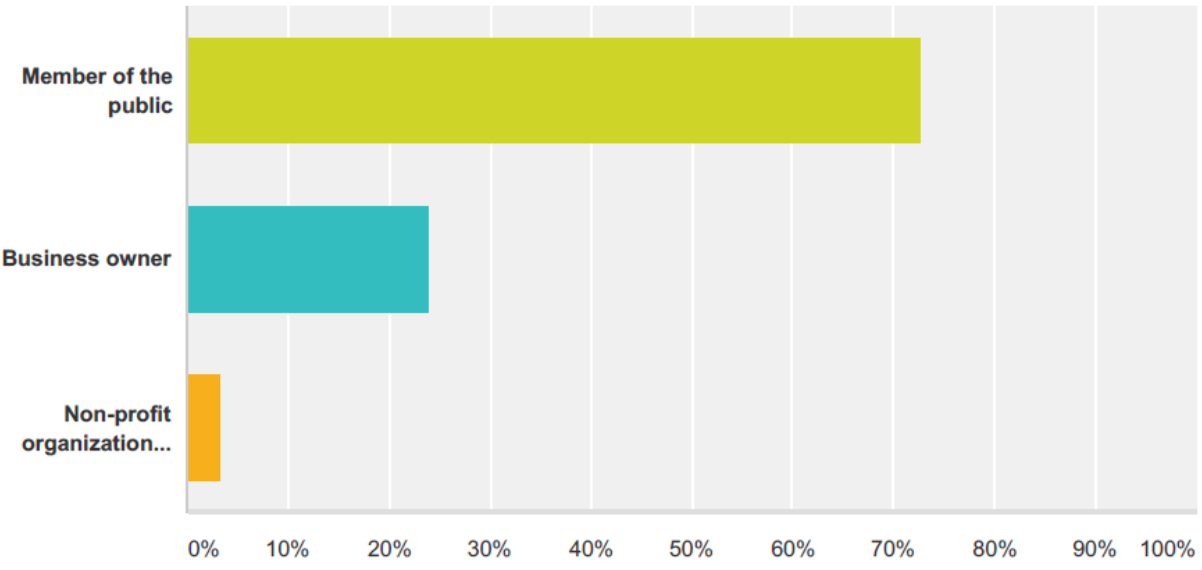


Q1 Who are you:

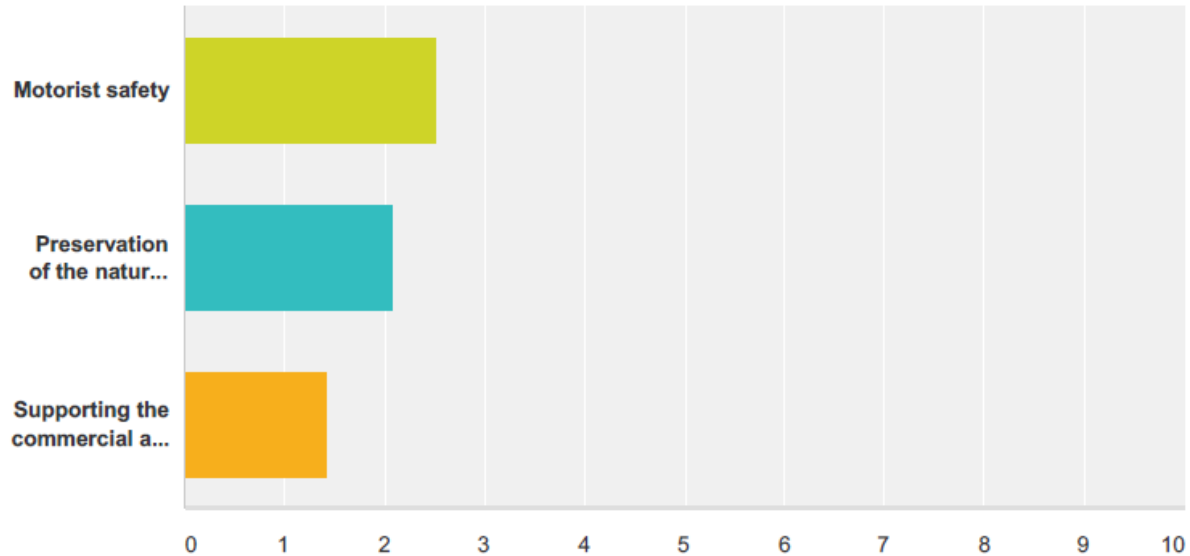
Answered: 117 Skipped: 1



Answer Choices	Responses
Member of the public	72.65% 85
Business owner	23.93% 28
Non-profit organization / government organization	3.42% 4
Total	117

