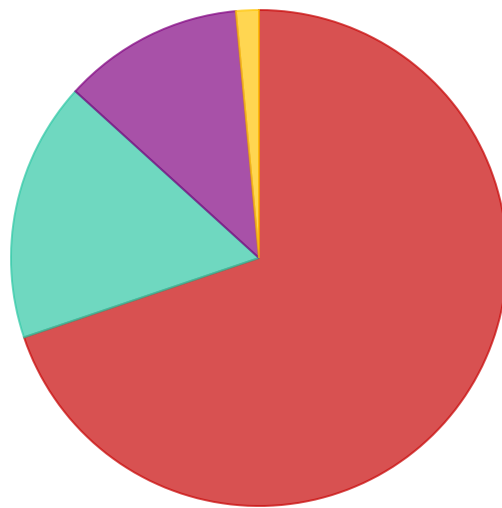


Wayfinding & Monument Sign Designs

Participant Information

○ How do you classify yourself in Palm Desert?



- Full-time Resident (live in Palm Desert more than 6 months annually)
- Local Visitor (live in Coachella Valley, but not in Palm Desert)
- Part-time Resident (live in Palm Desert less than 6 months annually)
- Other Visitor (live outside of Coachella Valley)

Answers	Count	Percentage
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Full-time Resident (live in Palm Desert more than 6 months annually)	421	69.82%
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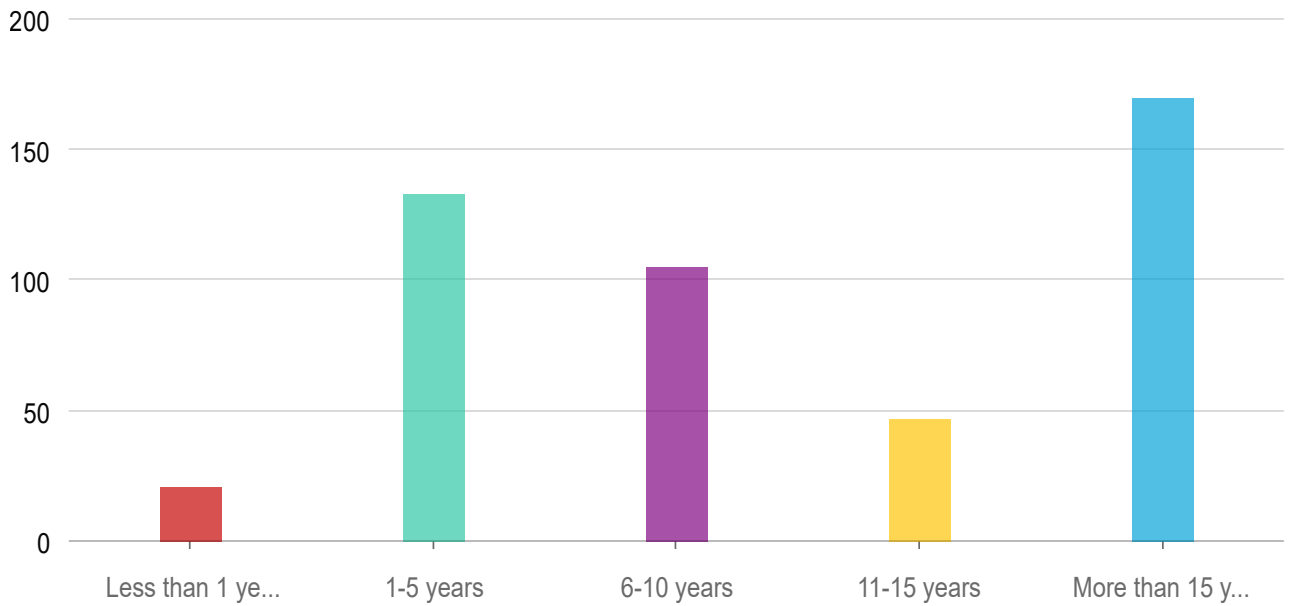
Local Visitor (live in Coachella Valley, but not in Palm Desert)	102	16.92%
--	-----	--------

Part-time Resident (live in Palm Desert less than 6 months annually)	71	11.77%
--	----	--------

Other Visitor (live outside of Coachella Valley)	9	1.49%
--	---	-------

Answered: 603 Skipped: 0

○ If a resident, how long have you lived in Palm Desert?



