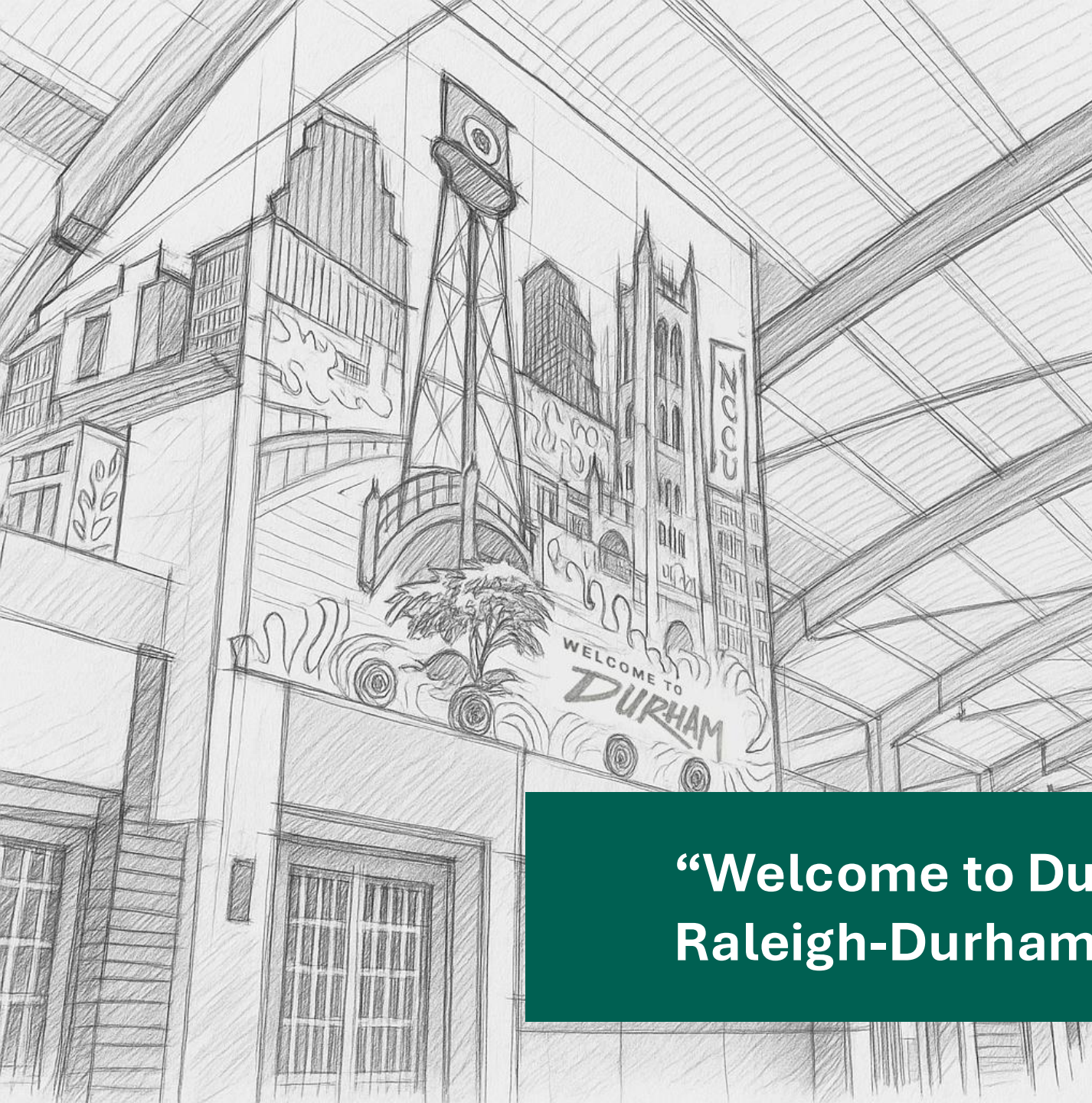




“Welcome to Durham” Signage at Raleigh-Durham International Airport

Results

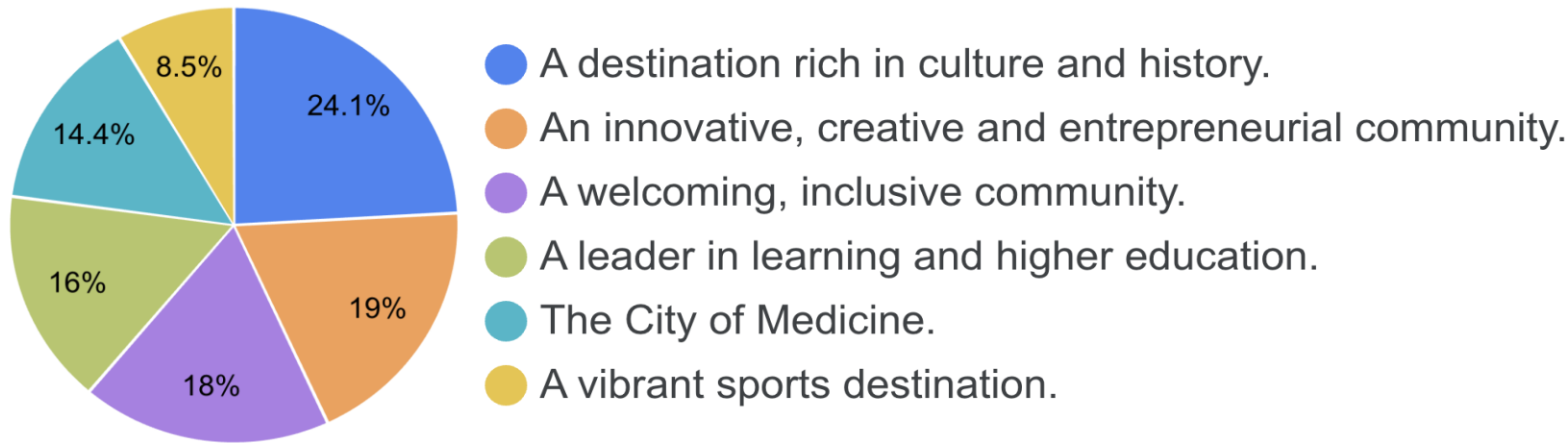
Total Responses	Web Form Responses	VIC Responses
675	543	132

The survey accounted for flight frequency, giving higher scores to respondents who travel more often. Based on the next weight scale:

- 3** Monthly or more (10+ times a year)
- 2.5** Several times a year (5-9 times)
- 2** A few times a year (2-4 times) / VIC Visitors
- 1.5** About once a year
- 1** Less than once a year
- 0.5** I have never flown through RDU

However, even when adjusting for the number of responses, the overall results remained nearly the same.

Durham Identity Perception



Results

Recommended Landmarks for Signage

	Landmark	Record Count	Score (Weight) ▾
1.	Sarah P. Duke Gardens	481	1,048.5
2.	Falls Lake & Eno River State Park	422	929
3.	American Tobacco Campus	412	914.5
4.	Major the Bull	401	884.5
5.	Duke University	394	869
6.	Museum of Life and Science	382	821.5
7.	Durham Bulls Athletic Park	340	740.5
8.	Durham Performing Arts Center	264	572
