



# DIGITAL OUT-OF-HOME ADVERTISING REPORT

NIELSEN ON-LOCATION  
2020 Edition - top 30 Markets

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Welcome to the *Nielsen Digital Out-of-Home Advertising Report 2020 edition – Top 30 Markets*.

This report provides a detailed examination of travelers in top markets and their exposure to digital out-of-home advertising including digital billboards, mobile digital billboards, street-level digital/video ads, airport digital ads, and place-based digital ads.

The study also examines actions that out-of-home advertising has driven respondents to taking.

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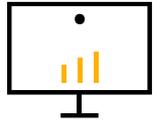
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# PROJECT BACKGROUND



453 completed  
**ONLINE SURVEYS**



sampled from  
**TOP 30 MARKETS**



people  
**AGE 16 OR OLDER**

## HAVE DONE ANY OF THE FOLLOWING ACTIVITIES IN THE PAST MONTH

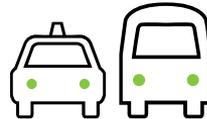
(~98% of residents in top 30 markets)



**WALKED**  
around town, city  
or downtown area



driven or ridden in a  
**CAR, TRUCK OR OTHER  
PRIVATE VEHICLE**



ridden as a passenger on any  
**PUBLIC TRANSPORT** including  
rail bus, taxi, or  
on-demand car service



ridden as a passenger on a  
**COMMUTER RAIL OR  
SUBWAY**

Nielsen conducted 453 online surveys among U.S. residents age 16 or older, between February 24th to March 4th, 2020.

Respondents were screened for having traveled on foot, in a car, truck or other private vehicle, ridden as a passenger on a public bus, taxi, commuter rail or subway, in the past month.

## Top 30 Markets (CBSA\*)

Atlanta	New York
Austin	Orlando
Baltimore	Philadelphia
Boston	Phoenix
Charlotte	Pittsburgh
Chicago	Portland
Cincinnati	Riverside-San Bernardino
Dallas-Fort Worth	Sacramento
Denver	San Antonio
Detroit	San Diego
Houston	San Francisco
Las Vegas	Seattle
Los Angeles	St. Louis
Miami	Tampa
Minneapolis-St. Paul	Washington DC

\*CBSA stands for “Core-Based Statistical Area.” These are census-based U.S. geographic areas consisting of one or more counties (or equivalents), anchored by an urban center of at least 10,000 people, plus adjacent counties that are socioeconomically tied to the urban center by commuting. The top 30 CBSA represent approximately 45% of the total U.S. adult population.

# HIGHLIGHTS



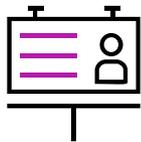
## ALONG FOR THE RIDE

Public transportation has the potential to reach more than half of the consumers age 16 or older in the top 30 markets per month. These modes of transit include rail, bus, taxi, or on-demand car service.



## ON THE FLY

Airport advertising has the potential to reach nearly 6 in 10 people age 16 or older in the top 30 markets annually. Over 1 in 10 of these residents have flown in the past 30 days.



## DIGITAL BILLBOARDS

Nearly two-thirds of people age 16 or older in the top 30 markets recalled seeing a digital billboard in the past month and 65% of those viewers have taken an action such as visiting a website or going to a movie after seeing a digital billboard in the past year.



## MEDIA ON THE MOVE

Close to one-third of people age 16 or older in the top 30 markets recalled seeing a mobile digital billboard in the past month. 6 in 10 of these viewers have taken an action on their smartphone after seeing an ad in the past year.



## TAKING IT TO THE STREETS

Almost two-thirds of people age 16 or older in the top 30 markets have walked around a town, city or down-town area in the past month. Half of the residents in these markets have noticed street level digital advertising in the past month.



## LOCATION, LOCATION, LOCATION

Over 6 in 10 people age 16 or older in the top 30 markets noticed digital screens with ads at places such as gas stations, office buildings, shopping centers or bars in the past month. More than half of these viewers have taken an action on their mobile device after seeing an ad in the past year.

# TRAVEL PATTERNS

# AMERICA ON THE MOVE

## TRANSPORTATION USED IN THE PAST MONTH



85%

driven or ridden in a  
**CAR, TRUCK OR OTHER PRIVATE  
VEHICLE**



61%

**WALKED**  
around town, city  
or downtown area



53%

ridden as a passenger on any  
**PUBLIC TRANSPORT**  
including rail, bus, taxi, or  
on-demand car service



30%

ridden as a passenger on a  
**COMMUTER RAIL OR SUBWAY**

85% of those age 16 or older in the top 30 markets have traveled in a private vehicle such as car, truck, or motorcycle in the past month.

Over half of those surveyed (53%) have used some form of public transit including rail/subway, buses, taxi, or on-demand car services in the past month.

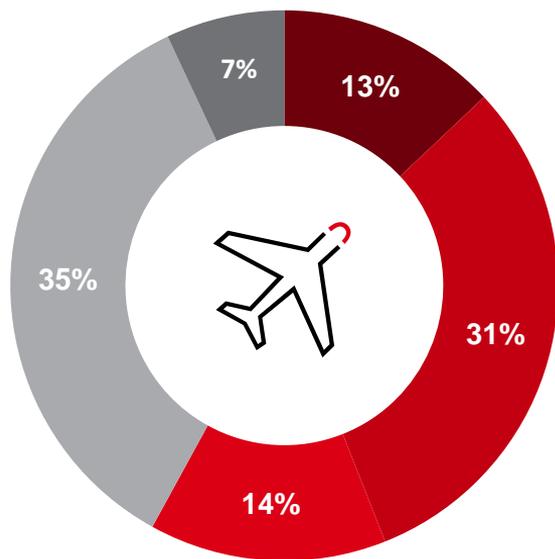
30% have ridden as a passenger on a commuter rail/subway in the past month.

6 in 10 of those surveyed (61%) have walked in a town, city, or other downtown area.

Q5: Please indicate which of the following activities have you done in the last month.

BASE: People age 16 or older who have walked, driven, or ridden in a private vehicle or public transport in the past 30 days | N = 453

# RECENT AIRPLANE TRAVEL



■ Flown in the past 30 days

■ 1-6 months ago

■ 7-12 months ago

■ More than 1 year ago

■ Have never flown

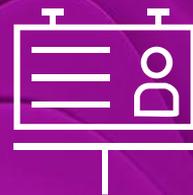
Over half those age 16 or older in the top 30 markets (58%) have traveled by airplane in the past 12 months.

13% of those surveyed have flown within the past 30 days.

Q6a. When was the last time you took an airplane trip?

BASE: People age 16 or older who have walked, driven, or ridden in a private vehicle or public transport in the past 30 days | N = 453

# DIGITAL BILLBOARDS



This artwork was created using Nielsen data.

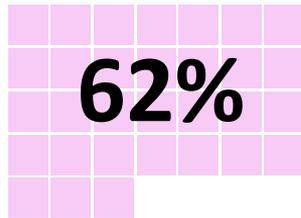
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# DIGITAL BILLBOARDS AWARENESS + ENGAGEMENT

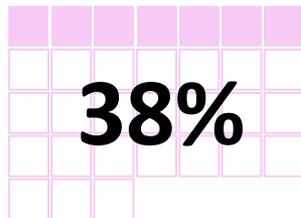


NOTICED

PAST MONTH

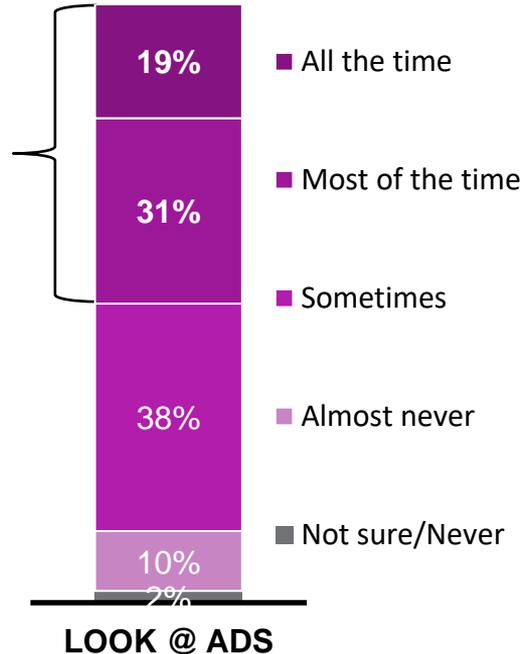


PAST WEEK



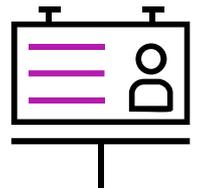
HIGHLY  
ENGAGED

50%



Nearly two-thirds (62%) of those age 16 or older in the top 30 markets noticed digital billboards in the past month, while 38% have noticed digital billboards in the past week.

