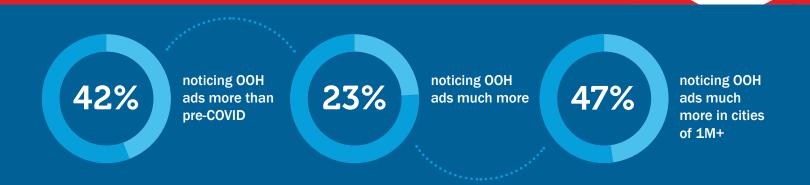
# OOH is Highly Relevant with Consumers



## 85% of Viewers Find OOH Ads Useful

Types of OOH ad messages consumers find most useful:

## 42%

special offers and promotions

,

awareness of new business/service

29%

COVID safety and hygiene

38%

25% advertiser services and business hours

## 21%

advertiser website or social media information

### Digital Media Consumption Grew During the Pandemic, But:

**74%** concerned with data privacy, and use of personal information/behavior for online ad targeting

**62%** frequently skip online ads due to digital device burnout

**39%** actively trying to spend less time on their phone, computer, or reduce TV viewing

### Consumers Rate a Wide Variety of OOH Product Ads as Most Relevant







Source: OAAA, The Harris Poll.

Methodology: conducted online within the U.S. by The Harris Poll from October 20–25, 2021 among 1,000 US adults ages 18+. Weighted to reflect the US population across age, gender, race/ethnicity, region, income, household size, and employment.