Preferencing Exercise

Rate the following images based on your preference.

1 = Would not like to see

5 = Must have

CORALVILLE WEST LAND USE AREA PLAN

CONFLUENCE

LELAND CONSULTING GROUP

CORALVILLE

Date Created	Active Participants	Total Participants
1/21/2015 4:12:21 PM	59	59

Average Score	Questions
0.00%	51

Housing

Density and Quality

Rate the following images based on your preference.
1 = Would not like to see
5 = Must have

CORALVILLE
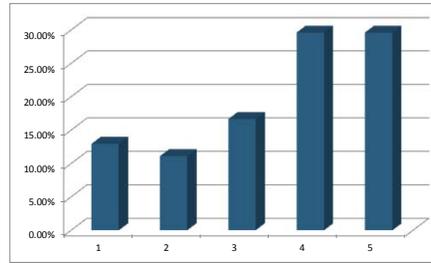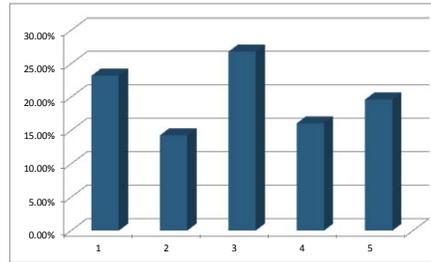
CONFLUENCE

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3. Enter Question Text (Multiple Choice) - Housing 1

	Responses	
	Percent	Count
1	12.96%	7
2	11.11%	6
3	16.67%	9
4	29.63%	16
5	29.63%	16
Totals	100%	54

4. Enter Question Text (Multiple Choice) - Housing 2

	Responses	
	Percent	Count
1	23.21%	13
2	14.29%	8
3	26.79%	15
4	16.07%	9
5	19.64%	11
Totals	100%	56

5. Enter Question Text (Multiple Choice) - Housing 3

	Responses	
	Percent	Count
1	12.28%	7
2	8.77%	5
3	10.53%	6
4	21.05%	12
5	47.37%	27
Totals	100%	57
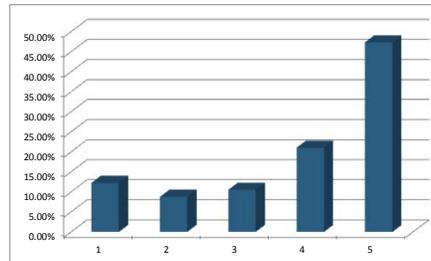
6. Enter Question Text (Multiple Choice) - Housing 4

	Responses	
	Percent	**Count**
1	28.57%	16
2	17.86%	10
3	14.29%	8
4	12.50%	7
5	26.79%	15
Totals	**100%**	**56**
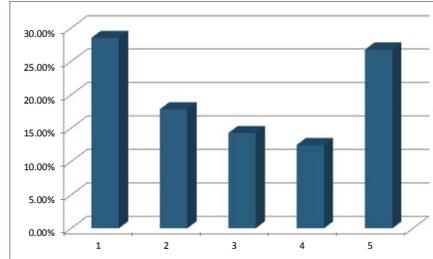
7. Enter Question Text (Multiple Choice) - Housing 5

	Responses	
	Percent	**Count**
1	18.97%	11
2	18.97%	11
3	18.97%	11
4	27.59%	16
5	15.52%	9
Totals	**100%**	**58**
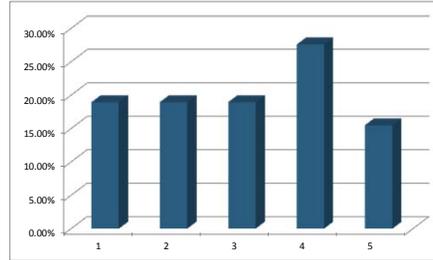
8. Enter Question Text (Multiple Choice) - Housing 6