50% of those who've noticed digital billboards in the past month report high engagement, noticing them "all" or "most" of the time.

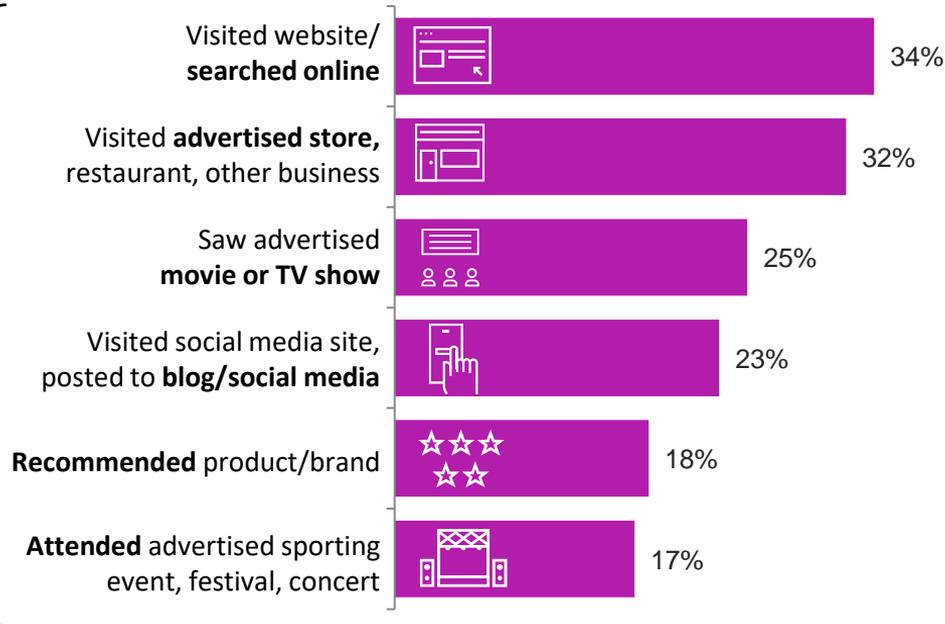


Q7: When was the last time you noticed a digital billboard? These are electronic roadside signs showing images that change every six or eight seconds. | BASE: People age 16 or older who have walked, driven, or ridden in a private vehicle or public transport in the past 30 days | N = 453  
Q8: How often do you look at advertising messages on digital billboards? | BASE: Noticed digital billboard past 30 days | N = 279

# DIGITAL BILLBOARDS ACTIONS TAKEN

## 65%

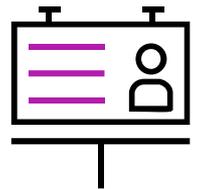
Engaged in  
at least one  
action



Over one-third of digital billboard viewers (34%) visited an advertiser's website or searched for them online after seeing a digital billboard in the past year.

About one-third have visited an advertised store, restaurant, or other business after seeing a digital billboard.

Nearly two-thirds of viewers have engaged in at least one measured action after seeing a digital billboard in the past year.



Q9: In the past year, have you done any of the following activities after seeing an advertisement on digital billboards?

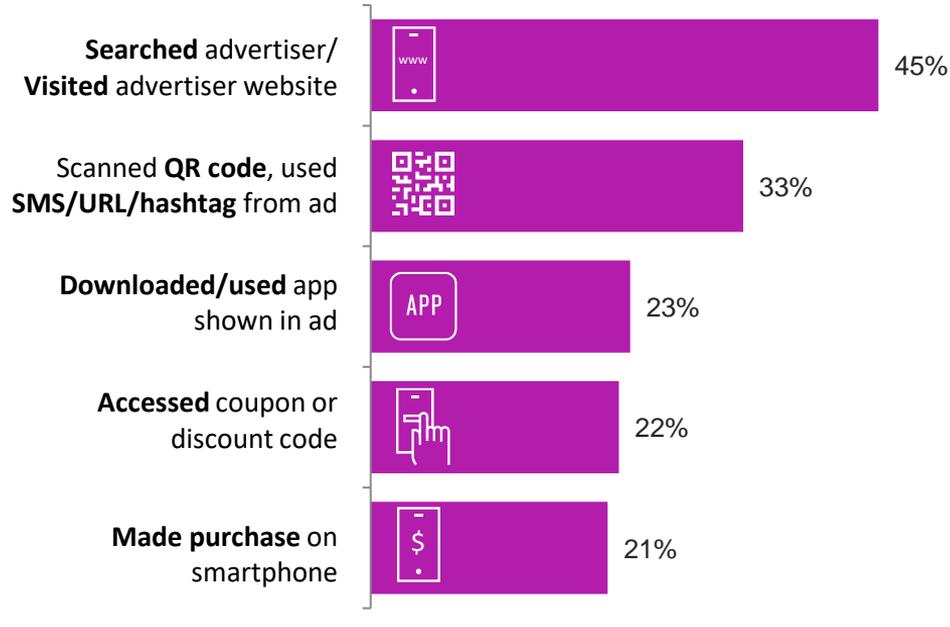
BASE: Noticed digital billboard past 30 days | N = 279

# DIGITAL BILLBOARDS

## ACTIONS TAKEN ON MOBILE/SMARTPHONE

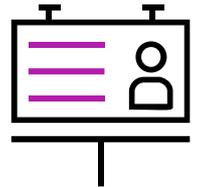
# 52%

Engaged in  
at least one  
action



One-third of digital billboard users with smartphones (33%) have interacted with a digital billboard ad via SMS, URL, hashtag or scanned a QR code in the past year.

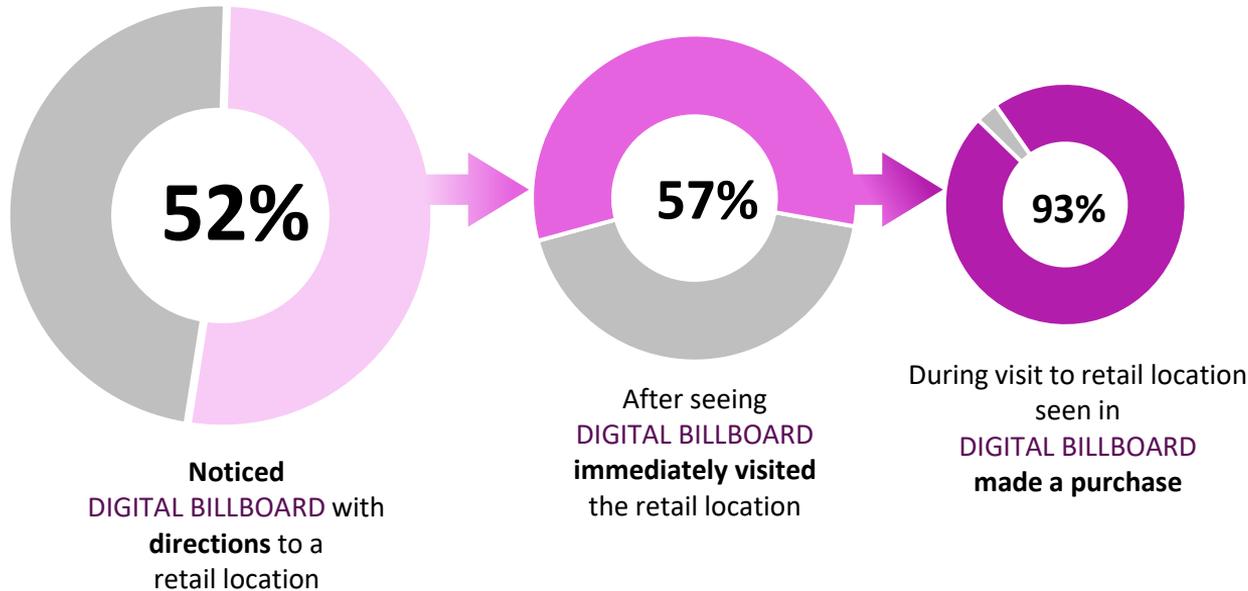
52% of viewers with smartphones have engaged in at least one of these actions on their mobile device after seeing a digital billboard in the past year.



Q10: In the past year, have you done any of the following activities on your smartphone or mobile device after seeing an advertisement on digital billboards? Q10B: In the past year, have you scanned a QR code, used SMS to respond by text, or used a URL/hashtag from the ad on digital billboards?

BASE: Noticed digital billboard past 30 days and use smartphone | N = 263

# DIGITAL BILLBOARDS DRIVING IN-STORE TRAFFIC



Over half of viewers (52%) have ever noticed a digital billboard that gave directions to a store, business, or restaurant.