Q2 Of the following factors, which do you believe is the highest priority that should be considered for signs installed along County roadway:

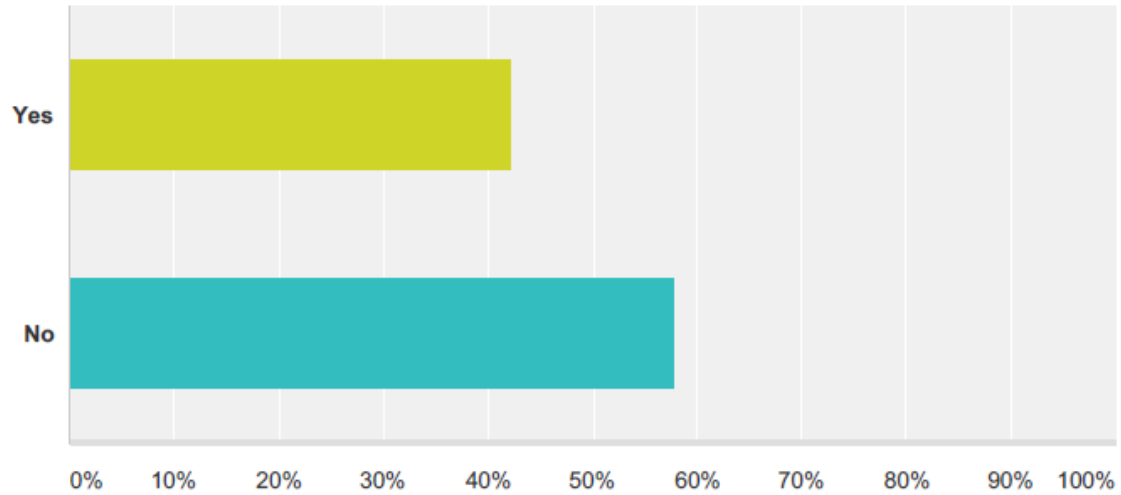
Answered: 117 Skipped: 1



	1	2	3	Total	Score
Motorist safety	64.29% 72	24.11% 27	11.61% 13	112	2.53
Preservation of the natural beauty of the County of Peterborough	26.79% 30	55.36% 62	17.86% 20	112	2.09
Supporting the commercial and tourism industry within the County	10.71% 12	20.54% 23	68.75% 77	112	1.42

Q3 Do you believe that advertising billboard signs should be allowed to be installed along County roadways:

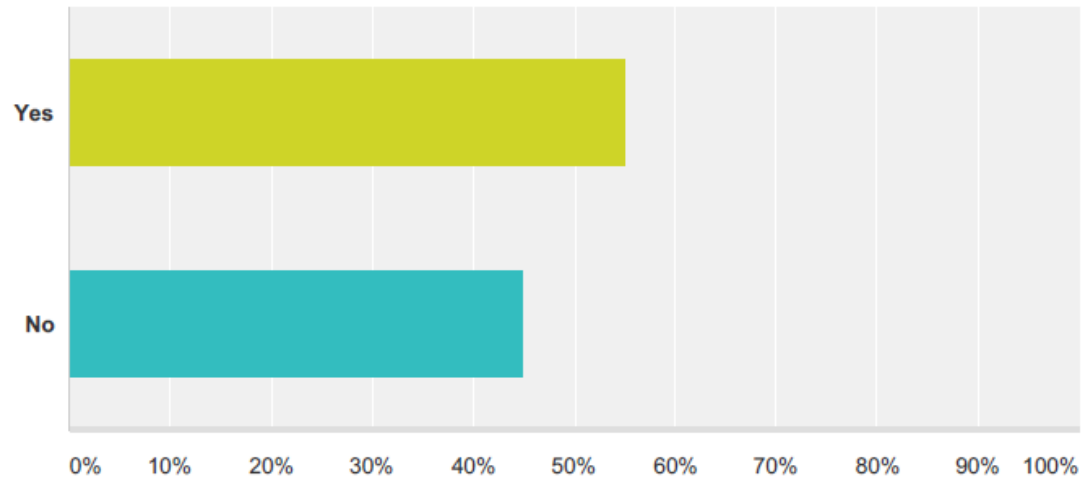
Answered: 116 Skipped: 2



Answer Choices	Responses	
Yes	42.24%	49
No	57.76%	67
Total		116

Q4 Do you believe that Bush Country Signs installed along County roadways negatively impact motorist safety:

