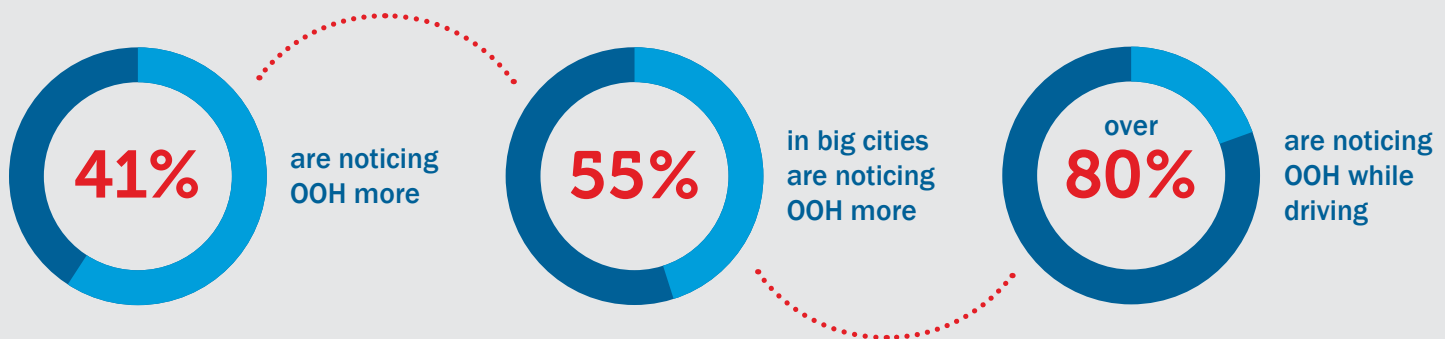


OOH Increases Impact with Consumers at a Critical Time



Increased Notice of OOH Advertising

Where was OOH noticed?

83% highways (driving)

63% town centers (walking)



Increase in those noticing OOH "much more" since September

Which age group noticed OOH more?

60% of Gen Z / 58% of millennials



Frequently Traveled Routes and Trip Plans

Doing once a week or more:



86% visiting grocery stores



70% driving on highways



50% visiting retail stores

Planning to take a road trip at least once in the next few months:

61% of all respondents / 81% of Gen Z respondents



Work Commuting in the Next Few Months

70% will commute at least part-time

45% will commute every day

67% will commute by car post-pandemic

OOH Messaging is Resonating with Consumers Right Now



report OOH introduced them to a new business or product in 2020



say OOH public safety messaging makes them feel informed and safe



are often tuning out digital device ads due to burnout



Relying on OOH to Stay Safe and Informed

Noticing OOH about public safety:

51% overall / **64%** of urbanites in cities 1M+



29% say they've learned **new public health information** about COVID-19 from OOH



Embracing New Commercial Technology While Experiencing Digital Device Burnout

Using more since the pandemic began:



43% contactless tap to pay



31% QR codes

Interested in special sales or deals via technology:



45% through contactless tap to pay



41% through QR codes

75% are often tuning out digital device ads — a **7 point increase** since September



Influencing Purchase Journey & Creating Awareness

URBANITES IN CITIES 1M+:

34% say OOH influenced **purchase decision**

33% report OOH helped them **discover a new brand**

26% say OOH informed them of a **new business**