57% of those who noticed directions on a digital billboard have visited the business within 30 minutes of viewing the ad.

Of those who visited the business within 30 minutes, 93% have ended up making a purchase.

Q11. Have you ever noticed an advertisement on digital billboards, which gave you directions to a specific store, business or restaurant location?

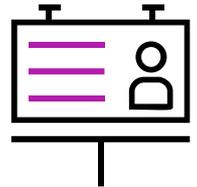
BASE: Noticed digital billboard past 30 days | N = 279

Q12. Have you ever immediately (within 30 minutes) visited a store, business or restaurant specifically because you saw an advertisement on digital billboards?

BASE: Noticed directions | N = 146

Q13. You indicated that you have immediately visited a store, business or restaurant specifically because you saw an advertisement on digital billboards. The last time that you did this, did you make a purchase at that store, business or restaurant?

BASE: Immediately went to store, business, restaurant | N=83



# MOBILE DIGITAL BILLBOARDS AWARENESS + ENGAGEMENT



NOTICED

PAST MONTH

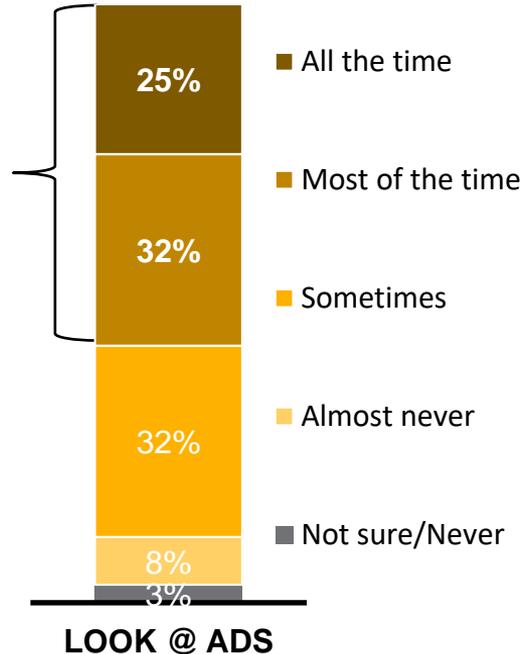
31%

PAST WEEK

15%

HIGHLY  
ENGAGED

57%



Nearly one-third of those age 16 or older in the top 30 markets noticed mobile digital billboards in the past month, while 15% have noticed digital mobile billboards in the past week.

57% of those who've noticed mobile digital billboards in the past month, report high levels of engagement noticing them "all" or "most" of the time.



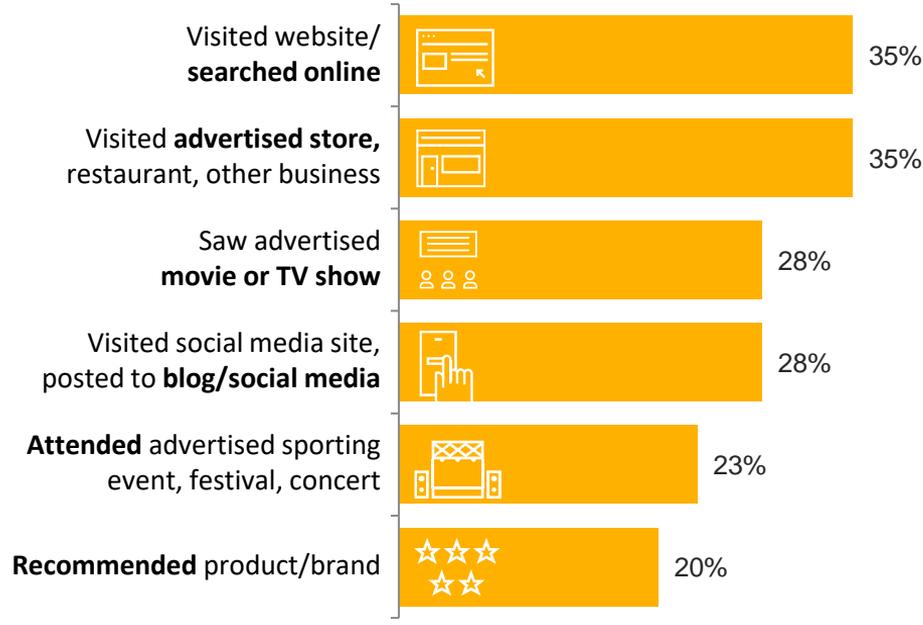
Q7: When was the last time you noticed a digital mobile billboard? | BASE: People age 16 or older who have walked, driven, or ridden in a private vehicle or public transport in the past 30 days | N = 453

Q8: How often do you look at advertising messages on digital mobile billboards? | BASE: Noticed mobile digital billboard past 30 days | N = 142

# MOBILE DIGITAL BILLBOARDS ACTIONS TAKEN

## 67%

Engaged in  
at least one  
action



Over one-third of viewers (35%) visited the advertised store, restaurant or business after seeing a digital mobile billboard in the past year.

28% have seen a movie or TV show after seeing a mobile digital billboard.

Over two-thirds (67%) of viewers have engaged in at least one measured actions after seeing a mobile digital billboard in the past year.



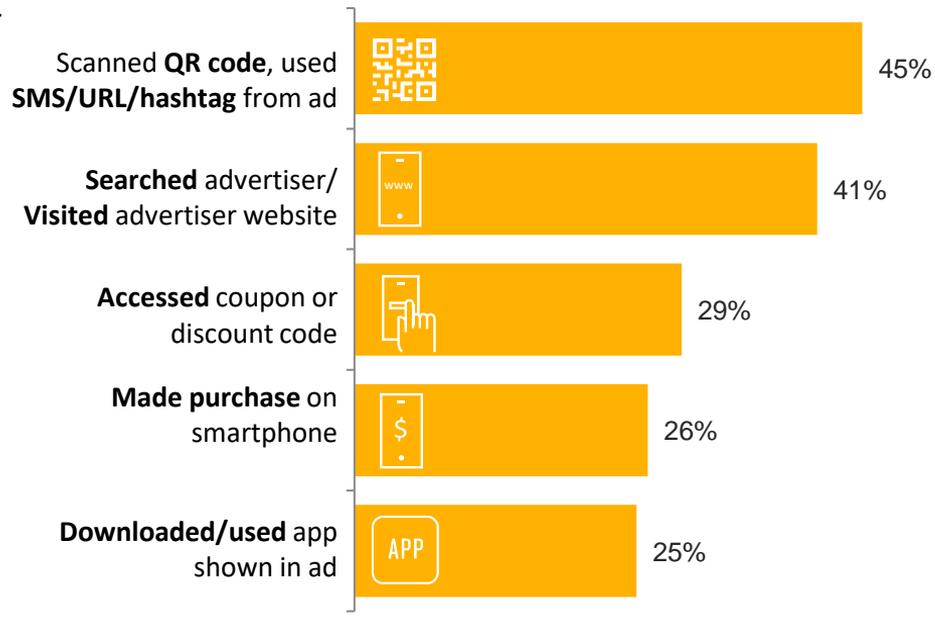
Q9: In the past year, have you done any of the following activities after seeing an advertisement on mobile digital billboards?

BASE: Noticed mobile digital billboard past 30 days | N = 142

## MOBILE DIGITAL BILLBOARDS

## ACTIONS TAKEN ON MOBILE/SMARTPHONE

61%

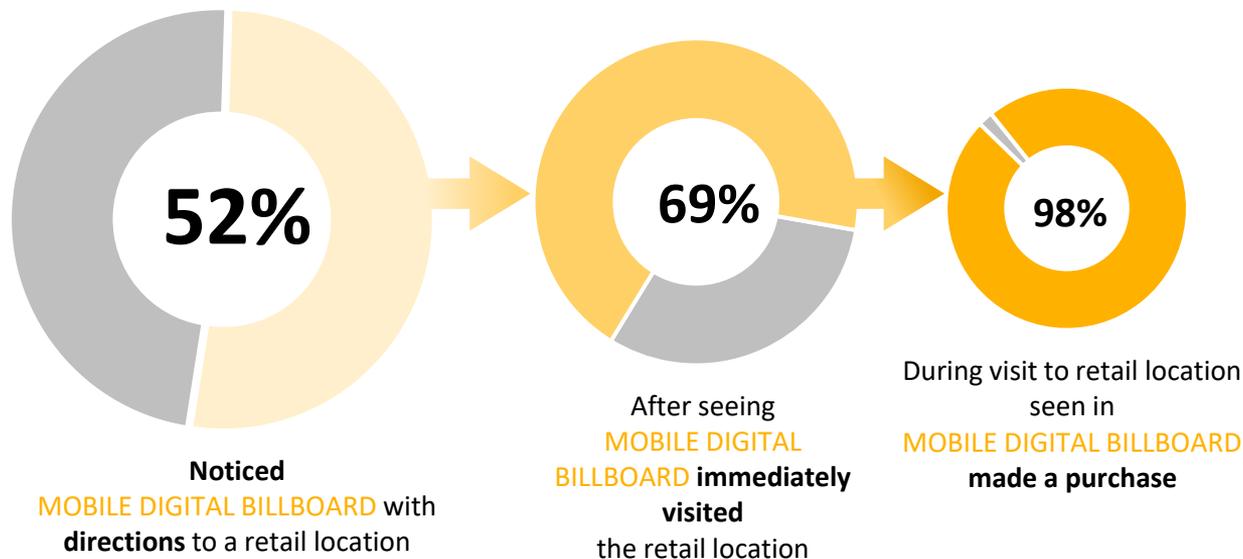
Engaged in  
at least one  
action

Nearly half of viewers with smartphones (45%) have interacted with a digital mobile billboard via SMS, URL, hashtag or scanned a QR code in the past year.

