PRELIMINARY SURVEY RESULTS
BILLBOARDS

DIGITAL BILLBOARDS TASK FORCE
APRIL 5, 2019

PRESENTED BY:
MICHAEL SHANNON, PE, CBO - DIRECTOR
There are currently about 1,200 billboards in SAT. Do you think this amount is:

- Too many: 7%
- Just enough: 15%
- Too little: 5%
- Not sure: 73%

There are currently 13 digital billboards in SAT. Please rate the level of satisfaction:

- Very Satisfied: 15%
- Somewhat Satisfied: 17%
- Neutral: 21%
- Somewhat Dissatisfied: 29%
- Very Dissatisfied: 18%
If about 300 “junior” signs are not removed, would you be in favor of allowing double-sided digital billboards?

- Yes: 39%
- No: 51%
- Neutral: 10%

If 300 “junior” billboards are removed throughout SAT, would you be in favor of digital billboards being double-sided?

- Yes: 62%
- No: 32%
- Neutral: 6%
In your opinion, which corridors should have fewer billboards? Please rank them in order of preference.
ABOUT BILLBOARDS!

- If you are dissatisfied with digital billboards, please tell us why?
  - Distracting
  - Too bright at night
  - Blight

- Additional feedback:
  - Brightness
  - Technology allowing for reduction of billboards
  - Less billboards always better
FEMALES 50%
MALES 43%

COUNCIL DISTRICTS

AGE

LET'S TALK ABOUT BILLBOARDS!
DEMOGRAPHICS