Answers

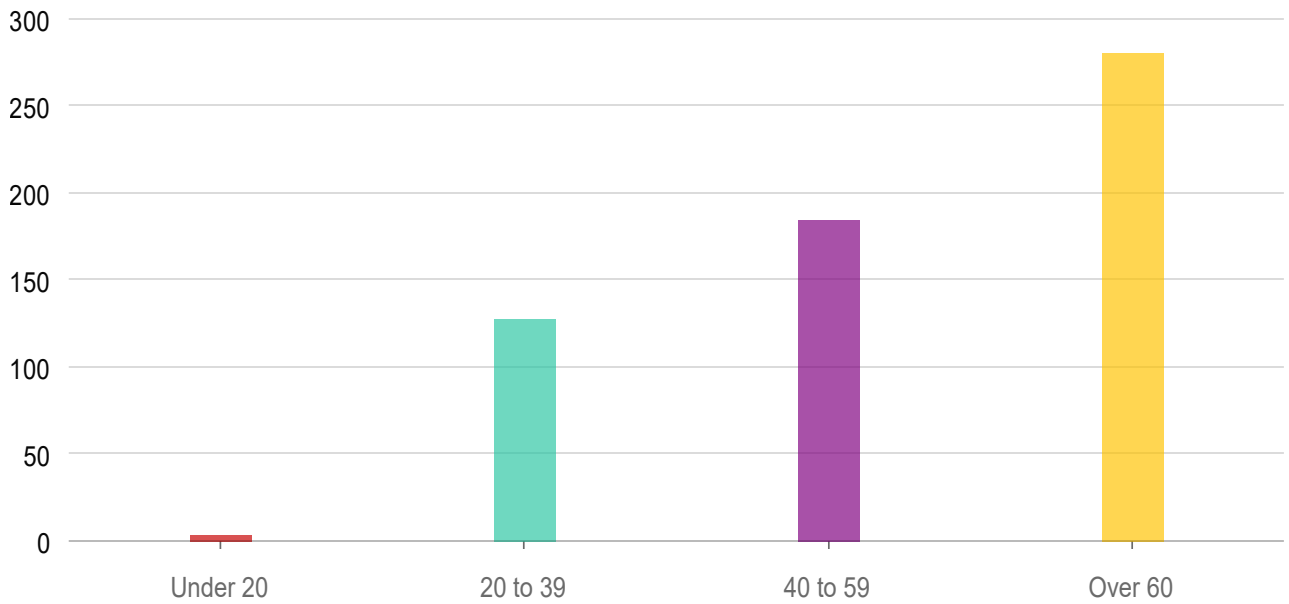
Count

Percentage

Answers	Count	Percentage
Less than 1 year	21	3.48%
1-5 years	133	22.06%
6-10 years	105	17.41%
11-15 years	47	7.79%
More than 15 years	170	28.19%

