

## Research Concludes Digital Billboards Not Linked to Traffic Accidents

In another study conducted for the Foundation for Outdoor Advertising Research and Education (FOARE), Tantala Associates Consulting Engineers found that digital billboards on heavily-traveled roadways do not increase the number of traffic accidents.

*"The study analyzes... seven years of accident data representing approximately 154 million vehicles per year." -Tantala Associates*

Using data before and after digital billboard installations, Tantala Associates found no notable increases in the number of accidents in the vicinity of those digital billboards. The data includes 10 locations with 14 total billboard faces over a period of 7 years within the City of Richmond and Henrico County. Tantala Associates also notes that driver age and time of day are neutral factors which show no increase in accident rates.

Tantala Associates concludes "...these digital billboards in Richmond have no statistically significant relationship with the occurrence of accidents."

Richmond is the fifth market since 2007 to have traffic data reviewed to determine if digital billboards are hazardous to drivers. In all five markets (also including Cleveland, OH, Rochester, MN, Albuquerque, NM and Reading, PA), the findings have shown no correlation between digital billboards and traffic accidents.

Source: Tantala, Michael and Albert Tantala, Sr. "A Study of the Relationship Between Digital Billboards and Traffic Safety in Henrico County and Richmond, Virginia." November 2010. PDF File.

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