	Responses	
	Percent	**Count**
1	25.00%	14
2	19.64%	11
3	19.64%	11
4	14.29%	8
5	21.43%	12
Totals	**100%**	**56**
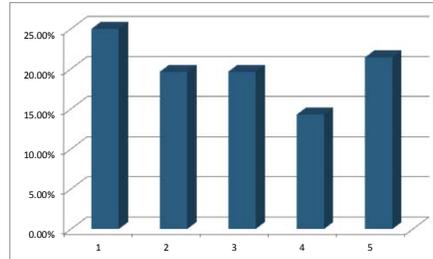
9. Enter Question Text (Multiple Choice) - Housing 7

	Responses	
	Percent	**Count**
1	33.33%	19
2	22.81%	13
3	15.79%	9
4	14.04%	8
5	14.04%	8
Totals	**100%**	**57**
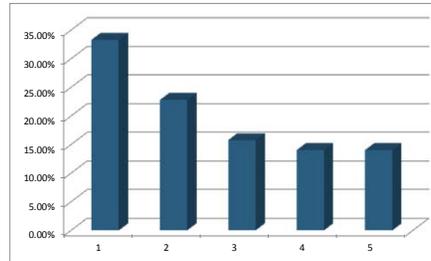
10. Enter Question Text (Multiple Choice) - Housing 8

	Responses	
	Percent	**Count**
1	12.07%	7
2	5.17%	3
3	8.62%	5
4	32.76%	19
5	41.38%	24
Totals	**100%**	**58**
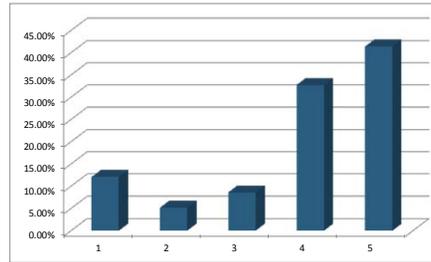
11. Enter Question Text (Multiple Choice) - Housing 9

	Responses	
	Percent	**Count**
1	28.07%	16
2	14.04%	8
3	36.84%	21
4	7.02%	4
5	14.04%	8
Totals	**100%**	**57**
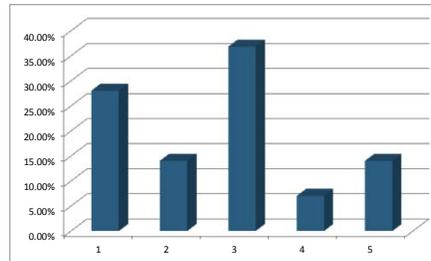
12. Enter Question Text (Multiple Choice) - Housing 10

	Responses	
	Percent	**Count**
1	17.86%	10
2	26.79%	15
3	14.29%	8
4	14.29%	8
5	26.79%	15
Totals	**100%**	**56**
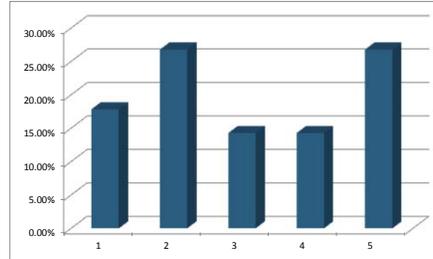
13. Enter Question Text (Multiple Choice) - Housing 11

	Responses	
	Percent	**Count**
1	28.07%	16
2	15.79%	9
3	22.81%	13
4	12.28%	7
5	21.05%	12
Totals	**100%**	**57**
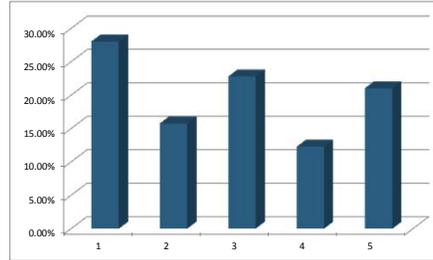
14. Enter Question Text (Multiple Choice) - Housing 12

	Responses	
	Percent	**Count**
1	50.00%	28
2	19.64%	11
3	10.71%	6
4	8.93%	5
5	10.71%	6
Totals	**100%**	**56**
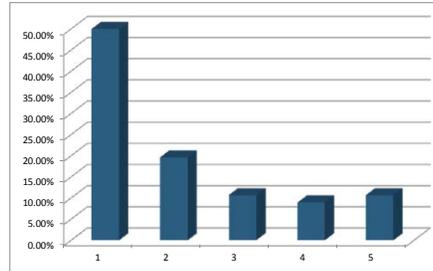
Parks and Open Space

