



# Novi, MI

## Resident Recreation Survey Key Findings 2020

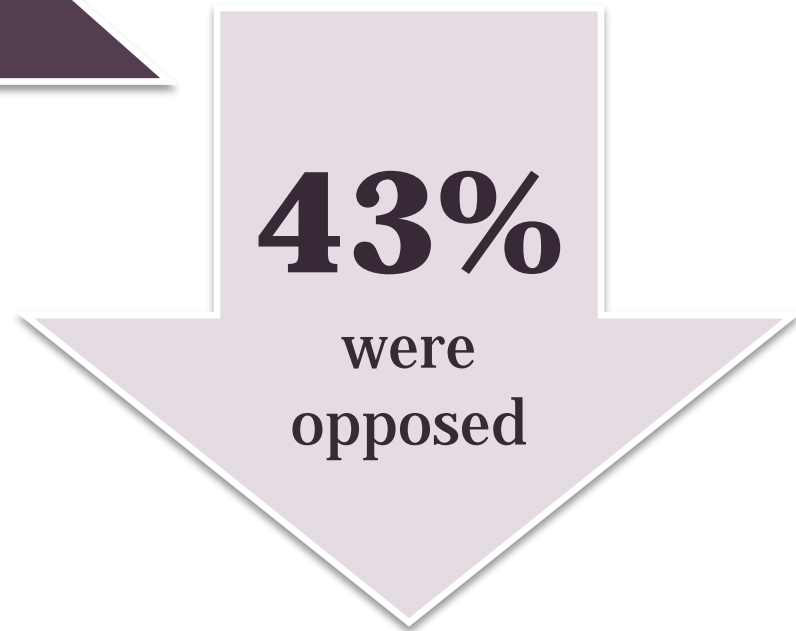
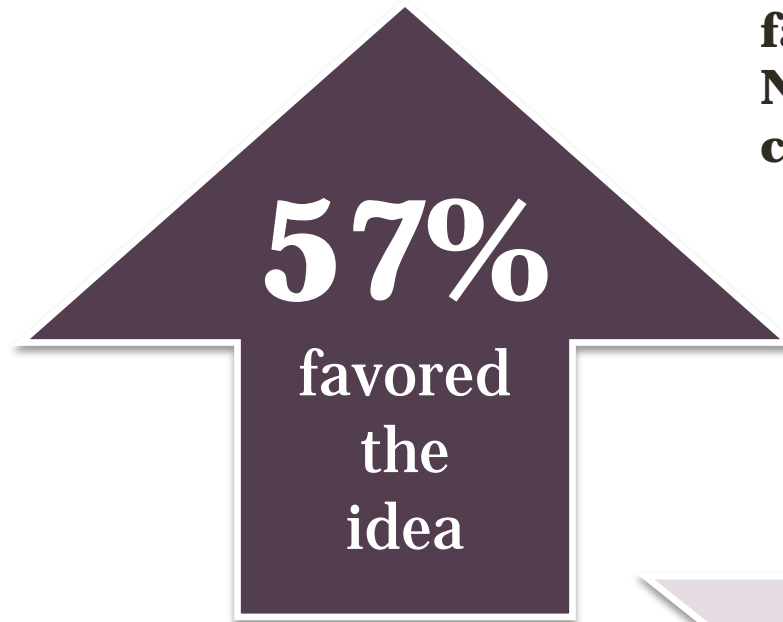


