merJe

WAYFINDING SYSTEM: RESIDENT SURVEY   DATE: _4/23/19_

1.0 BACKGROUND INFORMATION

1.1 What neighborhood / area do you live / work? _Amesbury High School_   Age _33_

1.2 Do you live and/or work in Amesbury?   Live   (Work)   Both

1.3 Which attraction / destinations do you recommend a visitor to see?

1. _Downtown_   4. _____
2. _Cider Hill Farm_   5. _____
3. _____   6. _____

1.4 What is your preferred mode of transportation? (Auto) Ride Share   Taxi   **Public Transit**   **Bicycle**   **Pedestrian**

2.0 WAYFINDING SURVEY

2.1 Q. On a scale of 1 – 5, how would you rate Amesbury as a destination?   **1**   **2**   **(3)**   **4**   **5**
                                                                            (poor)   **(fantastic)**

2.2 Q. How would you describe the ease in which destinations can be found?   (**Difficult**)   **Average**   **Easy**

2.3 Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)
  _1_ **Directional Signs / Attractions**   _1_ **Directional Signs / Parking**   _2_ **Attraction Identification**
  _2_ **Public Parking Identification**   _2_ **Pedestrian Information**   _3_ **Transit Information**
  _3_ **Bike Directional**

2.4 Q. Do you use Mobile Apps during a visit to find a destination's or to get information?   **YES**   (**NO**)

   If so, which Wayfinding Mobile Applications have you used? _____

2.5 Q. Do you use the local directional signage in order to find to your destinations?   (**YES**)   **NO**

2.6 Q. If there was a coordinated wayfinding (signage) program that helped you discover additional   (**YES**)   **NO**
      destinations would you be more likely to stay an longer or return for another visit.

2.7 Q. On a scale of 1 – 5, how difficult or easy is it to find available parking?   **1**   **2**   **(3)**   **4**   **5**
                                                                                     (difficult)   **(easy)**

2.8 Q. When walking to a destination what is the max. distance you will consider.   (**10+ min**)   **10min**   **5min**   **- 5 min.**

2.9 Q. Are you likely to recommend Amesbury to your family and friends?   (**YES**)   **NO**

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

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WAYFINDING SYSTEM: RESIDENT SURVEY   DATE: _4/23/19_

1.0 BACKGROUND INFORMATION

1.1 What neighborhood / area do you live / work? _Beverly MA_   Age _30_

1.2 Do you live and/or work in Amesbury?   Live   (Work)   Both

1.3 Which attraction / destinations do you recommend a visitor to see?

1. _Woodsom Farm_
2. _Golgotha Rock_
3. _Rocky Hill Mtg House_
4. _Macy Colby House_
5. _Riverwalk_
6. _Alliance park_

1.4 What is your preferred mode of transportation: **Auto**   **Ride Share**   **Taxi**   **Public Transit**   **Bicycle**   (**Pedestrian**)

2.0 WAYFINDING SURVEY

2.1 Q. On a scale of 1 – 5, how would you rate Amesbury as a destination?   1   2   3   (4)   5
(poor)   (fantastic)

2.2 Q. How would you describe the ease in which destinations can be found ?   **Difficult**   (**Average**)   **Easy**

2.3 Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)

_1_ **Directional Signs / Attractions**   _1_ **Directional Signs / Parking**   _2_ **Attraction Identification**

_1_ **Public Parking Identification**   _2_ **Pedestrian Information**   _2_ **Transit Information**

_2_ **Bike Directional**

2.4 Q. Do you use Mobile Apps during a visit to find a destination's or to get information?   (YES)   NO

If so, which Wayfinding Mobile Applications have you used? _yelp , google maps_

2.5 Q. Do you use the local directional signage in order to find to your destinations?   (YES)   NO

2.6 Q. If there was a coordinated wayfinding (signage) program that helped you discover additional   (YES)   NO
destinations would you be more likely to stay an longer or return for another visit.

2.7 Q. On a scale of 1 – 5, how difficult or easy is it to find available parking ?   1   2   (3)   4   5
(difficult)   (easy)

2.8 Q. When walking to a destination what is the max. distance you will consider.   (10+ min)   10min   5min   - 5 min.

2.9 Q. Are you likely to recommend Amesbury to your family and friends?   (YES)   NO

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

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ENVIRONMENTS & EXPERIENCES

WAYFINDING SYSTEM: RESIDENT SURVEY   DATE: _4/23/19_

1.0 BACKGROUND INFORMATION

1.1 What neighborhood / area do you live / work? _68 Elm St_   Age _____

1.2 Do you live and/or work in Amesbury?   Live   (Work)   Both

1.3 Which attraction / destinations do you recommend a visitor to see?

1. _Council on Aging (Senior Community Center)_ For families hoping to move to Amesbury w/ parents

2. _____   4. _____

5. _____

3. _____   6. _____

1.4 What is your preferred mode of transportation: **Auto   Ride Share   Taxi   Public Transit   Bicycle   (Pedestrian)**

2.0 WAYFINDING SURVEY

2.1 Q. On a scale of 1 – 5, how would you rate Amesbury as a destination?   1   2   (3)   4   5
                                                                    (poor)   (fantastic)

2.2 Q. How would you describe the ease in which destinations can be found ?   (Difficult)   Average   Easy

2.3 Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)

_1_ Directional Signs / Attractions   _1_ Directional Signs / Parking   _1_ Attraction Identification

_1_ Public Parking Identification   _1_ Pedestrian Information   _1_ Transit Information

_1_ Bike Directional

2.4 Q. Do you use Mobile Apps during a visit to find a destination's or to get information?   (YES)   NO

If so, which Wayfinding Mobile Applications have you used? _____

2.5 Q. Do you use the local directional signage in order to find to your destinations?   YES   (NO)

2.6 Q. If there was a coordinated wayfinding (signage) program that helped you discover additional   (YES)   NO
destinations would you be more likely to stay an longer or return for another visit.