Including Greenbelts and Storm Water Quality Amenities

Rate the following images based on your preference.
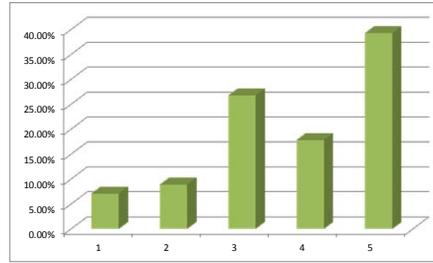1 = Would not like to see
5 = Must have

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15. Enter Question Text (Multiple Choice) - Recreation 1
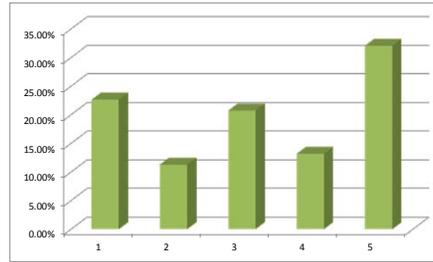
	Responses	
	Percent	Count
1	7.14%	4
2	8.93%	5
3	26.79%	15
4	17.86%	10
5	39.29%	22
Totals	100%	56

16. Enter Question Text (Multiple Choice) - Recreation 2

	Responses	
	Percent	Count
1	22.64%	12
2	11.32%	6
3	20.75%	11
4	13.21%	7
5	32.08%	17
Totals	100%	53

17. Enter Question Text (Multiple Choice) - Recreation 3

	Responses	
	Percent	Count
1	14.04%	8
2	8.77%	5
3	17.54%	10
4	21.05%	12
5	38.60%	22
Totals	100%	57
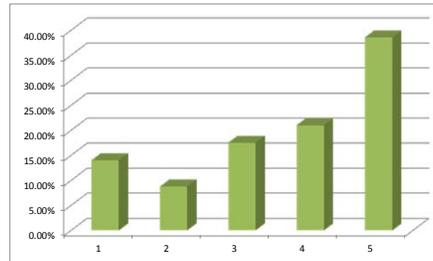
18. Enter Question Text (Multiple Choice) - Recreation 4

	Responses	
	Percent	**Count**
1	3.51%	2
2	0.00%	0
3	8.77%	5
4	7.02%	4
5	80.70%	46
Totals	**100%**	**57**
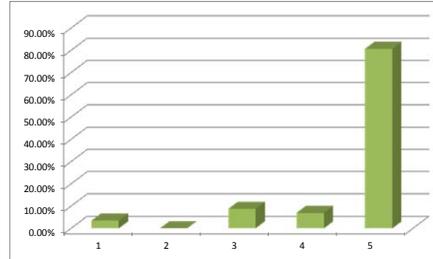
19. Enter Question Text (Multiple Choice) - Recreation 5

	Responses	
	Percent	**Count**
1	5.56%	3
2	0.00%	0
3	24.07%	13
4	27.78%	15
5	42.59%	23
Totals	**100%**	**54**
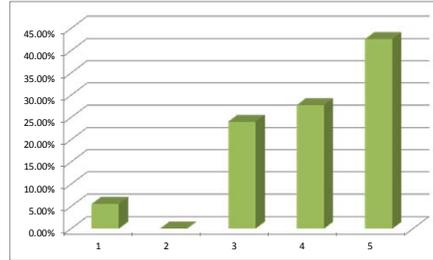
20. Enter Question Text (Multiple Choice) - Recreation 6

	Responses	
	Percent	**Count**
1	6.90%	4
2	12.07%	7
3	6.90%	4
4	18.97%	11
5	55.17%	32
Totals	**100%**	**58**
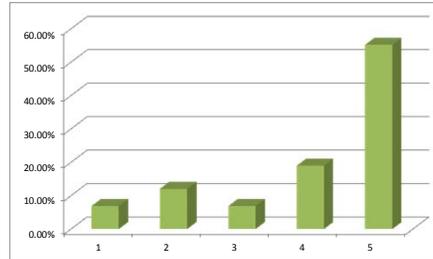
21. Enter Question Text (Multiple Choice) - Recreation 7

