



# Arbitron Out-of-Home Advertising Study

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## 2013 Edition

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## Introduction

Welcome to the *Arbitron Out-of-Home Advertising Study 2013*. This report provides a detailed examination of America's travel habits and its exposure to outdoor 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. Demographic profiles of travelers and out-of-home media viewers are available in appendices A and B of this report.

Arbitron has published several benchmark studies documenting America's relationship with various media. Our work in examining the out-of-home audience began in 2001 with the *Arbitron Outdoor Study: Outdoor Media Consumers* and continued with:

- *Digital Billboard Report: Cleveland Case Study (2008)*
- *National In-Car Study (2009)*
- *Outdoor Advertising and the Media Plan (2009)*
- *Where Road Traffic and Web Traffic Merge: Outdoor Advertising and the Internet (2010)*
- *Driving Social Network Traffic: Outdoor Advertising and Social Media (2012)*

The goal of these studies is to help brands better understand the role out-of-media can play in the overall media plan.

## Methodology

Arbitron and Edison Research completed 912 surveys with U.S. residents aged 18 or older to investigate Americans' travel habits and their relationship to out-of-home media.

The research was conducted in January and February 2013 through telephone interviews using random digit dialing (RDD) landline and cell phone sampling. The survey was offered in both English and Spanish language. Data were weighted to national 18+ population figures.

The verbatim survey questions associated with each finding in this report is available in appendix C.

## Terms to Know

**Travelers:** U.S. resident aged 18 or older who has traveled in any vehicle in the past month including cars, trucks, buses, taxis, commuter rails and subways.

**OOH media viewer:** U.S. resident aged 18 or older who has noticed advertising on either static billboards, digital billboards, sides of public buses, bus shelters, taxi cabs, commuter rails, subways or any street level advertising such as kiosks or newspaper stands in the past month.

## Significant Highlights

- **The vast majority of U.S. adults have the opportunity to be exposed to out-of-home advertising each month.** Close to 9 in 10 Americans aged 18 or older have traveled the roads or rails in a vehicle in the past month including cars, trucks, buses, taxis, commuter rails and subways.
- **Time spent potentially exposed to OOH media is significant.** The average time spent traveling is over 20 hours per week and covers 169 miles. Mega-Milers, the heaviest travelers, average 363 miles per week.
- **OOH media viewership is high.** Three-quarters of total U.S. adults have noticed advertising on static billboards, digital billboards, sides of public buses, bus shelters, taxi cabs, commuter rails, subways or any street level advertising such as kiosks or newspaper stands in the past month; viewership among travelers is 84%.
- **Billboards are the most viewed OOH media.** Roughly two-thirds of travelers have seen a billboard advertisement in the past month and over 4 in 10 have viewed a digital billboard.
- **Engagement with billboards is considerably high.** Over 8 in 10 billboard viewers make a point to look at the advertising message at least some of the time; nearly half look at the billboard ad each time or almost each time they noticed one.
- **OOH media delivers more affluent consumers.** OOH media viewers overall are more likely to live in upper-income households and Mega-Milers, the heaviest travelers who account for the majority of OOH ad impressions, are three times as likely to live in an upper-income household compared to light travelers.
- **Purchasing decisions are often made away from home.** Over two-thirds of travelers make their purchasing decisions at some location outside of their home over the course of a typical week; over half report making their purchasing decisions *most frequently* when they are not home.
- **Out-of-home ads generate buzz.** Roughly 4 in 10 OOH media viewers have talked about products they saw advertised with others and 8% have blogged or posted to a social network.
- **Out-of-home ads motivate action.** OOH media has prompted 4 in 10 viewers to visit a store or restaurant they saw advertised or watching a TV show.