2.7 Q. On a scale of 1 – 5, how difficult or easy is it to find available parking ? (1)   2   3   4   5
                                                                    (difficult)   (easy)

2.8 Q. When walking to a destination what is the max. distance you will consider.   (10+ min)   10min   5min   - 5 min.

2.9 Q. Are you likely to recommend Amesbury to your family and friends?   (YES)   NO

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

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WAYFINDING SYSTEM: RESIDENT SURVEY   DATE: _____

1.0 BACKGROUND INFORMATION

1.1 What neighborhood / area do you live / work? _School St._____ Age _____

1.2 Do you live and/or work in Amesbury?   Live   (Work)   Both

1.3 Which attraction / destinations do you recommend a visitor to see?

1. _Rest / Bars (Brewery)_   4. _____
2. _____   5. _____
3. _____   6. _____

1.4 What is your preferred mode of transportation (Auto)   Ride Share   Taxi   **Public Transit**   **Bicycle**   **Pedestrian**

2.0 WAYFINDING SURVEY

2.1 Q. On a scale of 1 – 5, how would you rate Amesbury as a destination?   **1**   **2**   ③   **4**   **5**
                                                                              (poor)   **(fantastic)**

2.2 Q. How would you describe the ease in which destinations can be found ?   **Difficult**   (**Average**)   **Easy**

2.3 Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)
   _1_ **Directional Signs / Attractions**   _Directional Signs / Parking_   _1_ **Attraction Identification**
   _2_ **Public Parking Identification**   _Pedestrian Information_   _4_ **Transit Information**
   _5_ **Bike Directional**

2.4 Q. Do you use Mobile Apps during a visit to find a destination's or to get information?   (**YES**)   **NO**

      If so, which Wayfinding Mobile Applications have you used? _____

2.5 Q. Do you use the local directional signage in order to find to your destinations?   **YES**   **NO**

2.6 Q. If there was a coordinated wayfinding (signage) program that helped you discover additional   (**YES**)   **NO**
      destinations would you be more likely to stay an longer or return for another visit.

2.7 Q. On a scale of 1 – 5, how difficult or easy is it to find available parking ?   **1**   **2**   ③   **4**   **5**
                                                                                        (difficult)   **(easy)**

2.8 Q. When walking to a destination what is the max. distance you will consider.   **10+ min**   (**10min**)   **5min**   **- 5 min.**

2.9 Q. Are you likely to recommend Amesbury to your family and friends?   **YES**   (**NO**)

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

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WAYFINDING SYSTEM: RESIDENT SURVEY   DATE: _4/23/19_

1.0 BACKGROUND INFORMATION

1.1 What neighborhood / area do you live / work? _rural - 1mi from_ Age _72_
downtown

1.2 Do you live and/or work in Amesbury? Live ✓ Work ✓ Both ✓

1.3 Which attraction / destinations do you recommend a visitor to see?

1. _ALL Treasures_   4. _____
2. _MILLYARDS_   5. _____
3. _MILL BUILDINGS_   6. _____

1.4 What is your preferred mode of transportation: **Auto** **Ride Share** **Taxi** **Public Transit** **Bicycle** **Pedestrian**

2.0 WAYFINDING SURVEY

2.1 Q. On a scale of 1 – 5, how would you rate Amesbury as a destination?   1   2   3   4   (5)

(poor)   (fantastic)

2.2 Q. How would you describe the ease in which destinations can be found ?   **Difficult** (**Average**) **Easy**

2.3 Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)
_1_ **Directional Signs / Attractions**   _1_ **Directional Signs / Parking**   _2_ **Attraction Identification**
_1_ **Public Parking Identification**   _2_ **Pedestrian Information**   _5_ **Transit Information**
___ **Bike Directional**

2.4 Q. Do you use Mobile Apps during a visit to find a destination's or to get information?   (**YES**) **NO**

If so, which Wayfinding Mobile Applications have you used? _GPS_

2.5 Q. Do you use the local directional signage in order to find to your destinations?   (**YES**) **NO**

2.6 Q. If there was a coordinated wayfinding (signage) program that helped you discover additional   (**YES**) **NO**
destinations would you be more likely to stay an longer or return for another visit.

2.7 Q. On a scale of 1 – 5, how difficult or easy is it to find available parking ?   1   (2)   3   4   5

(difficult)   (easy)

2.8 Q. When walking to a destination what is the max. distance you will consider.   **10+ min**   **10min**   (**5min**)   **- 5 min.**

2.9 Q. Are you likely to recommend Amesbury to your family and friends?   (**YES**) **NO**

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

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WAYFINDING SYSTEM: RESIDENT SURVEY   DATE: _4-21-2019_

1.0   BACKGROUND INFORMATION

1.1   What neighborhood / area do you live / work? _Ciderhill FarmArea / Rte110_   Age _61_

1.2   Do you live and/or work in Amesbury?   Live   Work   (Both)

1.3   Which attraction / destinations do you recommend a visitor to see?

1. _Ciderhill Farm_   4. _____
2. _Lowells BoatShop_   5. _____
3. _Woodsom Farm_   6. _____

1.4   What is your preferred mode of transportation? (Auto) Ride Share   Taxi   Public Transit   (Bicycle)   Pedestrian

2.0   WAYFINDING SURVEY

2.1   Q. On a scale of 1 – 5, how would you rate Amesbury as a destination?   1   2   3   4   (5)

      (poor)   (fantastic)

2.2   Q. How would you describe the ease in which destinations can be found?   Difficult   (Average)   Easy

2.3   Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)

_1_ **Directional Signs / Attractions**   _1_ **Directional Signs / Parking**   _2_ **Attraction Identification**

_1_ **Public Parking Identification**   _2_ **Pedestrian Information**   _2_ **Transit Information**

_5_ **Bike Directional**

2.4   Q. Do you use Mobile Apps during a visit to find a destination's or to get information?   YES   (NO)

      If so, which Wayfinding Mobile Applications have you used? _____

2.5   Q. Do you use the local directional signage in order to find to your destinations?   (YES)   NO

2.6   Q. If there was a coordinated wayfinding (signage) program that helped you discover additional   (YES)   NO
      destinations would you be more likely to stay an longer or return for another visit.

