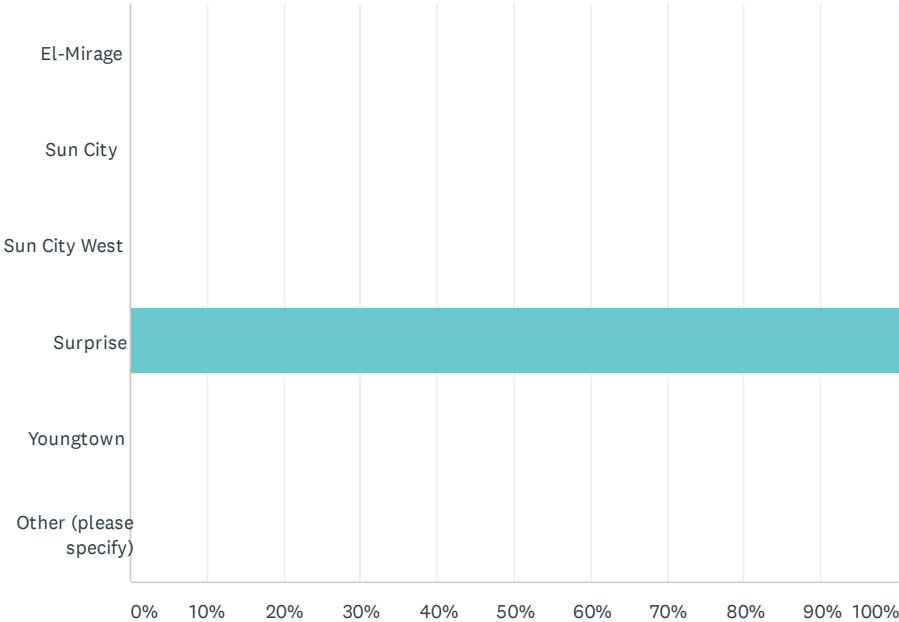


Q1 What city is your business located in:

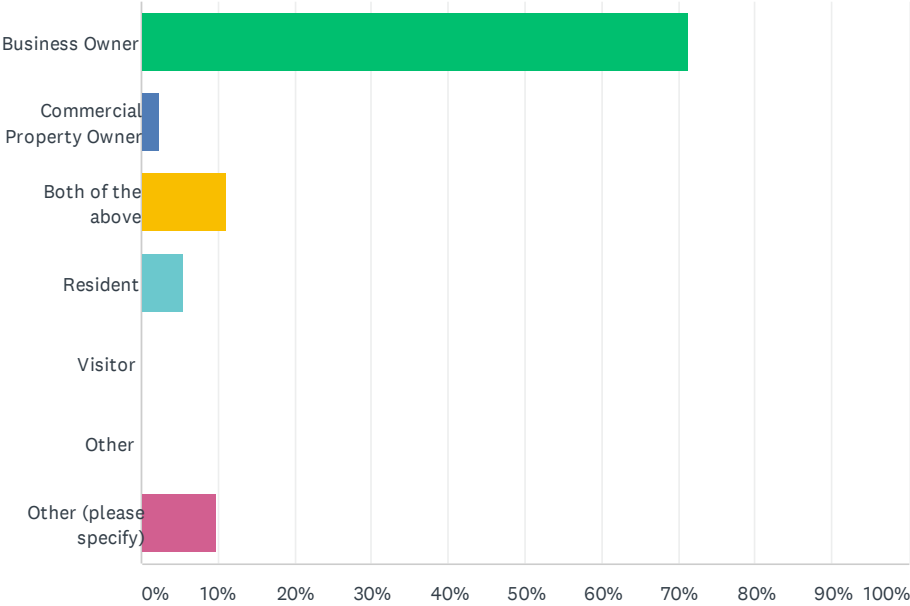
Answered: 91 Skipped: 0



ANSWER CHOICES	RESPONSES
El-Mirage	0.00% 0
Sun City	0.00% 0
Sun City West	0.00% 0
Surprise	100.00% 91
Youngtown	0.00% 0
Other (please specify)	0.00% 0
TOTAL	91

Q2 Check what best describes you:

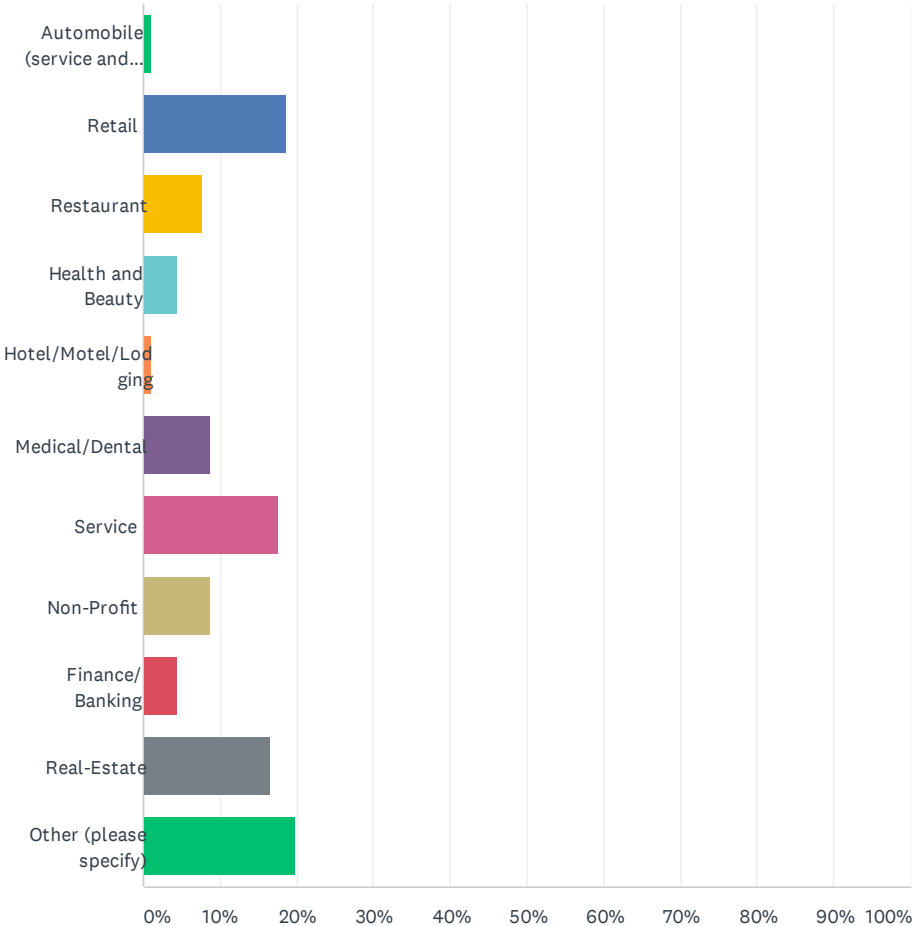
Answered: 91 Skipped: 0



ANSWER CHOICES	RESPONSES	
Business Owner	71.43%	65
Commercial Property Owner	2.20%	2
Both of the above	10.99%	10
Resident	5.49%	5
Visitor	0.00%	0
Other	0.00%	0
Other (please specify)	9.89%	9
TOTAL		91

Q3 What type of business are you?

