Consumers Rate a Wide Variety of OOH Product Ads as Most Relevant

85% of Viewers Find OOH Ads Useful
Types of OOH ad messages consumers find most useful:

- **42%** special offers and promotions
- **38%** COVID safety and hygiene
- **29%** awareness of new business/service
- **25%** advertiser services and business hours
- **21%** advertiser website or social media information

Digital Media Consumption Grew During the Pandemic, But:

- **74%** concerned with data privacy, and use of personal information/behavior for online ad targeting
- **62%** frequently skip online ads due to digital device burnout
- **39%** actively trying to spend less time on their phone, computer, or reduce TV viewing

Source: OAAA, The Harris Poll. Methodology: conducted online within the U.S. by The Harris Poll from October 20–25, 2021 among 1,000 US adults ages 18+. Weighted to reflect the US population across age, gender, race/ethnicity, region, income, household size, and employment.