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 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

**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

Digital Billboards are NOT Linked to Accidents