

## **9 / 10 Canberrans want to keep Canberra Ad Free**

### **Barr should abandon his billboard thought bubble**

A new poll released today confirms that nine out of ten Canberrans want to keep our city free of billboard advertising and eight out of ten of us feel our advertising-free environment makes the capital a more pleasant place to live than other bigger cities.

The poll of 1190 Canberrans, conducted by Lonergan Research, was commissioned after a Legislative Assembly Inquiry into increasing space for billboard advertising received the largest number of submissions on record, with 155 of the 162 submissions opposing the idea. The Government is expected to respond to the Inquiry's report this month and should now finally shelve the idea.

Green Institute Executive Director, Tim Hollo, said "The fact that nine out of ten Canberrans disapprove of Andrew Barr's proposal to increase space for billboard advertising in our beautiful city should finally knock this silly thought bubble on the head.

"In fact almost half of us feel there is already too much advertising around, and want to see it decreased, with most of us feeling that outdoor advertising reduces the quality of public space.

"The government's odd idea that advertising 'enlivens urban areas' was soundly rejected, with only 22% of Canberrans agreeing and 55% disagreeing.

"We commissioned this poll because the Committee's report clearly did not take the enormous opposition in the submissions seriously. Indeed, community representatives were told by certain Committee members that they did not believe the submissions were representative of broad community feeling.

"This poll confirms in no uncertain terms that the submissions did reflect the strong desire of Canberrans to keep our city ad free.

"There is a powerful message in here that, as our city grows and develops, with new suburbs, the light rail network and more, Canberrans want to protect our very special advertising-free environment.

"Mr Barr should immediately announce that his government will maintain the strong limits on public space advertising that Canberrans love about our city."

The full detail of the poll is attached separately, and key figures are extracted below.

**Key figures from Lonergan Research poll on billboard advertising in Canberra**

To what extent do you like or dislike billboard advertising in your everyday life?

Like a lot	2%		
Like	8%	<b>Total Like / Like a lot</b>	<b>10%</b>
Neutral	34%		
Dislike	17%		
Dislike a lot	38%	<b>Total Dislike / a lot</b>	<b>55%</b>

“Outdoor advertising reduces the quality of public spaces”

Strongly agree	47%		
Agree	22%	<b>Total agree / strongly</b>	<b>69%</b>
Disagree	18%		
Strongly disagree	4%	<b>Total disagree / strongly</b>	<b>21%</b>
Unsure	9%		

“Outdoor advertising in Canberra undermines our sense of community”

Strongly agree	32%		
Agree	19%	<b>Total agree / strongly</b>	<b>51%</b>
Disagree	28%		
Strongly disagree	8%	<b>Total disagree / strongly</b>	<b>36%</b>
Unsure	13%		

“Outdoor advertising tends to benefit large corporations over small, local businesses”

Strongly agree	50%		
Agree	21%	<b>Total agree / strongly</b>	<b>71%</b>
Disagree	15%		
Strongly disagree	5%	<b>Total disagree / strongly</b>	<b>20%</b>
Unsure	8%		

“Outdoor advertising has the potential to enliven urban areas”

Strongly agree	5%		
Agree	17%	<b>Total agree / strongly</b>	<b>22%</b>
Disagree	22%		
Strongly disagree	33%	<b>Total disagree / strongly</b>	<b>55%</b>
Unsure	22%		

“The advertising-free environment of Canberra makes it more pleasant to live in than other bigger cities”

Strongly agree	57%		
Agree	20%	<b>Total agree / strongly</b>	<b>78%</b>
Disagree	9%		
Strongly disagree	5%	<b>Total disagree / strongly</b>	<b>14%</b>
Unsure	9%		

Should the government increase or decrease the amount of public space available for advertising?

<b>Increase</b>	<b>9%</b>
<b>Keep the same</b>	<b>42%</b>
<b>Decrease</b>	<b>48%</b>