2.7   Q. On a scale of 1 – 5, how difficult or easy is it to find available parking?   1   2   (3)   4   5

      (difficult)   (easy)

2.8   Q. When walking to a destination what is the max. distance you will consider.   10+ min   (10min)   5min   - 5 min.

2.9   Q. Are you likely to recommend Amesbury to your family and friends?   (YES)   NO

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

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WAYFINDING SYSTEM: RESIDENT SURVEY   DATE: _4/_

1.0 BACKGROUND INFORMATION

1.1 What neighborhood / area do you live / work? _On the Merrimac_   Age _69_

1.2 Do you live and/or work in Amesbury?   Live   (Work)   Both

1.3 Which attraction / destinations do you recommend a visitor to see?

1. _Downtown - Pow wow_
2. _Macy Colby House_
3. _Lowells Boatshop_
4. _Rocky Hill Mtg House_
5. _Bartlett Museum_
6. _Whittier Home_

1.4 What is your preferred mode of transportation: (Auto)   Ride Share   Taxi   Public Transit   Bicycle   Pedestrian

2.0 WAYFINDING SURVEY

2.1 Q. On a scale of 1 – 5, how would you rate Amesbury as a destination?   1   2   (3)   4   5
                                                                              (poor)   (fantastic)

2.2 Q. How would you describe the ease in which destinations can be found ?   Difficult   (Average)   Easy

2.3 Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)
_3_ Directional Signs / Attractions   _2_ Directional Signs / Parking   _4_ Attraction Identification
_1_ Public Parking Identification   _6_ Pedestrian Information   _5_ Transit Information
_7_ Bike Directional

2.4 Q. Do you use Mobile Apps during a visit to find a destination's or to get information?   YES   (NO)
          (wasn't really Aware)
      If so, which Wayfinding Mobile Applications have you used? _____

2.5 Q. Do you use the local directional signage in order to find to your destinations?   (YES)   NO

2.6 Q. If there was a coordinated wayfinding (signage) program that helped you discover additional   (YES)   NO
      destinations would you be more likely to stay an longer or return for another visit.
      Yes, recently in Portsmouth + impressed by signage

2.7 Q. On a scale of 1 – 5, how difficult or easy is it to find available parking ?   1   2   (3)   4   5
                                                                              (difficult)   (easy)

2.8 Q. When walking to a destination what is the max. distance you will consider.   (10+ min)   10min   5min   - 5 min.

2.9 Q. Are you likely to recommend Amesbury to your family and friends?   (YES)   NO

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

WAYFINDING SYSTEM: RESIDENT SURVEY   DATE: __4-23-19__

1.0 BACKGROUND INFORMATION

1.1 What neighborhood / area do you live / work? __South Hunt Rd__   Age _9_

1.2 Do you live and/or work in Amesbury?   Live   (Work)   Both

1.3 Which attraction / destinations do you recommend a visitor to see?

1. __Downtown__   4. _____
2. _____   5. _____
3. _____   6. _____

1.4 What is your preferred mode of transportation: (Auto) Ride Share   Taxi   Public Transit   Bicycle   Pedestrian

2.0 WAYFINDING SURVEY

2.1 Q. On a scale of 1 – 5, how would you rate Amesbury as a destination?   1   2   3   4   (5)

                                                     (poor)   (fantastic)

2.2 Q. How would you describe the ease in which destinations can be found ?   Difficult   (Average)   Easy

2.3 Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)

  _1_ Directional Signs / Attractions   _2_ Directional Signs / Parking   _1_ Attraction Identification
  _4_ Public Parking Identification   _2_ Pedestrian Information   _3_ Transit Information
  _5_ Bike Directional

2.4 Q. Do you use Mobile Apps during a visit to find a destination's or to get information?   (YES)   NO

    If so, which Wayfinding Mobile Applications have you used? _____

2.5 Q. Do you use the local directional signage in order to find to your destinations?   (YES)   NO

2.6 Q. If there was a coordinated wayfinding (signage) program that helped you discover additional   (YES)   NO
    destinations would you be more likely to stay an longer or return for another visit.

2.7 Q. On a scale of 1 – 5, how difficult or easy is it to find available parking ?   1   2   (3)   4   5

                                                     (difficult)   (easy)

2.8 Q. When walking to a destination what is the max. distance you will consider.   10+ min   (10min)   5min   - 5 min.

2.9 Q. Are you likely to recommend Amesbury to your family and friends?   (YES)   NO

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

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WAYFINDING SYSTEM: RESIDENT SURVEY   DATE: _4/23/19_

1.0 BACKGROUND INFORMATION

1.1 What neighborhood / area do you live / work? _Lower millyard_   Age _61_

1.2 Do you live and/or work in Amesbury?   Live   (Work)   Both

1.3 Which attraction / destinations do you recommend a visitor to see?

1. _Powow river_
2. _Downtown fests._
3. _Merrimack River_
4. _Upper millyard_
5. _Hattie's Point_
6. _____

1.4 What is your preferred mode of transportation? (Auto)   Ride Share   Taxi   Public Transit   Bicycle   Pedestrian

2.0 WAYFINDING SURVEY

2.1 **Q.** On a scale of 1 – 5, how would you rate Amesbury as a destination?   1   (2)   3   4   5
                                                                                    (poor)   (fantastic)

2.2 **Q.** How would you describe the ease in which destinations can be found ?   (Difficult)   Average   Easy

2.3 **Q.** On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)

_1_ Directional Signs / Attractions   _1_ Directional Signs / Parking   _1_ Attraction Identification
_3_ Public Parking Identification   _3_ Pedestrian Information   _1_ Transit Information
_4_ Bike Directional

2.4 **Q.** Do you use Mobile Apps during a visit to find a destination's or to get information?   YES   (NO)

      If so, which Wayfinding Mobile Applications have you used? _____

2.5 **Q.** Do you use the local directional signage in order to find to your destinations?   (YES)   NO

2.6 **Q.** If there was a coordinated wayfinding (signage) program that helped you discover additional   (YES)   NO
      destinations would you be more likely to stay an longer or return for another visit.

