



City of Novi Resident Recreation Survey Summary of Results

2020

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Highlights of Survey Results

Survey Background

The City of Novi, MI desired to gather input from a representative sample of residents as they explore the possibility of building a new recreation center. The City contracted with National Research Center, Inc. (NRC) to conduct the survey on their behalf.

A total of 5,000 addresses were randomly selected from a list of all residential addresses in Novi based on the United States Postal Service Delivery Sequence File. (This list does not include addresses for those in group quarters such as dormitories or nursing homes. Each of these selected households was contacted two times with a half-page postcard survey that could be returned postage-paid in the mail. About 2% of the mailed invitation postcards (80) were returned because they either had incorrect addresses or were received by vacant housing units. Of the estimated 4,920 remaining households, 1,269 completed the survey, providing a response rate of 26%. The margin of error for this survey, with 1,269 respondents, is $\pm 2.8\%$.

The survey data were statistically weighted to adjust for non-response among certain demographic groups, a survey research best practice. The dataset of survey responses were analyzed using the Statistical Package for the Social Sciences (SPSS).

Some of the major findings of the study are presented below. The full frequencies of responses to each survey question can be found in [Appendix A](#). Breakdowns of results of by respondent characteristics are provided in [Appendix B](#). Additional details about the survey methodology can be found in [Appendix C](#) while the survey materials and questionnaire are provided in [Appendix D](#).

Key Findings

- **A majority (57%) of respondents favored the idea of the City of Novi building a recreation center. However, 43% were opposed to the idea.**

Figure 1: Percent of respondents who would or would not like to see the City of Novi build a new recreation center

Would you like the City of Novi to build a new public recreation center?

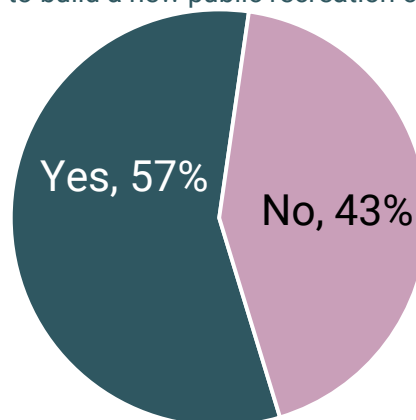
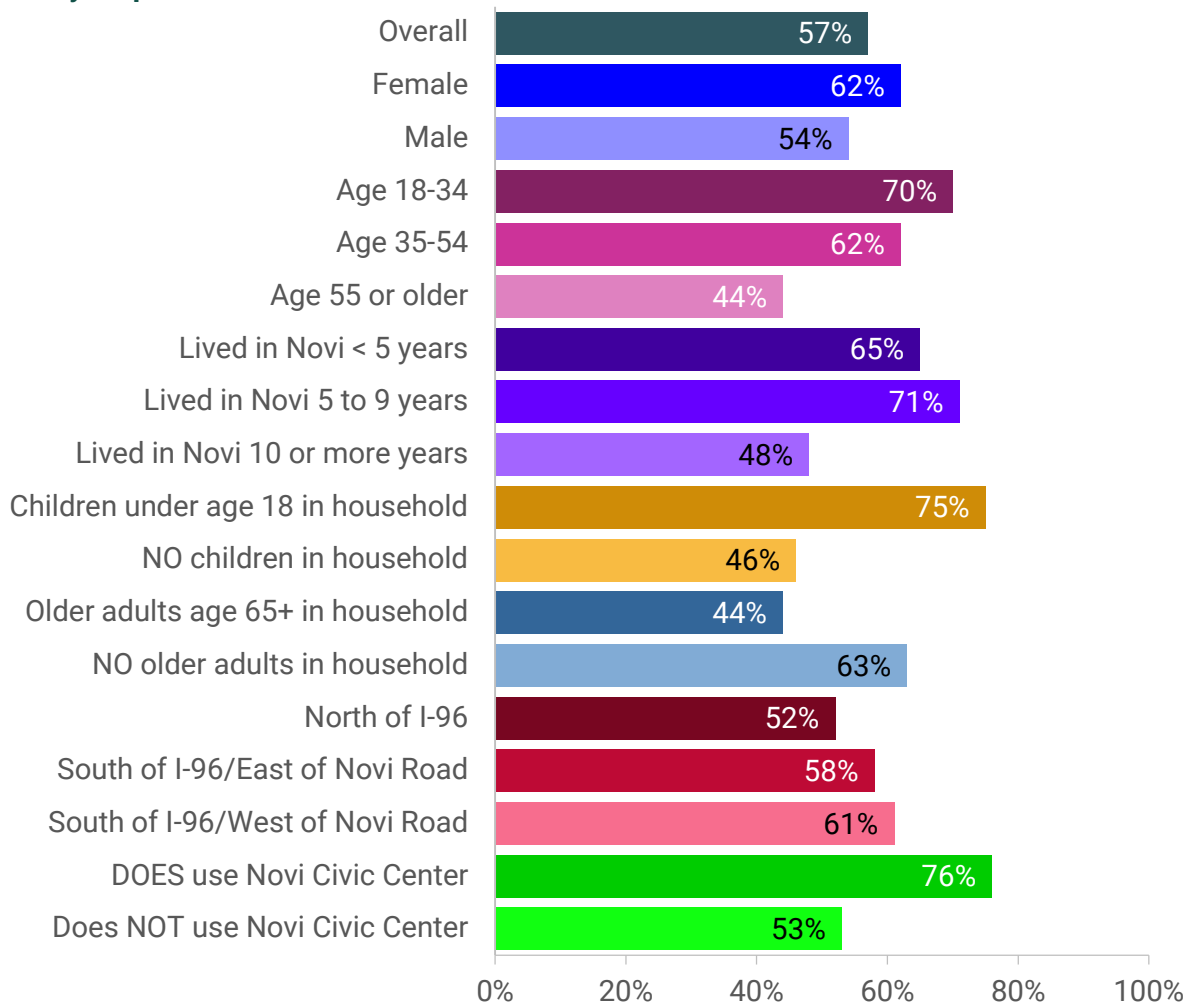


Figure 2: Percent of respondents who would like to see the City of Novi build a new recreation center by respondent characteristics

Support for building a recreation center was lowest among residents North of I-96, where only 52% favored the idea, within the margin of error to be too close to call. About 6 in 10 of those South of I-96 wanted to see the City of Novi build a recreation center.

Less than half of respondents who were age 55 or older, who had lived in Novi for more than 10 years, who lived in a household that did not include children or who lived in a household that did include adults age 65 and over supported the City building a new recreation center. However, 62% or more of their counterparts (respondents who were under age 18, who had lived in Novi for less than 10 years, who lived in a household that included children, who lived in a household in which no members were age 65 or older) did support the City building a new recreation center.