Responses		
	Percent	**Count**
1	16.07%	9
2	10.71%	6
3	26.79%	15
4	25.00%	14
5	21.43%	12
Totals	**100%**	**56**
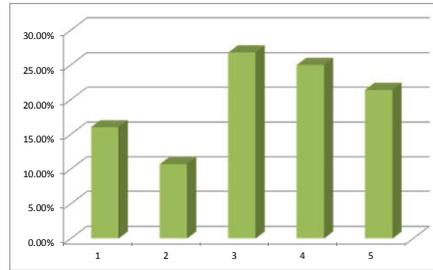
Retail

Businesses that will become a part of the local identity

Rate the following images based on your preference.
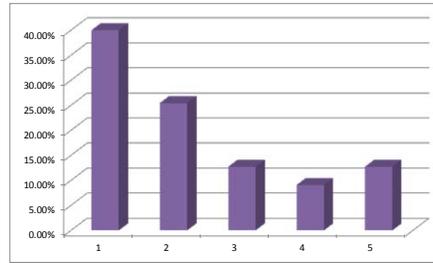1 = Would not like to see
5 = Must have

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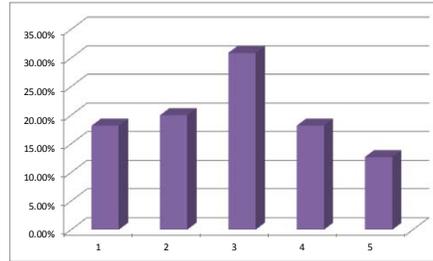**22. Enter Question Text (Multiple Choice) - Retail 1**

Responses		
	Percent	Count
1	40.00%	22
2	25.45%	14
3	12.73%	7
4	9.09%	5
5	12.73%	7
Totals	100%	55

23. Enter Question Text (Multiple Choice) - Retail 2

Responses		
	Percent	Count
1	18.18%	10
2	20.00%	11
3	30.91%	17
4	18.18%	10
5	12.73%	7
Totals	100%	55

24. Enter Question Text (Multiple Choice) - Retail 3

Responses		
	Percent	Count
1	36.84%	21
2	19.30%	11
3	24.56%	14
4	14.04%	8
5	5.26%	3
Totals	100%	57
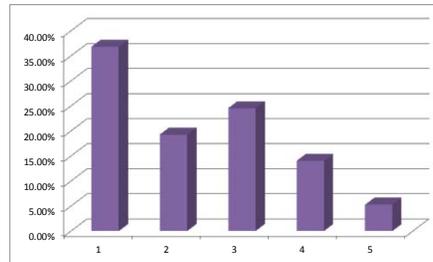
25. Enter Question Text (Multiple Choice) - Retail 4

Responses		
	Percent	Count
1	5.36%	3
2	3.57%	2
3	26.79%	15
4	23.21%	13
5	41.07%	23
Totals	**100%**	**56**
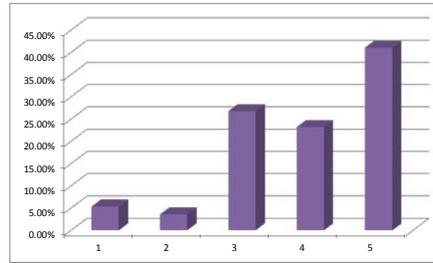
26. Enter Question Text (Multiple Choice) - Retail 5

Responses		
	Percent	Count
1	3.70%	2
2	12.96%	7
3	27.78%	15
4	27.78%	15
5	27.78%	15
Totals	**100%**	**54**
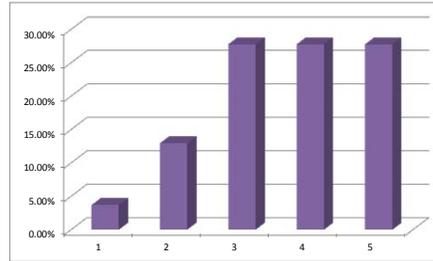
27. Enter Question Text (Multiple Choice) - Retail 6