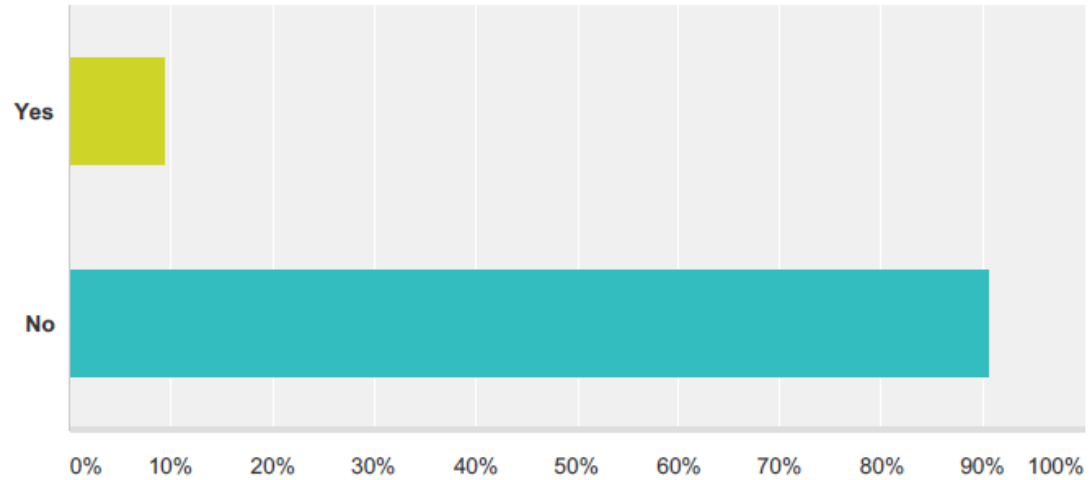
Answered: 116 Skipped: 2



Answer Choices	Responses	
Yes	55.17%	64
No	44.83%	52
Total		116

Q5 Do you believe that Bush Country Signs contribute to the preservation of the natural beauty of the County of Peterborough:

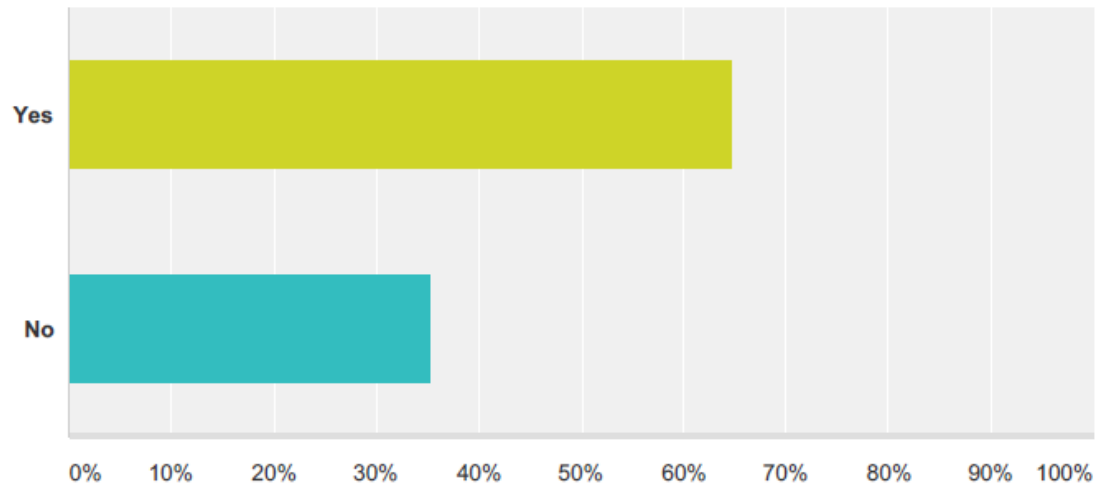
Answered: 117 Skipped: 1



Answer Choices	Responses	
Yes	9.40%	11
No	90.60%	106
Total		117

Q6 Do you believe that Bush Country Signs support the commercial and tourism industry in your community:

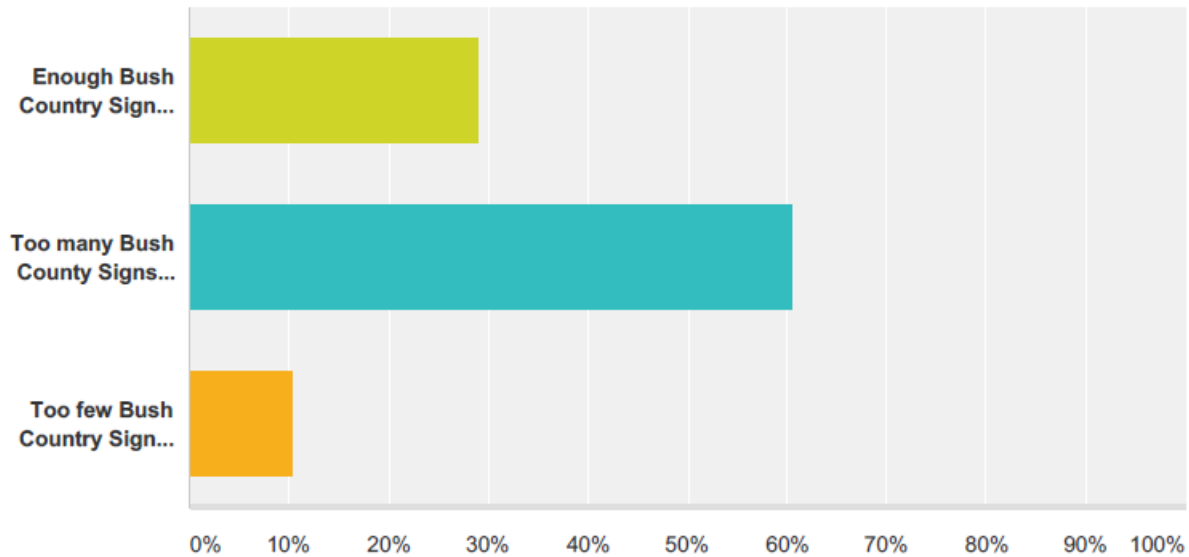
Answered: 116 Skipped: 2



Answer Choices	Responses	
Yes	64.66%	75
No	35.34%	41
Total		116

Q7 Do you believe there are:

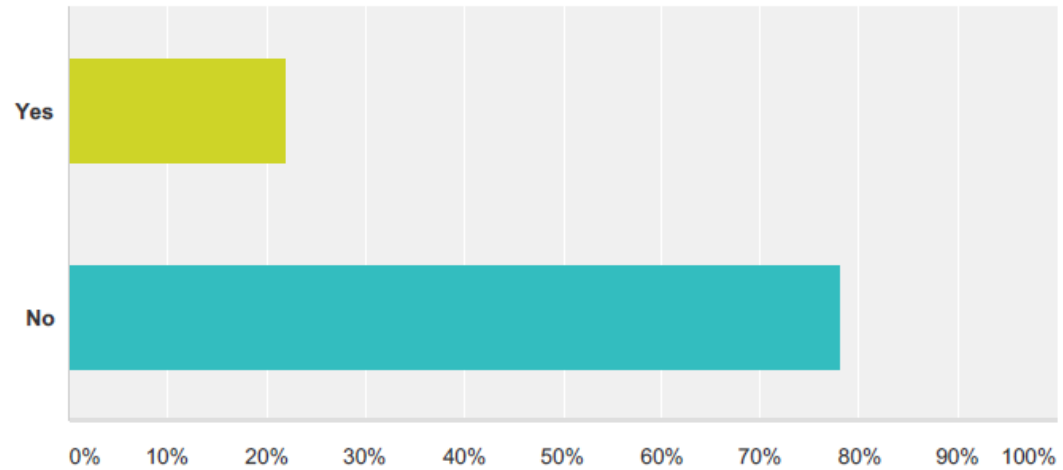
Answered: 114 Skipped: 4



Answer Choices	Responses
Enough Bush Country Signs installed along County roadways	28.95% 33
Too many Bush County Signs installed along County roadways	60.53% 69
Too few Bush Country Signs installed along County roadways	10.53% 12
Total	114

