

An abstract graphic on a black background. It features a series of curved, overlapping lines in various colors (blue, green, yellow, orange, red, pink, purple) that create a sense of depth and movement, resembling a stylized, colorful funnel or a series of concentric, curved paths. Some lines are straight and intersect the curved ones, with small colored dots at the intersection points.

nielsen

OUT-OF-HOME ADVERTISING STUDY

NIELSEN ON LOCATION REPORT
2016 EDITION

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INTRODUCTION

Welcome to the *Nielsen Out-of-Home Advertising Study 2016 edition*.

This report provides a detailed examination of America's travel habits and its exposure to out-of-home advertising including billboards, digital signage, bus shelters, taxi cabs, kiosks and more. The study also examines the shopping and purchase decisions of America's on-the-go consumers.

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HIGHLIGHTS



REACH

91% of U.S. residents age 16 or older, who have traveled in a vehicle in the past month, noticed some form of out-of-home advertising, and 79% have noticed OOH in the past week.



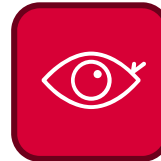
QUALITY TIME

Roadside billboards are the most noticed ads, and that stands to reason since travelers average 18+ hours on the road each week and cover over 135 miles. The heaviest travelers, Mega-Milers average 325 miles per week.



INTERACTION

1 in 4 OOH viewers who have a smartphone have interacted with an out-of-home advertisement through an NFC sensor or QR code.



ENGAGEMENT

82% of billboard viewers make a point to look at the advertising message at least some of the time; over one-third look at the billboard ad each time or almost each time they noticed one.



VARIETY

People encounter OOH ads in a wide range of places. 63% of travelers have noticed place-based printed or video ads in public venues such as retail stores, health clubs, offices or gas stations in the past month.



YOUNG PEOPLE

Travelers age 16 to 24 and 18 to 34 are more likely to recall seeing most varieties of out-of-home media in the past month.

DATA COLLECTION



1,006 COMPLETED
ONLINE SURVEYS



NATIONAL
SAMPLE



PEOPLE AGE 16
OR OLDER

HAVE DONE ANY OF THE FOLLOWING ACTIVITIES IN THE PAST MONTH



WALKED AROUND
TOWN, CITY OR
DOWNTOWN AREA



DRIVEN OR RIDDEN
IN A CAR, TRUCK
OR OTHER PRIVATE
VEHICLE



RIDDEN AS A
PASSENGER ON A
PUBLIC BUS OR IN A
TAXI



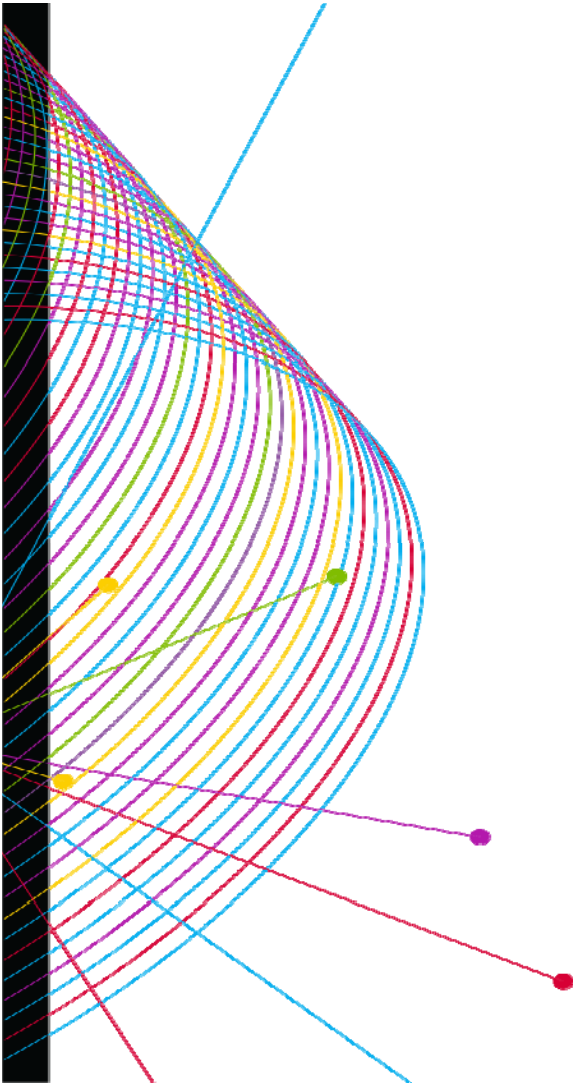
RIDDEN AS A
PASSENGER ON A
COMMUTER RAIL
OR SUBWAY

Nielsen conducted 1,006 online surveys with a national sample of U.S. residents age 16 or older, between March 2 and 9, 2016.

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.

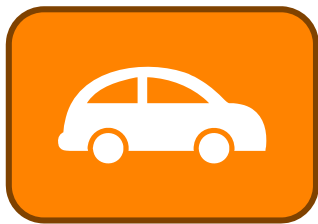
Margin of error: +/- 3.09% @ 95% confidence interval

TRAVEL PATTERNS



AMERICA ON THE MOVE

TRANSPORTATION USED IN THE PAST MONTH



93%

DRIVEN OR RIDDEN
IN A CAR, TRUCK
OR OTHER PRIVATE
VEHICLE



22%

RIDDEN AS A
PASSENGER ON A
PUBLIC BUS OR IN A
TAXI



16%

RIDDEN AS A
PASSENGER ON A
COMMUTER RAIL
OR SUBWAY

Over 9 out of 10 U.S. residents age 16 or older surveyed (93%) have traveled in a private vehicle such as car or truck in the past month.

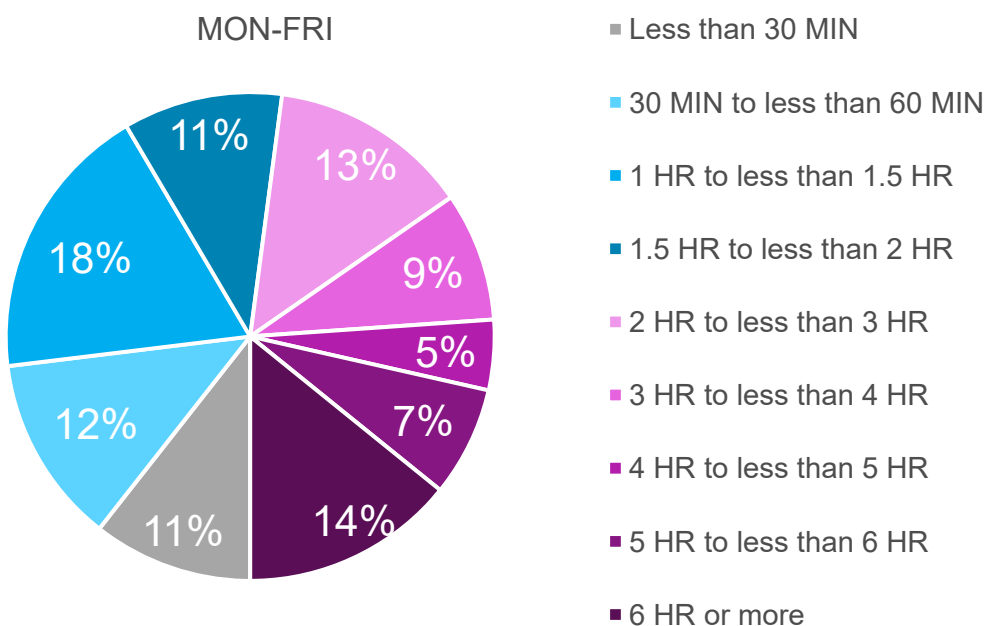
More than 1 in 5 of those surveyed (22%) have used public transit including buses and taxis in the past month, and 16% have ridden a commuter rail or subway.