61% of those surveyed have engaged in at least one action on their smartphone in the past year, after seeing a mobile digital billboard.



# MOBILE DIGITAL BILLBOARDS DRIVING IN-STORE TRAFFIC



Over half viewers (52%) have ever noticed a mobile digital billboard that gave directions to a store, business, or restaurant.

69% of those who noticed directions on a mobile digital billboard have visited the business within 30 minutes of viewing the ad.

Of those who visited the business within 30 minutes, 98% have ever ended up making a purchase.

Q11. Have you ever noticed an advertisement on mobile digital billboards, which gave you directions to a specific store, business or restaurant location?  
BASE: Noticed mobile digital billboard past 30 days | N = 142

Q12. Have you ever immediately (within 30 minutes) visited a store, business or restaurant specifically because you saw an advertisement on mobile digital billboards? | BASE: Noticed directions | N = 74

Q13. You indicated that you have immediately visited a store, business or restaurant specifically because you saw an advertisement on mobile digital billboards. The last time that you did this, did you make a purchase at that store, business or restaurant?  
BASE: Immediately went to store, business, restaurant | N=51\*  
\*small base size



# STREET-LEVEL DIGITAL ADVERTISING

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# STREET-LEVEL ADVERTISING AWARENESS + ENGAGEMENT



NOTICED

PAST MONTH

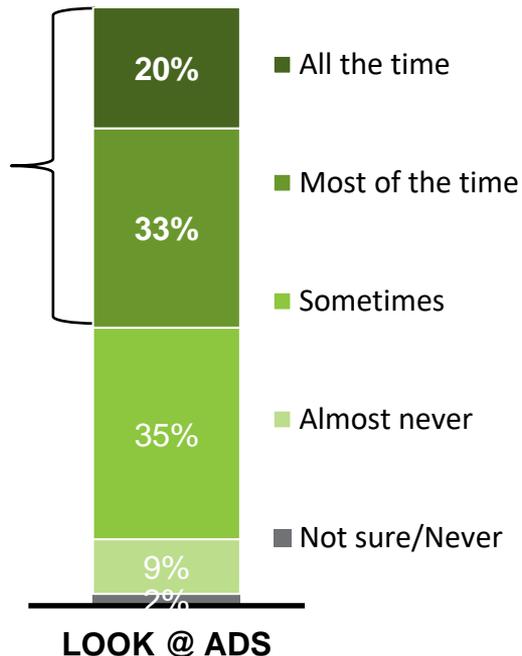
49%

PAST WEEK

28%

HIGHLY  
ENGAGED

52%



Just under half (49%) of those age 16 or older in the top 30 markets noticed street-level digital advertising in the past month, while 28% have noticed street-level digital advertising in the past week.

52% of those who've noticed street-level digital advertising in the past month report high engagement noticing them "all" or "most" of the time.



Q7: When was the last time you noticed any street level digital advertising such as video displays, bus shelters or sidewalk kiosks?

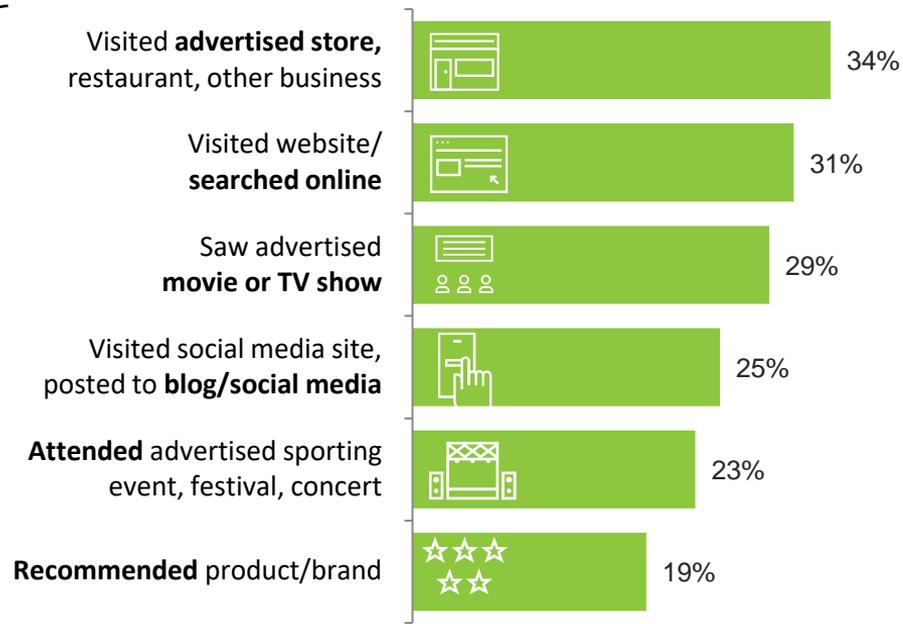
BASE: People age 16 or older who have walked, driven, or ridden in a private vehicle or public transport in the past 30 days | N = 453

Q8: How often do you look at advertising messages on street-level digital or video displays? | BASE: Noticed street-level digital or video displays past 30 days | N = 223

# STREET-LEVEL DIGITAL ADVERTISING ACTIONS TAKEN

## 69%

Engaged in  
at least one  
action



Over one-third of viewers (34%) visited an advertiser's website or searched for them online after seeing street-level digital advertisements in the past year.

7 in 10 viewers have engaged in at least one of these measured actions after seeing street-level digital advertising in the past year.



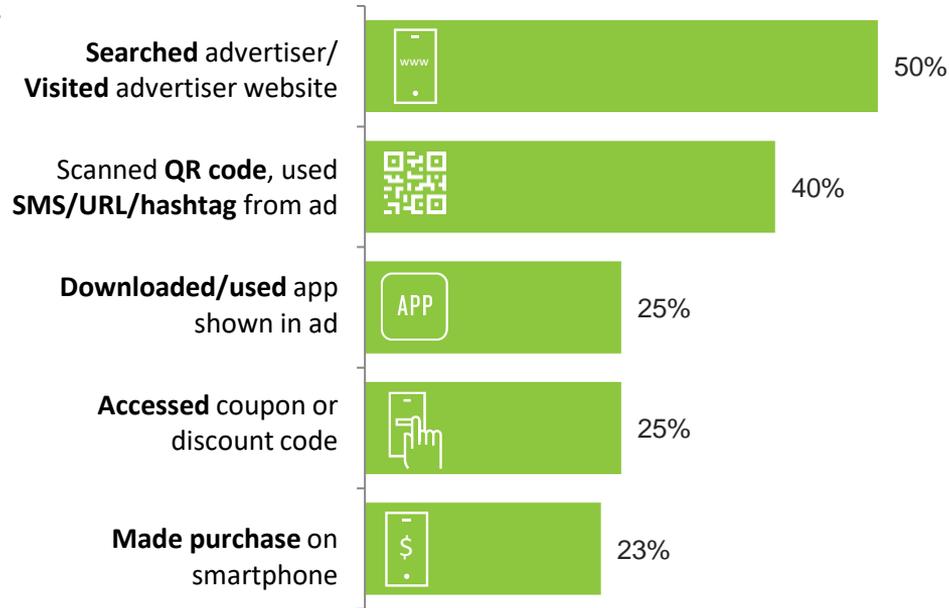
Q9: In the past year, have you done any of the following activities after seeing an advertisement on street-level digital or video displays?