Answered: 476 Skipped: 127

o **What is your age?**



Answers

Count

Percentage

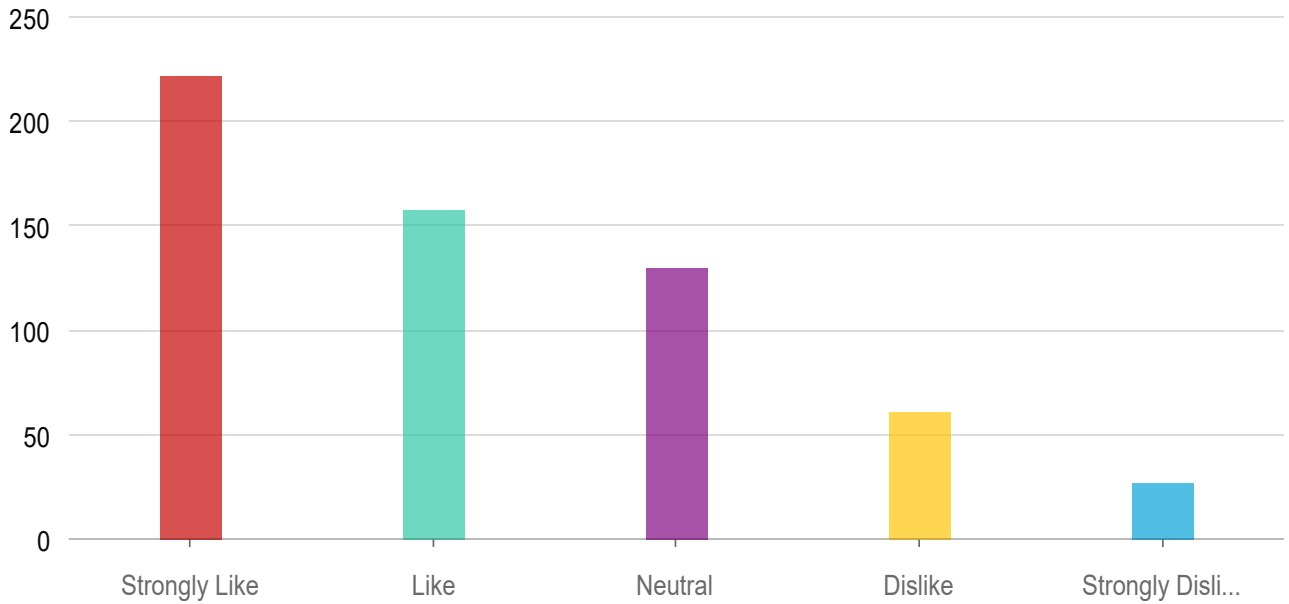
Answers	Count	Percentage
Under 20	4	0.66%
20 to 39	128	21.23%
40 to 59	185	30.68%
Over 60	281	46.6%

Answered: 598 Skipped: 5

Monument Signs

o What is your level of preference for this monument sign?





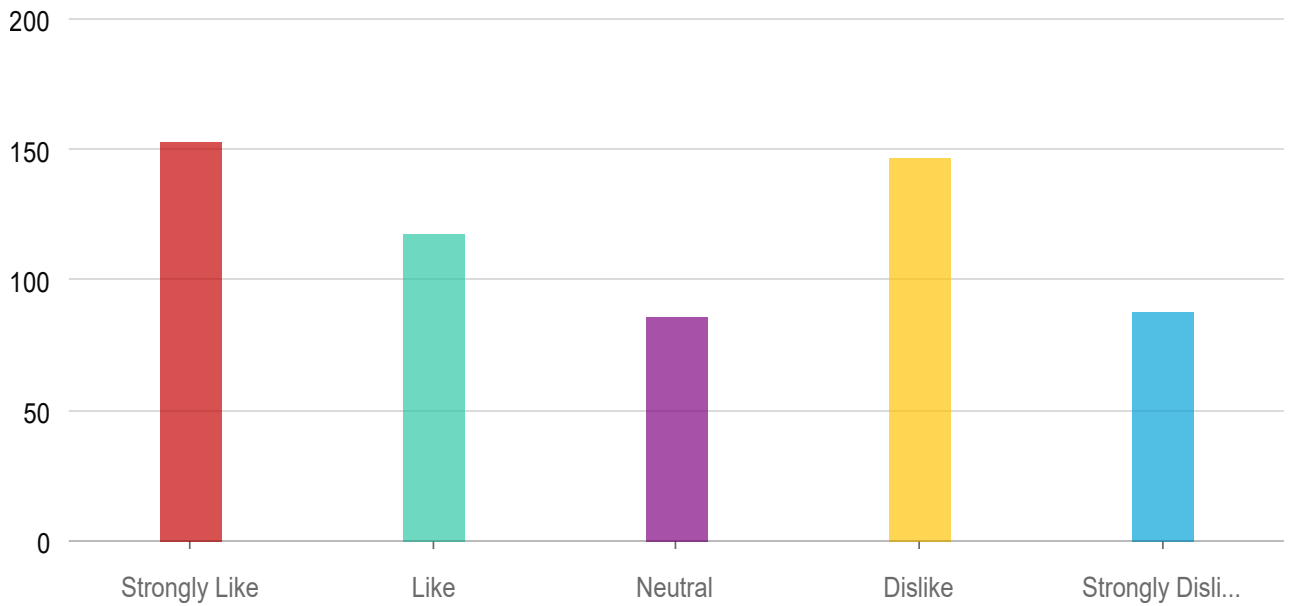
Answers **Count** **Percentage**

Answers	Count	Percentage
Strongly Like	222	36.82%
Like	158	26.2%
Neutral	130	21.56%
Dislike	61	10.12%
Strongly Dislike	27	4.48%

Answered: 598 Skipped: 5

o What is your level of preference for this monument sign?





