Q4 Travel/Shopping Plans Highlight OOH Value

COVID Impact: OOH’s Proximity Marketing Power Greater Than Ever

MOST CONSUMERS PLAN HOLIDAY TRAVEL AND CARS ARE TOP CHOICE

- 67% plan to travel for the holidays
- 56% plan to travel by car
- 42% plan to travel the same distance or more than last year

ENTHUSIASM FOR HOLIDAY CELEBRATIONS REMAINS HIGH

- 68% plan to spend the same or more for holiday cooking/meals as last year

TRAVEL IS MORE LOCALIZED

- 55% say general travel patterns will be the same or greater in trips/distance versus pre-COVID
- 40% are walking more
- 29% are driving more
- 27% are biking or scootering more

COVID-19 HAS MADE CONSUMERS CONSIDER NEW BRANDS

- 62% plan to spend the same or more on holiday gifts as last year

EFFICIENCY AND SAFETY IMPACT SHOPPING AND DINING DECISIONS

- 71% are interested in takeout from restaurants
- 57% are interested in curbside pickup
- 29% prefer to shop at retailers that have planned the store traffic for COVID-19
- 29% will find creative ways to socialize safely such as only eating outside with heated patios or socially distancing outdoors
- 43% are using a mix of new and familiar brands
- 12% are using new brands they will continue to use and replace old brands

Source: OAAA, The Harris Poll.
Survey Methodology: conducted online within the U.S. by The Harris Poll from September 21 to 23, 2020 among 2,058 U.S. adults ages 18 and older.
COVID-DRIVEN CONSUMER BEHAVIOR

OOH Engaging Consumers More Than Ever

CONSUMERS HAVE RENEWED APPRECIATION FOR THE OUTDOORS AND THE SAFETY IT OFFERS

- 69% increased appreciation for their outdoor surroundings
- 65% get out of the house as often as possible
- 40% walking more since the pandemic hit
- 65% trying to find safe outdoor activities

CONSUMERS NOTICING OOH ADS AT EVEN GREATER LEVELS

+45% versus pre-pandemic

OOH IS EQUIPPING CONSUMERS WITH THE KNOWLEDGE THEY NEED

- 38% found COVID-19 safety information to be useful from the ads
- 29% grateful for useful information from the ad
- 23% saw special offers and promotions
- 23% were educated about something new
- 20% saw updates on the advertiser business hours and services
- 20% felt comforted as it was a sign that businesses are back

CONSUMERS ARE SUFFERING FROM DIGITAL DEVICE BURNOUT AND TUNING OUT ONLINE ADS

- 68% agree that they are spending too much time looking at screens these days

THE DEMAND FOR OUTDOOR EXPERIENCES IS ON THE RISE

- 71% interested in walking around their town or neighborhood
- 58% interested in spending time in a public park
- 57% interested in outdoor seating at restaurants or bars
- 52% interested in visiting outside pop-up retail shops

Source: OAAA, The Harris Poll.
Survey Methodology: conducted online within the U.S. by The Harris Poll from September 21 to 23, 2020 among 2,058 U.S. adults ages 18 and older.