



**From: Justin Mayhew, Public Policy Polling®**

**To: Interested Parties**

**Subject: Overwhelming Majority of Reno Voters Want City Council To Enforce Ban on Billboard Construction; 70% Say Billboards Make Reno Less Attractive**

**Date: April 10, 2017**

A new Public Policy Polling survey finds that Reno residents are unified in calling on the City Council to enforce the city's ban on the construction of new billboards, with decisive majorities concerned that billboards hurt the city's aesthetic appeal, highway safety, and property values. 78% of voters agree that the City Council should enforce the ban, which was passed by a majority of voters in 2000, while just 15% disagree. This coalition of support is bipartisan, broad-based, and diverse, with majorities of Democrats (80%), Republicans (75%), Independents (77%), women (81%), men (74%), Hispanic voters (71%), and voters in all three age groups polled supportive of enforcing the ban.

Key findings from the survey include:

- Reno voters have serious concerns about the effects of billboards on traffic safety. Five in six voters (83%) say they are either "very concerned" or "somewhat concerned" about traffic safety and distracted driving getting worse if the City Council allows construction of digital billboards along Reno's roads and highways.
- Reno residents are also concerned about the potential for billboards to damage their pocketbooks. 74% of voters say they are either "very concerned" or "somewhat concerned" that new billboard construction could decrease the value of their homes and properties in the city.
- Strong majorities oppose changing Reno's aesthetic landscape to accommodate digital billboards. 70% either "strongly agree" or "somewhat agree" that digital billboards make Reno a less attractive place to live and visit, and 80% say they would object to a billboard outside their home or office window.

PPP surveyed 717 Reno voters from April 6-7, 2017. The margin of error for the survey is +/-3.7 %. This poll was conducted by automated telephone interviews.





## Reno Survey Results

**Q1** In 2000, a majority of Reno voters banned the new construction of billboards. Since then, the city has not enforced the law and new billboards have been built. Do you think the current city council should start enforcing the ban on new billboard construction, or not?

*Think the current city council should start enforcing the ban on new billboard construction* ..... 78%  
*Do not think the current city council should start enforcing the ban on new billboard construction* ..... 15%  
*Not sure* ..... 8%

**Q2** How concerned would you be about traffic safety and distracted driving if the Reno City Council allowed digital billboards on our city streets and highways – very concerned, somewhat concerned, or not concerned?

*Very concerned*..... 60%  
*Somewhat concerned* ..... 23%  
*Not concerned* ..... 17%

**Q3** Now I'm going to read you a statement and then ask you if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that statement. Here's the statement: Digital billboards make Reno a less attractive place to live and visit.

*Strongly agree* ..... 50%  
*Somewhat agree*..... 20%  
*Somewhat disagree* ..... 20%  
*Strongly disagree*..... 10%

**Q4** Would you object to seeing a billboard outside your home or office window, or not?

*Would object to seeing a billboard outside your home or office window* ..... 80%  
*Would not object to seeing a billboard outside your home or office window* ..... 15%  
*Not sure* ..... 5%

**Q5** How concerned are you that new billboard construction will decrease property values in Reno – very concerned, somewhat concerned, or not concerned?

*Very concerned*..... 45%  
*Somewhat concerned* ..... 29%  
*Not concerned* ..... 25%

**Q6** If you are a woman, press 1. If a man, press 2.

*Woman* ..... 53%  
*Man*..... 47%

**Q7** If you are a Democrat, press 1. If a Republican, press 2. If an independent or a member of another party, press 3.

*Democrat*..... 40%  
*Republican*..... 38%  
*Independent / Other*..... 23%

**Q8** If you are Hispanic or Latino, press 1. If white, press 2. If African-American, press 3. If other, press 4.

*Hispanic or Latino* ..... 16%  
*White* ..... 75%  
*African-American* ..... 3%  
*Other*..... 6%

**Q9** If you are 18-45 years old, press 1. If 46-65, press 2. If older than 65, press 3.

*18 to 45*..... 30%  
*46 to 65*..... 42%  
*Older than 65*..... 27%



**Q10** Which of the following best describes the highest level of education you have received: some high school but did not finish, high school graduate, some college but did not finish, 2-year college degree, 4-year college degree, or post-graduate degree?