BASE: ALL RESPONDENTS AGE 16 OR OLDER | n = 1,006

"Which, if any, of the following have you done in the past month? Have you...?"



TIME SPENT TRAVELING WEEKDAYS



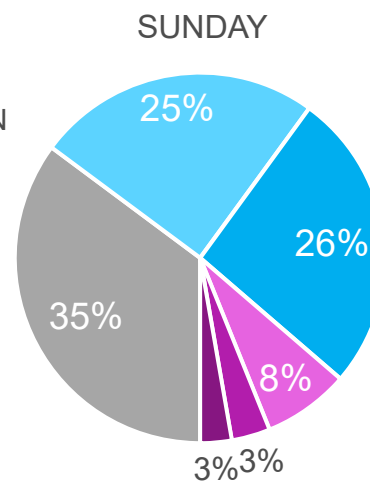
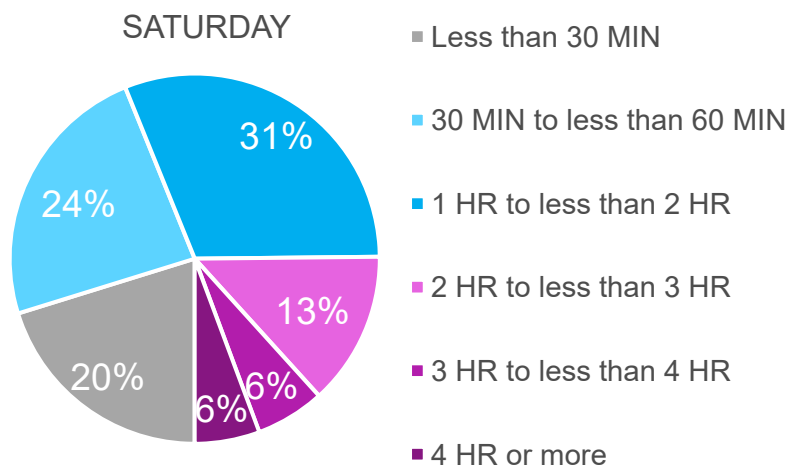
Nearly half of U.S. residents age 16 or older surveyed (48%) travel in a vehicle for 2 hours or more on an average weekday – Monday through Friday.

14% of these travelers spend 6 hours or more on the road each weekday.

BASE: PEOPLE AGE 16 OR OLDER WHO HAVE DRIVEN OR RIDDEN IN A PRIVATE VEHICLE OR RIDDEN A BUS, TAXI, COMMUTER RAIL OR SUBWAY IN THE PAST 30 DAYS | N = 979

"Now, please think about a TYPICAL WEEKDAY, that is Monday through Friday, how much time IN TOTAL would you say you spend either driving or riding as a passenger in any vehicle?"

TIME SPENT TRAVELING WEEKENDS



Weekends have a shorter travel times. A quarter of those surveyed (25%) spend 2 hours or more on the road on an average Saturday.

Sundays have the lightest traffic with 14% of travelers spending 2 or more hours in a vehicle.

BASE: PEOPLE AGE 16 OR OLDER WHO HAVE DRIVEN OR RIDDEN IN A PRIVATE VEHICLE OR RIDDEN A BUS, TAXI, COMMUTER RAIL OR SUBWAY IN THE PAST 30 DAYS | N = 979

"Now, please think about a TYPICAL {SATURDAY}, {SUNDAY} how much time IN TOTAL would you say you spend either driving or riding as a passenger in any vehicle?"



MEAN TIME SPENT TRAVELING PER WEEK

TIME SPENT DRIVING OR RIDING IN A VEHICLE

MON	TUES	WED	THUR	FRI	SAT	SUN
3 HRS 14 MINS	3 HRS 14 MINS	3 HRS 14 MINS	3 HRS 14 MINS	3 HRS 14 MINS	1 HRS 23 MINS	57 MINS
MON-FRI					SAT-SUN	
16 HRS 12 MINS					2 HRS 20 MINS	
MON-SUN						
18 HOURS 32 MINUTES						

During an average week, U.S. travelers spend an average of 18 hours and 32 minutes driving or riding in a vehicle.

On weekdays people travel an average of 3 hours and 14 minutes per day.

Sunday is the lightest traveling day of the week with just about an hour of time spent on the road.

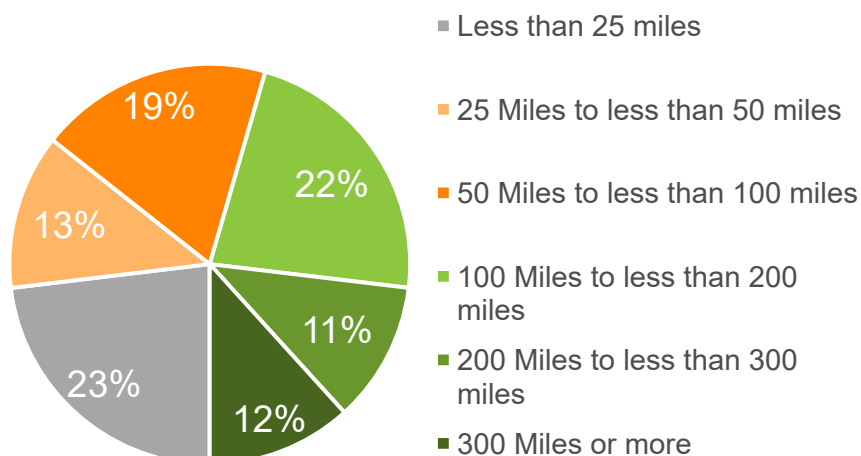
BASE: PEOPLE AGE 16 OR OLDER WHO HAVE DRIVEN OR RIDDEN IN A PRIVATE VEHICLE OR RIDDEN A BUS, TAXI, COMMUTER RAIL OR SUBWAY IN THE PAST 30 DAYS | N = 979

"Now, please think about a TYPICAL {WEEKDAY, that is Monday through Friday}, {SATURDAY}, {SUNDAY} how much time IN TOTAL would you say you spend either driving or riding as a passenger in any vehicle?"



DISTANCE TRAVELED PER WEEK

MILES TRAVELED IN ANY VEHICLE



AVERAGE DISTANCE TRAVELED PER WEEK

135 MILES



Nearly half of U.S. travelers (46%) travel over 100 miles per week.

The average distance traveled per week is 135 miles.

People who travel the longest distances per week tend to live in upper income households. Please see the appendix of this report for demographic breakdowns of travelers by mileage.

BASE: PEOPLE AGE 16 OR OLDER WHO HAVE DRIVEN OR RIDDEN IN A PRIVATE VEHICLE OR RIDDEN A BUS, TAXI, COMMUTER RAIL OR SUBWAY IN THE PAST 30 DAYS | N = 979
"In a TYPICAL WEEK, approximately how many miles do you travel IN TOTAL, either as a driver or a passenger in any vehicle?"

