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### **The Community Image Survey**

This survey is intended to evaluate the public's opinions and preferences about the physical environment by having them score a series of images on the basis of each respondent's relative like or dislike of the images. The images show various conditions of urban development, ranging from traffic congestion to pedestrian activity, and include specific elements such as housing, streets, sidewalks, retail stores, office buildings, architectural styles, parking lots, and mass transit.

The survey is conducted at the beginning of the first public meeting, before any other information has been presented. The intent is to record the audience's reactions before they can be influenced by the subsequent presentation. The survey is administered by showing a pre-prepared and automated PowerPoint presentation and having the audience mark their scores on a pre-printed response sheet. A total of forty images are presented, in sequence, for eight seconds each without any commentary. The participants are asked to indicate their opinion or preference of each image by grading it on a scale ranging from minus ten (-10), indicating a strong dislike, to plus ten (+10), indicating a strong like. Before the sequence of forty is shown, a sampling of six images is shown to give the audience a feel for the range of subjects they are about to see, and to help calibrate their personal scoring criteria.

After the sequence of images is shown, the response sheets are collected for tabulation. All responses are entered into a spreadsheet that calculates a mean score as well as a standard deviation for each image. The results are then sorted to identify the five highest scoring images and the five lowest scoring images. The results are also sorted by standard deviation in order to identify the images that had the highest and lowest degree of consensus.

The following page tabulates the mean score and standard deviation for all forty images. There were a total of 46 responses included in the tabulation.

Following that page is a reproduction of the images themselves, printed four images to a page. For each image, the number in the upper left corner is the sequence number, while the number in the circular field at the lower left represents the mean score.

**Community Image Survey - Results**

Project: South Andrews  
 Responses : 27

Image No.	Mean Score	Std. Dev.	Image No.	Mean Score	Std. Dev.
1	-5.5	4.22	21	5.0	2.52
2	6.5	2.89	22	3.1	3.82
3	2.7	4.73	23	3.3	5.27
4	6.2	3.05	24	-0.6	4.16
5	5.1	3.37	25	-5.8	3.72
6	4.3	4.04	26	4.7	3.04
7	-6.3	3.45	27	0.1	3.91
8	4.5	3.91	28	4.3	2.67
9	-6.3	3.94	29	-5.8	3.50
10	1.5	3.05	30	-4.3	3.44
11	5.2	2.93	31	5.2	2.87
12	-0.2	4.39	32	1.9	3.52
13	6.2	3.25	33	-2.3	4.16
14	-0.3	4.66	34	4.2	4.19
15	3.2	3.35	35	5.1	4.67
16	2.3	3.79	36	-3.9	4.95
17	4.6	4.40	37	6.0	3.31
18	5.2	3.63	38	-6.2	4.74
19	4.6	3.79	39	6.3	4.43
20	-5.0	4.39	40	-6.3	4.13

**Rankings:**

Image No.	Mean Score	Std. Dev.
<b>Top 5 Scores</b>		
2	6.5	2.89
39	6.3	4.43
4	6.2	3.05
13	6.2	3.25
37	6	3.31
<b>Lowest 5 Scores</b>		
29	-5.8	3.50
38	-6.2	4.74
40	-6.3	4.13
9	-6.3	3.94
7	-6.3	3.45
<b>Most Consensus</b>		
21	5.0	2.52
28	4.3	2.67
31	5.2	2.87
2	6.5	2.89
11	5.2	2.93
<b>Least Consensus</b>		
35	5.1	4.67
3	2.7	4.73
38	-6.2	4.74
36	-3.9	4.95
23	3.3	5.27

