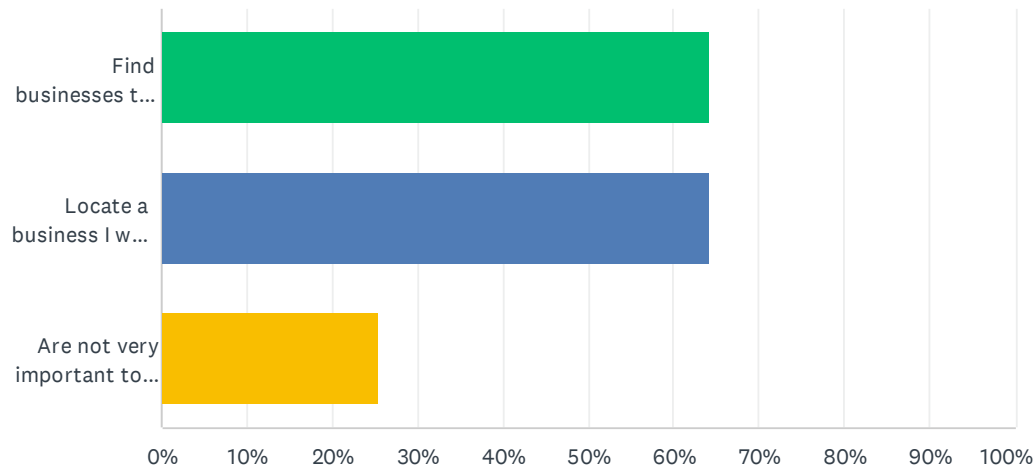


Q1 Business signs in Wilton really help me (Check all that apply)

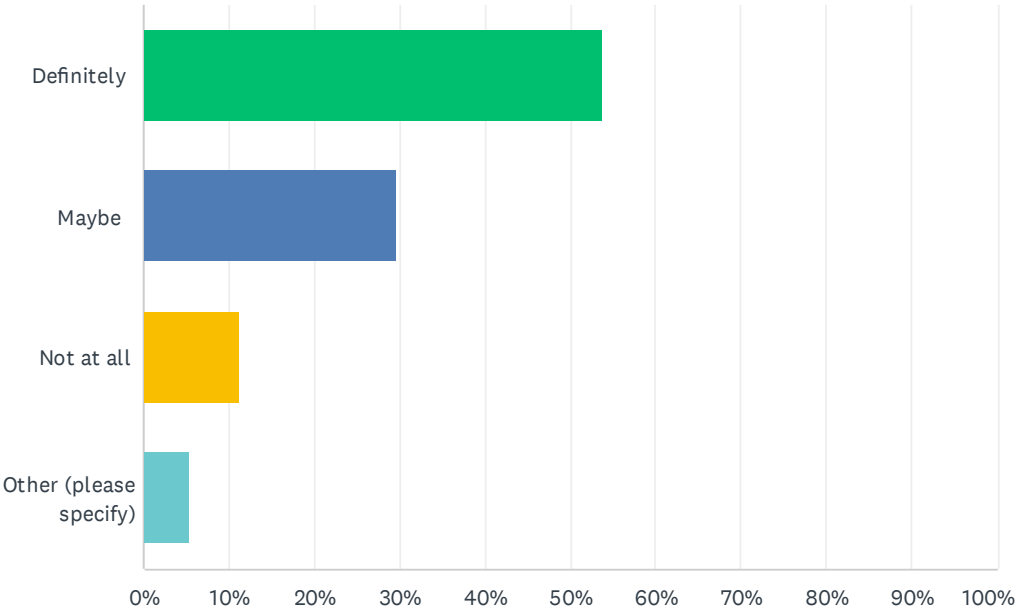
Answered: 240 Skipped: 0



ANSWER CHOICES	RESPONSES	
Find businesses that are new to me/I wasn't aware of	64.17%	154
Locate a business I was seeking	64.17%	154
Are not very important to me	25.42%	61
Total Respondents: 240		

Q2 I would be more likely to explore a new business if the business sign was clearly visible and attractive