BASE: Noticed street-level digital or video displays past 30 days | N = 223

# STREET-LEVEL DIGITAL ADVERTISING ACTIONS TAKEN ON MOBILE/SMARTPHONE

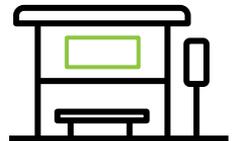
62%

Engaged in  
at least one  
action



50% of viewers with smartphones have searched for an advertiser or visited its website on their smartphone after seeing street-level digital advertising in the past year.

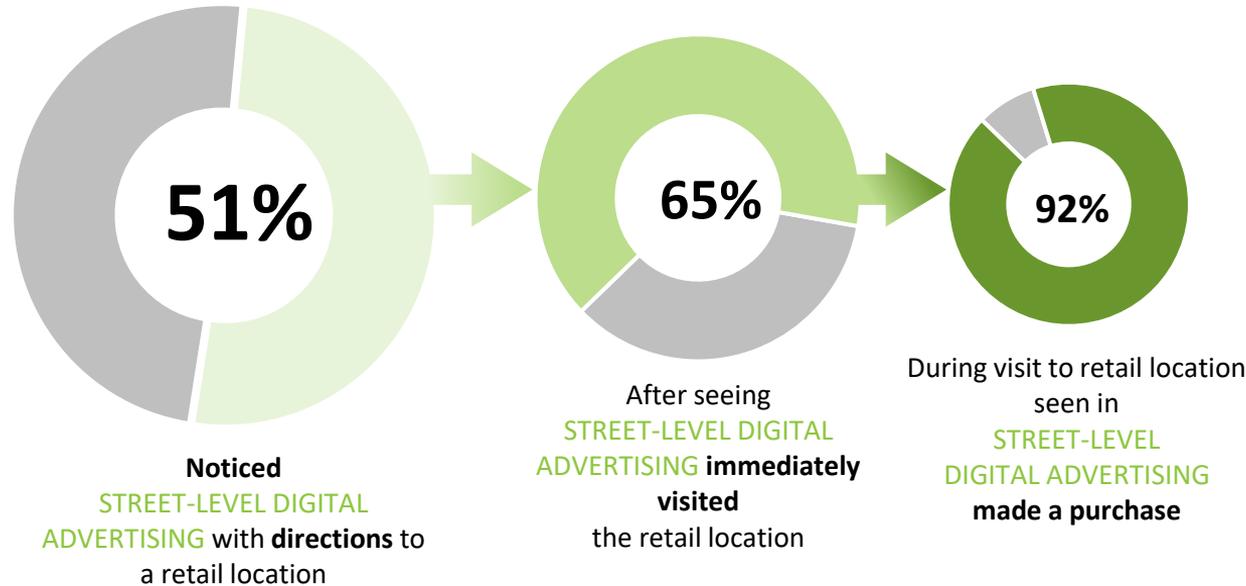
62% of those viewers have engaged in at least one of these actions on their smartphone after seeing street-level digital advertising in the past year.



Q10: In the past year, have you done any of the following activities on your smartphone or mobile device after seeing street-level digital or video displays?

BASE: Noticed street-level digital or video displays past 30 days and use smartphone | N = 213

# STREET-LEVEL DIGITAL ADVERTISING DRIVING IN-STORE TRAFFIC



Over half of viewers (51%) have ever noticed street-level digital advertising that gave directions to a store, business, or restaurant.

Nearly two-thirds (65%) of those who noticed directions on street-level digital advertising have ever visited the business within 30 minutes of viewing the ad.

Of those who visited the business within 30 minutes, 92% ended up making a purchase.

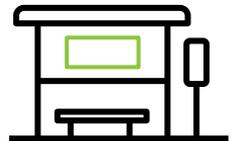
Q11. Have you ever noticed an advertisement on street-level digital or video displays, which gave you directions to a specific store, business or restaurant location?

BASE: Noticed street-level advertising past 30 days | N = 223

Q12. Have you ever immediately (within 30 minutes) visited a store, business or restaurant specifically because you saw an advertisement on street-level digital or video displays? | BASE: Noticed directions | N = 113

Q13. You indicated that you have immediately visited a store, business or restaurant specifically because you saw an advertisement on street-level digital or video displays. The last time that you did this, did you make a purchase at that store, business or restaurant?

BASE: Immediately went to store, business, restaurant | N=74



# PLACE-BASED DIGITAL ADVERTISING

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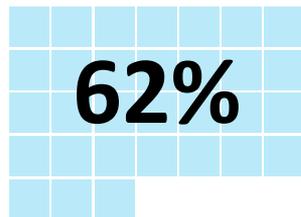


# PLACE-BASED DIGITAL ADVERTISING AWARENESS + ENGAGEMENT

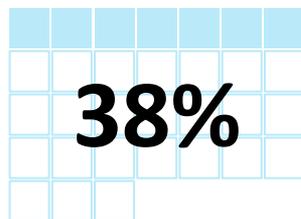


NOTICED

PAST MONTH

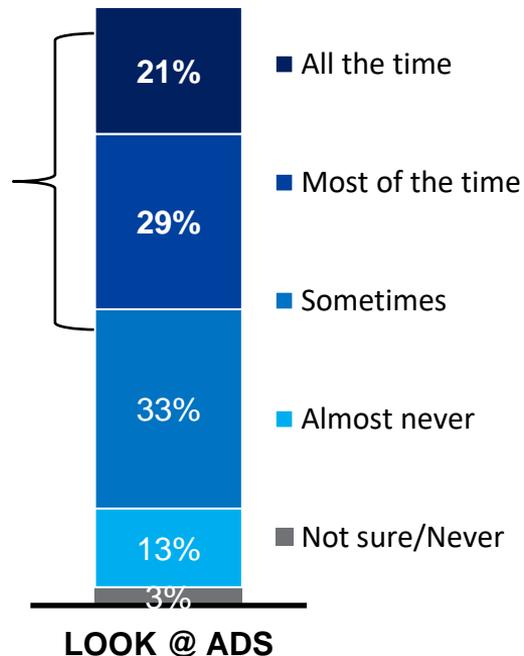


PAST WEEK



HIGHLY  
ENGAGED

50%



Nearly two-thirds (62%) of those age 16 or older in the top 30 markets noticed place-based digital ads in the past month, while 38% have noticed place-based digital ads in the past week.

50% of those who've noticed place-based digital ads in the past month report high engagement, noticing them "all" or "most" of the time.

Q7: When was the last time you noticed video screens with advertising at a place of business such as gas stations, health clubs, office buildings, shopping centers, movie theaters, stadiums, bars or other retail locations? | BASE: People age 16 or older who have walked, driven, or ridden in a private vehicle or public transport in the past 30 days | N = 453

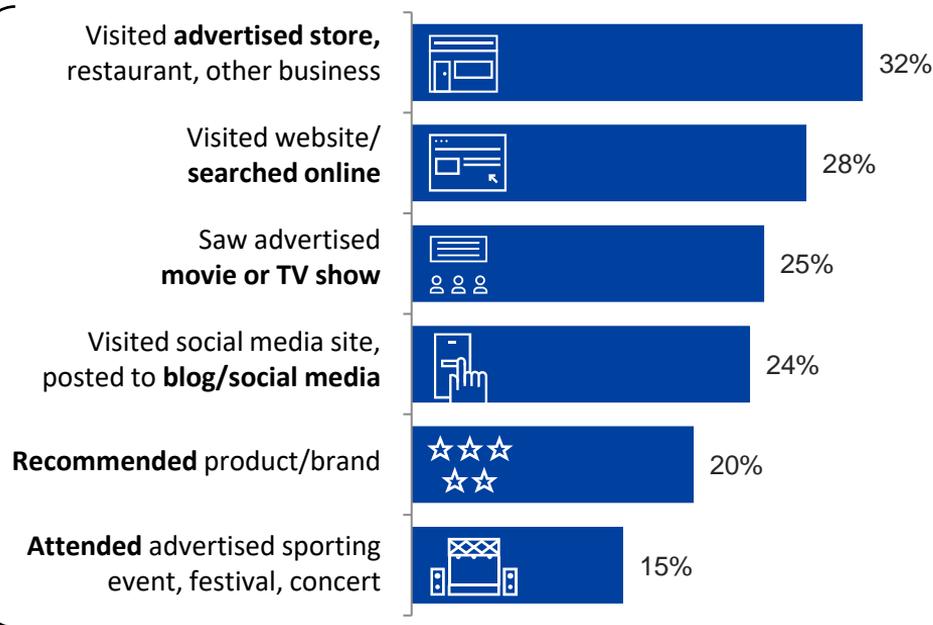
Q8: How often do you look at advertising messages on digital or video screens at a place of business? | BASE: Noticed digital or video screens at a place of business past 30 days | N = 279



# PLACE-BASED DIGITAL ADVERTISING ACTIONS TAKEN

## 64%

Engaged in  
at least one  
action



Over one-third of viewers (32%) visited an advertiser's website or searched for them online after seeing place-based digital ads in the past year.

