

# OOH Political Ads Influence Likely Voters

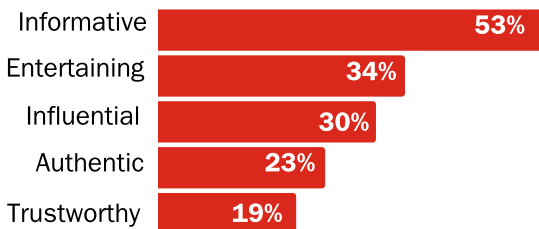
**68%** of likely voters have seen OOH political advertising

**56%** of likely voters who have seen OOH political ads in the past year trust them to be truthful and accurate

**49%** of likely voters who have seen OOH political ads in the past year say they are personally influential, and 20% rate them very influential

## Most rate OOH ads as informative

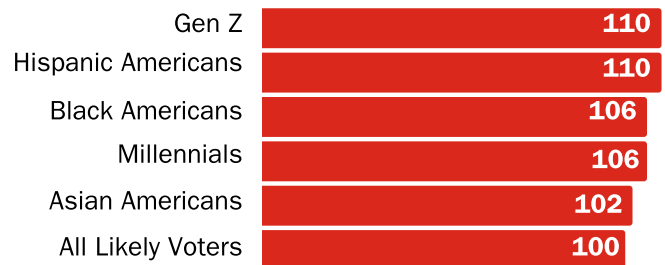
(top three choices among adults 18-34)



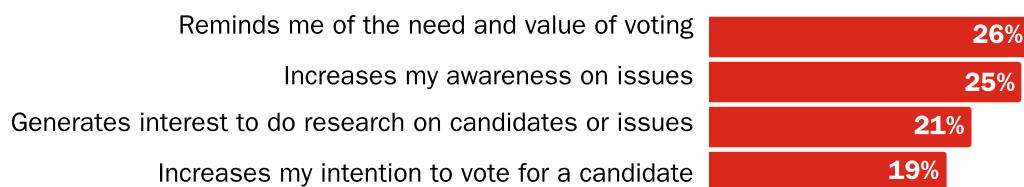
## Top reasons OOH political ads are appealing\*



## OOH over indexes with key voting blocs\*



## Impact of OOH political ads\*



Younger likely voters (GenZers 29%, Millennials 30%) are especially likely to say OOH political ads increases their awareness on issues.

\*Among likely voters