9.	Cameron Indoor Stadium	220	491.5
10.	Nasher Museum of Art	226	485
11.	North Carolina Central University	202	444.5
12.	El Futuro (Lakewood district)	194	428.5

	Landmark	Record Count	Score (Weight) ▾
13.	The Carolina Theatre of Durham	199	416
14.	Duke University Hospital	193	407.5
15.	Hayti Heritage Center	185	390.5
16.	The Hill Building (21c Museum Hotel)	143	313.5
17.	North Carolina School of Science and...	124	264
18.	Historic Durham Athletic Park	111	233
19.	Research Triangle Park	94	200
20.	Erwin Square (Ninth Street area)	86	178
21.	O'Kelly-Riddick Stadium	68	145
22.	NC Mutual Building	68	142.5
23.	Durham Convention Center	63	124
24.	The Streets at Southpoint	51	99.5

Other Landmark

Durham Central Park/Durham Farmers Market	Other Conceptual Suggestion	American Tobacco Trail	Other Local Business	Eno River/West Point on the Eno	Black Wall Street	Duke Chapel/Main Quad	People	
24	24	20	19	19	18	11	10	
Festivals/Events	Bennett Place	Duke Lemur Center	Downtown Durham	Stagville	Brightleaf	Lakewood	Pauli Murray Center/House	The Canopener Bridge
9	9	9	8	8	7	7	6	6