

70%

have increased appreciation for the outdoors with relaxing of COVID restrictions

53%

notice OOH ads more now than pre-pandemic

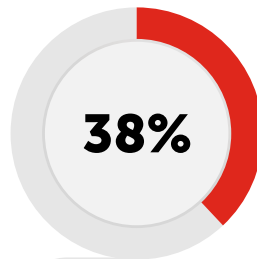
- Greatest increase among Adults 25-44, HHI \$100K+, Cities of 1 Million+ Population

50%

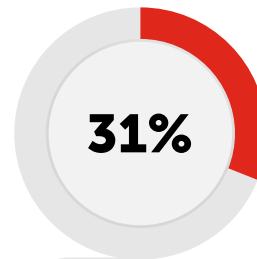
find contextual OOH ads of greater interest (*products relevant to time of day or weather*)

- Greatest interest among Adults 25-44, HHI \$100K+, Cities of 1 Million+ Population

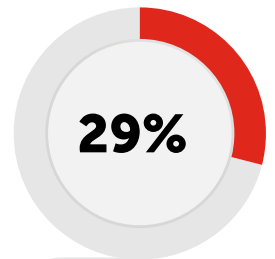
Recent OOH ads consumers found most useful:



COVID-19 safety/hygiene related



Special offers and promotions



Awareness of a new business or service

OOH ads considered most useful by Adults 18 – 34, and HHI \$100K+

Recent consumer actions after viewing an OOH ad:



25%

Searched for information on advertiser or product



23%

Visited advertiser website



22%

Shared by word-of-mouth about the advertiser or product



21%

Made a physical purchase



20%

Downloaded an app



18%

Took a photo of the ad



17%

Engaged with ad by QR code, tap/NFC, or text



16%

Social media post



15%

Ecommerce purchase

Pandemic Impact on Digital Device Usage:

71%

often tune out ads when on digital devices

68%

concerned about personal security and data when shopping online

46%

trying to decrease phone, computer, or television usage/viewing