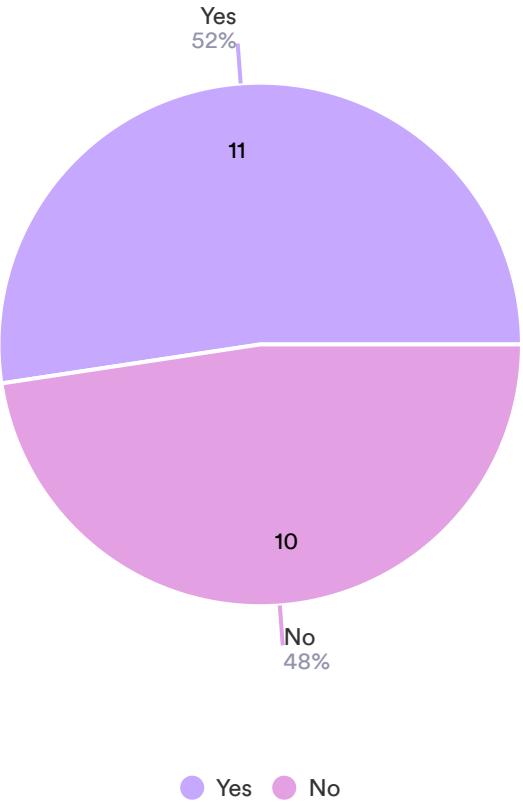


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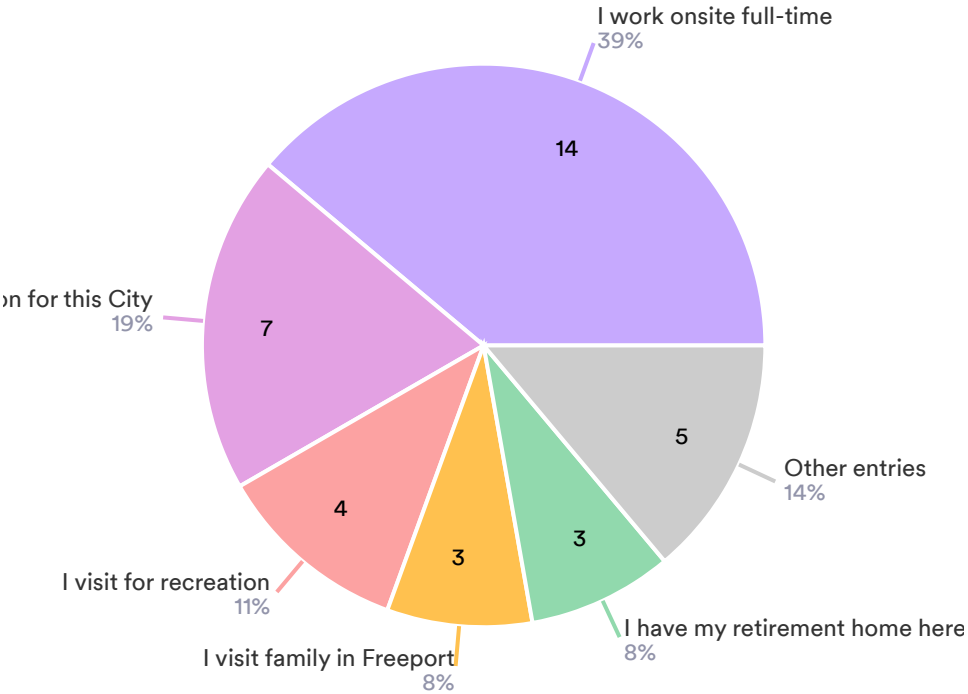
Do you live in Freeport?

