

THE NCSTM
The National Citizen SurveyTM

Novi, MI

Comparisons by Demographic Subgroups

2018



NRC
National Research Center Inc

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

About

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. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Novi’s Comparisons by Demographic Subgroups is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by age, race, annual household income and number of years in Novi.

Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized 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 participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by selected respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroups ratings within a row (a single question item) that has a statistically significant difference, an upper case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table A below, respondents age 55 and over (C) gave significantly higher rating to the overall quality of life than those age 18 to 34 (A) and 35 to 54 (B), as denoted by the “A B” listed in the cell of the ratings for those 55+. This was also true of women (A) over men (B); people who were white alone, not Hispanic (A) over those who were Hispanic and/or other race (B); homeowners (B) over renters (A); and those living in detached housing (A) over those living in attached housing (B).

Figure 1: Community Characteristics – General (Example Only)

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	White alone, not Hispanic (A)	Hispanic and/or other race (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	
Percent rating positively (e.g., excellent/good)												
The overall quality of life in ABC	76%	78% A	82% A B	79% B	77%	81% B	71%	73%	81% A	79% B	76%	78%
Overall image or reputation of ABC	69%	69%	73% A B	71% B	69%	72% B	64%	68%	71% A	69%	71% A	70%
ABC as a place to live	81%	84% A	87% A B	85% B	83%	86% B	78%	79%	86% A	85% B	82%	84%

Findings

Notable differences between demographic subgroups included the following:

- Residents who had lived in Novi for more than two years were more likely to give positive ratings to several aspects of Mobility, including public parking, public transportation, ease of biking and ease of walking and the availability of paths and trails than residents who had lived in Novi for a shorter amount of time. Further, these residents also gave higher ratings to some aspects of economy such as Novi as a place to work and to the cost of living than residents who had lived in Novi for less than two years.
- Within Community Characteristics, residents with an annual household income of \$50,000 or more tended to give more positive ratings to their neighborhoods, Novi as a place to live and as a place to raise children. Additionally, they gave more positive ratings to affordability aspects such as cost of living, availability of affordable quality food and the availability of affordable quality health services.
- Non-white residents were more likely to use potential new features of the Novi Library, placed a higher importance on new library features and were more likely to support a property tax increase for the Novi Library than white residents. Residents age 18-34 tended to give higher ratings than residents who were 35 or older to aspects of Government such as the job Novi government does at welcoming citizen involvement, overall confidence in Novi government and acting in the best interest of the community.

The National Citizen Survey™

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
The overall quality of life in Novi	90%	95%	93%	88%	96% A	94%	93%	95%	92%	94%	93%	93%
Overall image or reputation of Novi	88%	94%	93%	88%	94%	93%	93%	93%	99% B	90%	92%	92%
Novi as a place to live	89%	97% A	97% A	88%	99% A	96% A	95%	97%	92%	98%	95%	95%
Your neighborhood as a place to live	93%	89%	91%	79%	91% A	94% A	90%	93%	81%	93% A	93% A	90%
Novi as a place to raise children	90%	96%	96%	86%	96% A	96% A	95%	96%	92%	96%	94%	95%
Novi as a place to retire	72%	70%	70%	71%	87% A C	62%	70%	74%	78% B	60%	78% B	70%
Overall appearance of Novi	91%	95%	92%	96%	93%	93%	95% B	89%	96%	93%	93%	93%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Overall feeling of safety in Novi	95%	97%	95%	99%	97%	95%	96%	93%	97%	96%	94%	96%
In your neighborhood during the day	97%	99%	98%	100%	99%	97%	98%	97%	97%	99%	97%	98%
In Novi's downtown/commercial area during the day	95%	99% C	93%	100%	97%	95%	96%	96%	97%	96%	96%	96%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Overall ease of getting to the places you usually have to visit	68%	69%	74%	56%	84% A C	71% A	68%	85% A	65%	69%	79% A B	71%
Traffic flow on major streets	30%	36%	44% A	37%	44%	36%	37%	45%	28%	38%	46% A	39%
Ease of public parking	57%	79% A	71% A	68%	66%	76%	70%	75%	62%	74%	75%	71%