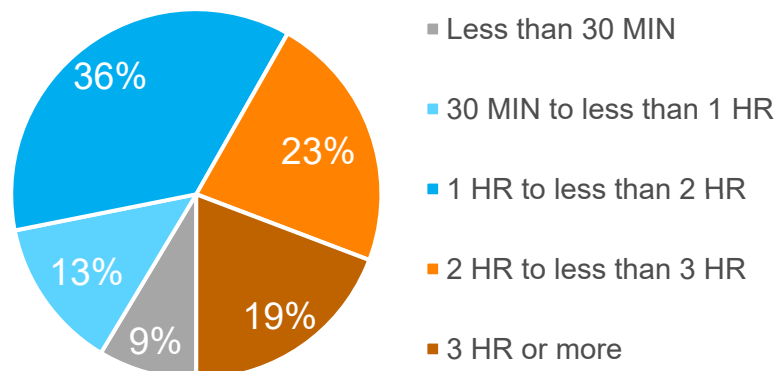
WALK ABOUT TOWN



61%

WALKED AROUND A
TOWN, CITY OR
DOWNTOWN AREA

TIME SPENT WALKING



MEAN TIME SPENT WALKING PER WEEK
2 HOURS 14 MINUTES

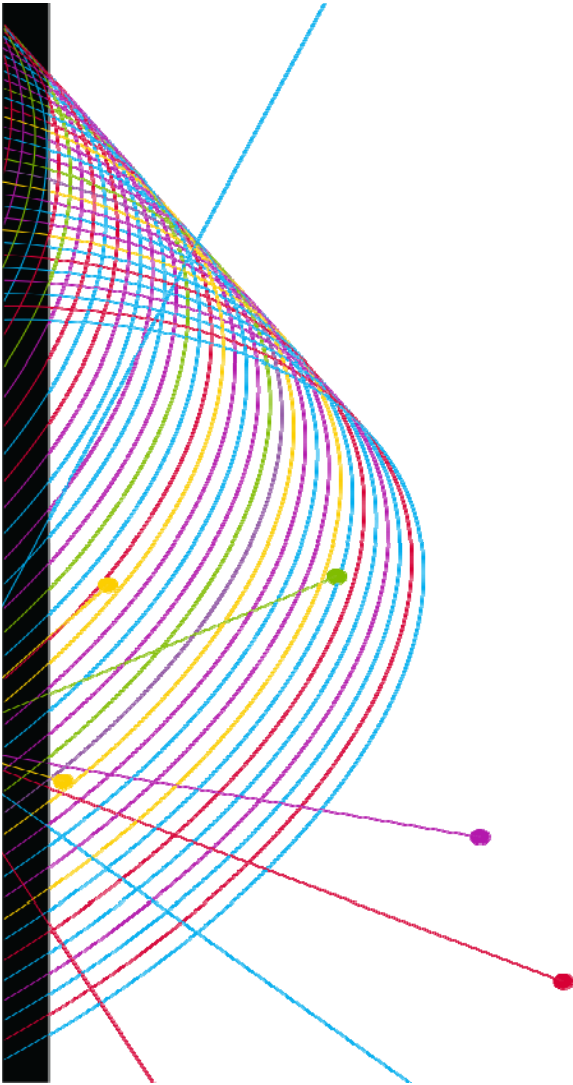
6 out of 10 U.S. residents age 16 or older surveyed (61%) have walked around in a town, city or downtown area in the past month.

Among those who walk, 19% spend 3 hours or more on foot per week. The average amount of time spent walking is 2 hours and 14 minutes per week.

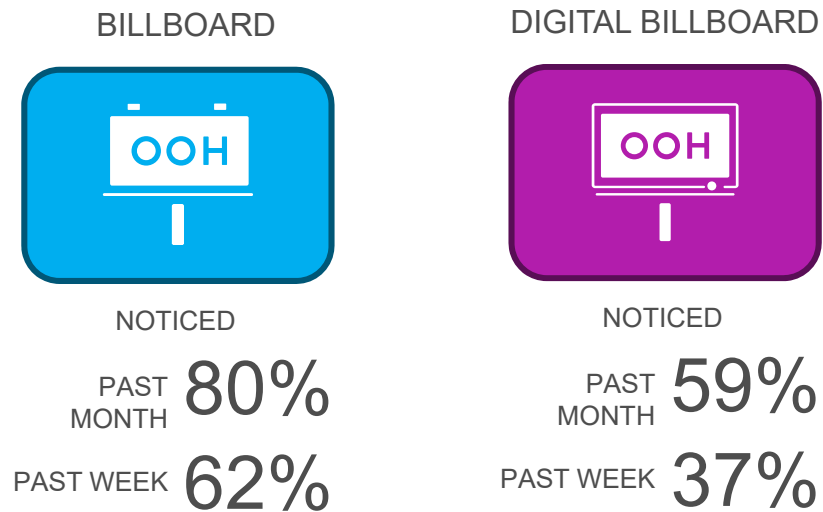
BASE: ALL RESPONDENTS | n = 1,006 | "Which, if any, of the following have you done in the past month? Have you...?"

BASE: WALKED IN A TOWN, CITY OR DOWNTOWN AREA IN THE PAST MONTH | n = 619 | Thinking about a TYPICAL WEEK, how much time IN TOTAL would you say you spend walking around a town, city or downtown area?

OUT OF HOME ADVERTISING



BILLBOARD ADVERTISING



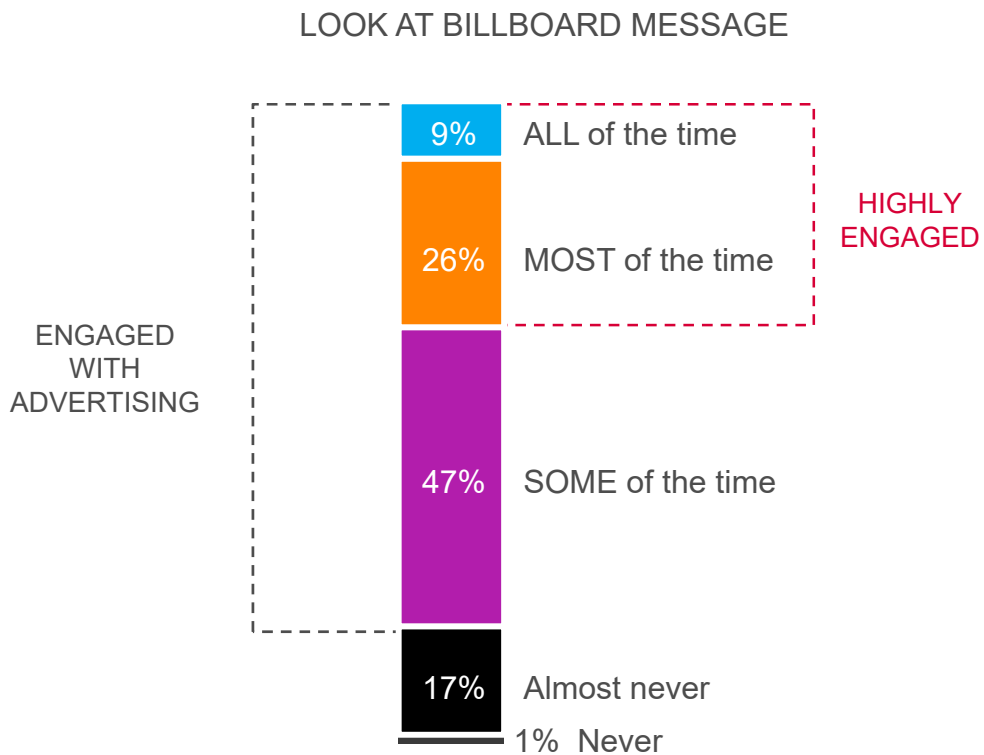
NOTE: According to the OAAA, there are approximately 370,000 billboards in the U.S. and 6,400 of them are digital billboards.

80% of U.S. residents age 16 or older surveyed have noticed a billboard in the past month and 62% have noted a billboard in the past week.

59% of those surveyed noticed a digital billboard in the past month and 37% have noticed one in the past week.

BASE: ALL RESPONDENTS | n = 1,006 | "Please indicate when, if ever, was the last time you noticed {ROADSIDE BILLBOARD} {DIGITAL BILLBOARD} advertising."
[sample images shown – see Appendix C]

ENGAGEMENT WITH BILLBOARDS



82% of those who have noticed a roadside or digital billboard in the past month, report looking at the advertising messages either all, most or some of the time.

