

Consumer Insights and Intent – Q2

Summer Travel

April 27, 2021



Out of Home Advertising Association of America



Methodology



Dates April 16th to 19th, 2021



Survey Length 11 minutes



Method Online



Audience 1,000 General Public

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

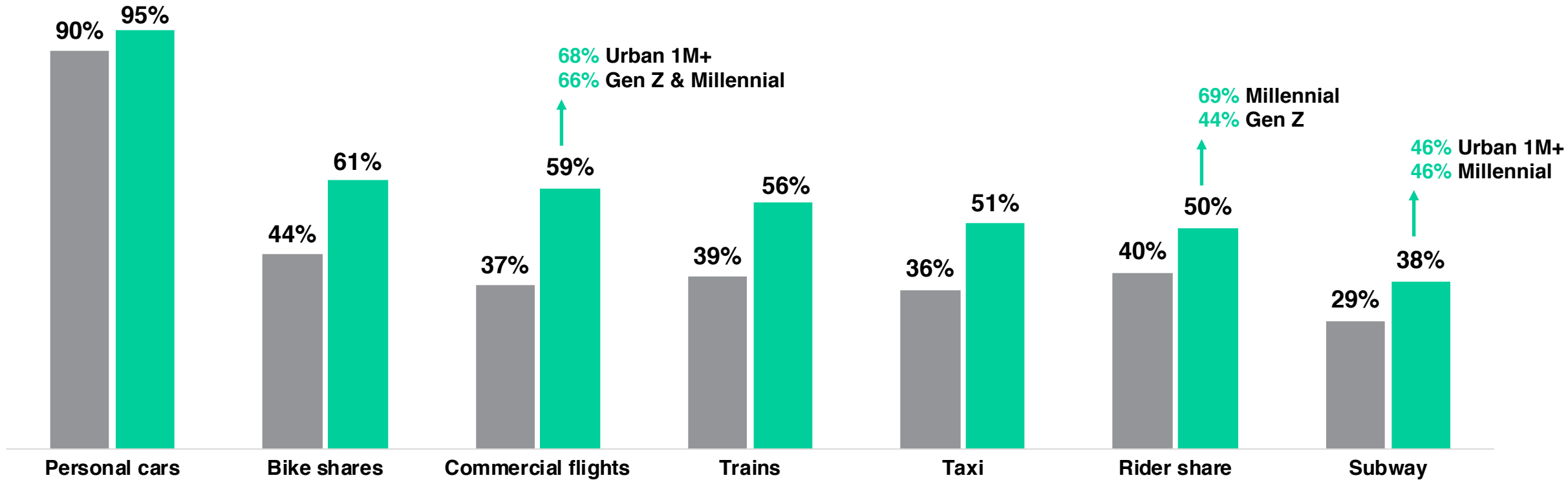


The Car Is Still Viewed as Safest Mode of Transportation

But Americans Are Increasingly Comfortable Traveling by Plane, Train, Taxi/Ride Share, Subway Compared to last Spring

How safe do you feel traveling by the following means of transportation right now?
% Very/Somewhat Safe

■ May 2020 ■ April 2021



BASE: GENERAL PUBLIC (1000)

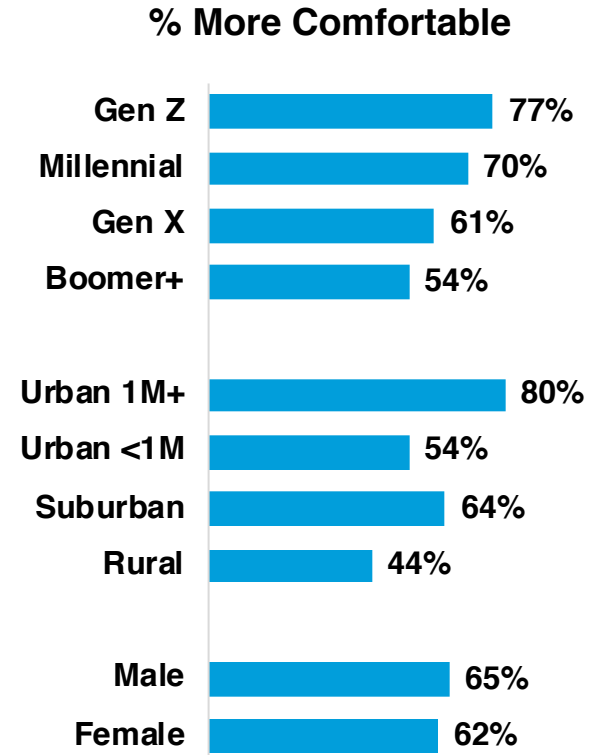
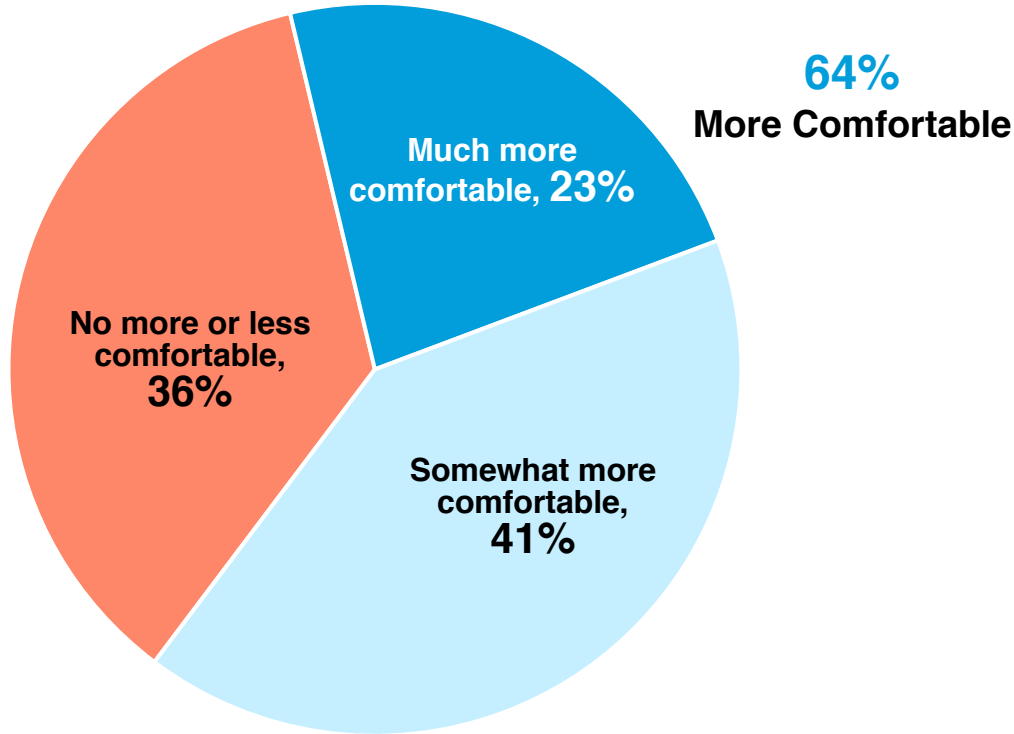
Q1. How safe do you feel traveling by the following means of transportation right now?

