



# OOH Advertising: Massive Reach Drives Consumer Notice & Favorability

## Consumer Mobility Heightens OOH Ad Exposure

**86%** of adults have driven or ridden in a vehicle in the past 30 days

**56%** of adults have walked in a town, city, or downtown in the past 30 days

## Commuting to Work – US Adults

**77%** commute at least part-time

**55%** commute daily

**22%** have a hybrid commute



## OOH's Massive Reach Generates High Consumer Notice

**88%** of adults have seen OOH ads in the past 30 days

**85%** of adults look at OOH ads all, most or some of the time

## OOH Ads Evoke High Favorability with Consumers