While over half of males and females supported building a recreation center, a greater proportion of females than males did so. Those who said they utilize the Novi Civic Center were much more likely to favor building a recreation center than those who did not say they utilize the Novi Civic Center, although just over half of these respondents (53%) did support building the recreation center.

- **The most popular options for inclusion in a new recreation center were a walking track and weight/cardio machines, considered essential by about 4 in 10 respondents.**

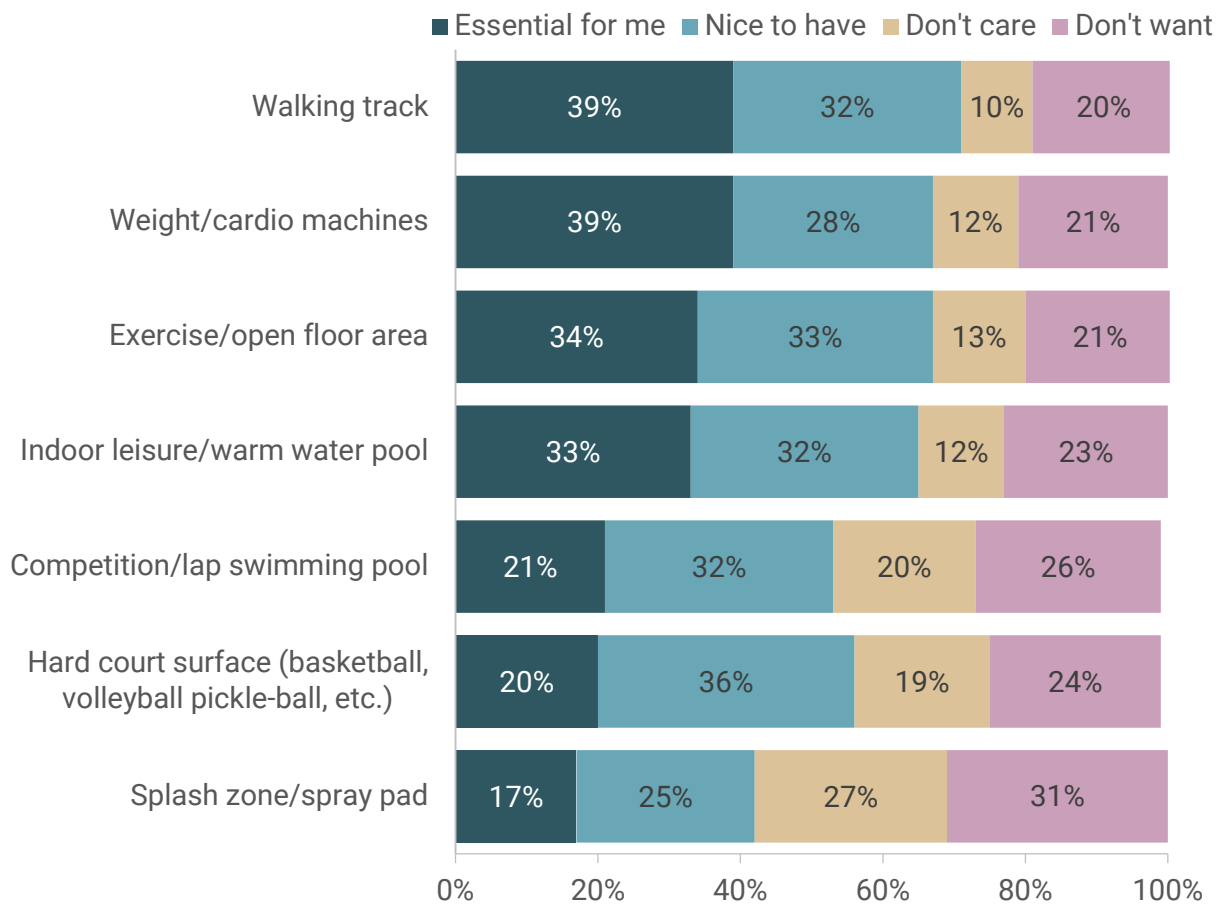
An exercise open floor area and an indoor leisure/warm water pool were considered essential by about a third of respondents. About 2 in 10 respondents thought a competition/lap swimming pool or a hard court surface were essential. These items were considered essential or nice to have by more than half (53% or more) of respondents.

A splash zone/spray pad was considered essential by 17% of respondents, but fewer than half of respondents felt it was essential or nice to have, while 58% did not care if this item was included, or did not want the item to be included.

About a number of people said they were “other” items they wanted to have included in the

Figure 3: Percent of respondents who considered various possibilities to be included in a new recreation center as essential, nice to have, don't care or don't want.

If a new recreation center was built, what would you like to see included in the building?



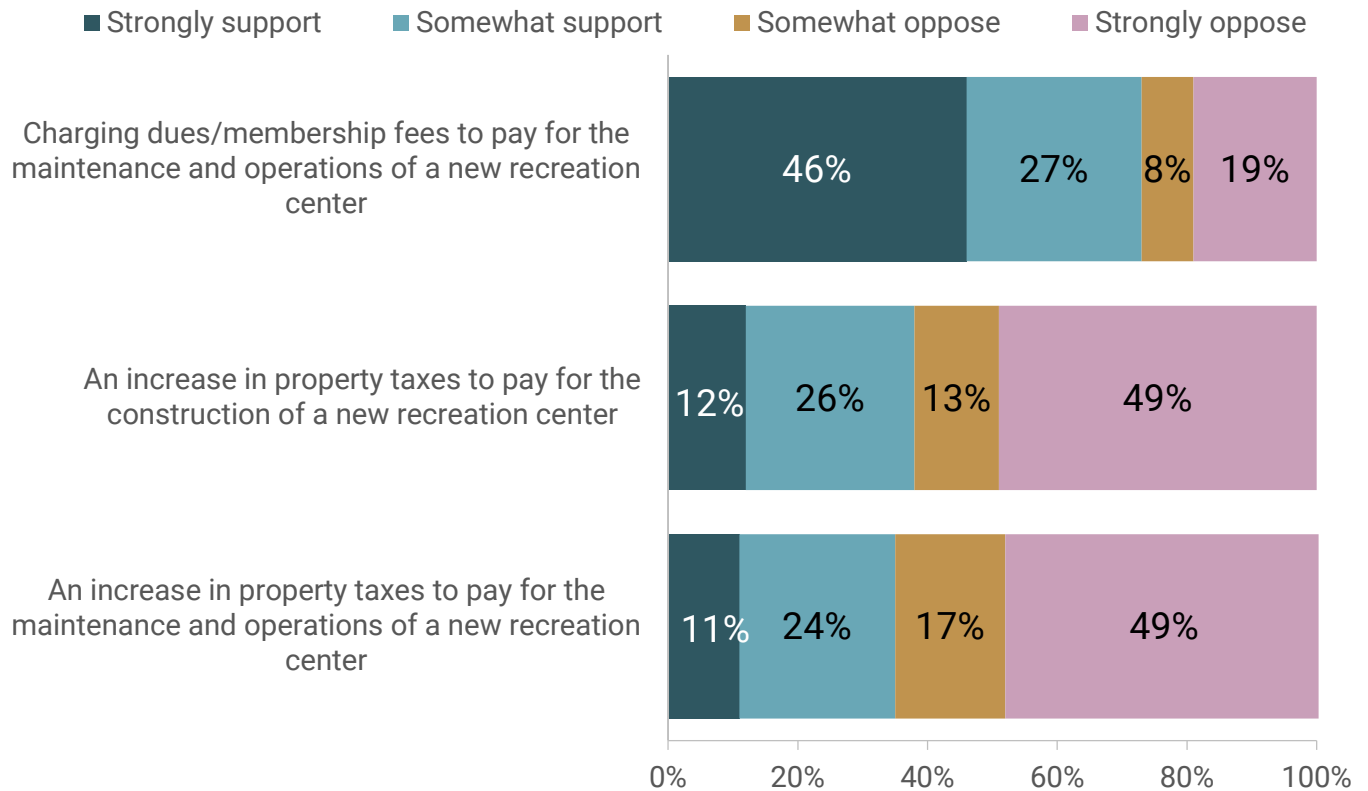
- **Less than half of respondents supported the idea of an increase in property taxes to pay for the construction of a new recreation center or to pay for the maintenance and operations of a new recreation center.**

