

Increased Consumer Mobility and Engagement with OOH Ads



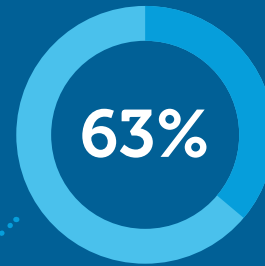
Commuting Continues to Grow Among Workers



plan to commute at least part time this Spring



plan to commute at least part time this Summer



plan to commute daily this Spring, rising to 64% in Summer



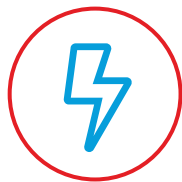
Consumers Noticing OOH Ads More Compared to Pre-Pandemic

43% of adult consumers

59% of Millennials

62% in cities of 1M+ population

63% of Gen Z



Consumers are Annoyed by Ad Sponsored Digital Media Content and Feeling Device Fatigue

78% are annoyed with ads that interrupt viewing, listening, and reading experiences

73% are concerned about personal security and data when using online devices

68% frequently skip online ads due to digital device burnout

43% are actively trying to spend less time on their phone, computer, or reduce TV viewing



Rising Consumer Comfort with All Modes of Transportation



74% of Millennials in cities of 1M+ population feel safe travelling by train



69% of adults feel safe flying



60%+ of adults feel safe using ride share or taxis



58% in cities of 1M+ population feel safe traveling by subway