Nearly two-thirds (64%) of viewers have engaged in at least one measured action after seeing place-based digital ads in the past year.

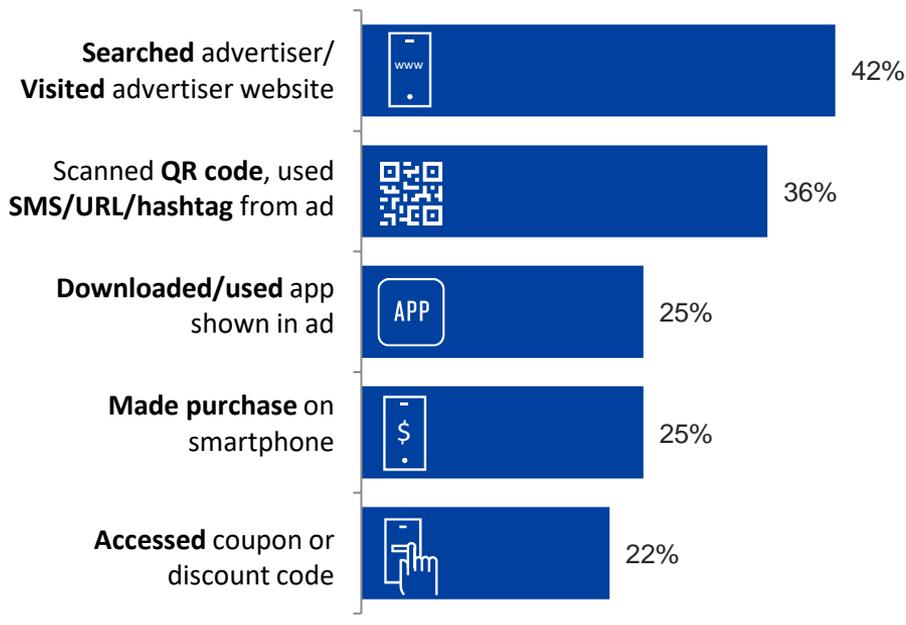


Q9: In the past year, have you done any of the following activities after seeing an advertisement on digital or video screens at a place of business?  
BASE: Noticed digital or video screens at a place of business past 30 days | N = 279

# PLACE-BASED DIGITAL ADVERTISING ACTIONS TAKEN ON MOBILE/SMARTPHONE

## 54%

Engaged in  
at least one  
action



Just over one-third of viewers with smartphones (36%) have interacted with place-based digital ads via SMS, URL, hashtag or scanned a QR code in the past year.

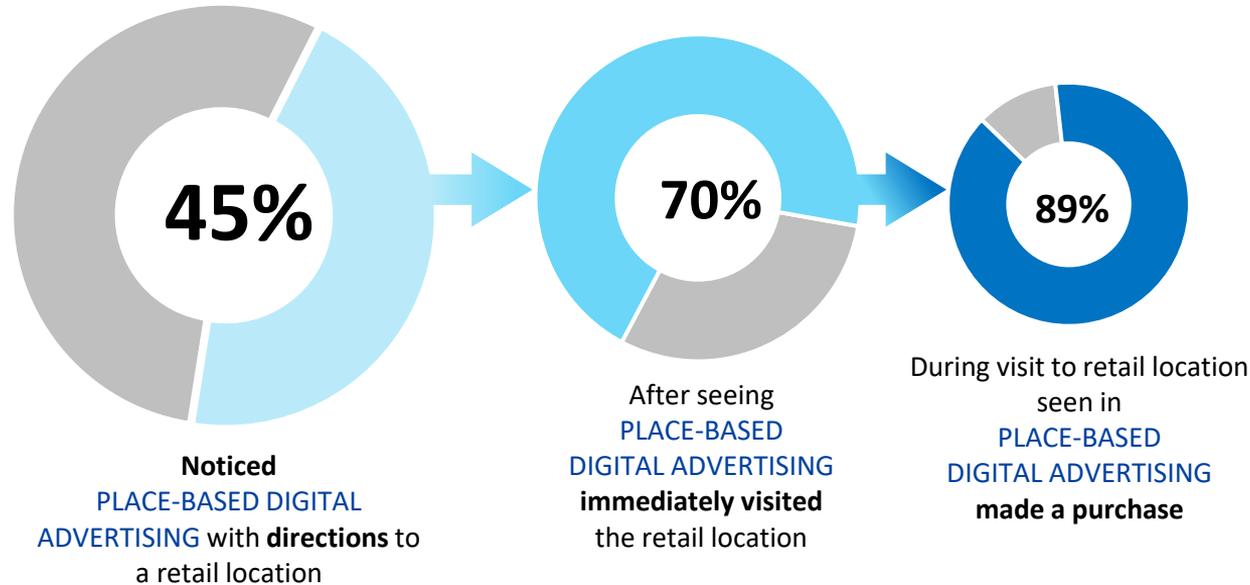
54% of those viewers have engaged in at least one of these actions on their smartphone after seeing place-based digital ads in the past year.

Q10: In the past year, have you done any of the following activities on your smartphone or mobile device after seeing digital or video screens at a place of business?

BASE: Noticed digital or video screens at a place of business past 30 days and use smartphone | N = 262



# PLACE-BASED DIGITAL ADVERTISING DRIVING IN-STORE TRAFFIC



45% of viewers ever noticed a place-based digital ad that gave directions to a store, business, or restaurant.

7 in 10 of those who noticed directions on a place-based digital ad have ever visited the business within 30 minutes of viewing it.

Of those who visited the business within 30 minutes, 89% have ever ended up making a purchase.

Q11. Have you ever noticed an advertisement on digital or video screens at a place of business, which gave you directions to a specific store, business or restaurant location? | BASE: Noticed place-based advertising past 30 days | N = 279

Q12. Have you ever immediately (within 30 minutes) visited a store, business or restaurant specifically because you saw an advertisement on digital or video screens at a place of business? | BASE: Noticed directions | N = 126

Q13. You indicated that you have immediately visited a store, business or restaurant specifically because you saw an advertisement on digital or video screens at a place of business. The last time that you did this, did you make a purchase at that store, business or restaurant?  
BASE: Immediately went to store, business, restaurant | N=88



# AIRPORT DIGITAL ADVERTISING



# AIRPORT DIGITAL ADVERTISING AWARENESS + ENGAGEMENT



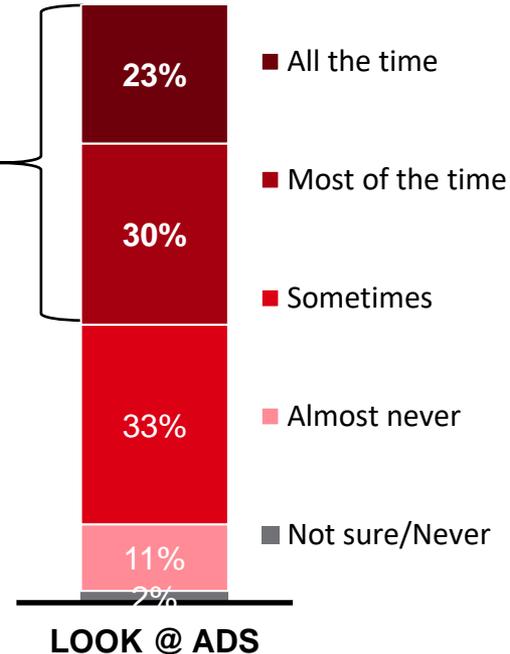
**NOTICED**

MOST RECENT  
AIRLINE TRIP

**69%**

**HIGHLY  
ENGAGED**

**54%**



Almost 7 in 10 (69%) of airline travelers surveyed noticed digital advertising at the airport on their most recent trip.

54% of those who've noticed airport digital ads during their most recent trip report high engagement, noticing them "all" or "most" of the time.



Q6b. The last time you were in an airport terminal, did you notice any digital or video screens with advertising?

