

THE NCSTM
The National Citizen SurveyTM

Novi, MI

Comparisons by Geographic Subgroups

2016



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Summary

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 research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by three geographic areas of the City (North of I-96, South of I-96/East of Novi Road or South of I-96/West of Novi Road).

Responses in the following tables 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 attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between area 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 have been shaded grey.

The margin of error for this report is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (374 completed surveys). For each geographic area the margin of error rises to approximately plus or minus 10 percentage points since sample sizes were approximately 91 for North of I-96, 116 for South I-96/East of Novi Road and 167 for South of I-96/West of Novi Road.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
The overall quality of life in Novi	96%	94%	96%	95%
Overall image or reputation of Novi	96%	90%	93%	93%
Novi as a place to live	95%	97%	97%	96%
Your neighborhood as a place to live	82%	88%	96%	89%
Novi as a place to raise children	92%	94%	98%	95%
Novi as a place to retire	73%	65%	61%	66%
Overall appearance of Novi	88%	83%	89%	87%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Overall feeling of safety in Novi	97%	93%	94%	95%
In your neighborhood during the day	99%	95%	96%	97%
In Novi's downtown/commercial area during the day	95%	94%	96%	95%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Overall ease of getting to the places you usually have to visit	72%	66%	69%	69%
Traffic flow on major streets	37%	36%	33%	35%
Ease of public parking	67%	80%	71%	73%
Ease of travel by car in Novi	60%	67%	55%	61%
Ease of travel by bicycle in Novi	50%	46%	42%	45%
Ease of walking in Novi	47%	55%	55%	52%
Availability of paths and walking trails	62%	55%	54%	57%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Quality of overall natural environment in Novi	88%	78%	77%	81%
Air quality	87%	81%	82%	83%
Cleanliness of Novi	89%	80%	90%	86%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	73%	65%	63%	67%
Public places where people want to spend time	77%	68%	68%	71%
Variety of housing options	65%	72%	75%	71%
Availability of affordable quality housing	37%	49%	57%	48%
Overall quality of new development in Novi	61%	68%	70%	67%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Overall economic health of Novi	78%	88%	91%	86%
Novi as a place to work	69%	91%	87%	82%
Novi as a place to visit	86%	69%	75%	76%
Employment opportunities	66%	61%	75%	67%
Shopping opportunities	91%	90%	94%	92%
Cost of living in Novi	38%	44%	58%	47%
Overall quality of business and service establishments in Novi	78%	81%	86%	82%
Vibrant downtown/commercial area	62%	36%	43%	46%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Health and wellness opportunities in Novi	87%	81%	87%	85%
Fitness opportunities (including exercise classes and paths or trails, etc.)	75%	75%	74%	75%
Recreational opportunities	81%	68%	69%	72%
Availability of affordable quality food	78%	77%	84%	79%
Availability of affordable quality health care	75%	75%	87%	79%
Availability of preventive health services	76%	76%	88%	80%

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Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Overall opportunities for education and enrichment	85%	92%	92%	90%
Availability of affordable quality child care/preschool	66%	76%	76%	74%
K-12 education	88%	98%	94%	94%
Adult educational opportunities	73%	78%	86%	79%
Opportunities to attend cultural/arts/music activities	68%	57%	68%	64%
Opportunities to participate in religious or spiritual events and activities	71%	77%	84%	78%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Opportunities to participate in social events and activities	59%	65%	64%	63%
Opportunities to volunteer	73%	69%	69%	70%
Opportunities to participate in community matters	71%	56%	66%	64%
Openness and acceptance of the community toward people of diverse backgrounds	77%	83%	85%	82%
Neighborliness of residents in Novi	72%	68%	71%	70%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
The City of Novi	80%	85%	84%	83%
The value of services for the taxes paid to Novi	55%	67%	61%	61%
The overall direction that Novi is taking	75%	68%	67%	70%
The job Novi government does at welcoming citizen involvement	68%	55%	67%	63%
Overall confidence in Novi government	75%	60%	64%	66%
Generally acting in the best interest of the community	81%	62%	65%	68%
Being honest	75%	66%	70%	70%
Treating all residents fairly	78%	73%	69%	73%
Overall customer service by Novi employees (police, receptionists, planners, etc.)	81%	78%	81%	80%
The Federal Government	33%	48%	39%	41%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Police services	89%	88%	91%	89%
Fire services	92%	95%	97%	95%
Ambulance or emergency medical services	94%	95%	99%	96%
Crime prevention	95%	84%	81%	86%
Fire prevention and education	90%	90%	91%	90%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	67%	66%	62%	65%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Traffic enforcement	77%	75%	68%	73%
Street repair	38%	39%	33%	37%
Street cleaning	62%	65%	47%	58%
Street lighting	65%	60%	53%	59%
Snow removal	63%	72%	51%	61%
Sidewalk maintenance	64%	66%	49%	60%
Traffic signal timing	57%	35%	47%	46%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Recycling	74%	63%	85%	74%
Drinking water	66%	82%	89%	79%
Preservation of natural areas such as open space, farmlands and greenbelts	70%	55%	49%	58%
Novi open space	66%	51%	46%	54%