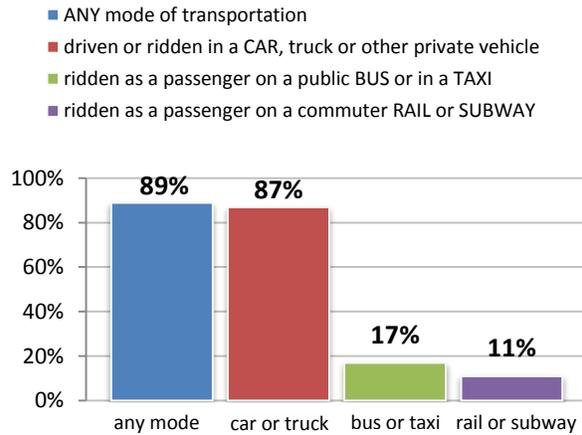
## America on the Move

### Transportation Used in the Past Month

Close to 9 in 10 (89%) of U.S. residents age 18 or older have used motorized transportation including cars, trucks, buses, taxis and commuter rails in the past month.

Private vehicles such as cars or trucks lead the way with 87% of adults having driven or ridden in one in the past month.

Public transit including buses and taxis are used by 17% of adults in the past month and commuter rail or subways transport over 1 in 10 (11%) Americans age 18 or older.



base: U.S. residents aged 18 or older Appendix C: Q1

### Time Spent Traveling

American travelers spend an average of 20 hours and 16 minutes per week either driving or riding as a passenger in any vehicle.

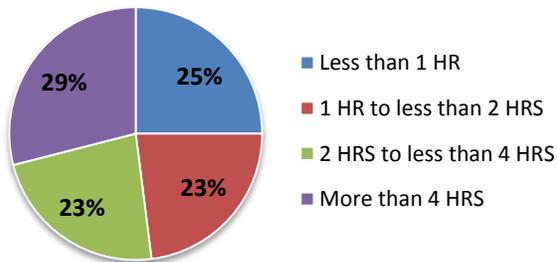
On an average weekday (Monday through Friday) U.S. adults spend 3 hours and 16 minutes on the road or rails; travel is lighter on the weekend (Saturday and Sunday) with an average time spent of 1 hour and 59 minutes.

#### Total Time Spent Traveling per Week

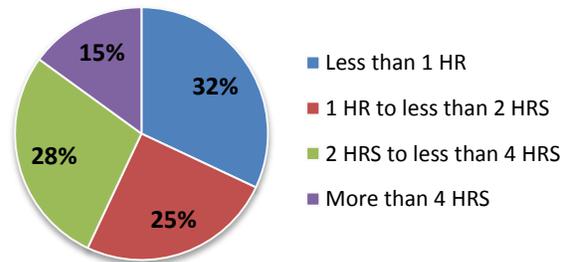
Weekday		Weekend	=	Total Week
<b>3H 16M</b>	+	<b>1H 59M</b>	=	<b>20H 16M</b>
x 5 days		x 2 days		7 days

average in hours and minutes

#### Weekday (Mon-Fri) Time Spent Traveling per Day



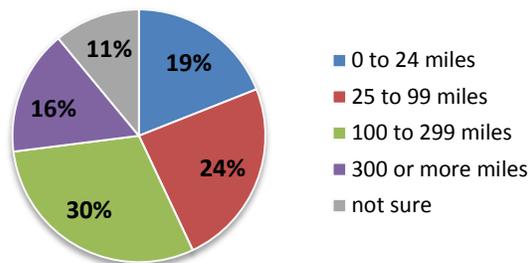
#### Weekend day (Sat-Sun) Time Spent Traveling per Day



base: Travelers Appendix C: Q2A/B

### Miles Traveled

**Total Miles Traveled per Week**



### Average Miles Per Week: 169

U.S. travelers average 169 miles on the road per week.

A useful way to examine travelers is by dividing the population into three evenly proportioned segments. Mega-milers are the heavy travelers who account for most of the miles traveled on U.S. roads.

This group averages 363 miles traveled per week and differs from other travelers in significant ways; they are more likely to be male and more affluent (live in higher-income households).