BASE: People age 16 or older who have taken an airplane trip in the past 12 months | N = 265

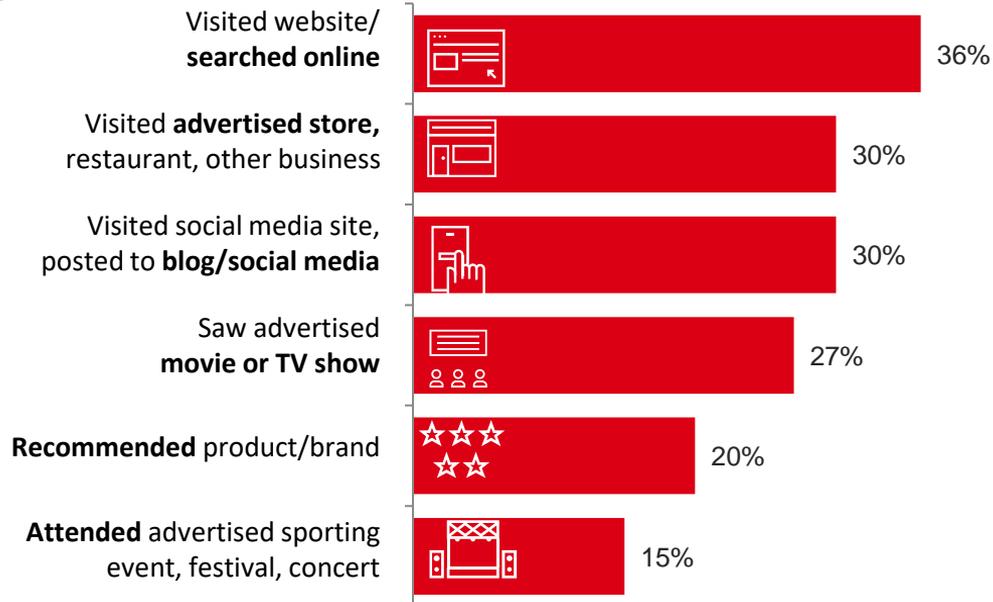
Q8. How often do you look at advertising messages on digital or video screens in an airport?

BASE: Noticed digital or video screens in an airport past 12 months | N = 183

# AIRPORT DIGITAL ADVERTISING ACTIONS TAKEN

## 68%

Engaged in  
at least one  
action



36% of viewers visited an advertiser's website or searched for them online after seeing an airport digital ad in the past year.

Over two-thirds (68%) of viewers have engaged in at least one of these measured actions after seeing an airport digital ad in the past year.

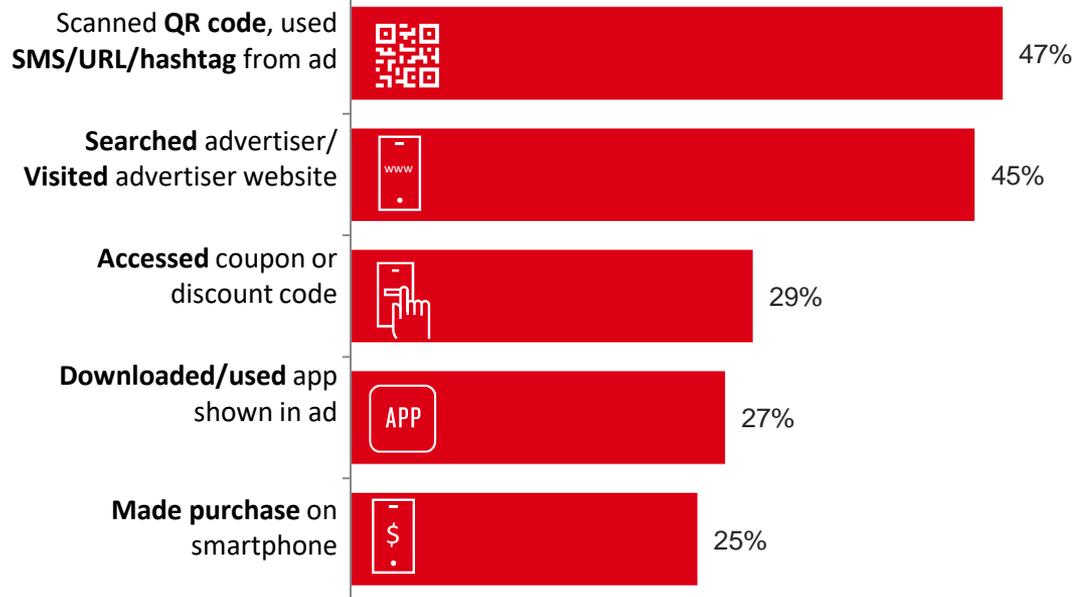


Q9: In the past year, have you done any of the following activities after seeing an advertisement on digital or video screens in an airport?  
BASE: Noticed digital or video screens in an airport past 12 months | N = 183

# AIRPORT DIGITAL ADVERTISING ACTIONS TAKEN ON MOBILE/SMARTPHONE

## 59%

Engaged in  
at least one  
action



Nearly half of viewers with a smartphone (47%) have interacted with an airport digital ad via SMS, URL, hashtag or scanned a QR code in the past year.

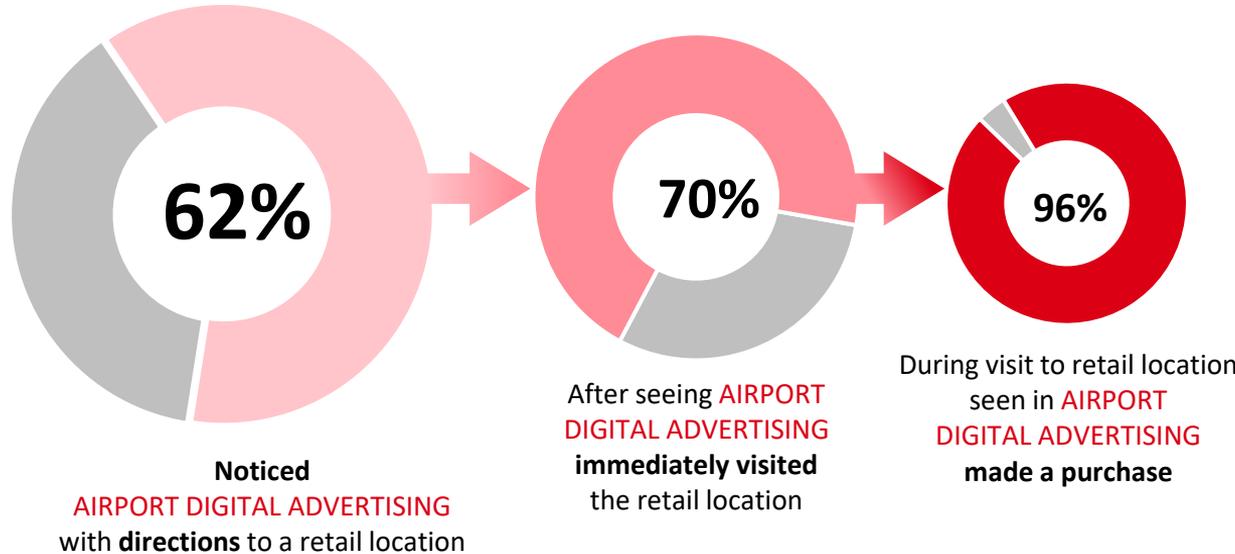
59% of those viewers have engaged in at least one of the measured actions on their smartphone after seeing an airport digital ad in the past year.



Q10: In the past year, have you done any of the following activities on your smartphone or mobile device after seeing an advertisement on digital or video screens in an airport?

BASE: Noticed digital or video screens in an airport past 12 months | N = 175

# AIRPORT DIGITAL ADVERTISING DRIVING IN-STORE TRAFFIC



Nearly two-thirds of viewers (62%) have ever noticed an airport digital ad that gave directions to a store, business, or restaurant.

70% of those who noticed directions on an airport digital ad have visited the business within 30 minutes of viewing the ad.

Of those who visited the business within 30 minutes, 96% have ended up making a purchase.

