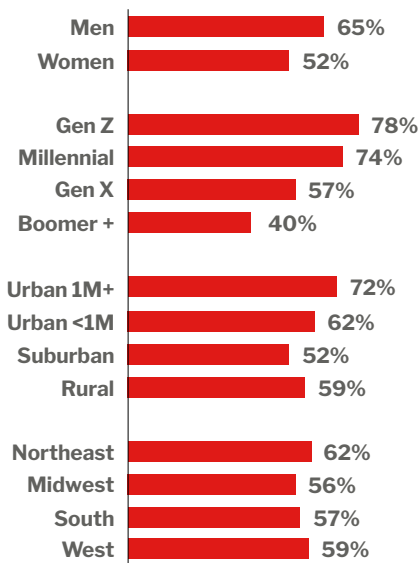


OOH Produces High Notice and Engagement for Healthcare

49% of consumers are noticing OOH ads more than one year ago

58% of consumers have recently noticed OOH ads for healthcare

Notice rate among key consumer segments:



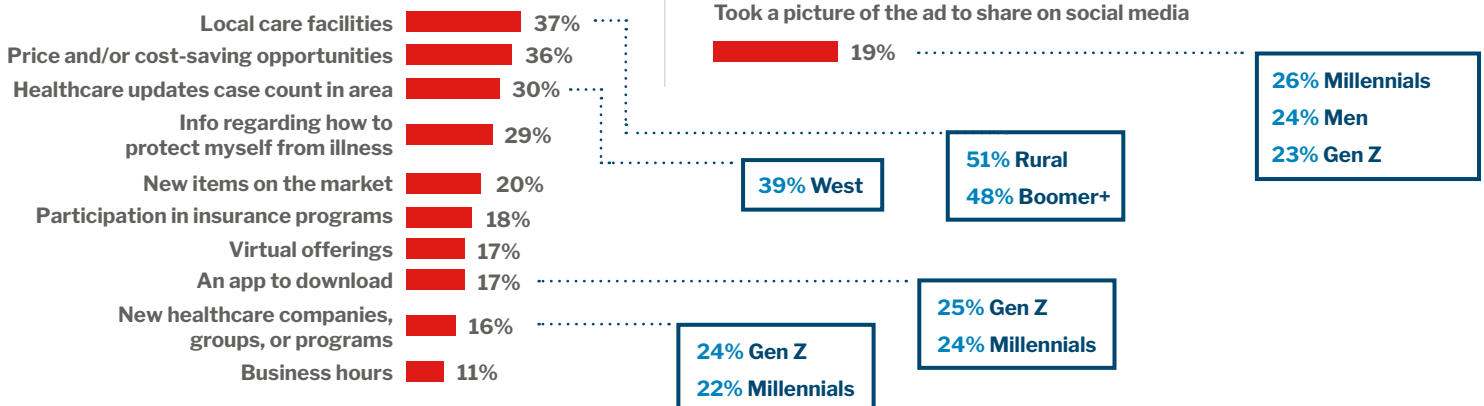
76% of those who saw a healthcare OOH ad engaged

Actions taken among those who engaged:



OOH healthcare ad messages most likely to engage consumers

Among those interested in OOH healthcare ads:



Source: OAAA, The Harris Poll
Methodology: conducted online within the US by The Harris Poll from September 2 - 6, 2022 among 1,000 US adults ages 18+, weighted to reflect the US population across age, gender, race/ethnicity, region, income, household size, and employment.