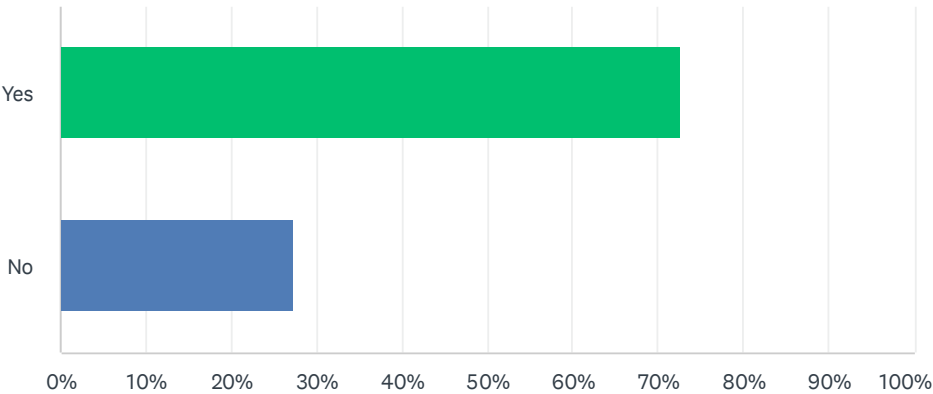
Answered: 240 Skipped: 0



ANSWER CHOICES	RESPONSES	
Definitely	53.75%	129
Maybe	29.58%	71
Not at all	11.25%	27
Other (please specify)	5.42%	13
TOTAL		240

Q3 Do you believe that there are specific areas of town or buildings with which the signage could be improved? If yes, please explain.

