OOH OUTPERFORMS TRADITIONAL MEDIA IN REACHING CONSUMERS IN THE HALF-HOUR BEFORE PURCHASE ACTIVITIES

Exposure by medium during path to purchase activities:

- Giving/Seeking Purchase Recommendation
  - Any OOH Media: 19%
  - Television: 9%
  - AM/FM Radio: 1%

- Purchase Consideration
  - Any OOH Media: 21%
  - Television: 16%
  - AM/FM Radio: 7%

- Purchase Decision
  - Any OOH Media: 30%
  - Television: 16%
  - AM/FM Radio: 7%

- Purchase Made
  - Any OOH Media: 33%
  - Television: 9%
  - AM/FM Radio: 9%

Source: USA Touchpoints, RealityMine
Base: Adults 18-64