Land use, planning and zoning	56%	65%	59%	61%	62%	64%	59%	61%	62%	56%	61%	61%	58%	65%	61%
Code enforcement (weeds, abandoned buildings, etc.)	61%	71%	81%	73%	77%	68%	73%	73%	72%	74%	73%	68%	71%	79%	73%
Economic development	60%	74%	76%	73%	67%	77%	72%	73%	72%	75%	73%	69%	69%	82%	73%
Services to seniors	48%	86%	84%	80%	82%	77%	83%	80%	83%	71%	80%	67%	76%	86%	80%
Services to youth	52%	79%	87%	78%	70%	78%	81%	78%	81%	67%	78%	71%	76%	86%	78%

Question 13: Service Quality (Percent "excellent" or "good")															
Please rate the quality of each of the following services in Novi:	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
Services to low-income people	23%	66%	56%	52%	49%	65%	45%	52%	57%	44%	53%	29%	45%	72%	53%
Public library services	81%	95%	96%	93%	91%	92%	98%	94%	94%	89%	93%	89%	92%	98%	93%
Public information services	63%	90%	86%	84%	83%	84%	87%	85%	83%	85%	84%	84%	80%	90%	84%
Public schools	82%	91%	96%	92%	83%	92%	96%	92%	94%	86%	92%	79%	97%	93%	92%
Cable television	53%	67%	71%	66%	72%	65%	67%	67%	64%	70%	66%	73%	55%	74%	66%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	39%	80%	84%	78%	81%	76%	78%	78%	82%	64%	78%	69%	73%	86%	78%
Preservation of natural areas such as open space, farmlands and greenbelts	51%	76%	73%	70%	68%	68%	74%	71%	71%	68%	71%	58%	72%	76%	71%

Question 14: Government Services Overall (Percent "excellent" or "good")															
Overall, how would you rate the quality of the services provided by each of the following?	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
The City of Novi	75%	95%	93%	90%	86%	89%	93%	90%	91%	87%	90%	84%	88%	96%	90%
The Federal Government	13%	47%	42%	38%	43%	39%	35%	38%	36%	43%	38%	25%	35%	52%	38%
The State Government	22%	48%	48%	43%	49%	41%	40%	43%	44%	38%	43%	26%	41%	57%	43%
Oakland County Government	49%	67%	72%	66%	57%	71%	70%	67%	71%	49%	66%	70%	58%	75%	66%

Question 15: Recommendation and Longevity (Percent "somewhat" or "very" likely)															
Please indicate how likely or unlikely you are to do each of the following:	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
Recommend living in Novi to someone who asks	93%	97%	95%	95%	93%	98%	96%	96%	96%	95%	95%	94%	96%	96%	95%
Remain in Novi for the next five years	81%	92%	92%	90%	90%	89%	90%	90%	89%	93%	90%	87%	90%	92%	90%

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)															
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:	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
	35%	29%	24%	29%	23%	25%	35%	29%	28%	32%	29%	33%	31%	21%	28%

Question 17: Contact with Fire Department (Percent "yes")															
Have you had any in-person or phone contact with an employee of the City of Novi Fire Department within the last 12 months?	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
	4%	9%	8%	8%	9%	5%	8%	7%	10%	1%	8%	8%	7%	9%	8%

Question 18: Ratings of Contact with Fire Department (Percent "excellent" or "good")															
	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
What was your overall impression of your most recent contact with the City of Novi Fire Department?	100%	100%	88%	95%	100%	100%	90%	95%	95%	100%	95%	100%	88%	100%	95%

Question 19: Contact with City Employees (Percent "yes")															
	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
Have you had any in-person, phone or email with an employee of the City of Novi within the last 12 months (including police, receptionists, planners or any others)?	30%	38%	43%	38%	27%	38%	45%	38%	41%	30%	38%	27%	38%	48%	38%

Question 20: City Employees (Percent "excellent" or "good")															
What was your impression of the employee(s) of the City of Novi in your most recent contact?	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
Knowledge	91%	92%	88%	90%	97%	88%	90%	91%	90%	90%	90%	90%	91%	89%	90%
Responsiveness	96%	93%	89%	92%	100%	98%	87%	93%	92%	92%	92%	100%	87%	93%	92%
Courtesy	90%	88%	92%	90%	93%	93%	87%	90%	90%	92%	90%	84%	87%	96%	90%
Overall impression	90%	88%	89%	89%	88%	93%	87%	89%	90%	85%	89%	84%	86%	95%	89%

