



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
City Council Enforce Ban Yes/No			
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
Distracted Driving and Traffic Concern			
Very concerned	60%	63%	56%
Somewhat concerned	23%	26%	19%
Not concerned	17%	10%	25%

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

	Base	Gender	
		Wom...	Man
Object to Billboard Outside Home Yes/No			
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
Billboards Decrease Property Value Concern			
Very concerned	45%	47%	44%
Somewhat concerned	29%	33%	25%
Not concerned	25%	20%	31%





	Base	Party		
		Democrat	Republican	Independent / Other
City Council Enforce Ban Yes/No				
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
Distracted Driving and Traffic Concern				
Very concerned	60%	63%	59%	57%
Somewhat concerned	23%	23%	22%	23%
Not concerned	17%	14%	19%	20%

	Base	Party		
		Democrat	Republican	Independent / Other
Billboards Make Reno Less Attractive Agree/Disagree				
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
Object to Billboard Outside Home Yes/No				
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
Billboards Decrease Property Value Concern				
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
City Council Enforce Ban Yes/No					
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
Distracted Driving and Traffic Concern					
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
Billboards Make Reno Less Attractive Agree/Disagree					
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
Object to Billboard Outside Home Yes/No					
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
Billboards Decrease Property Value Concern					
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 ...
City Council Enforce Ban Yes/No				
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 ...
Distracted Driving and Traffic Concern				
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 ...
Billboards Make Reno Less Attractive Agree/Disagree				
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 ...
Object to Billboard Outside Home Yes/No				
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 ...
Billboards Decrease Property Value Concern				
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
City Council Enforce Ban Yes/No							
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
Distracted Driving and Traffic Concern							
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
Billboards Make Reno Less Attractive Agree/Disagree							
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
Object to Billboard Outside Home Yes/No							
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
Billboards Decrease Property Value Concern							
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%