Over 1 in 3 billboard viewers (35%) are highly engaged with the ads and look at the messages either all or most of the time.

BASE: NOTICED ROADSIDE OR DIGITAL BILLBOARD IN THE PAST MONTH | n = 920 | "How often, if ever, do you look at advertising messages on roadside billboards?"

STREET LEVEL ADVERTISING

POSTER



NOTICED

PAST MONTH **53%**

PAST WEEK **32%**

BUS SHELTER



NOTICED

PAST MONTH **37%**

PAST WEEK **22%**

STREET LEVEL



NOTICED

PAST MONTH **47%**

PAST WEEK **30%**

53% of U.S. residents age 16 or older surveyed noticed a poster advertisement in the past month and 32% noted a poster in the past week.

37% of those surveyed noticed a bus shelter advertisement in the past month and 22% have noticed one in the past week.

47% of those surveyed noticed a street level kiosks in the past month and 30% have noticed one in the past week.

BASE: ALL RESPONDENTS | n = 1,006 | "Please indicate when, if ever, was the last time you noticed {POSTER} {BUS SHELTER} {STREET LEVEL} advertising."
[sample images shown – see Appendix C]

TRANSPORTATION ADVERTISING

PUBLIC BUS



NOTICED

PAST MONTH **56%**

PAST WEEK **39%**

TAXI CAB OR OTHER VEHICLE



NOTICED

PAST MONTH **39%**

PAST WEEK **21%**

COMMUTER RAIL OR SUBWAY



NOTICED

PAST MONTH **17%**

PAST WEEK **9%**

56% of U.S. residents age 16 or older surveyed noticed ads on the side of public buses in the past month and 39% have noted bus ads in the past week.

39% of those surveyed noticed ads on taxis or other vehicles in the past month and 21% noticed one in the past week.

17% of those surveyed noticed advertising on commuter rail or subway trains or in transit stations in the past month and 9% have noticed them in the past week.

BASE: ALL RESPONDENTS | n = 1,006 | "Please indicate when, if ever, was the last time you noticed {PUBLIC BUS} {TAXI CAB or other vehicle} {COMMUTER RAIL OR SUBWAY} advertising."
[sample images shown – see Appendix C]

PLACE-BASED ADVERTISING

SHOPPING MALL

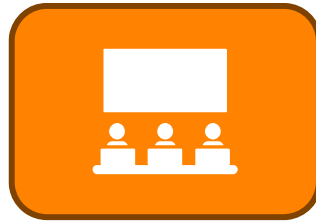


NOTICED

PAST MONTH **44%**

PAST WEEK **17%**

MOVIE THEATER



NOTICED

PAST MONTH **33%**

PAST WEEK **11%**

AIRPORT



NOTICED

PAST MONTH **10%**

PAST WEEK **4%**

44% of U.S. residents age 16 or older surveyed noticed advertising in shopping malls in the past month and 17% noted mall ads in the past week.

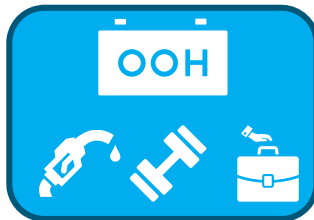
33% of those surveyed recalled seeing an ad in a movie theater in the past month and 11% saw an ad in a cinema in the past week.

10% of those surveyed noticed advertising in an airport in the past month and 4% have noticed it in the past week.

BASE: ALL RESPONDENTS | n = 1,006 | "Please indicate when, if ever, was the last time you noticed {SHOPPING MALL} {AIRPORT} {MOVIE THEATER} advertising."
[sample images shown – see Appendix C]

MORE PLACE-BASED ADVERTISING

PRINTED SIGNS IN VARIOUS VENUES

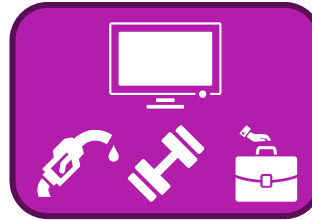


NOTICED

PAST MONTH **63%**

PAST WEEK **40%**

VIDEO SCREENS IN VARIOUS VENUES



NOTICED

PAST MONTH **45%**

PAST WEEK **25%**

63% of U.S. residents age 16 or older surveyed noticed printed advertising in public places such as retail stores, health clubs and gas stations in the past month and 40% noted these ads in the past week.

45% of those surveyed recalled seeing video screens with advertising in public places in the past month and 25% have noticed one in the past week.

BASE: ALL RESPONDENTS | n = 1,006 | "Please indicate when, if ever, was the last time you noticed {PRINTED SIGNS IN PLACES such as retail stores, gas stations, sports arenas, health clubs or office buildings} {VIDEO SCREENS AT PLACES of business such as health clubs, office buildings and elevators, gas stations or other retail locations} advertising."
[sample images shown – see Appendix C]

ANY OOH MEDIA ADVERTISING



Billboard or Digital Billboard or Poster or Street Level Advertising or Public Bus or Taxi Cab or other vehicle advertising or Commuter Rail or Subway or Bus Shelter or Airport or Shopping Mall or Movie Theater or Place-based Printed Signs or Place-based Video Screens

NOTICED

PAST MONTH **91%**

PAST WEEK **79%**

91% of U.S. residents age 16 or older surveyed have noticed any type of out of home advertising in the past month and 79% have noted any OOH ads in the past week.

BASE: ALL RESPONDENTS | n = 1,006 | "Please indicate when, if ever, was the last time you noticed {OOH MEDIA TYPE} advertising."
[sample images shown – see Appendix C]



ACTIONS TAKEN AFTER SEEING OOH ADS



LIVE ACTION

Visited a restaurant advertised 21%

Watched a movie in the theater 20%



Visited a store or other business advertised 19%

Attended a sporting event, festival, concert, performance or other public event advertised 9%



Called a phone number 8%



TUNE-IN

Watched a television program 19%

Tuned to a radio station 11%



Over 1 in 5 OOH viewers (21%) have visited a restaurant after seeing an OOH advertisement in the past year; 20% have gone to see a movie in the theater.

19% of OOH viewers have visited a store or other business after seeing an OOH advertisement; 9% have attended a public event and 8% called a phone number after seeing an OOH ad in the past year.

OOH media has also prompted 19% of OOH viewers to watch a TV program in the past year and 11% have tuned to a radio station.

BASE: NOTICED ANY OUT OF HOME ADVERTISING IN THE PAST 30 DAYS | n = 920 | "In the past year, which, if any, of the activities below have you done after seeing a billboard or other out-of-home advertisement?"



MORE ACTIONS TAKEN AFTER SEEING ADS



WORD OF MOUTH

Talked about the ad or product with others	26%
Visited an advertiser's social media page (e.g. Facebook)	11%
Recommended the advertised product or brand to others	6%
Posted about the ad or product on a blog or social media network	4%



ONLINE ACTIVITY

Used an online search engine (such as Google or Bing) to look up information about the advertiser	24%
Visited an advertiser's website	17%



More than 1 in 4 OOH viewers (26%) have talked about an ad or product with others after seeing an OOH message in the past year.

11% of OOH viewers have visited an advertiser's social media page, 6% have recommended the brand and 4% have posted about the ad or product seen in an OOH ad in the past year.

Nearly 1 in 4 OOH viewers (24%) have searched for the advertised brand online and 17% have visited an advertised website in the past year.

BASE: NOTICED ANY OUT OF HOME ADVERTISING IN THE PAST 30 DAYS | n = 920 | "In the past year, which, if any, of the activities below have you done after seeing a billboard or other out-of-home advertisement?"



