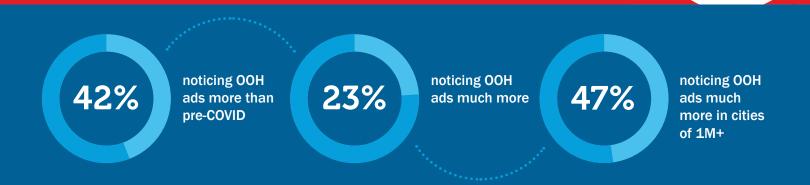
OOH is Highly Relevant with Consumers



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.