

OOH Media Opportunities:
**Consumer Insights and Intent -
Early 2022**

November 18, 2021



Out of Home Advertising Association of America



Methodology



Dates **October 20th to 25th, 2021**



Survey Length **10 minutes**



Method **Online**



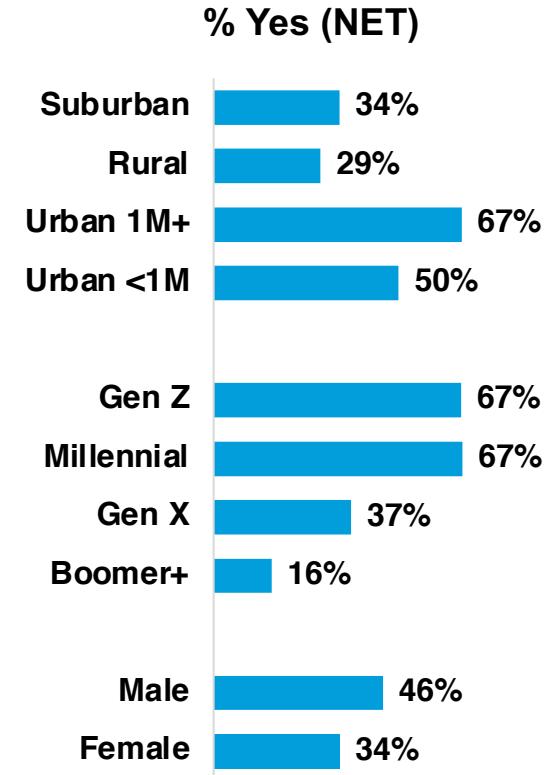
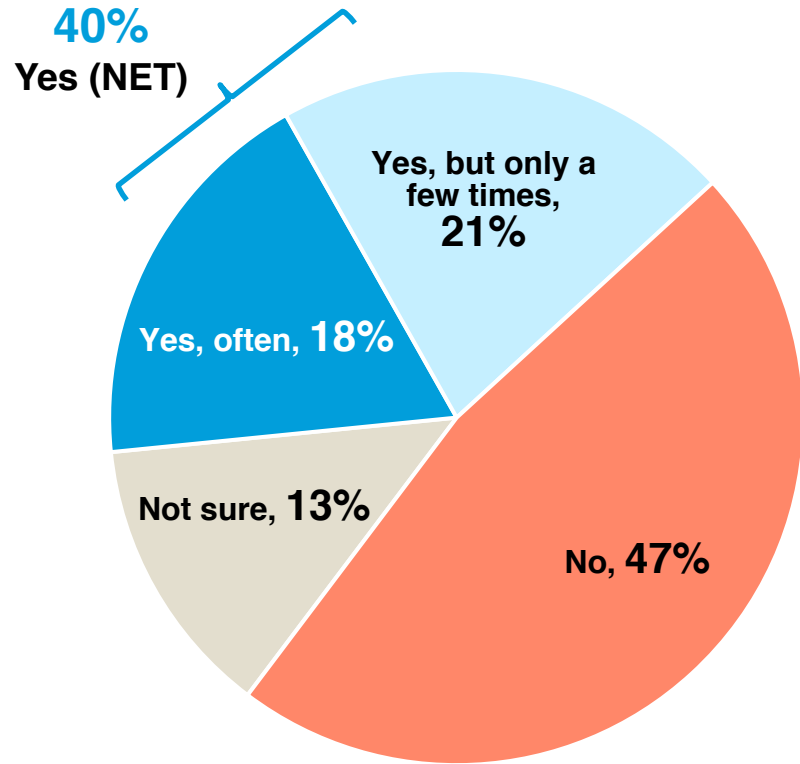
Audience **1,000 General Public,
Adults 18+**

Data is weighted to reflect the U.S. general public across age, gender, race/ethnicity, region, income, household size, and employment.



Over Two-Thirds of Younger Generations Recall Seeing OOH on Social Media

Do you recall seeing an out of home advertisement (i.e., a billboard, outdoor video screens or posters, or other outdoor signage) reposted on a social media platform?