*See Appendix B for more details.*

	<b>Light Traveler</b> <i>(less than 40 miles/week)</i>	<b>Medium Traveler</b> <i>(40 to less than 150 miles/week)</i>	<b>Mega-miler</b> <i>(over 150 miles/week)</i>
Percent of total U.S. adults	25%	30%	34%
<b>Mean</b> (average) miles traveled per week	16	77	363
<b>Median</b> miles traveled per week	15	70	250

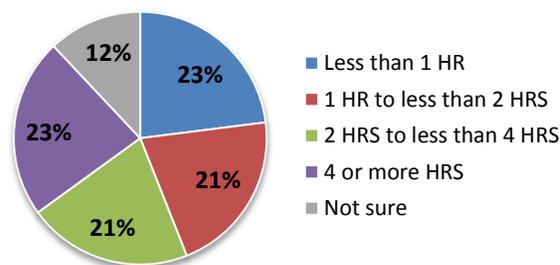
base: Travelers Appendix C: Q2C

### Walking Around Town

Over half (54%) of U.S. adults have walked in a town, city or downtown area in the past month.

The mean time spent walking per week is 3 hours and 52 minutes.

**Total Time Spent Walking per Week**



### Average Time Spent Walking: 3H 52M

base: U.S. population age 18 or older Appendix C: Q1, Q3

## Media on the Go

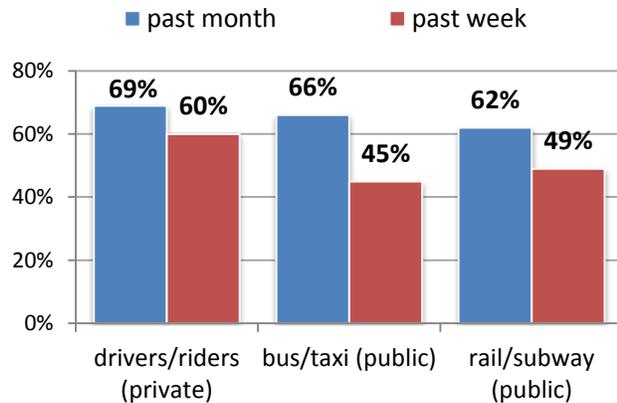
### Billboards

Over two-thirds (69%) of U.S. adults who have driven or ridden in a private vehicle recall seeing a roadside billboard advertisement in the past month and 60% recall seeing one in the past week.

Billboard viewership levels are similar for those who take public transportation. Two-thirds (66%) of bus and taxi riders have seen a billboard in the past month and 45% have seen one in the past week.

Commuter rail and subway riders are also reached by billboard ads with 62% having seen one in the past month and nearly half (49%) in the past week.

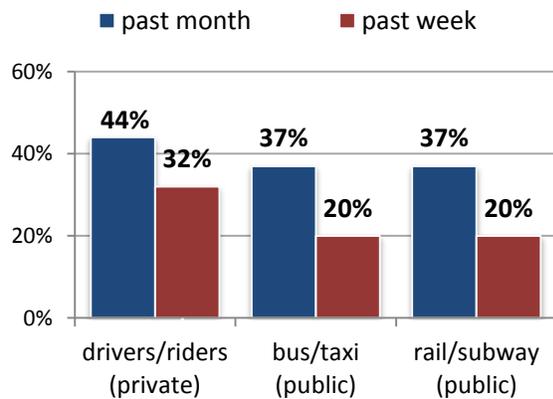
Seen a roadside billboard advertisement



Appendix C: Q4A/B

### Digital Billboards

Seen a digital billboard advertisement



Recently, some billboards have changed to high-tech, electronic billboards known as “digital billboards.” These digital billboards show static images that typically rotate every six or eight seconds, like a slide show or digital photo frame.

While digital billboards are less common than printed signs, 44% of those who have driven or ridden in a private vehicle have seen one in the past month and nearly one-third (32%) have seen one in the past week.

