

The background features a dark field with a grid of thin, curved lines in various colors (blue, green, yellow, red, purple) that create a sense of depth and perspective. Several small, solid-colored dots (blue, green, yellow, red) are scattered across the grid, some connected by thin lines.

nielsen

DIGITAL BILLBOARD STUDY 2015

NIELSEN ON LOCATION REPORT

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OVERVIEW

WHAT YOU NEED TO KNOW ABOUT DIGITAL BILLBOARDS

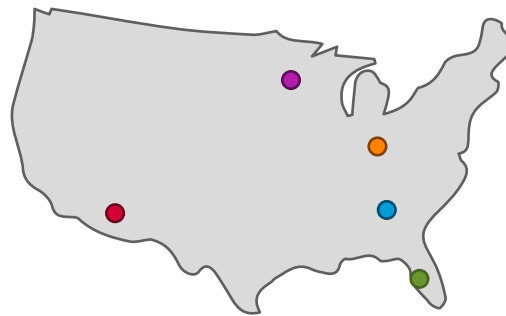
U.S. consumers are increasingly bathed in the soft glow of digital screens. And while most of these displays offer a solitary experience, there is one form of digital committed to remaining a mass medium – digital OOH.

There are now over 6,100 digital billboards available in 166 DMAs across the US.

The Outdoor Advertising Association of America (OAAA) commissioned a Nielsen On Location survey to help advertisers and media sellers better understand digital billboards.

This report details the results of this benchmark study.

DATA COLLECTION



- Atlanta
- Cincinnati
- Minneapolis
- Phoenix
- Tampa

5 U.S. MARKETS 30 DIGITAL BILLBOARD CAMPAIGNS

Nielsen conducted 1,256 online surveys with U.S. residents age 18 or older who lived in and around five major cities.

Respondents were screened for having traveled on specified roads containing digital billboards within the past 30 days.

Ad recall was tested for 30 OOH advertising campaigns running on select digital billboards in these markets – 6 brands per market.

- Online questionnaire
- Fielded May 18-29, 2015
- 1,256 completed surveys
~250 per market
- Area residents age 18+ who traveled on specific roads in the past 30 days (see appendix for details)

SUMMARY

ALL TRAVELERS SURVEYED...

- | | |
|--|-----|
| 1. ...noticed a digital billboard in the PAST MONTH. | 75% |
| 2. ...noticed a digital billboard in the PAST WEEK. | 60% |

PAST MONTH DIGITAL BILLBOARD VIEWERS...

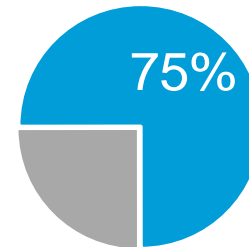
- | | |
|---|-----|
| 3. ...notice the MESSAGE on the screen MOST OR ALL OF THE TIME. | 55% |
| 4. ...noticed DIRECTIONAL digital billboard ads. | 37% |
| 5. ...have CHANGED PLANS to visit the store in the ad. | 22% |
| 6. ...feel digital billboards STAND OUT MORE than online ads. | 71% |
| 7. ...consider digital billboards a good way to learn about NEW BUSINESSES in the area | 65% |
| 8. ...agree digital billboard are a good way to learn about SALES and EVENTS | 61% |
| 9. ...recalled ADVERTISING on digital boards. | 82% |
| 10. AVERAGE AD RECALL for an INDIVIDUAL digital billboard campaign was....
The best performing PRODUCT CATEGORIES were for sports, gaming, QSR, recreation, legal services, and cable/Internet provider campaigns. | 42% |

VIEWERSHIP

DO TRAVELERS NOTICE DIGITAL BILLBOARDS?

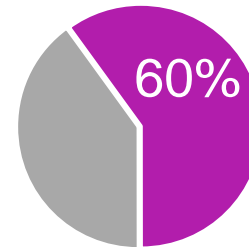
Nielsen mapped digital billboard signage in each test market and screened survey respondents for having traveled on a road where they had the **OPPORTUNITY TO SEE** a digital billboard in the past month.

