OOH Political Ads Influence Likely Voters

68%

of likely voters have seen OOH political advertising

56%

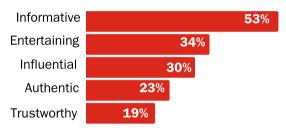
of likely voters who have seen OOH political ads in the past year trust them to be truthful and accurate

49%

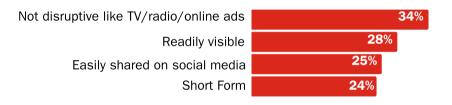
of likely voters who have seen OOH political ads in the past year say they are personally influential, and 20% rate them very influential

Most rate OOH ads as informative

(top three choices among adults 18-34)

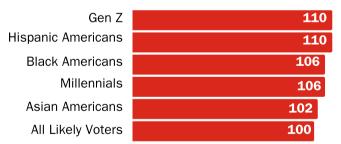


Top reasons OOH political ads are appealing *



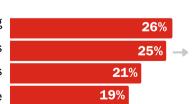
YOU HAVE THE POWER MAKE A PLAN VOTE NOV. 8 VOTE4II.ORG VOTE 411 GEFORETO BY THE LARGE OF WORLD VOTES OF AUGUST LINE AND AUGU

OOH over indexes with key voting blocs*



Impact of OOH political ads*

Reminds me of the need and value of voting
Increases my awareness on issues
Generates interest to do research on candidates or issues
Increases my intention to vote for a candidate



Younger likely voters (GenZers 29%, Millennials 30%) are especially likely to say 00H political ads increases their awareness on issues.

*Among likely voters