The National Citizen Survey™

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Ease of travel by car in Novi	56%	65%	61%	52%	76% A C	59%	56%	84% A	60%	61%	65%	62%
Ease of travel by public transportation in Novi	7%	28% A	31% A	22%	27%	25%	27%	18%	17%	24%	31%	24%
Ease of travel by bicycle in Novi	20%	60% A	52% A	23%	67% A C	49% A	51%	46%	52%	47%	52%	50%
Ease of walking in Novi	48%	63% A	63% A	50%	63%	62%	61%	59%	61%	56%	67%	60%
Availability of paths and walking trails	42%	60% A	61% A	44%	64% A	59%	59%	52%	55%	53%	65%	57%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Quality of overall natural environment in Novi	70%	80%	74%	71%	86% A C	73%	74%	82%	72%	74%	80%	75%
Air quality	85%	89%	87%	87%	81%	91% B	89%	82%	86%	86%	91%	87%
Cleanliness of Novi	93%	94%	94%	98% B	90%	95%	95%	90%	100% B C	93%	92%	94%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	50%	74% A	64% A	58%	70%	67%	66%	69%	69%	63%	68%	65%
Public places where people want to spend time	75%	78%	68%	70%	79%	72%	72%	80%	74%	72%	77%	74%
Variety of housing options	80%	69%	73%	61%	74%	76% A	73%	72%	82% B	68%	74%	73%
Availability of affordable quality housing	36%	53% A	57% A	40%	52%	54%	51%	51%	49%	50%	54%	52%
Overall quality of new development in Novi	59%	77% A C	59%	67%	78% C	63%	68%	59%	83% B C	60%	64%	66%

The National Citizen Survey™

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Overall economic health of Novi	93%	95%	96%	95%	96%	94%	95%	94%	99% B	92%	97%	95%
Novi as a place to work	72%	87% A	88% A	74%	92% A	83%	83%	88%	87%	81%	87%	84%
Novi as a place to visit	65%	74%	71%	83% B C	68%	70%	73%	66%	61%	72%	79% A	71%
Employment opportunities	80%	76%	70%	68%	84%	73%	79% B	66%	82% B	69%	77%	74%
Shopping opportunities	78%	95% A	97% A	88%	89%	96% A B	95% B	84%	92%	91%	95%	93%
Cost of living in Novi	36%	51% A	57% A	35%	51% A	57% A	54%	43%	58%	49%	51%	51%
Overall quality of business and service establishments in Novi	75%	86%	78%	69%	89% A	81% A	81%	80%	92% B	71%	87% B	80%
Vibrant downtown/commercial area	58% C	53% C	32%	60% C	52% C	40%	42%	57% A	58% B	39%	45%	45%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Health and wellness opportunities in Novi	75%	89% A	84%	76%	85%	87% A	85%	83%	83%	82%	90%	84%
Fitness opportunities (including exercise classes and paths or trails, etc.)	55%	82% A	75% A	48%	77% A	79% A	74%	72%	76%	73%	75%	74%
Recreational opportunities	59%	85% A C	74% A	53%	82% A	78% A	75%	79%	81%	76%	71%	75%
Availability of affordable quality food	76%	90% A	84%	73%	92% A	85% A	83%	90%	88% B	78%	92% B	85%
Availability of affordable quality health care	87%	89%	87%	77%	90% A	91% A	88%	87%	92%	85%	90%	88%
Availability of preventive health services	88%	87%	86%	72%	91% A	90% A	86%	89%	91%	85%	88%	87%