Three-quarters of travelers recalled seeing a digital billboard in the past month and 6 in 10 recalled seeing digital billboards in the past week.



■ NOTICED DIGITAL BILLBOARD PAST MONTH

75% of travelers noticed a digital billboard in the past month.



■ NOTICED DIGITAL BILLBOARD PAST WEEK

60% of travelers noticed a digital billboard in the past week.

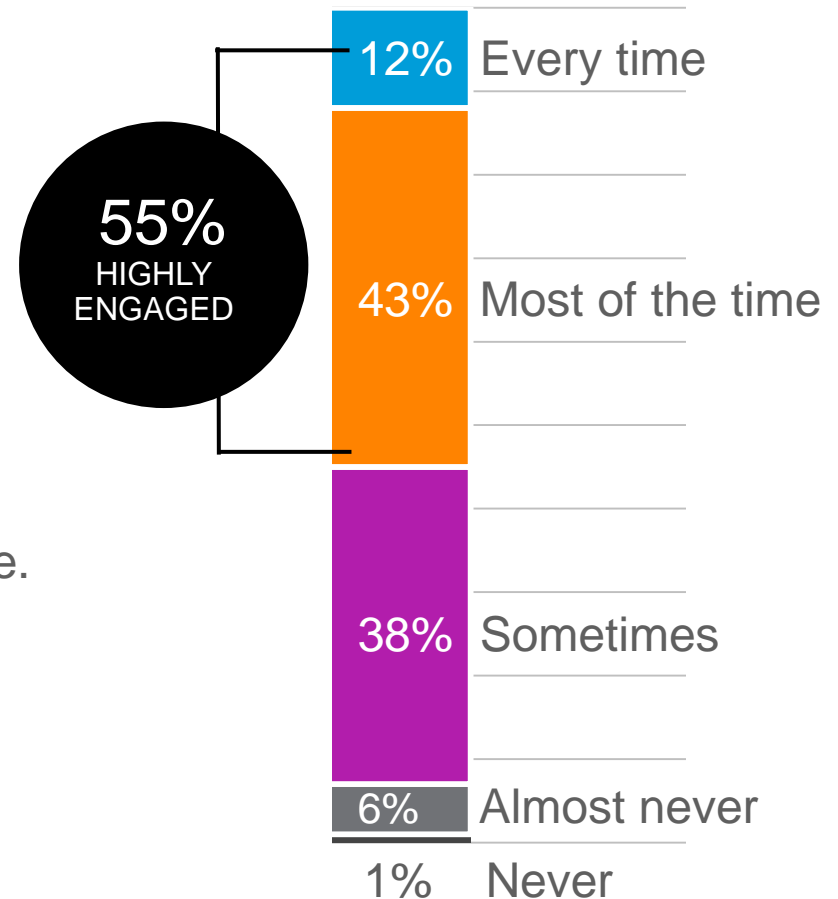
DIGITAL BILLBOARDS DEFINED

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

DO DIGITAL BILLBOARD MESSAGES GET NOTICED?

Digital billboards attract attention.

Over half of travelers (55%) who noticed a digital billboard in the past month, **NOTE THE MESSAGE ON THE SCREEN** either every time or most of the time they pass one.



DIGITAL BILLBOARD MESSAGE ENGAGEMENT DEFINED

“When you see a digital billboard, how often do you notice the specific messages on the billboard?
Most of the time | Sometimes | Almost never | Never“ [base: past month digital billboard viewers]

CONTENT

WHAT TYPES OF MESSAGES ARE BEING NOTICED?



82%
Advertising



35%
AMBER Alert or
Missing Child Alert



24%
Community Event
Information



18%
Weather Alert

Advertising is by far, the type of message viewers are most likely to recall seeing on digital billboards. 82% of those who noticed a digital billboard in the past month, recall seeing ads on the screen.