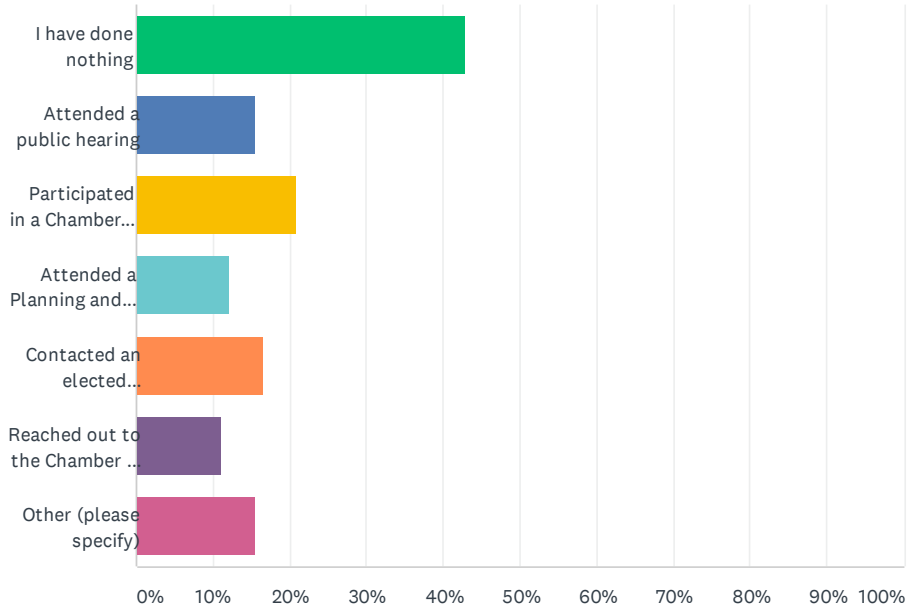
Answered: 91 Skipped: 0



ANSWER CHOICES	RESPONSES
Automobile (service and sales)	1.10% 1
Retail	18.68% 17
Restaurant	7.69% 7
Health and Beauty	4.40% 4
Hotel/Motel/Lodging	1.10% 1
Medical/Dental	8.79% 8
Service	17.58% 16
Non-Profit	8.79% 8
Finance/ Banking	4.40% 4
Real-Estate	16.48% 15
Other (please specify)	19.78% 18
Total Respondents: 91	

Q4 How have you communicated comments or concerns about the sign ordinances in you community? For Surprise businesses, indicate how you have participated in the current sign review process.

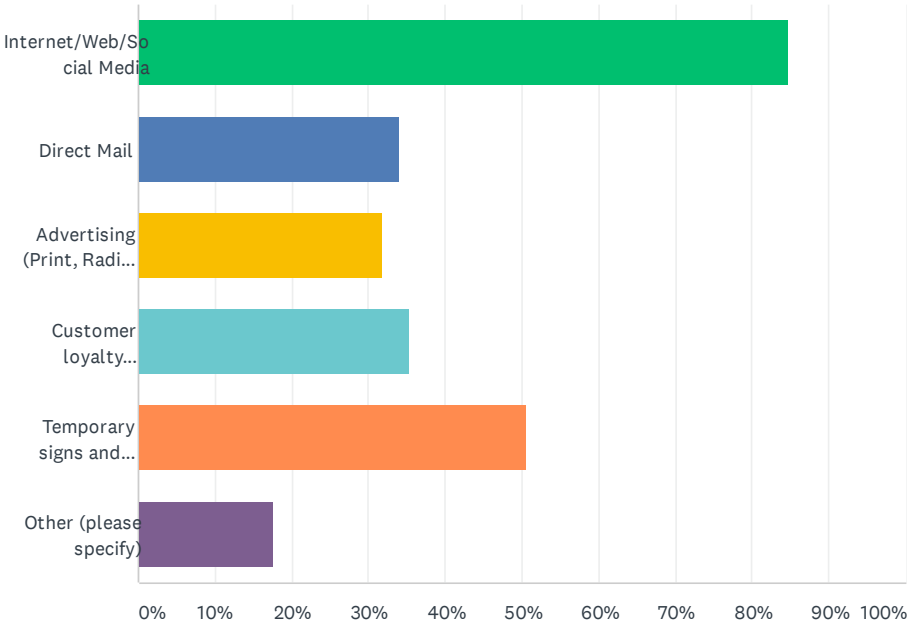
Answered: 91 Skipped: 0



ANSWER CHOICES	RESPONSES	
I have done nothing	42.86%	39
Attended a public hearing	15.38%	14
Participated in a Chamber survey or completed a Chamber Advocacy Issue Form	20.88%	19
Attended a Planning and Zoning Commission meeting/hearing	12.09%	11
Contacted an elected official	16.48%	15
Reached out to the Chamber of Commerce	10.99%	10
Other (please specify)	15.38%	14
Total Respondents: 91		

Q5 How do you currently promote special business sales, etc.? Select all that apply