# The NRC & Novi

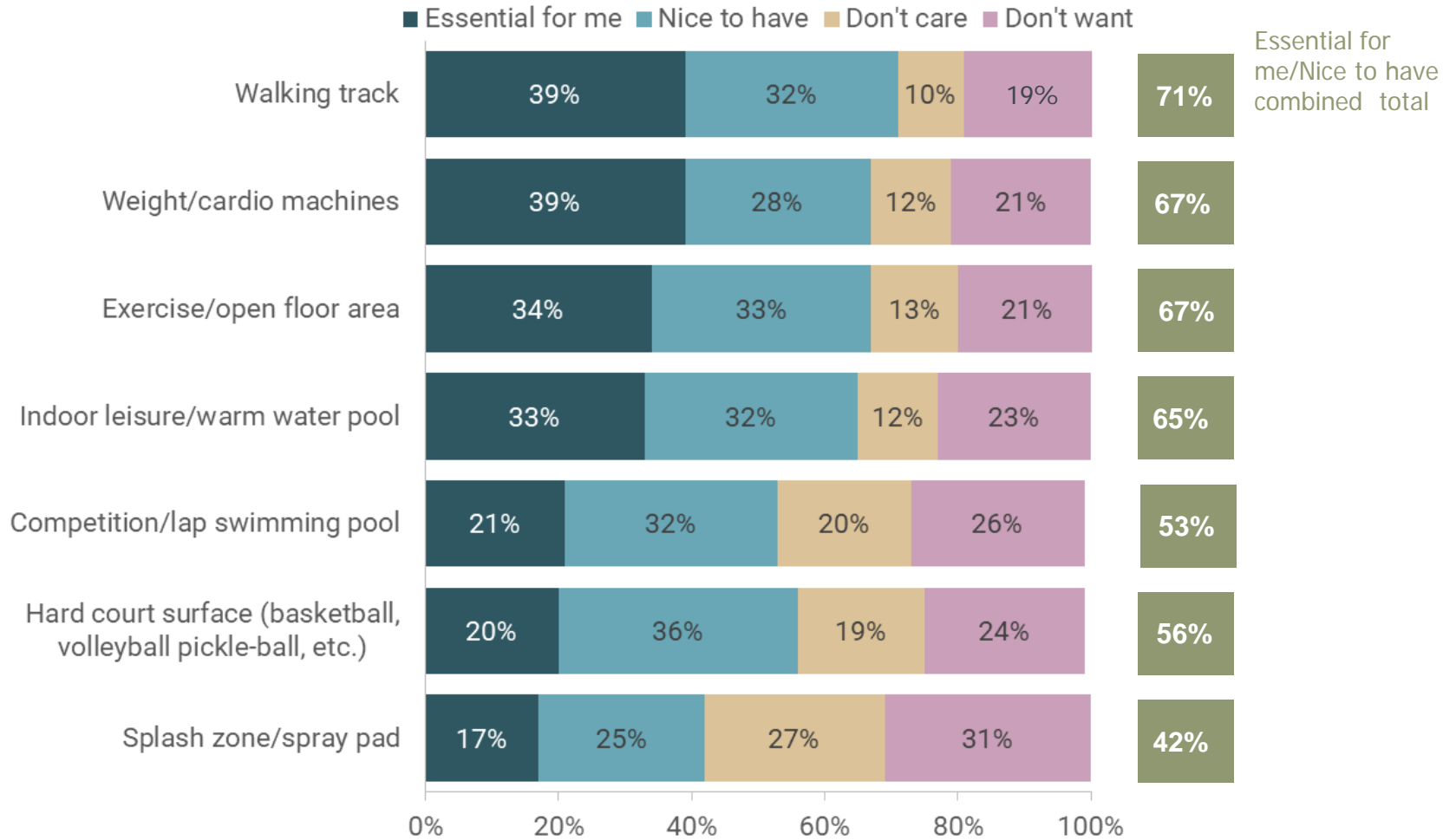
- Participant in The NCS since 2006
  - 2006, 2008, 2010, 2012, 2014, 2016, 2018
  - Random scientific sample of 1,600 households
  - 417 completed surveys; 27% response rate
  - $\pm 5\%$  margin of error
- Resident Recreation Survey
  - 2020
  - Random scientific sample of 5,000 households
  - 1,269 completed surveys; 26% response rate
  - $\pm 2.8\%$  margin of error

# Key Findings

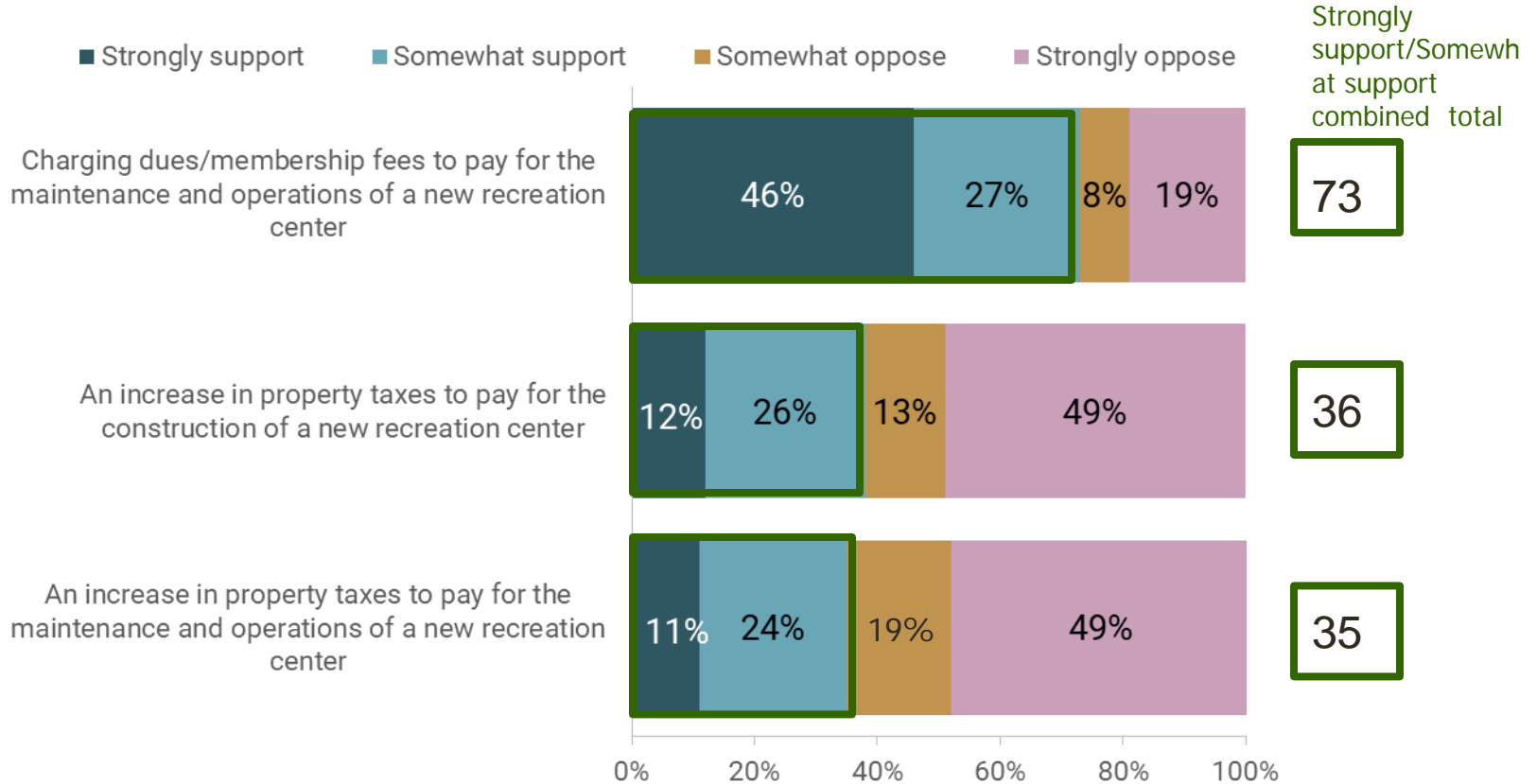
**A majority of respondents favored the idea of the City of Novi building a recreation center.**