Once again, viewership among public transportation riders is lower but not by much; 37% of bus, taxi, commuter rail and subway riders have seen a digital billboard in the past month and 1 in 5 (20%) have seen one in the past week.

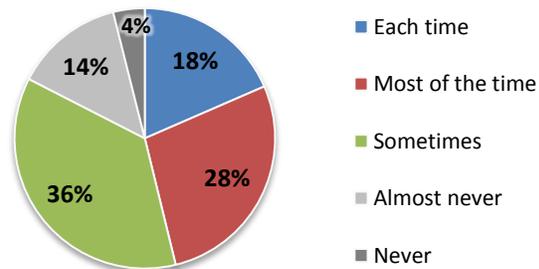
Appendix C: Q5A/B

### Engagement with Billboards

Over 8 in 10 (82%) of billboard viewers look at the advertising message.

Nearly half (46%) habitually look at the billboard’s advertising message each time or most of the time.

An additional 36% of viewers sometimes look at the messages on billboards.



base: have seen a billboard ad in the past month Appendix C: Q6

### Transit and Street Furniture

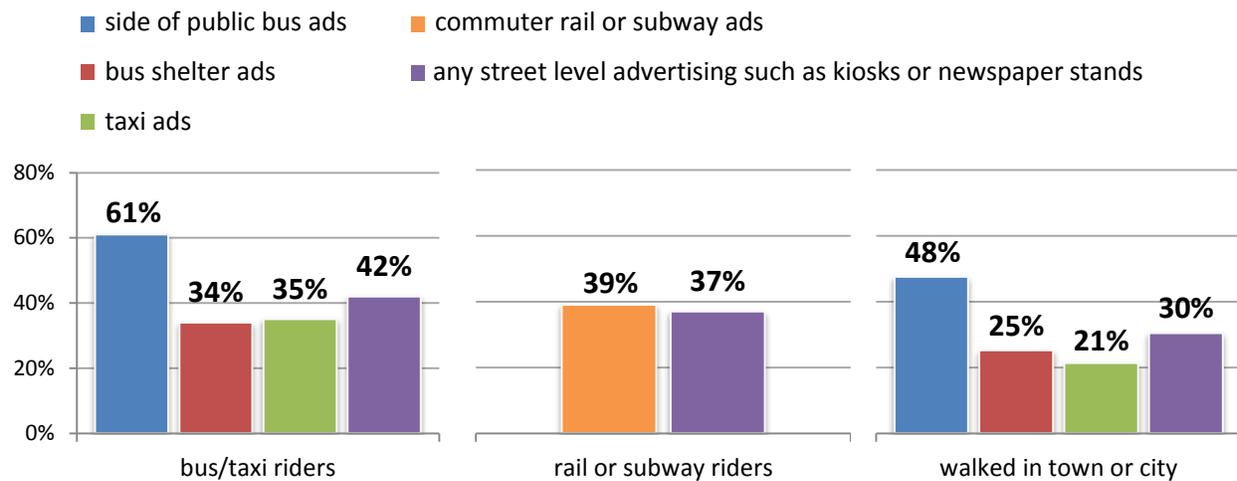
Over 4 in 10 (41%) U.S. adults who have driven or ridden in any vehicles in the past month have noticed advertising on the side of a public bus in the past month; over 1 in 5 (22%) noticed a bus shelter ad.

Among those who have ridden a bus or taxi, viewership for bus side ads rise to 61% and bus shelter ads increase to 34%.

Walkers are watching too. Nearly half (48%) of those who have walked in a town, city or downtown area in the past month also noticed a bus side ad in the past month; 25% saw a bus shelter ad.

