

## COVID-DRIVEN CONSUMER BEHAVIOR

# OOH Engaging Consumers More Than Ever

### CONSUMERS HAVE RENEWED APPRECIATION FOR THE OUTDOORS AND THE SAFETY IT OFFERS



**69%**

increased appreciation for their **outdoor surroundings**



**65%**

get out of the **house** as often as possible



**40%**

walking more since the pandemic hit



**65%**

trying to find **safe outdoor activities**

### CONSUMERS NOTICING OOH ADS AT EVEN GREATER LEVELS

**+45%**

versus pre-pandemic

### OOH IS EQUIPPING CONSUMERS WITH THE KNOWLEDGE THEY NEED



**38%**

found COVID-19 **safety information to be useful** from the ads



**29%**

grateful for **useful information** from the ad



**23%**

saw **special offers and promotions**



**23%**

were **educated** about something new



**20%**

saw **updates** on the advertiser business hours and services



**20%**

felt **comforted** as it was a sign that businesses are back

### CONSUMERS ARE SUFFERING FROM DIGITAL DEVICE BURNOUT AND TUNING OUT ONLINE ADS



**68%**

agree that they are spending too much time looking at screens these days

### THE DEMAND FOR OUTDOOR EXPERIENCES IS ON THE RISE



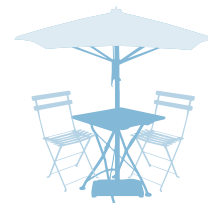
**71%**

interested in **walking around their town or neighborhood**



**58%**

interested in **spending time in a public park**



**57%**

interested in **outdoor seating at restaurants or bars**



**52%**

interested in **visiting outside pop-up retail shops**