Visual Preference Survey Results
City of Milford

Planning for Complete Communities Visual Preference Survey – City of Milford

Version 1: In Workshop
- 34 base preference questions
- Additional comments
- 17 responses

Version 2: Online
- 4 Demographic Questions
- 34 Base preference questions
- Additional comments
- 134 responses

Participants were asked to rate the appeal of each image presented within the 34 base questions of the survey. To accurately measure the appeal of each photo, a scale was developed. Images are rated from a possible high of (+3) to a possible low of (-3). Positive numbers indicate how appealing participants feel the photo is. Conversely, negative numbers indicate how unappealing the photo is. A selection of 0(0) by participants denotes indifference or neutrality to an image. Photo rankings are shown using an average of participant’s responses. The mode is the numerical ranking (-3, -2, -1, 0, 1, 2, or 3) selected the most number of times. The mean, or average, divides the sum by the total number of responses, giving an accurate reading of overall preference on the scale -3 to 3. Some results show clear negative or positive responses (as demonstrated by a mean closer to -3 or 3), while others show either a neutral or polarized response (as demonstrated by a mean closer to zero).

<table>
<thead>
<tr>
<th>Strongly Unappealing</th>
<th>Unappealing</th>
<th>Somewhat Unappealing</th>
<th>Neutral</th>
<th>Somewhat Appealing</th>
<th>Appealing</th>
<th>Strongly Appealing</th>
</tr>
</thead>
<tbody>
<tr>
<td>-3</td>
<td>-2</td>
<td>-1</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

**Question 1**

Rate Each Photo of a Place to Walk/Jog/Run

- **A**
  - Mean: 3

- **B**
  - Mean: 0

- **C**
  - Mean: -2

- **D**
  - Mean: 1

**Summary:** Respondents rated Photo A as strongly appealing and indicated that Photo C was unappealing.
**Question 2**
Rate Each Photo of a Crosswalk

**Summary:** Our results indicate a preference for Photo A. A majority of respondents rated this photo mostly Appealing (2) or Strongly Appealing (3).

**Question 3**
Rate Each Photo of a Sidewalk

**Summary:** Results indicate a preference for Photo A. Participants also found Photos B & C somewhat appealing and responded negatively towards Photo D.
**Question 4**
Rate Each Photo of a Bikeway

- **A**
  - Mean: -1
  - [Image]

- **B**
  - Mean: 0
  - [Image]

- **C**
  - Mean: 2
  - [Image]

- **D**
  - Mean: 0
  - [Image]

**Summary:** Results indicate a preference for Photo C. Participants also specified that Photo A was somewhat unappealing.

**Question 5**
Rate Each Photo of Bike Parking

- **A**
  - Mean: 0
  - [Image]

- **B**
  - Mean: 2
  - [Image]

- **C**
  - Mean: -2
  - [Image]

- **D**
  - Mean: 0
  - [Image]

- **E**
  - Mean: -1
  - [Image]

- **F**
  - Mean: 0
  - [Image]

**Summary:** The results from Question 5 indicated a preference for Photo B with similar preferences for Photos A, D & F. Participants also indicated a negative preference for Photo C.
Question 6
Rate Each Photo of Different Forms of Transportation

A

B

C

D

Summary: Our results indicate a strong preference for Photo B with a majority of respondents answering Appealing (2) or Strongly Appealing (3).

Question 7
Rate Each Photo of Public Transit Options

A

B

C

D

Summary: Results indicate a preference for Photo C.
**Question 8**

Rate Each Photo of a Bus Stop

A

B

C

D

Summary: Survey participants indicated a positive preference for Photo B and a negative preference for Photo D.

**Question 9**

Rate Each Photo of Streetscaping Aspects

A

B

C

D

Summary: Results indicate similar preferences for Photos B, C & D.
**Question 10**  
Rate Each Photo of Pedestrian Lighting

**Summary:** Respondents indicated a preference for Photo A.

**Question 11**  
Rate Each Photo of a Residential Parking Location

**Summary:** Respondents indicated a mild preference for Photo A. Additionally, participants also indicated a mild negative preference for Photo C.
**Question 12**
Rate Each Photo of a Commercial Parking Location

**Summary:** Participants responded with similar preferences for Photos A, B & C.

**Question 13**
Rate Each Photo of a Design Scenario

**Summary:** Participants indicated visual preferences for Photos B, C & D.
Question 14
Rate Each Photo of Mixed-Use Options

A

Mean: 0.9

B

Mean: 1.3

C

Mean: 1.4

D

Mean: 1

E

Mean: 0

F

Mean: -1

Summary: Survey participants indicated similar visual preferences for Photos A, B, C & D. Respondents also specified negative preferences for Photo F.

Question 15
Rate Each Photo of Building Heights

A

Mean: 1

B

Mean: 1.5

C

Mean: -0.4

D

Mean: 0.9

Summary: Participants indicated similar preferences for Photos A, B & C.
**Question 16**
Rate Each Photo of a Single Family Home

A  
B  
C  

Mean: 0.7  
Mean: 0.5  
Mean: 1.4  

**Summary:** Respondents indicated a visual preference for Photo F.

D  
E  
F  

Mean: 1.1  
Mean: 1.7  
Mean: 1  


**Question 17**
Rate Each Photo of a Townhome/Row Home

A  
B  
C  

Mean: 0.7  
Mean: 1.2  
Mean: -0.5  

**Summary:** Results indicate similar preferences for Photos A, B & D.

D  
E  
F  

Mean: 0.7  
Mean: -1  
Mean: 0.1
**Question 18**
Rate Each Photo of a Duplex Home