Seen a transit or street advertisement in the past month  
(among Travelers)

41%	SIDE of a public BUS ads
22%	bus SHELTER ads
18%	TAXI cab ads
9%	commuter rail or SUBWAY ads
25%	any STREET level advertising such as kiosks or newspaper stands



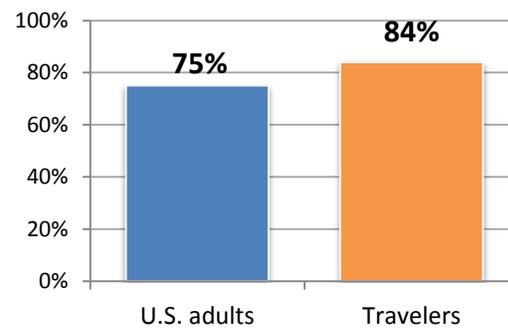
Appendix C: Q7

### Total Out-of-home Media Viewers

3 in 4 (75%) total U.S. adults have noticed billboard (static or digital), transit or street level advertising in the past month.

OOH media viewership levels rise to 84% among those who have driven or ridden in any vehicles in the past month.

Seen ANY out-of-home advertising in past month

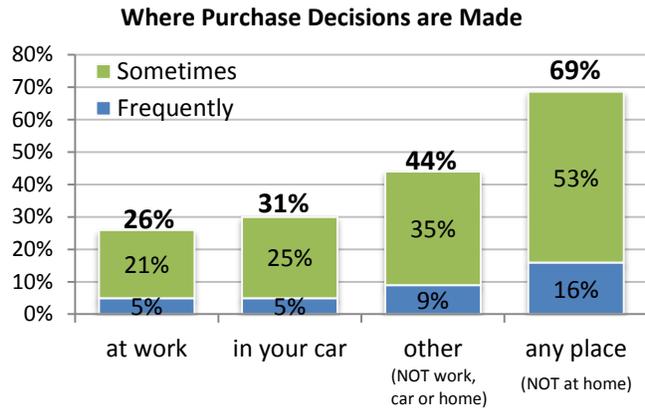


Appendix C: Q4, Q5, Q7

## Point of Decision

Over two-thirds (69%) of travelers make purchase decisions outside of their home either frequently or sometimes.

Nearly one-third (31%) of travelers make purchase decisions in their car and nearly half (45%) think about shopping most often when they are not at work, home or in the car.



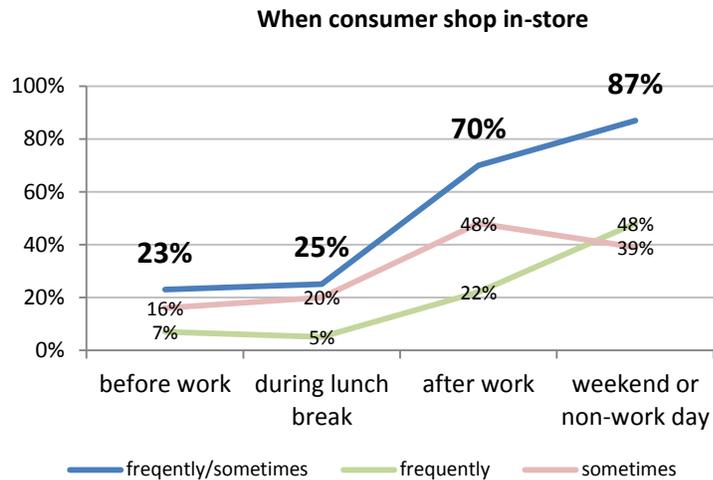
base: Travelers Appendix C: Q 8

## Point of Sale

### In-Store Shopping

Roughly 1 in 4 travelers who are employed full or part-time shop early in the day – either before work (23%) or during a lunch break (25%).

In a typical week, employed travelers shop most often after work (70%) and on weekends or their days off (87%).



base: Travelers employed full or part-time Appendix C: Q9

### Driving in-store traffic

Nearly 4 in 10 (39%) adults who have viewed a billboard or other out-of-home media in the past month have visited a store they've seen advertised; 40% have visited an advertised restaurant.

