Traffic accident data is a valued, standard tool for policy makers. The National Highway Traffic Safety Administration (NHTSA) sums up this point:

“Traffic records are the basis for defining, managing, and evaluating traffic safety and performance.”

Did you know that crash-data studies show no increase in accidents near digital billboards? Industry in these markets reviewed:

- **Cuyahoga County, OH (2007)**
  - Accident reports **3 years** before and after installation of digital billboards
  - **7 digital billboards** located along Interstates
  - **33,000 accident records** from the Ohio Department of Transportation.

- **Rochester, MN (2009)**
  - Accident reports spanning more than **4 years** before and after installation
  - **5 digital billboards** located along local roads
  - **18,000 accident records** from the local police department.

- **Cuyahoga County, OH (2009)**
  This study updated the 2007 report, evaluating more time and data:
  - Accident reports **4 years** before and after installation
  - **7 digital billboards** along Interstates (same structures as 2007 study
  - **60,000+ accident records** from the Ohio DOT

- **Albuquerque, NM (2010)**
  - Accident reports spanning **3½ years** before and after the installation
  - **17 digital billboards** located along local roads
  - **7,000+ accident records** from the local police department

- **Reading, PA (2010)**
  - Accident reports spanning **4 years** before and after installation
  - **26 digital billboard faces** on 20 structures along expressways and local roads
  - **35,000 accident records** from Pennsylvania DOT and local police
Key Findings

- There is no statistically significant relationship between accidents and digital billboards; digital billboards are “safety neutral”
- More than 120,000 accident records in proximity to 55 digital billboard faces were analyzed
- Circumstances different . . . conclusion the same
  - Size of digital billboards were different:
    - Standardized bulletins in Cuyahoga County (14’x48’)
    - Standardized bulletins in Rochester (10’6”x36’)
    - Standardized posters in Albuquerque (12’x24’)
    - Variety of bulletins, posters, and miscellaneous sizes in Reading
  - Digital billboard locations were different:
    - Along Interstates in the Cuyahoga County
    - Along local roads in Rochester and Albuquerque
    - Along local roads and expressways in Reading
  - Combined traffic counts exceed one-half billion cars per year

- The age of driver is a neutral factor
  - Younger drivers (under 21) show no increases in accident rates
  - Older drivers (over 65) show no increases in accident rates
  - The researchers said: “For comparisons of younger, older or nighttime drivers, there are no increases in accident rates near these digital billboards”

- Time of day is a neutral factor
  - Daytime and nighttime comparisons show no increases in rates in the area surrounding the digital billboards

The consistent outcome from these studies:

**Digital Billboards are NOT Linked to Accidents**