The Community Image Survey

1



-5.5

The Community Image Survey

2



6.5

The Community Image Survey

3



2.7

The Community Image Survey

4



6.2

The Community Image Survey

5



5.1

The Community Image Survey

6



4.3

The Community Image Survey

7



-6.3

The Community Image Survey

8



4.5

The Community Image Survey

9



-6.3

The Community Image Survey

10



1.5

The Community Image Survey

11



5.2

The Community Image Survey

12



-0.2

The Community Image Survey

13



6.2

The Community Image Survey

14



-0.3

The Community Image Survey

15



3.2

The Community Image Survey

16



2.3

The Community Image Survey

17



4.6

The Community Image Survey

18



5.2

The Community Image Survey

19



4.6

The Community Image Survey

20



-5.0

The Community Image Survey

21



5.0

The Community Image Survey

22



3.1

The Community Image Survey

23



3.3

The Community Image Survey

24



-0.6



The Community Image Survey

25



-5.8

The Community Image Survey

26



4.7

The Community Image Survey

27



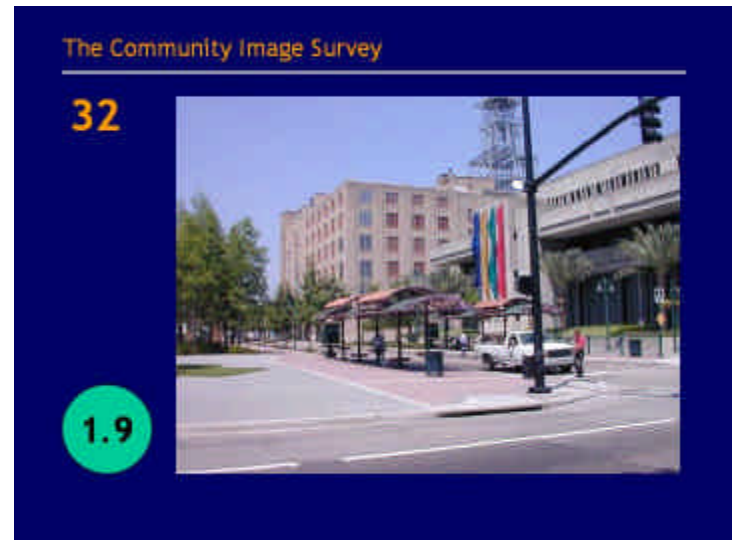
0.1

The Community Image Survey

28



4.3



The Community Image Survey

33



-2.3

The Community Image Survey

34



4.2

The Community Image Survey

35



5.1

The Community Image Survey

36



-3.9

The Community Image Survey

37



6.0

The Community Image Survey

38



-6.2

The Community Image Survey

39



6.3

The Community Image Survey

40



-6.3

# The Top 5

The Community Image Survey

2

(1)

6.5



The Community Image Survey

39

(2)

6.3



The Community Image Survey

4

(3)

6.2




The Community Image Survey

13

(4)

6.2



The Community Image Survey

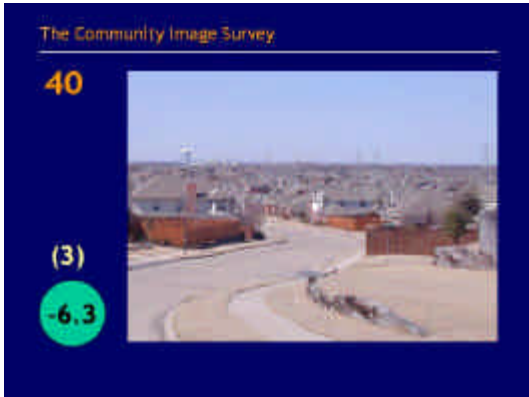
37

(5)

6.0



The Bottom 5



The Most Consensus


The Community Image Survey

21

(1)

2.52

5.0




The Community Image Survey

28

(2)

2.67

4.3



The Community Image Survey

31

(3)

2.87

5.2



The Community Image Survey

2

(4)

2.89

6.5



The Community Image Survey

11

(5)

2.93

5.2



# The Least Consensus

The Community Image Survey

**23**

(1)  
5.27

**3.3**



The Community Image Survey

**36**

(2)  
4.95

**-3.9**




The Community Image Survey

**38**

(3)  
4.74

**-6.2**



The Community Image Survey

**3**

(4)  
4.73

**2.7**



The Community Image Survey

**35**

(5)  
4.67

**5.1**