2.7 **Q.** On a scale of 1 – 5, how difficult or easy is it to find available parking ?   1   (2)   3   4   5
                                                                                   (difficult)   (easy)

2.8 **Q.** When walking to a destination what is the max. distance you will consider.   10+ min   (10min)   5min   - 5 min.

2.9 **Q.** Are you likely to recommend Amesbury to your family and friends?   (YES)   NO

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

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WAYFINDING SYSTEM: RESIDENT SURVEY　　　　DATE: _4-23-19_

1.0 BACKGROUND INFORMATION

1.1 What neighborhood / area do you live / work? _Clinton St._　　Age _69_

1.2 Do you live and/or work in Amesbury?　Live　(Work)　　Both

1.3 Which attraction / destinations do you recommend a visitor to see?

1. _Cider Hill_　　　　4. _Diving_
2. _Carriage Museum_　5. _____
3. _Walking Trails_　　6. _____

1.4 What is your preferred mode of transportation　(Auto)　Ride Share　Taxi　Public Transit　Bicycle　Pedestrian

2.0 WAYFINDING SURVEY

2.1 Q. On a scale of 1 – 5, how would you rate Amesbury as a destination?　1　2　3　(4)　5
　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　(poor)　　　　(fantastic)

2.2 Q. How would you describe the ease in which destinations can be found ?　　Difficult　(Average)　Easy

2.3 Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)
___ Directional Signs / Attractions　　___ Directional Signs / Parking　　___ Attraction Identification
___ Public Parking Identification　　___ Pedestrian Information　　___ Transit Information
___ Bike Directional

2.4 Q. Do you use Mobile Apps during a visit to find a destination's or to get information?　(YES)　NO

　　If so, which Wayfinding Mobile Applications have you used? _Google - Yelp-_

2.5 Q. Do you use the local directional signage in order to find to your destinations?　(YES)　NO

2.6 Q. If there was a coordinated wayfinding (signage) program that helped you discover additional　(YES)　NO
　　destinations would you be more likely to stay an longer or return for another visit.

2.7 Q. On a scale of 1 – 5, how difficult or easy is it to find available parking ?　1　2　(3)　4　5
　　　　　　　　　　　　　　　　　　　　　　　　　　　　　(difficult)　　　　(easy)

2.8 Q. When walking to a destination what is the max. distance you will consider.　10+ min　10min　(5min)　- 5 min.

2.9 Q. Are you likely to recommend Amesbury to your family and friends?　(YES)　NO

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

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WAYFINDING SYSTEM: RESIDENT SURVEY   DATE: _4/23/19_

1.0 BACKGROUND INFORMATION

1.1 What neighborhood / area do you live / work? _Amesbury_   Age _56_

1.2 Do you live and/or work in Amesbury? (Live)   (Work)   (Both)

1.3 Which attraction / destinations do you recommend a visitor to see?

1. _Cider Hill Farm_   4. _____
2. _____   5. _____
3. _____   6. _____

1.4 What is your preferred mode of transportation? (Auto) Ride Share   Taxi   Public Transit   Bicycle   Pedestrian

2.0 WAYFINDING SURVEY

2.1 Q. On a scale of 1 – 5, how would you rate Amesbury as a destination?   1   2   (3)   4   5
                                                                                        (poor)   (fantastic)

2.2 Q. How would you describe the ease in which destinations can be found ?   (Difficult)   Average   Easy

2.3 Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)
✓ Directional Signs / Attractions   ✓ Directional Signs / Parking   ✓ Attraction Identification
✓ Public Parking Identification   ✓ Pedestrian Information   ___ Transit Information
___ Bike Directional

2.4 Q. Do you use Mobile Apps during a visit to find a destination's or to get information?   YES   (NO)

If so, which Wayfinding Mobile Applications have you used? _____

2.5 Q. Do you use the local directional signage in order to find to your destinations?   YES   (NO)

2.6 Q. If there was a coordinated wayfinding (signage) program that helped you discover additional   (YES)   NO
destinations would you be more likely to stay an longer or return for another visit.

2.7 Q. On a scale of 1 – 5, how difficult or easy is it to find available parking ?   1   (2)   3   4   5
                                                                                          (difficult)   (easy)

2.8 Q. When walking to a destination what is the max. distance you will consider.   (10+ min)   10min   5min   - 5 min.

2.9 Q. Are you likely to recommend Amesbury to your family and friends?   (YES)   NO

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

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WAYFINDING SYSTEM: RESIDENT SURVEY   DATE: _4-25-19_

1.0 BACKGROUND INFORMATION

1.1 What neighborhood / area do you live / work? _AMESBURY HIGHLANDS_ Age _60_

1.2 Do you live and/or work in Amesbury? (Live) (Work)   Both

1.3 Which attraction / destinations do you recommend a visitor to see?

1. _CIDER HILL_   4. _____

2. _____   5. _____

3. _____   6. _____

1.4 What is your preferred mode of transportation? (Auto) Ride Share   Taxi   Public Transit   Bicycle   Pedestrian

2.0 WAYFINDING SURVEY

2.1 Q. On a scale of 1 – 5, how would you rate Amesbury as a destination?   1   (2)   3   4   5
                                                                            (poor)   (fantastic)

2.2 Q. How would you describe the ease in which destinations can be found ?   Difficult   (Average)   Easy

2.3 Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)
(X) Directional Signs / Attractions   (X) Directional Signs / Parking   ___ Attraction Identification
(X) Public Parking Identification   ___ Pedestrian Information   ___ Transit Information
___ Bike Directional

2.4 Q. Do you use Mobile Apps during a visit to find a destination's or to get information?   YES   (NO)

   If so, which Wayfinding Mobile Applications have you used? _____

2.5 Q. Do you use the local directional signage in order to find to your destinations?   (YES)   NO

2.6 Q. If there was a coordinated wayfinding (signage) program that helped you discover additional   (YES)   NO
   destinations would you be more likely to stay an longer or return for another visit.