<i>Some high school</i> .....	2%
<i>High school graduate</i> .....	12%
<i>Some college</i> .....	20%
<i>2-year college degree</i> .....	13%
<i>4-year college degree</i> .....	26%
<i>Post-graduate degree</i> .....	28%



	Base	Gender	
		Wom...	Man
<b>City Council Enforce Ban Yes/No</b>			
Think the current city council should start enforcing the ban on new billboard construction	78%	81%	74%
Do not think the current city council should start enforcing the ban on new billboard construction	15%	11%	19%
Not sure	8%	8%	7%

	Base	Gender	
		Wom...	Man
<b>Distracted Driving and Traffic Concern</b>			
Very concerned	60%	63%	56%
Somewhat concerned	23%	26%	19%
Not concerned	17%	10%	25%

	Base	Gender	
		Wom...	Man
<b>Billboards Make Reno Less Attractive Agree/Disagree</b>			
Strongly agree	50%	53%	48%
Somewhat agree	20%	21%	20%
Somewhat disagree	20%	19%	21%
Strongly disagree	10%	7%	12%

	Base	Gender	
		Wom...	Man
<b>Object to Billboard Outside Home Yes/No</b>			
Would object to seeing a billboard outside your home or office window	80%	84%	76%
Would not object to seeing a billboard outside your home or office window	15%	11%	19%
Not sure	5%	5%	5%

	Base	Gender	
		Wom...	Man
<b>Billboards Decrease Property Value Concern</b>			
Very concerned	45%	47%	44%
Somewhat concerned	29%	33%	25%
Not concerned	25%	20%	31%





	Base	Party		
		Democrat	Republican	Independent / Other
<b>City Council Enforce Ban Yes/No</b>				
Think the current city council should start enforcing the ban on new billboard construction	78%	80%	75%	77%
Do not think the current city council should start enforcing the ban on new billboard construction	15%	12%	18%	15%
Not sure	8%	8%	7%	9%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Distracted Driving and Traffic Concern</b>				
Very concerned	60%	63%	59%	57%
Somewhat concerned	23%	23%	22%	23%
Not concerned	17%	14%	19%	20%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Billboards Make Reno Less Attractive Agree/Disagree</b>				
Strongly agree	50%	56%	50%	41%
Somewhat agree	20%	17%	18%	29%
Somewhat disagree	20%	18%	22%	20%
Strongly disagree	10%	9%	10%	11%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Object to Billboard Outside Home Yes/No</b>				
Would object to seeing a billboard outside your home or office window	80%	81%	81%	77%
Would not object to seeing a billboard outside your home or office window	15%	15%	13%	16%
Not sure	5%	4%	6%	6%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Billboards Decrease Property Value Concern</b>				
Very concerned	45%	46%	46%	43%
Somewhat concerned	29%	31%	25%	33%
Not concerned	25%	24%	28%	24%





	Base	Race			
		Hispanic or Lati...	White	African-American...	Other
<b>City Council Enforce Ban Yes/No</b>					
Think the current city council should start enforcing the ban on new billboard construction	78%	71%	79%	82%	70%
Do not think the current city council should start enforcing the ban on new billboard construction	15%	21%	13%	6%	26%
Not sure	8%	9%	8%	12%	5%

	Base	Race			
		Hispanic or Lati...	White	African-American...	Other
<b>Distracted Driving and Traffic Concern</b>					
Very concerned	60%	66%	58%	79%	57%
Somewhat concerned	23%	17%	24%	12%	21%
Not concerned	17%	17%	17%	10%	21%

	Base	Race			
		Hispanic or Lati...	White	African-American...	Other
<b>Billboards Make Reno Less Attractive Agree/Disagree</b>					
Strongly agree	50%	45%	51%	62%	55%
Somewhat agree	20%	14%	22%	14%	20%
Somewhat disagree	20%	32%	18%	18%	10%
Strongly disagree	10%	10%	9%	6%	15%

	Base	Race			
		Hispanic or Lati...	White	African-American...	Other
<b>Object to Billboard Outside Home Yes/No</b>					
Would object to seeing a billboard outside your home or office window	80%	75%	81%	79%	81%
Would not object to seeing a billboard outside your home or office window	15%	21%	13%	12%	15%
Not sure	5%	5%	6%	10%	4%