21 Answers



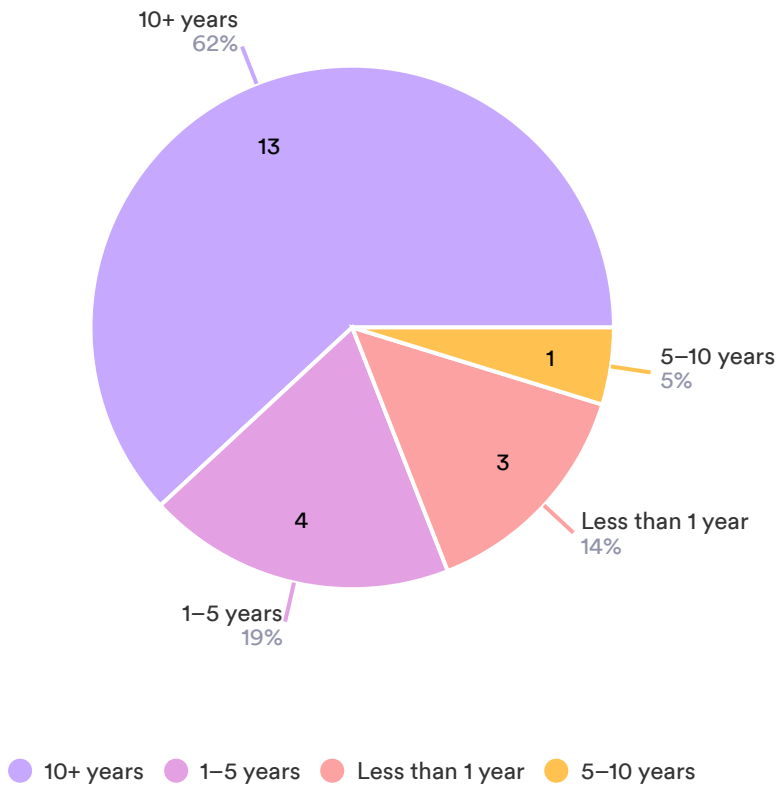
How do you experience Freeport? (Check all that apply)

36 Answers- 1 Empty



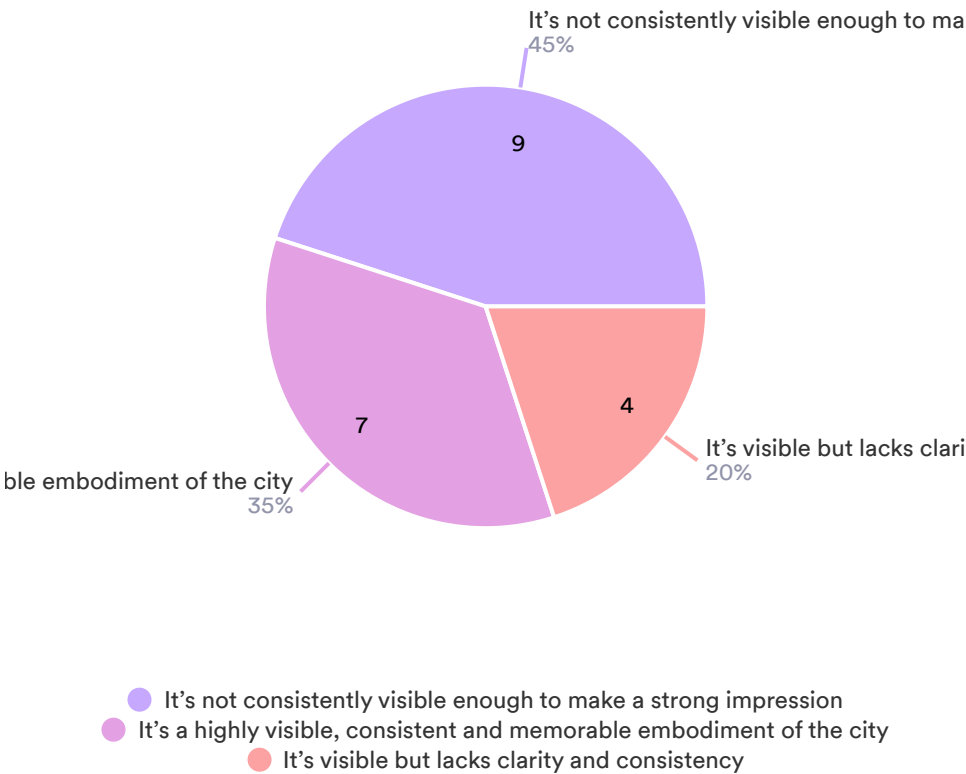
How long have you been connected to Freeport?

