



CITY OF NOVI, MI 2012

Report of Geographic Subgroup Comparisons

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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

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

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

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

UNDERSTANDING THE RESULTS

“DON’T KNOW” RESPONSES

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

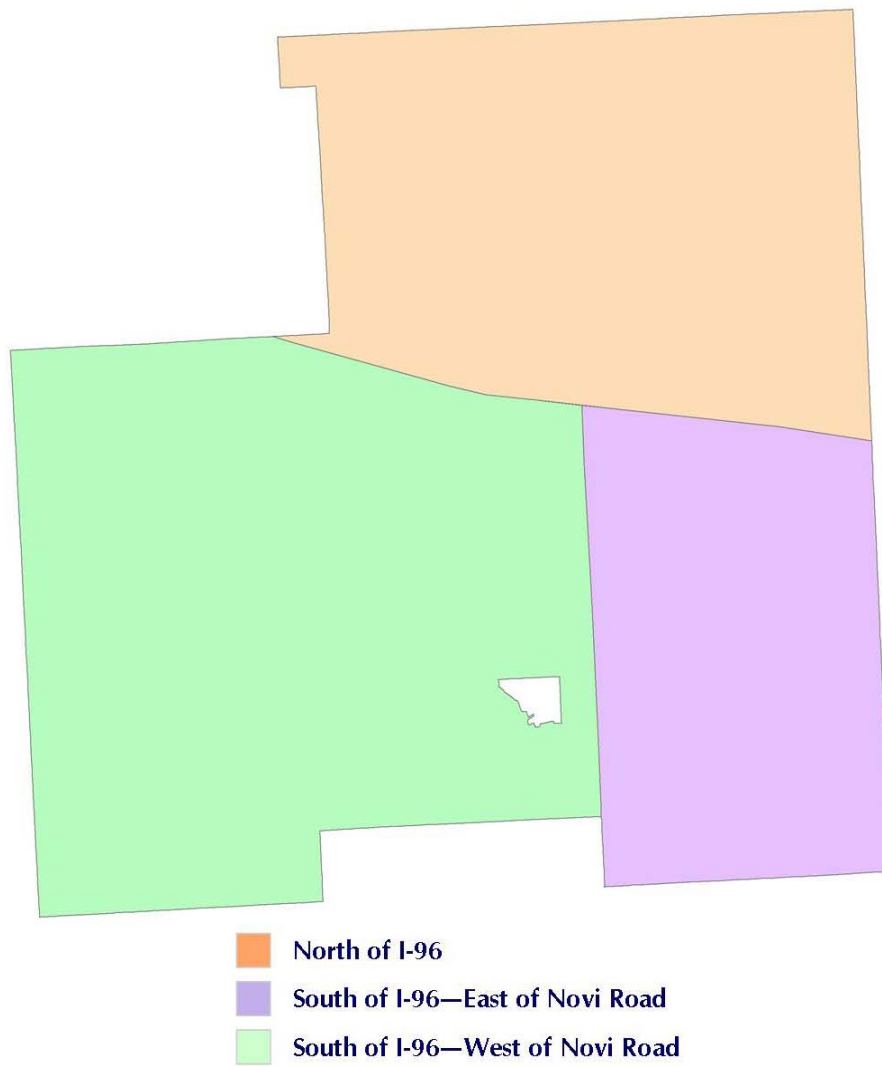
UNDERSTANDING THE TABLES

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

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

The 95 percent confidence level for this survey is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample (388 completed surveys). For each area (North of I-96, South of I-96 and East of Novi Road, South of I-96 and West of Novi Road), the margin of error rises to approximately + or - 9% since sample sizes were approximately 107 North of I-96, 128 South of I-96 and East of Novi Road and 154 South of I-96 and West of Novi Road.

The National Citizen Survey™ Novi, MI Geographic Comparison Areas



COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")				
Please rate each of the following aspects of quality of life in Novi:	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
Novi as a place to live	95%	97%	99%	97%
Your neighborhood as a place to live	83%	90%	95%	90%
Novi as a place to raise children	90%	90%	97%	93%
Novi as a place to work	84%	78%	86%	83%
Novi as a place to retire	72%	69%	63%	68%
The overall quality of life in Novi	92%	91%	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:	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
Sense of community	80%	74%	74%	75%
Openness and acceptance of the community toward people of diverse backgrounds	81%	81%	91%	85%
Overall appearance of Novi	89%	88%	95%	91%
Cleanliness of Novi	92%	89%	96%	93%
Overall quality of new development in Novi	79%	75%	78%	77%
Variety of housing options	83%	77%	87%	83%
Overall quality of business and service establishments in Novi	90%	87%	88%	88%
Shopping opportunities	96%	91%	97%	95%
Opportunities to attend cultural activities	75%	69%	79%	74%
Recreational opportunities	78%	77%	83%	80%
Employment opportunities	64%	47%	57%	55%
Educational opportunities	84%	81%	90%	85%
Opportunities to participate in social events and activities	76%	73%	88%	80%

