

July 29, 09 Image Preference Survey Results







Please note: lower numbers represents a more favorable liking

		Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Average
		1	2	3	4	5	
Multi-Family		0%	3%	17%	41%	38%	4.14
Multi-Family		21%	45%	21%	3%	10%	2.38
Multi-Family		7%	28%	17%	28%	21%	3.28
Multi-Family		21%	24%	28%	17%	10%	2.72
Multi-Family		7%	24%	34%	21%	14%	3.10

Multi-Family		14%	10%	41%	24%	10%	3.07
Multi-Family		7%	28%	17%	21%	28%	3.34
Multi-Family		3%	14%	14%	41%	28%	3.76
Small Scale Commercial		17%	59%	14%	10%	0%	2.17
Small Scale Commercial		7%	52%	24%	17%	0%	2.52
Small Scale Commercial		0%	0%	21%	34%	45%	4.24
Small Scale Commercial		17%	34%	31%	14%	3%	2.52

Small Scale Commercial		7%	38%	34%	17%	3%	2.72
Small Scale Commercial		10%	52%	28%	10%	0%	2.38
Small Scale Commercial		17%	45%	7%	24%	7%	2.59
Small Scale Commercial		3%	21%	41%	24%	10%	3.17
Small Scale Commercial		0%	7%	28%	28%	38%	3.97
Big Box		7%	24%	38%	17%	14%	3.07

Big Box		0%	10%	34%	41%	14%	3.59
Big Box		0%	7%	10%	31%	52%	4.28
Big Box		0%	10%	21%	34%	34%	3.93
Big Box		7%	10%	34%	28%	21%	3.45
Big Box		38%	41%	10%	7%	3%	1.97
Mixed Use		38%	48%	14%	0%	0%	1.76

Mixed Use		52%	31%	3%	10%	3%	1.83
Mixed Use		0%	17%	1%	38%	17%	2.75
Business / Industrial		0%	55%	34%	7%	3%	2.59
Business / Industrial		0%	7%	28%	55%	10%	3.69
Business / Industrial		3%	34%	41%	21%	0%	2.79
Business / Industrial		48%	28%	3%	14%	7%	2.03

Business / Industrial		17%	34%	10%	14%	3%	1.90
Business / Industrial		31%	59%	10%	0%	0%	1.79
Business / Industrial		14%	31%	24%	28%	3%	2.76
Business / Industrial		31%	55%	10%	7%	0%	2.00
Streetscape		41%	28%	10%	17%	3%	2.14
Streetscape		3%	0%	3%	21%	72%	4.59

Streetscape		52%	38%	3%	3%	3%	1.69
Streetscape		3%	0%	21%	52%	24%	3.93
Streetscape		52%	38%	7%	3%	0%	1.62
Streetscape		0%	0%	7%	24%	69%	4.62
Streetscape		21%	38%	31%	10%	0%	2.31

Streetscape		0%	3%	14%	38%	45%	4.24
Streetscape		3%	62%	17%	14%	3%	2.52
Signage		17%	62%	17%	3%	0%	2.07
Signage		0%	7%	31%	41%	21%	3.76
Signage		3%	31%	45%	17%	3%	2.86

Signage		3%	45%	24%	24%	3%	2.79
Signage		0%	10%	38%	38%	14%	3.55
Signage		0%	21%	41%	31%	7%	3.24
Signage		0%	10%	24%	28%	38%	3.93

