

# Why 82% like out-of-home advertising.

Lockdowns made us love the outdoors.



- **82%** want more out-of-home messages.
- **88%** like ads on out-of-home screens.
- **58%** say out-of-home ads are most trustworthy.
- **71%** relate to ads on out-of-home screens.
- **58%** enjoy spending time outside of their homes.

## NEED AN ROI?

Use the nation's largest, highest-rated consumer panel for OOH ROI.

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