Responses		
	Percent	Count
1	12.73%	7
2	5.45%	3
3	18.18%	10
4	18.18%	10
5	45.45%	25
Totals	**100%**	**55**
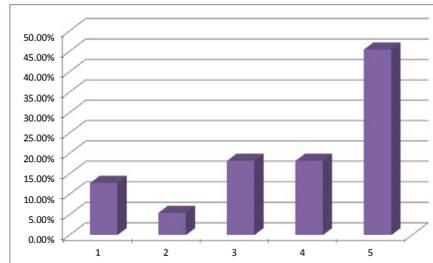
Office/Corporate

Places of work that draw in employee's, clients and attention

Rate the following images based on your preference.
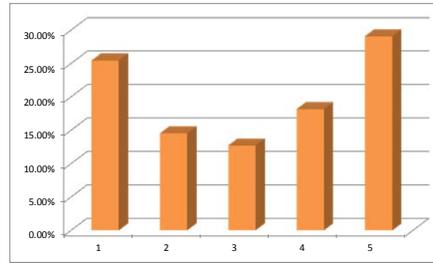1 = Would not like to see
5 = Must have

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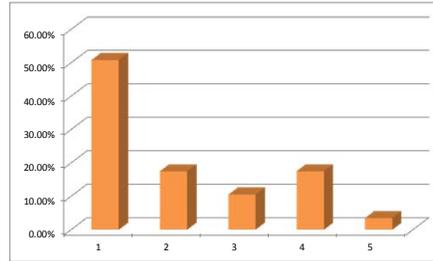**28. Enter Question Text (Multiple Choice) - Office 1**

	Responses	
	Percent	Count
1	25.45%	14
2	14.55%	8
3	12.73%	7
4	18.18%	10
5	29.09%	16
Totals	100%	55

29. Enter Question Text (Multiple Choice) - Office 2

	Responses	
	Percent	Count
1	50.88%	29
2	17.54%	10
3	10.53%	6
4	17.54%	10
5	3.51%	2
Totals	100%	57

30. Enter Question Text (Multiple Choice) - Office 3

	Responses	
	Percent	Count
1	13.21%	7
2	9.43%	5
3	30.19%	16
4	22.64%	12
5	24.53%	13
Totals	100%	53
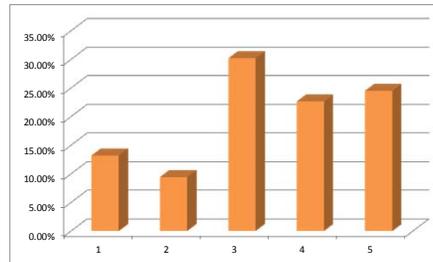
31. Enter Question Text (Multiple Choice) - Office 4

	Responses	
	Percent	Count
1	3.70%	2
2	11.11%	6
3	14.81%	8
4	22.22%	12
5	48.15%	26
Totals	100%	54
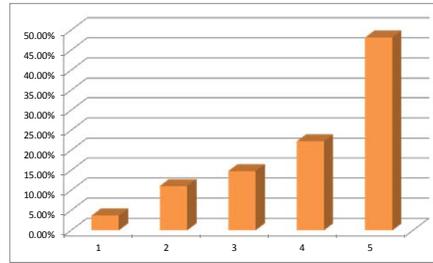
32. Enter Question Text (Multiple Choice) - Office 5

	Responses	
	Percent	Count
1	25.45%	14
2	9.09%	5
3	18.18%	10
4	12.73%	7
5	34.55%	19
Totals	100%	55
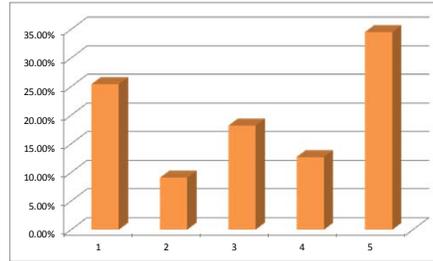
33. Enter Question Text (Multiple Choice) - Office 6

