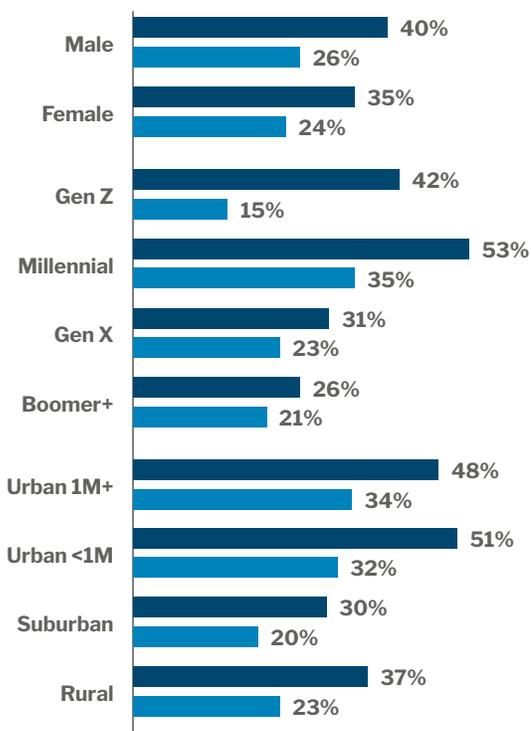


# Consumers Look to OOH Ads to Help with Grocery Inflation

A growing number of consumers are paying more attention to OOH ads for grocery sales or promotions

% Paying More Attention Now Than Three or Six Months Ago

■ 3 months ■ 6 months

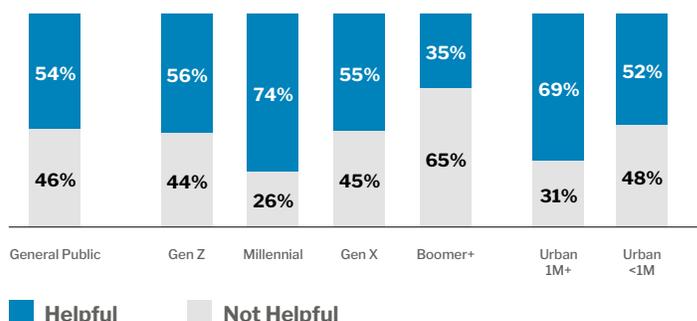


70% of consumers report inflation is impacting affordability of groceries



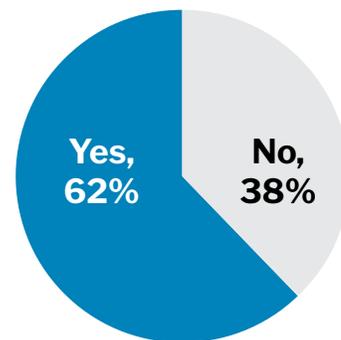
Over half of consumers viewing OOH grocery ads found the ads helped save money.

Among those who are currently paying the same or more amount of attention to grocery ads than three to six months ago.



Over 60% of consumers viewing OOH grocery ads would like to see more OOH ads featuring grocery sales or promotions – especially younger audiences.

Among those who are currently paying the same or more amount of attention to grocery ads than three to six months ago.



82% Millennials 71% Urban 1M+