21 Answers



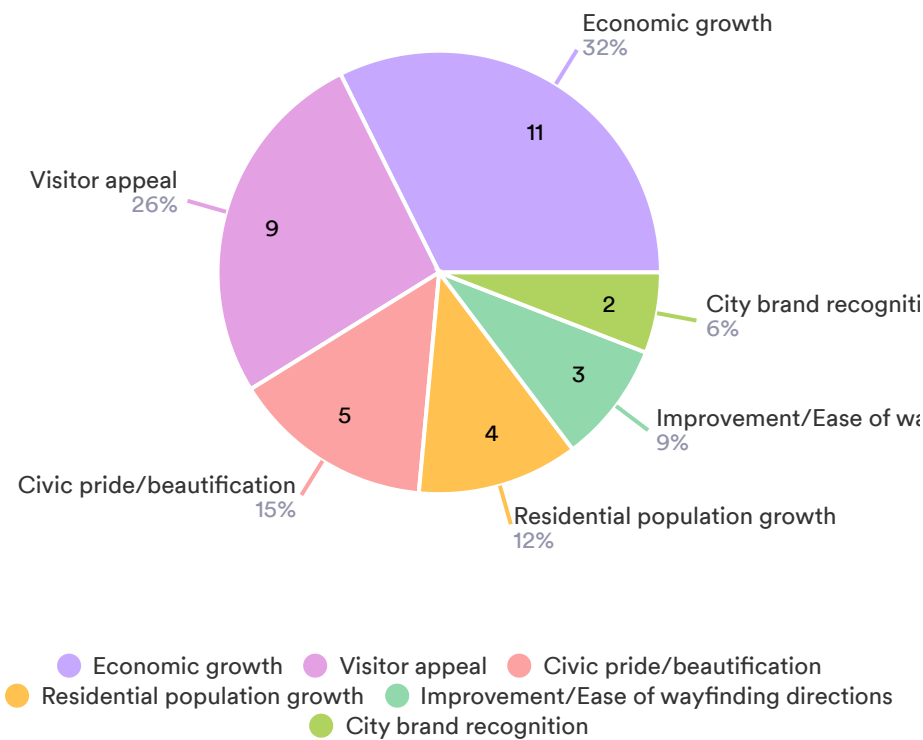
Which statement best describes the current City of Freeport logo and brand?

20 Answers- 1 Empty



What goals should the completed project advance? Please rank by number from Highest to Lowest:

34 Answers- 4 Empty



What goals should the completed project advance? Please rank by number from Highest to Lowest:

120 Answers- 1 Empty

Data	Answers
1: Economic growth	9
4: City brand recognition	7
4: Improvement/Ease of wayfinding directions	7
5: Civic pride/beautification	7
6: Visitor appeal	7
2: Civic pride/beautification	6
6: Residential population growth	5
3: City brand recognition	5
Other entries	67

What are the most important audiences to take into account for the design of the project? Please rank by number from Highest to Lowest:

100 Answers- 1 Empty

Data	Answers
2: Business Owners	12
4: Commuters	10
1: Residents	10
5: Commuters	9
3: Visitors	7
2: Current and Future Investors	6
3: Current and Future Investors	5
1: Visitors	5

Which of the following aspects of the project should be prioritized? Please rank by number from Highest to Lowest:

120 Answers- 1 Empty

Data	Answers
4: Art/Placemaking	10
1: Economic Interest	10
6: Innovation/Iconic Design	9
2: Visibility	8
1: Visibility	7
5: Pedestrian/Traffic Experience	7
2: Cultural Representation	7
3: Cultural Representation	6
Other entries	56