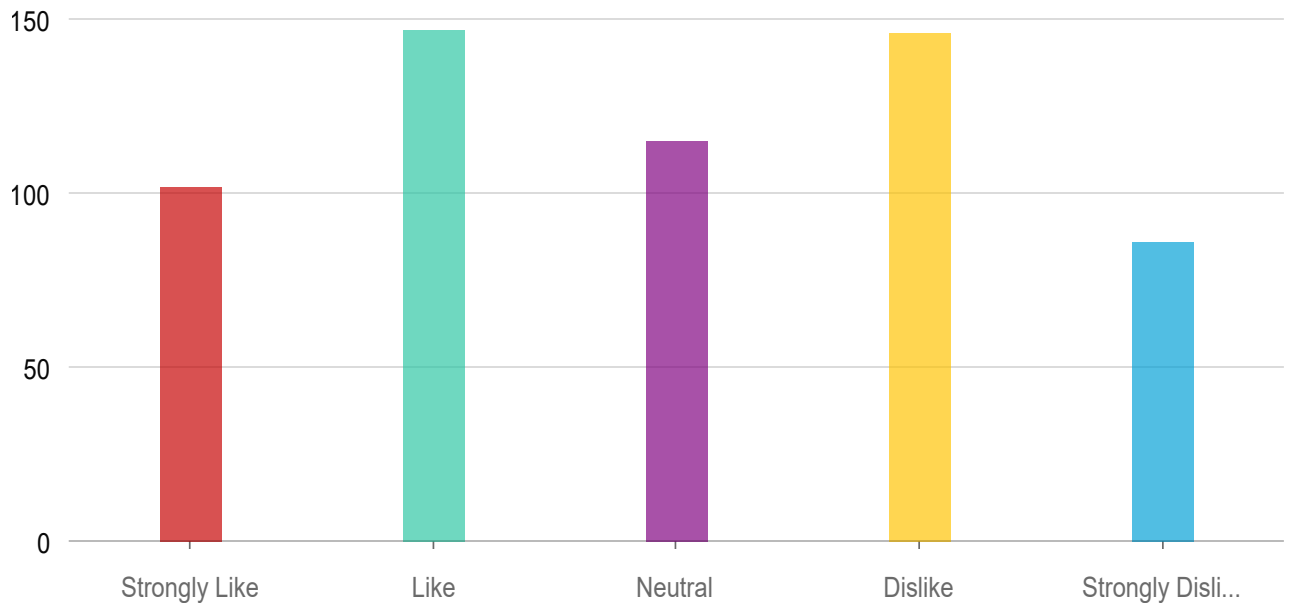
Answers	Count	Percentage
---------	-------	------------

Strongly Like	153	25.37%
Like	118	19.57%
Neutral	86	14.26%
Dislike	147	24.38%
Strongly Dislike	88	14.59%

Answered: 592 Skipped: 11

o What is your level of preference for this monument sign?