A  
B  
C  

Mean: 0.4  
Mean: 0.5  
Mean: 0.4

D  
E  
F  

Mean: 0.5  
Mean: 1  
Mean: 0.5

**Summary:** Respondents indicated similar visual preferences for Photos B, D, E & F.

**Question 19**
Rate Each Photo of a Apartment/Condominium

A  
B  
C  

Mean: 0.8  
Mean: 0.2  
Mean: 0.6

D  
E  
F  

Mean: 0.9  
Mean: 0  
Mean: -1

**Summary:** Respondents indicated a slight preference for Photos A, C & D with similar negative preferences for Photo F.
**Question 20**  
Rate Each Photo of Aging in Community

- **A**  
  Mean: 1.2

- **B**  
  Mean: 0.4

- **C**  
  Mean: 1.4

- **D**  
  Mean: -0.9

- **E**  
  Mean: 0

- **F**  
  Mean: 0.3

**Summary:** Participants indicated slight preferences for Photos A & C. Respondents also indicated a slight negative preference for Photo D.

**Question 21**  
Rate Each Photo of a Retail Shopping Location

- **A**  
  Mean: -0.6

- **B**  
  Mean: 1.9

- **C**  
  Mean: -0.1

- **D**  
  Mean: 0.1

**Summary:** Participants indicated a positive preference for Photo B.
Question 22
Rate Each Photo of Retail Shopping Design

A

B

C

D

Summary: Results indicate similar positive preferences for Photos B & C. Conversely, respondents indicated a slight negative preference for Photo D.

Mean: 0.3
Mean: 1.4
Mean: 1.2
Mean: -1.2

Question 23
Rate Each Photo of a Commercial Sign

A

B

C

D

E

F

Summary: Results indicated similar positive visual preferences for Photos A, B & C. Conversely, similar negative preferences were observed for Photos D, E & F.

Mean: 1.9
Mean: 2.2
Mean: 1.1
Mean: -0.9
Mean: -1
Mean: -2
**Question 24**
Rate Each Photo of a Community Gateway

**A**

![Photo A](image1)

Mean: 1.5

**B**

![Photo B](image2)

Mean: -0.9

**C**

![Photo C](image3)

Mean: 0.9

**D**

![Photo D](image4)

Mean: 1.7

**Summary:** Results indicated similar positive preferences for Photos A & D. Photo B was rated as somewhat unappealing.

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**Question 25**
Rate Each Photo of a Public Downtown Gathering Destination

**A**

![Photo A](image5)

Mean: 1.6

**B**

![Photo B](image6)

Mean: 1.9

**C**

![Photo C](image7)

Mean: 1.5

**D**

![Photo D](image8)

Mean: 2.1

**Summary:** Respondents indicated similar positive visual preferences for Photos A, B & D.
Question 26
Rate Each Photo of a Food Shopping Location

A

B

C

D

Summary: Participants indicated a positive preference for Photo B.

Mean: 0.5
Mean: 1.6
Mean: 0.5
Mean: 0.2

Question 27
Rate Each Photo of a Small/Medium Grocery Store’s Design

A

B

C

D

Summary: Respondents indicated a preference for Photo B.

Mean: -0.9
Mean: 1.9
Mean: 1.3
Mean: 0.4
**Question 28**
Rate Each Photo of a Larger Grocery Store’s Design

- **A**
- **B**
  - Mean: 1.4
  - Mean: 1.7

**Summary:** Respondents indicated similar positive visual preferences for Photos A & B.

- **C**
- **D**
  - Mean: 0.2
  - Mean: -0.3

**Question 29**
Rate Each Photo of a Active Recreation

- **A**
- **B**
  - Mean: 1.6
  - Mean: 2.1

- **C**
  - Mean: 1

- **D**
- **E**
  - Mean: 1.8
  - Mean: 1.6

- **F**
  - Mean: 2.1

**Summary:** Participants indicated positive preferences for all of the images in Question 29. Photos B & F were rated the highest.
**Question 30**
Rate Each Photo of Active Recreation

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
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<tbody>
<tr>
<td><img src="image1.png" alt="Image A" /></td>
<td><img src="image2.png" alt="Image B" /></td>
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<tr>
<td>Mean: 2.1</td>
<td>Mean: 1.6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image3.png" alt="Image C" /></td>
<td><img src="image4.png" alt="Image D" /></td>
</tr>
<tr>
<td>Mean: 1.9</td>
<td>Mean: 1.6</td>
</tr>
</tbody>
</table>

**Summary:** Participants indicated positive preferences for Photos A, B, C & D.

**Question 31**
Rate Each Photo of a Park

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image5.png" alt="Image A" /></td>
<td><img src="image6.png" alt="Image B" /></td>
</tr>
<tr>
<td>Mean: 1.7</td>
<td>Mean: 2.4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image7.png" alt="Image C" /></td>
<td><img src="image8.png" alt="Image D" /></td>
</tr>
<tr>
<td>Mean: 1.7</td>
<td>Mean: 0.8</td>
</tr>
</tbody>
</table>

**Summary:** Respondents indicated a preference for Photo B.
**Question 32**
Rate Each Photo of Commercial Redevelopment

**Summary:** Respondents indicated similar positive preferences for Photos A & B.

**Question 33**
Rate Each Photo of Employment Centers

**Summary:** Respondents indicate positive preferences for Photos B & C.
Question 34
Rate Each Photo of “Going Green” Options

A

B

C

D

Mean: 1.7
Mean: 1.3
Mean: 0.1
Mean: 1.6

Summary: Respondents indicated similar preferences for Photos A & D.