BASE: GENERAL PUBLIC (N=1,000)

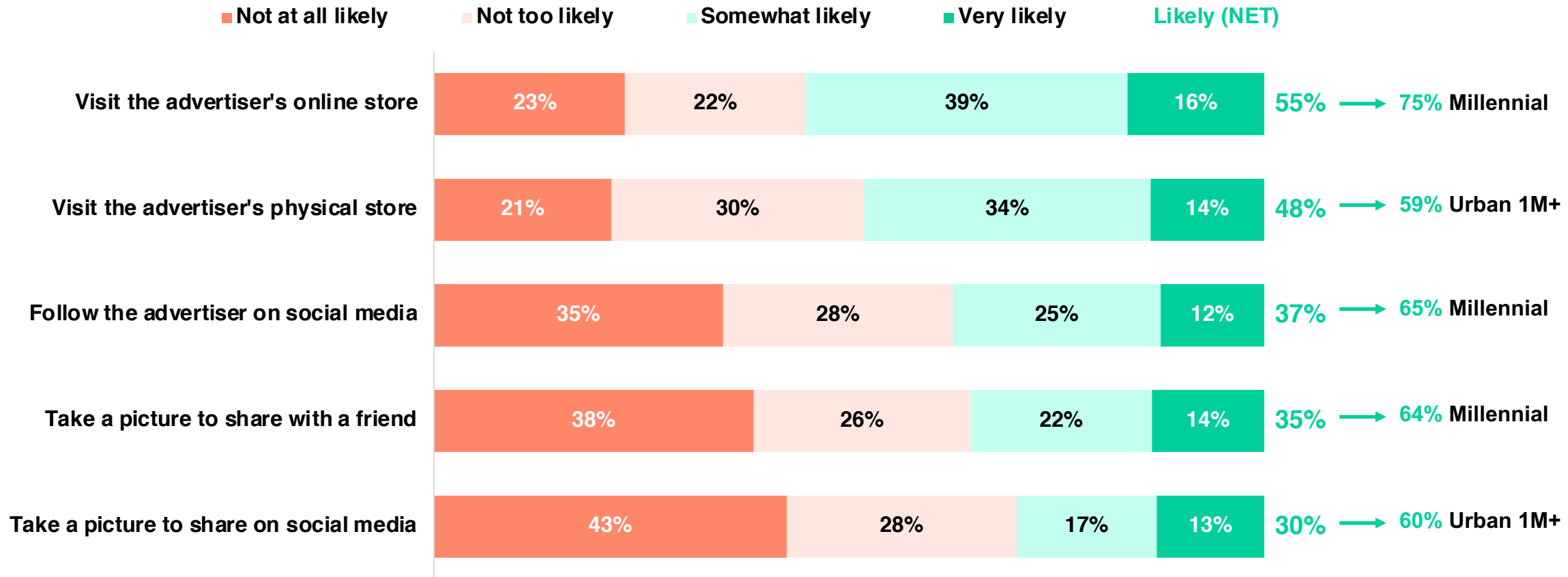
Q10. Do you recall seeing an out of home advertisement (i.e., a billboard, outdoor video screens or posters, or other outdoor signage) reposted on a social media platform?

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Seeing OOH Ads of Interest Most Likely to Boost Online or Retail Foot Traffic for Advertisers

After seeing an out of home advertisement such as billboards, outdoor video screens, posters, and other signage that you really liked or found to be interesting, how likely would you be to do the following?



BASE: GENERAL PUBLIC (N=1,000)

Q11. After seeing an out of home advertisement such as billboards, outdoor video screens, posters, and other signage that you really liked or found to be interesting, how likely would you be to do the following?