And, in fact, nearly half strongly opposed the idea of an increase in property taxes to pay for the construction or for the maintenance and operations of a recreation center.

Nearly 7 in 10 respondents would support charging dues or membership fees to pay for the maintenance and operations of a new recreation center, with only 27% opposing this.

Figure 4: Support for or opposition to various funding mechanism

How much would you support or oppose each of the following?



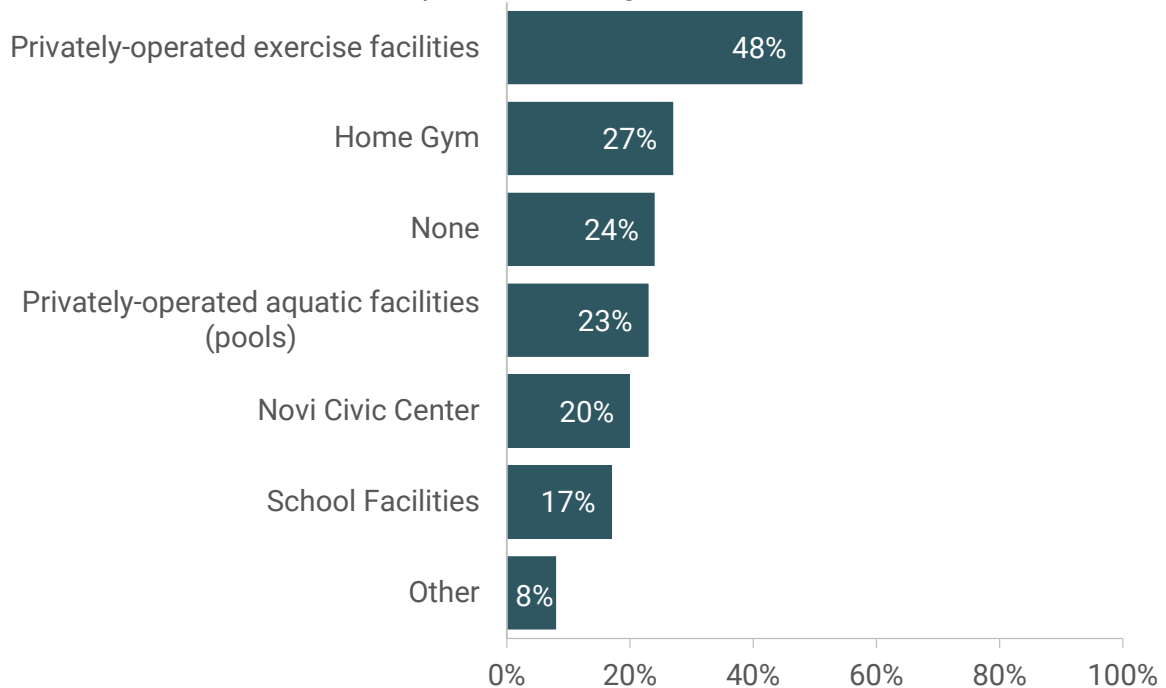
➤ **About one-quarter of respondents reported that they did not use any indoor recreation facilities.**

About half of respondents said they use privately-operated exercise facilities. Almost 3 in 10 (27%) said they use a home gym. Nearly a quarter (23%) use a privately-operated aquatic facility. About 2 in 10 use the Novi Civic Center, and 17% use school facilities. About 1 in 10 use some other kind of facility.

Figure 5: Percent of respondents who report utilizing various indoor recreation facilities

Which, if any, of the following indoor recreation facilities do you or members of your household currently utilize? (Please check all that apply)

Percents add to more than 100% as respondents could give more than one answer.



Appendix A: Full Set of Responses to Each Survey Question

The full set of responses from the respondents to resident survey for each survey question are displayed in the tables in this appendix. Some questions included a “don’t know” response option. For these questions, two sets of tables are provided in this appendix: the first with the “don’t know” responses excluded, to show the proportion of respondents with an opinion giving a response and the second with the “don’t know” responses included, to allow examination of the magnitude of unfamiliarity with certain items.

Each table displays the proportion of respondents (% or Percent) and number of respondents (N or Number) who gave each response.

Table 1: Question #1

Which, if any, of the following indoor recreation facilities do you or members of your household currently utilize? (Please check all that apply) Percents add to more than 100% as respondents could give more than one answer.	Percent	Number
Novi Civic Center	20%	N=241
Privately-operated exercise facilities	48%	N=595
Privately-operated aquatic facilities (pools)	23%	N=288
None	24%	N=292
School Facilities	17%	N=211
Home Gym	27%	N=333
Other	8%	N=96

Table 2: Question #2

Would you like the City of Novi to build a new public recreation center?	Percent	Number
Yes	57%	N=688
No	43%	N=509
Total	100%	N=1197