Q8 If you represent a Business, do you currently utilize a Bush Country Sign:

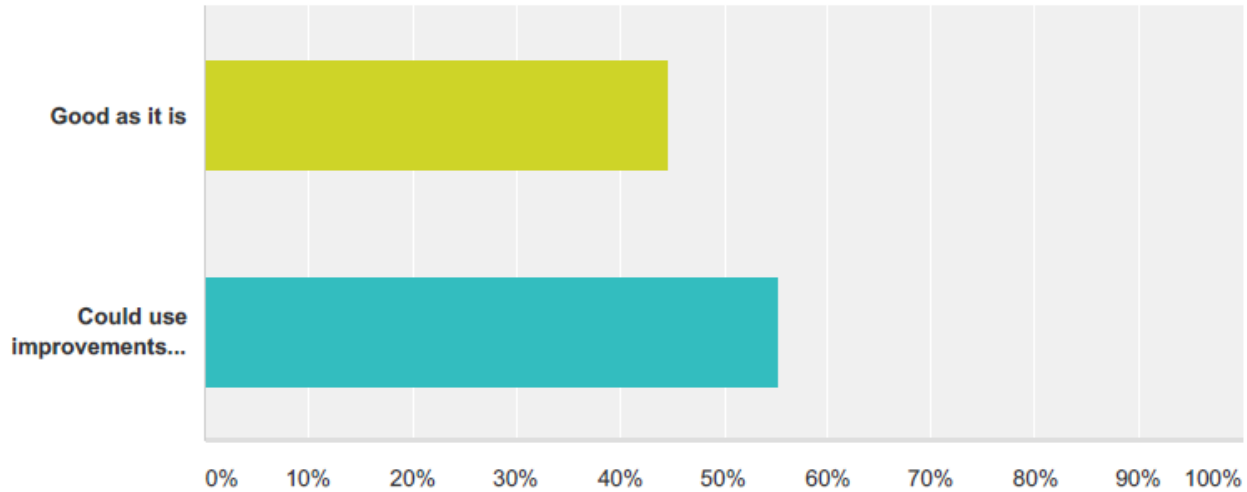
Answered: 55 Skipped: 63



Answer Choices	Responses
Yes	21.82% 12
No	78.18% 43
Total	55

Q9 Do you think the Bush Country Sign process is:

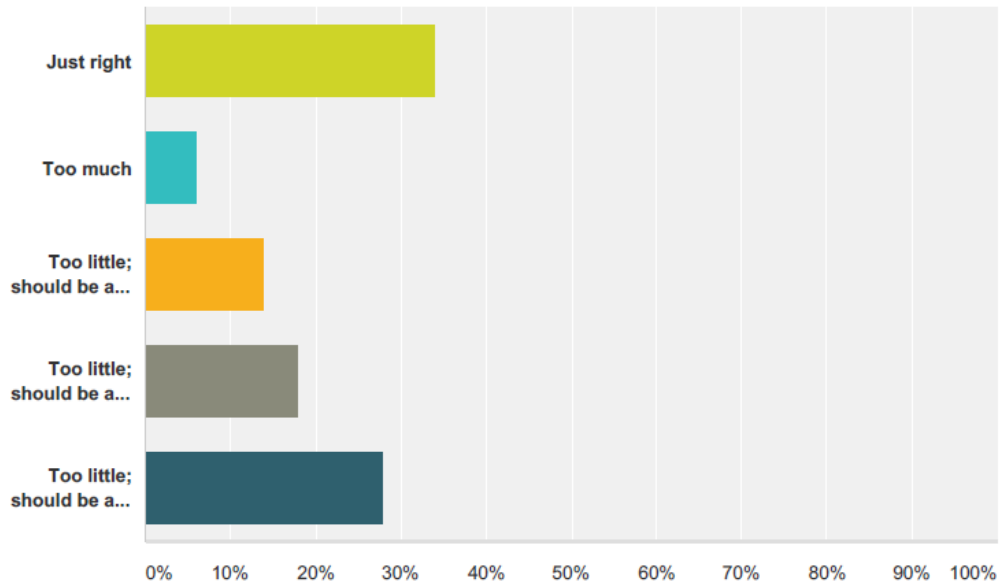
Answered: 83 Skipped: 35



Answer Choices	Responses
Good as it is	44.58% 37
Could use improvements (please specify)	55.42% 46
Total	83

