

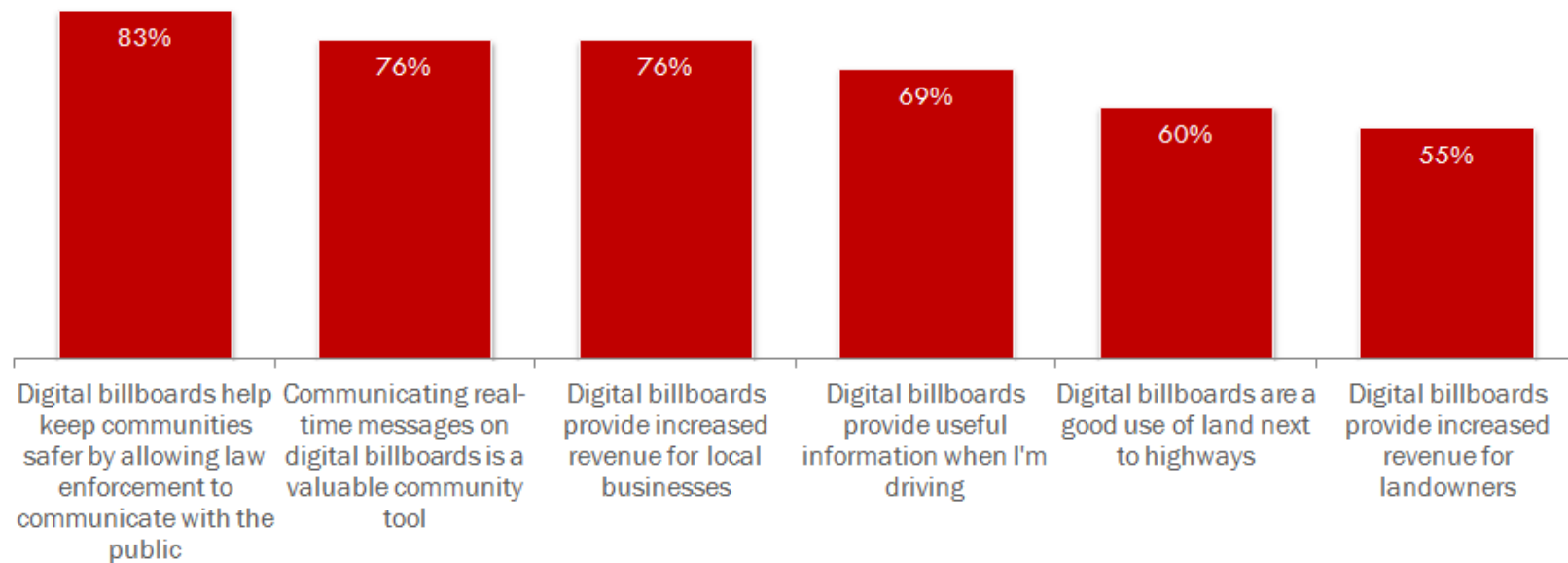
# Digital Billboard Public Opinion Poll

November 2013



## Key Findings:

- Digital billboards are viewed positively by most Americans.
- Americans believe digital billboards provide useful information while driving.
- Americans recognize the revenue benefits that digital billboards afford to local business owners.
- Americans support a free market. Fewer than one in five would support a government ban on digital billboards.



Thinking about digital billboards, how much do you agree or disagree with each of the following statements? [SHOWN: Top 2 Box %, "Strongly Agree," "Somewhat Agree"]

## Methodology



**Audience**  
Adults age 18+



**How Many**  
n=1,000



**When**  
November 14-17, 2013



**How**  
Dual-frame Omnibus Survey  
(land line with cell phone supplement)