2.7 Q. On a scale of 1 – 5, how difficult or easy is it to find available parking ?   1   (2)   3   4   5
                                                                                    (difficult)   (easy)

2.8 Q. When walking to a destination what is the max. distance you will consider.   10+ min   10min   5min   (- 5 min.)

2.9 Q. Are you likely to recommend Amesbury to your family and friends?   (YES)   NO

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

Thank You

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WAYFINDING SYSTEM: RESIDENT SURVEY

DATE: _April 23, 2019_

1.0 BACKGROUND INFORMATION

CIDER HILL FARM -

1.1 What neighborhood / area do you live / work? _45 FERN AVENUE_ _RtE 150 NORTH_ _AMESBURY, MA_

Age _40 years in Business_

1.2 Do you live and/or work in Amesbury? (Live) (Work) (Both)

1.3 Which attraction / destinations do you recommend a visitor to see?

1. _Cider Hill FARM_
2. _PHAT CATS Bistro_
3. _SUEDIA_

4. _BAKEHOUSE_
5. _CRAVE_
6. _MOUSE SPORTS CENTER (soon to Be)_

Woodsom FARM
BATTIS FARM
LAKE GArdner —

1.4 What is your preferred mode of transportation: (Auto) Ride Share Taxi Public Transit Bicycle Pedestrian

2.0 WAYFINDING SURVEY

2.1 Q. On a scale of 1 – 5, how would you rate Amesbury as a destination? 1 2 (3) 4 5
    (poor) (fantastic)

2.2 Q. How would you describe the ease in which destinations can be found? (Difficult) Average Easy

2.3 Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)
    _1._ Directional Signs / Attractions ___ Directional Signs / Parking _2._ Attraction Identification
    _2._ Public Parking Identification ___ Pedestrian Information ___ Transit Information
    ___ Bike Directional

2.4 Q. Do you use Mobile Apps during a visit to find a destination's or to get information? (YES) NO

    If so, which Wayfinding Mobile Applications have you used? _____

2.5 Q. Do you use the local directional signage in order to find to your destinations? (YES) NO

2.6 Q. If there was a coordinated wayfinding (signage) program that helped you discover additional (YES) NO
    destinations would you be more likely to stay an longer or return for another visit.

2.7 Q. On a scale of 1 – 5, how difficult or easy is it to find available parking? (1) 2 3 4 5
    EXTREMELY *THERE NEEDS TO (difficult) (easy)
    BE A PARKING GARAGE!

2.8 Q. When walking to a destination what is the max. distance you will consider. (10+ min) 10min 5min - 5 min.

2.9 Q. Are you likely to recommend Amesbury to your family and friends? (YES) NO

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

WAYFINDING SYSTEM: RESIDENT SURVEY   DATE: 4/23/19

1.0 BACKGROUND INFORMATION

1.1 What neighborhood / area do you live / work? Market St.   Age 40

1.2 Do you live and/or work in Amesbury? Live   Work   (Both)

1.3 Which attraction / destinations do you recommend a visitor to see?

1. Riverwalk Rail Trail
2. Woodsom Farm
3. Town Forest

4. Town Park/Disc Golf Course
5. Whittier Hill Trail head
6.

Batchelder Park   Public Library

"Carrage Hill" Mill area

Deer Island

1.4 What is your preferred mode of transportation: Auto   Ride Share   Taxi   Public Transit   (Bicycle)   Pedestrian

2.0 WAYFINDING SURVEY

2.1 Q. On a scale of 1 – 5, how would you rate Amesbury as a destination?   1   2   (3)   4   5
                                                                               (poor)   (fantastic)

2.2 Q. How would you describe the ease in which destinations can be found ?   Difficult   (Average)   Easy

2.3 Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)

1 Directional Signs / Attractions   1 Directional Signs / Parking   4 Attraction Identification

2 Public Parking Identification   2 Pedestrian Information   3 Transit Information

2 Bike Directional

2.4 Q. Do you use Mobile Apps during a visit to find a destination's or to get information?   (YES)   NO

   If so, which Wayfinding Mobile Applications have you used? Google

2.5 Q. Do you use the local directional signage in order to find to your destinations?   YES   (NO)

2.6 Q. If there was a coordinated wayfinding (signage) program that helped you discover additional   YES   (NO)
       destinations would you be more likely to stay an longer or return for another visit.

2.7 Q. On a scale of 1 – 5, how difficult or easy is it to find available parking ?   1   2   (3)   4   5
                                                                                       (difficult)   (easy)

2.8 Q. When walking to a destination what is the max. distance you will consider.   10+ min   10min   5min   (- 5 min)

2.9 Q. Are you likely to recommend Amesbury to your family and friends?   (YES)   NO

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

merJe

WAYFINDING SYSTEM: RESIDENT SURVEY   DATE: _4/23/19_

1.0 BACKGROUND INFORMATION

1.1 What neighborhood / area do you live / work? _Highlands_   Age _53_

Alliance Park
Batchelder Park
Whittier Hill
Riverwalk Trail
Lower Millyard
Parking Lots

1.2 Do you live and/or work in Amesbury? (Live)   (Work)   (Both)

1.3 Which attraction / destinations do you recommend a visitor to see?

1. _Town Park_   4. _Butts Farm_
2. _Lake Gardner_   5. _Town Forest_
3. _Woodsom Farm_   6. _Market Square_

1.4 What is your preferred mode of transportation: **Auto   Ride Share   Taxi   Public Transit   (Bicycle)   Pedestrian**

2.0 WAYFINDING SURVEY

2.1 **Q.** On a scale of 1 – 5, how would you rate Amesbury as a destination?   1   2   3   ④   5
                                                                                    (poor)   (fantastic)

2.2 **Q.** How would you describe the ease in which destinations can be found ?   (Difficult)   Average   Easy

2.3 **Q.** On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)
   _1_ **Directional Signs / Attractions**   _1_ **Directional Signs / Parking**   _1_ **Attraction Identification**
   _1_ **Public Parking Identification**   _1_ **Pedestrian Information**   _4_ **Transit Information**
   _2_ **Bike Directional**

2.4 **Q.** Do you use Mobile Apps during a visit to find a destination's or to get information?   (YES)   NO

   If so, which Wayfinding Mobile Applications have you used? _Waze, Google Map?_

2.5 **Q.** Do you use the local directional signage in order to find to your destinations?   YES   (NO)

2.6 **Q.** If there was a coordinated wayfinding (signage) program that helped you discover additional   (YES)   NO
   destinations would you be more likely to stay an longer or return for another visit.

