

## Out-of-Home Advertising | It works!

Out-of-home advertising works because consumers are constantly on the go. Since 69% of purchasing decisions are made away from home, billboards reach consumers at the right place and the right time. It is pure advertising, with no programming between the ads. Out-of-home is hard to ignore. You can't change the channel on it, and you can't skip the ads.



### Consumers Are On The Go

Among American adults...

**70%** 70% of walking hours are spent away from home

**29.2 MI** Average driving distance is 29.2 miles per day, 10,658 miles a year

**20 HRS PER WK** Average travel time is 20 hours per week

**35 MIN** A typical commute takes 35 minutes

**ALMOST 90% OF AMERICANS HAVE TRAVELED IN THE PAST MONTH**  
by car, bus, taxi, commuter, rail or subway



# CONSUMERS NOTICE BILLBOARDS



**58%** of consumers report consciously looking at out-of-home advertising



**75%** of Americans have noticed a billboard or transit advertisement in the past month

Sources: Nielsen American Automobile Association, Arbitron, Kinetic