The National Citizen Survey™

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Overall opportunities for education and enrichment	89%	95%	89%	87%	95%	90%	91%	90%	99% B	85%	95% B	91%
Availability of affordable quality child care/preschool	68%	80%	78%	42%	56%	90% A B	77%	75%	73%	75%	84%	76%
K-12 education	93%	96%	95%	96%	98%	93%	97% B	90%	98%	92%	97%	95%
Adult educational opportunities	81%	88%	79%	68%	88% A	86% A	85%	78%	90%	80%	82%	83%
Opportunities to attend cultural/arts/music activities	51%	66%	69% A	45%	76% A	68% A	64%	73%	59%	65%	68%	66%
Opportunities to participate in religious or spiritual events and activities	67%	86% A	85% A	70%	87% A	85% A	83%	81%	93% B	76%	85%	83%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Opportunities to participate in social events and activities	56%	71% A	66%	58%	73%	70%	67%	69%	70%	62%	72%	67%
Opportunities to volunteer	62%	80% A	78% A	64%	85% A	77%	75%	78%	72%	72%	84% B	77%
Opportunities to participate in community matters	63%	73%	71%	48%	79% A	76% A	71%	73%	75%	66%	75%	71%
Openness and acceptance of the community toward people of diverse backgrounds	75%	77%	80%	71%	88% A C	78%	78%	77%	87% B	71%	82% B	78%
Neighborliness of residents in Novi	73%	77%	72%	66%	84% A C	72%	72%	79%	83% C	72%	70%	74%

The National Citizen Survey™

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)
The City of Novi	96% C	93% C	85%	87%	97% A C	89%	89%	91%	96% B	86%	93% B	90%
The value of services for the taxes paid to Novi	49%	73% A	66% A	69%	73%	63%	69%	59%	77% B	62%	64%	66%
The overall direction that Novi is taking	72%	75% C	60%	74%	89% C	61%	69%	69%	79% B	65%	67%	67%
The job Novi government does at welcoming citizen involvement	72%	78% C	62%	70%	75%	71%	71%	73%	84% B C	69%	64%	69%
Overall confidence in Novi government	68%	78% C	61%	71%	82% C	65%	68%	75%	81% B C	66%	66%	68%
Generally acting in the best interest of the community	75% C	71%	60%	70%	78% C	65%	67%	68%	80% B C	65%	63%	66%
Being honest	83% C	69%	62%	70%	67%	69%	66%	77%	74%	69%	65%	69%
Treating all residents fairly	82%	76%	70%	74%	79%	72%	72%	80%	77%	73%	74%	74%
Overall customer service by Novi employees (police, receptionists, planners, etc.)	81%	91%	87%	95%	91%	85%	88%	85%	85%	87%	90%	88%
The Federal Government	62% B C	45%	44%	49%	55%	43%	45%	57%	44%	51%	44%	47%

The National Citizen Survey™

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Police services	89%	94%	95%	96%	93%	95%	95%	89%	98%	92%	93%	93%
Fire services	92%	96%	98%	97%	99%	95%	98% B	90%	96%	96%	98%	96%
Ambulance or emergency medical services	92%	90%	92%	86%	97% A	90%	93%	86%	91%	87%	98% B	92%
Crime prevention	92%	94% C	86%	86%	96%	90%	91%	88%	97% B	86%	92%	90%
Fire prevention and education	94%	91%	87%	81%	93%	91%	89%	92%	100% B	83%	93% B	90%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	82%	88% C	73%	60%	90% A	81% A	80%	83%	95% B C	75%	78%	80%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Traffic enforcement	82%	78%	83%	83%	92% C	78%	81%	84%	84%	82%	78%	81%
Street repair	51% C	47% C	25%	36%	57% A C	31%	34%	53% A	59% B C	32%	33%	38%
Street cleaning	71% C	65% C	50%	54%	68%	58%	56%	69% A	71% B	55%	58%	59%
Street lighting	58%	70%	62%	65%	71%	63%	65%	64%	77% B	60%	64%	64%
Snow removal	68%	79%	69%	77%	70%	74%	75%	67%	82% B	69%	73%	73%
Sidewalk maintenance	86% B C	71% C	50%	74% C	76% C	58%	64%	71%	89% B C	61%	53%	65%
Traffic signal timing	64%	60%	57%	45%	68% A	60% A	55%	77% A	67%	58%	56%	59%