Harris Insights & Analytics LLC, A Stagwell Company © 2021



But Vaccine Rollout Is Boosting Comfort to Fly

Now that the COVID-19 vaccine is being administered to the general public, how comfortable do you feel flying on a plane relative to earlier in the pandemic?



BASE: PLANS TO TRAVEL (N=854)

Q7. Now that the COVID-19 vaccine is being administered to the general public, how comfortable do you feel flying on a plane relative to earlier in the pandemic?

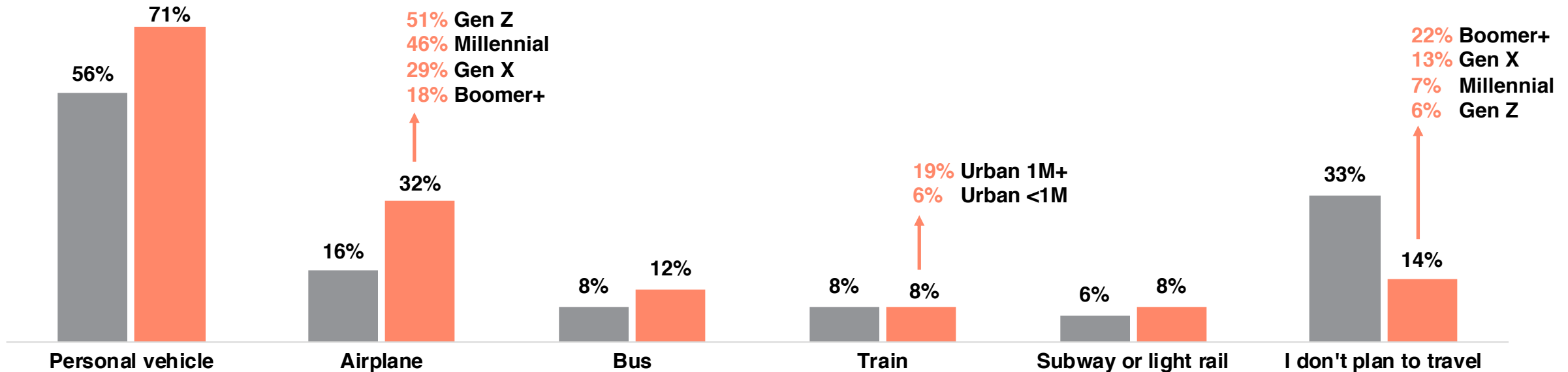
Harris Insights & Analytics LLC, A Stagwell Company © 2021



In Fact, Consumers Are Twice as Likely to Fly for Summer Travel Than They Were for 2020 Holidays

Thinking ahead to your summer travel, which of the following modes of transportation do you intend to take?
Please select all that apply.

■ 2020 Holidays ■ 2021 Summer



BASE: GENERAL PUBLIC (1000)

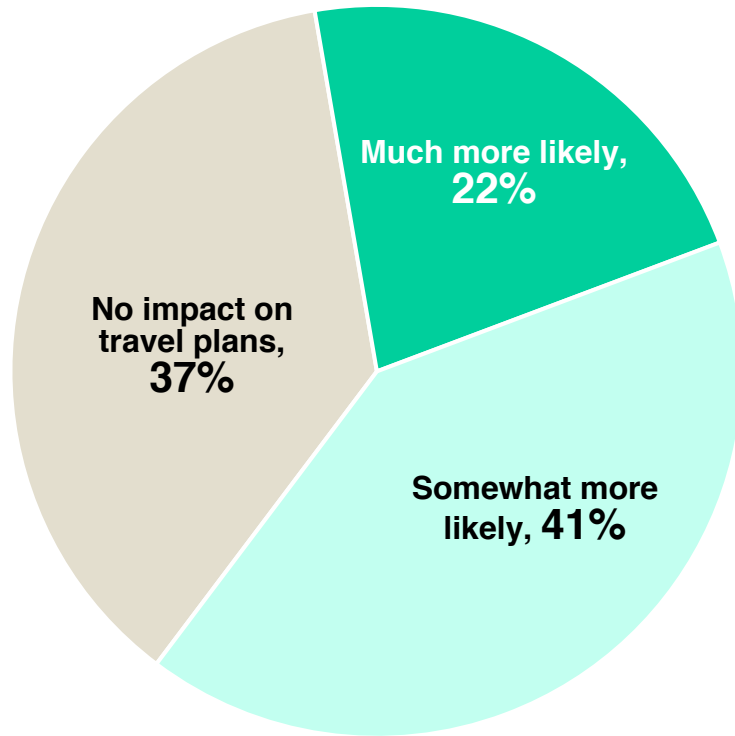
Q5. Thinking ahead to your summer travel, which of the following modes of transportation do you intend to take? Please select all that apply.

Harris Insights & Analytics LLC, A Stagwell Company © 2021

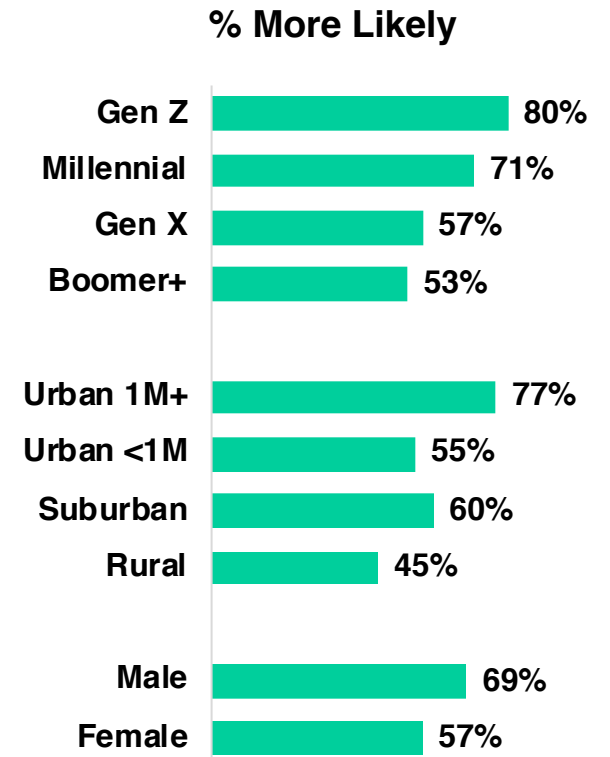


The April 19th Eligibility for Vaccines Is a Confidence Boost for Summer Travel

As you may know, the Federal Government is encouraging all states to allow all American adults to be eligible to receive the COVID-19 vaccine by April 19th. Most states say they will meet or have already met this timeline. Knowing this, how much more likely are you to travel this summer?



63%
More Likely



BASE: PLANS TO TRAVEL (N=854)

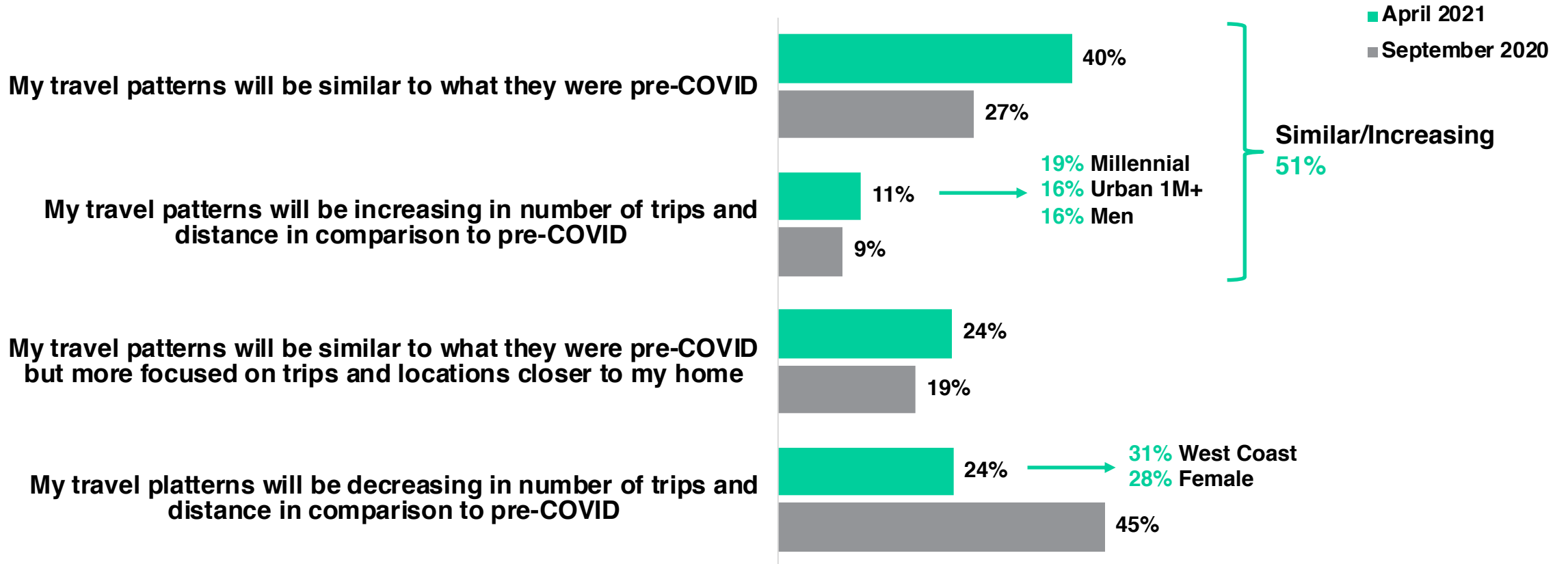
Q8. As you may know, the Federal Government is encouraging all states to allow all American adults to be eligible to receive the COVID-19 vaccine by April 19th most states say they will meet or have already met this timeline. Knowing this, how much more likely are you to travel this summer?

Harris Insights & Analytics LLC, A Stagwell Company © 2021



Half of Americans Have Similar/Increased Summer Travel Plans vs. Pre-COVID

Thinking ahead to the next few months, which statement best aligns with your typical local travel patterns?



BASE: GENERAL PUBLIC (1000)

Q2. Thinking ahead to the next few months, which statement best aligns with your typical local travel patterns?

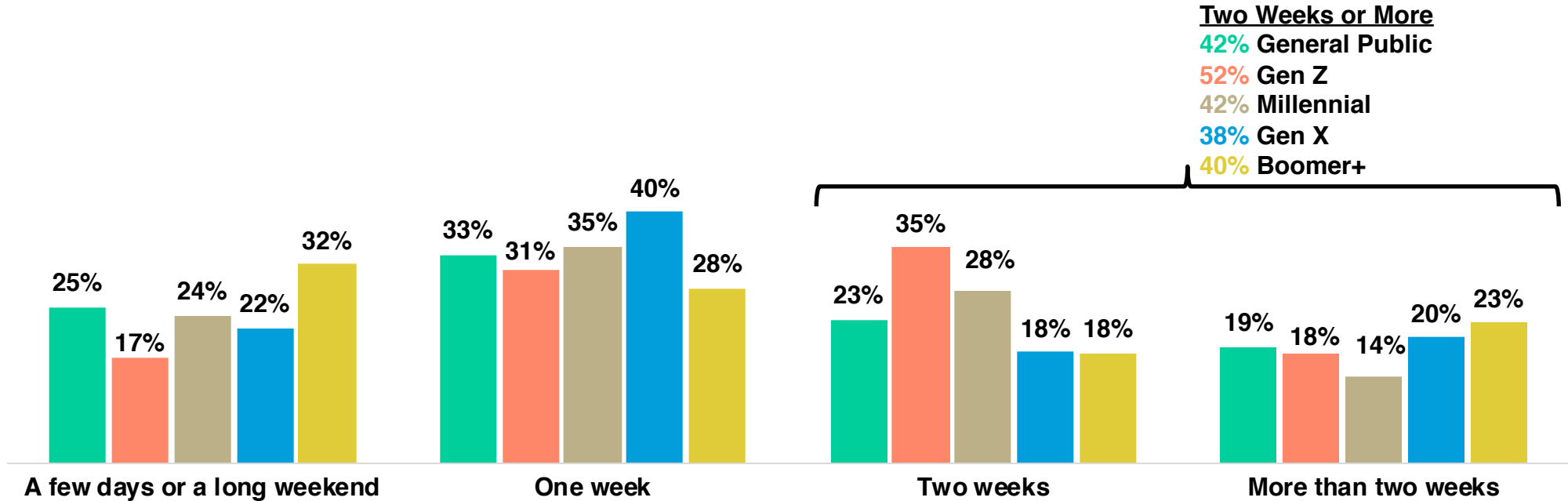
Harris Insights & Analytics LLC, A Stagwell Company © 2021



Four in 10 Consumers Are Aiming to Take 2+ Weeks for Summer Vacation

How many days do you plan to take for vacation this summer?

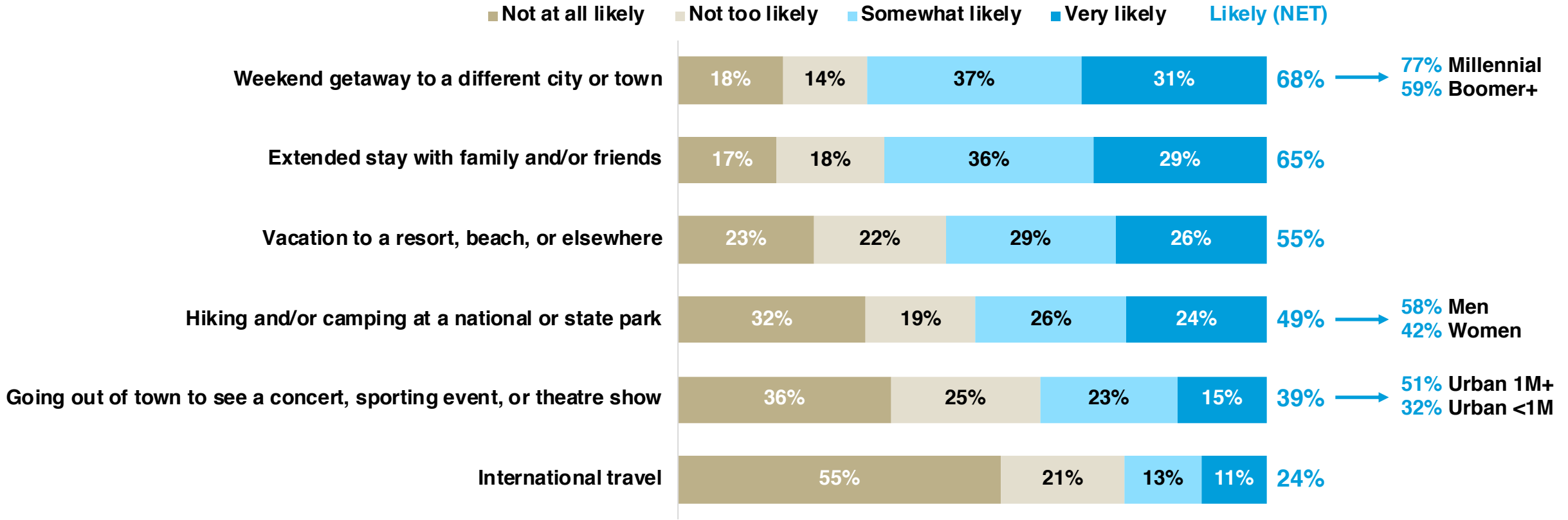
■ General Public ■ Gen Z ■ Millennials ■ Gen X ■ Boomer+





Weekend Getaways, Extended Stays, and Resort Vacations Will Be Most Popular

Thinking ahead, how likely are you to take the following kinds of trips this summer?



BASE: GENERAL PUBLIC (1000)

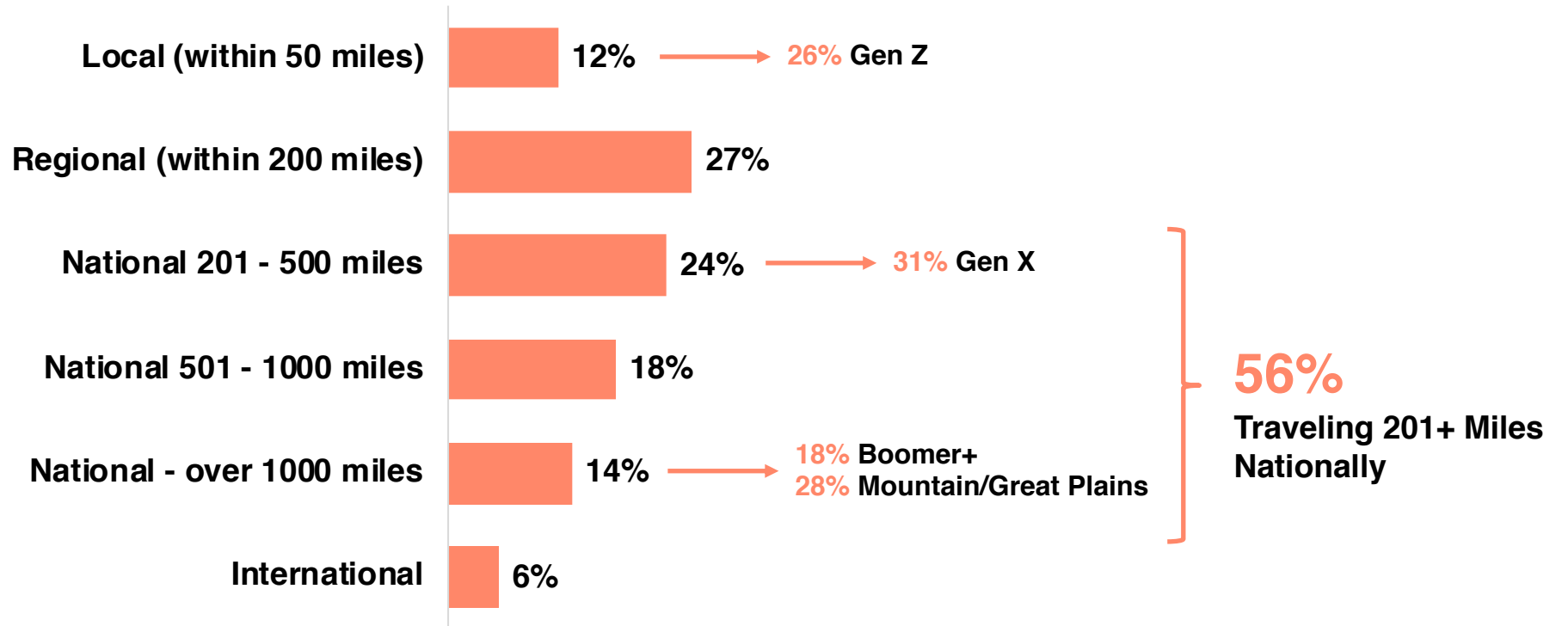
Q3. Thinking ahead to the next few months, how likely are you to take the following kinds of trips this summer?

Harris Insights & Analytics LLC, A Stagwell Company © 2021



More Than Half Will Be Traveling Outside Their Region This Summer

Approximately what is the farthest distance you plan to travel to reach any of your summer travel (one-way)?



BASE: PLANS TO TRAVEL (N=854)

Q6. Thinking ahead to your summer travel, which of the following modes of transportation do you intend to take? Please select all that apply.

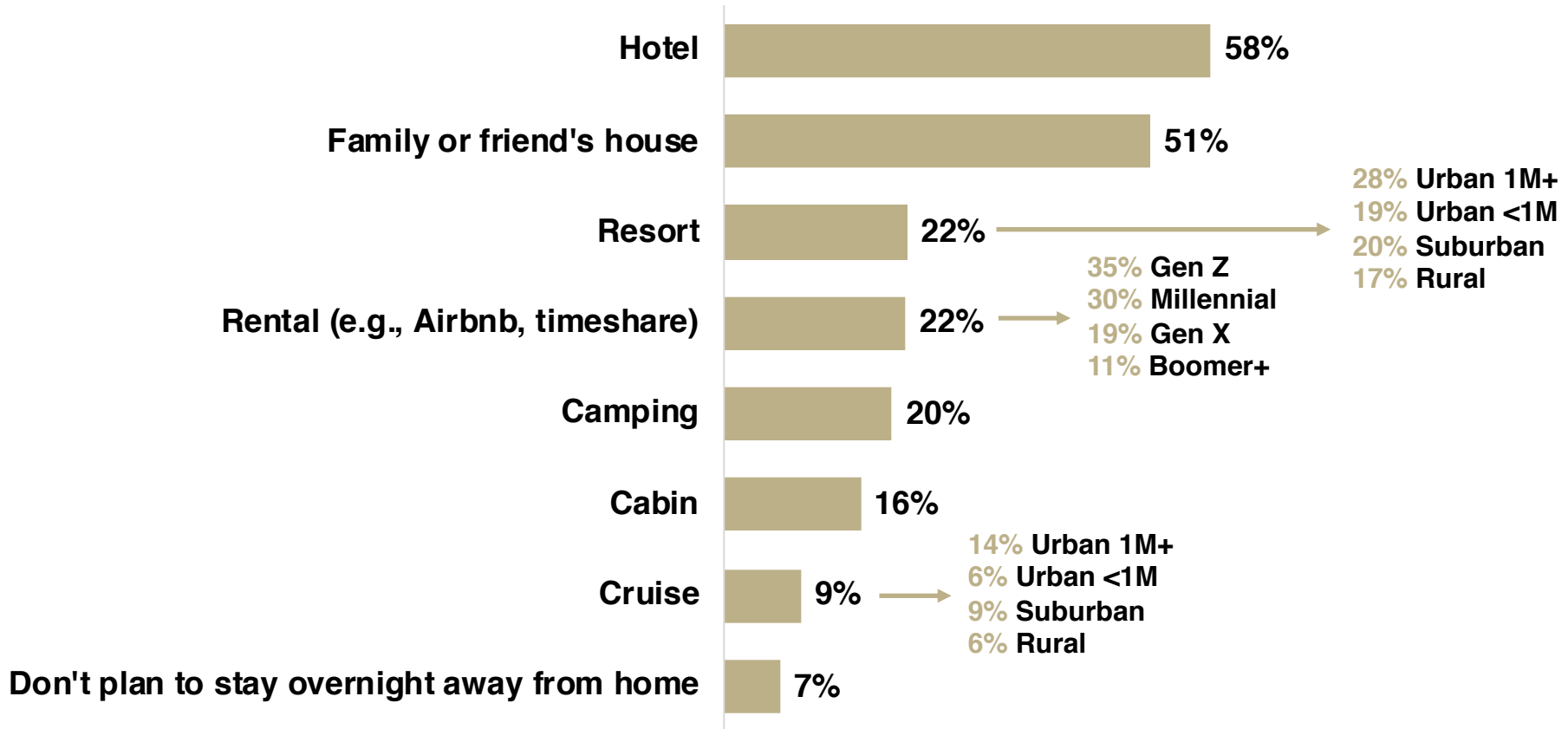
Harris Insights & Analytics LLC, A Stagwell Company © 2021



This Summer, Most Travelers Plan to Stay at Hotels or With Family

Younger Americans Are More Likely to Stay at Rentals

What type of accommodation(s) do you plan to use/stay in when you travel this summer?



BASE: PLANS TO TRAVEL (N=854)

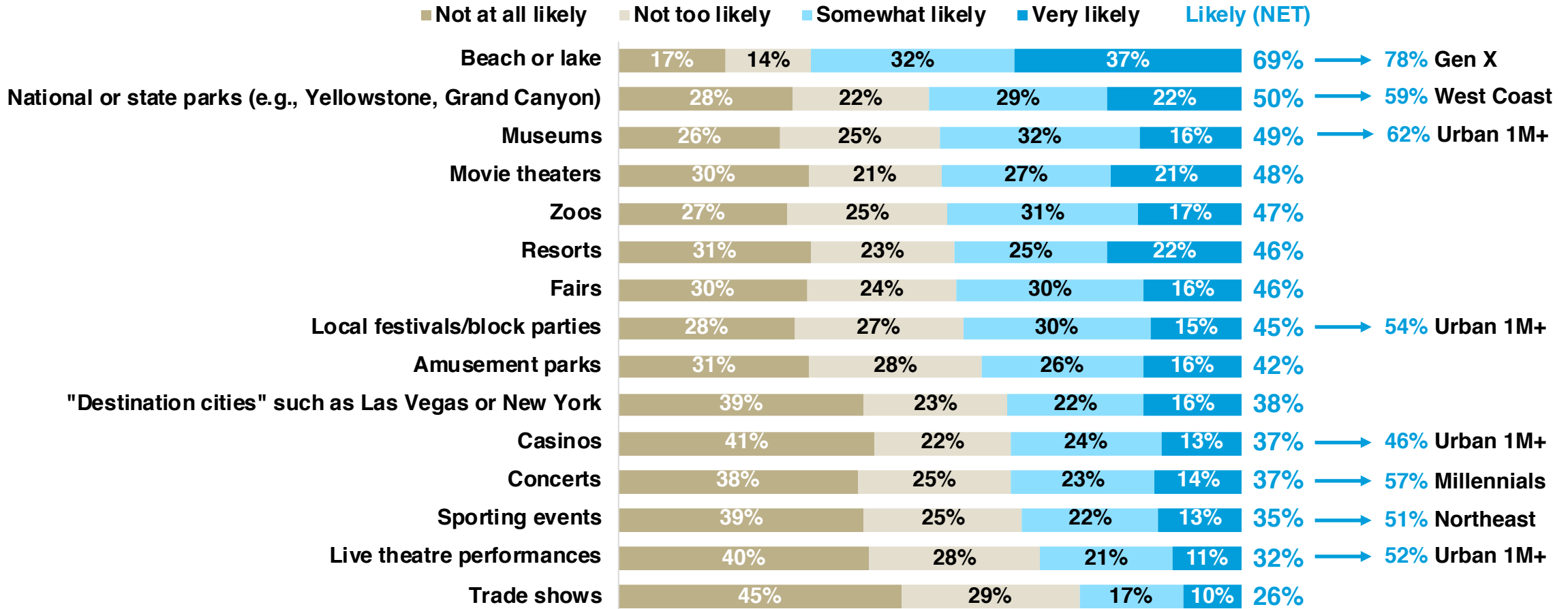
Q9. What type of accommodation(s) do you plan to use/stay in when you travel this summer?

Harris Insights & Analytics LLC, A Stagwell Company © 2021



Consumers Are Most Likely to Visit Beaches, Parks, and Museums

How likely are you to visit each of the following this summer, assuming local public health guidelines consider them to be safe given the COVID-19 pandemic?



BASE: GENERAL PUBLIC (1000)

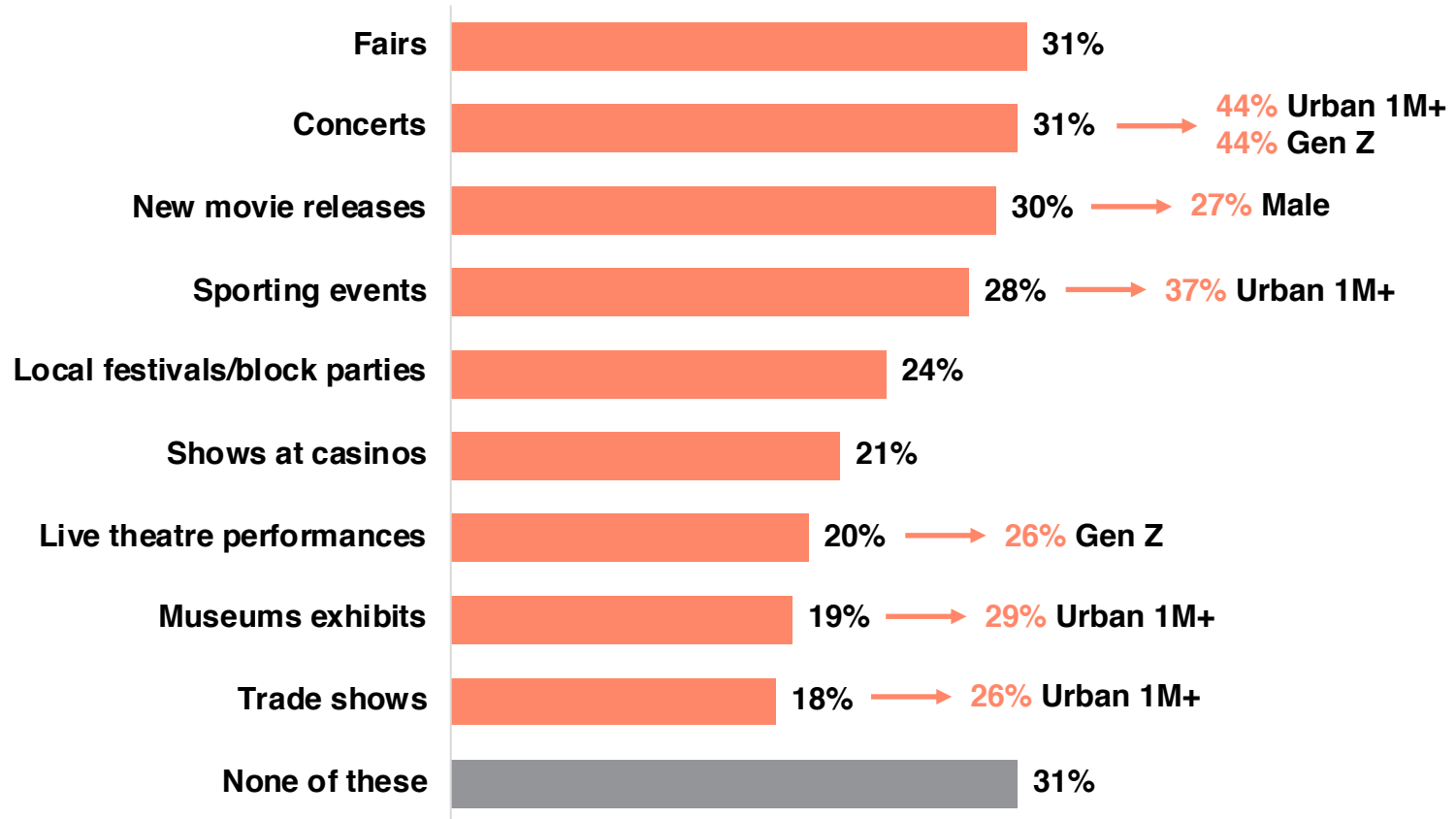
Q10. How likely are you to visit each of the following this summer, assuming local public health guidelines consider them to be safe given the COVID-19 pandemic?

Harris Insights & Analytics LLC, A Stagwell Company © 2021



OOH Is Driving Awareness for Concerts, Sports for Over 4 in 10 Urbanites 1M+

Generally speaking, which of the following types of public events do you typically become aware of due to billboards, outdoor video screens, posters, signage and other outdoor ads? Please select all that apply.



BASE: GENERAL PUBLIC (1000)

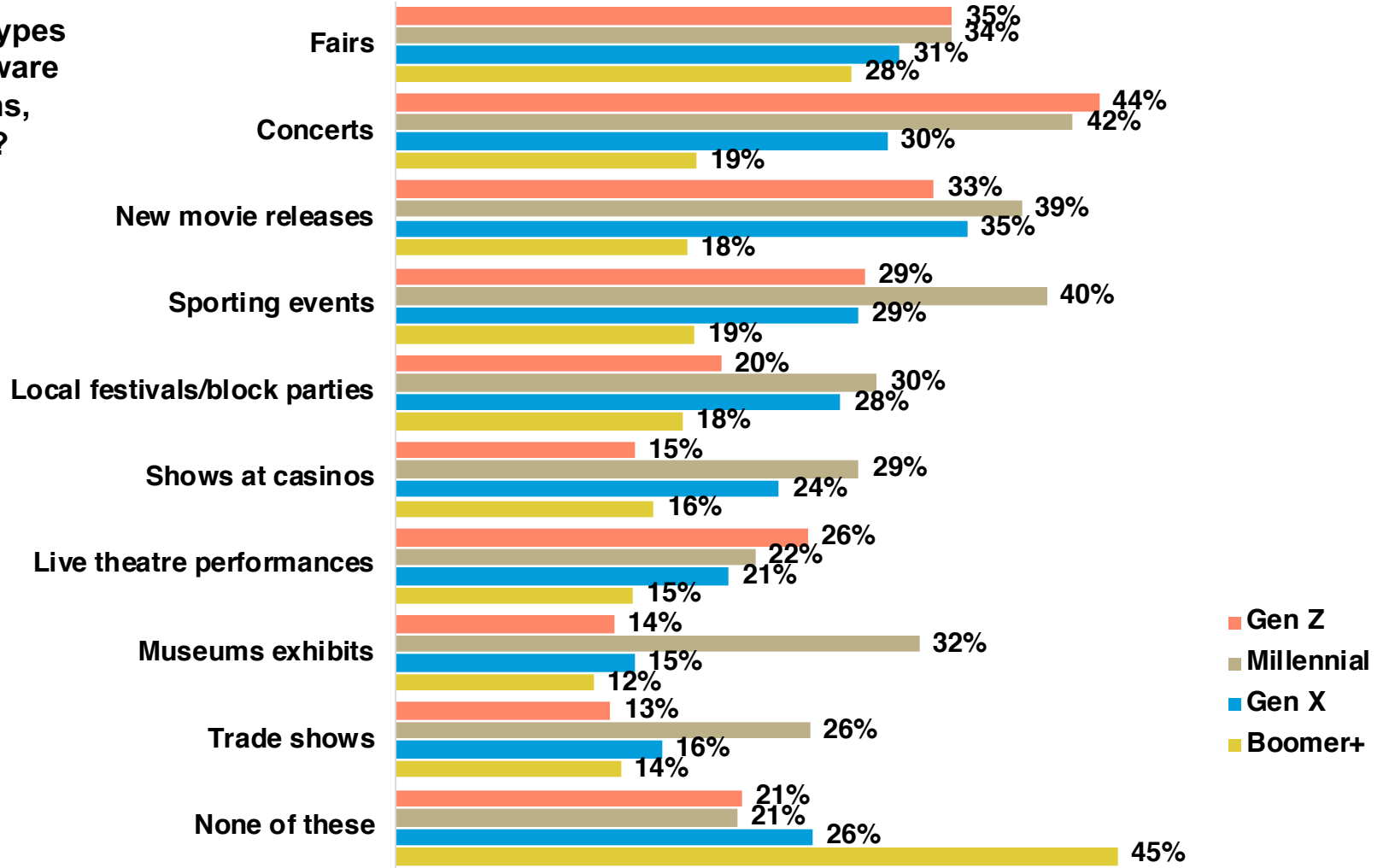
Q11. Generally speaking, which of the following types of public events do you typically become aware of due to billboards, outdoor video screens, posters, signage and other outdoor ads? Please select all that apply.

Harris Insights & Analytics LLC, A Stagwell Company © 2021



Younger Americans Look to OOH for Most Public Events

Generally speaking, which of the following types of public events do you typically become aware of due to billboards, outdoor video screens, posters, signage and other outdoor ads? Please select all that apply.



BASE: GENERAL PUBLIC (1000)

Q11. Generally speaking, which of the following types of public events do you typically become aware of due to billboards, outdoor video screens, posters, signage and other outdoor ads? Please select all that apply.

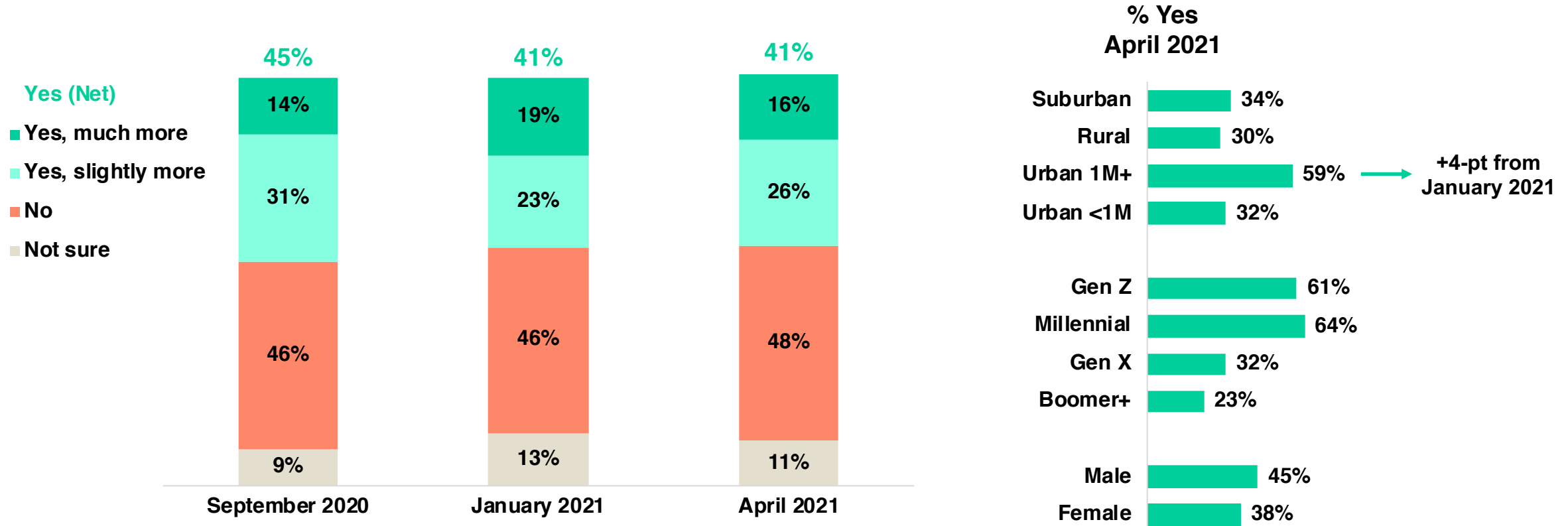
Harris Insights & Analytics LLC, A Stagwell Company © 2021



Americans Continue to Notice OOH More Than Pre-COVID

Three-Fifths of Urbanites 1M+ Are Taking More Notice of OOH

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 (1000)

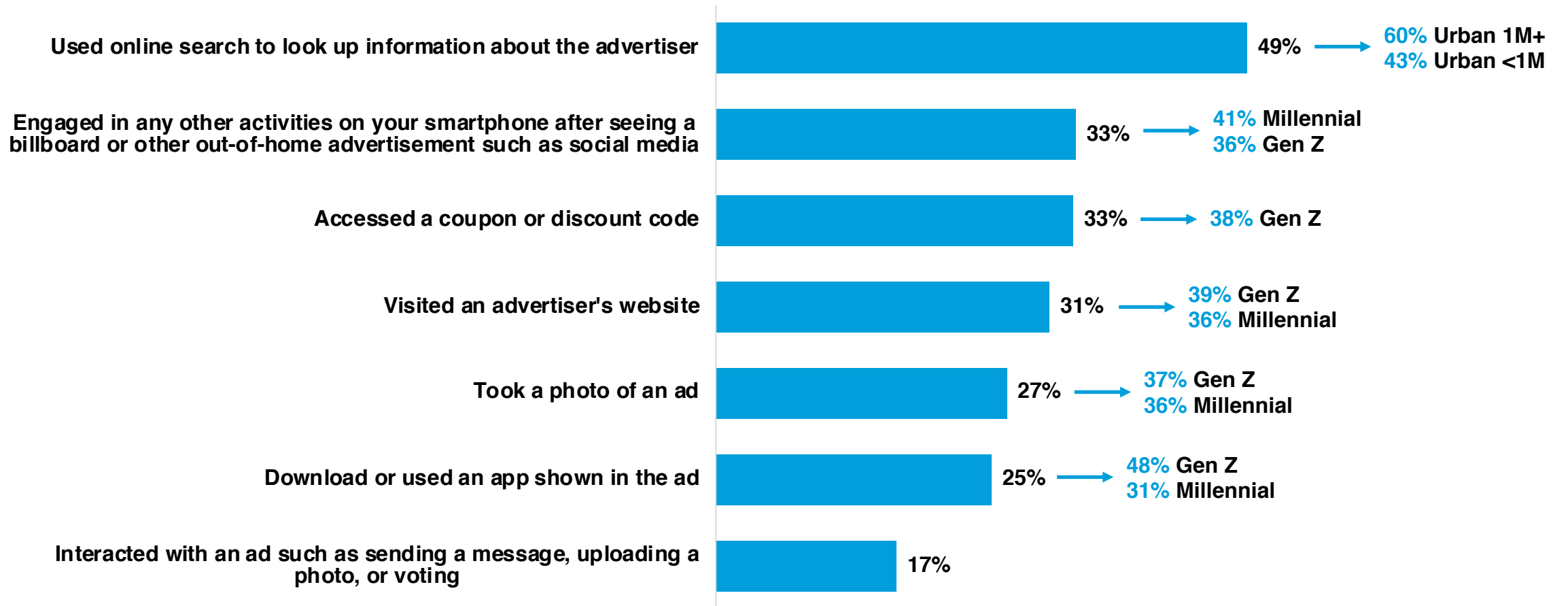
Q12. Would you say you are noticing billboards, outdoor video screens, posters, signage and other outdoor ads more now than before the pandemic began?

Harris Insights & Analytics LLC, A Stagwell Company © 2021



OOH Has Driven Half of Consumers to Search Online About Advertisers

In the past year, have you done any of the following activities on your smartphone or mobile device after seeing billboards, outdoor video screens, posters, signage, and other outdoor ads?



BASE: HAS SMARTPHONE (879)

Q13. In the past year, have you done any of the following activities on your smartphone or mobile device after seeing billboards, outdoor video screens, posters, signage, and other outdoor ads?

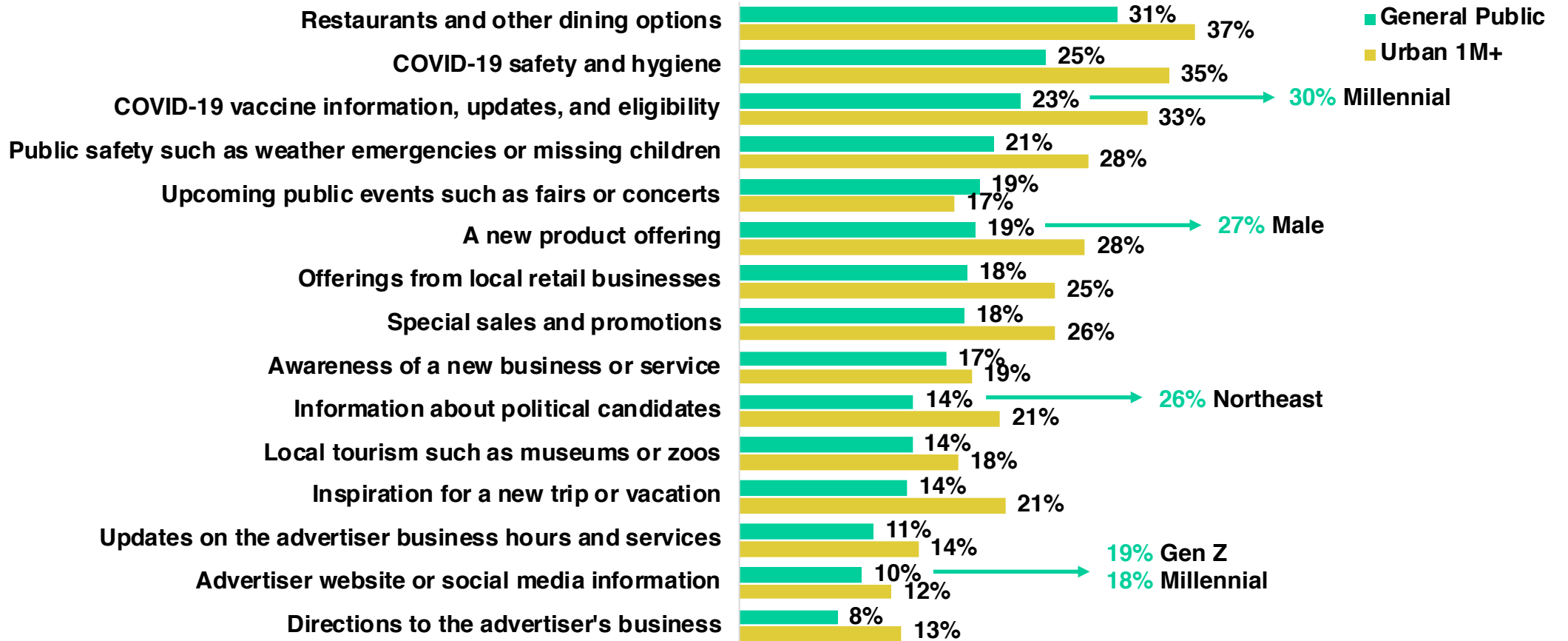
Harris Insights & Analytics LLC, A Stagwell Company © 2021



Restaurants Are the Most Useful OOH Ads for Consumers

COVID-19 Updates Are Also Useful, Especially for Urbanites 1M+

For those billboard, outdoor video screen, poster, 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.



BASE: GENERAL PUBLIC (1000)

Q15. For those billboard, outdoor video screen, poster, 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

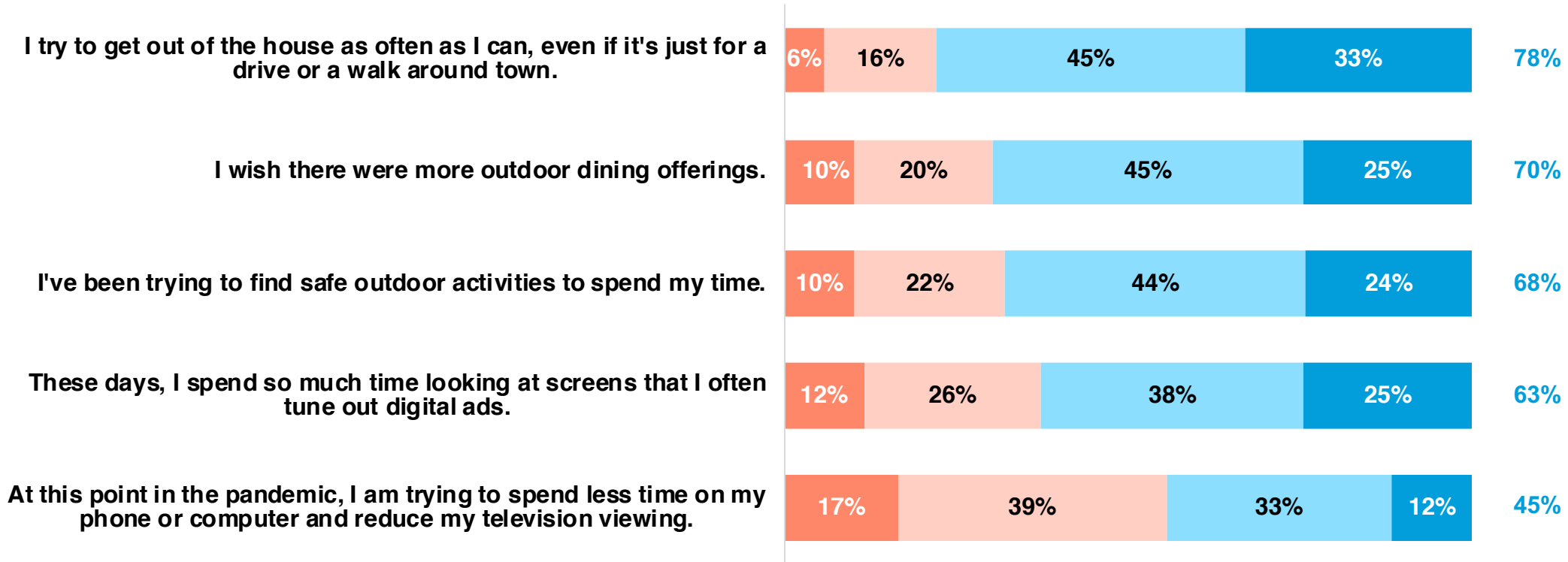
Harris Insights & Analytics LLC, A Stagwell Company © 2021



63% of Americans Continue to Experience Digital Burnout as Return to Normal Begins

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

■ Strongly disagree
 ■ Somewhat disagree
 ■ Somewhat agree
 ■ Strongly agree
 % Agree



BASE: GENERAL PUBLIC (1000)

Q14. How much do you agree or disagree with each of the following statements?

Harris Insights & Analytics LLC, A Stagwell Company © 2021



The Harris Poll

Harris Insights & Analytics, A Stagwell LLC Company

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



“Consumer Insights and Intent: Q2 2021 Summer Travel” was sponsored by The Foundation for Outdoor Advertising Research and Education (FOARE), a 501 (c) (3) not for profit, charitable organization.