THE NCS™

THE NATIONAL COMMUNITY SURVEY™

Novi, MI

The National Community Survey

Report of Results
2022

Report by:

National Research Center

POWERED BY POLCO

Polco

Visit us online!
www.polco.us

About The NCS™

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

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

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

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

How the results are reported

For the most part, the percentages presented in the following tabs represent the "percent positive." Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in the tab "Complete data." However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

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

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

Trends over time

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

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

Methods

Selecting survey recipients

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

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

Conducting the survey

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

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

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The margin of error for the City of Novi survey is no greater than plus or minus five percentage points around any given percent reported for all respondents (422 completed surveys).

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

Analyzing the data

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

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

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

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

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

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in the tab "Complete data". However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Contact

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

Survey Validity

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

* See AAPOR's Standard Definitions for more information at https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx
* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf
* Targets come from the 2010 Census and 2020 American Community Survey

Key Findings

Novi residents experience a strong sense of community.

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

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

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

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

However, ratings related to general affordability indicated an opportunity for renewed focus. About half of respondents offered positive evaluations to the cost of living in Novi. When asked what impact the economy would have on their family income in the next six months, only 20% indicated that the impact would positive, while about 40% felt it would be negative. However, rating..

Utility infrastructure is a priority for residents.

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

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

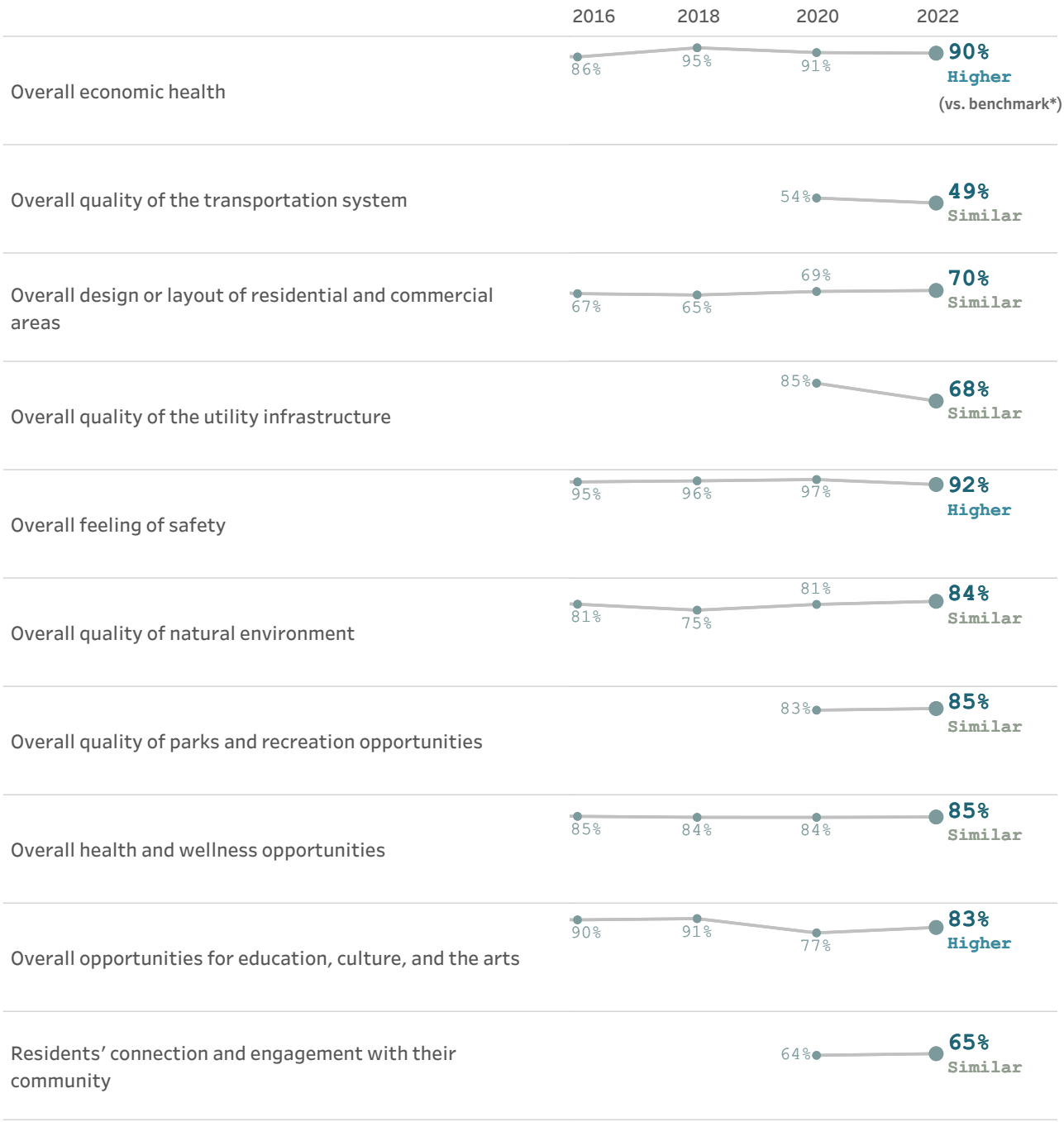
All ratings related to education, arts, and culture were either on par with or higher than national and custom benchmarks, and many were on the rise since 2020. Results indicated that education is highly valued by Novi residents. Virtually all residents (97%) praised public library services. Over 90%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

Facets of livability

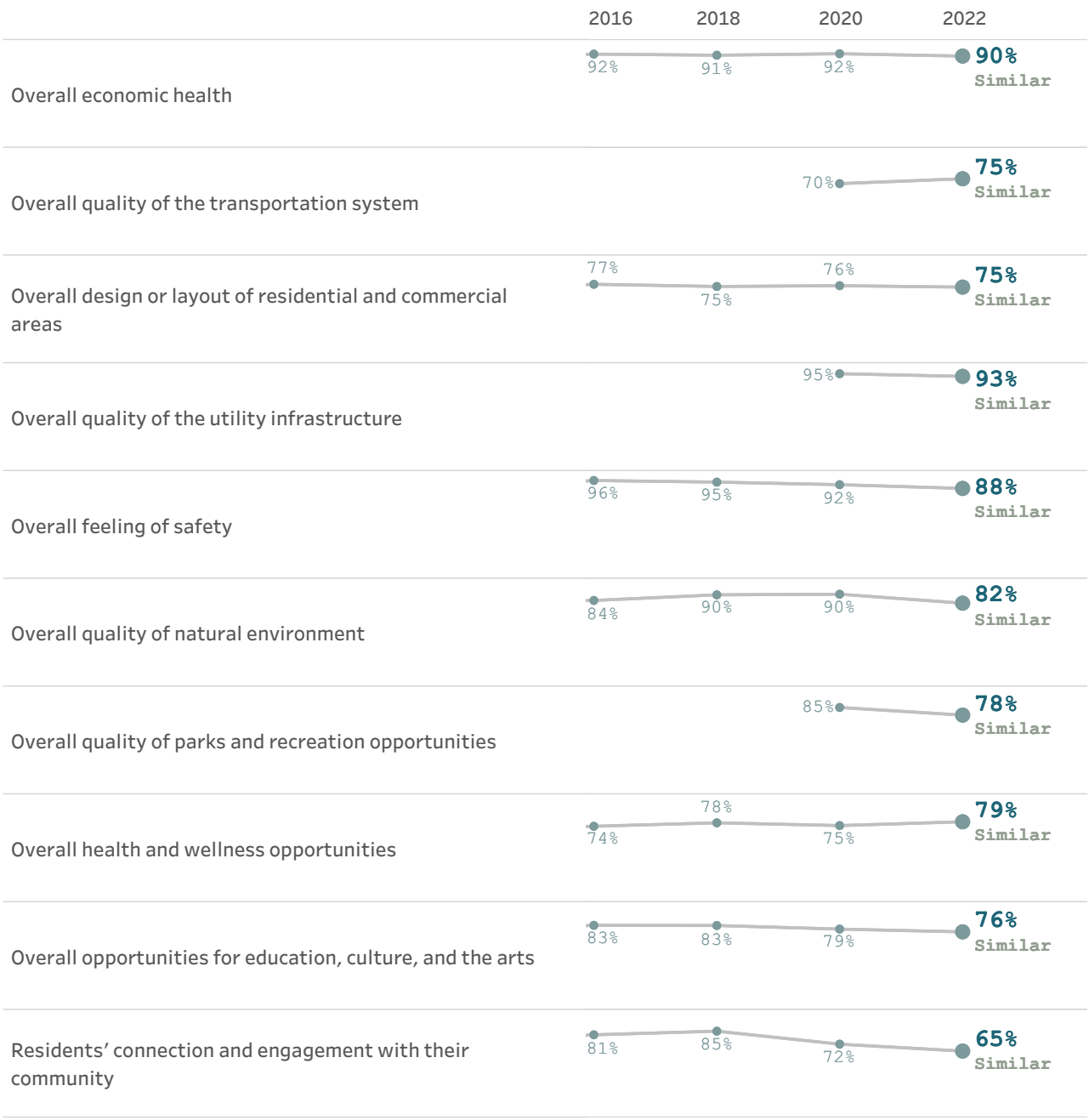
Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation.

