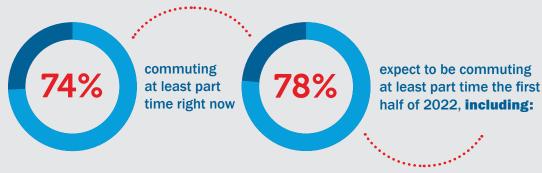
OOH Will Intercept Even More Consumers in 2022



Commuting Continues to Grow Among Workers



81% of Millennials

80% in cities of 1M+ population

78% of Gen Z and Gen X



Most Consumers Plan Vacation Travel the First Half of 2022

72% will vacation travel

48% will vacation travel regardless of COVID conditions



Travelers using Airlines Will Increase Significantly the First Half of 2022

51% of travelers plan to fly



More than double the number during the 2020 holidays

35% more than the number during Summer 2021



Many Returning to "Normal" Lifestyle

70% will have local travel patterns similar to or greater than pre-COVID

42% plan to live as normally as possible—almost double from winter 2021 (23%)

26% are focused on creative ways to socialize safely in-person



Businesses Consumers Will Visit Weekly or More



85% Grocery Stores



57% Retail stores



54% Restaurants



43% Drug Stores/ Pharmacies