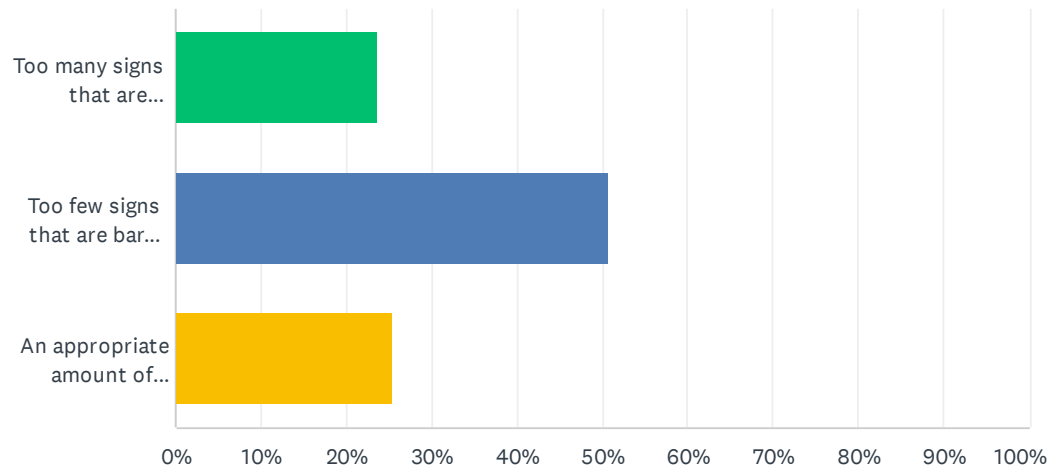
Answered: 223 Skipped: 17



ANSWER CHOICES	RESPONSES	
Yes	72.65%	162
No	27.35%	61
TOTAL		223

Q4 Wilton has

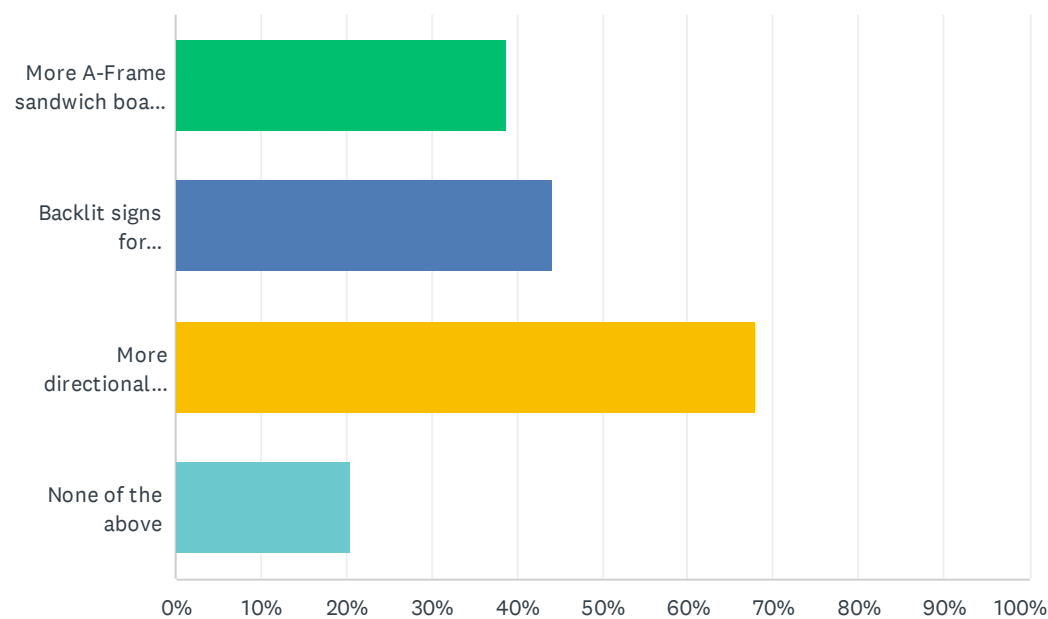
Answered: 240 Skipped: 0



ANSWER CHOICES	RESPONSES	
Too many signs that are unsightly	23.75%	57
Too few signs that are barely effective	50.83%	122
An appropriate amount of signage that is visible and attractive	25.42%	61
TOTAL		240

Q5 I would fully support in town center and on Route 7 (Check all that apply):

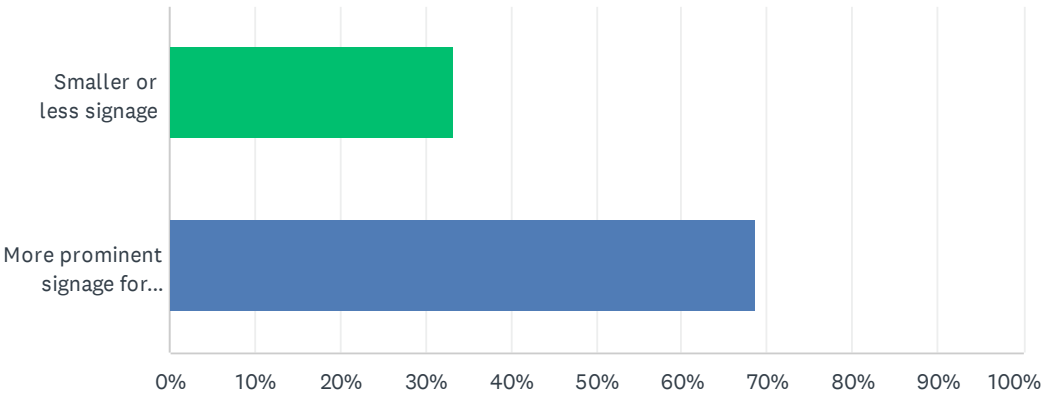
Answered: 240 Skipped: 0



ANSWER CHOICES	RESPONSES	
More A-Frame sandwich board signs to highlight events, offers or directions to storefront	38.75%	93
Backlit signs for illumination in the dark	44.17%	106
More directional signage options to find obscure retail businesses	67.92%	163
None of the above	20.42%	49
Total Respondents: 240		

Q6 What suggestions might you offer to improve signage in town?

