



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Survey Finds Novi Residents Very Satisfied with Community and Municipal Services

NOVI, Michigan, January 21, 2009 – When it comes to quality of life in Novi, 92 percent of survey respondents rated Novi as “Excellent” or “Good;” none rated it “Poor.” Novi residents also rated their community very high in public safety, shopping opportunities, access to quality healthcare, education, and openness and acceptance of people of diverse backgrounds when polled by the National Research Center (NRC), a leading research firm known for its comprehensive studies of citizen perceptions and views

These key quality-of-life views expressed by Novi residents are among the many findings contained in the report of a formal citizen mail survey conducted by NRC for the City of Novi. The survey found citizen satisfaction with the community, its amenities, safety and the performance of municipal staff very high, exceeding or similar to national norms in almost every area where comparisons were possible.

Surveys were completed by 367 randomly selected Novi residents contacted through the mail in November and December 2008 for results that have a five percent margin of error and a 95 percent confidence level. Participants answered 34 questions on items such as quality of community life, public safety, government services, City employees, traffic, parking and diversity.

Most of the questions were from the National Citizen Survey™ adopted by the International City/County Manager’s Association as a national standard for comparing responses to other communities across regions and the nation.

A detailed overview of survey findings will be presented by Dr. Thomas Miller at the Novi City Council Meeting on Monday, January 26 at 7 p.m.

Highlights of the survey, which will be posted in its entirety at cityofnovi.org after the presentation, include the following:

- 92 percent of respondents rated the overall quality of life in Novi excellent or good. Similar numbers of respondents rated the overall quality of their neighborhoods just as high, while also saying good or excellent when asked about Novi as a place to raise children.
- Some 95 percent of the respondents also rated the shopping opportunities in Novi as good or excellent.
- Novi's citizens' perception of their personal safety ranged from 94 percent saying they felt very or somewhat safe during the day in their neighborhoods or in the downtown area. 89 percent responded feeling "safe" or "very safe" from violent crimes and 78 percent for property crimes. Likewise, 91 percent of survey respondents feel excellent or good about the City of Novi's fire services.
- Most City services were rated significantly more positively than the national norm, with no service rating significantly below the national norm.
- Among citizens who had contact with a City staff member, 85 percent responded that the overall impression of customer service was "excellent" or "good."

For more information, contact the Community Relations Office at 248.735.5628.

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