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

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



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



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

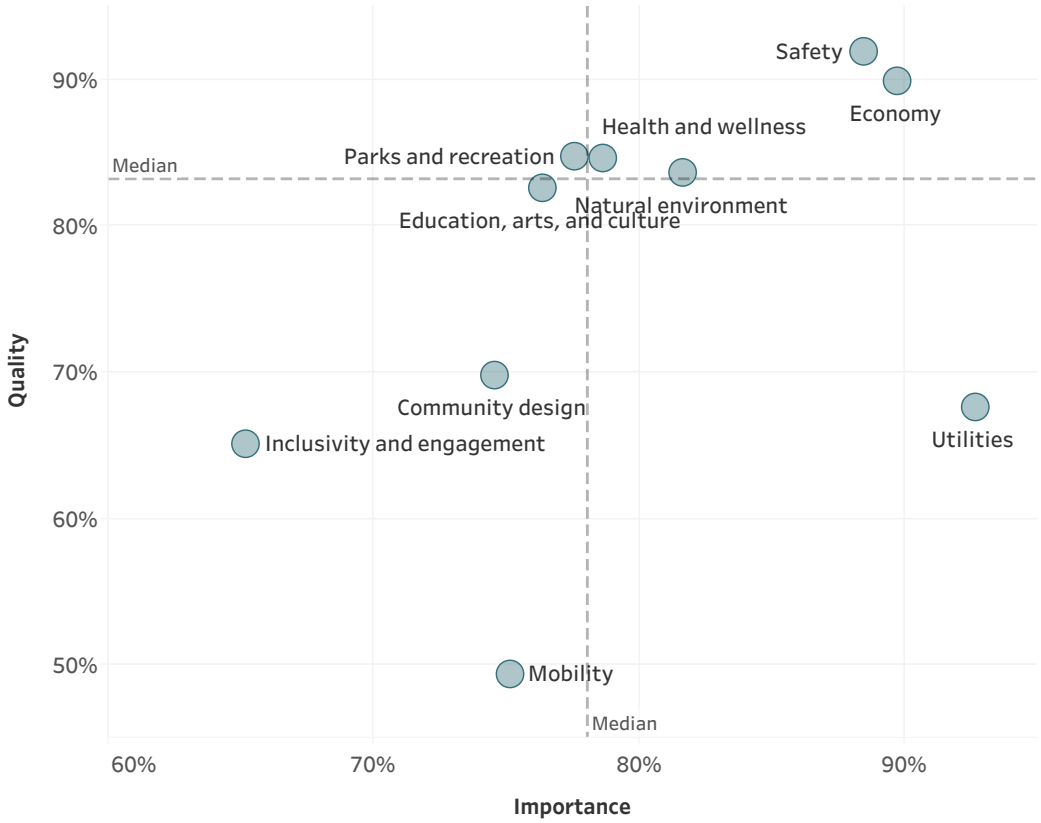
Balancing performance and importance

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

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

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

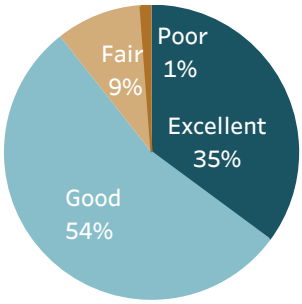
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings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



Quality of life

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

The overall quality of life in Novi, 2022



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

	2016	2018	2020	2022	
Novi as a place to live	96%	95%	96%	96%	Similar vs. benchmark*
The overall quality of life	95%	93%	95%	89%	Similar

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

	2016	2018	2020	2022	
Recommend living in Novi to someone who asks	96%	93%	95%	91%	Similar
Remain in Novi for the next five years	89%	87%	87%	90%	Similar

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

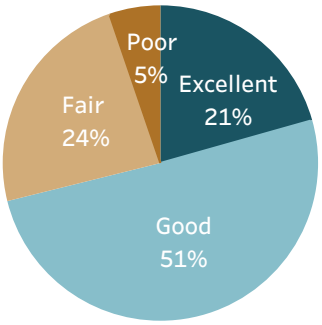
	2016	2018	2020	2022	
Overall image or reputation	93%	92%	92%	93%	Higher

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

Governance

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

Overall confidence in Novi government, 2022

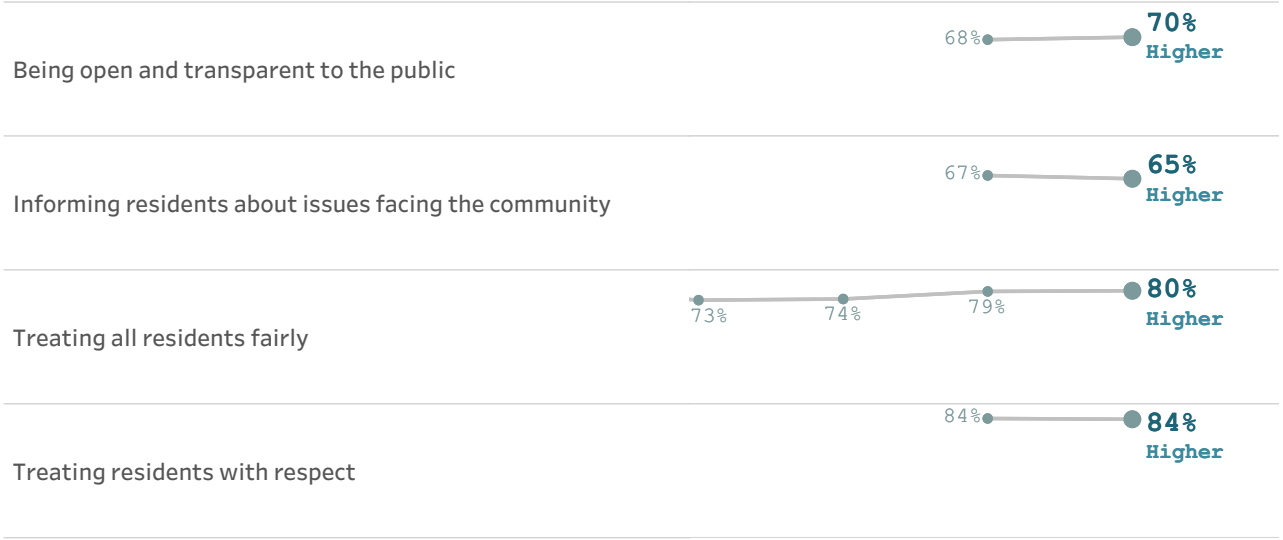


Please rate the quality of each of the following services in Novi.
(% excellent or good)

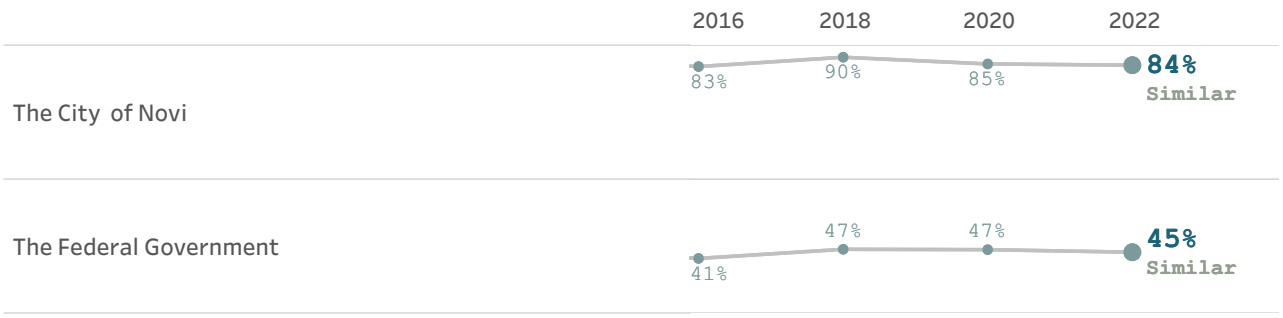
	2016	2018	2020	2022	
Public information services	82%	78%	80%	81%	Similar
Overall customer service by Novi employees	80%	88%	90%	89%	Higher vs. benchmark*

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

	2016	2018	2020	2022	
The value of services for the taxes paid to Novi	61%	66%	71%	65%	Similar
The overall direction that Novi is taking	70%	67%	72%	76%	Higher
The job Novi government does at welcoming resident involvement	63%	69%	57%	69%	Higher
Overall confidence in Novi government	66%	68%	72%	71%	Higher
Generally acting in the best interest of the community	68%	66%	73%	77%	Higher
Being honest	70%	69%	75%	79%	Higher