	Base	Race			
		Hispanic or Lati...	White	African-American...	Other
<b>Billboards Decrease Property Value Concern</b>					
Very concerned	45%	44%	45%	48%	47%
Somewhat concerned	29%	19%	31%	36%	29%
Not concerned	25%	37%	24%	16%	24%





	Base	Age		
		18 to 45	46 to 65	Older than ...
<b>City Council Enforce Ban Yes/No</b>				
Think the current city council should start enforcing the ban on new billboard construction	78%	78%	74%	83%
Do not think the current city council should start enforcing the ban on new billboard construction	15%	16%	17%	10%
Not sure	8%	6%	9%	8%

	Base	Age		
		18 to 45	46 to 65	Older than ...
<b>Distracted Driving and Traffic Concern</b>				
Very concerned	60%	61%	57%	64%
Somewhat concerned	23%	18%	24%	26%
Not concerned	17%	21%	19%	11%

	Base	Age		
		18 to 45	46 to 65	Older than ...
<b>Billboards Make Reno Less Attractive Agree/Disagree</b>				
Strongly agree	50%	43%	50%	57%
Somewhat agree	20%	17%	20%	24%
Somewhat disagree	20%	29%	18%	12%
Strongly disagree	10%	11%	12%	6%

	Base	Age		
		18 to 45	46 to 65	Older than ...
<b>Object to Billboard Outside Home Yes/No</b>				
Would object to seeing a billboard outside your home or office window	80%	78%	75%	90%
Would not object to seeing a billboard outside your home or office window	15%	17%	18%	7%
Not sure	5%	5%	7%	3%





	Base	Age		
		18 to 45	46 to 65	Older than ...
<b>Billboards Decrease Property Value Concern</b>				
Very concerned	45%	45%	43%	48%
Somewhat concerned	29%	24%	31%	32%
Not concerned	25%	31%	26%	19%

	Base	Education Level					
		Some high school	High school graduate	Some college	2-year college degree	4-year college degree	Post-graduate degree
<b>City Council Enforce Ban Yes/No</b>							
Think the current city council should start enforcing the ban on new billboard construction	78%	76%	80%	76%	78%	80%	76%
Do not think the current city council should start enforcing the ban on new billboard construction	15%	17%	12%	13%	16%	17%	14%
Not sure	8%	7%	8%	11%	6%	4%	11%

	Base	Education Level					
		Some high school	High school graduate	Some college	2-year college degree	4-year college degree	Post-graduate degree
<b>Distracted Driving and Traffic Concern</b>							
Very concerned	60%	82%	71%	59%	67%	57%	55%
Somewhat concerned	23%	18%	20%	29%	15%	19%	26%
Not concerned	17%	-	9%	12%	18%	24%	19%

	Base	Education Level					
		Some high school	High school graduate	Some college	2-year college degree	4-year college degree	Post-graduate degree
<b>Billboards Make Reno Less Attractive Agree/Disagree</b>							
Strongly agree	50%	36%	54%	50%	62%	47%	48%
Somewhat agree	20%	22%	27%	22%	13%	20%	19%
Somewhat disagree	20%	42%	9%	22%	15%	24%	21%
Strongly disagree	10%	-	11%	6%	9%	10%	12%

	Base	Education Level					
		Some high school	High school graduate	Some college	2-year college degree	4-year college degree	Post-graduate degree
<b>Object to Billboard Outside Home Yes/No</b>							
Would object to seeing a billboard outside your home or office window	80%	97%	85%	82%	86%	75%	76%
Would not object to seeing a billboard outside your home or office window	15%	3%	10%	12%	12%	17%	18%
Not sure	5%	-	4%	6%	2%	8%	5%

	Base	Education Level					
		Some high school	High school graduate	Some college	2-year college degree	4-year college degree	Post-graduate degree
<b>Billboards Decrease Property Value Concern</b>							
Very concerned	45%	53%	59%	44%	50%	43%	40%
Somewhat concerned	29%	16%	27%	35%	24%	26%	32%
Not concerned	25%	31%	14%	20%	26%	31%	28%