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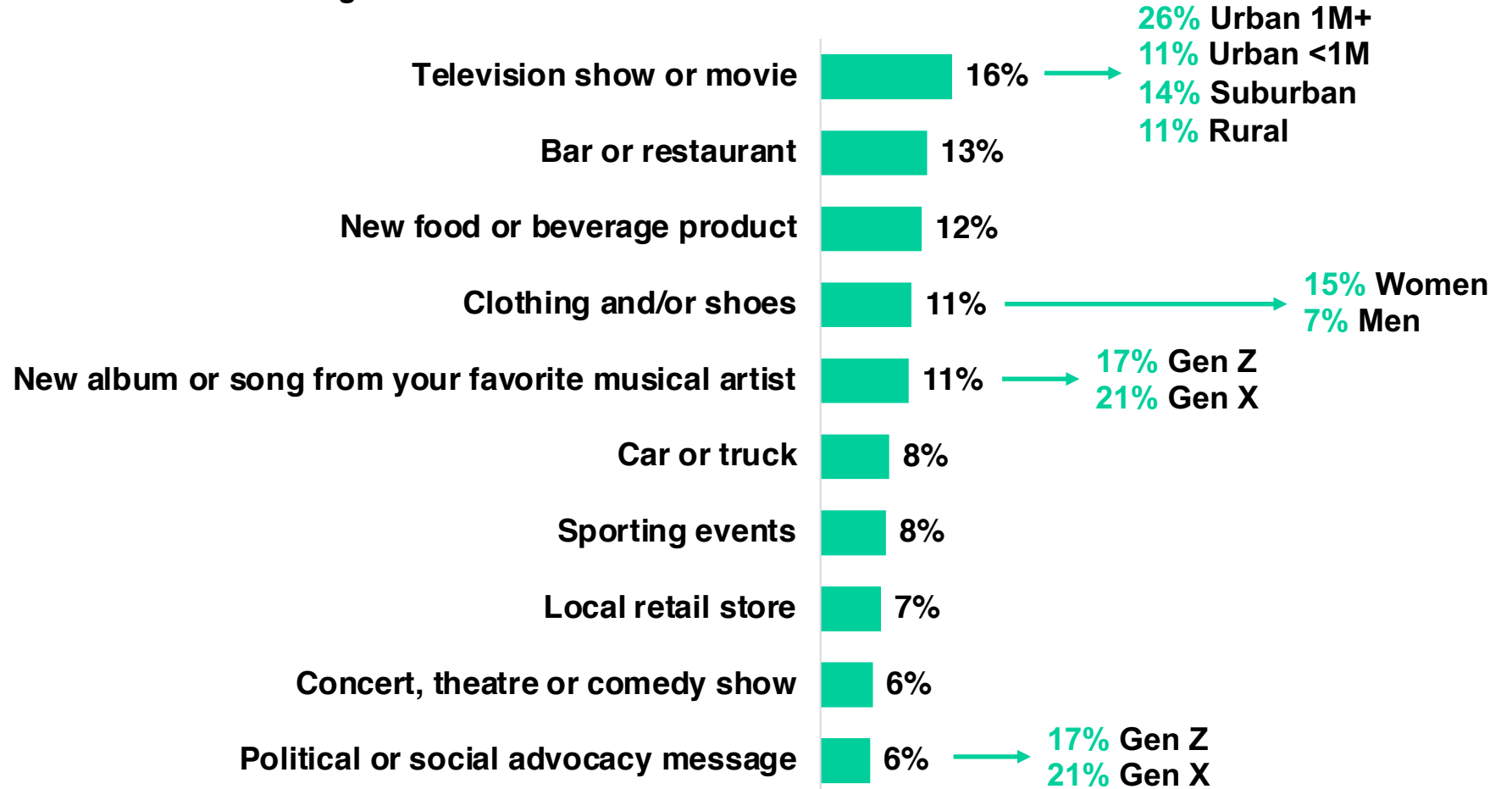
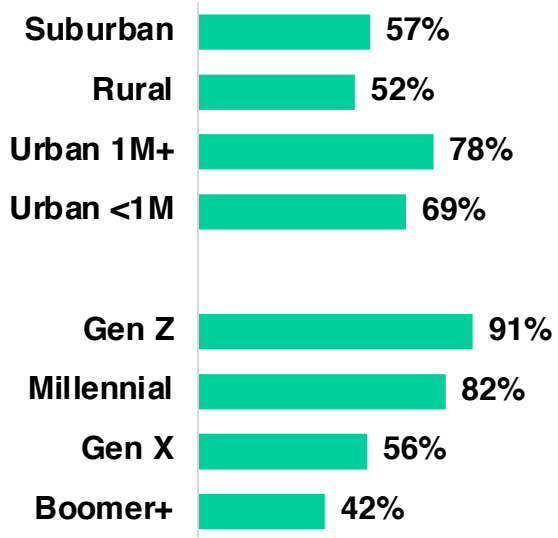


Over 60% Would Reshare OOH Ads on Social, Including Over 80% of Younger Generations

Which type of out of home advertisement are you most likely to reshare on your social media?

Among those who would reshare

61% would reshare OOH on social media



BASE: WOULD REPOST OOH ON SOCIAL MEDIA (N=588)

Q12. Which type of out of home advertisement are you most likely to reshare on your social media?

