

Q4 Travel/Shopping Plans Highlight OOH Value

COVID Impact: OOH's Proximity Marketing Power Greater Than Ever

MOST CONSUMERS PLAN HOLIDAY TRAVEL AND CARS ARE TOP CHOICE



67%

plan to **travel** for the holidays



56%

plan to **travel** by car



42%

plan to travel the **same distance** or more as last year

ENTHUSIASM FOR HOLIDAY CELEBRATIONS REMAINS HIGH



68%

plan to spend the same or more for holiday cooking/meals as last year



62%

plan to spend the same or more on holiday gifts as last year

TRAVEL IS MORE LOCALIZED



55%

say general **travel** patterns will be the **same or greater** in trips/distance versus pre-COVID



40%

are **walking** more



29%

are **driving** more



27%

are **biking** or **scootering** more

COVID-19 HAS MADE CONSUMERS CONSIDER NEW BRANDS

EFFICIENCY AND SAFETY IMPACT SHOPPING AND DINING DECISIONS



71%

are interested in **takeout** from restaurants



57%

are interested in **curbside pickup**



29%

prefer to shop at retailers that **have planned** the store traffic for COVID-19



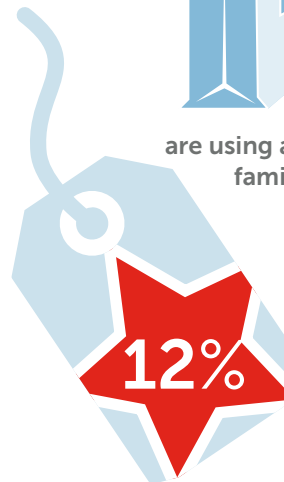
29%

will find creative ways to socialize safely such as **only eating outside** with heated patios or socially distancing outdoors



43%

are using a mix of new and familiar brands



12%

are using new brands they will continue to use and replace old brands

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%

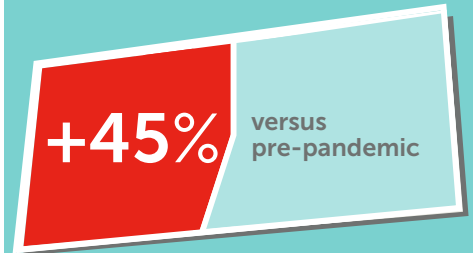
walking more since the pandemic hit



65%

trying to find **safe outdoor** activities

CONSUMERS NOTICING OOH ADS AT EVEN GREATER LEVELS



OOH IS EQUIPPING CONSUMERS WITH THE KNOWLEDGE THEY NEED



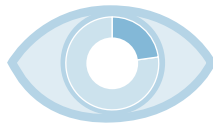
38%

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



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

THE DEMAND FOR OUTDOOR EXPERIENCES IS ON THE RISE



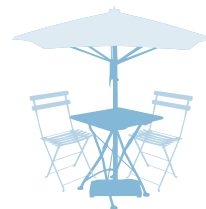
71%

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