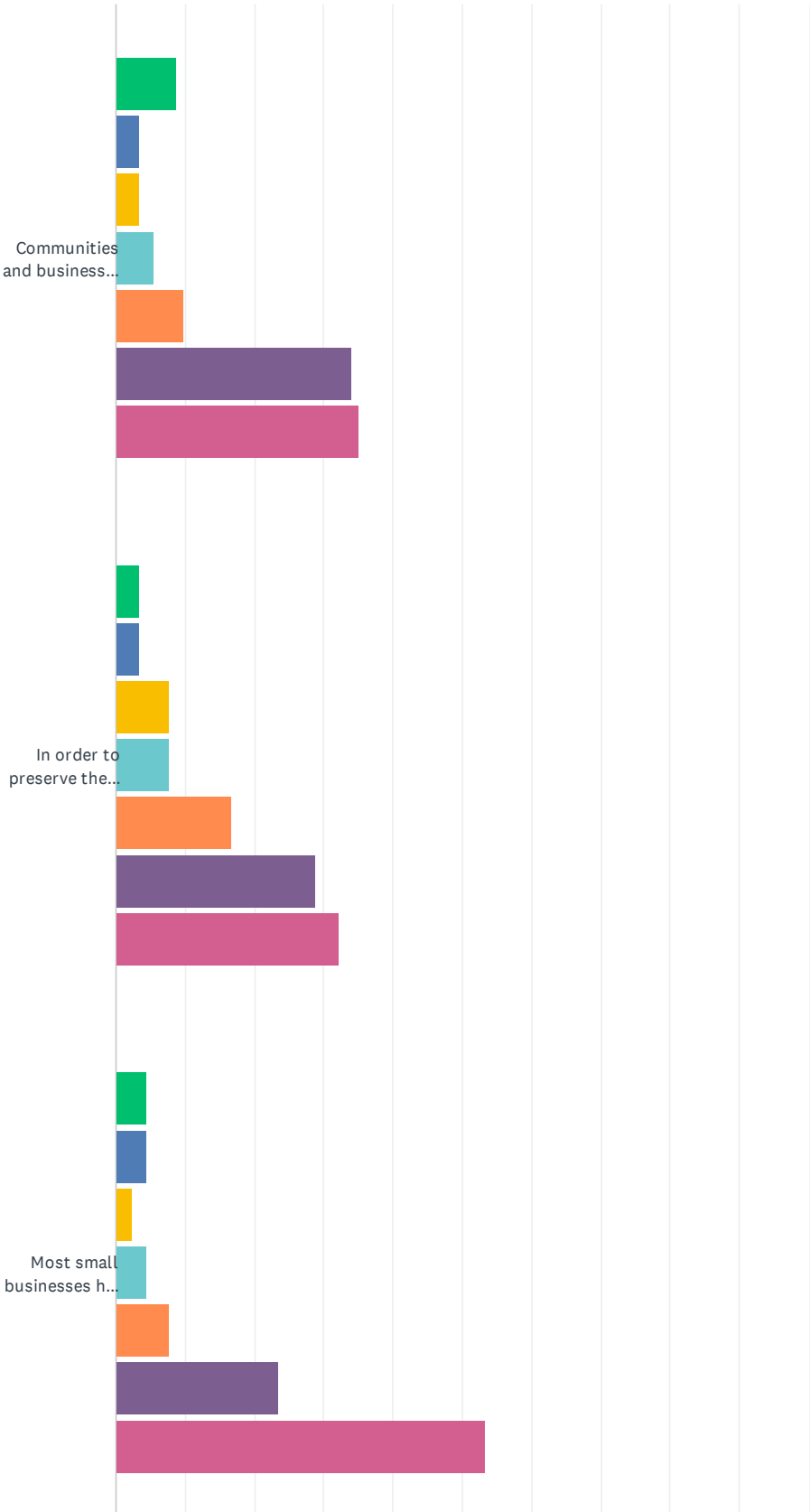
Answered: 85 Skipped: 6



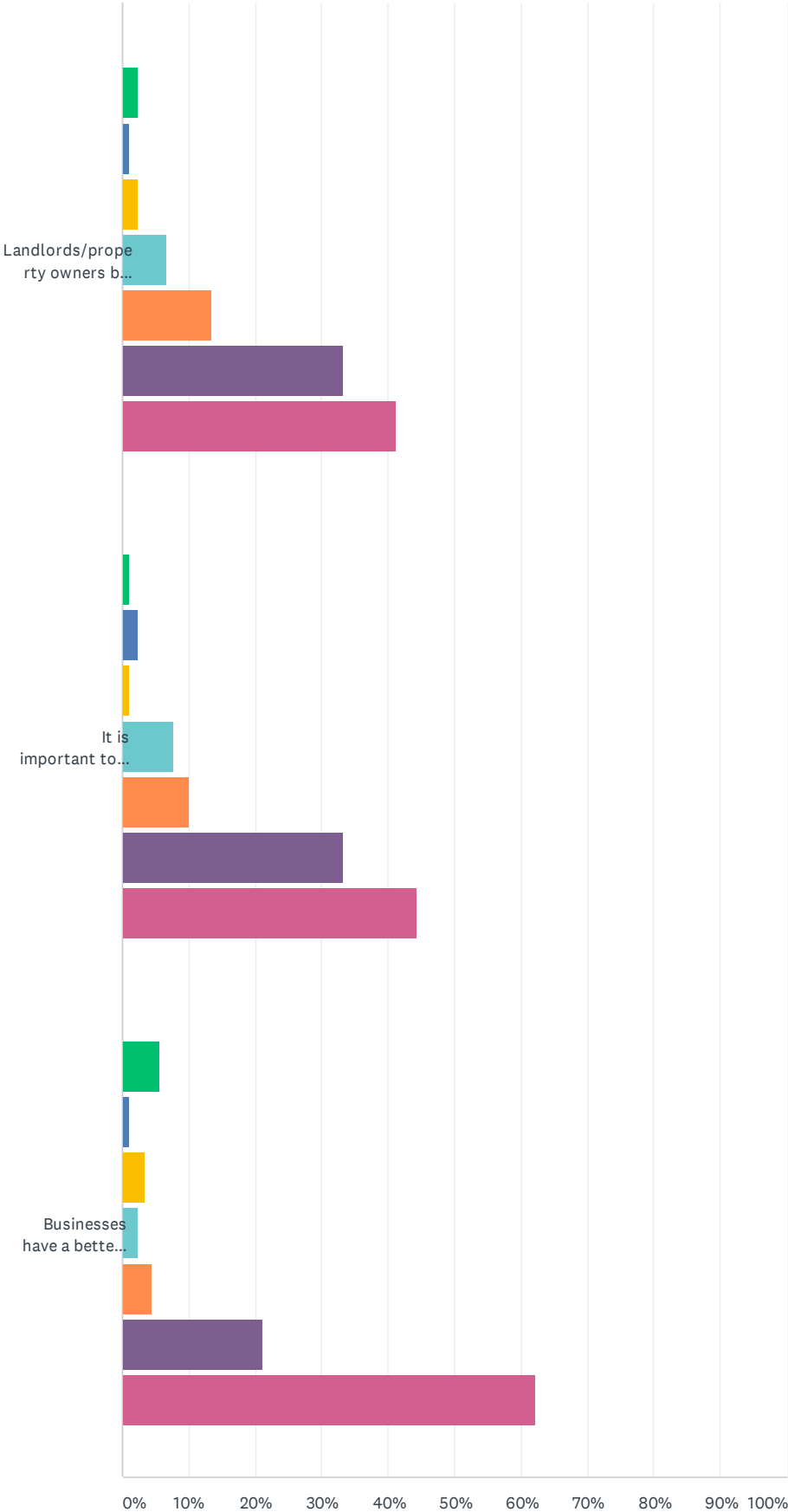
ANSWER CHOICES	RESPONSES	
Internet/Web/Social Media	84.71%	72
Direct Mail	34.12%	29
Advertising (Print, Radio, TV)	31.76%	27
Customer loyalty program/text marketing, etc.	35.29%	30
Temporary signs and banners	50.59%	43
Other (please specify)	17.65%	15
Total Respondents: 85		

Q6 Please select your level of agreement with each of the following statements:

Answered: 91 Skipped: 0



Your Opinion of Signs



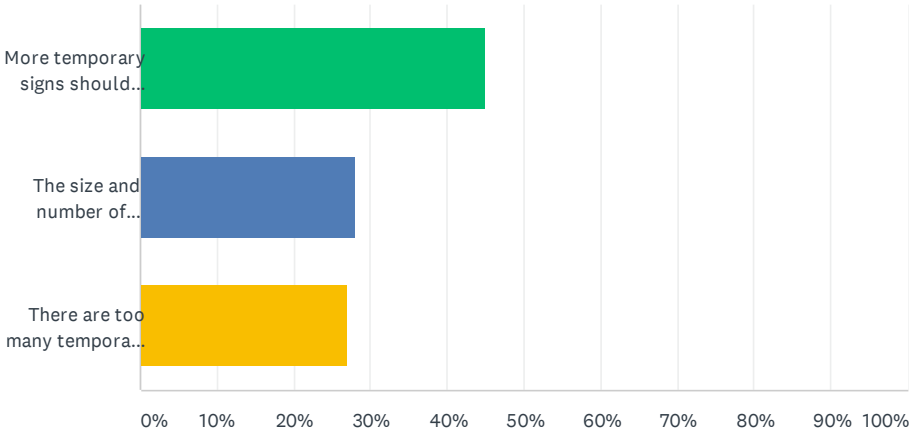
Strongly disagree Disagree Somewhat disagree
Neither agree or or disagree Somewhat agree Agree Strongly agree

Your Opinion of Signs

	STRONGLY DISAGREE	DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE OR OR DISAGREE	SOMEWHAT AGREE	AGREE	STRONGLY AGREE	TOTAL	WEIGHT AVERAGE
Communities and businesses should work together to establish design review standards that promote well-designed and effective signs without censoring speech.	8.79% 8	3.30% 3	3.30% 3	5.49% 5	9.89% 9	34.07% 31	35.16% 32	91	!
In order to preserve the aesthetics of the business property, it is appropriate for a landlord to place limits on the size of signs, their locations, and the number of signs permitted.	3.33% 3	3.33% 3	7.78% 7	7.78% 7	16.67% 15	28.89% 26	32.22% 29	90	!
Most small businesses have small profit margins and cannot afford to spend excessive funds on advertising , so they must frequently rely solely upon on-premise temporary signs to advertise their goods and location to potential customers.	4.44% 4	4.44% 4	2.22% 2	4.44% 4	7.78% 7	23.33% 21	53.33% 48	90	!
Landlords/property owners bear some responsibility for providing entrance signage, directional signs, monuments signs, etc.	2.22% 2	1.11% 1	2.22% 2	6.67% 6	13.33% 12	33.33% 30	41.11% 37	90	!
It is important to balance aesthetics, the need desires of residents, property owners, and the local business community.	1.11% 1	2.22% 2	1.11% 1	7.78% 7	10.00% 9	33.33% 30	44.44% 40	90	!
Businesses have a better chance to succeed if they are allowed to have a few, well-placed and well-designed signage.	5.56% 5	1.11% 1	3.33% 3	2.22% 2	4.44% 4	21.11% 19	62.22% 56	90	!