Answered: 240 Skipped: 0



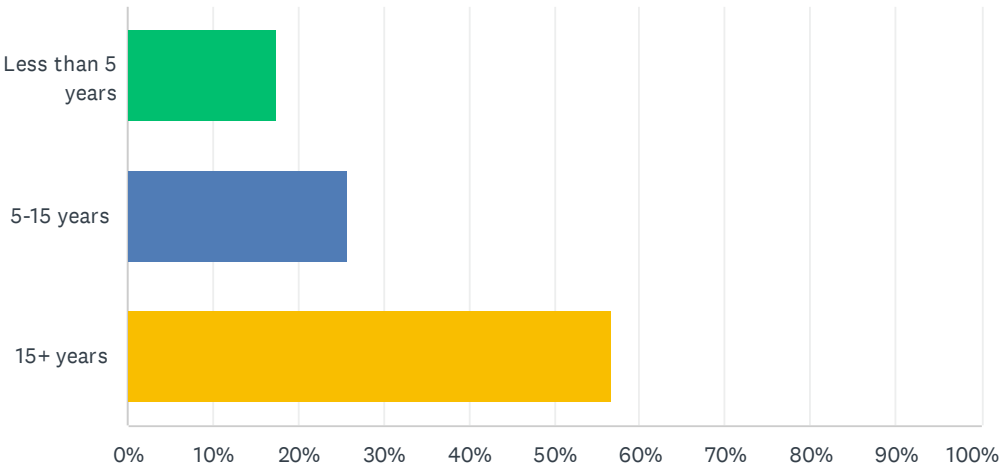
ANSWER CHOICES	RESPONSES	
Smaller or less signage	33.33%	80
More prominent signage for businesses	68.75%	165
Total Respondents: 240		

Q7 Please provide us with some examples of signs that you find well-designed, attractive or effective. Please provide the name of the business and the location as well as anything about the signage that resonates or should be replicated.

Answered: 240 Skipped: 0

Q8 How long have you been a resident of the town of Wilton?

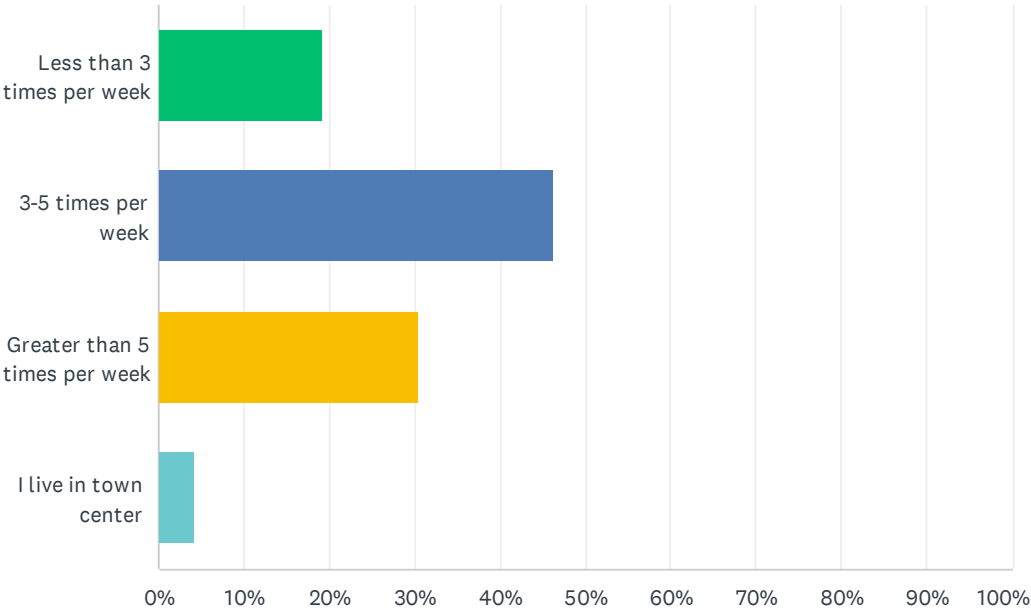
Answered: 240 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than 5 years	17.50%	42
5-15 years	25.83%	62
15+ years	56.67%	136
TOTAL		240

Q9 How often do you frequent town center?

Answered: 240 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than 3 times per week	19.17%	46
3-5 times per week	46.25%	111
Greater than 5 times per week	30.42%	73
I live in town center	4.17%	10
TOTAL		240

Q10 Please provide any additional comments or suggestions for consideration. Please also provide any other ideas related to signage that can help businesses thrive in Wilton.

Answered: 240 Skipped: 0