

# OOH FACTS + FIGURES

- Record levels of consumer miles driven and passenger miles flown have helped make OOH the **second fastest-growing ad medium** in the U.S. Only digital advertising has grown faster.
- Consumers **18-64** spend more **time** with OOH than any other ad media except for television.
- OOH viewers are younger and more affluent than the general US population, and the highest indexing OOH demographic is adults ages 16 – 34.
- Most consumers spend **70%** of their waking hours away from home, but OOH is under-allocated in many media plans. Research recommends OOH media plan share at **9%-17%**, but current OOH average share is only **4%**.
- OOH generates greater store traffic increases than mobile, or mobile plus desktop media.
- OOH delivers **superior ROI**. For every **\$1** spent on OOH approximately **\$5.97** in sales is generated, outperforming digital display, print and radio.
- OOH drives more **online activity** per ad dollar spent than TV, radio, print, and banner ads. OOH generates **over 3 times the level of expected online activation** based on share of ad spend.
- **66%** of OOH viewers, ages 16+, were prompted by an OOH ad to engage in an action on their smartphone, and **42%** used their smartphone to search for an OOH advertiser.