**39% visited STORE advertised**  
**40% visited RESTAURANT advertised**

### In-store sales and specials

Nearly 3 in 10 (29%) of OOH media viewers have been motivated to visit a store that week after seeing a sale or special advertised.

**29% shopped a SALE in-store that week**

### Directional ads and direct response

4 in 10 (40%) OOH media viewers have noticed an ad that provided directions to a specific store, business or restaurant location.

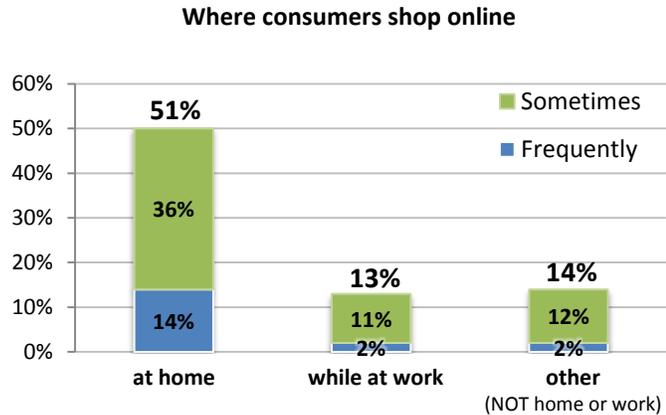
Over 1 in 4 (26%) have immediately visited a store, business or restaurant specifically because they saw a billboard or other out-of-home advertisement.

**40% view DIRECTIONAL ads**  
**26% IMMEDIATELY visited business**

base: OOH media viewer Appendix C: Q10, Q11A, Q12, Q13

### Online Shopping

Half (51%) of U.S. travelers with Internet access make their online purchases from home most often; over 1 in 10 (13%) regularly shop online while at work and 14% engage in web commerce away from home and work.



base: driven or ridden in a vehicle in the past month and have Internet access Appendix C: Q14

### Driving web traffic

Nearly 1 in 4 (26%) adults who have viewed a billboard or other out-of-home media in the past month have visited a website they've seen advertised.

**26% visited WEBSITE advertised**

### Online sales and specials

Nearly 3 in 10 (28%) OOH media viewers have been motivated to visit a website that week after seeing a sale or special advertised.

**28% shopped a SALE online that week**

### Mobile response

Over 1 in 10 (12%) OOH media viewers have accessed a coupon or other information on a mobile device.

**12% used a MOBILE device**

base: viewed any billboard or other OOH ad media in past month Appendix C: Q10, 11B

## Driving action and word of mouth

### Creating buzz

Nearly 4 in 10 (39%) adults who have viewed a billboard or other out-of-home media in the past month talked about the ad or product with others.

Nearly 1 in 10 (8%) OOH media viewers have posted about an ad or product on a blog or social media network after seeing it featured in an out-of-home ad.

**39% TALKED** about product advertised  
**8% POSTED** on blog or social network

### Producing referrals

Roughly 1 in 4 (24%) OOH media viewers have recommended the advertised product or brand to others.

**24% RECOMMENDED** a product

### Tuning in

4 in 10 (40%) OOH media viewers have watched a television program after seeing it advertised on a billboard or other out-of-home medium; 23% have tuned to a radio station advertised.

**40% WATCHED** a TV program  
**23% LISTENED** to a radio station

### Making the phone ring

Nearly 1 in 5 (18%) OOH viewers called a phone number for the advertised product or store after seeing it advertised on a billboard or other out-of-home medium.

**18% CALLED** phone number advertised

### Attracting people

1 in 3 (33%) OOH viewers have attended a public event or performance that was advertised on a billboard or other out-of-home medium.