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Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Storm drainage	73%	68%	79%	73%
Sewer services	82%	82%	80%	81%
Power (electric and/or gas) utility	78%	79%	89%	82%
Utility billing	69%	65%	81%	72%
Land use, planning and zoning	60%	61%	52%	57%
Code enforcement (weeds, abandoned buildings, etc.)	66%	62%	66%	65%
Cable television	53%	62%	53%	56%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Economic development	75%	73%	74%	74%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
City parks	87%	73%	84%	82%
Recreation programs or classes	88%	78%	90%	85%
Recreation centers or facilities	79%	78%	75%	77%
Health services	80%	81%	85%	82%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Public library services	92%	87%	94%	91%
City-sponsored special events	86%	58%	59%	65%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Public information services	84%	79%	82%	82%

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Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Sense of community	64%	60%	69%	64%
Recommend living in Novi to someone who asks	98%	95%	96%	96%
Remain in Novi for the next five years	95%	82%	89%	89%
Contacted the City of Novi (in-person, phone, email or web) for help or information	28%	39%	41%	36%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Was NOT the victim of a crime	88%	92%	94%	91%
Did NOT report a crime	88%	87%	89%	88%
Stocked supplies in preparation for an emergency	20%	21%	24%	22%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Walked or biked instead of driving	45%	58%	55%	53%
Carpooled with other adults or children instead of driving alone	22%	30%	35%	30%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Recycle at home	79%	83%	91%	84%
Made efforts to make your home more energy efficient	72%	75%	78%	75%
Made efforts to conserve water	71%	83%	74%	76%

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Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
NOT under housing cost stress	65%	80%	82%	75%
Did NOT observe a code violation	67%	68%	68%	68%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Purchase goods or services from a business located in Novi	99%	98%	99%	99%
Economy will have positive impact on income	26%	28%	36%	30%
Work in Novi	21%	28%	28%	26%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Used Novi recreation centers or their services	33%	47%	64%	48%
Visited a neighborhood park or City park	70%	67%	82%	73%
Eat at least 5 portions of fruits and vegetables a day	76%	91%	90%	86%
Participate in moderate or vigorous physical activity	83%	92%	95%	90%
Reported being in "very good" or "excellent" health	62%	64%	83%	70%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Used Novi public libraries or their services	59%	68%	82%	70%
Participated in religious or spiritual activities in Novi	32%	35%	52%	40%
Attended a City-sponsored event	24%	30%	54%	36%

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Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Campaigned or advocated for an issue, cause or candidate	15%	17%	16%	16%
Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	11%	8%	12%	11%
Volunteered your time to some group/activity in Novi	22%	36%	30%	30%
Participated in a club	15%	18%	22%	18%
Talked to or visited with your immediate neighbors	84%	89%	95%	89%
Done a favor for a neighbor	81%	77%	82%	80%
Attended a local public meeting	17%	10%	29%	19%
Watched (online or on television) a local public meeting	10%	16%	17%	14%
Read or watch local news (via television, paper, computer, etc.)	69%	84%	86%	80%
Vote in local elections	77%	67%	80%	74%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Overall feeling of safety in Novi	98%	97%	94%	96%
Overall ease of getting to the places you usually have to visit	93%	94%	88%	92%
Quality of overall natural environment in Novi	88%	84%	81%	84%
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	76%	81%	75%	77%
Health and wellness opportunities in Novi	83%	72%	67%	74%
Overall opportunities for education and enrichment	81%	84%	83%	83%
Overall economic health of Novi	91%	95%	89%	92%
Sense of community	80%	79%	84%	81%

Table 29: Question 14

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: (Percent rating as "Essential" or "Very important").	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Annual investments in facilities and equipment for police and fire	87%	87%	86%	87%
Annual investments in municipal infrastructure (i.e. roads, water and sewer)	91%	88%	93%	91%

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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: (Percent rating as "Essential" or "Very important").	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
Annual investments in parks and recreation/cultural facilities	61%	67%	69%	66%
Work cooperatively with neighboring communities, school districts and other public entities	68%	67%	63%	66%
Preserve natural areas (including open spaces, wetlands, woodlands)	69%	74%	77%	73%
Add new and enhance existing services to address Novi's changing demographics	52%	49%	48%	50%
Promote services and programs for seniors	58%	61%	54%	58%
Expand and enhance recreational and cultural programs	43%	57%	48%	49%
Promote and maintain an attractive community	76%	88%	87%	84%

Table 30: Question 15

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: (Percent rating as "Major source" or "Minor source").	Geographic Area			Overall
	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	
City of Novi Newsletter (Engage!)	86%	71%	89%	82%
City of Novi website (cityofnovi.org)	55%	67%	82%	68%
E-newsletters (I am Novi, Destination Recreation)	49%	41%	57%	49%
Cable television (Channel 13-1 or AT&T U-verse)	40%	39%	27%	35%
Novi News	62%	53%	52%	55%
Social media (e.g., Facebook, Twitter, YouTube, Instagram)	39%	48%	50%	46%
Word of mouth	73%	78%	86%	79%
Homeowner Association	43%	54%	72%	57%