

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

**November 16, 2021**



Out of Home Advertising Association of America



# Methodology



**Dates**                    **October 20<sup>th</sup> to 25<sup>th</sup>, 2021**

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**Survey Length**    **10 minutes**

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**Method**                    **Online**

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

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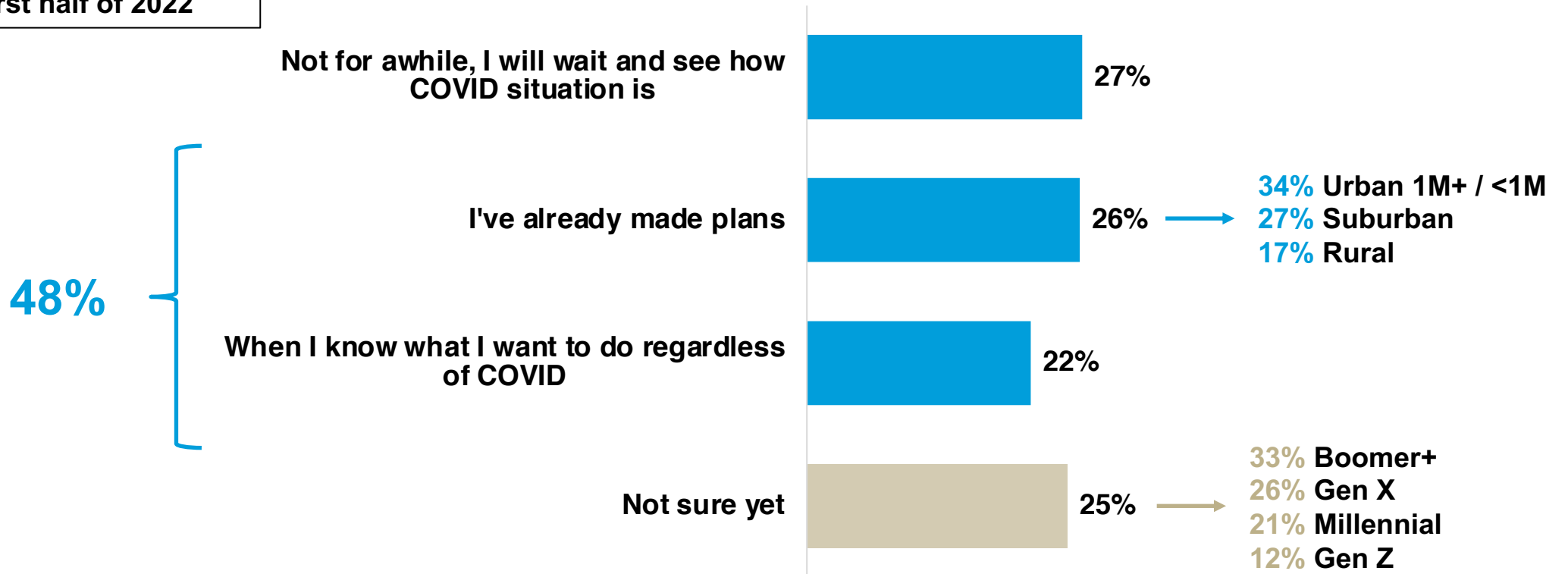
Data is weighted to reflect the U.S. general public across age, gender, race/ethnicity, region, income, household size, and employment.



# Nearly Half of Travelers Are Making 2022 Travel Plans Regardless of COVID

Generally speaking, when do you plan to finalize/book your vacation travel plans for the first half of 2022?

**72%** of Americans plan to travel in the first half of 2022



BASE: PLANS TO TRAVEL IN 2022 (N=760)  
Q1. Generally speaking, when do you plan to finalize/book your vacation travel plans for the first half of 2022?  
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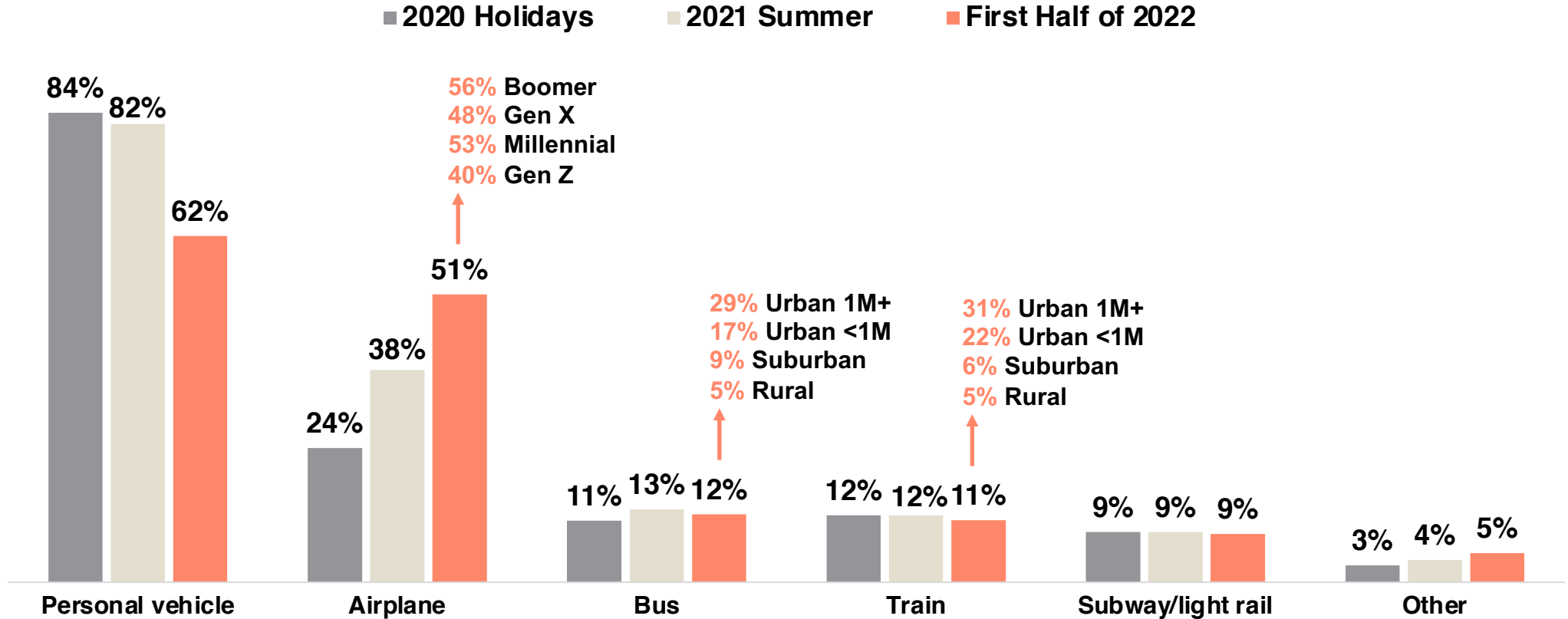


# Airlines Will Be Making a Comeback in 2022

Those Using Airlines in 2022 Will Be More More Than Double From 2020 Holidays

Thinking ahead to your vacation travel plans for the first half of 2022, which of the following modes of transportation do you intend to take? Please select all that apply.  
*Among those planning to travel*

**Plans to Travel**  
 67% 2020 Holidays  
 86% Summer 2021  
 78% First Half of 2022



BASE: PLANS TO TRAVEL 2020 HOLIDAYS (N=1377), 2021 SUMMER (N=854), 2022 (N=760)

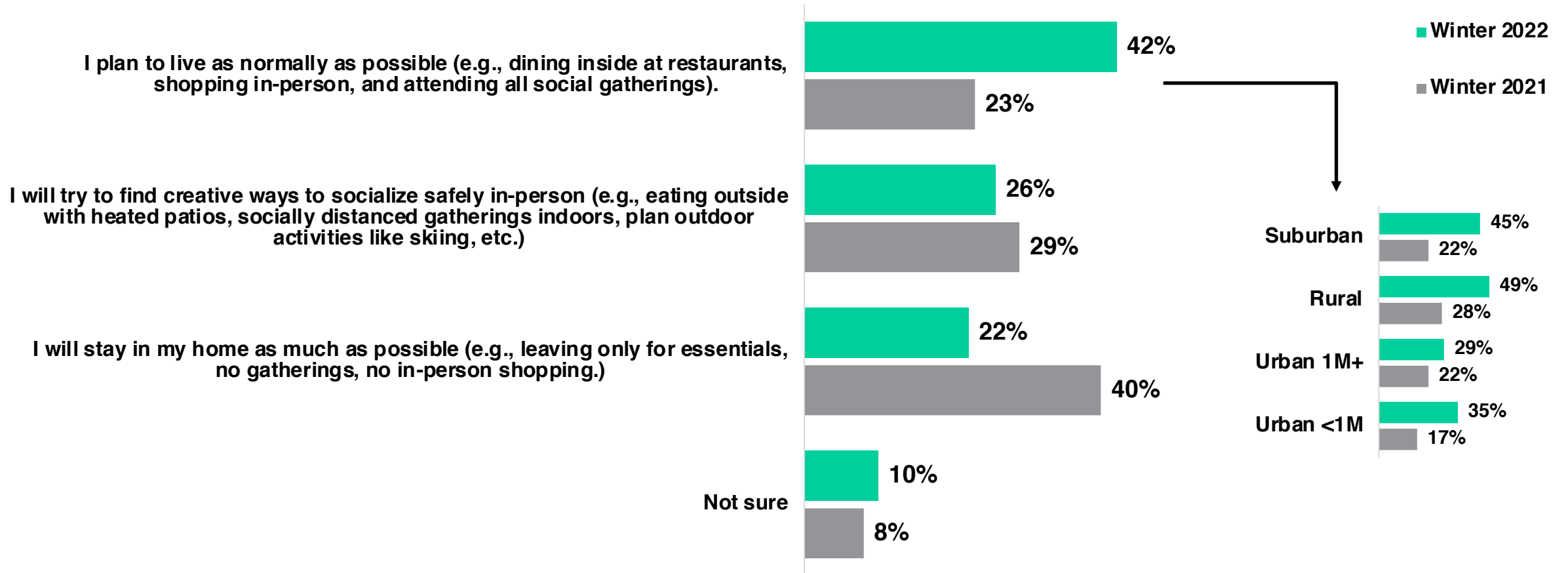
Q2. Thinking ahead to your vacation travel plans for the first half of 2022, which of the following modes of transportation do you intend to take? Please select all that apply.



# This Winter Will See Americans Living More Normally Than Last Year

## Over 40% Plan to Live as Normally as Possible

Thinking ahead to the upcoming winter months of 2022 with colder weather amid the COVID-19 pandemic, which of the following best describes your mindset to socializing and doing activities?



BASE: GENERAL PUBLIC (N=1,000)

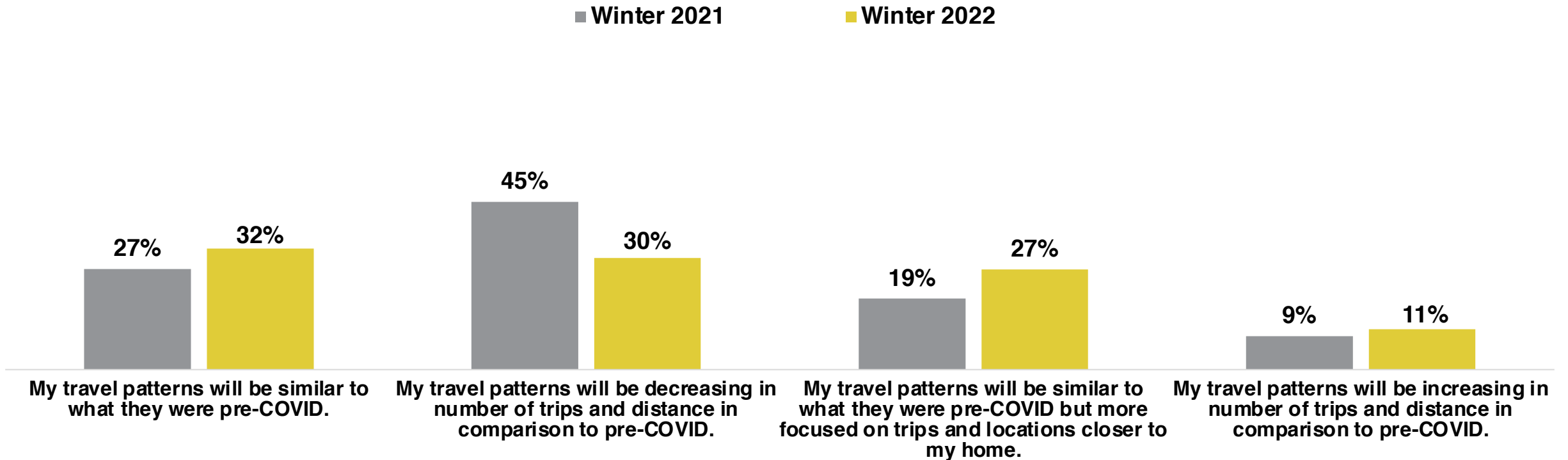
Q3. Thinking ahead to the upcoming winter months of 2022 with colder weather amid the COVID-19 pandemic, which of the following best describes your mindset to socializing and doing activities?

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# This Winter, 43% of Americans' Local Travel Patterns Will Be Similar to or Greater than Pre-COVID

Thinking again ahead to the winter of 2022, which statement best aligns with your typical local travel patterns?



BASE: GENERAL PUBLIC (N=1,000)

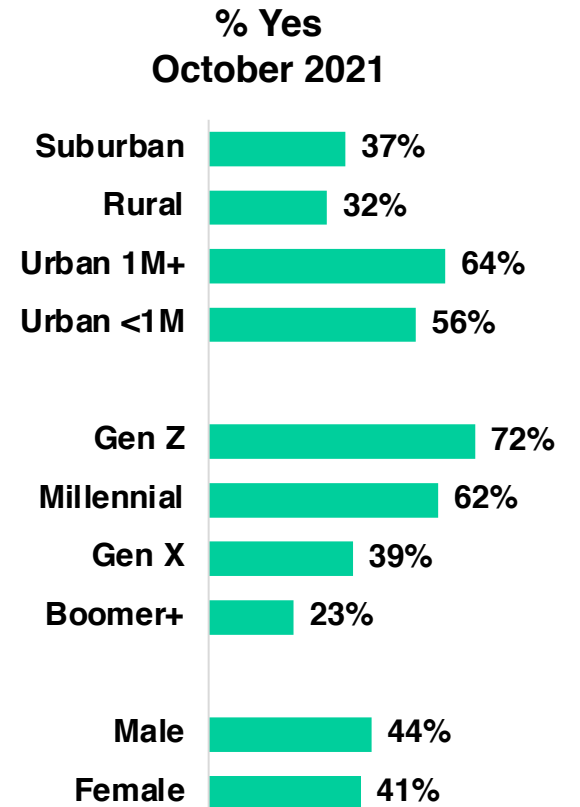
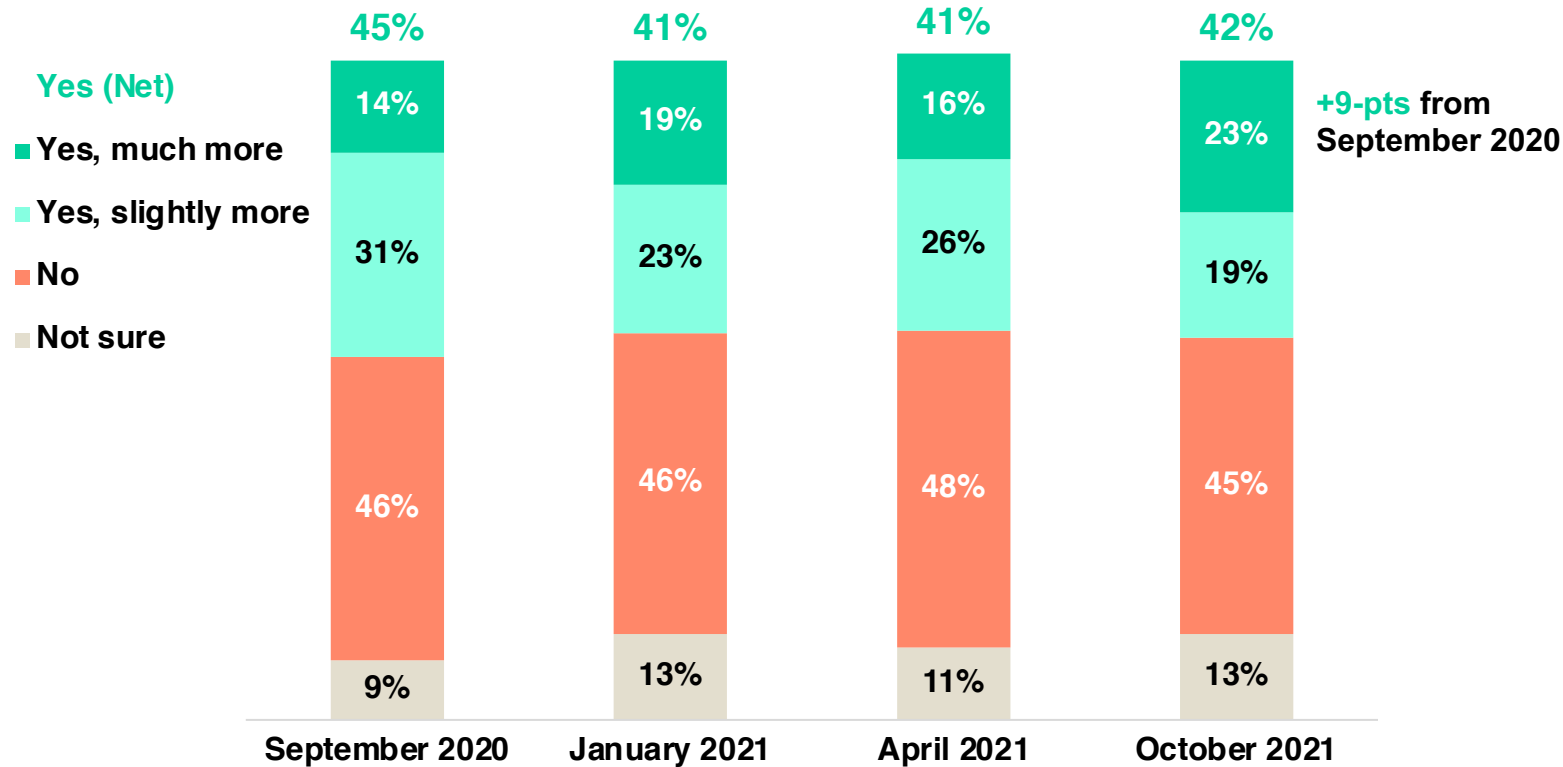
Q4. Thinking again ahead to the winter of 2022, which statement best aligns with your typical local travel patterns?

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# Those Noticing OOH Much More Is Up Significantly from September 2020

Would you say you are noticing billboards, outdoor video screens, posters, signage and other outdoor ads more now than before the pandemic began?



BASE: GENERAL PUBLIC (N=1,000)

Q8. Would you say you are noticing billboards, outdoor video screens, posters, signage and other outdoor ads more now than before the pandemic began?

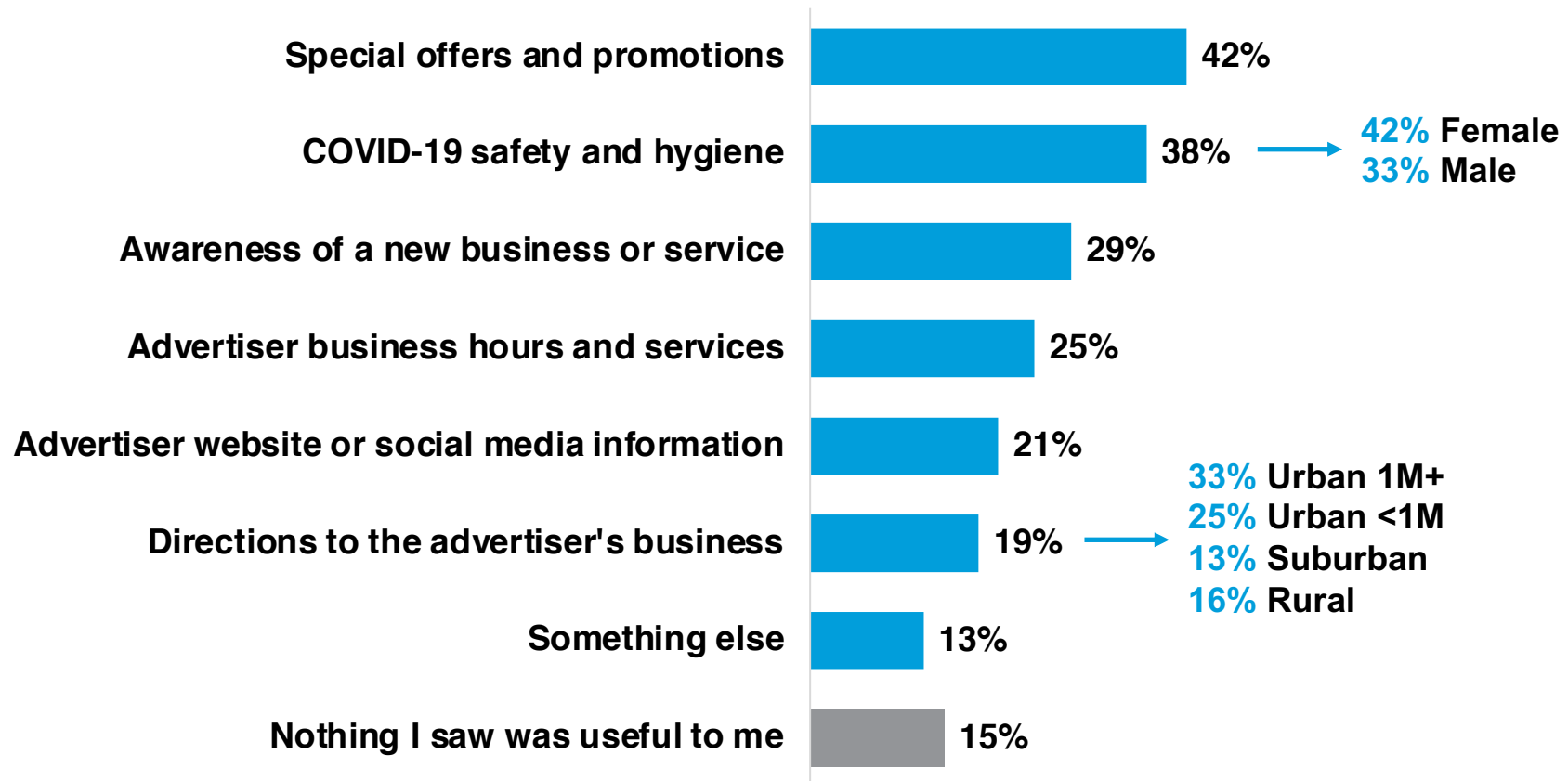
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# 85% of Those Who Have Noticed OOH Ads Find Them Useful

For those billboards, outdoor video screens, posters, signage, and other outdoor ads that you've noticed recently, what, if any, kinds did you see that were useful to you? Please select all that apply.

*Among those who have noticed outdoor ads recently*



BASE: HAVE NOTICED OUTDOOR ADS RECENTLY (N=739)

Q17. For those billboards, outdoor video screens, posters, signage, and other outdoor ads that you've noticed recently, what, if any, kinds did you see that were useful to you? Please select all that apply.

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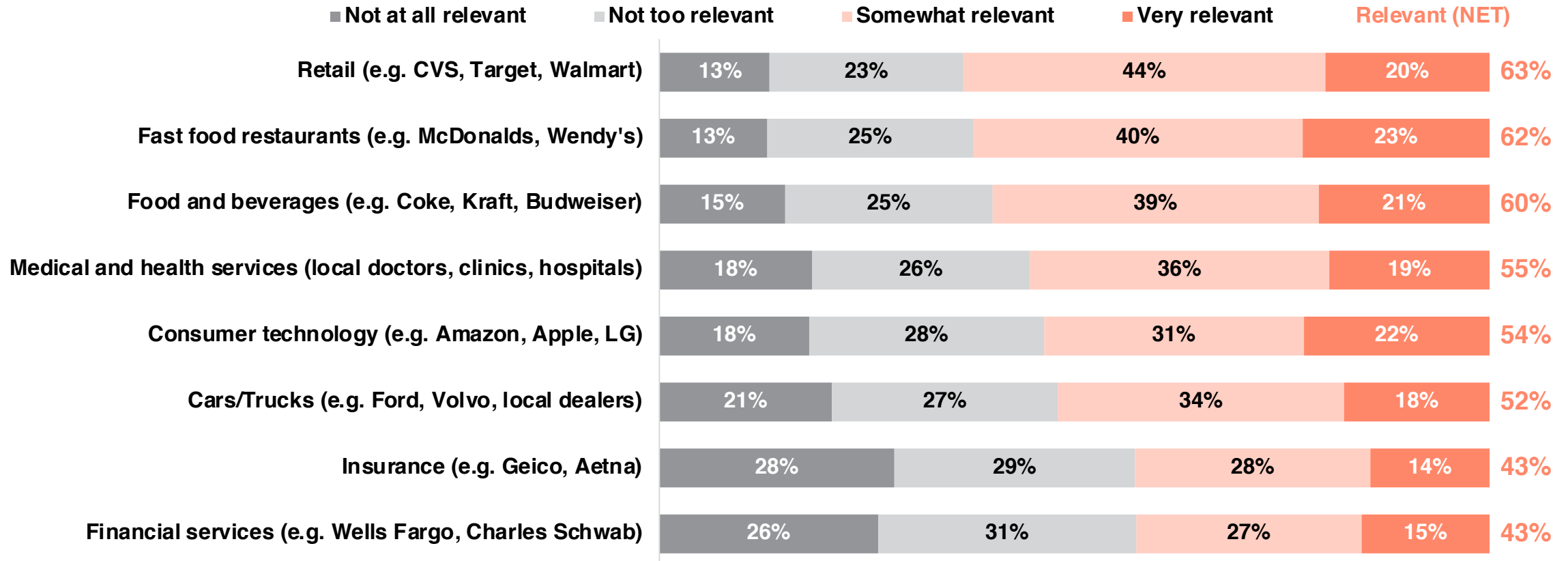




# Retail, Food & Beverage OOH Ads Are Most Relevant to Americans

## Medical Services, Consumer Technology and Automotive Also Rank Highly

For each of the following types of products, how relevant to your interests do you find outdoor advertisements such as billboards, outdoor video screens, posters, signage, and other outdoor ads?



BASE: GENERAL PUBLIC (N=1,000)

Q16. For each of the following types of products, how relevant to your interests do you find outdoor advertisements such as billboards, outdoor video screens, posters, signage, and other outdoor ads?

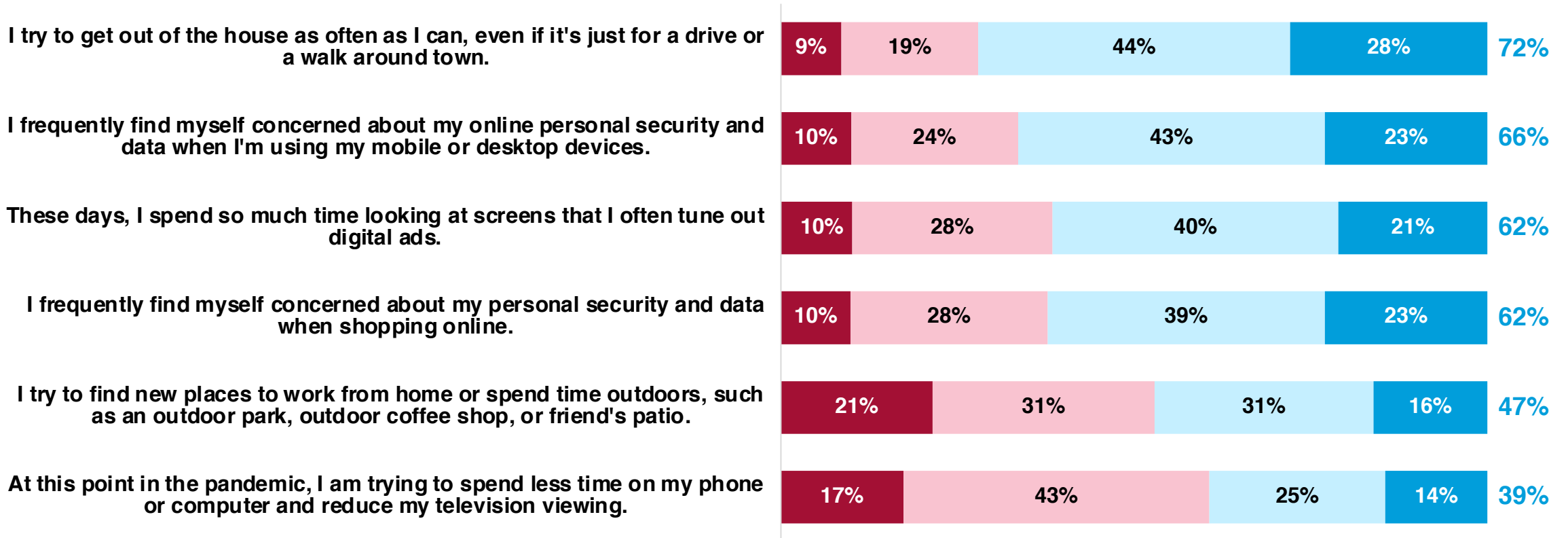
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# Over 60% Frequently Skip Online Ads Due to Digital Device Burnout And Two-Thirds Are Concerned About Online Data Privacy

How much do you agree or disagree with each of the following statements?

■ Strongly disagree    
 ■ Somewhat disagree    
 ■ Somewhat agree    
 ■ Strongly agree    
 Agree (NET)



BASE: GENERAL PUBLIC (N=1,000)

Q9. How much do you agree or disagree with each of the following statements?

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# The Harris Poll

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Out of Home Advertising Association of America

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