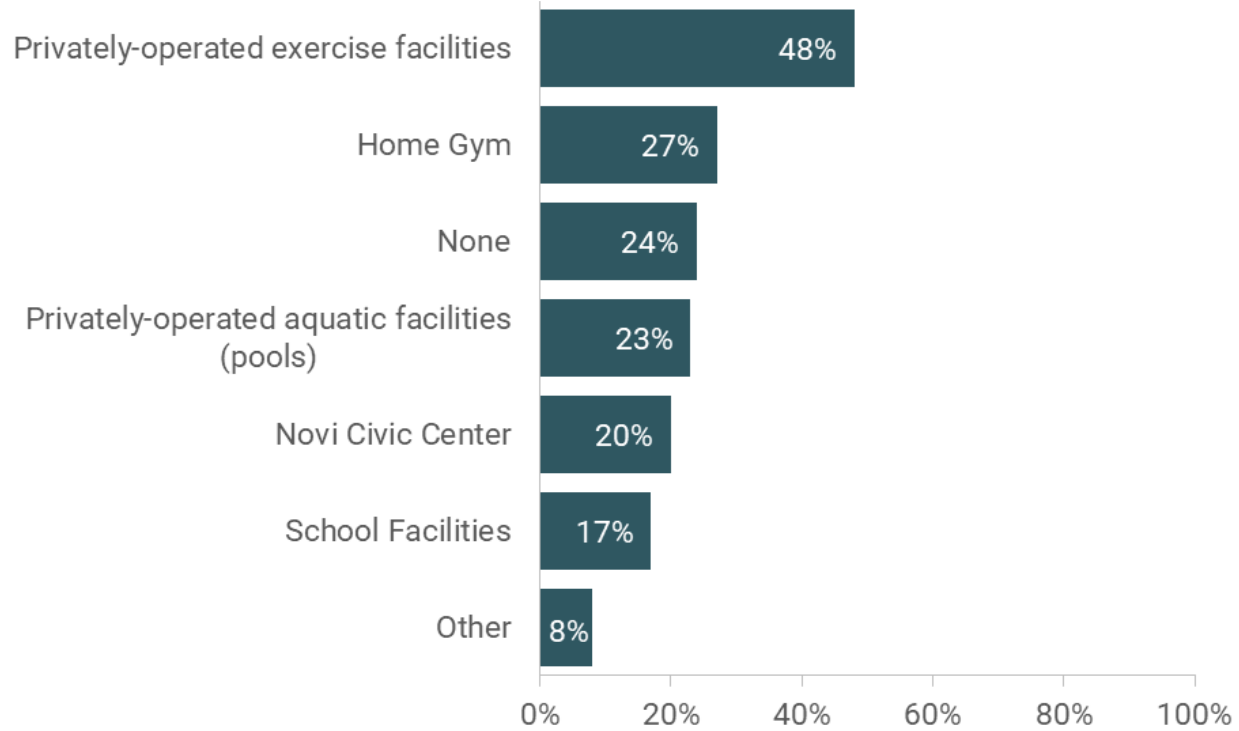
# Most popular options for inclusion if a new recreation center was built



# Support or opposition to various funding mechanisms



# Respondents who report utilizing various indoor recreation facilities



# Observations

- The majority of residents do not support a tax increase for construction nor maintenance/operating cost of a new City Recreation Center.
- Novi residents currently have and are utilizing multiple opportunities for fitness and recreation.
- Residents who want to pay monthly membership fees for indoor recreation do so to private organizations for most popular options listed for inclusion.

# Discussion