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

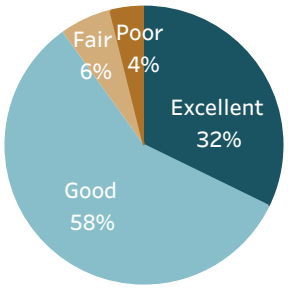


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

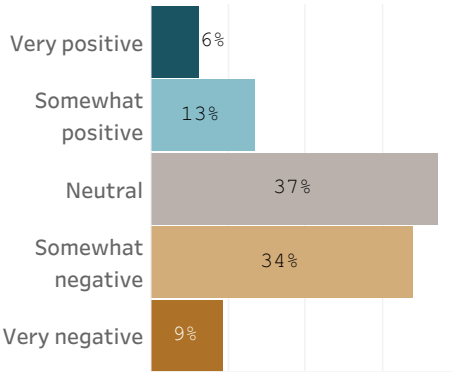
Economy

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

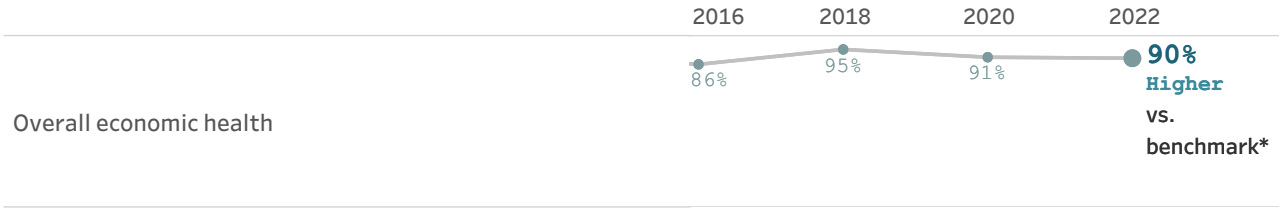
Overall economic health of Novi, 2022



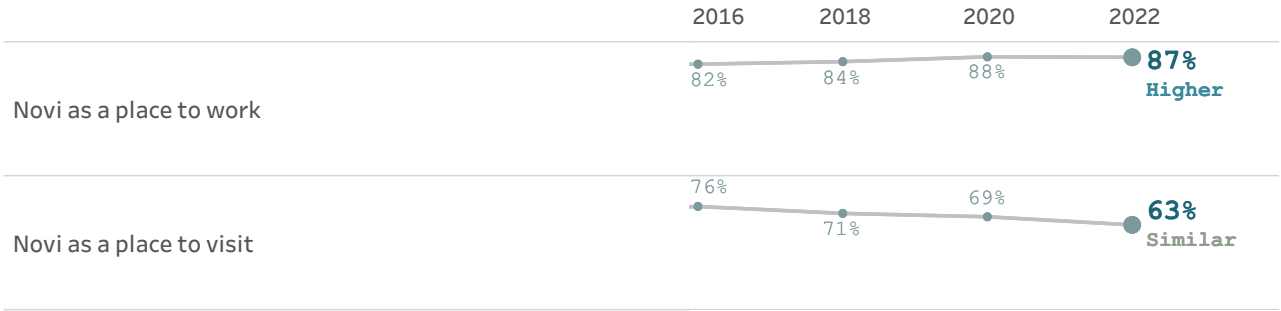
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



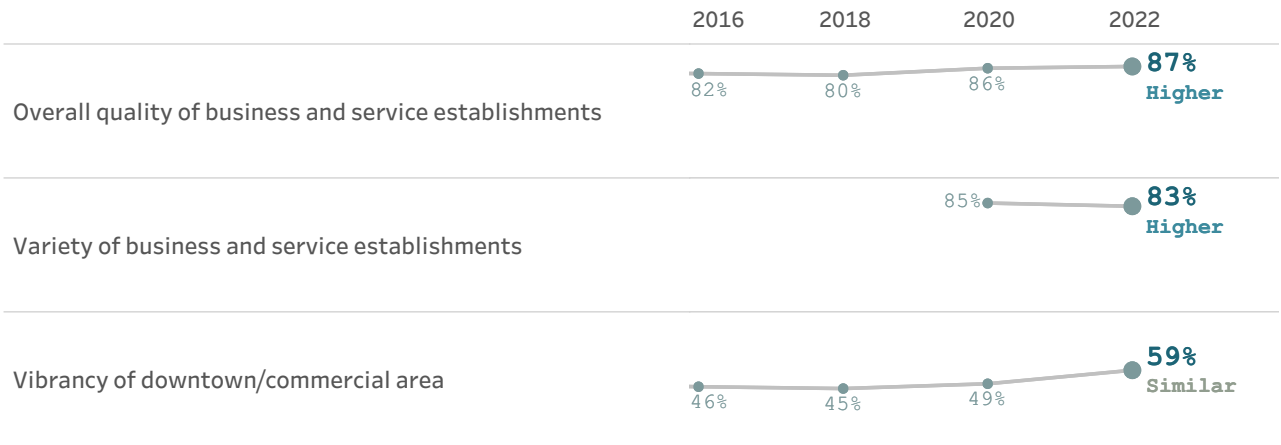
Please rate each of the following characteristics as they relate to Novi as a whole.
(% excellent or good)

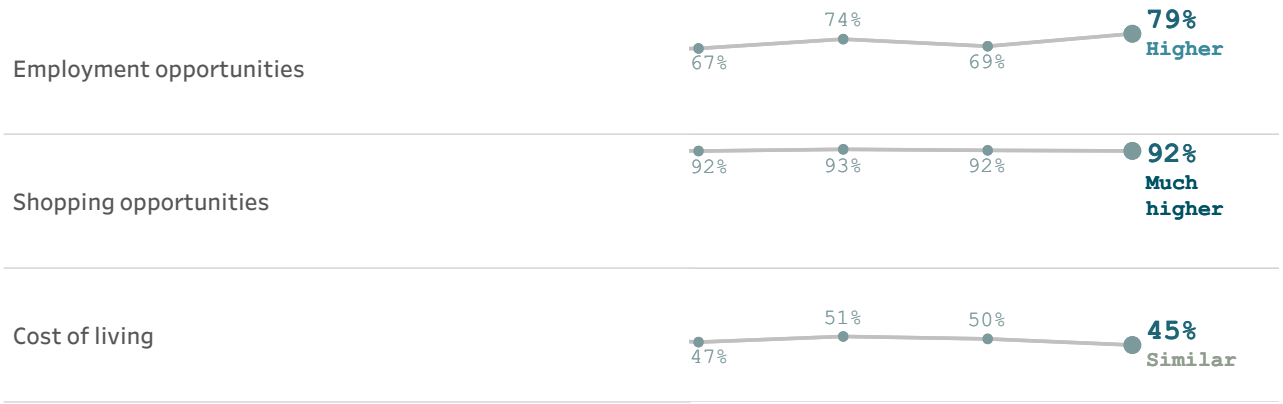


Please rate each of the following aspects of quality of life in Novi.
(% excellent or good)

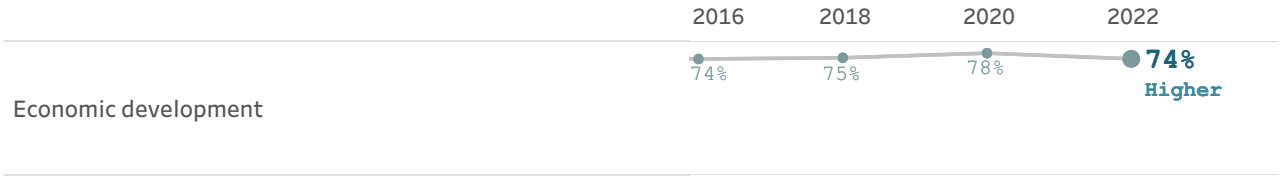


Please rate each of the following in the Novi community.
(% excellent or good)





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



What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
(% very or somewhat positive)

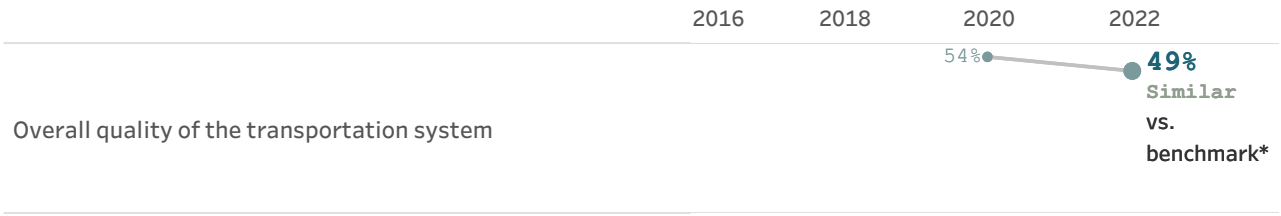
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Mobility

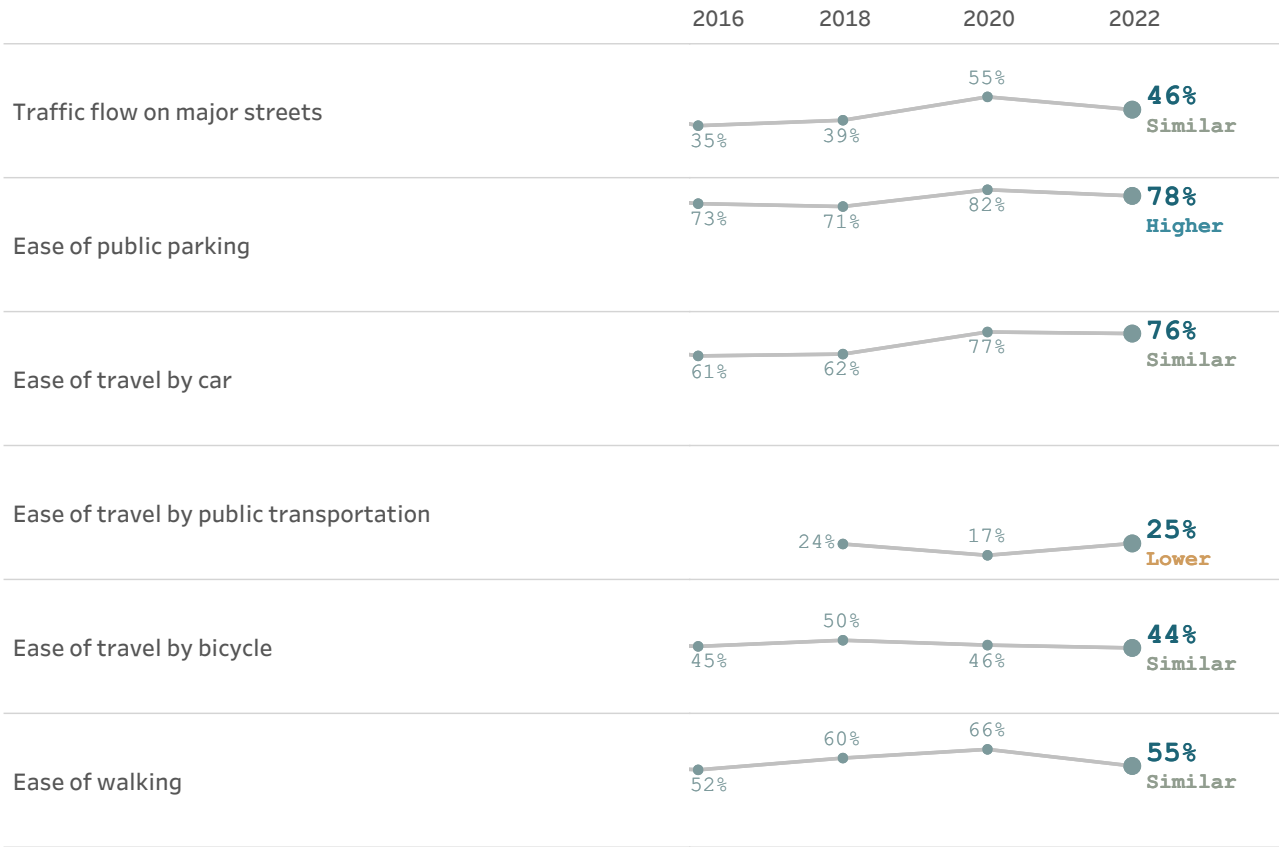
The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Overall quality of the transportation system in Novi, 2022