Answers

Count

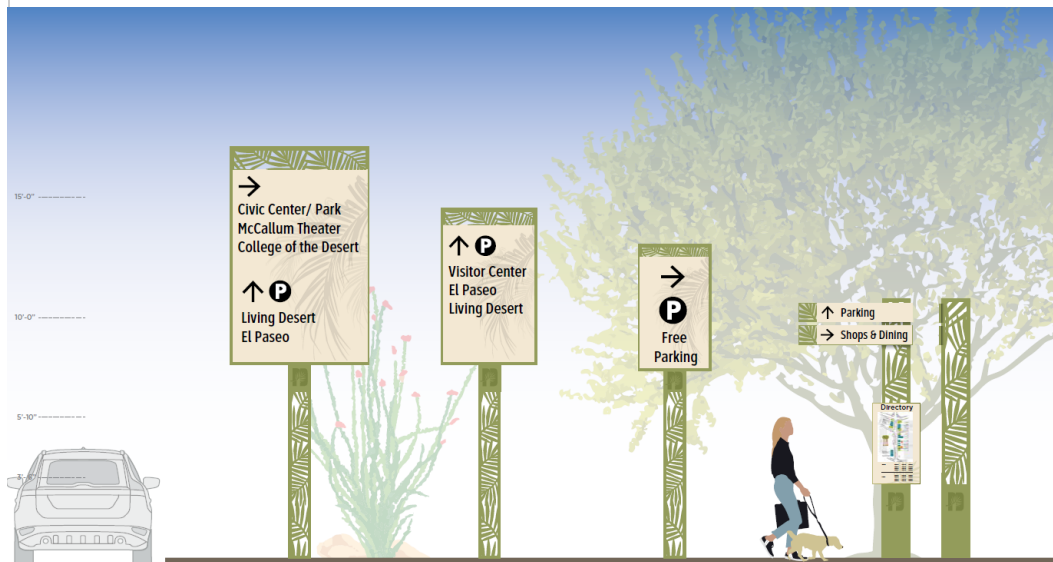
Percentage

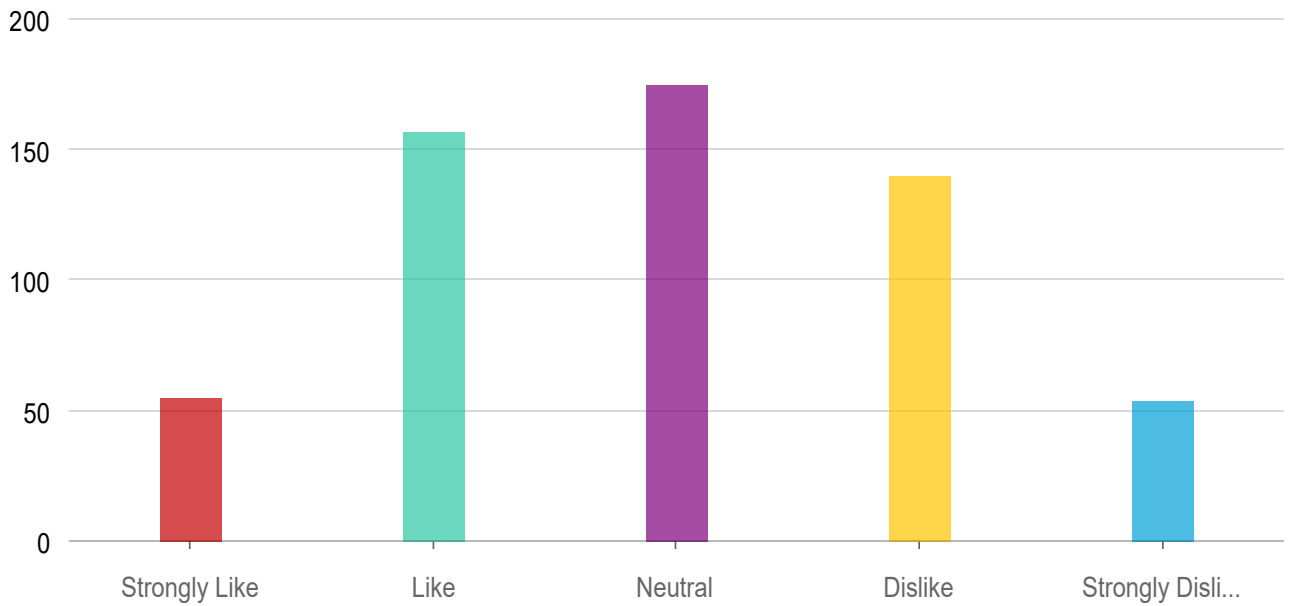
Answers	Count	Percentage
Strongly Like	102	16.92%
Like	147	24.38%
Neutral	115	19.07%
Dislike	146	24.21%
Strongly Dislike	86	14.26%

Answered: 596 Skipped: 7

Wayfinding Signs

o What is your level of preference for these wayfinding signs?





