

Q4 Travel/Shopping Plans Highlight OOH Value

COVID Impact: OOH's Proximity Marketing Power Greater Than Ever

MOST CONSUMERS PLAN HOLIDAY TRAVEL AND CARS ARE TOP CHOICE



67%

plan to **travel** for the holidays



56%

plan to **travel by car**



42%

plan to travel the **same distance** or more as last year

ENTHUSIASM FOR HOLIDAY CELEBRATIONS REMAINS HIGH



68%

plan to spend the same or more for holiday cooking/meals as last year



62%

plan to spend the same or more on holiday gifts as last year

TRAVEL IS MORE LOCALIZED



55%

say general **travel patterns** will be the same or greater in trips/distance versus pre-COVID



40%

are **walking** more



29%

are **driving** more



27%

are **biking or scootering** more

COVID-19 HAS MADE CONSUMERS CONSIDER NEW BRANDS

EFFICIENCY AND SAFETY IMPACT SHOPPING AND DINING DECISIONS



71%

are interested in **takeout from restaurants**



57%

are interested in **curbside pickup**



29%

prefer to shop at retailers that **have planned the store traffic for COVID-19**



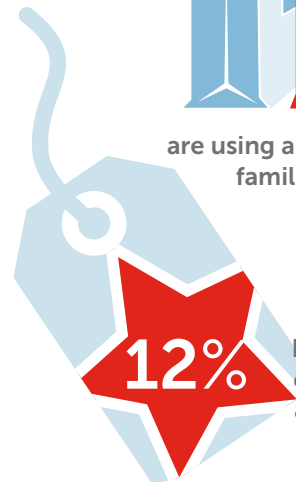
29%

will find creative ways to socialize safely such as **only eating outside** with heated patios or socially distancing outdoors



43%

are using a mix of new and familiar brands



12%

are using new brands they will continue to use and replace old brands

COVID-DRIVEN CONSUMER BEHAVIOR

OOH Engaging Consumers More Than Ever

CONSUMERS HAVE RENEWED APPRECIATION FOR THE OUTDOORS AND THE SAFETY IT OFFERS



69%

increased appreciation for their **outdoor surroundings**



65%

get out of the house as often as possible



40%

walking more since the pandemic hit



65%

trying to find **safe outdoor activities**

CONSUMERS NOTICING OOH ADS AT EVEN GREATER LEVELS

+45%

versus pre-pandemic

OOH IS EQUIPPING CONSUMERS WITH THE KNOWLEDGE THEY NEED



38%

found COVID-19 **safety information to be useful** from the ads



29%

grateful for **useful information** from the ad



23%

saw **special offers and promotions**



23%

were **educated** about something new



20%

saw **updates** on the advertiser business hours and services



20%

felt **comforted** as it was a sign that businesses are back

CONSUMERS ARE SUFFERING FROM DIGITAL DEVICE BURNOUT AND TUNING OUT ONLINE ADS



68%

agree that they are spending too much time looking at screens these days

THE DEMAND FOR OUTDOOR EXPERIENCES IS ON THE RISE



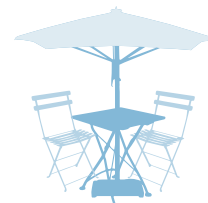
71%

interested in **walking around** their town or neighborhood



58%

interested in **spending time** in a public park



57%

interested in **outdoor seating** at restaurants or bars



52%

interested in **visiting outside** pop-up retail shops