Q7 Which statement do you agree with the most, as it may pertain to temporary signs? Please indicate ONLY one.

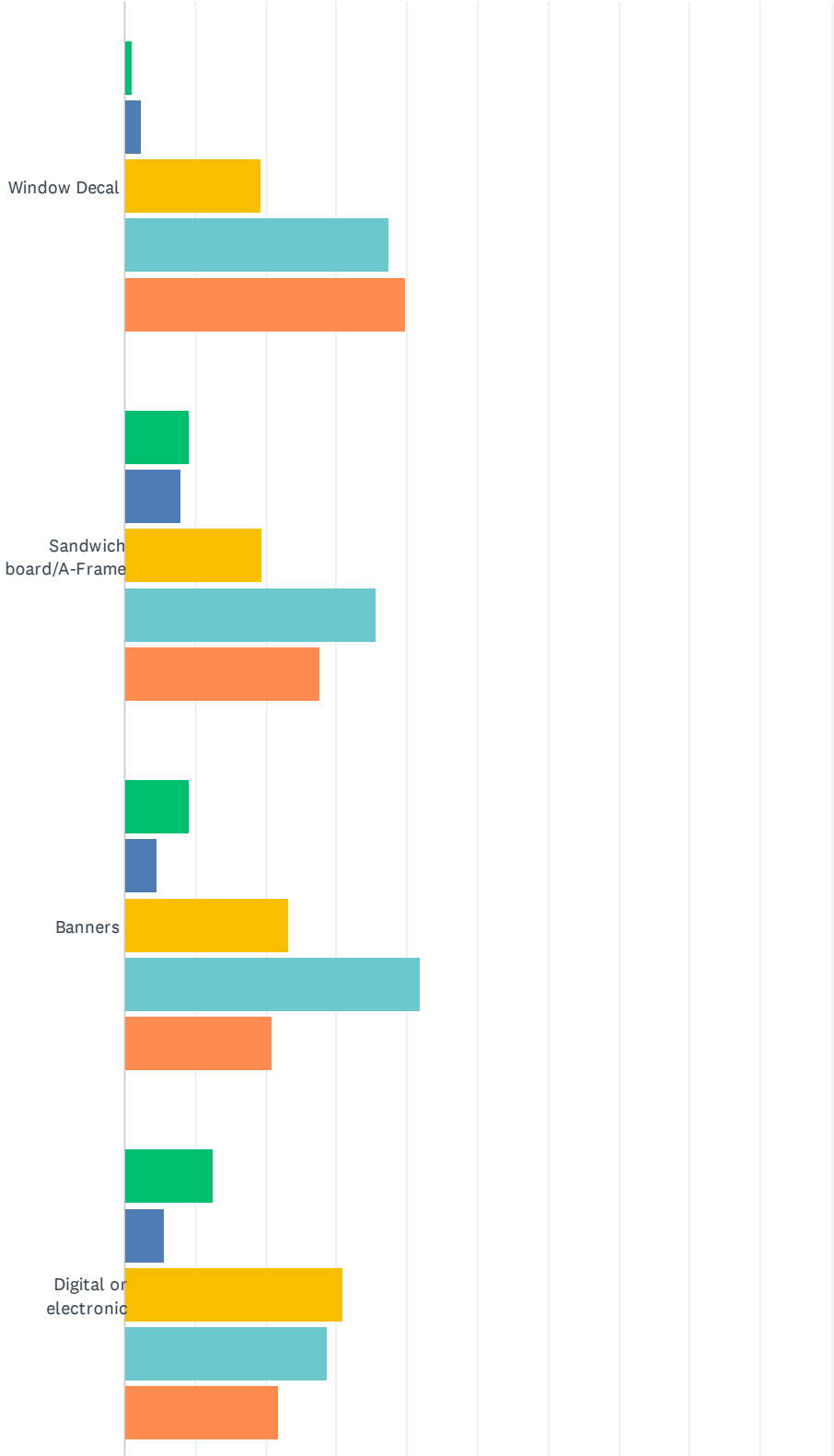
Answered: 89 Skipped: 2



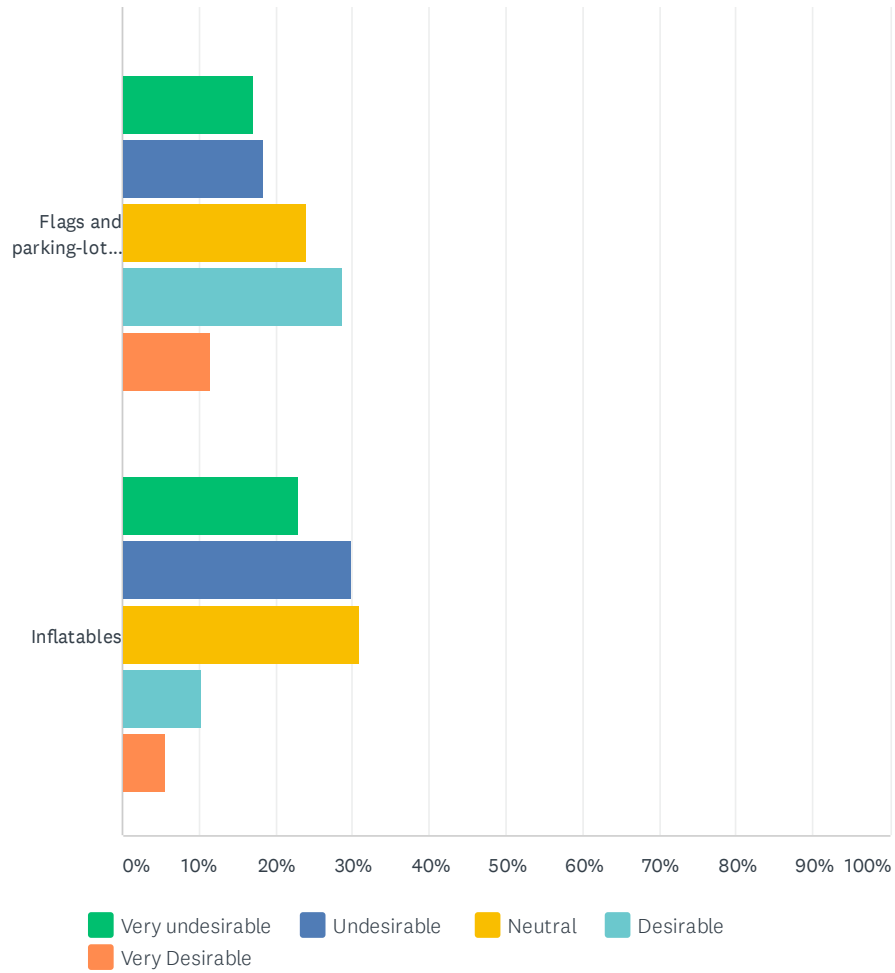
ANSWER CHOICES	RESPONSES	
More temporary signs should be permitted for all businesses.	44.94%	40
The size and number of temporary signs now permitted are about right.	28.09%	25
There are too many temporary signs at some businesses, contributing to sign clutter.	26.97%	24
TOTAL		89

Q8 In addition to promoting our city, the Chamber wishes to build a community to which residents, visitors, businesses and investors are attracted. From this perspective, how would you rate the overall desirability of these types of temporary signs?