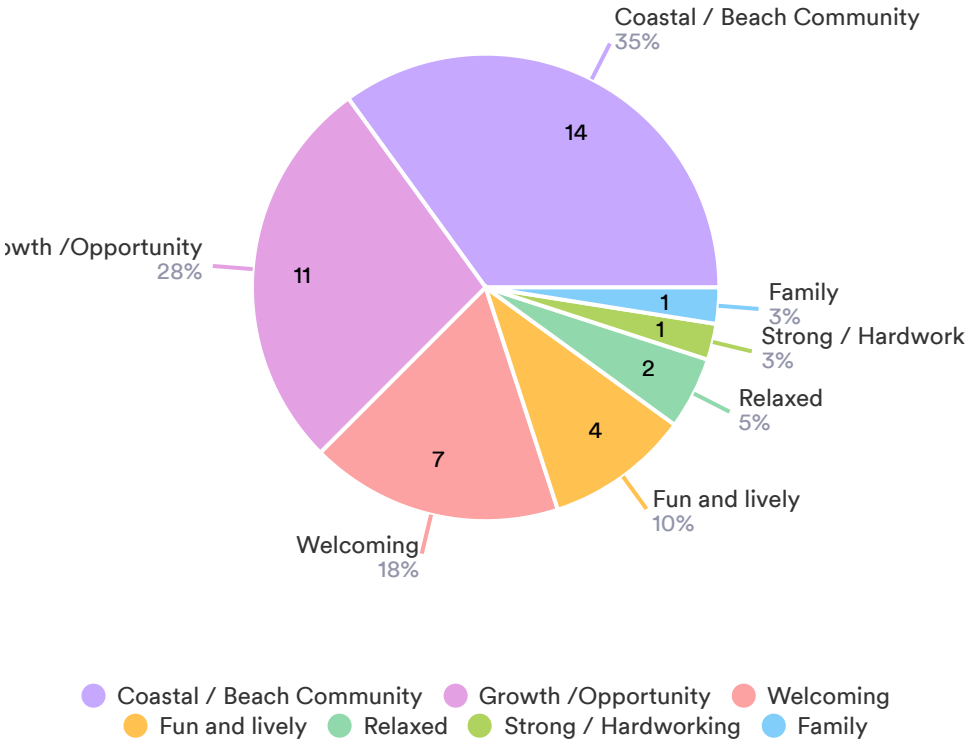
Which of the below best describes where the logo and brand will be most visible? Please rank by number from Highest to Lowest:

140 Answers- 1 Empty

Data	Answers
3: Parks and public spaces	11
1: Driving	9
1: Social Media	9
7: Biking	9
6: Walking	8
5: City vehicles	7
4: Events and festivals	6
2: Walking	6
Other entries	75

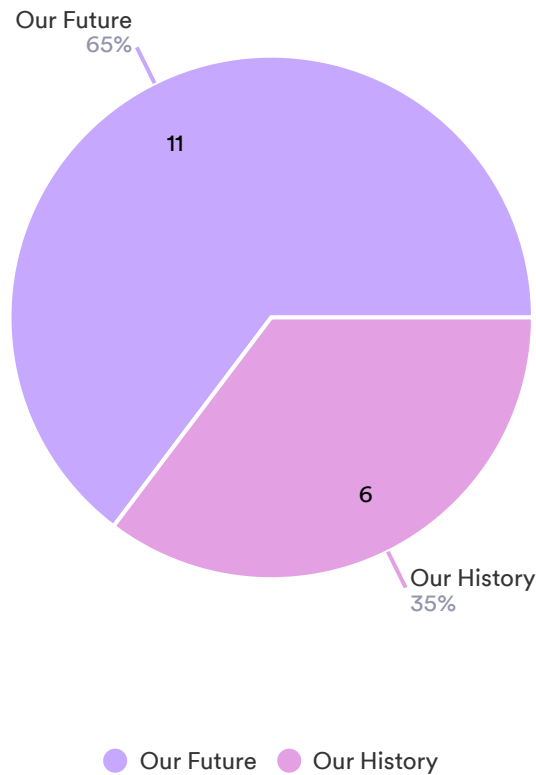
What qualities should the project emphasize about the city?
Please select your two top preferences

40 Answers- 3 Empty



Freeport’s image should focus more on:

17 Answers- 4 Empty



What historic event, era, industry, place, or building do you think best defines the city?

16 Answers- 5 Empty



Thank You!

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