	Responses	
	Percent	Count
1	22.81%	13
2	12.28%	7
3	22.81%	13
4	14.04%	8
5	28.07%	16
Totals	100%	57
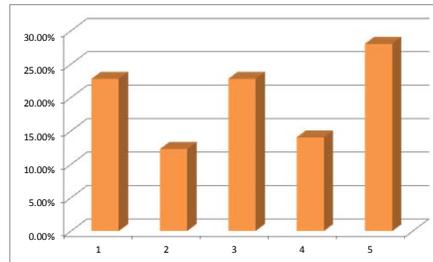
34. Enter Question Text (Multiple Choice) - Office 7

	Responses	
	Percent	Count
1	15.09%	8
2	18.87%	10
3	13.21%	7
4	13.21%	7
5	39.62%	21
Totals	**100%**	**53**
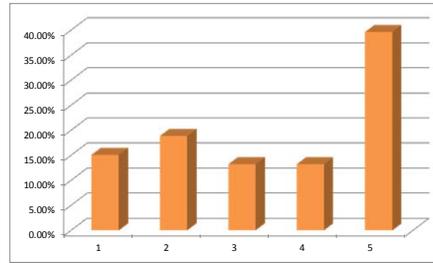
35. Enter Question Text (Multiple Choice) - Office 8

	Responses	
	Percent	Count
1	5.36%	3
2	12.50%	7
3	28.57%	16
4	26.79%	15
5	26.79%	15
Totals	**100%**	**56**
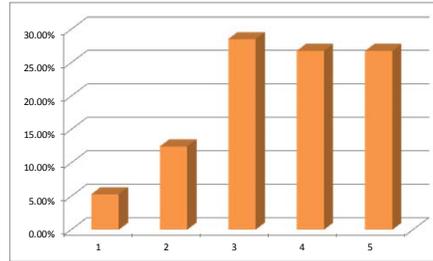
36. Enter Question Text (Multiple Choice) - Office 9

	Responses	
	Percent	Count
1	23.21%	13
2	28.57%	16
3	21.43%	12
4	19.64%	11
5	7.14%	4
Totals	**100%**	**56**
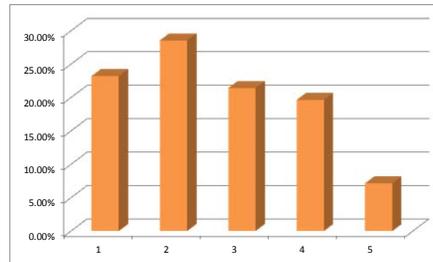
37. Enter Question Text (Multiple Choice) - Office 10

	Responses	
	Percent	**Count**
1	21.05%	12
2	14.04%	8
3	15.79%	9
4	17.54%	10
5	31.58%	18
Totals	**100%**	**57**
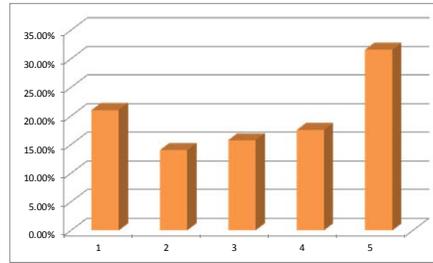
38. Enter Question Text (Multiple Choice) - Office 11

	Responses	
	Percent	**Count**
1	9.26%	5
2	7.41%	4
3	12.96%	7
4	22.22%	12
5	48.15%	26
Totals	**100%**	**54**
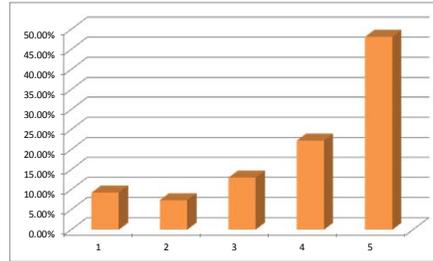
39. Enter Question Text (Multiple Choice) - Office 12