2.7 **Q.** On a scale of 1 – 5, how difficult or easy is it to find available parking ?   1   2   3   (4)   5
                                                                                              (difficult)   (easy)

2.8 **Q.** When walking to a destination what is the max. distance you will consider.   (10+ min)   10min   5min   - 5 min.

2.9 **Q.** Are you likely to recommend Amesbury to your family and friends?   (YES)   NO

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

merJe

WAYFINDING SYSTEM: RESIDENT SURVEY DATE: _4/23/19_

1.0 BACKGROUND INFORMATION

1.1 What neighborhood / area do you live / work? _west of Woodsom Farm_ Age _68_

1.2 Do you live and/or work in Amesbury? (Live) Work Both

1.3 Which attraction / destinations do you recommend a visitor to see?

1. _Upper Millyard /Falls/ Flatbread_ 3 _Whittier Home / Friends Meeting house_
2. _____ 4 _Merrimac River / Lowells / Alliance Park_
3. _Cider Hill_ 5 _Wood Som Farm_

1.4 What is your preferred mode of transportation? (Auto) Ride Share Taxi Public Transit Bicycle Pedestrian

2.0 WAYFINDING SURVEY

2.1 Q. On a scale of 1 – 5, how would you rate Amesbury as a destination? 1 2 (3) 4 5
  (poor) (fantastic)

2.2 Q. How would you describe the ease in which destinations can be found ? (Difficult) Average Easy

2.3 Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)
  _2_ Directional Signs / Attractions _4_ Directional Signs / Parking _1_ Attraction Identification
  _3_ Public Parking Identification _5_ Pedestrian Information ___ Transit Information
  ___ Bike Directional

2.4 Q. Do you use Mobile Apps during a visit to find a destination's or to get information? YES (NO)

  If so, which Wayfinding Mobile Applications have you used? _____

2.5 Q. Do you use the local directional signage in order to find to your destinations? (YES) NO

2.6 Q. If there was a coordinated wayfinding (signage) program that helped you discover additional (YES) NO
  destinations would you be more likely to stay an longer or return for another visit.

2.7 Q. On a scale of 1 – 5, how difficult or easy is it to find available parking ? 1 (2) 3 4 5
  (difficult) (easy)

2.8 Q. When walking to a destination what is the max. distance you will consider. (10+ min) 10min 5min - 5 min.

2.9 Q. Are you likely to recommend Amesbury to your family and friends? (YES) NO

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

merJe   ENVIRONMENTS & EXPERIENCES

WAYFINDING SYSTEM: RESIDENT SURVEY   DATE: _1/23/19_

1.0 BACKGROUND INFORMATION

1.1 What neighborhood / area do you live / work? MARKET SQUARE   Age 43

1.2 Do you live and/or work in Amesbury?   Live   Work   (Both)

1.3 Which attraction / destinations do you recommend a visitor to see?

1. _River Hill_   4. _Whitier House_
2. _Lowell Boat Shop_   5. _Woodson Farm_
3. _Restraunts_   6. _Stones_

1.4 What is your preferred mode of transportation: **Auto,** **Ride Share** **Taxi** **Public Transit** **Bicycle** **Pedestrian**

2.0 WAYFINDING SURVEY

2.1 Q. On a scale of 1 – 5, how would you rate Amesbury as a destination?   1   2   (3)   4   5
                                                                        (poor)   **(fantastic)**

2.2 Q. How would you describe the ease in which destinations can be found ?   (Difficult)   Average   Easy

2.3 Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)
_3_ **Directional Signs / Attractions**   _1_ **Directional Signs / Parking**   _4_ **Attraction Identification**
_1_ **Public Parking Identification**   _2_ **Pedestrian Information**   _5_ **Transit Information**
_5_ **Bike Directional**

2.4 Q. Do you use Mobile Apps during a visit to find a destination's or to get information?   (YES) NO

        If so, which Wayfinding Mobile Applications have you used? _____

2.5 Q. Do you use the local directional signage in order to find to your destinations?   (YES) NO

2.6 Q. If there was a coordinated wayfinding (signage) program that helped you discover additional   (YES) NO
        destinations would you be more likely to stay an longer or return for another visit.

2.7 Q. On a scale of 1 – 5, how difficult or easy is it to find available parking ?   1   2   (3)   4   5
                                                                        (difficult)   **(easy)**

2.8 Q. When walking to a destination what is the max. distance you will consider.   **10+ min** (10min) (5min) **- 5 min.**