Table 3: Question #3

If a new recreation center was built, what would you like to see included in the building?	Essential for me		Nice to have		Don't care		Don't want		Total	
Indoor leisure/warm water pool	33%	N=384	32%	N=376	12%	N=147	23%	N=272	100%	N=1180
Splash zone/spray pad	17%	N=190	25%	N=284	27%	N=306	31%	N=346	100%	N=1125
Competition/lap swimming pool	21%	N=246	32%	N=366	20%	N=232	26%	N=303	100%	N=1146
Exercise/open floor area	34%	N=390	33%	N=375	13%	N=147	21%	N=239	100%	N=1151
Weight/cardio machines	39%	N=461	28%	N=326	12%	N=140	21%	N=243	100%	N=1170
Walking track	39%	N=455	32%	N=375	10%	N=112	20%	N=229	100%	N=1172
Hard court surface (basketball, volleyball pickle-ball, etc.)	20%	N=231	36%	N=419	19%	N=224	24%	N=278	100%	N=1152
Other*	27%	N=123	11%	N=49	10%	N=44	52%	N=233	100%	N=450

***Other responses: essential to me**

- AFFORDABLE
- BADMINTON COURT
- BIKE TRAILS, ACCESS IST PROVIDE PARKING AND SIDEWALK ACCESS 10 MI. TRAILS
- BUILD A DECENT SENIOR CENTER!
- CAFETERIA, READING AREA, CLIMBING WALL
- CHILD CARE, KIDS AREA
- CHILDCARE
- CLASSES
- CLASSES-FITNESS, CLASSROOMS
- DIVING W.
- EDUCATION ROOM
- EVERYTHING
- EXERCISE CLASSES
- EXERCISE CLASSES
- FITNESS CLASSES
- FITNESS/YOGA CLASSES
- FOOD COURT AND COFFE BAR. OFFSET MAINT. COSTS WITH PROFITS
- GOLF SIMULATOR
- GOLF SIMULATOR
- GROUP CLASSES
- HIKING TRAILS
- HOCKEY
- HOT TUB/SAUNA
- INDOOR PLAYGROUND FOR KIDS
- INDOOR SOCCER
- INDOOR TENNIS
- INLINE HOCKEY
- JACUZZI AND SAUNA
- KITCHEN
- LONG COURSE POOL
- MASSAGE
- OUTDOOR PLAY GROUND A RENTAL AREA FOR KIDS BIRTHDAY PARTYS
- OUTDOOR POOL
- OUTDOOR POOL FACILITY
- PING PONG TABLE
- PING PONG, POOL TABLE
- PLAY AREA FOR KIDS
- RACQUETBALL
- RACQUETBALL
- RACQUETBALL
- RACQUETBALL
- RACQUETBALL COURT
- RACQUETBALL COURT, TENNIS COURT
- RIVER WALK
- ROCK CLIMBING
- ROCK CLIMBING
- ROCKWALL
- ROLLER RINK/BLADE ICE RINK
- RUNNING MACHINES
- RUNNING TRACK
- SAUNA
- SAUNA
- SAUNA
- SAUNA, STEAM ROOM
- SAUNA, STEAM ROOM
- SAUNA, STREAM ROOM, HOT TUB
- SHOWER
- SNACK BAR/FOOD COURT AND HOT TUB. AND COMBO INDOOR/OUTDOOR POOL WITH WATER SLIDES
- SPACE FOR CLASSES
- SPINNING
- SQUASH COURTS
- TABLE TENNIS
- TENNIS
- TENNIS
- TENNIS
- TENNIS COURT
- TENNIS COURT, SOCCER FIELD
- TENNIS COURTS
- THEATRE COURT
- THERAPY POOL
- WATER SLIDES, TENNIS COURTS
- WHIRPOOL
- WOMENS WORKOUT CLASSES
- YOGA
- YOGA CLASSES
- YOGA ROOM
- YOGA STUDIO
- YOGA STUDIO
- YOGA STUDIO
- YOGA STUDIO
- YOGA, EXERCISE CLASSES
- YOGA/PILATES STUDIO

***Other responses: nice to have**

- | | | |
|---|---------------------------------------|---|
| • CAFÉ | • PARTY ROOM | • TENNIS COURTS |
| • CHILD CARE FOR PARENTS WITH SMALL CHILDREN | • RACQUETBALL | • TENNIS COURTS, INDOOR |
| • CLASSES. YOGA ETC. | • RACQUETBALL CLIMBING AREA | • TENNIS COURTS, INDOOR |
| • CLIMBING AREA | • REC. ROOM HOCKEY, POOL TABLES, ETC. | • TENNIS COURT, OUTDOOR COURTS NOT NEAR SCHOOLS. NOVI DOES NOT HAVE ENOUGH COURTS |
| • CLIMBING WALL | • ROCK CLIMB | • TENNIS, SAUNA, SPA, CHILDCARE |
| • DUAL USE ROOMS | • ROCK CLIMBING | • WE NEED RECREATION OPTION FOR CHILDREN, PEOPLE WITH DISABILITIES |
| • EXTERIOR COMMUNITY GARDEN AND WALKING PATHS | • ROCK CLIMBING | • YOGA CLASSES |
| • ICE ARENA | • ROCKWALL | |
| • INDOOR CHILDRENS PLAYGROUND | • ROOMS TO RENT | |
| • JACUZZI | • SAND VOLLEYBALL | |
| • MODERN SPACE FOR BABY SHOWERS, ETC. | • SAUNA | |
| | • TENNIS | |
| | • TENNIS | |

***Other responses: don't want**

- | | | |
|-----------------|------------------------------|-------------------|
| • REC. FACILITY | • USE THE MONEY TO FIX ROADS | • USE THE SCHOOLS |
|-----------------|------------------------------|-------------------|

Note: While 52% of 450 people said they don't want "other" in the grid above, only 3 wrote something in. Likely the others were expressing that they did not to see a recreation center built by the City.

Table 4: Question #4 (excluding don't know)

How much would you support or oppose each of the following?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
An increase in property taxes to pay for the construction of a new recreation center	12%	N=144	26%	N=308	13%	N=154	49%	N=577	100%	N=1184
An increase in property taxes to pay for the maintenance and operations of a new recreation center	11%	N=130	24%	N=280	17%	N=200	49%	N=575	100%	N=1184
Charging dues/membership fees to pay for the maintenance and operations of a new recreation center	46%	N=541	27%	N=323	8%	N=93	19%	N=222	100%	N=1179

Table 5: Question #4 (including don't know)

How much would you support or oppose each of the following?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
An increase in property taxes to pay for the construction of a new recreation center	12%	N=144	25%	N=308	12%	N=154	46%	N=577	5%	N=62	100%	N=1245
An increase in property taxes to pay for the maintenance and operations of a new recreation center	10%	N=130	23%	N=280	16%	N=200	46%	N=575	5%	N=56	100%	N=1241
Charging dues/membership fees to pay for the maintenance and operations of a new recreation center	44%	N=541	26%	N=323	8%	N=93	18%	N=222	5%	N=56	100%	N=1235

Table 6: Question #5

How many years have you lived in Novi?	Percent	Number
Less than 5 years	31%	N=393
5 to 9 years	18%	N=232
10 or more years	50%	N=636
Total	100%	N=1262