	Responses	
	Percent	**Count**
1	28.57%	16
2	17.86%	10
3	21.43%	12
4	5.36%	3
5	26.79%	15
Totals	**100%**	**56**
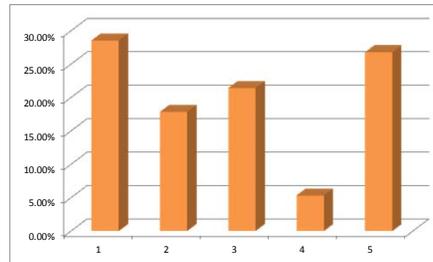
Streetscape

The combination of hardscape and plantings to create an identity along traffic corridors

Rate the following images based on your preference.
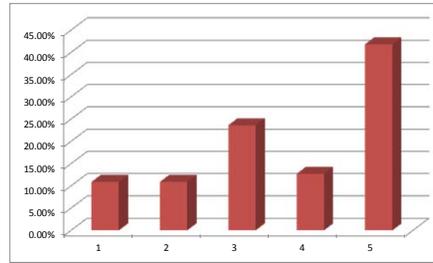1 = Would not like to see
5 = Must have

40. Enter Question Text (Multiple Choice) - Streetscape 1

	Responses	
	Percent	**Count**
1	10.91%	6
2	10.91%	6
3	23.64%	13
4	12.73%	7
5	41.82%	23
Totals	**100%**	**55**

41. Enter Question Text (Multiple Choice) - Streetscape 1

	Responses	
	Percent	**Count**
1	15.52%	9
2	8.62%	5
3	18.97%	11
4	29.31%	17
5	27.59%	16
Totals	**100%**	**58**
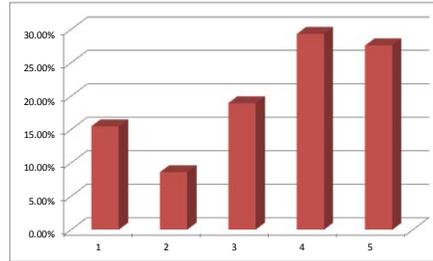
42. Enter Question Text (Multiple Choice) - Streetscape 2

	Responses	
	Percent	**Count**
1	15.79%	9
2	3.51%	2
3	14.04%	8
4	14.04%	8
5	52.63%	30
Totals	**100%**	**57**
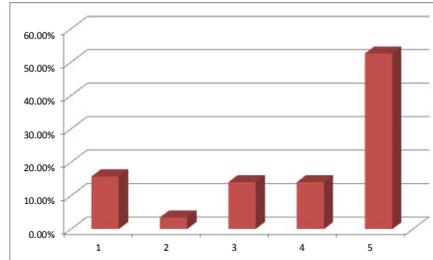
43. Enter Question Text (Multiple Choice) - Streetscape 3

Responses		
	Percent	Count
1	64.29%	36
2	12.50%	7
3	5.36%	3
4	8.93%	5
5	8.93%	5
Totals	100%	56
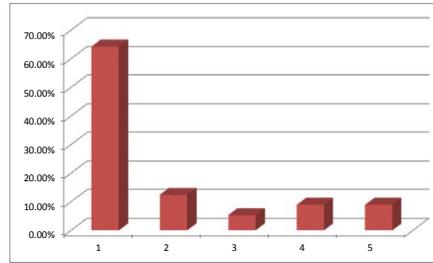
44. Enter Question Text (Multiple Choice) - Streetscape 4

Responses		
	Percent	Count
1	5.36%	3
2	7.14%	4
3	10.71%	6
4	14.29%	8
5	62.50%	35
Totals	100%	56
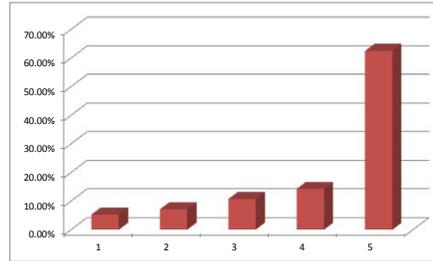
45. Enter Question Text (Multiple Choice) - Streetscape 5

