

MEMORANDUM

TO: Mark Mayer
Scenic Arizona

RE: Research on Electronic
Billboards

FROM: Behavior Research Center

DATE: April 21, 2005

The findings in this memo are based on telephone interviews with 682 adult residents of the State of Arizona between April 12 and April 17, 2005, including 524 registered voters. In the overall sample, one may say with a 95 percent certainty that the results have a statistical precision of plus or minus 3.8 percent of what they would have been had the entire adult population been surveyed. The voter segment of the sample includes 524 voters and has an estimated margin of error of +/- 4.4 percent.

BASIC RESULTS

- ! Arizonans were asked whether they believed laws allowing electronic billboards on state highways that could change ads every six seconds should be or not be allowed. By a 73 percent to 21 percent margin (or 3.5-to-1), Arizonans opine that they should not be allowed. The same overall result is found among registered voters (71% not allow to 22% allow) and a clear majority of Republicans (62%), Independents (79%) and Democrats (78%) say such signs should not be allowed.
- ! Arizonans who believe such signs should be allowed (21%) or answered that they were unsure (6%) were next asked whether they thought they should be allowed or not allowed if such signs might distract drivers from the safe operation of their vehicles. In responding 31 percent still favor allowing such signs, 57 percent switch to "should not be allowed" and 12 percent were unsure.
- ! When results to this first and second question are merged to include the safety issue, the overall vote on the measure recalculates to nine percent who would allow the billboards, 88 percent who oppose allowing them and the balance, or three percent, who are unsure.



(A) *“The Arizona State Legislature is considering a bill that would allow electronic billboards on state highways that could change ads every six seconds. Do you think electronic billboards with repeatedly changing ads should be allowed or should not be allowed?”*

(B) IF SHOULD BE ALLOWED OR UNSURE IN QA, ASK: *“Do you think electronic billboards with repeatedly changing ads should be allowed or should not be allowed if they might distract drivers from the safe operation of their vehicles.*

	QA			QB			Merged		
	Should Be Allowed	Should Not Be Allowed	Unsure	Should Be Allowed	Should Not Be Allowed	Unsure	Should Be Allowed	Should Not Be Allowed	Unsure
Statewide	21%	73%	6%	32%	57%	11%	9%	88%	3%
Maricopa	20	72	8	32	55	13	9	87	4
Pima	21	76	3	20	65	15	5	92	3
Rural	26	73	1	40	55	5	11	88	1
Republican	29	62	9	32	53	15	12	82	6
Democrat	18	78	4	41	52	7	9	89	2
Independent	17	79	4	41	41	18	9	87	5
Most likely to vote	19	76	5	34	56	10	8	90	2

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