Over one-third of past month billboard viewers (35%) recall ever having seen an AMBER Alert or Missing Child Alert.

MAJOR MESSAGE TYPES DEFINED

“What types of messages do you recall seeing on digital billboards?”

Advertising | Weather Alerts | AMBER Alerts or Missing Child Alerts | Community Event Information“

[base: past month digital billboard viewers]

DIRECTIONAL DIGITAL BILLBOARDS



DO DIGITAL BILLBOARDS GUIDE CONSUMERS?

Over one-third (37%) of those who noticed a digital billboard in the past month, have noticed digital billboard signage providing specific directions to a nearby store, business or restaurant.

Over 1 in 5 (22%) past month digital billboard viewers have changed their plans to visit the location featured in the ad.

37%
noticed
directional
digital billboard

22%
changed plans
to visit digital billboard
advertiser

DIRECTIONAL MESSAGING DEFINED

“Have you ever noticed a digital billboard that provided specific directions to a nearby store, business or restaurant?”

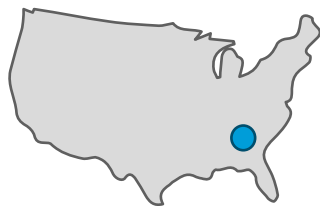
“Have you ever changed your plans to visit a store, business or restaurant based on what you saw featured on a digital billboard?” [base: past month digital billboard viewers]

AD RECALL

CAN DIGITAL BILLBOARD VIEWERS RECALL SPECIFIC BRANDS ADS?

Nielsen tested 30 digital billboard campaigns for this benchmark study. Six brands were picked per market from ads running in regular rotation on select digital billboards. Respondents for the study were screened for having traveled on at least one road containing a test campaign in the past 30 days.

Past month digital billboard viewers were shown the brand name and creative image for each test brand in their market.



NET AD RECALL 80% - ATLANTA

80% of Atlanta travelers who noticed a digital billboard in the past month recalled seeing at least one of the six ads tested.

The top performing ad was for a local major league sports television broadcast with 58% of past month digital billboard viewers recalling that individual ad.



SPORTS
BROADCAST

58%



LEGAL
SERVICES

54%



AIRLINE

46%



DELI

38%



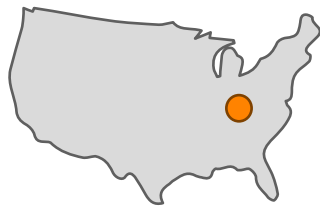
GROCERY

32%



PLUMBING
SERVICE

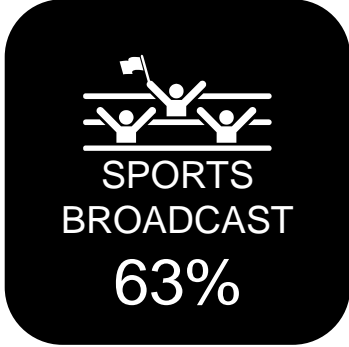
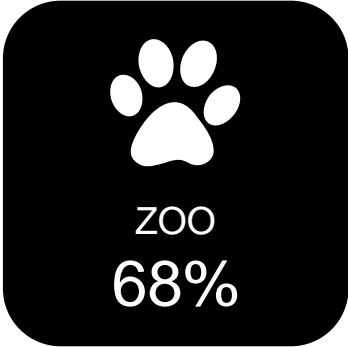
18%



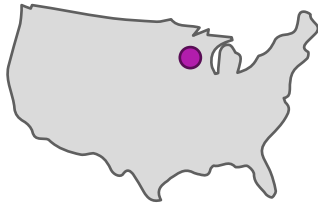
NET AD RECALL 89% - CINCINNATI

89% of Cincinnati travelers who noticed a digital billboard in the past month recalled seeing at least one of the six ads tested.