ACTIONS TAKEN ON A SMARTPHONE



MOBILE INTERACTION



Used online search (such as Google or Bing) to look up information about the advertiser 35%

Accessed a coupon or discount code 22%

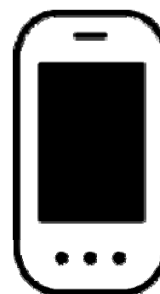
Visited an advertiser's website 22%

Downloaded or used an app shown in the ad 15%

Snapped a photo of an ad 14%

Interacted with an ad to send a message, upload a photo or vote 6%

Engaged in any other activities using your smartphone after seeing a billboard or other out-of-home advertisement 8%



Over one-third of OOH viewers who own a smartphone have searched for an OOH advertiser on their mobile device in the past year.

22% of smartphone users have accessed a coupon or discount, 22% have also visited the advertiser's website and 15% have downloaded an app after seeing an OOH ad in the past year.

14% of smartphone users have snapped a photo of an ad, 6% uploaded a photo or voted and 8% have engaged in some other activity on their mobile device after seeing an OOH ad in the past year.

BASE: OOH MEDIA VIEWERS WHO OWN A SMARTPHONE WITH INTERNET ACCESS | n = 805 | "In the past year, for which, if any, of the activities below did you use your smartphone or mobile device after seeing a billboard or other out-of-home advertisement?"

INTERACTIVE OOH ADS

NFC
(NEAR FIELD
COMMUNICATION)

QR CODE
(QUICK RESPONSE
CODE)



23%

HAVE EVER
INTERACTED WITH AN OOH AD
BY SWIPING AN NFC SENSOR
OR SCANNING A QR CODE

Nearly 1 in 4 OOH viewers who have a smartphone have interacted with an out-of-home advertisement by either swiping an NFC sensor or scanning a QR code.

BASE: OOH MEDIA VIEWERS WHO OWN A SMARTPHONE WITH INTERNET ACCESS | n = 805 | "Have you ever used your smartphone to swipe an NFC feature or to scan a QR code on an out-of-home advertisement?"
[sample images shown – see Appendix C]

DRIVING IN-STORE TRAFFIC



39%

HAVE NOTICED
DIRECTIONAL
OOH ADS



16%

IMMEDIATELY
VISITED THE
BUSINESS
ADVERTISED

Nearly 4 in 10 OOH viewers (39%) have noticed an advertisement providing directions to a specific store, business or restaurant location.

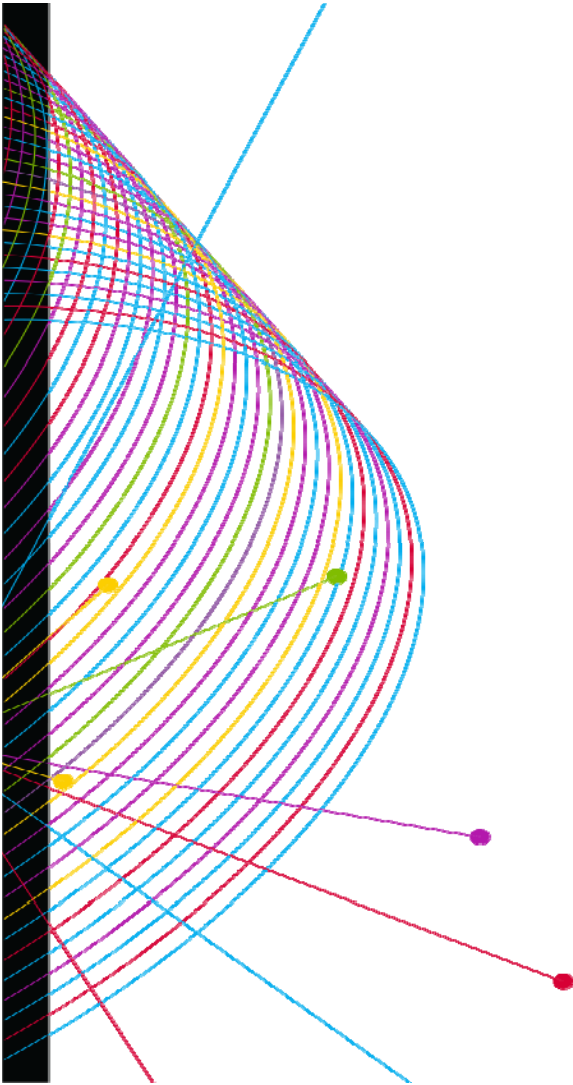
16% of OOH viewers have visited the advertised business immediately after seeing the directional OOH ad.

BASE: NOTICED ANY OUT OF HOME ADVERTISING IN THE PAST 30 DAYS | n = 920

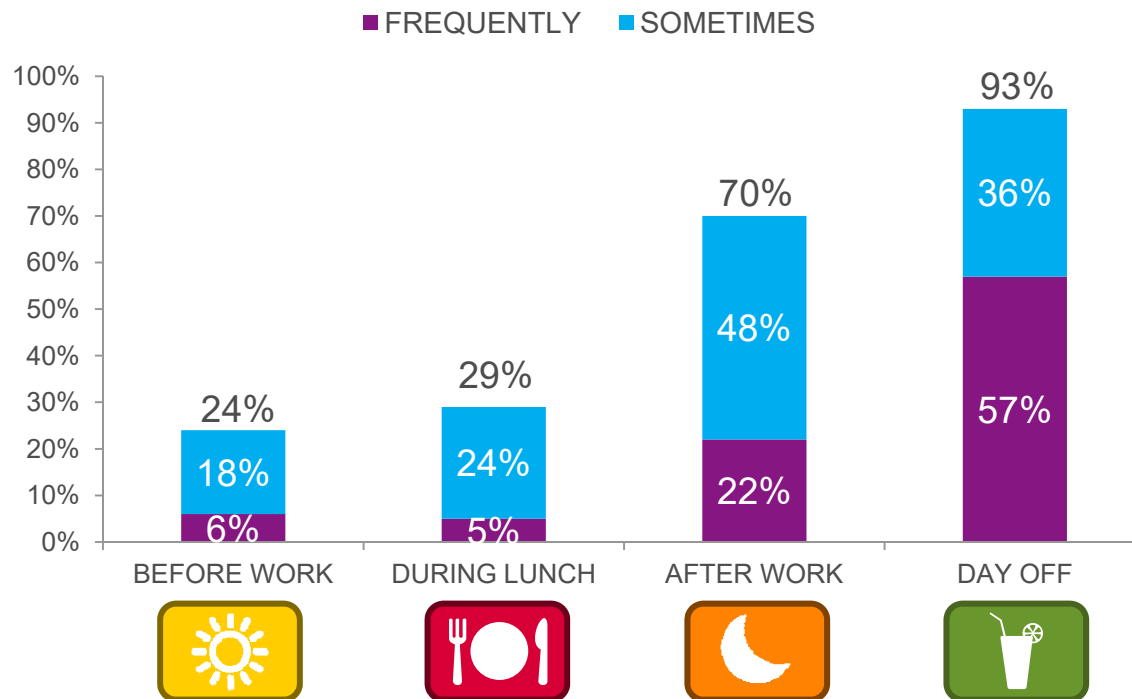
"Have you ever noticed an out-of-home advertisement that gave you directions to a specific store, business or restaurant location?"

"Have you ever immediately visited a store, business or restaurant specifically because you saw their out-of-home ad?"