Q10 Do you believe that the Bush Country Sign permit fee of \$150.00 is:

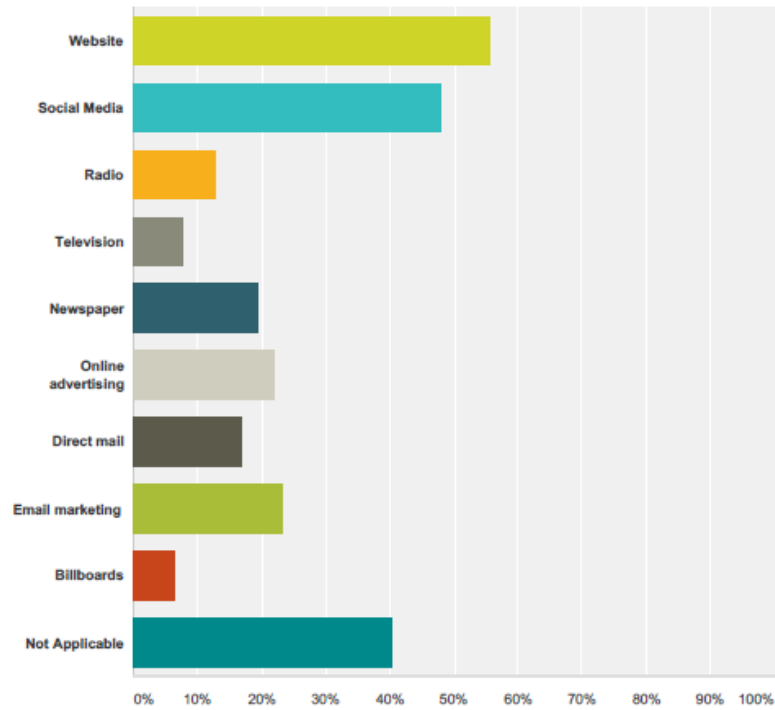
Answered: 100 Skipped: 18



Answer Choices	Responses	
Just right	34.00%	34
Too much	6.00%	6
Too little; should be a \$250 permit fee	14.00%	14
Too little; should be a \$500 permit fee	18.00%	18
Too little; should be a \$1,000 permit fee	28.00%	28
Total		100

Q11 What other types of advertising do you use to communicate to customers:

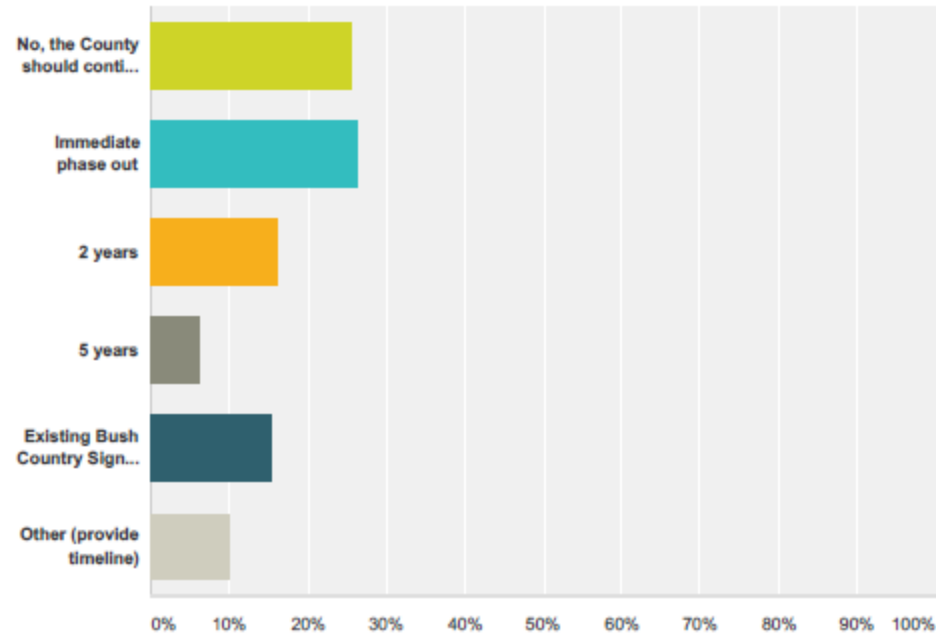
Answered: 77 Skipped: 41



Answer Choices	Responses	Count
Website	55.84%	43
Social Media	48.05%	37
Radio	12.99%	10
Television	7.79%	6
Newspaper	19.48%	15
Online advertising	22.08%	17
Direct mail	16.88%	13
Email marketing	23.38%	18
Billboards	6.49%	5
Not Applicable	40.26%	31