Q11. Have you ever noticed an advertisement on digital or video screens in an airport, which gave you directions to a specific store, business or restaurant location?  
BASE: Noticed airport advertising past 30 days | N = 183

Q12. Have you ever immediately (within 30 minutes) visited a store, business or restaurant specifically because you saw an advertisement on digital or video screens in an airport? | BASE: Noticed directions | N = 114

Q13. You indicated that you have immediately visited a store, business or restaurant specifically because you saw an advertisement on digital or video screens in an airport. The last time that you did this, did you make a purchase at that store, business or restaurant?  
BASE: Immediately went to store, business, restaurant | N=80



# **APPENDIX A**

## **VIEWER PROFILE + OOH MEDIA REACH**

# APPENDIX A – DEFINITIONS

## TOTAL

People age 16 or older living in the top 30 CBSA defined markets who have ridden driven or ridden in a car, ridden as a passenger on a public bus or in a taxi, commuter rail or subway, or walked around town, city or downtown area in the past month. (100% of total respondents)

## OOH VIEWER

### DIGITAL BILLBOARD

Respondents who noticed a digital billboard in the past month. (62% of total respondents)

### MOBILE DIGITAL BILLBOARD

Respondents who noticed a mobile digital billboard in the past month. (31% of total respondents)

### DIGITAL STREET-LEVEL ADS

Respondents who noticed any street-level digital advertising, including video displays, such as bus shelters, or sidewalk kiosks, or panels in the past month. (49% of total respondents)

### DIGITAL PLACE-BASED ADS

Respondents who noticed any digital/video screens with advertising at a place of business such as gas stations, health clubs, office buildings, shopping centers, movie theaters, stadiums, bars, or other retail locations in the past month. (62% of total respondents)

### DIGITAL AIRPORT ADS

Respondents who noticed digital ads at an airport in the past 12 months. (40% of total respondents)

### ANY DIGITAL OOH ADS

Respondents who noticed digital billboards or mobile digital billboards or digital street-level digital ads or place-based digital ads or used airline travel in the past 30 days and noticed digital advertising during their most recent airport visit. (79% of total respondents)

# APPENDIX A – OOH VIEWER PROFILE

	TOTAL	DIGITAL BILLBOARD	MOBILE DIGITAL BILLBOARD	STREET-LEVEL DIGITAL ADS	PLACE-BASED DIGITAL ADS	AIRPORT DIGITAL ADS	ANY DIGITAL OOH ADVERTISING
<b>SEX</b>							
Male	50%	52%	51%	54%	52%	66%	51%
Female	50%	48%	49%	46%	48%	34%	49%
<b>AGE</b>							
16-17	1%	1%	1%	1%	1%	3%	1%
18-24	5%	4%	6%	5%	6%	0%	5%
25-34	22%	26%	29%	29%	27%	29%	24%
35-44	17%	21%	24%	22%	22%	16%	20%
45-54	13%	14%	15%	14%	11%	11%	13%
55-64	19%	17%	13%	15%	16%	13%	18%
65+	23%	17%	13%	14%	17%	29%	20%
<b>HOUSEHOLD INCOME (based on ~95% of sample who provided income information)</b>							
Less than \$25,000	12%	8%	6%	10%	11%	8%	11%
\$25,000 to less than \$75,000	42%	41%	37%	40%	40%	58%	41%
\$75,000 to \$99,999	19%	21%	27%	20%	21%	18%	20%
\$100,000 to \$149,999	14%	16%	16%	18%	15%	5%	16%
\$150,000 or more	13%	14%	14%	12%	12%	11%	12%

How to read: 52% of digital billboard viewers are males; 54% of street-level digital ads are male.

# APPENDIX A – OOH VIEWER PROFILE INDEX

	TOTAL	DIGITAL BILLBOARD	MOBILE DIGITAL BILLBOARD	STREET-LEVEL DIGITAL ADS	PLACE-BASED DIGITAL ADS	AIRPORT DIGITAL ADS	ANY DIGITAL OOH ADVERTISING
<b>SEX</b>							
Male	100	104	102	108	104	132	102
Female	100	96	98	92	96	68	98
<b>AGE</b>							
16-17	-	-	-	-	-	-	-
18-24	100	80	120	100	120	-	100
25-34	100	118	132	132	123	132	109
35-44	100	124	141	129	129	94	118
45-54	100	108	115	108	85	85	100
55-64	100	89	68	79	84	68	95
65+	100	74	57	61	74	126	87
<b>HOUSEHOLD INCOME (based on ~95% of sample who provided income information)</b>							
Less than \$25,000	100	67	50	83	92	67	92
\$25,000 to less than \$75,000	100	98	88	95	95	138	98
\$75,000 to \$99,999	100	111	142	105	111	95	105
\$100,000 to \$149,999	100	114	114	129	107	36	114
\$150,000 or more	100	108	108	92	92	85	92

How to read: Digital billboard viewers index at 104 for being male; meaning digital billboard viewers are 4% more likely to be male compared to the general population age 16 or older in the measured markets.

# APPENDIX A – OOH MEDIA REACH

	AGE DEMOS					RACE/ETHNICITY			HH INCOME
	16+	18-34	18-49	25-54	55+	White	Black	Hispanic	\$100K+
Digital Billboards	62%	71%	70%	72%	49%	60%	59%	67%	67%
Mobile Digital Billboards	31%	41%	40%	41%	19%	30%	39%	45%	35%
Street-level Digital Ads	49%	63%	61%	61%	34%	45%	57%	76%	56%
Place-based Digital Ads	62%	77%	75%	72%	47%	58%	71%	76%	65%
Airport Digital Ads	40%	56%	53%	51%	27%	40%	33%	49%	56%
Any Digital OOH Ads	79%	88%	87%	86%	69%	77%	84%	90%	82%

How to read: 62% of people age 16 or older living in the measured markets have noticed a digital billboard in the past month; 31% of people age 16 or older living in the measured markets noticed a mobile digital billboard in the past month.

# APPENDIX A – OOH MEDIA REACH INDEX

	AGE DEMOS					RACE/ETHNICITY			HH INCOME
	16+	18-34	18-49	25-54	55+	White	Black	Hispanic	\$100K+
Digital Billboards	100	115	113	116	79	97	95	108	108
Mobile Digital Billboards	100	132	129	132	61	97	126	145	113
Street-level Digital Ads	100	129	124	124	69	92	116	155	114
Place-based Digital Ads	100	124	121	116	76	94	115	123	105
Airport Digital Ads	100	140	133	128	68	100	83	123	140
Any Digital OOH Ads	100	111	110	109	87	97	106	114	104

How to read: Adults age 18-34 living in the measured markets index at 115 for having noticed digital billboards in the past 30 days; that means 18-34 year olds are 15% more likely to be digital billboard viewers compared to the general population of people age 16 or older in the measured markets.

Adults age 55 or older living in the measured markets index at 79 for having noticed digital billboards in the past 30 days; that means those age 55 or older are 21% less likely to be digital billboard viewers compared to the general population of people age 16 or older in the measured markets.

# APPENDIX B

## SURVEY VISUAL AIDS

# DIGITAL BILLBOARD IMAGES

## DIGITAL SPECTACULAR



Digital Spectacular - Large scale digital signage in busy downtown areas.

## DIGITAL BILLBOARD



Digital billboard - electronic signs showing images that change every six or eight seconds.

## DIGITAL POSTER



Digital poster- smaller electronic signs that appear on city streets.

# MOBILE DIGITAL BILLBOARD IMAGE



Digital mobile billboards

Photos provided courtesy of the OAAA

# STREET-LEVEL DIGITAL AD IMAGES

## VIDEO DISPLAY - URBAN PANEL



Street-level digital advertising  
– urban panel

## VIDEO DISPLAY - SIDEWALK KIOSK



Street-level digital advertising  
– sidewalk kiosk

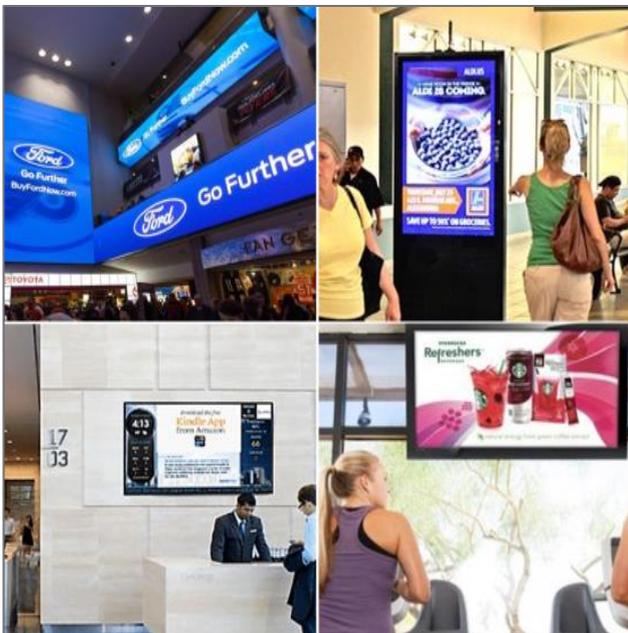
## BUS SHELTER – DIGITAL



Digital ads on bus shelters

Photos provided courtesy of the OAAA

# PLACE-BASED DIGITAL SCREEN IMAGES



Video screens at places of business such as health clubs, office buildings and elevators, gas stations, bars/restaurants or other retail locations

# AIRPORT DIGITAL AD IMAGES



Digital ads at airports

Photos provided courtesy of the OAAA

# QR CODE IMAGE



In the past year, have you scanned a QR (quick response) code, used SMS to respond by text, or used a URL/hashtag from the ad on [AD FORMAT TYPE]?

For more information please contact:  
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**ONE MEDIA TRUTH™**

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