The National Citizen Survey™

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Garbage collection	94%	98% C	91%	92%	98%	93%	94%	95%	100% C	94%	91%	94%
Recycling	71%	89% A	84% A	70%	89% A	83% A	82%	89%	77%	88% A	82%	84%
Yard waste pick-up	83%	89%	84%	71%	93% A	87% A	84%	90%	76%	88% A	89% A	86%
Drinking water	66%	83% A	93% A B	73%	85% A	88% A	84%	87%	78%	85%	89% A	85%
Preservation of natural areas such as open space, farmlands and greenbelts	63%	60%	48%	40%	80% A C	50%	54%	63%	65% B	50%	59%	55%
Novi open space	42%	59% A C	46%	28%	75% A C	46% A	46%	63% A	70% B C	41%	53%	49%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Storm drainage	72%	84% C	71%	54%	77% A	82% A	75%	79%	77%	78%	73%	76%
Sewer services	73%	92% A	89% A	76%	91% A	88% A	87%	86%	90%	85%	88%	87%
Power (electric and/or gas) utility	76%	88% A	88% A	89%	86%	86%	88% B	80%	85%	88%	85%	86%
Utility billing	75%	83%	86%	70%	81%	88% A	85%	76%	81%	87%	80%	83%
Land use, planning and zoning	43%	67% A C	53%	57%	67%	54%	57%	53%	60%	55%	56%	56%
Code enforcement (weeds, abandoned buildings, etc.)	72%	74%	64%	72%	76%	67%	67%	79%	82% B C	66%	64%	69%
Cable television	65% C	65% C	39%	47%	61%	54%	51%	63%	77% B C	47%	52%	53%

The National Citizen Survey™

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Economic development	71%	84% C	68%	66%	86% A C	74%	73%	77%	90% B C	70%	71%	75%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
City parks	70%	88% A	88% A	84%	92%	84%	87%	81%	87%	84%	88%	86%
Recreation programs or classes	57%	92% A	83% A	77%	84%	82%	87% B	68%	84%	79%	87%	82%
Recreation centers or facilities	61%	89% A C	78% A	75%	84%	78%	82%	72%	84%	77%	80%	80%
Health services	89%	92%	85%	81%	92%	90%	90%	83%	98% B C	84%	88%	89%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Public library services	82%	92% A	92% A	93%	88%	92%	92%	85%	95%	88%	91%	91%
City-sponsored special events	80%	82%	71%	77%	78%	76%	77%	74%	100% B C	69%	76%	77%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Public information services	73%	83%	74%	71%	79%	80%	79%	77%	84%	78%	74%	78%

The National Citizen Survey™

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Sense of community	73%	73%	70%	80%	69%	73%	71%	78%	71%	71%	74%	72%
Recommend living in Novi to someone who asks	83%	95% A	95% A	82%	100% A C	93% A	92%	97%	82%	97% A	96% A	93%
Remain in Novi for the next five years	77%	87% A	90% A	78%	86%	91% A	86%	90%	76%	91% A	89% A	87%
Contacted the City of Novi (in-person, phone, email or web) for help or information	36%	30%	48% B	32%	29%	47% A B	42% B	28%	24%	39% A	50% A	40%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Was NOT the victim of a crime	93%	96%	95%	88%	92%	98% A B	96% B	90%	94%	95%	95%	95%
Did NOT report a crime	99% C	91%	86%	86%	90%	93%	89%	95%	89%	93%	89%	90%
Stocked supplies in preparation for an emergency	18%	21%	34% A B	24%	30%	26%	28%	21%	22%	24%	32%	27%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Walked or biked instead of driving	36%	57% A	54% A	43%	54%	54%	52%	53%	56%	57% C	43%	51%
Carpooled with other adults or children instead of driving alone	30%	30%	32%	42% C	33%	25%	31%	30%	49% B C	29%	21%	31%
Used bus, rail, subway or other public transportation instead of driving	4%	5%	5%	11% C	5%	3%	5%	5%	2%	5%	9% A	5%