The top performing ad was for a local zoo with 68% of past month digital billboard viewers recalling that individual ad.




[base: past month digital billboard viewers]



NET AD RECALL 74% - MINNEAPOLIS

74% of Minneapolis travelers who noticed a digital billboard in the past month recalled seeing at least one of the six ads tested.

The top performing ad was for a major national quick service restaurant chain with 46% of past month digital billboard viewers recalling that individual ad.



QSR
46%



APPLIANCE
RETAILER
32%



PIZZA
RESTAURANT
28%



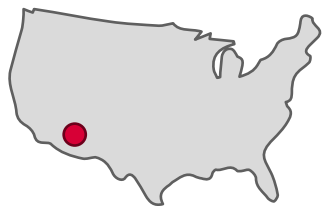
COFFEE SHOP
25%



BANK
25%



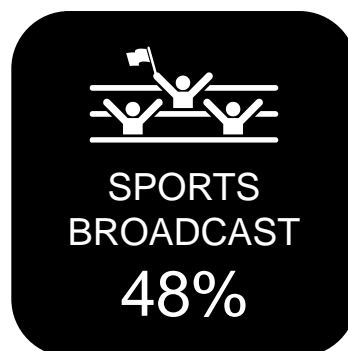
DELI
17%



NET AD RECALL 77% - PHOENIX

77% of Phoenix travelers who noticed a digital billboard in the past month recalled seeing at least one of the six ads tested.

The top performing ad was for a local casino with 58% of past month digital billboard viewers recalling that individual ad.





NET AD RECALL 89% - TAMPA

89% of Tampa travelers who noticed a digital billboard in the past month recalled seeing at least one of the six ads tested.

The top performing ad was for a local lottery with 62% of past month digital billboard viewers recalling that individual ad.

LOTTERY
62%

CABLE TV &
INTERNET
PROVIDER
55%

PUBLIC
SAFETY
47%

AMUSEMENT
PARK
45%

GROCERY
36%

RADIO
STATION
33%

[base: past month digital billboard viewers]

ATTITUDES

WHAT PEOPLE THINK OF
DIGITAL BILLBOARDS

Nielsen wanted to understand what the public thinks of digital billboards, so a list of statements were prepared that delve into various aspects of digital billboards including their value as an advertising platform, ability to communicate breaking information, and how they compare to other media.

Travelers who noticed a digital billboard in the past month were asked to rate each statement on a 5 point scale with 1 being strong disagree and 5 being strongly agree.

A score of 4 or 5 out of possible 5 is considered being in agreement.

DIGITAL BILLBOARDS AS AN ADVERTISING MEDIUM

“Digital billboards...

72%
AGREE

“...Are a **cool way** to advertise.”

65%
AGREE

61%
AGREE

“...Are a good way to **learn** about new businesses in the area.”

“...Are a good way to learn about **sales and events.**”

STATEMENT RATING SCALE

“Using a 5-point scale, with 1 being strongly disagree and 5 being strongly agree, please rate how much you agree or disagree with the following statements about digital billboards.”


An answer of 4 or 5 out a possible 5 is considered being in agreement. [base: past month digital billboard viewers]

DIGITAL BILLBOARDS ENGAGE

While digital billboards are a passive medium, the majority of past month viewers feel the ads stand out more than regular online ads.


77%
AGREE

“Digital billboards **often catch my attention.**”

“Advertisements on digital billboards **stand out** more than advertisements **online.**” 

71%
AGREE

46%
AGREE

“Advertisements on digital billboards **stand out** more than advertisements on **television.**” 

STATEMENT RATING SCALE

“Using a 5-point scale, with 1 being strongly disagree and 5 being strongly agree, please rate how much you agree or disagree with the following statements about digital billboards.”

An answer of 4 or 5 out a possible 5 is considered being in agreement. [base: past month digital billboard viewers]

DIGITAL BILLBOARDS ENHANCE

More than two-thirds of those who noticed a digital billboard in the past month agree they are visually appealing and make their city look more modern.

