



Outdoor Advertising Association of America

OOH by the Numbers - Source Data

- 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. Source: MAGNA June 2017, [US DOT Traffic Volume Trends](#); [Domestic Enplanements](#)
- Consumers 18-64 spend more time with OOH than any other ad media except for television. Source: [USA Touchpoints/Reality Mine “OOH and Today’s Mobile Consumer”](#)
- Though consumers spend 70% of their waking hours away from home, on average, only 5% of ad budgets are spent on OOH. Source: Target Group Index, Kantar Media
- OOH is a highly effective local media. About 7 out of 10 OOH ads promote local businesses. Source: [iMap Data “The Local Economic Impact of OOH”](#)
- There are currently over 8,100 digital billboards in the U.S., more than doubling since 2011. Source: [OAAA](#)
- OOH delivers superior ROI. For every \$1 spent on OOH approximately \$5.97 in sales is generated, outperforming digital display, print and radio. Source: [Benchmarking “OOH ROI and Optimization in the Media Mix”](#)
- OOH drives more online activity per ad dollar spent than any other offline media. OOH generates four times the level of expected online activity based on share of ad spend. Source: [Nielsen “OOH Online Activation Survey”](#)
- 85% of all consumers believe OOH is useful, 83% believe it is informative, and 82% say it creates jobs and stimulates the economy. Source: Charles Taylor, Villanova University “Assessment of the HBA’s Consistency with American Public Opinion” Source: [Charles Taylor, Villanova University “Assessment of the HBA’s Consistency with American Public Opinion”](#)