Table 7: Question #6

Do you own or rent your home?	Percent	Number
Rent	31%	N=385
Own	69%	N=866
Total	100%	N=1252

Table 8: Question #7

What is your gender?	Percent	Number
Female	52%	N=643
Male	48%	N=588
Total	100%	N=1231

Table 9: Question #8

In which category is your age?	Percent	Number
18-34	23%	N=283
35-54	46%	N=571
55 or older	31%	N=392
Total	100%	N=1246

Table 10: Question #9

Is anyone in your home under 18 years old?	Percent	Number
Yes	41%	N=514
No	59%	N=730
Total	100%	N=1244

Table 11: Question #10

Is anyone in your home age 65 or older?	Percent	Number
Yes	23%	N=288
No	77%	N=954
Total	100%	N=1241

Table 12: Area of Residence

Area of Residence	Percent	Number
North of I-96	29%	N=362
South of I-96/East of Novi Road	33%	N=412
South of I-96/West of Novi Road	38%	N=481
Total	100%	N=1255

Appendix B: Comparisons of Selected Survey Results by Selected Respondent Characteristics

Understanding the Tables

The subgroup comparison tables contain the crosstabulations of the resident survey questions by various respondent demographic characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant.

Each column in the following tables is labeled with a letter for each subgroup being compared. The letters start over with “A” for each different characteristic. (For example, for housing tenure, renters and owners are marked “A” and “B”, and then for type of housing unit, those in detached home and attached homes are marked “A” and “B”).

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

For example, in Table 13 on the next page, 31% of those who lived South of I-96/West of Novi Road (Column C) said they use a privately-operated aquatic center, while only 20% of those South of I-96/East of Novi Road (Column B) said they did, and only 17% of those who lived North of I-96 (Column A) did. The difference between those who live South of I-96/West of Novi Road and those in the other two areas was statistically significant, indicated by the A and B in the cell for the responses of those South of I-96/West of Novi Road. However, there is no A or B in the cells of those North of I-96 or those South of I-96/East of Novi Road, indicating that those results are not statistically significantly different.

In that same table, looking at those who use school facilities, those South of I-96/West of Novi Road were the most likely to use school facilities, and that proportion was higher than those in the other two areas, indicated by the A and B in that cell. In this case, though, there is an A in the cell for South of I-96/East of Novi Road, indicating that the proportion of those who use school facilities in this area is statistically significantly higher than the proportion who do so in the area North of I-96.

Crosstabulations by Area of Residence

Table 13: Question #1 by Area of Residence

Which, if any, of the following indoor recreation facilities do you or members of your household currently utilize? (Please check all that apply) Percents add to more than 100% as respondents could give more than one answer.	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	Overall
	(A)	(B)	(C)	
Novi Civic Center	19%	18%	21%	20%
Privately-operated exercise facilities	50%	46%	49%	48%
Privately-operated aquatic facilities (pools)	17%	20%	31% A B	23%
None	27% C	27% C	18%	24%
School Facilities	11%	16% A	23% A B	17%
Home Gym	17%	26% A	36% A B	27%
Other	5%	8%	10% A	8%

Table 14: Question #2 by Area of Residence

Would you like the City of Novi to build a new public recreation center?	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	Overall
	(A)	(B)	(C)	
Yes	52%	58%	61% A	57%
No	48% C	42%	39%	43%
Total	100%	100%	100%	100%

Table 15: Question #3 by Area of Residence

If a new recreation center was built, what would you like to see included in the building? Percent essential for me	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	Overall
	(A)	(B)	(C)	
Indoor leisure/warm water pool	34%	30%	33%	33%
Splash zone/spray pad	15%	15%	19%	17%
Competition/lap swimming pool	22%	16%	26% B	21%
Exercise/open floor area	36%	33%	33%	34%
Weight/cardio machines	40%	39%	40%	39%
Walking track	39%	38%	39%	39%
Hard court surface (basketball, volleyball pickle-ball, etc.)	19%	21%	20%	20%

Table 16: Question #3 by Area of Residence

If a new recreation center was built, what would you like to see included in the building? Percent essential for me or nice to have	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	Overall
	(A)	(B)	(C)	
Indoor leisure/warm water pool	59%	60%	72% A B	64%
Splash zone/spray pad	33%	43% A	48% A	42%
Competition/lap swimming pool	54%	50%	56%	53%
Exercise/open floor area	69%	63%	68%	66%
Weight/cardio machines	66%	66%	69%	67%
Walking track	72%	71%	71%	71%
Hard court surface (basketball, volleyball pickle-ball, etc.)	56%	56%	57%	56%

Table 17: Question #4 by Area of Residence

How much would you support or oppose each of the following? How much would you support or oppose each of the following? Percent strongly or somewhat support	North of I-96	South of I-96/East of Novi Road	South of I-96/West of Novi Road	Overall
	(A)	(B)	(C)	
An increase in property taxes to pay for the construction of a new recreation center	38%	37%	40%	38%
An increase in property taxes to pay for the maintenance and operations of a new recreation center	32%	33%	38%	35%
Charging dues/membership fees to pay for the maintenance and operations of a new recreation center	71%	71%	77%	73%

Crosstabulations by Length of Residency in Novi

Table 18: Question #1 by Length of Residency

Which, if any, of the following indoor recreation facilities do you or members of your household currently utilize? (Please check all that apply) Percents add to more than 100% as respondents could give more than one answer.	Less than 5 years	5 to 9 years	10 or more years	Overall
	(A)	(B)	(C)	
Novi Civic Center	17%	24% A	20%	20%
Privately-operated exercise facilities	51%	46%	48%	48%
Privately-operated aquatic facilities (pools)	20%	35% A C	21%	23%
None	27%	20%	22%	24%
School Facilities	13%	25% A C	16%	17%
Home Gym	15%	33% A	32% A	27%
Other	6%	7%	9%	8%

Table 19: Question #2 by Length of Residency

Would you like the City of Novi to build a new public recreation center?	Less than 5 years	5 to 9 years	10 or more years	Overall
	(A)	(B)	(C)	
Yes	65% C	71% C	48%	57%
No	35%	29%	52% A B	43%
Total	100%	100%	100%	100%

Table 20: Question #3 by Length of Residency

If a new recreation center was built, what would you like to see included in the building? Percent essential for me	Less than 5 years	5 to 9 years	10 or more years	Overall
	(A)	(B)	(C)	
Indoor leisure/warm water pool	36% C	41% C	27%	33%
Splash zone/spray pad	22% C	20% C	13%	17%
Competition/lap swimming pool	25% C	24%	18%	21%
Exercise/open floor area	38% C	39% C	29%	34%
Weight/cardio machines	44% C	43% C	35%	39%
Walking track	43% C	38%	36%	39%
Hard court surface (basketball, volleyball pickle-ball, etc.)	18%	25%	19%	20%

