

What does the Traffic Accident Data Say?

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.

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



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.



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

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"

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

Time of day is a neutral factor

Daytime and nighttime comparisons show no increases in rates in the area surrounding the digital billboards



Digital Billboards are NOT Linked to Accidents