Question 2: Community Characteristics (Percent "excellent" or "good")				
Please rate each of the following characteristics as they relate to Novi as a whole:	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
Opportunities to participate in religious or spiritual events and activities	74%	83%	89%	83%
Opportunities to volunteer	73%	74%	81%	76%
Opportunities to participate in community matters	74%	69%	76%	73%
Ease of car travel in Novi	71%	71%	74%	72%
Ease of bicycle travel in Novi	56%	48%	43%	48%
Ease of walking in Novi	57%	56%	61%	58%
Availability of paths and walking trails	62%	44%	53%	53%
Traffic flow on major streets	56%	50%	57%	55%
Amount of public parking	76%	88%	83%	83%
Availability of affordable quality housing	63%	67%	76%	70%
Availability of affordable quality child care	57%	75%	70%	68%
Availability of affordable quality health care	82%	78%	84%	81%
Availability of affordable quality food	81%	82%	85%	83%
Availability of preventive health services	87%	81%	86%	85%
Quality of overall natural environment in Novi	85%	76%	81%	81%
Overall image or reputation of Novi	88%	91%	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:	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
Population growth too fast	19%	24%	24%	23%
Retail growth too slow	10%	11%	17%	13%
Jobs growth too slow	60%	64%	61%	62%

Question 4: Code Enforcement (Percent a "major" problem)				
	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
Run down buildings, weed lots or junk vehicle a major problem in Novi	1%	2%	1%	1%

Question 5: Community Safety (Percent "very" or "somewhat" safe)				
Please rate how safe or unsafe you feel from the following in Novi:	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
Violent crime (e.g., rape, assault, robbery)	97%	96%	95%	96%
Property crimes (e.g., burglary, theft)	88%	81%	81%	83%
Environmental hazards, including toxic waste	88%	85%	91%	88%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)				
Please rate how safe or unsafe you feel:	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
In your neighborhood during the day	96%	97%	100%	98%
In your neighborhood after dark	91%	91%	92%	92%
In Novi's downtown area during the day	96%	91%	99%	96%
In Novi's downtown area after dark	88%	85%	82%	84%

Question 7: Contact with Police Department (Percent "yes")				
	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	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?	36%	28%	23%	28%

Question 8: Ratings of Contact with Police Department (Percent "excellent" or "good")				
	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
What was your overall impression of your most recent contact with the City of Novi Police Department?	86%	86%	85%	86%

Questions 9 and 10: Crime Victimization and Reporting (Percent "yes")				
	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	8%	10%	1%	6%
If yes, was this crime (these crimes) reported to the police?	89%	85%	100%	88%

Question 11: Resident Behaviors (Percent at least once in past 12 months)				
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Novi?	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
Used Novi public libraries or their services	64%	75%	79%	74%
Used Novi recreation centers	44%	56%	52%	51%
Participated in a recreation program or activity	31%	45%	46%	42%
Visited a neighborhood park or City park	71%	78%	79%	76%
Ridden a local bus within Novi	4%	3%	4%	4%
Attended a meeting of local elected officials or other local public meeting	19%	19%	16%	18%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	19%	31%	25%	25%
Read Novi Engage Newsletter	80%	80%	84%	81%
Visited the City of Novi Web site (at cityofnovi.org)	62%	67%	66%	65%
Recycled used paper, cans or bottles from your home	63%	81%	82%	77%
Volunteered your time to some group or activity in Novi	22%	33%	32%	30%
Participated in a club or civic group in Novi	20%	21%	22%	21%
Provided help to a friend or neighbor	84%	91%	92%	90%

Question 12: Neighborliness (Percent at least several times a week)				
	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
Visit with neighbors at least several times a week	48%	51%	53%	51%

