

WEDC Sign Regulation Resident Survey Questions

Draft v2

Here's a suggested numerical scale for the survey satisfaction related questions.

1. Strongly Dissatisfied
2. Moderately Dissatisfied
3. Slightly Dissatisfied
4. Neutral
5. Slightly Satisfied
6. Moderately Satisfied
7. Strongly Satisfied

For questions not about satisfaction, such as importance or frequency, the following 5-point scale can be considered:

1. Not Important / Never
2. Somewhat Important / Rarely
3. Neutral / Occasionally
4. Important / Often
5. Very Important / Always

The following questions are grouped into distinct clusters.

Overall Satisfaction and Importance of Sign Visibility:

1. On a scale of 1 to 5, how do you think the visibility of business signs impacts the overall impression of our town for residents and visitors?
2. On a scale of 1 to 7, how satisfied are you with the visibility of signs for local businesses in our community?
3. On a scale of 1 to 5, how important do you think clear and visible business signs are for the overall appeal of our community?
4. On a scale of 1 to 7, how satisfied are you with the clarity of information conveyed by business signs in our community?
5. On a scale of 1 to 7, how satisfied are you with the consistency of design among business signs in our community?
6. On a scale of 1 to 5, how important is it to you that business signs effectively reflect the identity and character of our town?

Effectiveness of Business Signs:

1. On a scale of 1 to 5, how often do you find it easy to spot signs for businesses when walking or driving around town?
2. On a scale of 1 to 5, do the signs for local businesses effectively catch your attention and convey the necessary information?
3. On a scale of 1 to 5, are you more likely to explore a new business if their sign is clearly visible and attractive?
4. On a scale of 1 to 5, would you appreciate more directional signs around town to help you easily find businesses in different areas?
5. On a scale of 1 to 5, do you think local businesses' signs are appropriately sized and positioned for optimal visibility?
6. On a scale of 1 to 5, how do you feel about illuminated signs for businesses, particularly during the evening or nighttime?

Challenges and Improvements:

1. On a scale of 1 to 5, have you ever missed a business you were looking for due to inadequate sign visibility?
2. On a scale of 1 to 5, are there any areas in town where you believe the visibility of business signs could be improved?
3. On a scale of 1 to 5, are there any local businesses whose signs you find difficult to read or locate? Please share your thoughts.
4. On a scale of 1 to 5, have you noticed any recent improvements in the visibility of business signs compared to previous years?
5. On a scale of 1 to 5, do you think digital signs or electronic displays have a positive impact on the visibility of businesses? Why or why not?
6. On a scale of 1 to 5, have you encountered any situations where business signs create visual clutter or negatively affect the town's aesthetics?

Regulations:

1. On a scale of 1 to 5, do you think there should be specific guidelines or regulations to ensure consistent and effective sign visibility for all businesses?

Influence on Support for Local Businesses:

1. On a scale of 1 to 5, are you more likely to support local businesses if their signs were more visible and appealing?
2. On a scale of 1 to 5, how do you think the visibility of business signs affects the likelihood of residents and visitors supporting local businesses?

Comparison and Recommendations:

1. On a scale of 1 to 5, are there any specific recommendations you would offer to enhance the visibility and effectiveness of signs? Please provide up to 2 recommendations.
2. On a scale of 1 to 5, are there any particular businesses whose signs you find exceptionally well-designed and visible? Please provide up to 3 examples.