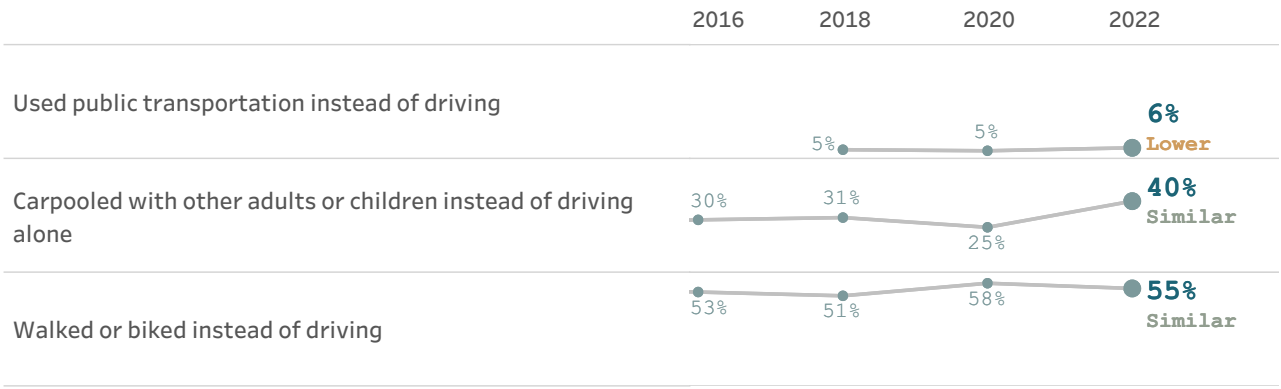
Please rate each of the following characteristics as they relate to Novi as a whole.
(% excellent or good)



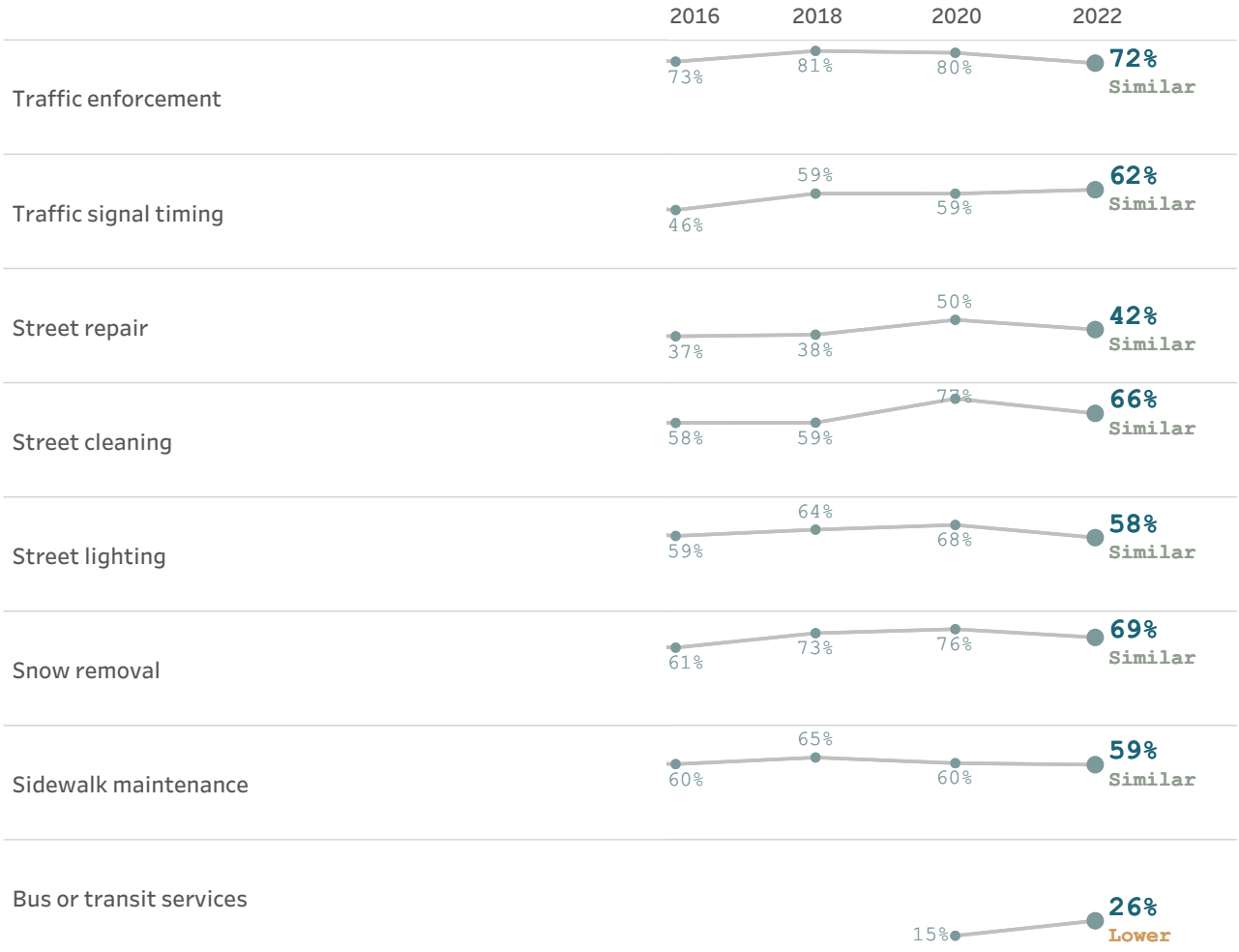
Please also rate each of the following in the Novi community.
(% excellent or good)



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



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

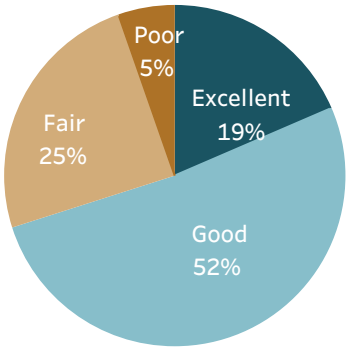


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Community design

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

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



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

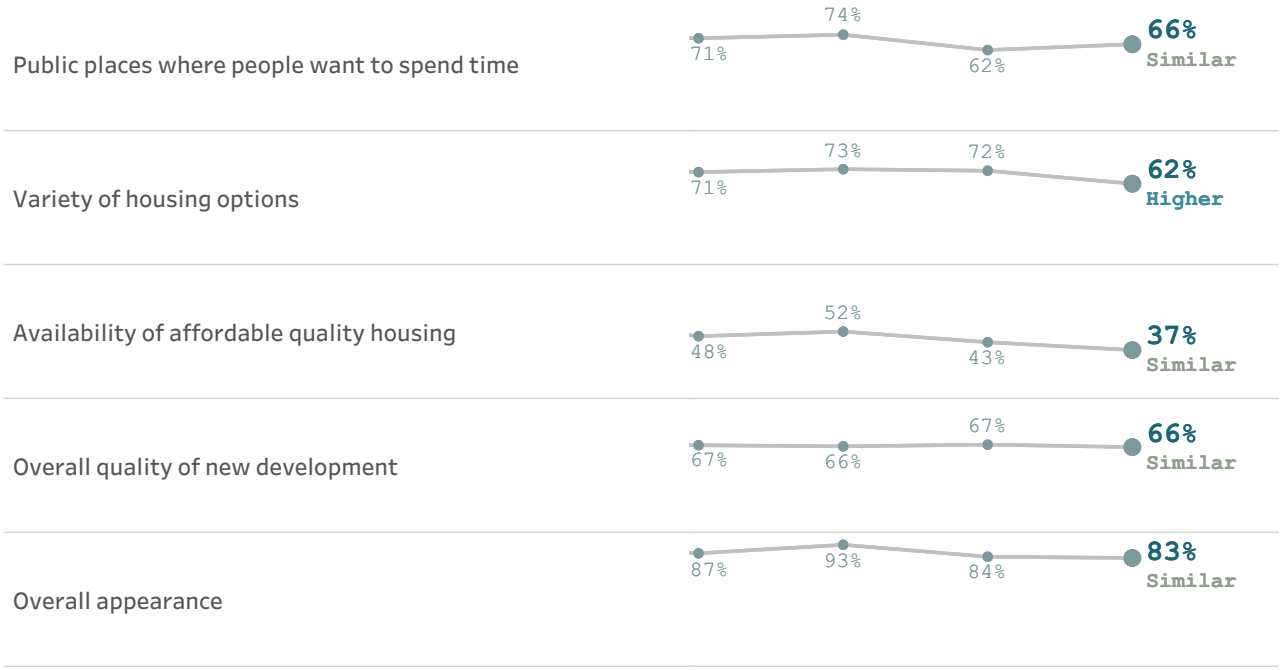
	2016	2018	2020	2022	
Overall design or layout of residential and commercial areas	67%	65%	69%	70%	Similar vs. benchmark*