CONSUMER PATTERNS



IN-PERSON SHOPPING



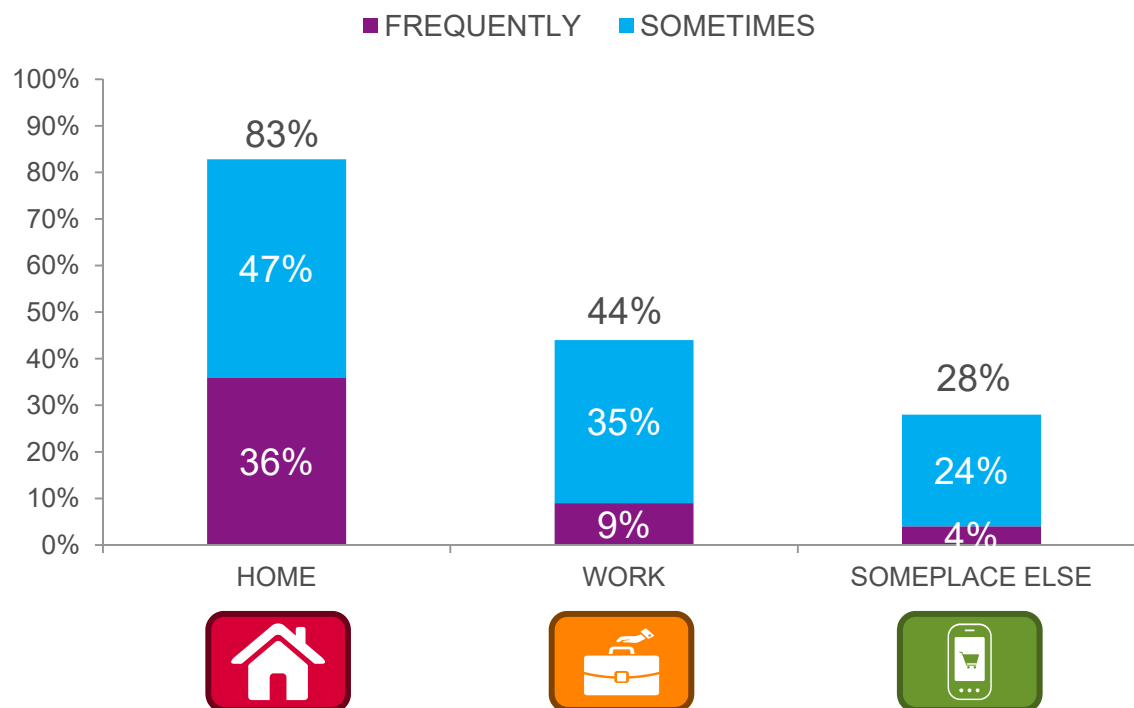
The majority of people who travel to their job, do their in-store shopping either after work or on their day off.

22% of those who travel to work frequently shop after work and 48% sometimes visit stores or business when the work day is done.

BASE: RESPONDENTS WHO WORK OUTSIDE OF THEIR HOME AT LEAST SOME DAYS | n = 493

"How often, if ever, do you shop in-person at stores {before you get to work}, {during your lunch break}, {after you leave work}, {weekend or non-work days}?"

ONLINE SHOPPING



Most people who commute to work, do their online shopping at home (83%).

9% of those who travel to their job frequently shop online while at work and 35% sometimes shop at their place of business.

BASE: RESPONDENTS WHO WORK OUTSIDE OF THEIR HOME AT LEAST SOME DAYS | n = 493

"How often, if ever, do you shop online while at {home}, {work}, {someplace other than home or work}?"

TOP OF MIND DURING COMMUTE

TOP THINGS PEOPLE THINK ABOUT DURING THEIR DAILY COMMUTE



What you will do later that day	50%
Your job	48%
Your family	49%
Your finances	28%
What you will eat during the day	25%
What you will do the upcoming weekend	23%
Your friends	15%
Food shopping you need to do	13%
Politics	10%
Shopping for things other than food	7%
Online searches you will do	5%
Blogging/tweeting or other social network activities	2%
None of the above	5%

Commuters have a lot on their mind.

50% of those who travel to their job think about what they will do later that day during their commute and 23% have their mind on the weekend.

Nearly half (48%) think of their job while on the road and 49% think of their family most often.

Shopping, politics and online activities round out the topics on people's minds.

BASE: RESPONDENTS WHO WORK OUTSIDE OF THEIR HOME AT LEAST SOME DAYS | n = 493
"Which THREE topics below do you think about most often when traveling to and from work?"

APPENDIX A:

TRAFFIC PROFILE + OOH VIEWERSHIP



APPENDIX A –KEY

U.S. TOTAL

U.S. residents age 16 or older who have 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)

TRAVEL METHOD

PRIVATE

Respondents who have driven or ridden in a car, truck or other private vehicle in the past month. (93% of total respondents)

PUBLIC

Respondents who have ridden as a passenger on a public bus or in a taxi, commuter rail or subway in the past month. (28% of total respondents)

WALKER

Respondents who have walked around town, city or downtown area. (61% of respondents)

TRAVEL MILEAGE

LIGHT

Respondents who travel less than 50 miles per week. (35% of total respondents)

MEDIUM

Respondents who travel between 50 and 150 miles per week. (32% of total respondents)

HEAVY

Respondents who travel over 150 miles per week. (31% of total respondents)

OOH VIEWER

BILLBOARD

Respondents who noticed a roadside billboard or digital billboard in the past month. (82% of total respondents)

OOH MEDIA

Respondents who noticed any type of out-of-home advertising in the past month – including roadside billboard, digital billboard, poster, street level advertising, public bus, taxi cab, commuter rail or subway, bus shelter, airport, shopping mall, movie theater, printed sign or video screen in the past month. (91% of total respondents)

APPENDIX A – DEMO

	U.S. TOTAL N = 1,006	TRAVEL METHOD (Q3)			TRAVEL MILEAGE (Q8)			OOH VIEWER	
		PRIVATE n = 948	PUBLIC n = 257	WALKER n = 619	LIGHT n = 317	MEDIUM n = 337	HEAVY n = 325	BILLBOARD n = 831	ANY OOH n = 920
SEX									
Male	48%	47%	58%	52%	47%	45%	54%	49%	49%
Female	52%	53%	42%	48%	53%	55%	46%	51%	51%
AGE									
16-17	3%	3%	4%	3%	3%	2%	3%	3%	3%
18-24	15%	14%	20%	15%	16%	13%	14%	16%	16%
25-34	16%	15%	20%	21%	16%	14%	17%	17%	17%
35-44	16%	15%	19%	16%	15%	16%	17%	16%	15%
45-54	17%	17%	15%	17%	16%	15%	21%	16%	16%
55-64	16%	17%	11%	15%	15%	17%	16%	14%	15%
65+	18%	19%	11%	13%	21%	23%	12%	18%	18%
Mean	45	46	36	39	46	48	44	42	44
RACE									
White	77%	79%	64%	77%	65%	84%	84%	76%	76%
Black	13%	11%	19%	11%	21%	7%	8%	13%	13%
Asian/Pacific Islander	4%	4%	5%	4%	3%	3%	5%	4%	4%
Other or Prefer not to answer	7%	6%	12%	9%	11%	5%	3%	7%	7%
SPANISH OR HISPANIC ORIGIN OR DESCENT (i.e. LATIN AMERICAN, MEXICAN, PUERTO RICAN, CUBAN)									
Yes	16%	15%	24%	20%	16%	16%	13%	17%	16%

