



I-71 n/o Smith Road, facing north

## Digital Billboards Helpful, Survey Concludes

An August 2010 study from Opinion Research Corporation<sup>1</sup> suggests that digital billboards are seen by most travelers in a positive light.

Eighty percent (80%) of those surveyed said they believe roadside digital displays are helpful for providing information relevant to traveling, such as traffic information, road conditions and emergency advisories.

In addition:

- 63% of younger respondents found digital billboards useful for learning about local attractions, hotels and restaurants
- 76% of all respondents did not agree with the efforts to ban digital billboards

This ORC survey complements previous studies that suggest digital billboards are not a driving distraction and do not cause traffic accidents.

[Read more about the OPC/SA survey here.](#)

Sources: 1 Online, OAAA.org "Survey: Most Americans Believe Digital Billboards Help Drivers," <http://www.oaaa.org/press/news/news.aspx?NewsId=1110>



Learn more at:  
[www.norton-outdoor.com/eyeson](http://www.norton-outdoor.com/eyeson)

## Norton in the Community

Norton Outdoor is proud to be the outdoor partner of the following public service organizations:

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*Light the Night Walks*

Boy Scouts of America

Cystic Fibrosis Association  
*Run Like Hell*

Cincinnati Chapter of Susan G. Komen for the Cure  
*Spin for the Cure*

Youth Development Program at St. John  
*Friday Night Lights*



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