68%
AGREE

“...are visually appealing.”

68%
AGREE

“Digital billboards...

“...make the city look more modern.”

STATEMENT RATING SCALE

“Using a 5-point scale, with 1 being strongly disagree and 5 being strongly agree, please rate how much you agree or disagree with the following statements about digital billboards.”

An answer of 4 or 5 out a possible 5 is considered being in agreement. [base: past month digital billboard viewers]

BREAKING NEWS

Travelers are most impressed with digital billboard's ability to communicate important and timely information.

“Digital billboards...

“...are an effective way to alert the community about **missing children.**”

86%
AGREE

83%
AGREE

“...are an effective way to alert the community about **severe weather** conditions.”

70%
AGREE

“...provide **current** and **relevant** information.”

STATEMENT RATING SCALE

“Using a 5-point scale, with 1 being strongly disagree and 5 being strongly agree, please rate how much you agree or disagree with the following statements about digital billboards.”

An answer of 4 or 5 out a possible 5 is considered being in agreement. [base: past month digital billboard viewers]

ACTIONS

WHAT PEOPLE DO AFTER SEEING DIGITAL BILLBOARDS

The ultimate goal of advertising is to spur consumer action in the marketplace. To get people talking, sharing and doing.

The next section of this report examines actions consumers take in response to seeing a digital billboard.

CONSUMER ACTIONS

Talked about what you saw with friends or family.

36%

More than one-third (36%) of those who noticed a digital billboard in the past month have talked about something they saw with friends and family and 8% have recommended the advertiser or brand to others.

More than 1 in 10 have attended an advertised public event.

8%

Recommended the advertiser or brand to others.

11%

Attended a public event or performance that was advertised.

ACTION STATEMENTS

After seeing a digital billboard, have you ever... [base: past month digital billboard viewers]

CONSUMER ACTIONS

Nearly 1 in 5 (19%) past month digital billboard viewers have visited a business, store or restaurant seen advertised on digital billboards and 14% have made a purchase.

Digital billboards have also led viewers to tune to a television program (14%) or radio station (12%) featured on the signage.



VISITED the business, store or restaurant advertised.

19%



Made a PURCHASE at a business advertised.

14%



Watched the TV program featured.

14%



Tuned to the RADIO station featured

12%

ACTION STATEMENTS

After seeing a digital billboard, have you ever... [base: past month digital billboard viewers]

ONLINE CONSUMER ACTIONS

From the consumer's viewpoint, digital billboards are an offline medium, but the ads prompt online action.

Between 16% and 18% of past month digital billboard viewers have visited an advertiser's website or searched online after seeing a message.