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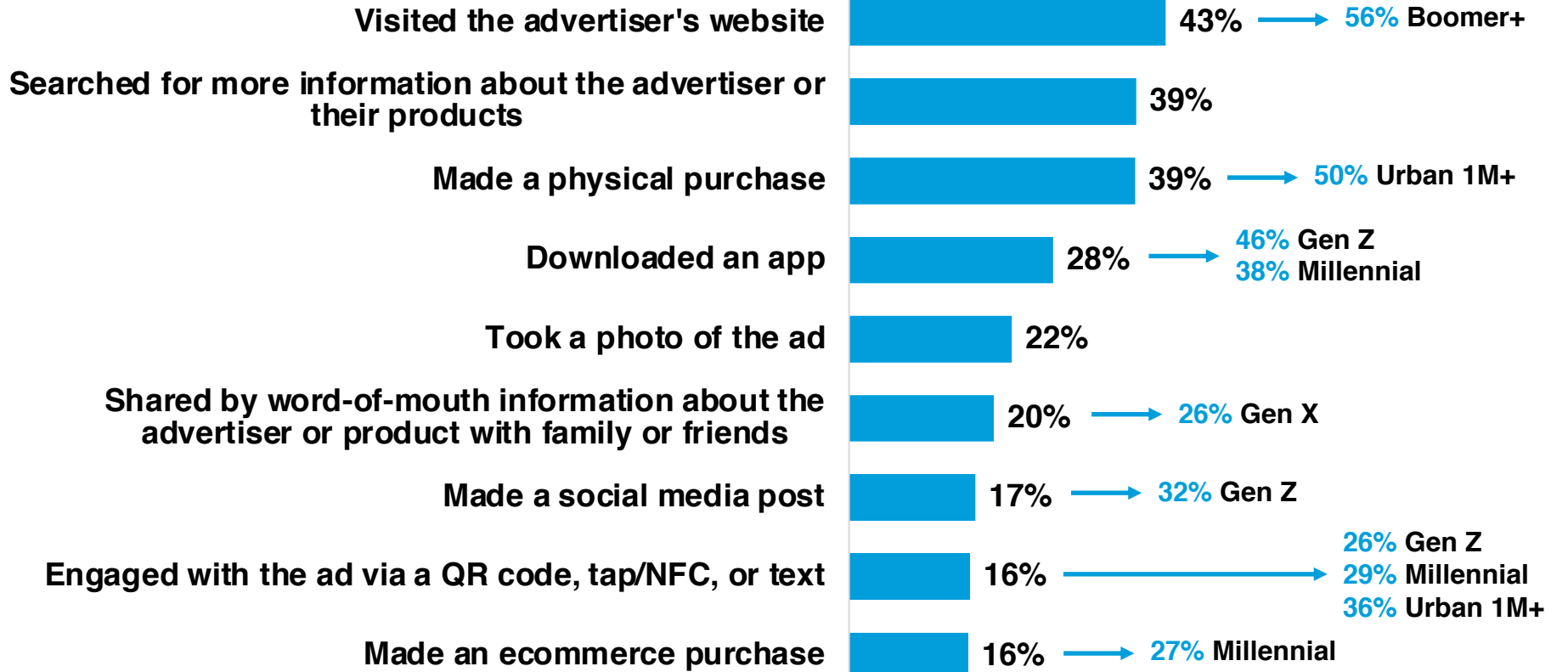
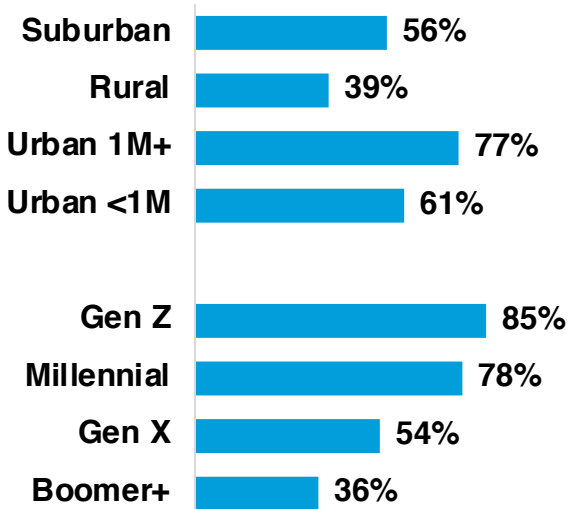
Three-Fifths Have Engaged with OOH Ads

Engagement Most Likely Has Led to Visiting Advertiser’s Website, Searching for Info, or Making a Purchase

For those billboards, outdoor video screens, posters, signage, and other outdoor ads that you’ve noticed recently, have the ads led you to do any of the following? Please select all that apply.

Among those who have engaged

57% have engaged with an OOH ad



BASE: HAVE ENGAGED WITH OOH (N=534)

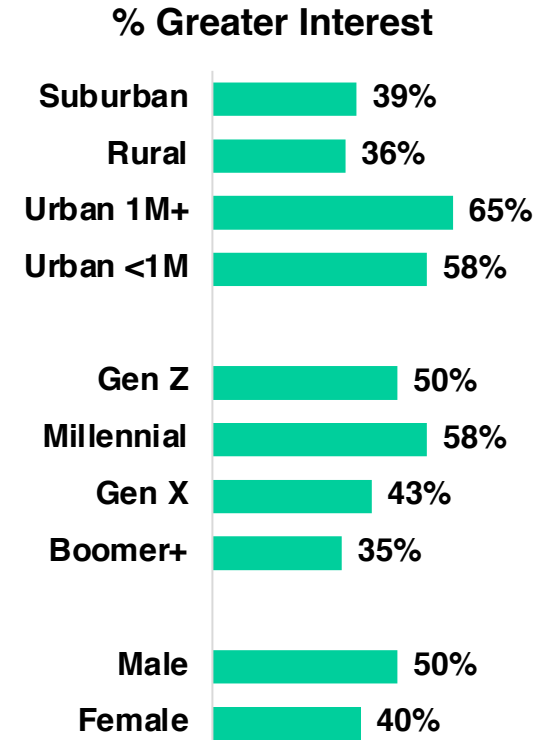
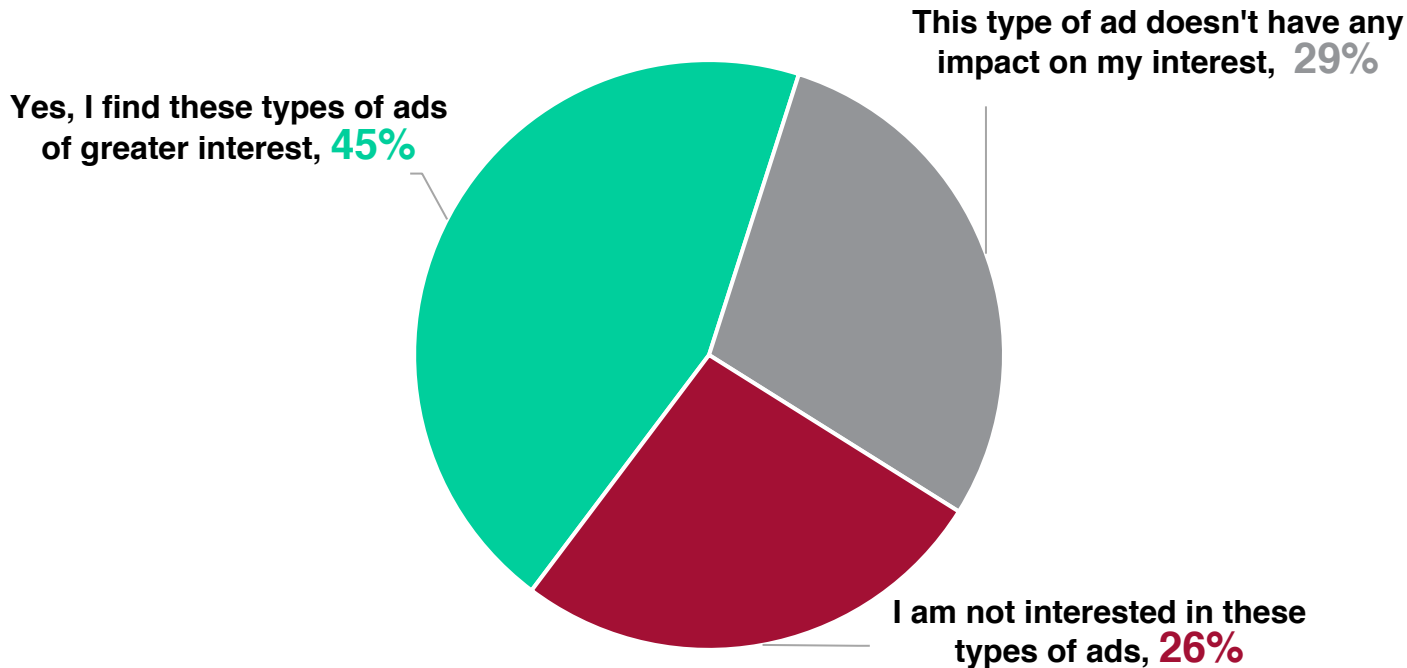
Q13. For those billboards, outdoor video screens, posters, signage, and other outdoor ads that you’ve noticed recently, have the ads led you to do any of the following? Please select all that apply.

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Nearly Half Say Contextual OOH Ads Are More Interesting

Some billboards, outdoor video screens, posters, signage, and other outdoor ads are personalized to include timely information e.g., breakfast offerings in the morning, products relevant to current weather, etc.
 Do you find this type of advertising more or less interesting than a typical ad?



BASE: GENERAL PUBLIC (N=1,000)

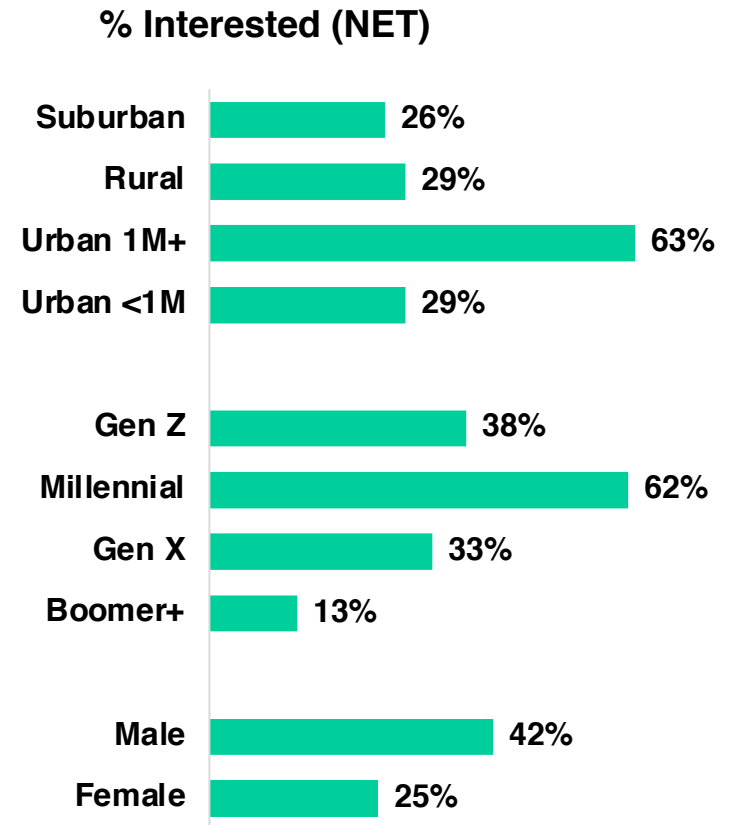
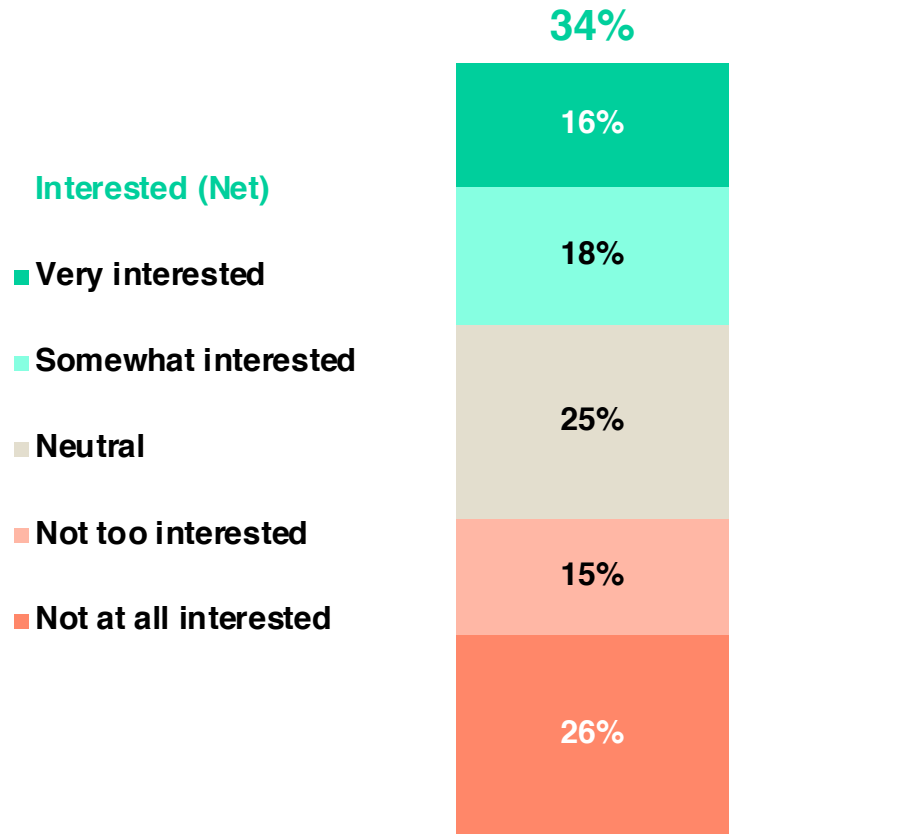
Q18. Some billboards, outdoor video screens, posters, signage, and other outdoor ads are personalized to include timely information e.g., breakfast offerings in the morning, products relevant to current weather, etc. Do you find this type of advertising more or less interesting than a typical ad?

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Millennials and Urbanites Are Most Interested in Augmented and Virtual Reality

How interested are you in virtual reality (VR) and/or augmented reality (AR)?



BASE: GENERAL PUBLIC (N=1,000)

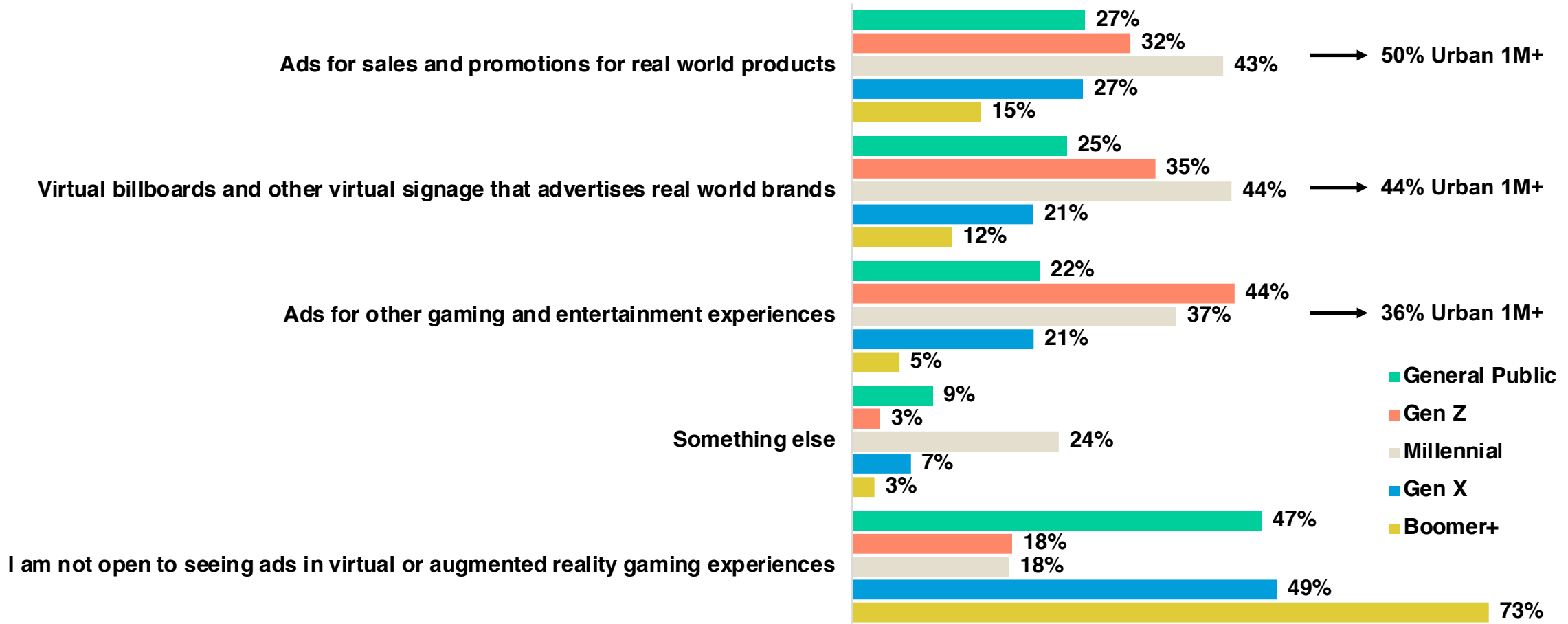
Q20. How interested are you in virtual reality (VR) and/or augmented reality?

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Younger Generations Are Open to Seeing Ads in VR/AR Experiences

Would you be open to seeing the following during virtual reality (VR) and/or augmented reality (AR) gaming experiences?



BASE: GENERAL PUBLIC (N=1,000)

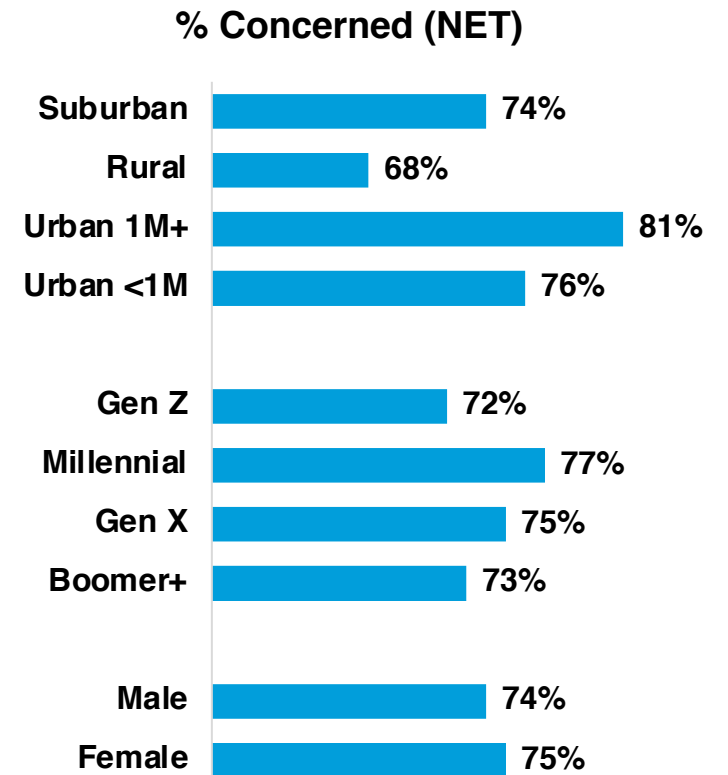
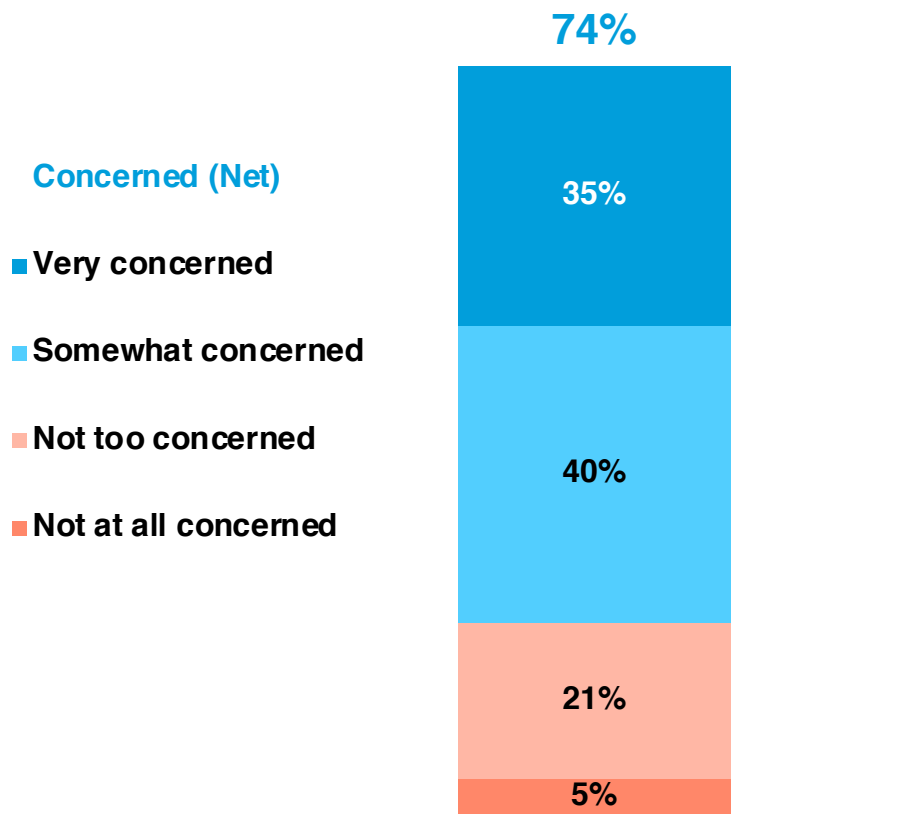
Q21. Would you be open to seeing the following during virtual reality (VR) and/or augmented reality gaming experiences?

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Concern Over Privacy and Use of Personal Info Online Is High

Generally speaking, how concerned would you say you are about privacy and the use of your personal information and online behavior to target you with online ads?



BASE: GENERAL PUBLIC (N=1,000)

Q22. Generally speaking, how concerned would you say you are about privacy and the use of your personal information and online behavior to target you with online ads?

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The Harris Poll

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OAAA Contact:
Laura Goldberg
LBG Public Relations
laura@lbgpr.com
+1-347-683-1859



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