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

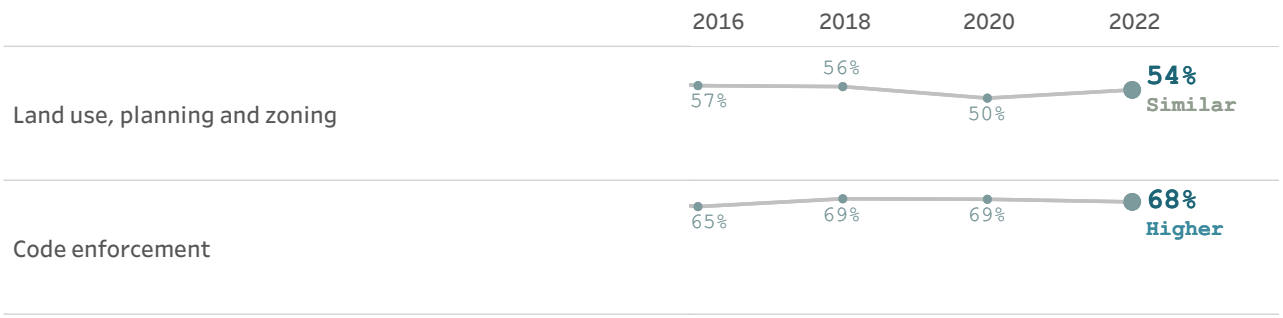
	2016	2018	2020	2022	
Your neighborhood as a place to live	89%	90%	92%	90%	Similar

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

	2016	2018	2020	2022	
Well-planned residential growth			54%	59%	Similar
Well-planned commercial growth			56%	54%	Similar
Well-designed neighborhoods			71%	72%	Similar
Preservation of the historical or cultural character of the community			60%	59%	Similar



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

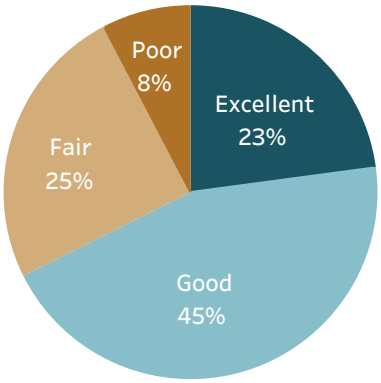


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

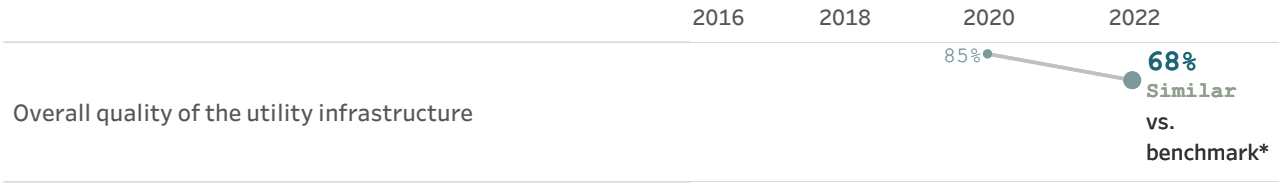
Utilities

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

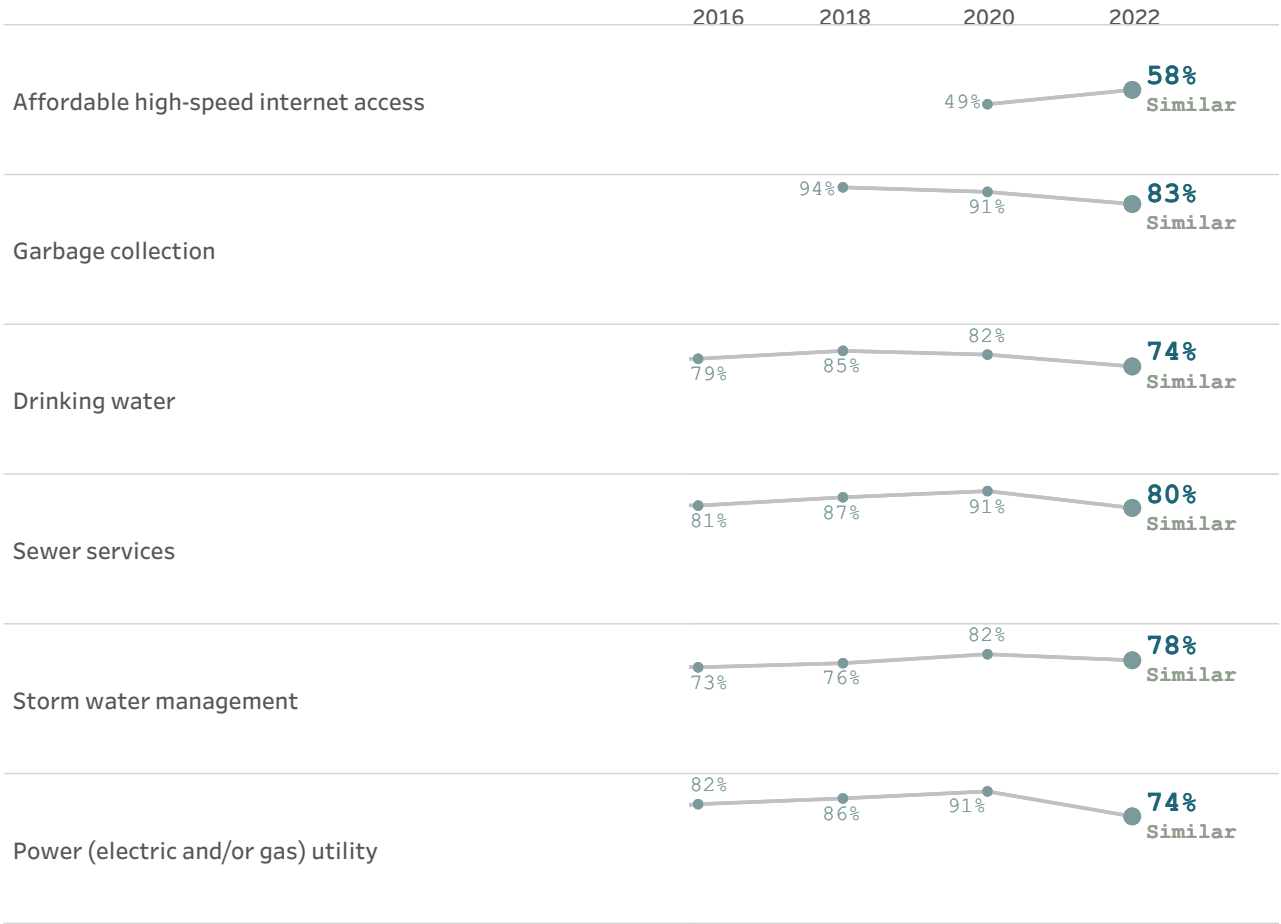
Overall quality of the utility infrastructure in Novi, 2022



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



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



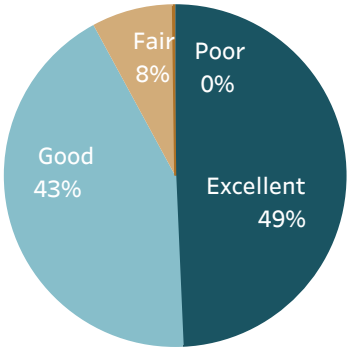
Utility billing		72%	85%	83%	Similar

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

Safety

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

Overall feeling of safety in Novi, 2022



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

	2016	2018	2020	2022	
Overall feeling of safety	95%	96%	97%	92%	Higher vs. benchmark*

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

	2016	2018	2020	2022	
In your neighborhood during the day	97%	98%	99%	98%	Similar
In Novi's downtown/commercial area during the day	95%	96%	97%	93%	Similar
From property crime			93%	93%	Higher
From violent crime			98%	93%	Higher
From fire, flood, or other natural disaster			96%	87%	Similar

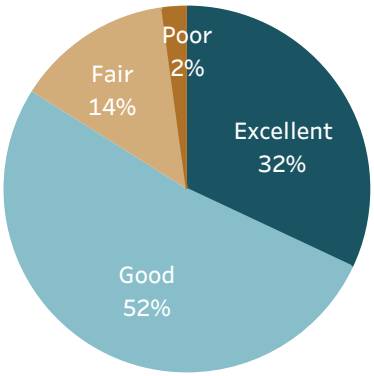
Please rate the quality of each of the following services in Novi.
(% excellent or good)