2.9 Q. Are you likely to recommend Amesbury to your family and friends?   (YES) NO

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

merJe   ENVIRONMENTS & EXPERIENCES

WAYFINDING SYSTEM: RESIDENT SURVEY   DATE: __4/23/19__

1.0 BACKGROUND INFORMATION

                                                                    Age **42**

1.1 What neighborhood / area do you live / work? _____

1.2 Do you live and/or work in Amesbury?   Live   Work   (Both)

1.3 Which attraction / destinations do you recommend a visitor to see?

    1. _____   4. _____
    2. _____   5. _____
    3. _____   6. _____

1.4 What is your preferred mode of transportation? (Auto)   Ride Share   Taxi   Public Transit   Bicycle   (Pedestrian)

2.0 WAYFINDING SURVEY

2.1 Q. On a scale of 1 – 5, how would you rate Amesbury as a destination?   **1**   **2**   (**3**)   **4**   **5**

                                                                    (poor)   **(fantastic)**

2.2 Q. How would you describe the ease in which destinations can be found ?   **Difficult**   (**Average**)   **Easy**

2.3 Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)
    5 **Directional Signs / Attractions**   **5** **Directional Signs / Parking**   **5** **Attraction Identification**
    5 ✔ **Public Parking Identification**   **5** ✔ **Pedestrian Information**   **5** **Transit Information**
    5 **Bike Directional**

2.4 Q. Do you use Mobile Apps during a visit to find a destination's or to get information?   (**YES**)   **NO**

        If so, which Wayfinding Mobile Applications have you used? _____

2.5 Q. Do you use the local directional signage in order to find to your destinations?   **YES**   (**NO**)

2.6 Q. If there was a coordinated wayfinding (signage) program that helped you discover additional   (**YES**)   **NO**
        destinations would you be more likely to stay an longer or return for another visit.

2.7 Q. On a scale of 1 – 5, how difficult or easy is it to find available parking ?   **1**   **2**   (**3**)   **4**   **5**

                                                                    (difficult)   **(easy)**

2.8 Q. When walking to a destination what is the max. distance you will consider.   **10+ min**   **10min**   (**5min**)   **- 5 min.**

2.9 Q. Are you likely to recommend Amesbury to your family and friends?   (**YES**)   **NO**

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

merJe

WAYFINDING SYSTEM: RESIDENT SURVEY   DATE: _____

1.0 BACKGROUND INFORMATION

1.1 What neighborhood / area do you live / work?   Downtown ; live ½ mile   Age 38
From Downtown

1.2 Do you live and/or work in Amesbury?   Live   Work   (Both)

1.3 Which attraction / destinations do you recommend a visitor to see?

Chestnut St Mills (Businesses / Brewery)

1.   Upper Millyard (restaurants)   4.   Cider Hill Farm
2.   Atlantic Sports Center   5.   Downtown
3.   Lowells Boat Shop   6.   Lower Millyard (restaurants / breweries)
                                          Rail Trails

1.4 What is your preferred mode of transportation: Auto   Ride Share   Taxi   Public Transit   Bicycle   (Pedestrian)

2.0 WAYFINDING SURVEY

2.1 Q. On a scale of 1 – 5, how would you rate Amesbury as a destination?   1   2   3   (4)   5
(poor)   (fantastic)

2.2 Q. How would you describe the ease in which destinations can be found ?   Difficult   (Average)   Easy

2.3 Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)

__1__ Directional Signs / Attractions   __3__ Directional Signs / Parking   __3__ Attraction Identification
__3__ Public Parking Identification   __1__ Pedestrian Information   __4__ Transit Information
__4__ Bike Directional

2.4 Q. Do you use Mobile Apps during a visit to find a destination's or to get information?   YES   (NO)

If so, which Wayfinding Mobile Applications have you used? _____

2.5 Q. Do you use the local directional signage in order to find to your destinations?   (YES)   NO

2.6 Q. If there was a coordinated wayfinding (signage) program that helped you discover additional   (YES)   NO
destinations would you be more likely to stay an longer or return for another visit.

2.7 Q. On a scale of 1 – 5, how difficult or easy is it to find available parking ?   1   2   (3)   4   5
(difficult)   (easy)

2.8 Q. When walking to a destination what is the max. distance you will consider.   10+ min   (10min)   5min   - 5 min.

2.9 Q. Are you likely to recommend Amesbury to your family and friends?   (YES)   NO

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

merJe

WAYFINDING SYSTEM: RESIDENT SURVEY   DATE: **4/24/19**

1.0 BACKGROUND INFORMATION

1.1 What neighborhood / area do you live / work?   _Oakland   (CIworks)_   Age _____

1.2 Do you live and/or work in Amesbury?   Live   (Work)   Both

1.3 Which attraction / destinations do you recommend a visitor to see?

1. _Cider Hill_   4. _____
2. _Down town Resturants_ 5. _____
3. _____   6. _____

1.4 What is your preferred mode of transportation (Auto)   Ride Share   Taxi   Public Transit   Bicycle   (Pedestrian)

2.0 WAYFINDING SURVEY

2.1 Q. On a scale of 1 – 5, how would you rate Amesbury as a destination?   1   2   (3)   4   5
                                                                                      (poor)   (fantastic)

2.2 Q. How would you describe the ease in which destinations can be found ?   (Difficult)   Average   Easy

2.3 Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)
- **5** Directional Signs / Attractions   **2** Directional Signs / Parking   **2** Attraction Identification
- **4** Public Parking Identification   **5** Pedestrian Information   **4** Transit Information
- **3** Bike Directional

2.4 Q. Do you use Mobile Apps during a visit to find a destination's or to get information?   (YES)   NO

If so, which Wayfinding Mobile Applications have you used? _Google app_

2.5 Q. Do you use the local directional signage in order to find to your destinations?   YES   (NO)

2.6 Q. If there was a coordinated wayfinding (signage) program that helped you discover additional   (YES)   NO
destinations would you be more likely to stay an longer or return for another visit.