APPENDIX A – DEMO

	U.S. TOTAL N = 1,006	TRAVEL METHOD (Q3)			TRAVEL MILEAGE (Q8)			OOH VIEWER	
		PRIVATE n = 948	PUBLIC n = 257	WALKER n = 619	LIGHT n = 317	MEDIUM n = 337	HEAVY n = 325	BILLBOARD n = 831	ANY OOH n = 920
HOUSEHOLD INCOME (~89% of sample who provided income information)									
Less than \$25,000	20%	18%	28%	18%	32%	16%	10%	19%	20%
\$25,000 to less than \$75,000	42%	43%	33%	42%	46%	43%	37%	42%	42%
\$75,000 to \$99,999	16%	16%	20%	16%	11%	17%	20%	16%	16%
\$100,000 to \$149,999	14%	14%	11%	14%	6%	16%	20%	14%	14%
\$150,000 or more	8%	8%	9%	10%	4%	9%	13%	8%	8%
Mean	\$72,538	\$74,263	\$71,166	\$77,358	\$52,708	\$76,667	\$91,007	\$73,439	\$72,848
EMPLOYMENT STATUS									
Employed full-time	38%	39%	43%	44%	29%	30%	58%	40%	38%
Employed part-time	10%	11%	16%	11%	10%	12%	10%	11%	11%
Self-employed	5%	5%	3%	6%	3%	6%	8%	5%	5%
A stay-at-home spouse or partner	8%	8%	5%	7%	9%	10%	5%	8%	8%
Not employed- looking for work	7%	7%	8%	8%	11%	7%	4%	8%	8%
Not employed- not looking	6%	6%	5%	5%	10%	3%	5%	6%	6%
Retired	18%	19%	11%	13%	20%	26%	8%	17%	18%

APPENDIX A – DEMO

	U.S. TOTAL N = 1,006	TRAVEL METHOD (Q3)			TRAVEL MILEAGE (Q8)			OOH VIEWER	
		PRIVATE n = 948	PUBLIC n = 257	WALKER n = 619	LIGHT n = 317	MEDIUM n = 337	HEAVY n = 325	BILLBOARD n = 831	ANY OOH n = 920
LEVEL OF EDUCATION COMPLETED									
High School or Less	22%	21%	21%	18%	33%	18%	13%	21%	23%
Some college, but no degree	22%	22%	23%	21%	24%	25%	18%	22%	22%
Associate or Technical Degree	12%	13%	9%	11%	14%	11%	13%	13%	13%
College Degree (BA, BS)	23%	24%	23%	27%	17%	25%	29%	22%	23%
Some Grad School or Grad Degree	19%	20%	22%	23%	11%	22%	27%	20%	20%

APPENDIX A – TRAVEL

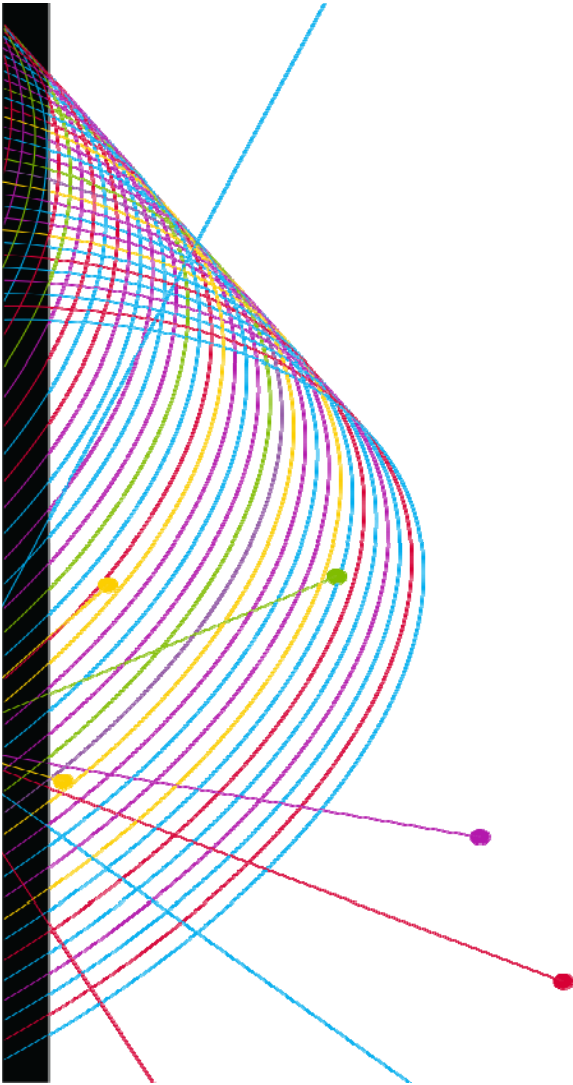
	U.S. TOTAL N = 1,006	TRAVEL METHOD (Q3)			TRAVEL MILEAGE (Q8)			OOH VIEWER	
		PRIVATE n = 948	PUBLIC n = 257	WALKER n = 619	LIGHT n = 317	MEDIUM n = 337	HEAVY n = 325	BILLBOARD n = 831	OOH MEDIA n = 920
MEAN TIME SPENT IN ANY VEHICLE (HOURS:MINUTES)									
Weekday	3:14	3:14	4:18	3:40	2:08	3:11	4:32	3:30	3:22
Saturday	1:23	1:23	1:39	1:30	1:05	1:26	1:39	1:28	1:25
Sunday	0:57	0:58	1:08	1:03	0:47	0:57	1:09	0:59	0:57
Total Week	18:32	18:33	24:20	20:56	12:35	18:20	25:30	20:03	19:13
MEAN TIME SPENT WALKING (HOURS:MINUTES)									
Total Week	2:14	2:14	2:54	2:14	2:11	2:48	1:46	2:16	2:15
MEAN MILES TRAVELED IN ANY VEHICLE									
Total Week	135	139	135	142	19	80	325	148	141

APPENDIX A –OOH VIEWERSHIP

	U.S. TOTAL N = 1,006	TRAVEL METHOD (Q3)			TRAVEL MILEAGE (Q8)			OOH VIEWER	
		PRIVATE n = 948	PUBLIC n = 257	WALKER n = 619	LIGHT n = 317	MEDIUM n = 337	HEAVY n = 325	BILLBOARD n = 831	OOH MEDIA n = 920
OUT-OF-HOME MEDIA NOTICED IN THE PAST 30 DAYS									
Billboard	80%	81%	86%	83%	75%	79%	88%	97%	88%
Digital Billboard	59%	60%	63%	63%	49%	55%	76%	72%	65%
Poster	53%	53%	65%	60%	47%	52%	59%	61%	57%
Street Level Advertising	46%	46%	62%	55%	46%	48%	46%	54%	51%
Public Bus	56%	55%	77%	63%	59%	51%	61%	64%	62%
Taxi Cab or other vehicle advertising	39%	38%	60%	48%	35%	38%	44%	45%	43%
Commuter Rail or Subway	17%	16%	46%	25%	20%	15%	16%	19%	18%
Bus Shelter	37%	36%	66%	46%	39%	37%	35%	42%	40%
Airport	10%	10%	20%	12%	9%	10%	10%	12%	11%
Shopping Mall	43%	44%	53%	53%	37%	42%	52%	49%	48%
Movie Theater	33%	34%	47%	39%	32%	29%	39%	38%	36%
Place-based Printed Signs	63%	64%	69%	70%	57%	63%	73%	70%	69%
Place-based Video Screens	45%	46%	55%	51%	39%	41%	57%	52%	50%

APPENDIX B:

