Out of Home Advertising Association of America

OOH Informs Back-to-School (BTS) Purchasing Decisions

68% of BTS shoppers will be looking for OOH ads regarding special sales and deals as they make buying decisions.

BTS OOH ad messages consumers find most relevant:

- 88% Value or savings
- 79% Convenience / location
- 75% Businesses supporting local community

75% plan to spend more than usual on BTS products.

Plan to spend:
- 32% a lot more
- 56% up to $500
- 44% >$500

Expect to spend:
- 24% most on clothing
- 20% the most on computers

Summer is Prime Time for BTS Shopping

Plan to do majority of BTS shopping in:
- August: 43%
- July: 20%
- Monthly until school starts: 13%

Top Selling BTS Products

- 69% plan to shop in physical retail stores
- 64% misc. supplies
- 60% shoes
- 53% clothing

Source: OAAA, The Harris Poll. Methodology: conducted online within the US by The Harris Poll from May 31 – June 3, 2022 among 1,000 US adults ages 18+, weighted to reflect the US population across age, gender, race/ethnicity, region, income, household size, and employment.