



# What do Adults 18+ say about digital?

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**Posterscope**  
USA



- 68% say digital signage is **more eye-catching** than still signage.
- 54% say brands that advertise on digital units are **in tune with the times**.
- 42% say digital signage creates the **image of quality**.
- 49% say ads on digital screens are **more memorable** than ads on still screens.
- 41% say digital screens **make the product more interesting**.

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