DEMOGRAPHIC TARGETS



APPENDIX B – TRAVEL

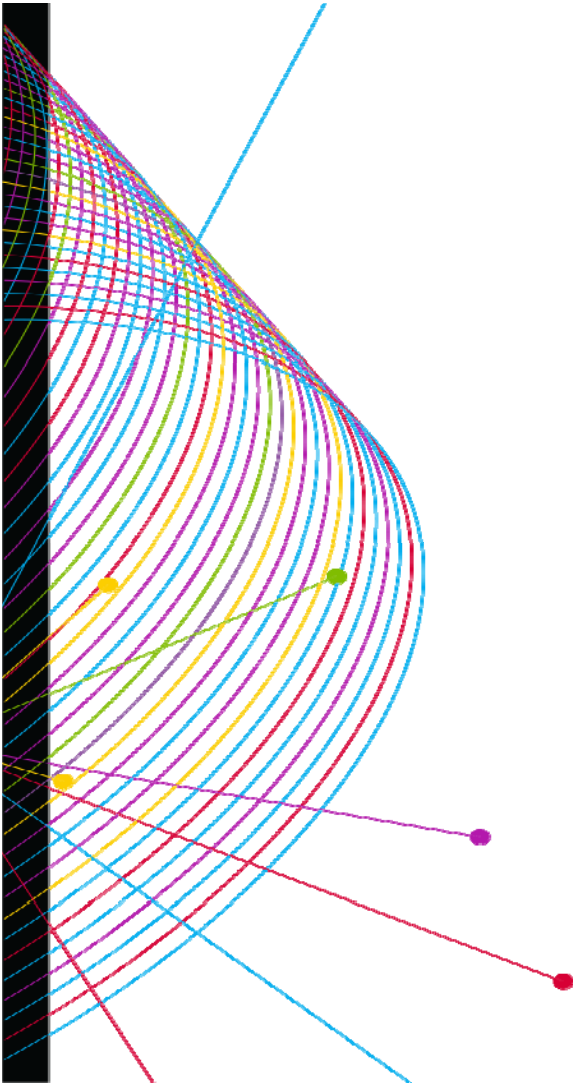
	U.S.*	RACE/ETHNICITY				AGE DEMO					INCOME
	TOTAL	WHITE	BLACK	HISPANIC	ASIAN	16-24	18-34	18-49	25-54	55+	\$100K+
	n = 1,006	n = 858	n = 50	n = 56	n = 51	n = 183	n = 358	n = 565	n = 473	n = 350	n = 216
MEAN TIME SPENT IN ANY VEHICLE (HOURS:MINUTES)											
Weekday	3:14	3:00	3:57	4:31	2:54	4:11	3:54	3:38	3:26	2:29	3:23
Saturday	1:23	1:20	1:55	1:20	1:12	1:33	1:37	1:35	1:37	0:57	1:12
Sunday	0:57	0:56	0:52	1:10	1:19	1:27	1:14	1:06	0:56	0:45	0:53
Total Week	18:32	17:21	22:38	25:09	17:02	23:57	22:24	20:54	19:47	14:09	19:04
MEAN TIME SPENT WALKING (HOURS:MINUTES)											
Total Week	2:14	2:15	1:49	2:41	2:33	2:56	2:37	2:17	2:01	2:12	1:50
MEAN MILES TRAVELED IN ANY VEHICLE											
Total Week	135	148	94	147	139	169	158	150	143	108	186

*total dataset weighted for national representation by race/ethnicity

APPENDIX B – OOH VIEWERSHIP

	U.S.	RACE/ETHNICITY				AGE DEMO					INCOME
	TOTAL	WHITE	BLACK	HISPANIC	ASIAN	16-24	18-34	18-49	25-54	55+	\$100K+
	n = 1,006	n = 858	n = 50	n = 56	n = 51	n = 183	n = 358	n = 565	n = 473	n = 350	n = 216
OUT-OF-HOME MEDIA NOTICED IN THE PAST 30 DAYS											
Billboard	80%	80%	83%	86%	70%	88%	85%	83%	81%	76%	83%
Digital Billboard	59%	62%	50%	62%	59%	70%	66%	63%	61%	53%	65%
Poster	53%	52%	49%	71%	43%	72%	62%	58%	52%	44%	52%
Street Level Advertising	46%	44%	54%	58%	47%	61%	54%	51%	45%	42%	45%
Public Bus	56%	54%	64%	68%	54%	65%	61%	60%	57%	51%	60%
Taxi Cab or other vehicle advertising	39%	35%	55%	46%	27%	43%	40%	40%	41%	34%	44%
Commuter Rail or Subway	17%	12%	26%	32%	22%	25%	23%	21%	18%	11%	21%
Bus Shelter	37%	31%	42%	65%	40%	55%	49%	45%	41%	22%	37%
Airport	10%	10%	10%	11%	2%	8%	11%	11%	12%	7%	14%
Shopping Mall	43%	41%	48%	58%	41%	62%	56%	49%	44%	34%	39%
Movie Theater	33%	32%	30%	52%	33%	53%	49%	43%	36%	19%	36%
Place-based Printed Signs	63%	65%	54%	72%	50%	79%	72%	66%	61%	58%	65%
Place-based Video Screens	45%	43%	57%	56%	48%	63%	61%	53%	49%	32%	47%

APPENDIX C: VISUAL AIDS USED



BILLBOARD



DIGITAL BILLBOARD



POSTER



Photos provided courtesy of the OAAA

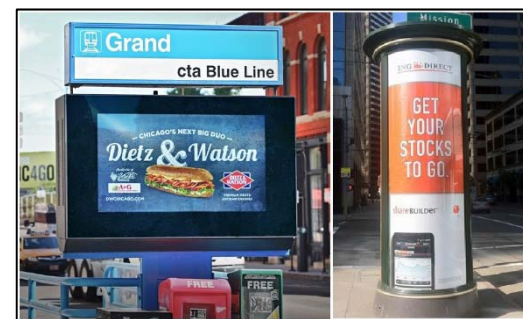
PUBLIC BUS



BUS SHELTER



STREET LEVEL



Photos provided courtesy of the OAAA

TAXI CAB OR OTHER VEHICLE



COMMUTER RAIL OR SUBWAY

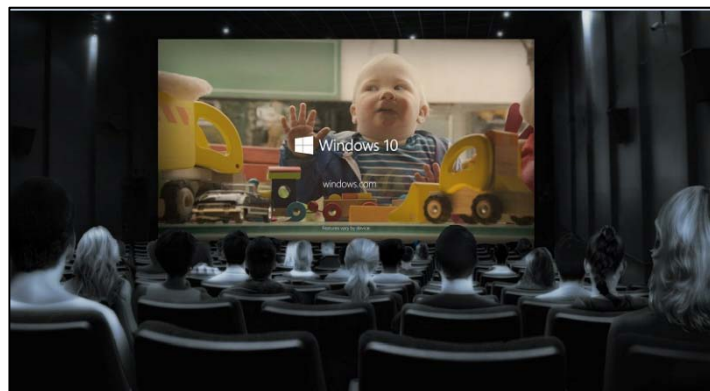


Photos provided courtesy of the OAAA

SHOPPING MALL



MOVIE THEATER

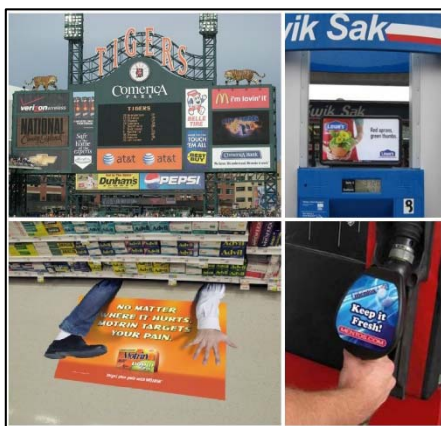


AIRPORT



Photos provided courtesy of the OAAA

PRINTED SIGNS IN VARIOUS VENUES



VIDEO SCREENS IN VARIOUS VENUES



Photos provided courtesy of the OAAA

NFC (NEAR FIELD COMMUNICATION)

QR CODE (QUICK RESPONSE CODE)



Photos provided courtesy of the OAAA

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nielsen
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