**33% ATTENDED** event advertised

base: OOH media viewers Appendix C: Q10

## Appendix A

### Demographic Profiles of Average Americans, Travelers and Out-of-home media viewers

	<b>Total U.S. Population</b> <i>(age 18 or older)</i> 100% of sample	<b>Travelers</b> <i>(any vehicle past month)</i> 89% of sample	<b>OOH Media Viewers</b> <i>(Billboards, transit or street)</i> 75% of sample
<b>Gender</b>			
Men	49%	49%	49%
Women	51%	51%	51%
<b>Age</b>			
18–24	13%	13%	12%
25–34	17%	18%	19%
35–44	17%	17%	18%
45–54	18%	19%	22%
55–64	16%	16%	14%
65+	18%	18%	16%
<b>Employment Status</b>			
Employed full time	42% <sup>1</sup>	44%	47% <sup>1</sup>
Employed part time	10%	10%	9%
Unemployed	7%	7%	7%
Homemaker	7%	6%	6%
Retired	23%	22%	20%
Student	7%	7%	7%
<b>Household Income<sup>2</sup></b>			
\$50K+	50%	51%	54%
\$75K+	29%	30%	35%
<b>Ethnicity</b>			
Hispanic	14%	13%	15%
Non-Hispanic	86%	87%	85%

<sup>1</sup>How to read: 42% of United States residents aged 18 or older who have traveled in any vehicle in the past month are employed full-time and 47% of United States residents aged 18 or older who noticed a billboard or other out-of-home advertising in the past month are employed full-time.

<sup>2</sup>Household incomes are reported out of those who provided a response: 71% of total sample, 72% of travelers and 75% of OOH media viewers.

Note: Totals subject to rounding. All sections do not add up to 100% because some respondents declined to answer certain demographic questions.

## Appendix B

### Demographic Profiles of Light, Medium and Heavy (Mega-Milers) Travelers

	<b>Light Travelers</b> (Fewer than 40 Miles per week) 25% of sample	<b>Medium Travelers</b> (40-150 Miles per week) 31% of sample	<b>Mega-Milers</b> (150+ Miles per week) 34% of sample
<b>Gender</b>			
Men	38% <sup>1</sup>	48%	65% <sup>1</sup>
Women	62%	52%	36%
<b>Age</b>			
18–24	14%	13%	9%
25–34	13%	19%	19%
35–44	15%	16%	21%
45–54	17%	16%	22%
55–64	18%	17%	17%
65+	24%	19%	12%
<b>Employment Status</b>			
Employed full time	25%	43%	62%
Employed part time	11%	10%	9%
Unemployed	9%	7%	5%
Homemaker	9%	6%	2%
Retired	31%	24%	15%
Student	8%	8%	4%
<b>Household Income<sup>2</sup></b>			
\$50K+	23%	40%	52%
\$75K+	11%	24%	33%
<b>Ethnicity</b>			
Hispanic	18%	12%	8%
Non-Hispanic	82%	88%	92%

<sup>1</sup>How to read: 38% of light travelers are male and 65% of heavy travelers are male.

<sup>2</sup>Household incomes are reported out of those who provided a response: 68% of total light travelers, 76% of medium travelers and 78% of mega-milers.

Note: Totals subject to rounding. All sections do not add up to 100% because some respondents declined to answer certain demographic questions.

## Appendix C

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### Verbatim Research Questions

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- (Q1) IN THE LAST MONTH, have you...  
...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?  
...walked in a town, city or downtown area?
- (Q2A) Now please think about driving or riding as a passenger in any vehicle. How much time in hours or minutes do you spend combined, either driving or riding as a passenger in any vehicle, on a TYPICAL WEEKDAY -- that is, Monday through Friday?
- (Q2B) And how much time in hours or minutes do you spend combined, either driving or riding as a passenger in any vehicle, on a TYPICAL WEEKEND DAY, -- that is, Saturday or Sunday?
- (Q2C) And thinking about a typical week -- approximately how many MILES do you travel combined, either as a driver or passenger in any vehicle, during a TYPICAL WEEK?
- (Q3) Now please think about walking. How much time in hours or minutes do you spend WALKING in a town, city or downtown area during a TYPICAL WEEK?
- (Q4A) Have you seen a roadside billboard advertisement IN THE LAST MONTH?
- (Q4B) Have you seen a roadside billboard advertisement IN THE LAST WEEK?
- (Q5A) Recently, some billboards have changed to high-tech, electronic billboards known as "digital billboards." These digital billboards show static images that typically rotate every six or eight seconds, like a slide show or digital photo frame.  
Have you noticed any DIGITAL roadside billboards IN THE LAST MONTH?
- (Q5B) Have you noticed any DIGITAL roadside billboards IN THE LAST WEEK?
- (Q6) How often do you look at advertising messages on any roadside billboards?  
Each time  
Most of the time  
Sometimes  
Almost never  
Never