The National Citizen Survey™

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Recycle at home	78%	91% A	88% A	77%	83%	92% A B	88%	84%	100% B C	82%	86%	88%
Made efforts to make your home more energy efficient	78%	78%	79%	71%	74%	81%	78%	79%	89% B C	74%	75%	78%
Made efforts to conserve water	76%	85%	87% A	79%	92% A C	81%	85%	80%	90%	80%	86%	84%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
NOT under housing cost stress	78%	77%	87% B	56%	67%	97% A B	83%	75%	83% C	93% A C	63%	81%
Did NOT observe a code violation	72%	78% C	65%	80% C	70%	67%	70%	71%	88% B C	63%	70%	71%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Purchase goods or services from a business located in Novi	93%	98% A	97%	90%	99% A	97% A	96%	99%	94%	97%	97%	97%
Economy will have positive impact on income	31%	49% A	41%	27%	37%	53% A B	45%	34%	46%	49% C	34%	42%
Work in Novi	34%	35% C	22%	18%	41% A	30%	27%	39% A	31% C	40% C	13%	29%

The National Citizen Survey™

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Used Novi recreation centers or their services	39%	57% A	48%	27%	53% A	55% A	47%	56%	61% C	52% C	39%	49%
Visited a neighborhood park or City park	78%	80%	77%	58%	79% A	86% A	75%	88% A	90% C	87% C	59%	78%
Eat at least 5 portions of fruits and vegetables a day	84%	91% C	83%	77%	90% A	86%	86%	88%	89%	87%	83%	87%
Participate in moderate or vigorous physical activity	76%	80%	91% A B	77%	79%	88% A	87% B	74%	83%	90% C	76%	84%
Reported being in "very good" or "excellent" health	65%	66%	72%	59%	61%	76% A B	68%	69%	73%	71%	63%	69%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Used Novi public libraries or their services	59%	71%	73% A	47%	72% A	76% A	67%	78% A	53%	81% A C	64%	69%
Participated in religious or spiritual activities in Novi	38%	36%	48% B	24%	35%	51% A B	39%	51%	31%	46% A	42%	41%
Attended a City-sponsored event	34%	45%	43%	31%	52% A	42%	39%	54% A	39%	48%	37%	43%

The National Citizen Survey™

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Campaigned or advocated for an issue, cause or candidate	7%	14%	17% A	6%	17%	14%	15%	11%	9%	12%	20% A	14%
Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	4%	8%	14% A	6%	8%	12%	11%	5%	3%	10% A	14% A	10%
Volunteered your time to some group/activity in Novi	15%	20%	27% A	11%	18%	27% A	20%	26%	9%	25% A	25% A	22%
Participated in a club	12%	17%	27% A B	14%	22%	22%	23%	14%	13%	21%	25% A	20%
Talked to or visited with your immediate neighbors	84%	82%	97% A B	95% B	79%	92% B	93% B	75%	83%	88%	93% A	89%
Done a favor for a neighbor	54%	73% A	89% A B	63%	64%	86% A B	80% B	63%	55%	79% A	86% A	77%
Attended a local public meeting	10%	17%	22% A	7%	11%	24% A B	18%	17%	4%	20% A	23% A	18%
Watched (online or on television) a local public meeting	7%	16%	21% A	15%	15%	17%	17%	11%	4%	16% A	24% A B	16%
Read or watch local news (via television, paper, computer, etc.)	68%	80% A	83% A	83% B	69%	83% B	81%	75%	68%	78%	87% A	80%
Vote in local elections	47%	81% A	93% A B	71%	70%	85% A B	90% B	45%	77%	71%	93% A B	80%