Q12 If the County was to phase out the Bush Country Sign program, what do you believe would be an appropriate phase out period:

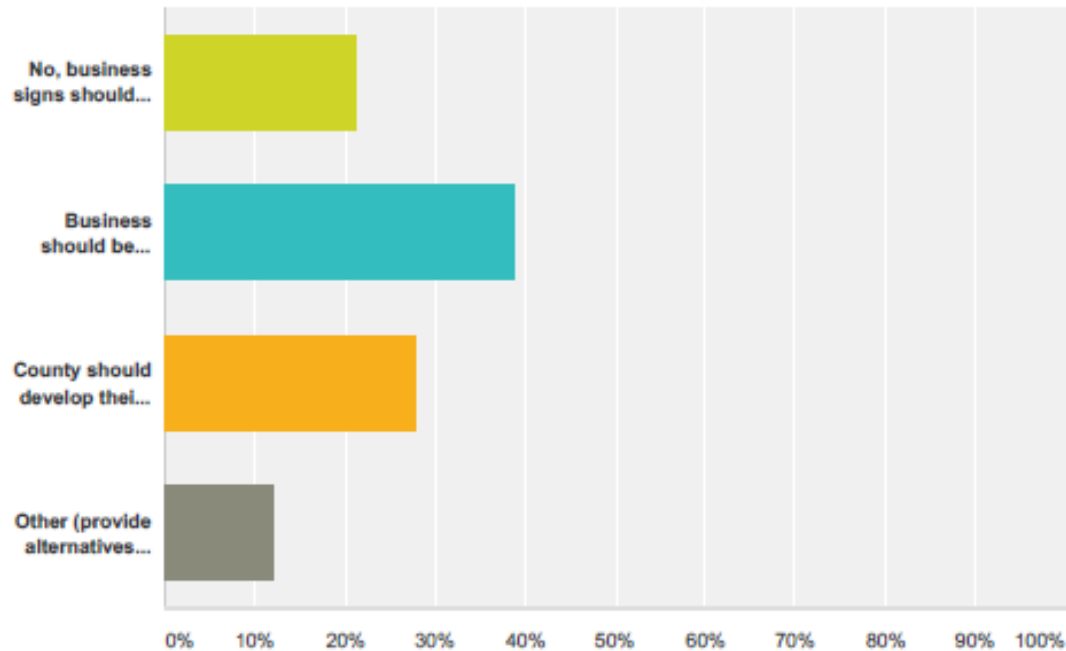
Answered: 110 Skipped: 8



Answer Choices	Responses
No, the County should continue the Bush Country Sign program	25.45% 28
Immediate phase out	26.36% 29
2 years	16.36% 18
5 years	6.36% 7
Existing Bush Country Signs should be "grandfathered" but not renewed	15.45% 17
Other (provide timeline)	10.00% 11
Total	110

Q13 If the County was to phase out the Bush Country Sign program, businesses requesting sign installations along a County roadways should be:

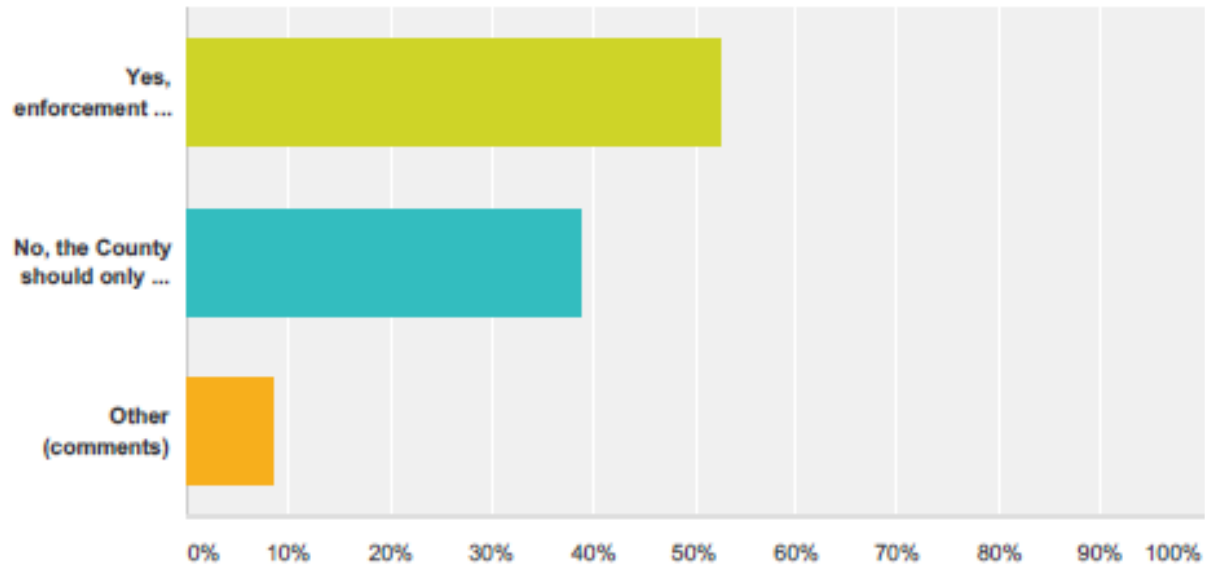
Answered: 108 Skipped: 10



Answer Choices	Responses
No, business signs should not be installed in County road allowances	21.30% 23
Business should be referred to Provincial TODS (Tourism-Oriented Directional Sign) program (i.e. blue/white directional signs)	38.89% 42
County should develop their own tourism-oriented directional way-finding signs	27.78% 30
Other (provide alternatives or suggestions)	12.04% 13
Total	108

Q14 Do you believe the County should be entering onto private property to conduct Sign By-law enforcement:

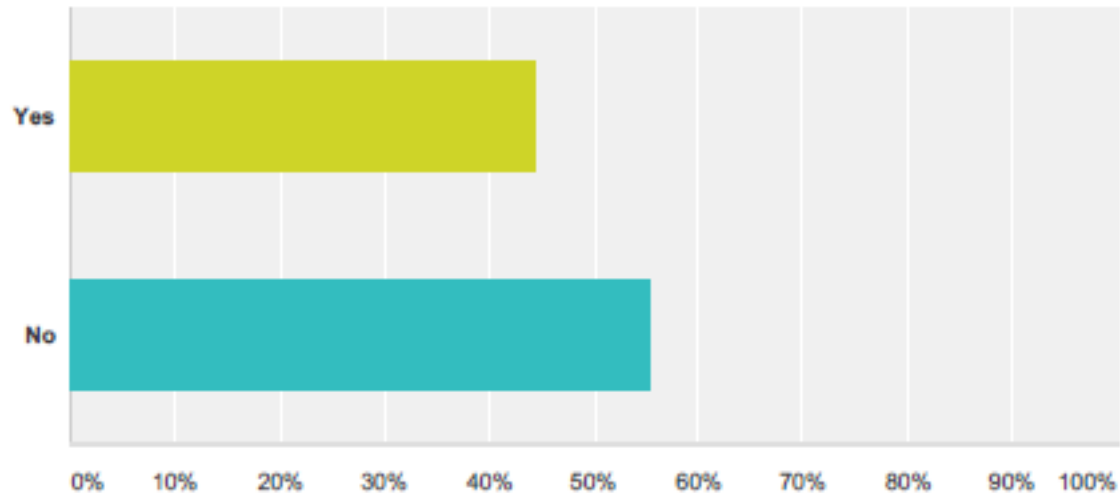
Answered: 116 Skipped: 2



Answer Choices	Responses	
Yes, enforcement of Sign By-law is required	52.59%	61
No, the County should only be concerned with the road allowance property	38.79%	45
Other (comments)	8.62%	10
Total		116

Q15 Do you believe the County should hire a By-Law Enforcement Officer to conduct By-law 2007-55 enforcement on private property:

Answered: 110 Skipped: 8



Answer Choices	Responses	
Yes	44.55%	49
No	55.45%	61
Total		110