Answered: 88 Skipped: 3



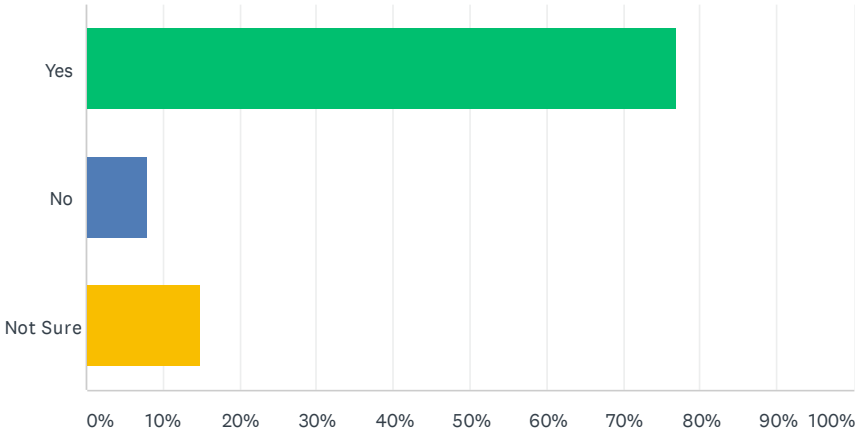
Your Opinion of Signs



	VERY UNDESIRABLE	UNDESIRABLE	NEUTRAL	DESIRABLE	VERY DESIRABLE	TOTAL	WEIGHTED AVERAGE
Window Decal	1.14% 1	2.27% 2	19.32% 17	37.50% 33	39.77% 35	88	4.13
Sandwich board/A-Frame	9.20% 8	8.05% 7	19.54% 17	35.63% 31	27.59% 24	87	3.64
Banners	9.30% 8	4.65% 4	23.26% 20	41.86% 36	20.93% 18	86	3.60
Digital or electronic	12.64% 11	5.75% 5	31.03% 27	28.74% 25	21.84% 19	87	3.41
Flags and parking-lot streamers	17.24% 15	18.39% 16	24.14% 21	28.74% 25	11.49% 10	87	2.99
Inflatables	22.99% 20	29.89% 26	31.03% 27	10.34% 9	5.75% 5	87	2.46

Q9 Should a business have a limit on the quantity of temporary signs they can use:

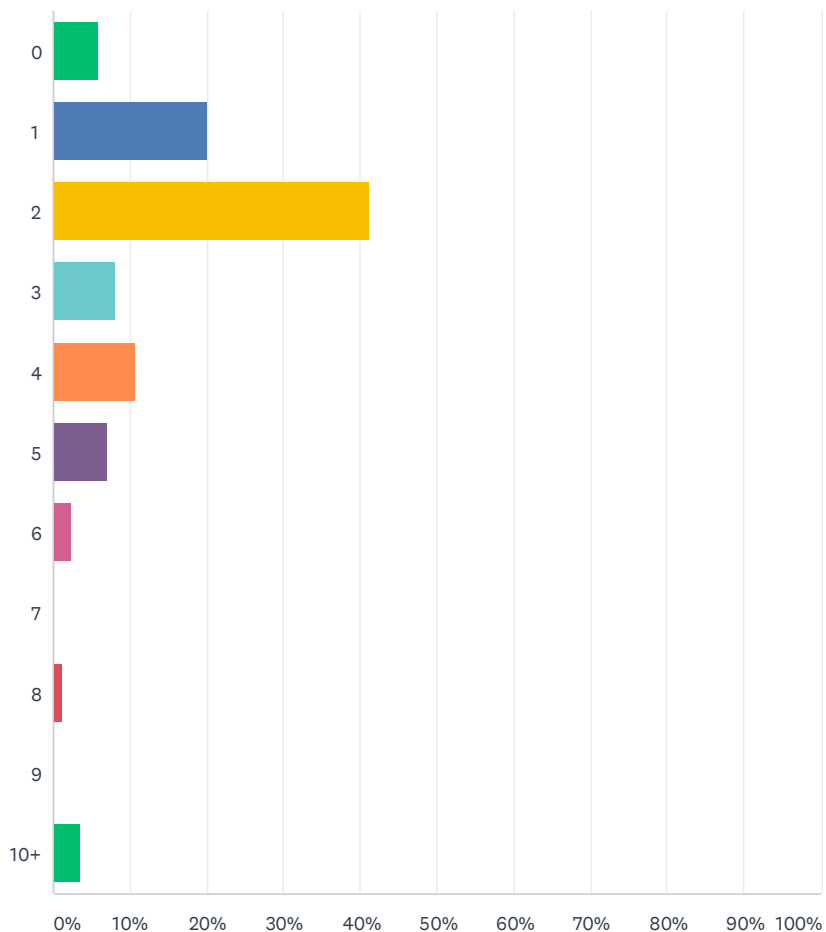
Answered: 87 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	77.01%	67
No	8.05%	7
Not Sure	14.94%	13
TOTAL		87

Q10 Regarding A-frame or sandwich boards - If there was to be a limit on the number of A-frame signs that could be used by a single business, what would you consider a reasonable number to be:

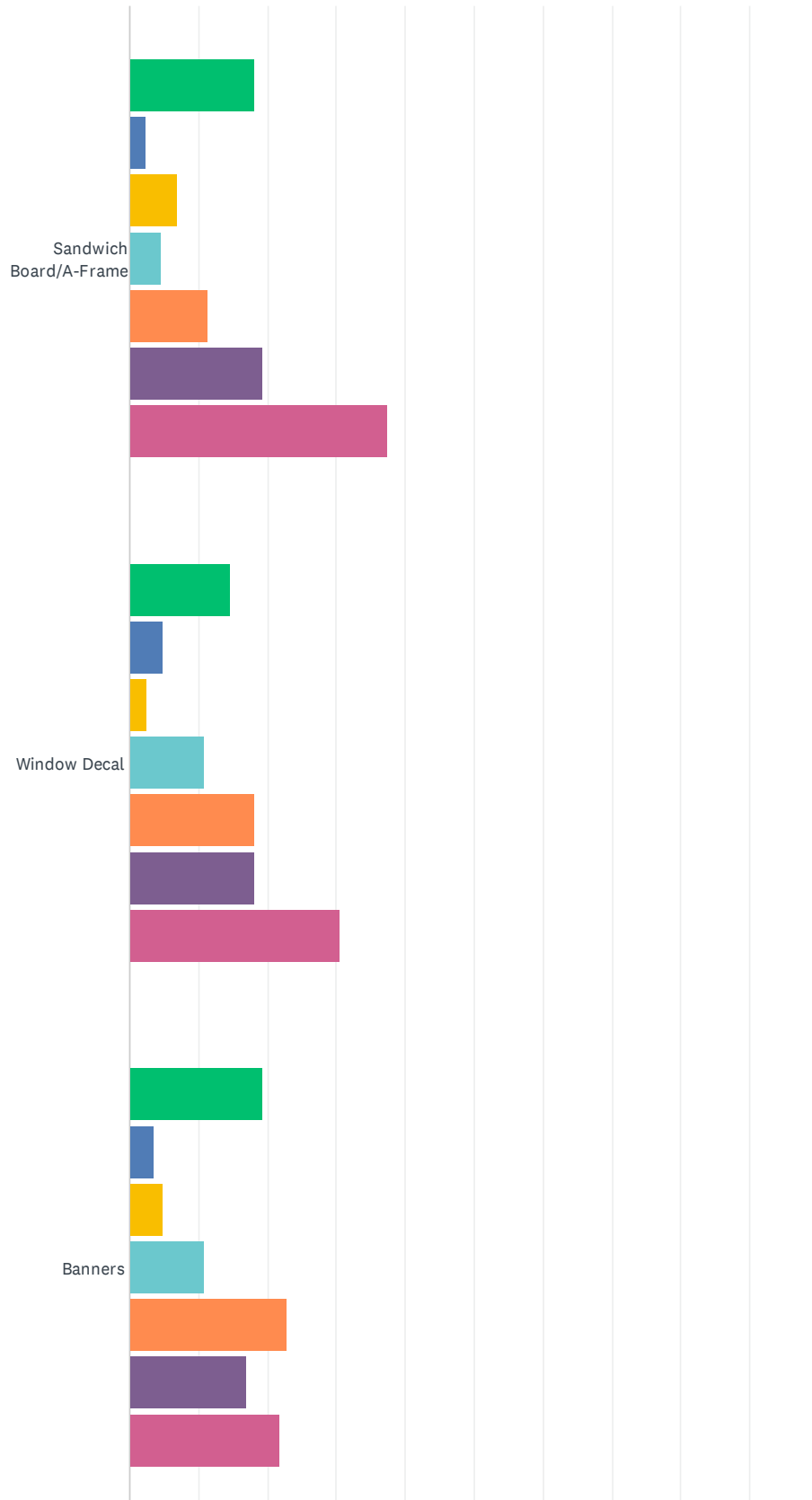
Answered: 85 Skipped: 6



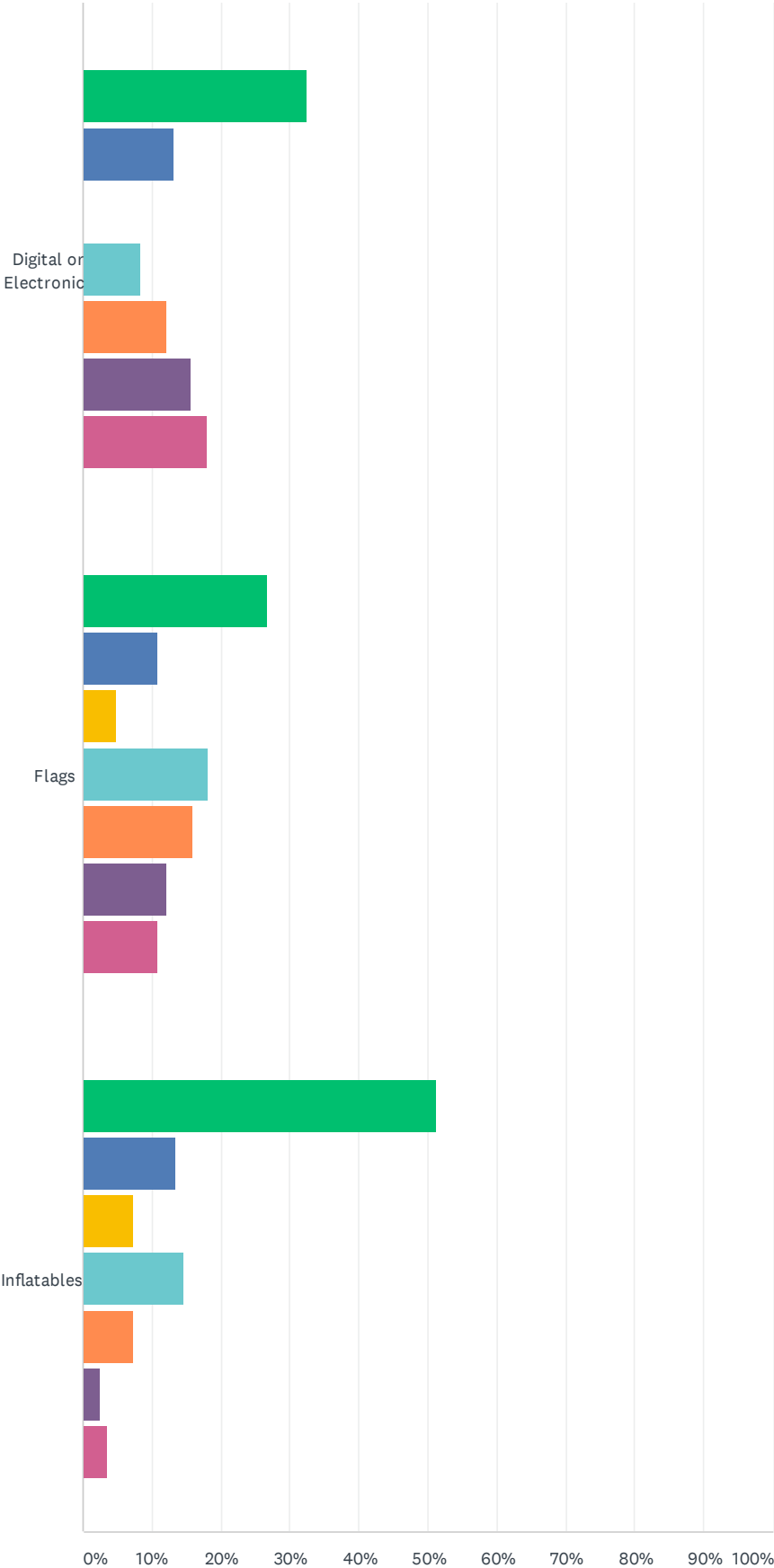
ANSWER CHOICES	RESPONSES
0	5.88% 5
1	20.00% 17
2	41.18% 35
3	8.24% 7
4	10.59% 9
5	7.06% 6
6	2.35% 2
7	0.00% 0
8	1.18% 1
9	0.00% 0
10+	3.53% 3
TOTAL	85

Q11 Describe the importance level of each of the following types of temporary signs for your business? Rate all that apply.

Answered: 88 Skipped: 3



Your Opinion of Signs



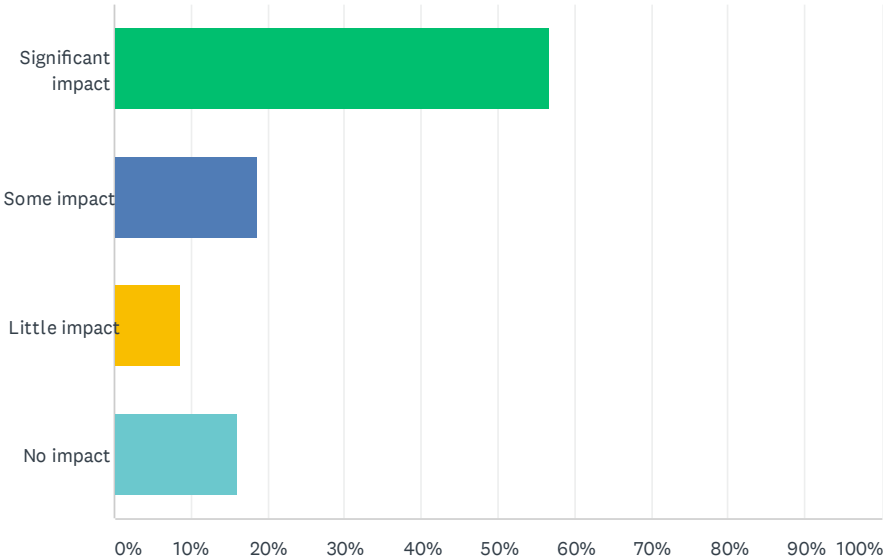
Not at all important Low importance Slightly important Neutral
Moderately important Very important Extremely important

Your Opinion of Signs

	NOT AT ALL IMPORTANT	LOW IMPORTANCE	SLIGHTLY IMPORTANT	NEUTRAL	MODERATELY IMPORTANT	VERY IMPORTANT	EXTREMELY IMPORTANT	TOTAL	WEI AVE
Sandwich Board/A- Frame	18.18% 16	2.27% 2	6.82% 6	4.55% 4	11.36% 10	19.32% 17	37.50% 33	88	
Window Decal	14.63% 12	4.88% 4	2.44% 2	10.98% 9	18.29% 15	18.29% 15	30.49% 25	82	
Banners	19.28% 16	3.61% 3	4.82% 4	10.84% 9	22.89% 19	16.87% 14	21.69% 18	83	
Digital or Electronic	32.53% 27	13.25% 11	0.00% 0	8.43% 7	12.05% 10	15.66% 13	18.07% 15	83	
Flags	26.83% 22	10.98% 9	4.88% 4	18.29% 15	15.85% 13	12.20% 10	10.98% 9	82	
Inflatables	51.22% 42	13.41% 11	7.32% 6	14.63% 12	7.32% 6	2.44% 2	3.66% 3	82	

Q12 If you use temporary signs, what impact do they have on your overall businesses operations?