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

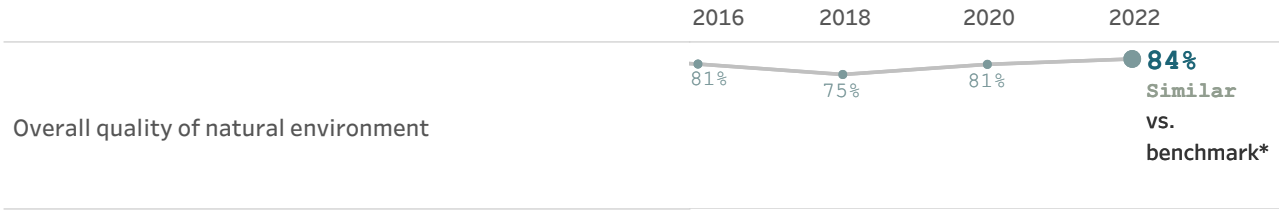
Natural environment

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

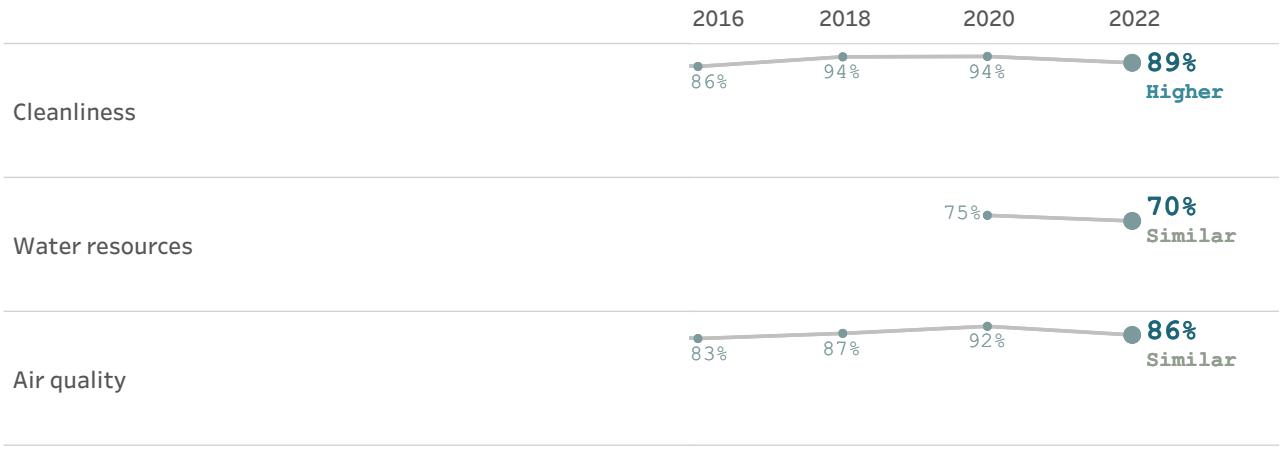
Overall quality of natural environment in Novi, 2022



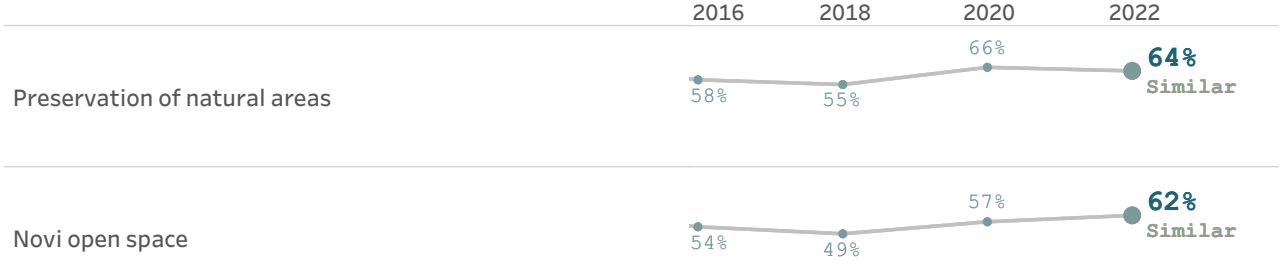
Please rate each of the following characteristics as they relate to Novi as a whole.
(% excellent or good)

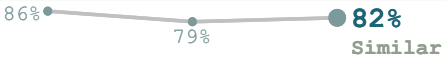


Please also rate each of the following in the Novi community.
(% excellent or good)



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



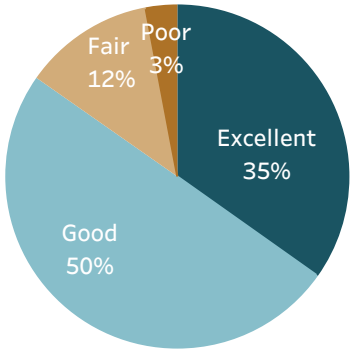
Recycling		
Yard waste pick-up		

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

Parks and recreation

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

Overall quality of parks and recreation opportunities, 2022



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

	2016	2018	2020	2022	
Overall quality of parks and recreation opportunities			83%	85%	Similar vs. benchmark*

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

	2016	2018	2020	2022	
Availability of paths and walking trails	57%	57%	72%	71%	Similar
Fitness opportunities	75%	74%	72%	78%	Similar
Recreational opportunities	72%	75%	70%	78%	Similar

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

	2016	2018	2020	2022	
City parks	82%	86%	86%	85%	Similar
Recreation programs or classes	85%	82%	85%	85%	Higher

Recreation programs or classes

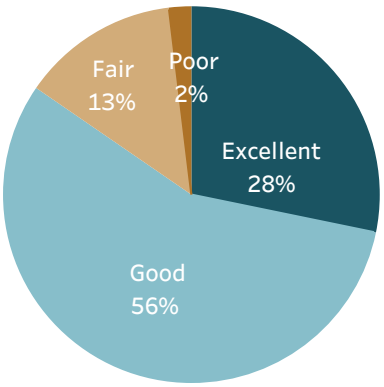
Recreation centers or facilities	77%	80%	80%	82%	Similar

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

Health and wellness

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

Overall health and wellness opportunities in Novi, 2022



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

	2016	2018	2020	2022	
Overall health and wellness opportunities	85%	84%	84%	85%	Similar vs. benchmark*

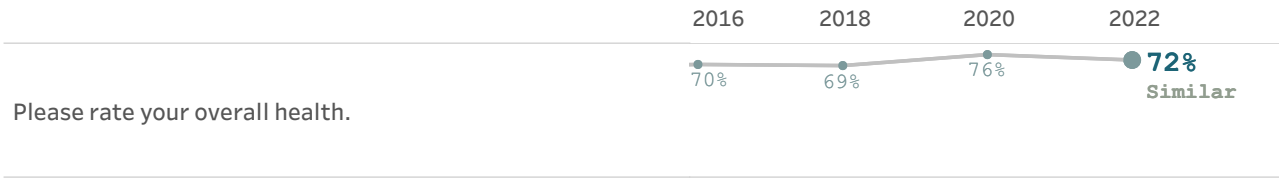
Please also rate each of the following in the Novi community.
(% excellent or good)

	2016	2018	2020	2022	
Availability of affordable quality food	79%	85%	83%	76%	Similar
Availability of affordable quality health care	79%	88%	84%	78%	Higher
Availability of preventive health services	80%	87%	84%	79%	Higher
Availability of affordable quality mental health care			73%	65%	Higher

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

	2016	2018	2020	2022	
Health services	82%	89%	86%	84%	Higher

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

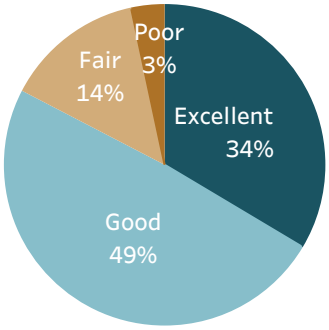


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Education, arts, and culture

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

Overall opportunities for education, culture and the arts, 2022



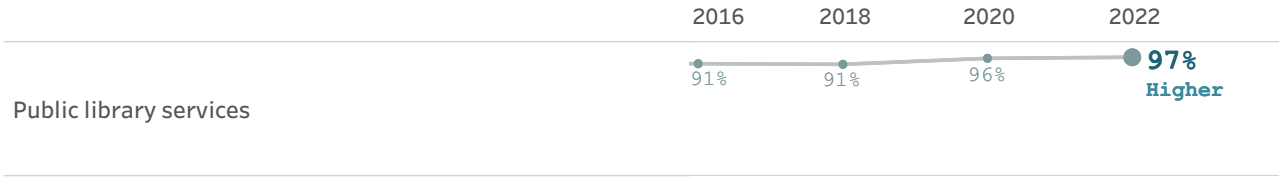
Please rate each of the following characteristics as they relate to Novi as a whole.
(% excellent or good)

	2016	2018	2020	2022	
Overall opportunities for education, culture, and the arts	90%	91%	77%	83%	Higher vs. benchmark*

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

	2016	2018	2020	2022	
Opportunities to attend cultural/arts/music activities	64%	66%	54%	67%	Similar
Community support for the arts			57%	68%	Similar
Availability of affordable quality childcare/preschool	74%	76%	68%	70%	Higher
K-12 education	94%	95%	96%	92%	Much higher
Adult educational opportunities	79%	83%	80%	77%	Higher
Opportunities to attend special events and festivals	65%	77%	59%	76%	Similar