Question 21: Government Performance (Percent "excellent" or "good")															
Please rate the following categories of Novi government performance:	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
The value of services for the taxes paid to Novi	47%	74%	72%	69%	76%	68%	68%	70%	72%	59%	69%	65%	64%	78%	69%
The overall direction that Novi is taking	67%	83%	82%	80%	81%	83%	80%	81%	83%	71%	80%	78%	79%	84%	80%
The job Novi government does at welcoming citizen involvement	60%	73%	75%	72%	79%	72%	71%	73%	77%	58%	72%	77%	66%	78%	72%

Question 22: Custom Question 1 (Percent "essential" or "very important")															
The City of Novi is interested in knowing what priorities you think are important for your municipal government. Please rate how important you think each of the following priorities should be to the City of Novi over the next five years:	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
Make annual investments in facilities and equipment for police and fire	66%	74%	82%	76%	80%	72%	77%	76%	77%	71%	76%	59%	78%	86%	76%
Make annual investments in municipal infrastructure (i.e. roads, water and sewer)	80%	86%	92%	87%	84%	85%	91%	88%	89%	81%	87%	75%	90%	92%	87%
Make annual investments in parks and recreation/cultural facilities	58%	71%	60%	64%	63%	65%	66%	65%	63%	70%	64%	61%	69%	59%	64%
Work cooperatively with neighboring communities, school districts and other public entities	61%	64%	61%	62%	65%	64%	61%	63%	62%	61%	62%	53%	64%	67%	62%
Preserve natural areas (including open spaces, wetlands and woodlands)	62%	79%	69%	72%	74%	67%	73%	72%	74%	64%	72%	72%	71%	72%	71%
Adjust new and existing services to address Novi's changing demographics	46%	55%	54%	53%	65%	54%	47%	53%	55%	47%	53%	45%	47%	67%	53%
Promote services and programs for seniors	32%	53%	62%	53%	66%	51%	48%	53%	54%	49%	53%	22%	48%	78%	53%
Expand and enhance recreational and cultural programs	35%	50%	41%	44%	50%	41%	44%	44%	42%	50%	44%	33%	44%	52%	44%
Promote and maintain an attractive community	74%	84%	88%	84%	84%	80%	88%	85%	88%	71%	84%	86%	78%	90%	84%

Question 23: Custom Question 2 (Percent "Strongly agree" or "Somewhat agree")															
Please rate the following statements by circling the number that most clearly represents your opinion:	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
I can envision living in Novi five years from now	76%	89%	89%	86%	83%	83%	90%	86%	86%	90%	87%	78%	89%	89%	86%
If I were looking to purchase/rent a new home I would look exclusively in Novi	46%	57%	56%	54%	57%	49%	58%	55%	53%	60%	54%	53%	54%	56%	55%
I would recommend Novi to friends as a place to live	89%	93%	92%	92%	89%	92%	93%	92%	92%	90%	92%	92%	91%	92%	92%

Question 24: Custom Question 3 (Percent "major source")															
Please indicate if each of the following is a major source, minor source, or not a source of information for you about the City of Novi and its activities:	Number of years in Novi				Annual household income				Race			Age			
	Less than 2 years	2 to 10 years	11 years or more	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	White	Not white	Overall	18-34	35-54	55+	Overall
City of Novi Newsletter (Engage!)	36%	51%	49%	47%	47%	51%	45%	48%	45%	55%	47%	34%	54%	49%	48%
City of Novi Web site (cityofnovi.org)	26%	36%	28%	31%	19%	29%	40%	31%	27%	41%	31%	21%	43%	21%	31%
E-newsletters (Keeping you Posted, E-Engage!, E-biz)	12%	15%	13%	14%	11%	11%	17%	13%	12%	19%	14%	6%	18%	15%	14%
Cable Television (Brighthouse Channel 13 or AT&T U-verse)	9%	15%	18%	15%	21%	12%	15%	15%	16%	13%	15%	5%	14%	25%	15%
Novi News	10%	22%	42%	27%	29%	26%	30%	29%	30%	19%	27%	13%	28%	37%	27%
Social media (e.g., Facebook, Twitter, YouTube)	20%	11%	8%	12%	14%	11%	13%	12%	11%	14%	12%	24%	9%	7%	12%
Word of mouth	26%	38%	37%	35%	34%	31%	40%	36%	37%	28%	35%	28%	35%	39%	35%
Homeowner Association	8%	19%	31%	21%	28%	23%	18%	22%	23%	16%	21%	8%	21%	31%	21%