Answers

Count

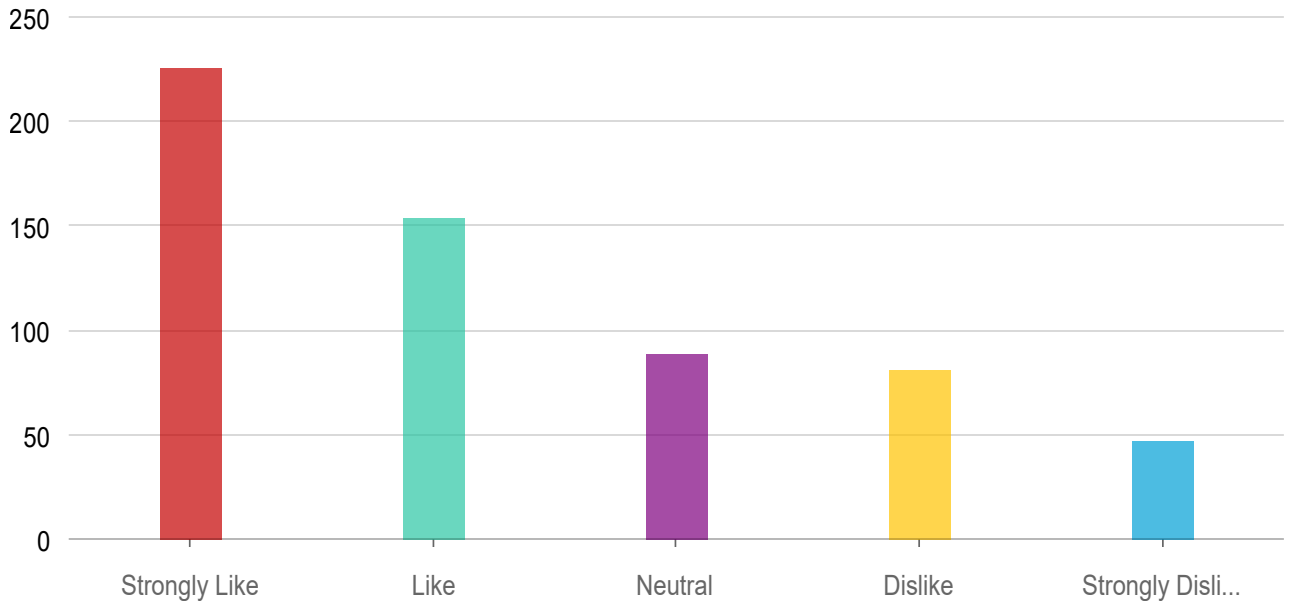
Percentage

Answers	Count	Percentage
Strongly Like	55	9.12%
Like	157	26.04%
Neutral	175	29.02%
Dislike	140	23.22%
Strongly Dislike	54	8.96%

Answered: 581 Skipped: 22

o What is your level of preference for these wayfinding signs?