Table 21: Question #3 by Length of Residency

If a new recreation center was built, what would you like to see included in the building? Percent essential for me or nice to have	Less than 5 years	5 to 9 years	10 or more years	Overall
	(A)	(B)	(C)	
Indoor leisure/warm water pool	66%	72% C	60%	64%
Splash zone/spray pad	45% C	51% C	37%	42%
Competition/lap swimming pool	62% C	57% C	46%	53%
Exercise/open floor area	76% C	70% C	59%	66%
Weight/cardio machines	76% C	69% C	61%	67%
Walking track	77% C	76% C	65%	71%
Hard court surface (basketball, volleyball pickle-ball, etc.)	61% C	66% C	50%	56%

Table 22: Question #4 by Length of Residency

How much would you support or oppose each of the following? Percent strongly or somewhat support	Less than 5 years	5 to 9 years	10 or more years	Overall
	(A)	(B)	(C)	
An increase in property taxes to pay for the construction of a new recreation center	43% C	45% C	33%	38%
An increase in property taxes to pay for the maintenance and operations of a new recreation center	37% C	44% C	30%	35%
Charging dues/membership fees to pay for the maintenance and operations of a new recreation center	77% C	76%	70%	73%

Crosstabulations by Gender of Respondent

Table 23: Question #1 by Gender of Respondent

Which, if any, of the following indoor recreation facilities do you or members of your household currently utilize? (Please check all that apply) Percents add to more than 100% as respondents could give more than one answer.	Female	Male	Overall
	(A)	(B)	
Novi Civic Center	25% B	14%	20%
Privately-operated exercise facilities	49%	48%	48%
Privately-operated aquatic facilities (pools)	24%	23%	23%
None	21%	25%	24%
School Facilities	20% B	14%	17%
Home Gym	29%	26%	27%
Other	8%	8%	8%

Table 24: Question #2 by Gender of Respondent

Would you like the City of Novi to build a new public recreation center?	Female	Male	Overall
	(A)	(B)	
Yes	62% B	54%	57%
No	38%	46% A	43%
Total	100%	100%	100%

Table 25: Question #3 by Gender of Respondent

If a new recreation center was built, what would you like to see included in the building? Percent essential for me	Female	Male	Overall
	(A)	(B)	
Indoor leisure/warm water pool	34%	32%	33%
Splash zone/spray pad	22% B	13%	17%
Competition/lap swimming pool	20%	24%	21%
Exercise/open floor area	39% B	30%	34%
Weight/cardio machines	41%	38%	39%
Walking track	45% B	33%	39%
Hard court surface (basketball, volleyball pickle-ball, etc.)	17%	24% A	20%

Table 26: Question #3 by Gender of Respondent

If a new recreation center was built, what would you like to see included in the building? Percent essential for me or nice to have	Female	Male	Overall
	(A)	(B)	
Indoor leisure/warm water pool	71% B	58%	64%
Splash zone/spray pad	50% B	35%	42%
Competition/lap swimming pool	54%	53%	53%
Exercise/open floor area	73% B	61%	66%
Weight/cardio machines	71% B	64%	67%
Walking track	77% B	66%	71%
Hard court surface (basketball, volleyball pickle-ball, etc.)	59%	54%	56%

Table 27: Question #4 by Gender of Respondent

How much would you support or oppose each of the following? Percent strongly or somewhat support	Female	Male	Overall
	(A)	(B)	
An increase in property taxes to pay for the construction of a new recreation center	41%	36%	38%
An increase in property taxes to pay for the maintenance and operations of a new recreation center	37%	33%	35%
Charging dues/membership fees to pay for the maintenance and operations of a new recreation center	75%	72%	73%

Crosstabulations by Age of Respondent

Table 28: Question #1 by Age of Respondent

Which, if any, of the following indoor recreation facilities do you or members of your household currently utilize? (Please check all that apply) Percents add to more than 100% as respondents could give more than one answer.	18-34	35-54	55 or older	Overall
	(A)	(B)	(C)	
Novi Civic Center	17%	23% C	17%	20%
Privately-operated exercise facilities	57% C	52% C	37%	48%
Privately-operated aquatic facilities (pools)	24% C	31% A C	13%	23%
None	22% B	15%	35% A B	24%
School Facilities	3%	32% A C	6% A	17%
Home Gym	19%	37% A C	18%	27%
Other	4%	9% A	8% A	8%

Table 29: Question #2 by Age of Respondent

Would you like the City of Novi to build a new public recreation center?	18-34	35-54	55 or older	Overall
	(A)	(B)	(C)	
Yes	70% B C	62% C	44%	57%
No	30%	38% A	56% A B	43%
Total	100%	100%	100%	100%

Table 30: Question #3 by Age of Respondent

If a new recreation center was built, what would you like to see included in the building? Percent essential for me	18-34	35-54	55 or older	Overall
	(A)	(B)	(C)	
Indoor leisure/warm water pool	42% B C	35% C	23%	33%
Splash zone/spray pad	28% B C	18% C	6%	17%
Competition/lap swimming pool	25% C	25% C	13%	21%
Exercise/open floor area	44% B C	37% C	22%	34%
Weight/cardio machines	50% C	43% C	26%	39%
Walking track	39%	41%	37%	39%
Hard court surface (basketball, volleyball pickle-ball, etc.)	24% C	24% C	11%	20%

Table 31: Question #3 by Age of Respondent

If a new recreation center was built, what would you like to see included in the building? Percent essential for me or nice to have	18-34	35-54	55 or older	Overall
	(A)	(B)	(C)	
Indoor leisure/warm water pool	66% C	70% C	57%	64%
Splash zone/spray pad	52% C	47% C	26%	42%
Competition/lap swimming pool	64% C	58% C	38%	53%
Exercise/open floor area	81% B C	68% C	54%	66%
Weight/cardio machines	79% B C	70% C	55%	67%
Walking track	78% C	73% C	65%	71%
Hard court surface (basketball, volleyball pickle-ball, etc.)	65% C	64% C	39%	56%

Table 32: Question #4 by Age of Respondent

How much would you support or oppose each of the following? Percent strongly or somewhat support	18-34	35-54	55 or older	Overall
	(A)	(B)	(C)	
An increase in property taxes to pay for the construction of a new recreation center	40%	42% C	33%	38%
An increase in property taxes to pay for the maintenance and operations of a new recreation center	36%	38% C	31%	35%
Charging dues/membership fees to pay for the maintenance and operations of a new recreation center	81% B C	72%	70%	73%