Responses		
	Percent	Count
1	18.97%	11
2	15.52%	9
3	22.41%	13
4	22.41%	13
5	20.69%	12
Totals	100%	58
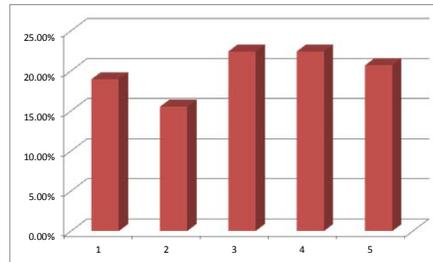
Signage and Way-finding

Graphic and sculptural means to help people "get around"

Rate the following images based on your preference.
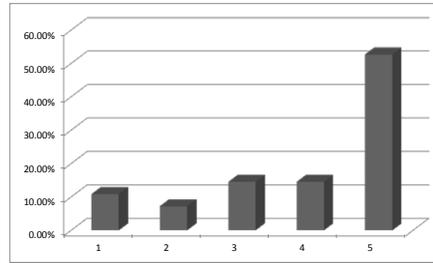1 = Would not like to see
5 = Must have

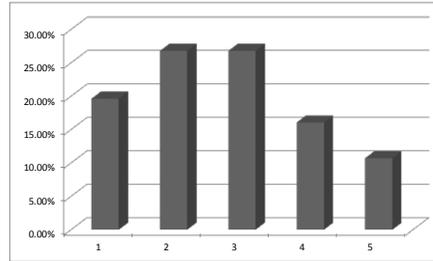**CORALVILLE WEST LAND USE AREA PLAN**

46. Enter Question Text (Multiple Choice) - Wayfinding 1

	Responses	
	Percent	**Count**
1	10.91%	6
2	7.27%	4
3	14.55%	8
4	14.55%	8
5	52.73%	29
Totals	**100%**	**55**

47. Enter Question Text (Multiple Choice) - Wayfinding 2

	Responses	
	Percent	**Count**
1	19.64%	11
2	26.79%	15
3	26.79%	15
4	16.07%	9
5	10.71%	6
Totals	**100%**	**56**

48. Enter Question Text (Multiple Choice) - Wayfinding 3

	Responses	
	Percent	**Count**
1	22.81%	13
2	17.54%	10
3	22.81%	13
4	22.81%	13
5	14.04%	8
Totals	**100%**	**57**
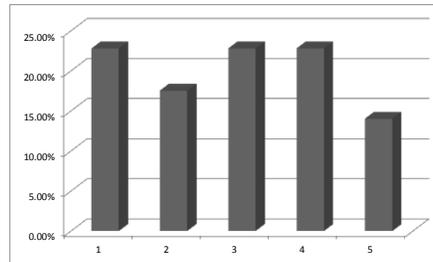
49. Enter Question Text (Multiple Choice) - Wayfinding 4

	Responses	
	Percent	**Count**
1	39.29%	22
2	7.14%	4
3	16.07%	9
4	19.64%	11
5	17.86%	10
Totals	**100%**	**56**
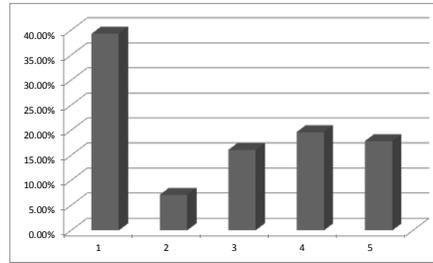
50. Enter Question Text (Multiple Choice) - Wayfinding 5

	Responses	
	Percent	**Count**
1	8.77%	5
2	10.53%	6
3	8.77%	5
4	10.53%	6
5	61.40%	35
Totals	**100%**	**57**
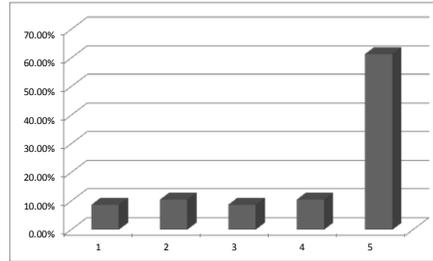
51. Enter Question Text (Multiple Choice) - Wayfinding 6

	Responses	
	Percent	**Count**
1	5.36%	3
2	10.71%	6
3	25.00%	14
4	35.71%	20
5	23.21%	13
Totals	**100%**	**56**