- (Q7) At any time IN THE LAST MONTH have you noticed any out-of-home advertising on...  
(among travelers)  
...the side of a public bus  
...a bus shelter  
...taxi cab  
...a commuter rail or subway  
...any street level advertising such as kiosks or newspaper stands
- (Q8) Thinking about the purchases you make over the course of a TYPICAL WEEK, I would like to know how often you make your purchasing decisions when you are in various locations...again using a scale of FREQUENTLY, SOMETIMES, or ALMOST NEVER. Here's the first one...  
How often do you make your purchasing decisions while you are...  
...at work?  
...in your car?  
...any other place outside of home, work or your car?
- (Q9) I would like to know how often you SHOP IN STORES during various times of day in the course of a typical WEEK...using a scale of FREQUENTLY, SOMETIMES, or ALMOST NEVER? Here's the first one...  
How often do you SHOP IN STORES...  
...before you get to work  
...during your lunch break  
...after you leave work  
...on the weekend or other non-work days
- (Q10) After seeing a billboard or other out-of-home advertisement, have you ever...  
...visited a store that was advertised  
...visited a restaurant that was advertised  
...visited the advertiser's website  
...accessed a coupon or other information on your mobile device  
...posted about the ad or product on a blog or social media network  
...talked about the ad or product with others  
...recommended the advertised product or brand to others  
...tuned to a radio station that was advertised  
...watched a television program that was advertised  
...called a phone number for the advertised product or store  
...attended a public event or performance that was advertised
- (Q11A) Have you ever noticed a billboard or other out-of-home advertisement for a sale or special offer that motivated you to visit a STORE that week?
- (Q11B) Have you ever noticed a billboard or other out-of-home advertisement for a sale or special offer that motivated you to visit a WEBSITE that week?
- (Q12) Have you ever noticed a billboard or other out-of-home advertisement which gave you directions to a specific store, business or restaurant location?

(Q13) Have you ever immediately visited a store, business or restaurant specifically because you saw a billboard or other out-of-home advertisement?

(Q14) I would like to know how often you SHOP ONLINE at various locations in the course of a typical WEEK...using a scale of FREQUENTLY, SOMETIMES, or ALMOST NEVER? Here's the first one...

How often do you SHOP ONLINE...

...at home

...while at work

...when you are not at home or work

## About Arbitron and OAAA

### Arbitron

Arbitron Inc. (NYSE: ARB) is an international media and marketing research firm serving the media—radio, television, cable and out-of-home; the mobile industry as well as advertising agencies and advertisers around the world. Arbitron's businesses include: measuring network and local market radio audiences across the United States; surveying the retail, media and product patterns of U.S. consumers; providing mobile audience measurement and analytics in the United States, Europe, Asia and Australia, and developing application software used for analyzing media audience and marketing information data.

The Company has developed the Portable People Meter™ (PPM™) and the PPM 360™, new technologies for media and marketing research.

### Outdoor Advertising Association of America (OAAA)

The Outdoor Advertising Association of America is the lead trade association representing the outdoor advertising industry. Founded in 1891, OAAA is dedicated to uniting, promoting, protecting and advancing outdoor advertising interests in the U.S. With nearly 1,100 member companies, OAAA represents more than 90% of industry revenues.

*\*Information supplied by OAAA.*