Crosstabulations by Presence of Children or Adults Aged 65 or Older in Home

Table 33: Question #1 by Presence of Children Under Age 18 in Household

Which, if any, of the following indoor recreation facilities do you or members of your household currently utilize? (Please check all that apply) Percents add to more than 100% as respondents could give more than one answer.	Children under age 18 in household	NO children in household	Overall
	(A)	(B)	
Novi Civic Center	28% B	14%	20%
Privately-operated exercise facilities	54% B	44%	48%
Privately-operated aquatic facilities (pools)	37% B	14%	23%
None	11%	32% A	24%
School Facilities	34% B	6%	17%
Home Gym	40% B	18%	27%
Other	9%	7%	8%

Table 34: Question #2 by Presence of Children Under Age 18 in Household

Would you like the City of Novi to build a new public recreation center?	Children under age 18 in household	NO children in household	Overall
	(A)	(B)	
Yes	75% B	46%	57%
No	25%	54% A	43%
Total	100%	100%	100%

Table 35: Question #3 by Presence of Children Under Age 18 in Household

If a new recreation center was built, what would you like to see included in the building? Percent essential for me	Children under age 18 in household	NO children in household	Overall
	(A)	(B)	
Indoor leisure/warm water pool	43% B	25%	33%
Splash zone/spray pad	33% B	5%	17%
Competition/lap swimming pool	26% B	18%	21%
Exercise/open floor area	41% B	29%	34%
Weight/cardio machines	44% B	37%	39%
Walking track	42%	37%	39%
Hard court surface (basketball, volleyball pickle-ball, etc.)	28% B	15%	20%

Table 36: Question #3 by Presence of Children Under Age 18 in Household

If a new recreation center was built, what would you like to see included in the building? Percent essential for me or nice to have	Children under age 18 in household	NO children in household	Overall
	(A)	(B)	
Indoor leisure/warm water pool	80% B	53%	64%
Splash zone/spray pad	65% B	25%	42%
Competition/lap swimming pool	62% B	48%	53%
Exercise/open floor area	75% B	61%	66%
Weight/cardio machines	74% B	63%	67%
Walking track	78% B	67%	71%
Hard court surface (basketball, volleyball pickle-ball, etc.)	66% B	50%	56%

Table 37: Question #4 by Presence of Children Under Age 18 in Household

How much would you support or oppose each of the following? Percent strongly or somewhat support	Children under age 18 in household	NO children in household	Overall
	(A)	(B)	
An increase in property taxes to pay for the construction of a new recreation center	45% B	35%	38%
An increase in property taxes to pay for the maintenance and operations of a new recreation center	41% B	31%	35%
Charging dues/membership fees to pay for the maintenance and operations of a new recreation center	78% B	71%	73%

Crosstabulations by Presence of Children or Adults Aged 65 or Older in Home

Table 38: Question #1 by Presence of Older Adults Age 65+ in Household

Which, if any, of the following indoor recreation facilities do you or members of your household currently utilize? (Please check all that apply) Percents add to more than 100% as respondents could give more than one answer.	Older adults age 65+ in household	NO older adults in household	Overall
	(A)	(B)	
Novi Civic Center	23%	19%	20%
Privately-operated exercise facilities	33%	53% A	48%
Privately-operated aquatic facilities (pools)	14%	26% A	23%
None	36% B	19%	24%
School Facilities	9%	20% A	17%
Home Gym	17%	30% A	27%
Other	9%	7%	8%

Table 39: Question #2 by Presence of Older Adults Age 65+ in Household

Would you like the City of Novi to build a new public recreation center?	Older adults age 65+ in household	NO older adults in household	Overall
	(A)	(B)	
Yes	44%	63% A	57%
No	56% B	37%	43%
Total	100%	100%	100%

Table 40: Question #3 by Presence of Older Adults Age 65+ in Household

If a new recreation center was built, what would you like to see included in the building? Percent essential for me	Older adults age 65+ in household	NO older adults in household	Overall
	(A)	(B)	
Indoor leisure/warm water pool	22%	36% A	33%
Splash zone/spray pad	7%	20% A	17%
Competition/lap swimming pool	10%	25% A	21%
Exercise/open floor area	19%	38% A	34%
Weight/cardio machines	21%	45% A	39%
Walking track	34%	41% A	39%
Hard court surface (basketball, volleyball pickle-ball, etc.)	11%	23% A	20%

Table 41: Question #3 by Presence of Older Adults Age 65+ in Household

If a new recreation center was built, what would you like to see included in the building? Percent essential for me or nice to have	Older adults age 65+ in household	NO older adults in household	Overall
	(A)	(B)	
Indoor leisure/warm water pool	56%	68% A	64%
Splash zone/spray pad	28%	46% A	42%
Competition/lap swimming pool	34%	59% A	53%
Exercise/open floor area	53%	71% A	66%
Weight/cardio machines	50%	73% A	67%
Walking track	61%	75% A	71%
Hard court surface (basketball, volleyball pickle-ball, etc.)	43%	61% A	56%

Table 42: Question #4 by Presence of Older Adults Age 65+ in Household

How much would you support or oppose each of the following? Percent strongly or somewhat support	Older adults age 65+ in household	NO older adults in household	Overall
	(A)	(B)	
An increase in property taxes to pay for the construction of a new recreation center	34%	40%	38%
An increase in property taxes to pay for the maintenance and operations of a new recreation center	29%	37% A	35%
Charging dues/membership fees to pay for the maintenance and operations of a new recreation center	67%	75% A	73%

Crosstabulations by Whether Respondent Utilizes the Novi Civic Center

Table 43: Question #1 by Whether Respondent Utilizes Novi Civic Center

Which, if any, of the following indoor recreation facilities do you or members of your household currently utilize? (Please check all that apply) Percents add to more than 100% as respondents could give more than one answer.	DOES use Novi Civic Center	Does NOT use Novi Civic Center	Overall
	(A)	(B)	
Novi Civic Center	100%	0%	20%
Privately-operated exercise facilities	49%	48%	48%
Privately-operated aquatic facilities (pools)	29% B	22%	23%
None	0%	29% A	24%
School Facilities	38% B	12%	17%
Home Gym	31%	26%	27%
Other	12% B	7%	8%

Table 44: Question #2 by Whether Respondent Utilizes Novi Civic Center

Would you like the City of Novi to build a new public recreation center?	DOES use Novi Civic Center	Does NOT use Novi Civic Center	Overall
	(A)	(B)	
Yes	76% B	53%	57%
No	24%	47% A	43%
Total	100%	100%	100%

Table 45: Question #3 by Whether Respondent Utilizes Novi Civic Center

If a new recreation center was built, what would you like to see included in the building? Percent essential for me	DOES use Novi Civic Center	Does NOT use Novi Civic Center	Overall
	(A)	(B)	
Indoor leisure/warm water pool	45% B	29%	33%
Splash zone/spray pad	27% B	14%	17%
Competition/lap swimming pool	23%	21%	21%
Exercise/open floor area	41% B	32%	34%
Weight/cardio machines	42%	38%	39%
Walking track	48% B	36%	39%
Hard court surface (basketball, volleyball pickle-ball, etc.)	24%	19%	20%

