



Consumer Insights and Intent - Early 2022 Executive Summary

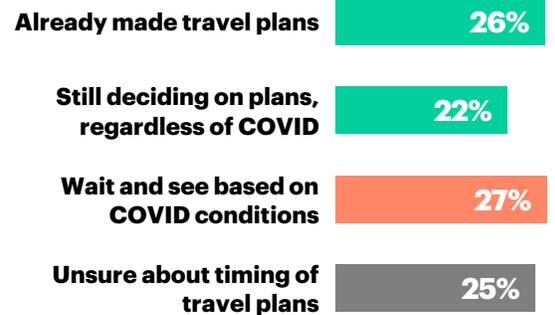


Introduction

“Consumer Insights and Intent for Early 2022” is the latest insights report from Out of Home Advertising Association of America (OAAA) and The Harris Poll with an overview of opportunities for OOH media in early 2022 as consumer optimism and travel intent continue to rise as the pandemic recedes. Our latest survey finds nearly half of Americans planning to travel will do so regardless of COVID, consumers are noticing OOH at their highest intensity yet, social media proves to be an impressive amplification tool for OOH creative, and strong consumer engagement with OOH.

Early 2022 Travel

COVID isn't holding back (most) consumer travel for 2022: after an uncertain year, Americans are ready for winter travel. More than three-quarters (78%) of the workforce will be commuting at least part-time in the first half of 2022, especially in rural (88%) and large urban (80%) areas. And half (48%) of travelers say they've already made their early 2022 travel plans (26%) or will do so when they decide what they want to do, regardless of COVID (22%). Only (27%) say they are waiting to see what occurs with COVID before booking travel.



74% of workers are commuting at least part-time right now

78% of workers will be commuting at least part-time in early 2022

Out of Home Relevance

OOH continues to be relevant amid the pandemic: 85% of OOH viewers find the ads useful, over 4 in 10 (42%) are noticing OOH more, and consumers noticing OOH “much more” is up nine points from September 2020. Nearly half (47%) of large city dwellers (Urban 1M+) are noticing OOH much more, up 14 points from the same time.

With consumers taking more notice of OOH, what types of advertisements are going to be most relevant to these attentive eyes? OOH ads for a wide variety of products appeal to consumers, with retail, fast food restaurants, and food & beverage the most relevant to their interests.



Most Relevant OOH Ads for Consumers



Engagement with Out of Home Media

Social media serves as a major amplification tool for OOH campaigns, especially among the digitally savvy younger generations: two-thirds (67%) of both Gen Z and Millennials have seen an OOH ad reposted on social media. And these younger generations aren't just viewers: (91%) of Gen Z and (82%) of Millennials say they would reshare an OOH ad on social media. What motivates them to hit the post button? One-quarter (25%) of Millennials are likely to reshare a television show or movie ad, while (15%) would reshare clothing and (14%) would reshare an OOH ad for a sporting event.

This increased awareness can also translate to real-world action: (57%) of consumers have recently engaged with an OOH ad in some way, whether it's visiting the advertiser's website (43%), searching for more information about the advertiser or their products (39%), or making a physical purchase (39%). Engagement is especially high in large urban areas, in which (77%) of consumers have engaged with an OOH ad.

OOH advertisers can increase consumer engagement by focusing on ad content that highlights local businesses, artists or events (52% are more likely to engage), provides access to a new product from a favorite brand via NFC, QR code, or SMS text (48%), is colorful and vibrant (45%), or is customized with information based on current time, weather, location, etc. (45% find these ads of greater interest).



91% of Gen Z **82%** of Millennials
would reshare an OOH ad on social media



43% have visited an advertiser's website



39% have made a physical purchase



39% have searched for more information about the advertiser



28% have downloaded an app
(**46%** Gen Z; **38%** Millennial)

The Connected Consumer and Data Privacy

Although digital consumption has grown greatly during the pandemic, 62 percent of consumers say they frequently skip online ads due to digital device burnout. Another 39 percent report they are actively trying to spend less time on their phone or computer, and to reduce their television viewing.

Almost three-quarters (74%) of consumers are concerned about their data privacy, and the use of personal information and behavior to target them with online advertising.



Methodology

The Harris Poll conducted the online survey from October 20th to 25th, 2021 among a nationally representative sample of 1,000 U.S. Adults 18+. Data is weighted to reflect the U.S. general public across age, gender, race/ethnicity, region, income, household size, and employment.

“Consumer Insights and Intent – Early 2022” was sponsored by The Foundation for Outdoor Advertising Research and Education (FOARE), a 501 (c) (3) not for profit, charitable organization.

About OAAA

The Out of Home Advertising Association of America (OAAA) is the national trade association for the \$8.6 billion U.S. out of home advertising (OOH) industry, which includes digital out of home (DOOH), and is comprised of billboards, street furniture, transit advertising, and place-based media (including cinema). OAAA is comprised of 800+ member media companies, advertisers, agencies, ad-tech providers, and suppliers that represent over 90 percent of the industry. OAAA is a unified voice, an authoritative thought leader, and a passionate advocate that protects, unites, and advanced OOH advertising in the United States. For more information, please visit oaa.org.

About The Harris Poll

The Harris Poll is one of the longest-running surveys in the U.S., tracking public opinion, motivations and social sentiment since 1963. It is now part of Harris Insights & Analytics, a global consulting and market research firm that strives to reveal the authentic values of modern society to inspire leaders to create a better tomorrow. We work with clients in three primary areas; building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Our mission is to provide insights and advisory to help leaders make the best decisions possible.



Out of Home Advertising Association of America

