

OOH Resonates with Multicultural Consumers

Favorability Toward OOH Advertising Over Indexes with Multicultural Consumers Compared to US Adults

Asian Americans	+8%
Hispanic American	s +14%
Black Americans	+20%

More Likely to Notice OOH Ads with Directions to Stores/Restaurants Compared to US Adults

Black Americans	+7%
Hispanic Americans	+17%
Asian Americans	+27%

More Likely to Visit Stores/Restaurants Within 30 Minutes of Seeing Directional OOH Ads Compared to US Adults

Black Americans	+28%
Hispanic Americans	+28%
Asian Americans	+40%

Importance of OOH Ad Messages Reflecting Target Audience Identity

(% more likely to notice to notice OOH ads reflecting their cultural identity)

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MORNING CONSULT



Source: OAAA, Morning Consult. Methodology: conducted online within the US by Morning Consult from November 10 - 15, 2022 among 1,461 US adults ages 18 - 64, weighted to reflect the US population across age, gender, race/ethnicity, region, and education.