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

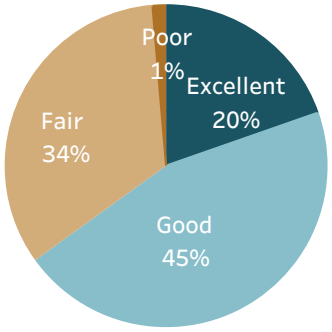


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Inclusivity and engagement

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

Residents' connection and engagement with their community, 2022



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

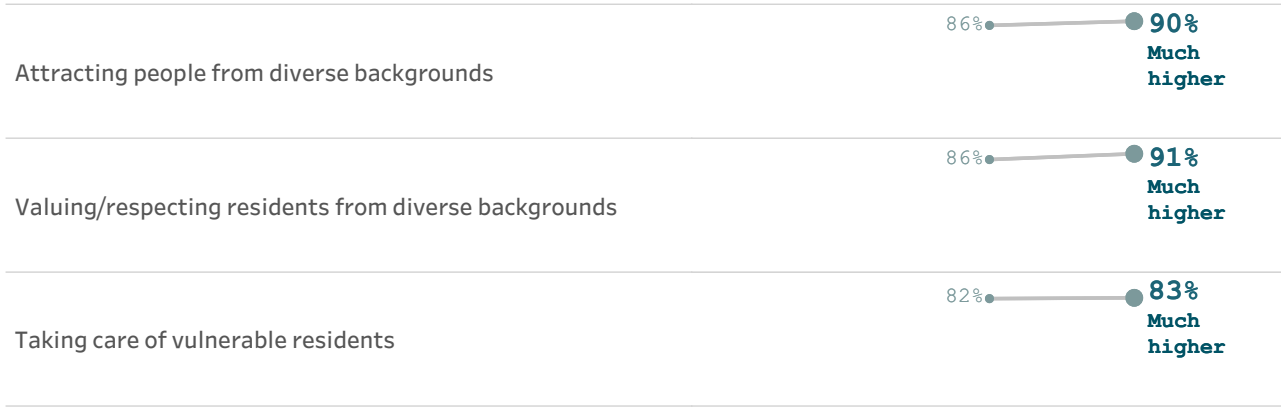
	2016	2018	2020	2022
Residents' connection and engagement with their community			64%	65% Similar vs. benchmark*

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

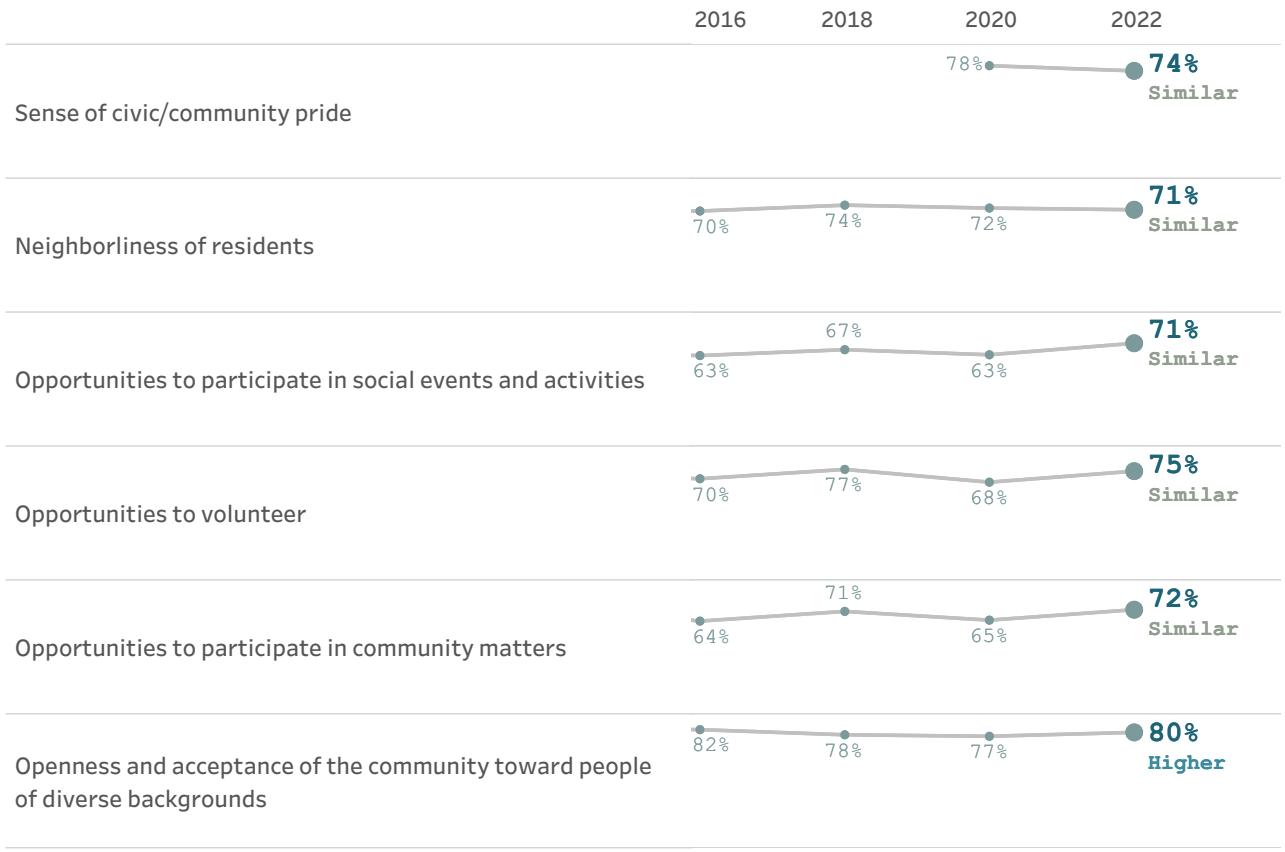
	2016	2018	2020	2022
Novi as a place to raise children	95%	95%	99%	93% Higher
Novi as a place to retire	66%	70%	69%	69% Similar
Sense of community	64%	72%	72%	73% Similar

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

	2016	2018	2020	2022
Making all residents feel welcome			80%	79% Similar



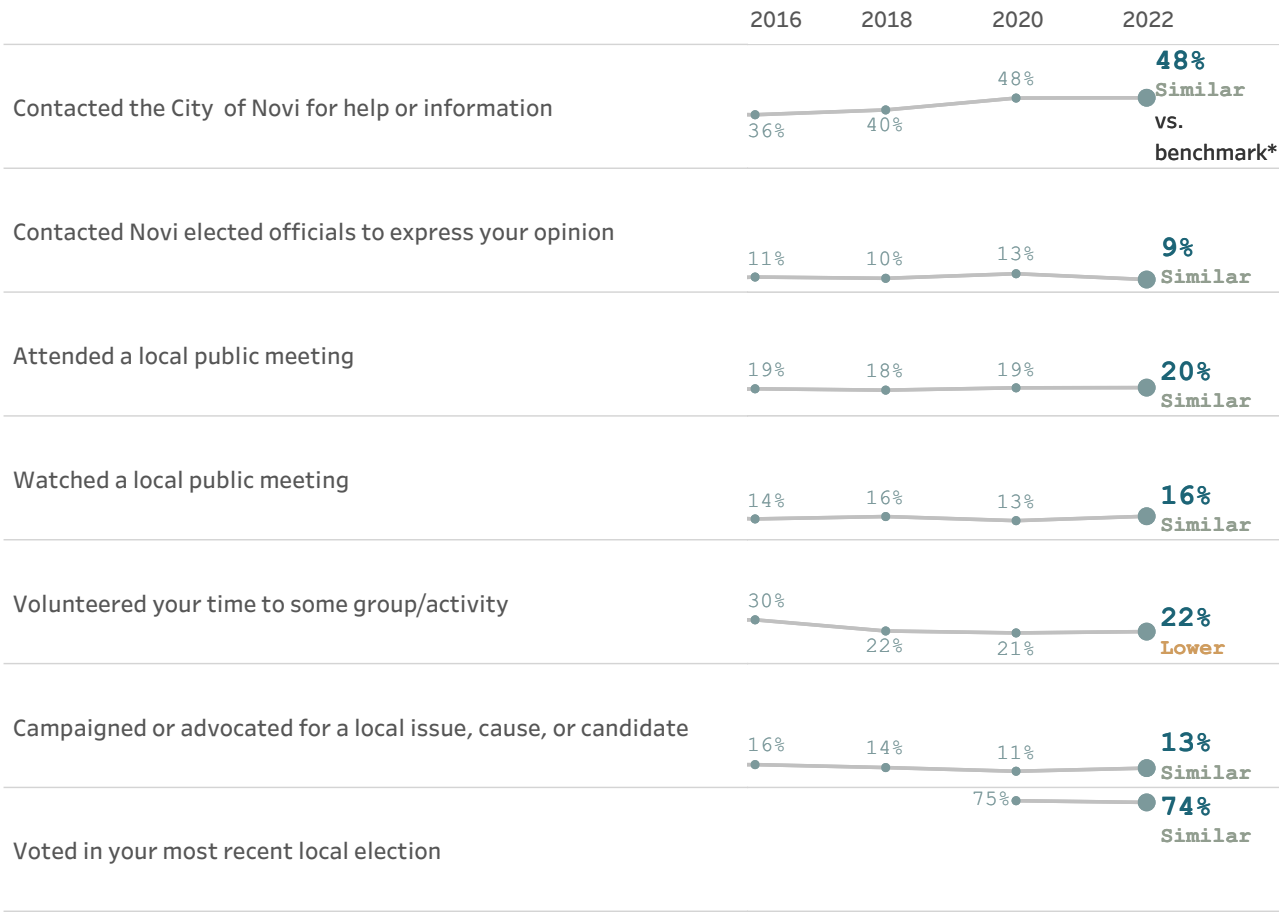
Please also rate each of the following in the Novi community.
(% excellent or good)