Table 46: Question #3 by Whether Respondent Utilizes Novi Civic Center

If a new recreation center was built, what would you like to see included in the building? Percent essential for me or nice to have	DOES use Novi Civic Center	Does NOT use Novi Civic Center	Overall
	(A)	(B)	
Indoor leisure/warm water pool	85% B	59%	64%
Splash zone/spray pad	61% B	37%	42%
Competition/lap swimming pool	63% B	51%	53%
Exercise/open floor area	77% B	63%	66%
Weight/cardio machines	76% B	65%	67%
Walking track	82% B	68%	71%
Hard court surface (basketball, volleyball pickle-ball, etc.)	67% B	53%	56%

Table 47: Question #4 by Whether Respondent Utilizes Novi Civic Center

How much would you support or oppose each of the following? Percent strongly or somewhat support	DOES use Novi Civic Center	Does NOT use Novi Civic Center	Overall
	(A)	(B)	
An increase in property taxes to pay for the construction of a new recreation center	56% B	34%	38%
An increase in property taxes to pay for the maintenance and operations of a new recreation center	50% B	30%	35%
Charging dues/membership fees to pay for the maintenance and operations of a new recreation center	67%	75% A	73%

Appendix C: Survey Methodology

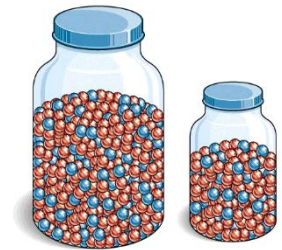
About the Survey

The City of Novi, MI desired to gather input from a representative sample of residents as they explore the possibility of building a new recreation center. The City contracted with National Research Center, Inc. (NRC) to conduct the survey on their behalf. Questions about this survey can be directed to Sheryl Walsh at 248-735-5628.

Selecting Survey Recipients

One of the first steps taken to ensure survey results are representative of the target population is to use a source from which survey recipients are selected that provides adequate to good "coverage" of the target population. This source is referred to as the "sampling frame" in survey research lingo. For a survey of residents, a list of addresses based on the United States Postal Service delivery sequence file is the most comprehensive list of households. For this survey, the list was purchased from Go-Dog Direct.

Since it is cost prohibitive to survey every household in Novi, a random selection of records from the sampling frame was made. An example that may be familiar from a math or statistics class is the jar or bowl of marbles of various colors. If the jar has two-thirds red marbles and one-third blue marbles, a random selection of marbles from that jars should result in a similar proportion of red and blue marbles as in the original jar.



The addresses were geocoded (mapped to a specific latitude and longitude) and compared to the boundaries of Novi. Addresses identified as being outside of the city limits of Novi were excluded. A total of 5,000 households were selected to receive the survey. Multi-family housing units were oversampled to compensate for single-family housing unit residents' tendency to return surveys at a higher rate.

Administering the Resident Survey

Households randomly selected to receive the statistically valid survey were contacted two times by mail in January 2020; each mailing consisted of a tear-off postcard survey (see *Appendix D: Survey Materials* for a copy of the postcards). In total, 80 of these addresses were vacant or otherwise undeliverable and 1,269 completed surveys were returned for a response rate of 26%. This method of calculating the response rate is in accordance with the AAPOR's response rate #2 for mailed surveys of unnamed persons.¹

Confidence Intervals

The 95% confidence interval (or "margin of error") quantifies the "sampling error" or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any number of respondents, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within a certain number of percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite the

¹ See AAPOR's Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (referred to as non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

The margin of error for this survey, with 1,269 respondents, is $\pm 2.8\%$. In essence, this means that, 95% of the time, any statistic given in this report will be within 2.8 percentage points of what the entire adult population would have given had they all been surveyed.

Analyzing the Results

Weighting the Data

The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. This is done by comparing the demographic profile of survey respondents to that of the target population, which was all adults living in Novi. Weighting is a statistical adjustment where more weight is given to groups who responded at a lower rate than other groups, and less weight is given to those who responded at a higher rate. For example, in almost all surveys, younger people respond at a lower rate than older people. Weighting rebalances the profile. The theory behind this weighting is that younger people (or other groups who tend to underrespond) who did participate in the survey are more like the younger people who did NOT participate than they are like the older people who did respond to the survey.²

Initial weights were calculated using an Iterative Proportional Fitting model via a python raking algorithm plug-in to SPSS. The control variables used were housing tenure and age. These initial weights were trimmed so that no case was given a weight greater than 5.

² An example of how weighting works may be helpful. Hypothetically, suppose the population norm for gender was 50%/50%, but 70% of the surveys received were from females, and 30% were from males. The weights that would need to be applied to make the sample representative of the population would be 0.7143 for females (thereby giving each response **less** weight in the overall ratings) and 1.6667 for males (giving each response **more** weight overall). If it is further supposed that these two groups had very different ratings of streets; if for example, females felt very favorably, with 80% of females giving a positive rating, and males felt much less favorable, with only 40% giving a positive rating. Given that we had more responses from women, if we did NOT weight the results, we would be left with a rosier picture of the perception of streets by residents than if we did weight the data. The unweighted average rating is 68% ($80\% \times 70\% + 40\% \times 30\%$), while the weighted average is 60% ($80\% \times 50\% + 40\% \times 50\%$).

Characteristic	Percent in Population	Percent in Sample	Weight to bring to 50%	Unwt'd Rating of Streets	Streets rating with proper weights
Female	50%	70%	0.714	80	(80 * .50)
Male	50%	30%	1.666	40	(40 * .50)
TOTAL	100%	100%	----	68	60

No adjustments were made for design effects. The results of the weighting scheme are presented in the table below.

Table 48: Weighting Table 2019

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing Tenure¹			
Rent home	33%	11%	31%
Own home	67%	89%	69%
Sex²			
Female	53%	55%	52%
Male	47%	45%	48%
Age²			
18-34 years of age	25%	7%	23%
35-54 years of age	45%	35%	46%
55+ years of age	30%	58%	31%

¹Source of Population Norm: 5-year estimates from the 2017 American Community Survey

²Source of Population Norm: 2010 U.S. Census, adult population in households

Statistical Analysis

The electronic dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions are presented in the body of the report. The complete sets of frequencies for each survey question are presented in *Appendix A: Full Set of Responses to Each Survey Question*. Also included are selected survey results by selected respondent characteristics in *Appendix B: Comparisons of Selected Survey Results by Selected Respondent Characteristics*. Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they have been marked in the appendices.

Appendix D: Survey Materials

The following pages contain a copy of the survey materials postcard invitation that were sent to the randomly selected survey recipient households.