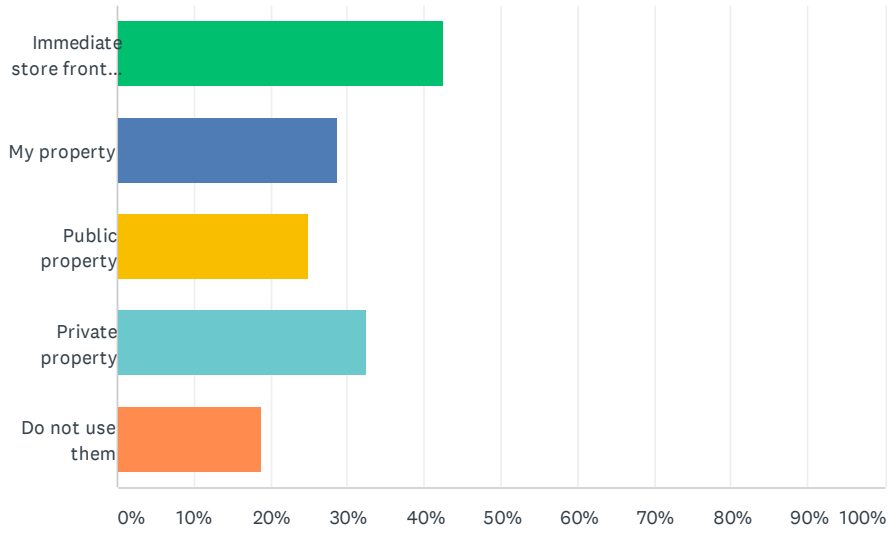
Answered: 81 Skipped: 10



ANSWER CHOICES	RESPONSES	
Significant impact	56.79%	46
Some impact	18.52%	15
Little impact	8.64%	7
No impact	16.05%	13
TOTAL		81

Q13 Where do you use temporary signs now?