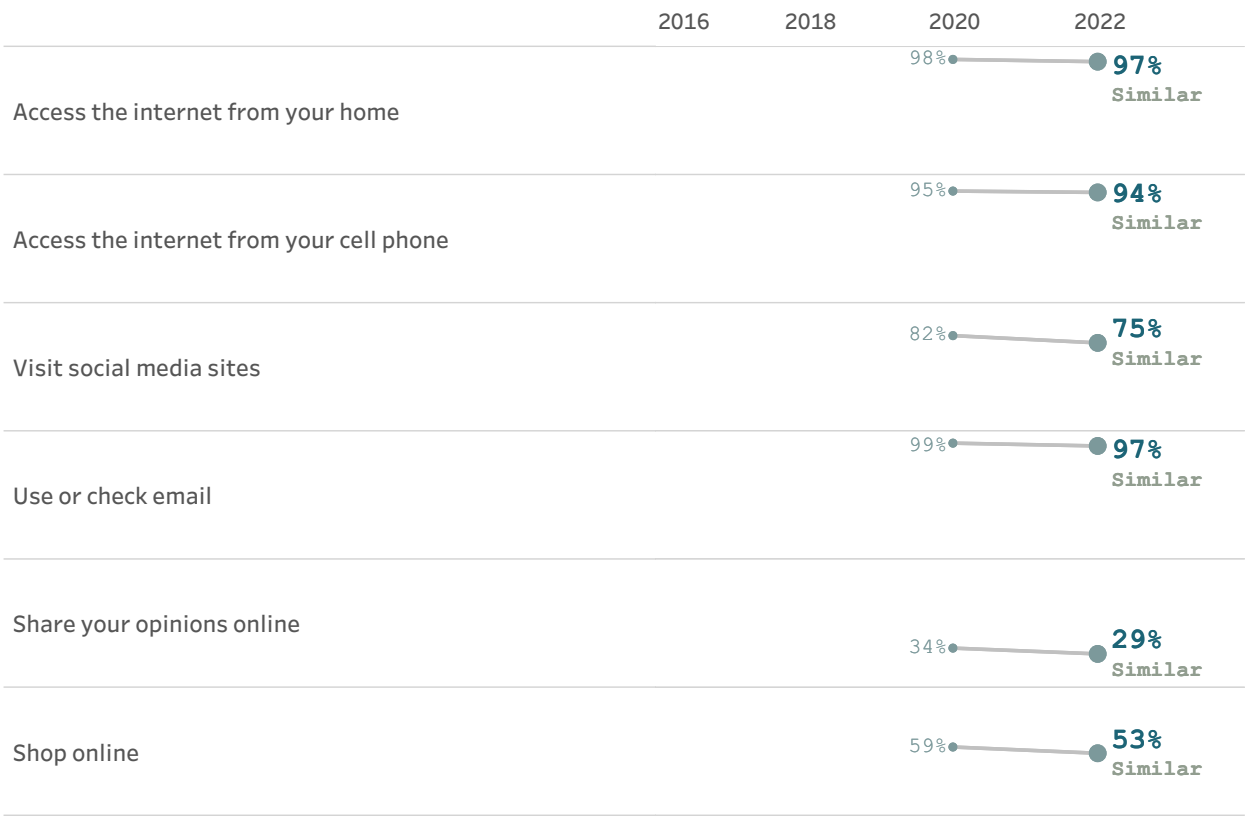
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' participation levels

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



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



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

National benchmark tables

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

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

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

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

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

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

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

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

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

	Please rate your overall health.	Similar	72%	98	290	66
	What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Similar	20%	196	292	33

Custom benchmark tables

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

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

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

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

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

Please also rate each of the following in the Novi community.	Opportunities to participate in community matters	Similar	72%	4	78	96
	Openness and acceptance of the community toward people of diverse backgrounds	Higher	80%	3	83	97
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Novi for help or information	Similar	48%	35	84	59
	Contacted Novi elected officials to express your opinion	Similar	9%	73	77	6
	Attended a local public meeting	Similar	20%	26	79	68
	Watched a local public meeting	Similar	16%	61	76	21
	Volunteered your time to some group/activity	Similar	22%	61	79	24
	Campaigned or advocated for a local issue, cause, or candidate	Similar	13%	59	76	23
	Voted in your most recent local election	Similar	74%	33	58	44
	Used public transportation instead of driving	Lower	6%	59	74	21
	Carpooled with other adults or children instead of driving alone	Similar	40%	45	76	42
	Walked or biked instead of driving	Similar	55%	48	76	38
Please rate the quality of each of the following services in Novi.	Public information services	Similar	81%	11	81	87
	Economic development	Similar	74%	15	80	82
	Traffic enforcement	Similar	72%	27	90	71
	Traffic signal timing	Similar	62%	24	80	71
	Street repair	Similar	42%	67	91	27
	Street cleaning	Similar	66%	52	83	38
	Street lighting	Similar	58%	58	88	35

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

Please rate the quality of each of the following services in Novi.	Preservation of natural areas	Similar	64%	39	77	50
	Novi open space	Similar	62%	46	77	41
	Recycling	Similar	69%	46	84	46
	Yard waste pick-up	Similar	82%	25	79	69
	City parks	Similar	85%	41	84	52
	Recreation programs or classes	Higher	85%	10	83	89
	Recreation centers or facilities	Similar	82%	22	82	74
	Health services	Similar	84%	18	71	76
	Public library services	Higher	97%	3	83	97
	Overall customer service by Novi employees	Similar	89%	8	90	92
Please rate the following categories of Novi government performance.	The value of services for the taxes paid to Novi	Similar	65%	19	92	80
	The overall direction that Novi is taking	Higher	76%	9	85	90
	The job Novi government does at welcoming resident involvement	Higher	69%	5	85	95
	Overall confidence in Novi government	Higher	71%	9	78	89
	Generally acting in the best interest of the community	Higher	77%	5	79	94
	Being honest	Higher	79%	5	76	94
	Being open and transparent to the public	Higher	70%	8	61	88
	Informing residents about issues facing the community	Higher	65%	5	61	93
	Treating all residents fairly	Higher	80%	4	79	96

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

	Please rate your overall health.	Similar	72%	26	76	67
	What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Similar	20%	58	77	25

Complete set of frequencies

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Please rate how important, if at all, you think it is for the Novi community to focus on each of the following in the coming two years.	Overall economic health	Somewhat important	10% N=40
		Not at all important	0% N=
	Overall quality of the transportation system	Essential	36% N=145
		Very important	39% N=160
		Somewhat important	19% N=76
		Not at all important	6% N=26
	Overall design or layout of residential and commercial areas	Essential	35% N=143
		Very important	39% N=160
		Somewhat important	22% N=90
		Not at all important	3% N=14
	Overall quality of the utility infrastructure	Essential	61% N=247
		Very important	32% N=128
		Somewhat important	5% N=19
		Not at all important	3% N=10
	Overall feeling of safety	Essential	62% N=252
		Very important	27% N=109
		Somewhat important	11% N=46
		Not at all important	0% N=
	Overall quality of natural environment	Essential	37% N=150
		Very important	44% N=179
		Somewhat important	17% N=69
		Not at all important	1% N=5
	Overall quality of parks and recreation opportunities	Essential	36% N=147
		Very important	41% N=168
		Somewhat important	22% N=88
		Not at all important	0% N=2
	Overall health and wellness opportunities	Essential	35% N=143
		Very important	44% N=178
		Somewhat important	21% N=84
		Not at all important	1% N=3

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

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

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

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

Full trends

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

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

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

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

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

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

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

Methods (open participation)

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

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

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

Open participation survey results

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

In general, how many times do you:	Access the internet from your cell phone	Several times a day	81% N=22
		Once a day	4% N=1
		A few times a week	11% N=3
		Less often or never	4% N=1
	Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	Several times a day	59% N=16
		Once a day	11% N=3
		A few times a week	11% N=3
		Less often or never	19% N=5
	Use or check email	Several times a day	93% N=25
		Once a day	7% N=2
	Share your opinions online	Several times a day	11% N=3
		A few times a week	15% N=4
		Every few weeks	30% N=8
		Less often or never	44% N=12
	Shop online	Several times a day	12% N=3
		Once a day	4% N=1
		A few times a week	46% N=12
		Every few weeks	31% N=8
		Less often or never	8% N=2
	Please rate your overall health.	Excellent	26% N=7
		Very good	41% N=11
		Good	22% N=6
		Fair	11% N=3
	What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Very positive	4% N=1
		Somewhat positive	22% N=6
		Neutral	33% N=9
		Somewhat negative	33% N=9
		Very negative	7% N=2
	How many years have you lived in Novi?	Less than 2 years	4% N=1
		2-5 years	18% N=5
		6-10 years	14% N=4
		11-20 years	25% N=7

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

How did you hear about this survey? (Select all that apply.)	The City's website		14% N=4
	The City's social media (Facebook, Twitter, Instagram,..		25% N=7
	Received an email from the City		61% N=17
	In a City newsletter or utility bill		18% N=5
	In my Facebook feed		7% N=2
	Heard about it from a family member, friend or neighbor		4% N=1
	Other		4% N=1

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

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

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

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

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

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

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

4. Please rate how safe or unsafe you feel:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

	Excellent	Good	Fair	Poor	Don't know
The City of Novi	1	2	3	4	5
The Federal Government	1	2	3	4	5

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

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

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

D1. In general, how many times do you:

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

D2. Please rate your overall health.

❍ Excellent ❍ Very good ❍ Good ❍ Fair ❍ Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

❍ Very positive ❍ Somewhat positive ❍ Neutral ❍ Somewhat negative ❍ Very negative

D4. How many years have you lived in Novi?

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

D5. Which best describes the building you live in?

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

D6. Do you rent or own your home?

❍ Rent
❍ Own

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

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

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

❍ No ❍ Yes

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

❍ No ❍ Yes

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

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

D11. Are you Spanish, Hispanic or Latino?

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

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

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

D13. In which category is your age?

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

D14. What is your gender?

❍ Woman
❍ Man
❍ Identify in another way → go to D14a

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

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

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