Answers

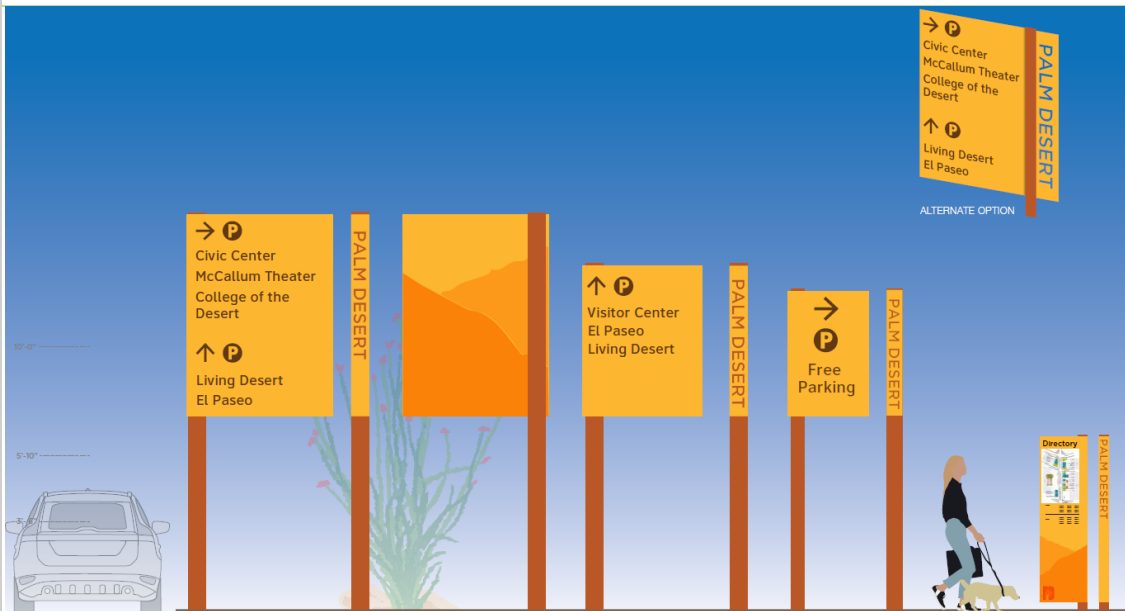
Count

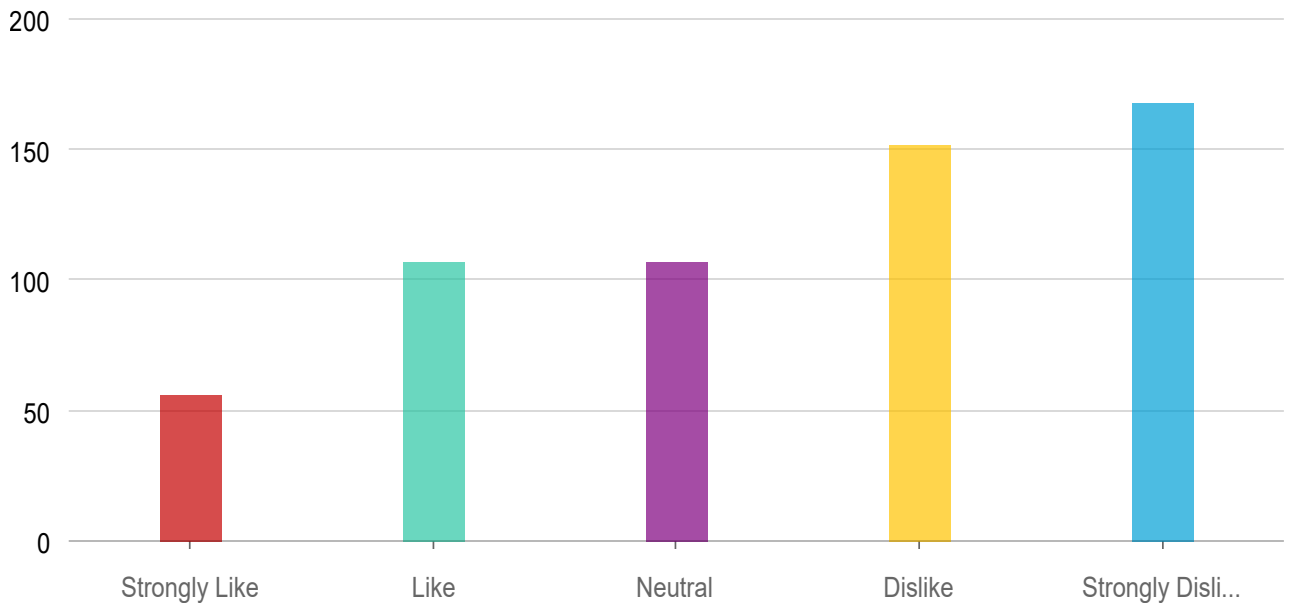
Percentage

Answers	Count	Percentage
Strongly Like	226	37.48%
Like	154	25.54%
Neutral	89	14.76%
Dislike	81	13.43%
Strongly Dislike	47	7.79%

Answered: 597 Skipped: 6

o What is your level of preference for these wayfinding signs?





Answers	Count	Percentage
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Strongly Like	56	9.29%
Like	107	17.74%
Neutral	107	17.74%
Dislike	152	25.21%
Strongly Dislike	168	27.86%

Answered: 590 Skipped: 13

Comments

Do you have any additional comments?