The National Citizen Survey™

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Overall feeling of safety in Novi	81%	100% A	96% A	90%	98% A	93%	93%	98%	86%	98% A	95% A	95%
Overall ease of getting to the places you usually have to visit	85%	97% A C	87%	88%	95%	88%	90%	89%	93%	90%	88%	90%
Quality of overall natural environment in Novi	84%	94% A	89%	83%	93%	90%	89%	94%	94% C	93% C	82%	90%
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	73%	73%	77%	58%	76% A	79% A	73%	80%	70%	73%	82% A	75%
Health and wellness opportunities in Novi	72%	82%	76%	72%	91% A C	72%	74%	90% A	76%	74%	83%	78%
Overall opportunities for education and enrichment	72%	93% A C	78%	68%	95% A C	82% A	81%	90% A	88%	81%	82%	83%
Overall economic health of Novi	86%	91%	92%	87%	96% C	88%	89%	93%	92%	88%	93%	91%
Sense of community	84%	89% C	80%	87%	86%	83%	85%	83%	88%	84%	83%	85%

Table 29: Renting or Buying Within Novi

Percent rating positively (e.g., very likely/somewhat likely)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
If moving within the next five years, would consider renting or buying only within Novi	63%	65%	57%	52%	70% A	62%	56%	82% A	65%	63%	60%	62%

The National Citizen Survey™

Table 30: Likelihood of Using New Library Features

Percent rating positively (e.g., very likely/somewhat likely)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Increased meeting room rental space availability	32% C	35% C	20%	15%	31% A	30% A	19%	55% A	34% C	28%	19%	28%
Extended Sunday hours (12pm to 8pm)	51%	60% C	47%	48%	52%	56%	50%	60%	59% C	61% C	36%	53%
Automatic renewal on materials that are currently checked out	51%	71% A C	59%	46%	65% A	66% A	58%	75% A	59%	69% C	53%	62%
An improved café experience	39%	53% A C	34%	35%	38%	48%	38%	57% A	42%	46%	37%	42%
Elimination of daily overdue fines	46%	63% A C	43%	35%	61% A	54% A	47%	71% A	56% C	63% C	33%	51%

Table 31: Importance of Library Services

Percent rating positively (e.g., essential/very important/somewhat important)	Number of years in Novi			Annual household income			Race		Age			Overall (A)
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	
Checking out books, music or movies	63%	80% A	71%	58%	75% A	76% A	70%	83% A	71%	80% C	63%	73%
Downloading electronic books, digital music or digital movies	59%	73% A C	54%	40%	68% A	67% A	58%	76% A	68% C	67% C	49%	62%
Attending performances for youth, teen and/or adults	52%	64% C	43%	33%	60% A	56% A	46%	76% A	54%	58% C	41%	53%
Availability of meeting room space	45% C	57% C	32%	24%	49% A	47% A	35%	73% A	51% C	45%	35%	44%
Opportunities for learning (e.g., online tutoring, ESL classes, computer classes, adult education opportunities, cultural learning experiences, etc.)	59%	74% A C	55%	50%	67% A	64%	58%	81% A	65%	65%	55%	63%

The National Citizen Survey™

Table 32: Support for Potential Property Tax Increases

Percent rating positively (strongly support/somewhat support)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	White	Not white	18-34	35-54	55+	
	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)
Enhancing Novi Public Library operations	73% C	72% C	54%	70%	79% C	55%	59%	79% A	82% B C	61%	56%	63%
Widening Beck Road	75%	69%	70%	76%	68%	72%	71%	74%	68%	71%	73%	71%
Joining the Suburban Mobility Authority for Regional Transit (SMART) System	69% C	57%	51%	75% C	60%	51%	54%	68% A	60%	51%	62%	56%