2.7 Q. On a scale of 1 – 5, how difficult or easy is it to find available parking ?   1   (2)   3   4   5
                                                                                              (difficult)   (easy)

2.8 Q. When walking to a destination what is the max. distance you will consider.   10+ min   (10min)   5min   - 5 min.

2.9 Q. Are you likely to recommend Amesbury to your family and friends?   (YES)   NO

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

merJe

ENVIRONMENTS & EXPERIENCES

WAYFINDING SYSTEM: RESIDENT SURVEY　　　　　DATE: _4/24/19_

1.0 BACKGROUND INFORMATION

1.1 What neighborhood / area do you live/ work? _downtown_　　　　Age _____

1.2 Do you live and/or work in Amesbury?　Live　　(Work)　　Both

1.3 Which attraction / destinations do you recommend a visitor to see?

1. _rail trail_　　　　　　4. _____
2. _dining_　　　　　　　5. _____
3. _upper millyard_　　　6. _____

1.4 What is your preferred mode of transportation:　(Auto)　Ride Share　Taxi　Public Transit　Bicycle　Pedestrian

2.0 WAYFINDING SURVEY

2.1 Q. On a scale of 1 – 5, how would you rate Amesbury as a destination?　1　　2　　3　　(4)　　5
　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　(poor)　　　　　　(fantastic)

2.2 Q. How would you describe the ease in which destinations can be found ?　　(Difficult)　Average　Easy

2.3 Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)

_2_ Directional Signs / Attractions　　_1_ Directional Signs / Parking　　_1_ Attraction Identification

_1_ Public Parking Identification　　_2_ Pedestrian Information　　_3_ Transit Information

_2_ Bike Directional

2.4 Q. Do you use Mobile Apps during a visit to find a destination's or to get information?　　(YES)　NO

　　　　If so, which Wayfinding Mobile Applications have you used? _____

2.5 Q. Do you use the local directional signage in order to find to your destinations?　　YES　(NO)

2.6 Q. If there was a coordinated wayfinding (signage) program that helped you discover additional　　(YES)　NO
　　　　destinations would you be more likely to stay an longer or return for another visit.

2.7 Q. On a scale of 1 – 5, how difficult or easy is it to find available parking ?　1　(2)　3　4　5
　　　　　　　　　　　　　　　　　　　　　　　　　　　(difficult)　　　　　(easy)

2.8 Q. When walking to a destination what is the max. distance you will consider.　10+ min　(10min)　5min　- 5 min.

2.9 Q. Are you likely to recommend Amesbury to your family and friends?　　(YES)　NO

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

merJe   ENVIRONMENTS & EXPERIENCES

WAYFINDING SYSTEM: RESIDENT SURVEY   DATE: _4/24/19_

1.0 BACKGROUND INFORMATION

1.1 What neighborhood / area do you live / work? ___Salisbury___   Age _75_

1.2 Do you live and/or work in Amesbury?   Live   Work   Both   No

1.3 Which attraction / destinations do you recommend a visitor to see?

1. ___Upper Millyard___   4. ___Lowells Boatworks___
2. ___Powow River Falls___   5. _____
3. ___Riverwalk___   6. _____

1.4 What is your preferred mode of transportation: (Auto)   Ride Share   Taxi   Public Transit   (Bicycle)   Pedestrian

2.0 WAYFINDING SURVEY

2.1 Q. On a scale of 1 – 5, how would you rate Amesbury as a destination?   1   (2)   3   4   5
                                                                              (poor)   (fantastic)

2.2 Q. How would you describe the ease in which destinations can be found ?   (Difficult)   Average   Easy

2.3 Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)
  _3_ Directional Signs / Attractions   _1_ Directional Signs / Parking   _4_ Attraction Identification
  _2_ Public Parking Identification   _5_ Pedestrian Information   ___ Transit Information
  ___ Bike Directional

2.4 Q. Do you use Mobile Apps during a visit to find a destination's or to get information?   YES   (NO)

        If so, which Wayfinding Mobile Applications have you used? _____

2.5 Q. Do you use the local directional signage in order to find to your destinations?   (YES)   NO

2.6 Q. If there was a coordinated wayfinding (signage) program that helped you discover additional   (YES)   NO
        destinations would you be more likely to stay an longer or return for another visit.

2.7 Q. On a scale of 1 – 5, how difficult or easy is it to find available parking ?   1   2   (3)   4   5
                                                                                        (difficult)   (easy)

2.8 Q. When walking to a destination what is the max. distance you will consider.   10+ min   10min   (5min)   - 5 min.

2.9 Q. Are you likely to recommend Amesbury to your family and friends?   (YES)   NO

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY

merJe

WAYFINDING SYSTEM: RESIDENT SURVEY   DATE: 4/24/19

1.0 BACKGROUND INFORMATION

1.1 What neighborhood / area do you live /work? ~~Downtown~~   Age 35

1.2 Do you live and/or work in Amesbury?   Live   Work   (Both)

1.3 Which attraction / destinations do you recommend a visitor to see?

1. Restuarents
2. Breweries /Bars
3. Artists

4. _____
5. _____
6. _____

1.4 What is your preferred mode of transportation? (Auto) Ride Share   Taxi   Public Transit   Bicycle   (Pedestrian)

2.0 WAYFINDING SURVEY

2.1 Q. On a scale of 1 – 5, how would you rate Amesbury as a destination?   1   2   3   4   (5)
          (poor)   (fantastic)

2.2 Q. How would you describe the ease in which destinations can be found ?   Difficult   Average   (Easy)

2.3 Q. On a scale of 1 – 5, which wayfinding issues need to be improved? (1 = Priority / 5 = Least Important)
___ Directional Signs / Attractions   1_ Directional Signs / Parking   ___ Attraction Identification
1_ Public Parking Identification   ___ Pedestrian Information   ___ Transit Information
___ Bike Directional

2.4 Q. Do you use Mobile Apps during a visit to find a destination's or to get information?   (YES)   NO

          If so, which Wayfinding Mobile Applications have you used? _____

2.5 Q. Do you use the local directional signage in order to find to your destinations?   (YES)   NO

2.6 Q. If there was a coordinated wayfinding (signage) program that helped you discover additional   YES   NO
          destinations would you be more likely to stay an longer or return for another visit.

2.7 Q. On a scale of 1 – 5, how difficult or easy is it to find available parking ?   1   2   3   4   5
          (difficult)   (easy)

2.8 Q. When walking to a destination what is the max. distance you will consider.   10+ min   10min   5min   - 5 min.

2.9 Q. Are you likely to recommend Amesbury to your family and friends?   YES   NO

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY