



Arbitron Outdoor Billboard Report: Los Angeles County Case Study

Presented by:

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Introduction

Welcome to Arbitron's evaluation of highway billboards in Los Angeles. This survey is designed to measure travelers' engagement with roadside billboards including their relationship with the newer digital signs. The poll also set out to gauge awareness and interest in a proposal to legally limit the expansion of digital billboards in Los Angeles County.

Some significant findings of the research include:

- Two-thirds (66%) of Los Angeles County residents feel they “are indifferent about roadside billboards and don't mind them either way” and 17% say they “like” them.
- Slightly over one in five (22%) Los Angeles County residents are aware of any political or legal issues in the news related to roadside billboards in their area. Six percent of residents rate the issue as important or very important in their daily lives. Even among heavy commuters, those who travel more than 200 miles per week, awareness of the issue peaked at 29% and 7% rated the matter as important. Awareness and interest in the debate is less of a concern for young adults living in Los Angeles, 17% of aware of there is an issue and 5% consider it important. Among Hispanics, 12% are aware of the legal challenge over billboards and 3% rate the issue as important or very important to their daily lives.
- Over two-thirds (67%) of all Los Angeles County residents age 18 or older have noticed a roadside billboard in the past month and half (50%) have specifically noticed a digital sign. The more a person travels, the more likely they are to notice the displays; young adults also appear to have a heightened awareness of outdoor advertising.
- Outdoor advertising moves viewers to action; over half (54%) learned about an event they were interested in from a roadside billboard, 57% learned about or have been reminded to listen to a radio station, 56% were prompted to watch a television program and 37% learned about a store or restaurant they later visited.
- Los Angeles County residents recognize the advantages of digital signage. The billboard's ability to display important and timely emergency information, such as AMBER Alerts, makes over three-quarters of viewers (73%) feel the digital signs provide an important community service.
- Nearly half (47%) rated digital billboards as attractive and 20% have a neutral attitude towards their appearance; 42% of digital billboard viewers agree the signs make their commute more interesting and 18% feel they have no affect.

Description of Methodology

The poll was designed and administered by Arbitron on behalf of the Outdoor Advertising Association of America (OAAA). Interviews were completed with 401 adults age 18 and older in Los Angeles County. The survey was conducted between December 19th and December 29th, 2008. The survey was offered to respondents in both English and Spanish (14% of respondents opted to be interviewed in Spanish).

The sample frame for this survey included households with telephones. It was developed using a random digit dialing (RDD) technique to ensure broad inclusion of unlisted numbers. Specifically, the frame included all residential numbers listed in current published telephone directories, plus all possible telephone numbers in hundred blocks that contain at least one listed residential number. Known non-residential telephone numbers are excluded from the frame. The source for sample telephone numbers was Survey Sampling International.

To qualify for participation in this study, a respondent must have been a resident of a Los Angeles County household 18 years of age or older. Respondents were selected randomly within the household using a "last birthday" method; two-thirds of calls placed asked to speak with the adult age 18 or older with the last birthday; one-third of calls placed asked to speak with the male age 18 or older with the last birthday. This approach was implemented to achieve a male-to-female interview ratio more proportionate to the population. No substitutions were allowed for the random person chosen.

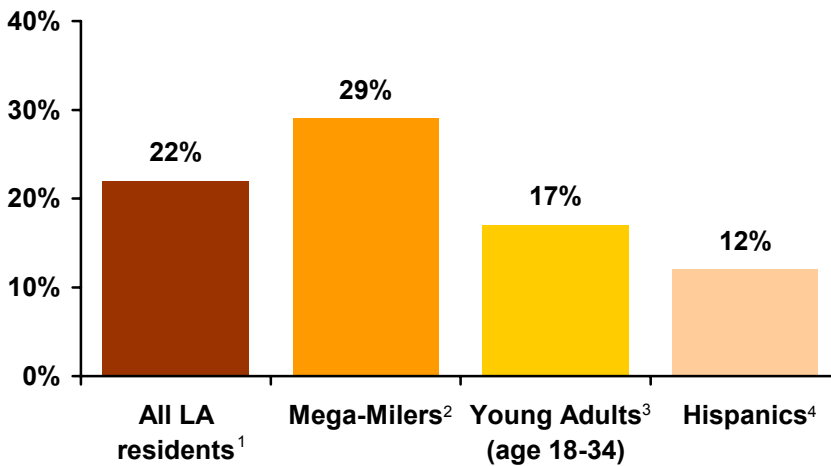
The results of this survey were sample balanced to reflect the sex, age and ethnicity of the Los Angeles County population.

Key Findings

I. Awareness and Interest in Outdoor Billboard Debate in Los Angeles

Just Over One in Five Los Angeles County Residents are Aware of Outdoor Billboard Debate

Are you aware of any political or legal issues in the news related to roadside billboards in the Los Angeles County area?



¹Persons 18 years or older living in Los Angeles County.

²Mega-milers are those heavy commuters who travel 200 miles or more per week; they represent 18% of all Los Angeles County residents.

³Persons 18 to 34 years old living in Los Angeles County.

⁴Persons 18 years or older living in Los Angeles County who identify themselves as being of Spanish, Hispanic, or Latino descent.

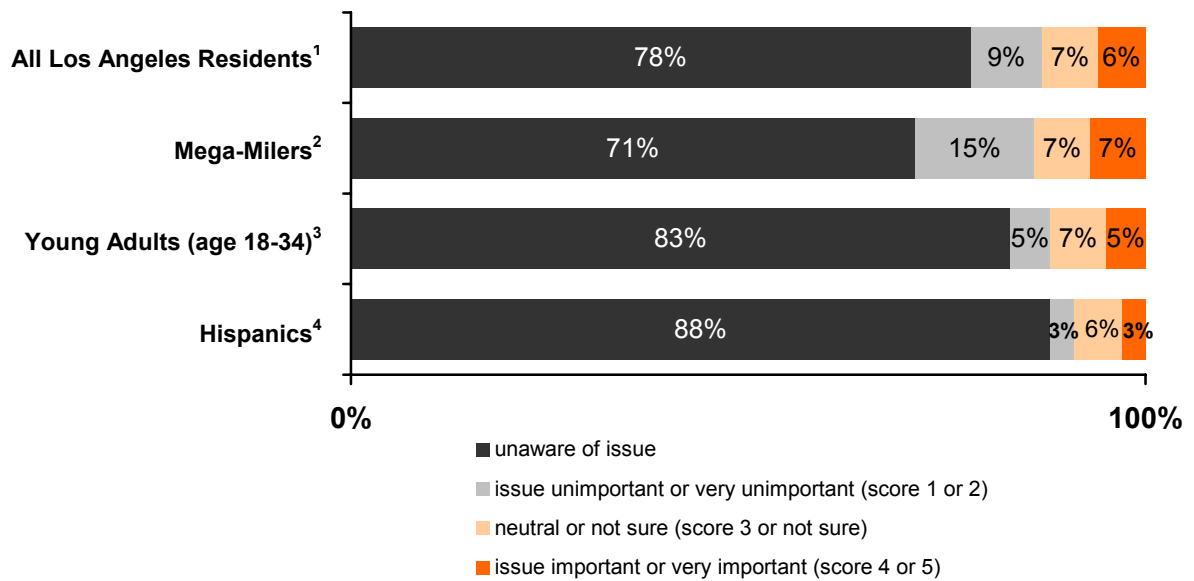
Awareness of proposal to legally restrict billboards in Los Angeles County is limited. Slightly over one in five (22%) Los Angeles County residents are aware of any political or legal issues in the news related to roadside billboards in their area. Even among heavy commuters, those who travel more than 200 miles per week, awareness of the issue peaked at 29%. Awareness and interest in the debate is less of an issue for young adults in Los Angeles (persons between the ages of 18 and 34) and Hispanics, who have a 17% and 12% awareness of billboard challenges respectively.

Few Los Angeles Residents Consider the Billboard Debate to Be an Important Issue in Their Lives

“Think about the political or legal issues in the news related to roadside billboards in the Los Angeles County area.

Using a 5 point scale, where a “1” means NOT VERY IMPORTANT and a “5” means VERY IMPORTANT, how important are these issues in your daily life? You can also use the numbers 2, 3 or 4 if you feel somewhere in between.”

How important in your daily life are the political or legal issues in the news related to roadside billboards?



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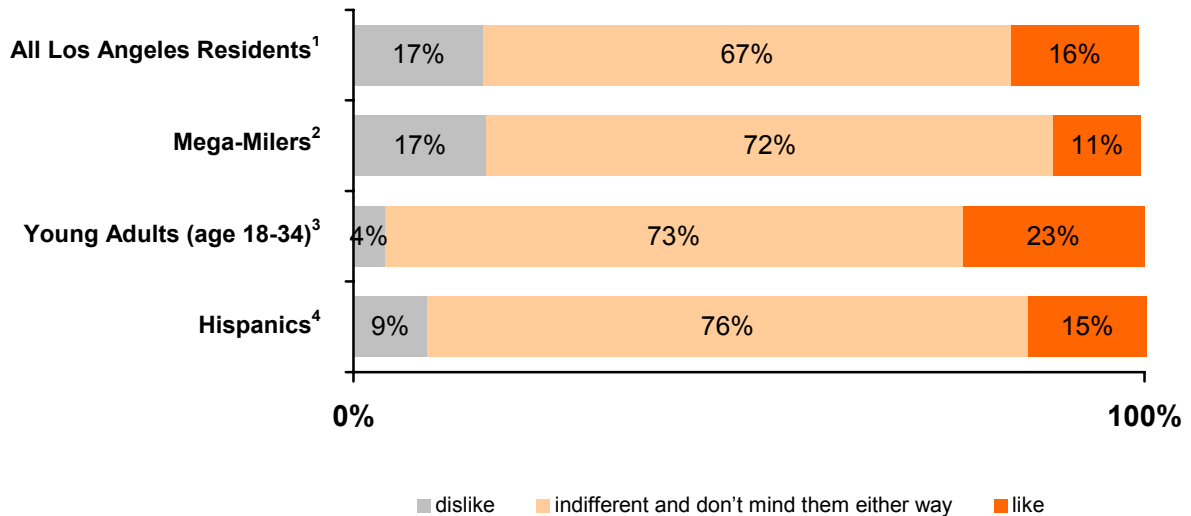
³Persons 18 to 34 years old living in Los Angeles County.

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Even among Los Angeles residents who are aware of the proposed billboard restrictions, the majority are either neutral or deem the issue unimportant. Six percent of residents rate the issue as important or very important in their daily lives. Even among mega-milers, those who travel more than 200 miles per week, 7% rated the matter as of any consequence. The issue is of less significance among young adults and Hispanics with 5% and 3% rating the issue as important or very important to their daily lives.

The Bulk of Los Angeles County Residents Don't Mind Billboards

“Which ONE of the following statements best describes your feeling about roadside billboards? You like roadside billboards, you dislike roadside billboards OR are you indifferent about roadside billboards and don't mind them either way.”



¹Persons 18 years or older living in Los Angeles County.

²Mega-milers are those heavy commuters who travel 200 miles or more per week; they represent 18% of all Los Angeles County residents.

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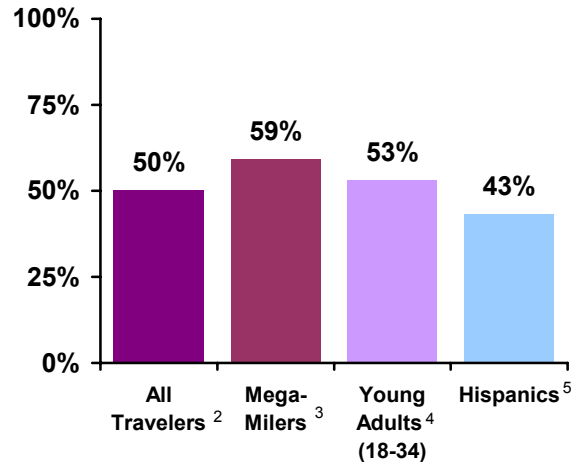
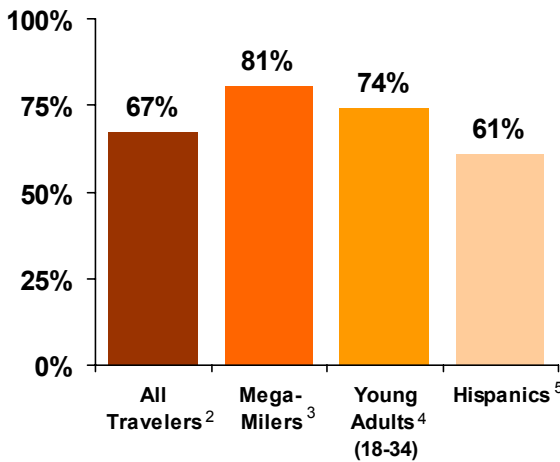
The majority of those living in LA do not have strong feels about billboards in general. Two-thirds (67%) of Los Angeles County residents feel they “are indifferent about roadside billboards and don't mind them either way” and 16% say they “like” them. Among mega-milers, 72% are indifferent and over three-quarters (76%) of Hispanics don't mind billboards either way. Young adults show the greatest enthusiasm for billboard with nearly one-quarter (23%) saying they “like” them.

II. Outdoor Billboard Viewership

More Than Two-Thirds of Los Angeles County Residents Noticed Billboard Advertising in the Past Month

*Have you noticed **any** roadside billboards in the Los Angeles area in the past 30 days?*

*Have you noticed any **digital** billboards in the Los Angeles area in the past 30 days?¹*



¹Preface: "One specific type of billboard is called digital billboards. These digital roadside billboards repeatedly change advertising messages electronically every eight seconds."

²Persons 18 years or older living in Los Angeles County.

³Mega-milers are those heavy commuters who travel 200 miles or more per week; they represent 18% of all Los Angeles County residents.

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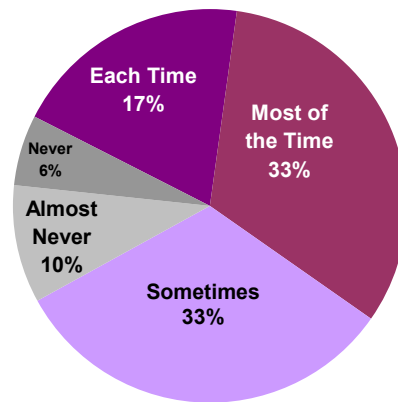
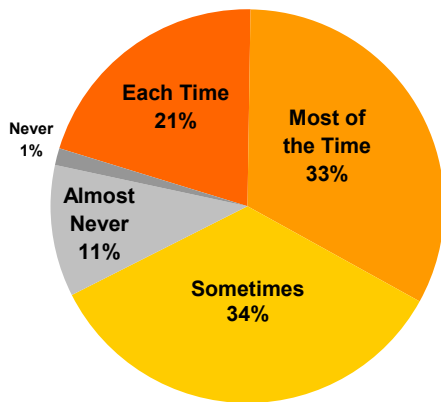
More than two-thirds of Los Angeles County resident noticed billboard advertising in the past month. Sixty-seven percent of those living in Los Angeles County recalled seeing a roadside billboard in the past 30 days and half (50%) specifically noticed a digital outdoor sign. Awareness of digital billboards increases with frequency of travel. Eighty-one percent of the heaviest commuters, known as mega-milers, recalled seeing a billboard in the past month and 59% noticed a digital sign. Young adults also have a heightened awareness of outdoor advertising with 74% noticing any roadside billboards and 53% noting digital. Hispanics pay less attention to billboards, with just over six in 10 (61%) noticing any billboards and 43% noting one of the next generation digital screens.

III. Outdoor Billboard Advertising Engagement

The Majority Of LA Outdoor Viewers Notice the Advertising Some, Most or Each Time They Pass a Board

How often do you notice the advertising messages on roadside billboards?¹

*“How often do you notice the advertising messages on **digital** billboards?”²*



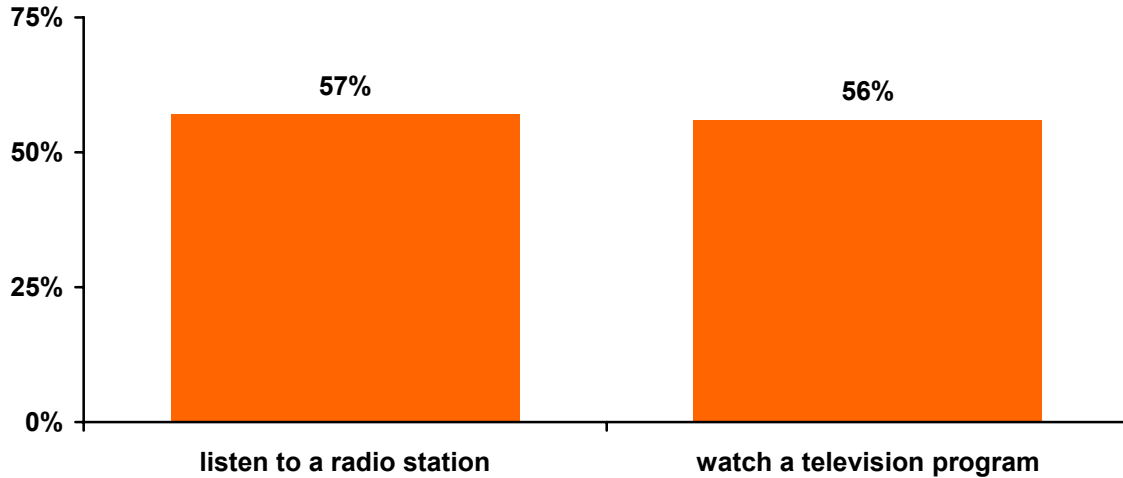
¹Base: Persons 18 years or older living in Los Angeles County who noticed **any** roadside billboards in the past 30 days.

²Base: Persons 18 years or older living in Los Angeles County who noticed **digital** billboards in the past 30 days.

The preponderance of travelers who notice billboards look at the advertising messages at least some of the time. Eight-eight percent of respondents who notice any roadside billboards said they also note the advertising messages on them either sometimes, most of the time or each time. Over one in five viewers say they notice the advertising message *each time* they see a billboard. Those who notice digital boards demonstrate a similar pattern of engagement.

Billboard Viewers Learn About TV Shows or Radio Stations from the Ads

“Now I would like to ask you about some things you learn from seeing roadside billboards. On a roadside billboard, have you ever learned about or been reminded to...?”



*Base: Persons 18 years or older living in Los Angeles County who noticed **any** roadside billboards in the past 30 days.*

Outdoor advertising can drive traffic to other media. Fifty-seven percent of travelers who noticed roadside billboards learned about or were reminded to listen to a radio station, and 56% of viewers noted a television program to watch.

Nearly Half of Viewers Have Discussed an Ad Seen on a Billboard

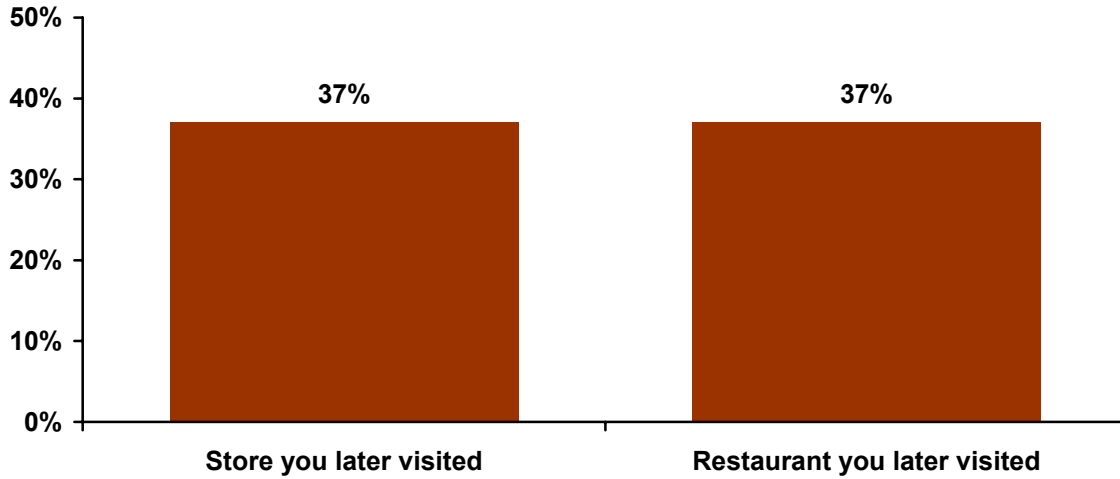
“Now I would like to ask you about some things you learn from seeing roadside billboards. Have you ever seen something funny that you talked about with others that day?”

Forty-seven percent of billboard viewers have talked about an outdoor advertising message they had seen with their family, friends or coworkers.

*Base: Persons 18 years or older living in Los Angeles County who noticed **any** roadside billboards in the past 30 days.*

Outdoor Billboards Drive Traffic to Local Businesses

“Now I would like to ask you about some things you learn from seeing roadside billboards. On a roadside billboard, have you ever learned about a...

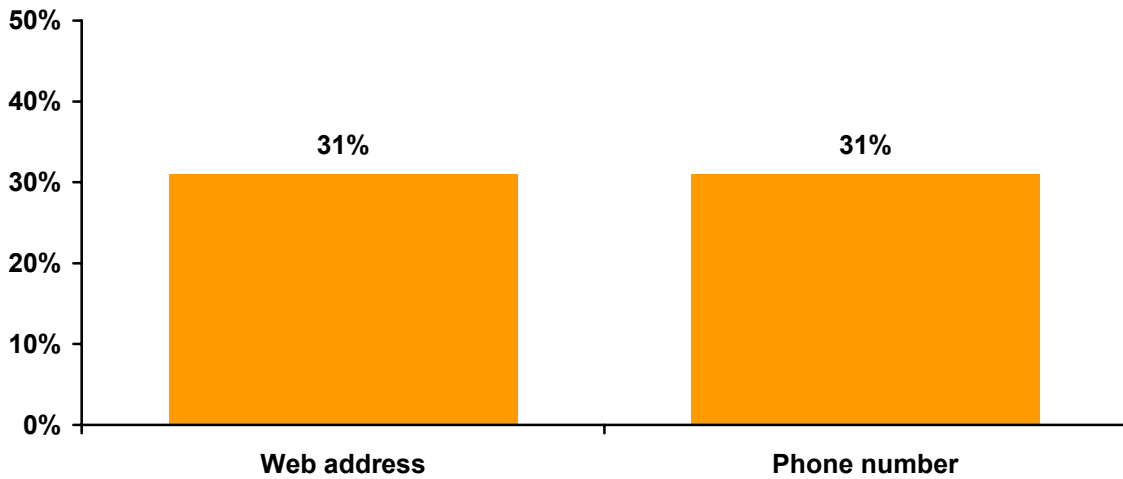


*Base: Persons 18 years or older living in Los Angeles County who noticed **any** roadside billboards in the past 30 days.*

Over one-third of viewers were motivated to visit a store or restaurant after seeing an advertisement for the business on a billboard. Thirty-seven percent of travelers who notice billboards learned about a store they later visited, and 37% also learned about a restaurant they later visited.

Billboards Prompt Viewers to Learn More About a Brand Through Phone Numbers and Web Addresses

“Now I would like to ask you about some things you learn from seeing roadside billboards. Have you ever noted a...?”



*Base: Persons 18 years or older living in Los Angeles County who noticed **any** roadside billboards in the past 30 days.*

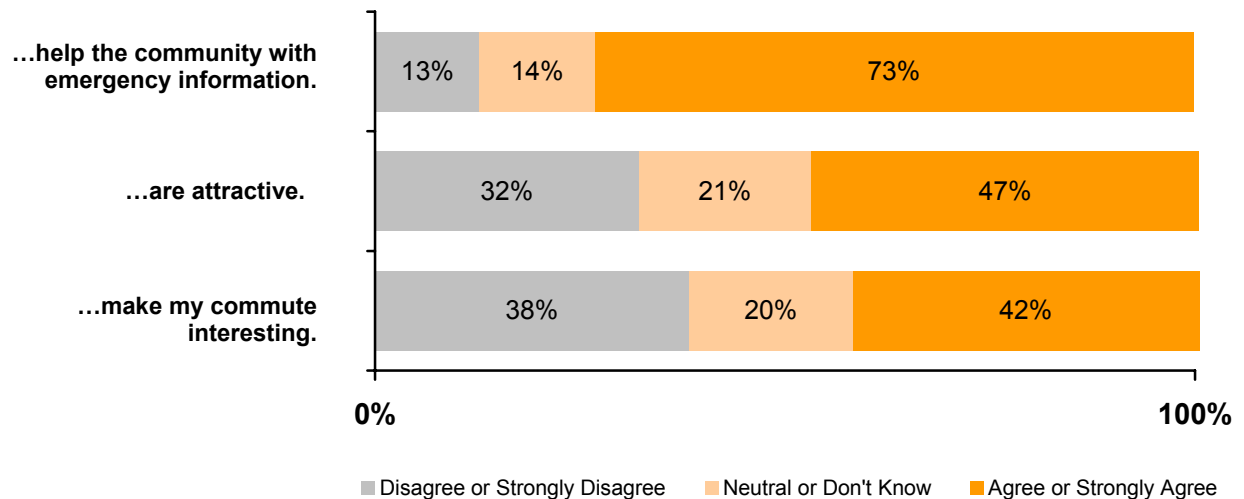
Nearly one-third of viewers noted an advertiser’s Web address or telephone number displayed on a billboard. Thirty-one percent of travelers who notice billboards noted the Web site address of an advertiser, and 31% also noted an advertiser’s phone number.

IV. Focus on Digital Signage

The Majority of Digital Billboard Viewers Find the Signs to Be Attractive and Helpful to the Community

“Now using a 5-point scale where a ‘1’ means you ‘strongly disagree’ and ‘5’ means you ‘strongly agree,’ how much do you disagree or agree with the following statements? You can also use a 2, 3, or 4 if you feel somewhere in between.”

Digital billboards...



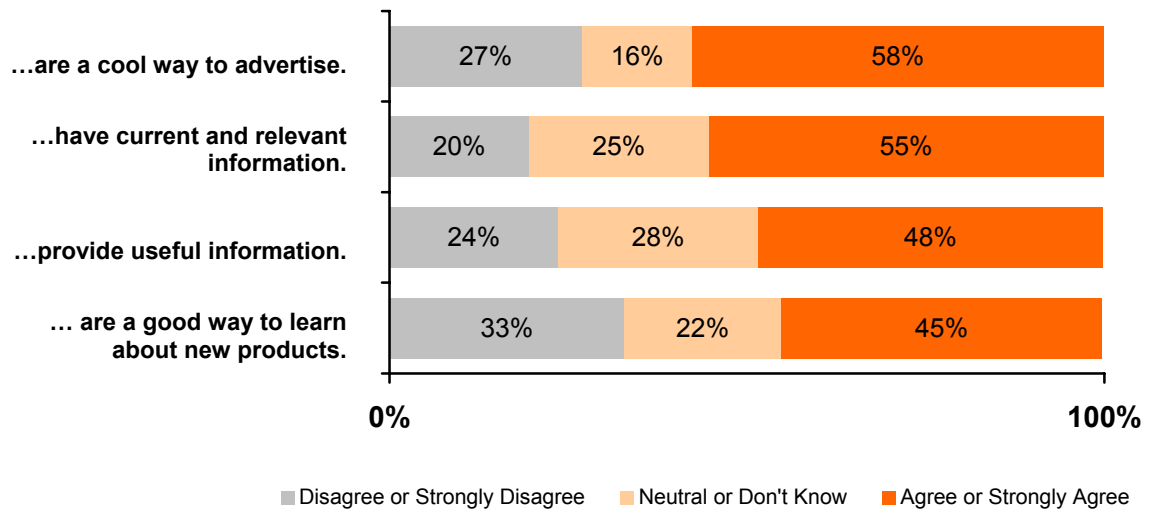
Base: Persons 18 years or older living in Los Angeles County who noticed **digital** billboards in the past 30 days.

Viewers feel digital billboards can be of service to the community by providing emergency information. Nearly three out of four viewers (73%) who notice digital billboards think the signs help their community by providing important and timely emergency information, such as AMBER Alerts. Nearly half of viewers (47%) think the digital billboards are attractive, and 42% think the signs make their commute more interesting.

Most Digital Billboard Viewers Have Positive Attitudes Toward the Advertising Messages

“Now using a 5-point scale where a ‘1’ means you ‘strongly disagree’ and ‘5’ means you ‘strongly agree,’ how much do you disagree or agree with the following statements? You can also use a 2, 3, or 4 if you feel somewhere in between.”

Digital billboards...



Base: Persons 18 years or older living in Los Angeles County who noticed **digital** billboards in the past 30 days.

Over half of viewers think digital billboards are a “cool way to advertise.” Fifty-eight percent of those who notice the digital billboards think the signs are a “cool way to advertise.” More than half (55%) of viewers think the signs display “current and relevant information,” and 48% think they “provide useful information.” Forty-five percent of travelers feel digital billboards are a “good way to learn about new products.”

Appendix A

Travel Habits of Los Angeles County Residents

Los Angeles County residents in the past week

- 80% drove themselves.
- 59% traveled in a car or truck as a passenger.
- 33% carpooled to or from work either as a driver or as a passenger.
- 20% took a bus.
- Average total miles traveled: 154 (median 100).

Los Angeles County work commuters

- Commuters traveled an average of 16 miles one way.
- Almost half (61%) traveled for 10 to 30 minutes one way, and 36% traveled over a half hour each way.

Appendix B

Demographic Profile of Los Angeles County Travelers

	LA County Residents	Roadside Billboard Viewers	Digital Billboard Viewers
Gender			
Men	49%	51% ¹	57% ¹
Women	51%	49%	43%
Age			
18–24	14%	14%	16%
25–34	20%	22%	19%
35–44	20%	21%	25%
45–54	19%	19%	19%
55–64	13%	13%	13%
65+	14%	11%	8%
Employment Status			
Employed full-time	47%	50%	57%
Employed part-time	15%	14%	9%
Retired	16%	13%	8%
Homemaker	7%	6%	7%
Unemployed	9%	10%	10%
Student	4%	5%	5%
Household Income²			
\$50K+	33%	39%	42%
\$100K+	12%	12%	16%
Ethnicity			
Hispanic	43%	40%	38%
Non-Hispanic	57%	61%	62%

¹How to read: Fifty-one percent (51%) of the Los Angeles County residents who noticed any roadside billboards in the past 30 days are male, and 57% of those who noticed digital billboards are male.

²Household incomes are reported out of those who provided a response: 65% of total LA residents sample, 68% of roadside billboard viewers and 72% of digital billboard viewers.

Note: Totals subject to rounding. All sections do not add up to 100% because some respondents declined to answer certain demographic questions.

Appendix C

	Light Travelers (Fewer than 75 Miles) 41% of sample	Medium Travelers (75-200 Miles) 35% of sample	Mega-Milers (200+ Miles) 18% of sample
Gender			
Men	41% ¹	53%	69%
Women	59%	47%	31%
Age			
18–24	19%	7%	7%
25–34	17%	24%	22%
35–44	15%	28%	21%
45–54	19%	17%	26%
55–64	12%	13%	17%
65+	19%	12%	8%
Employment Status			
Employed full-time	29%	66%	63%
Employed part-time	18%	11%	12%
Retired	23%	10%	9%
Homemaker	10%	3%	1%
Unemployed	12%	8%	5%
Student	5%	1%	5%
Household Income²			
\$50K+	22%	39%	51%
\$100K+	5%	17%	20%
Ethnicity			
Hispanic	53%	33%	38%
Non-Hispanic	47%	67%	62%

¹How to read: Forty-one percent (41%) light travelers are male and 69% of heavy travelers are male.

²Household incomes are reported out of those who provided a response: 63% of total light travelers, 67% of medium travelers and 75% of heavy travelers.

Note: Totals subject to rounding. All sections do not add up to 100% because some respondents declined to answer certain demographic questions.

About Outdoor Advertising Association of America (OAAA)

The Outdoor Advertising Association of America is the lead trade association representing the outdoor advertising industry. Founded in 1891, OAAA is dedicated to uniting, promoting, protecting and advancing outdoor advertising interests in the U.S. With nearly 1,100 member companies, OAAA represents more than 90% of industry revenues.

**Information supplied by OAAA.*

About Arbitron Inc.

Arbitron Inc. (NYSE: ARB) is an international media and marketing research firm serving the media—radio, television, cable, online radio and out-of-home—as well as advertisers and advertising agencies in the United States and Europe. Arbitron’s core businesses are measuring network and local market radio audiences across the United States; surveying the retail, media and product patterns of local market consumers; and providing application software used for analyzing media audience and marketing information data. The Company has developed the Portable People Meter™, a new technology for media and marketing research, which has been selected as one of *Time* magazine’s “Best Inventions of 2007.”

Arbitron’s marketing and business units are supported by a world-renowned research and technology organization located in Columbia, Maryland. Arbitron has approximately 1,900 employees; its executive offices are located in New York City.

Through its Scarborough Research joint venture with The Nielsen Company, Arbitron provides additional media and marketing research services to the broadcast television, newspaper and online industries.

Arbitron’s Out-of-Home division provides training, consumer shopping data and audience profiles for out-of-home media. Currently, more than 100 out-of-home plants/place-based media and thousands of media industry clients—agencies, advertisers, stations, marketers and networks—utilize Arbitron and Scarborough consumer behavior information and software.

Credible third-party measurement helps advertisers justify their investment in the medium. The Company’s 50+ years of audience measurement experience help sellers focus on selling the value of their advertising rather than justifying the credibility of their measurement. Arbitron research studies about cinema advertising, the outdoor industry and traditional and nontraditional media can be found on the Company’s Web site at www.arbitron.com and can be downloaded free of charge.

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