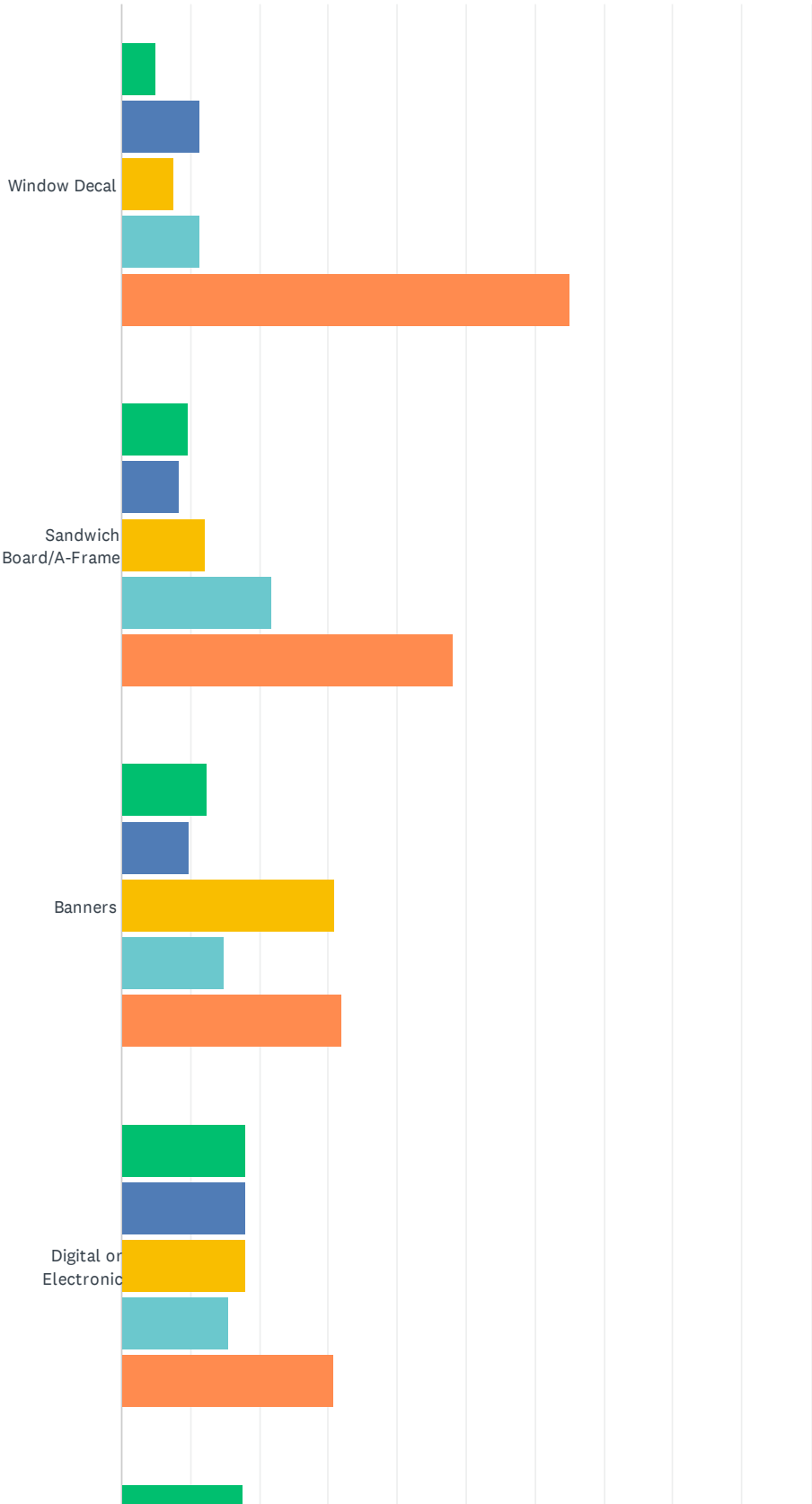
Answered: 80 Skipped: 11



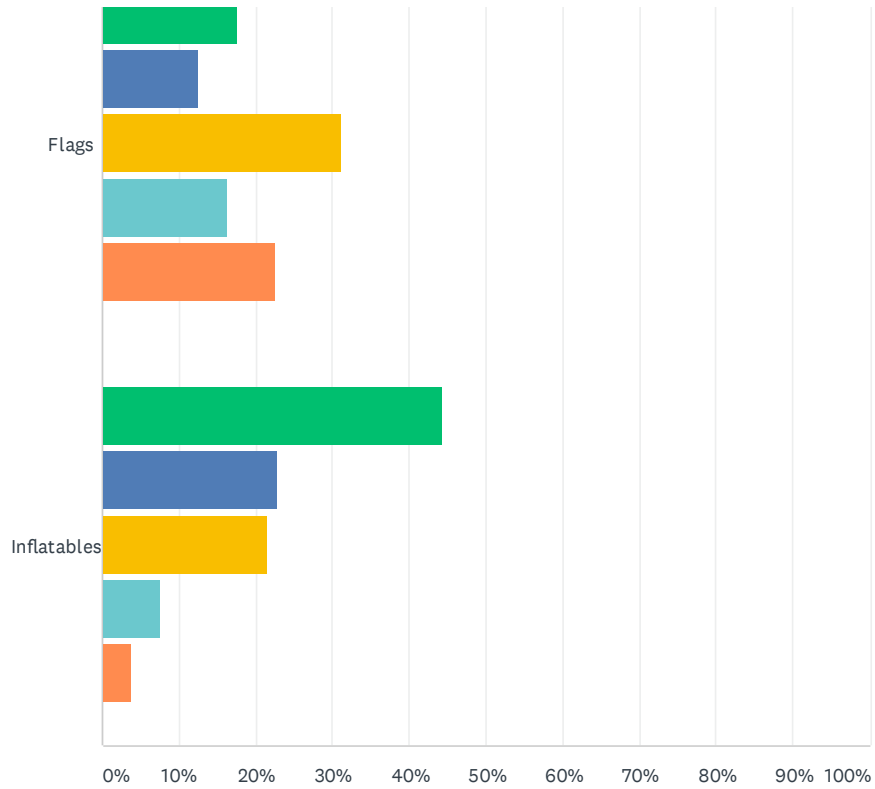
ANSWER CHOICES	RESPONSES	
Immediate store front area	42.50%	34
My property	28.75%	23
Public property	25.00%	20
Private property	32.50%	26
Do not use them	18.75%	15
Total Respondents: 80		

Q14 As a business owner, what type of sign frequency would you like to see in your immediate business area or complex?

Answered: 84 Skipped: 7



Your Opinion of Signs

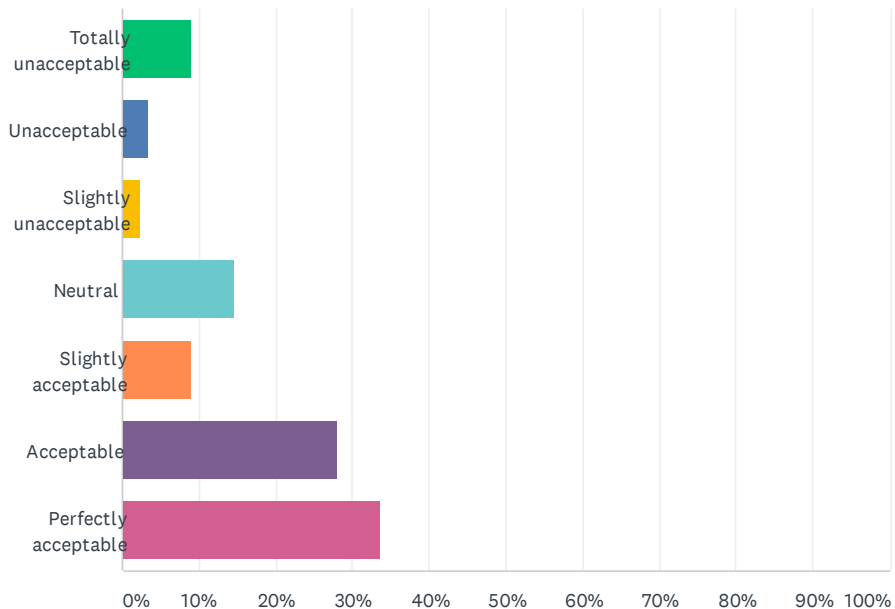


■ Never
 ■ Rarely (1-2 times per year)
 ■ Occasionally (3-4 times per year)
■ Frequently (monthly)
 ■ All the time (Daily)

	NEVER	RARELY (1-2 TIMES PER YEAR)	OCCASIONALLY (3-4 TIMES PER YEAR)	FREQUENTLY (MONTHLY)	ALL THE TIME (DAILY)	TOTAL	WEIGHTED AVERAGE
Window Decal	5.00% 4	11.25% 9	7.50% 6	11.25% 9	65.00% 52	80	4.20
Sandwich Board/A-Frame	9.64% 8	8.43% 7	12.05% 10	21.69% 18	48.19% 40	83	3.90
Banners	12.35% 10	9.88% 8	30.86% 25	14.81% 12	32.10% 26	81	3.44
Digital or Electronic	17.95% 14	17.95% 14	17.95% 14	15.38% 12	30.77% 24	78	3.23
Flags	17.50% 14	12.50% 10	31.25% 25	16.25% 13	22.50% 18	80	3.14
Inflatables	44.30% 35	22.78% 18	21.52% 17	7.59% 6	3.80% 3	79	2.04

Q15 Kiosks reduce the perception of clutter by providing an organized way to advertise local businesses. How acceptable is the Kiosk signage in addressing the needs of the business community for additional signage?

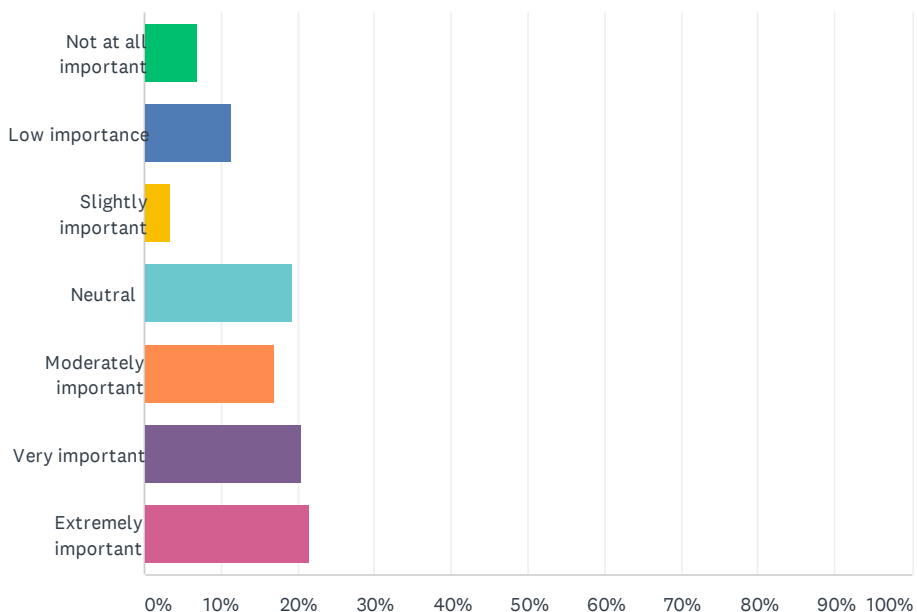
Answered: 89 Skipped: 2



ANSWER CHOICES	RESPONSES	
Totally unacceptable	8.99%	8
Unacceptable	3.37%	3
Slightly unacceptable	2.25%	2
Neutral	14.61%	13
Slightly acceptable	8.99%	8
Acceptable	28.09%	25
Perfectly acceptable	33.71%	30
TOTAL		89

Q16 The cost of digital signs* has continued to drop, making them more accessible to retailers and institutions. How important is for the new sign code to make a provision for this new technology. (*Digital displays use technologies such as LCD, LED and Projection to display content such as digital images, video, streaming media, web pages, weather data, or text)

Answered: 88 Skipped: 3



ANSWER CHOICES	RESPONSES
Not at all important	6.82% 6
Low importance	11.36% 10
Slightly important	3.41% 3
Neutral	19.32% 17
Moderately important	17.05% 15
Very important	20.45% 18
Extremely important	21.59% 19
TOTAL	88

Q17 Other Comments

Answered: 21 Skipped: 70