Question 13: Service Quality (Percent "excellent" or "good")				
Please rate the quality of each of the following services in Novi:	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
Police services	90%	93%	94%	93%
Fire services	91%	96%	97%	95%
Ambulance or emergency medical services	87%	96%	94%	93%
Crime prevention	84%	90%	91%	89%
Fire prevention and education	85%	95%	90%	90%
Municipal courts	71%	91%	76%	80%
Traffic enforcement	72%	75%	82%	77%
Street repair	58%	47%	49%	51%
Street cleaning	66%	66%	67%	66%
Street lighting	64%	59%	67%	64%
Snow removal	71%	69%	70%	70%
Sidewalk maintenance	73%	67%	65%	68%
Traffic signal timing	54%	54%	61%	57%
Bus or transit services	54%	31%	43%	42%
Recycling	68%	72%	83%	75%
Storm drainage	79%	78%	78%	78%
City parks	88%	83%	88%	87%
Recreation programs or classes	71%	86%	84%	82%
Recreation centers or facilities	79%	85%	86%	84%
Land use, planning and zoning	57%	62%	62%	61%
Code enforcement (weeds, abandoned buildings, etc.)	63%	73%	80%	73%
Economic development	71%	74%	73%	73%
Services to seniors	73%	90%	77%	80%
Services to youth	67%	86%	77%	78%
Services to low-income people	54%	51%	52%	53%
Public library services	90%	95%	94%	93%

Question 13: Service Quality (Percent "excellent" or "good")				
Please rate the quality of each of the following services in Novi:	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
Public information services	81%	84%	85%	84%
Public schools	79%	97%	95%	92%
Cable television	70%	66%	62%	66%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	72%	84%	76%	78%
Preservation of natural areas such as open space, farmlands and greenbelts	70%	72%	70%	70%

Question 14: Government Services Overall (Percent "excellent" or "good")				
Overall, how would you rate the quality of the services provided by each of the following?	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
The City of Novi	89%	89%	92%	90%
The Federal Government	45%	35%	35%	38%
The State Government	42%	43%	44%	43%
Oakland County Government	70%	63%	66%	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:	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
Recommend living in Novi to someone who asks	94%	97%	95%	95%
Remain in Novi for the next five years	85%	92%	91%	90%

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)

	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
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:	22%	31%	31%	29%

Question 17: Contact with Fire Department (Percent "yes")

	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
Have you had any in-person or phone contact with an employee of the City of Novi Fire Department within the last 12 months?	7%	8%	7%	8%

Question 18: Ratings of Contact with Fire Department (Percent "excellent" or "good")

	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
What was your overall impression of your most recent contact with the City of Novi Fire Department?	100%	87%	100%	95%

Question 19: Contact with City Employees (Percent "yes")

	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	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)?	34%	36%	44%	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?	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
Knowledge	90%	84%	94%	90%
Responsiveness	92%	90%	93%	92%
Courtesy	94%	82%	94%	90%
Overall impression	92%	83%	91%	89%

Question 21: Government Performance (Percent "excellent" or "good")				
Please rate the following categories of Novi government performance:	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
The value of services for the taxes paid to Novi	75%	76%	61%	69%
The overall direction that Novi is taking	77%	85%	79%	80%
The job Novi government does at welcoming citizen involvement	76%	73%	69%	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:	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
Make annual investments in facilities and equipment for police and fire	75%	77%	76%	76%
Make annual investments in municipal infrastructure (i.e. roads, water and sewer)	83%	94%	84%	87%
Make annual investments in parks and recreation/cultural facilities	61%	68%	63%	64%
Work cooperatively with neighboring communities, school districts and other public entities	62%	56%	67%	62%
Preserve natural areas (including open spaces, wetlands and woodlands)	68%	71%	75%	72%
Adjust new and existing services to address Novi's changing demographics	60%	55%	46%	53%
Promote services and programs for seniors	54%	56%	48%	53%
Expand and enhance recreational and cultural programs	47%	48%	38%	44%
Promote and maintain an attractive community	84%	88%	80%	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:	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
I can envision living in Novi five years from now	82%	87%	89%	86%
If I were looking to purchase/rent a new home I would look exclusively in Novi	51%	60%	52%	54%
I would recommend Novi to friends as a place to live	91%	94%	90%	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:	Area			
	North of I-96	South of I-96 - East of Novi Road	South of I-96 - West of Novi Road	Overall
City of Novi Newsletter (Engage!)	39%	35%	37%	37%
City of Novi Web site (cityofnovi.org)	46%	43%	42%	43%
E-newsletters (Keeping you Posted, E-Engage!, E-biz)	30%	34%	33%	32%
Cable Television (Brighthouse Channel 13 or AT&T U-verse)	28%	31%	30%	30%
Novi News	37%	34%	33%	34%
Social media (e.g., Facebook, Twitter, YouTube)	24%	26%	21%	23%
Word of mouth	48%	43%	51%	48%
Homeowner Association	33%	36%	38%	36%