Searched online for more details about the messages featured

18%

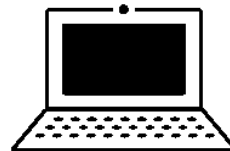


Accessed a coupon from your mobile device

9%

Visited the advertiser's website

17%



Posted about what you saw on a blog or social media site

4%

Searched for the advertiser online

16%

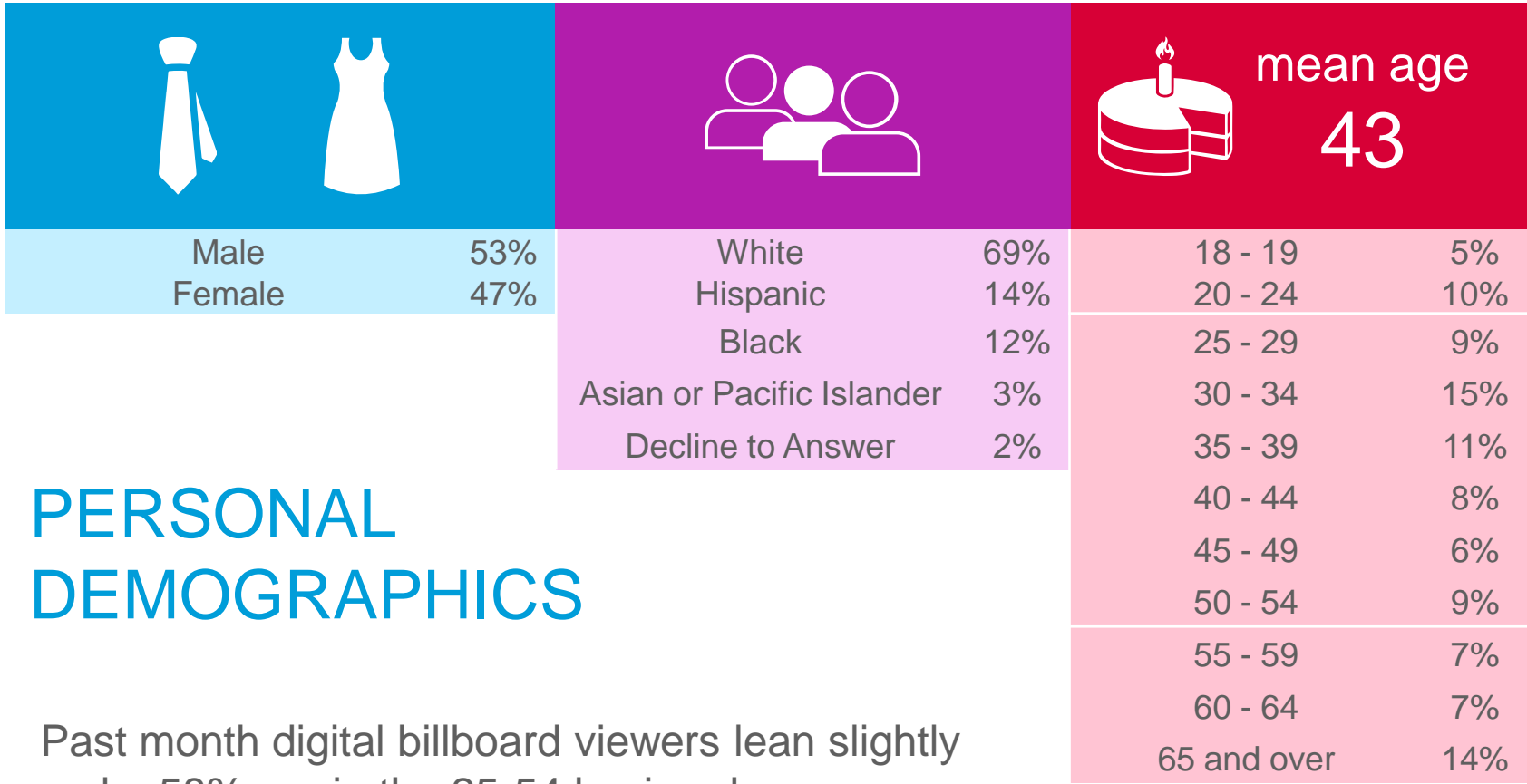
ACTION STATEMENTS

After seeing a digital billboard, have you ever... [base: past month digital billboard viewers]

DEMOGRAPHICS

WHO ARE PARTICIPATED IN THE SURVEY?

The following section details the demographic and travel habits of past month digital billboard viewers including gender, age, race, education, employment status and income.






PERSONAL DEMOGRAPHICS

Past month digital billboard viewers lean slightly male, 58% are in the 25-54 buying demo, over two-thirds identify as White, and about 30% are multicultural.

BASE
past month digital billboard viewers

ECONOMIC PROFILE

 40% College degree and higher		 59% Employed		 39% HH Income* \$75K+	
Completed some high school	3%	Employed full time	41%	Less than \$15,000	7%
Completed high school	20%	Employed part time	9%	\$15,000 to \$24,999	7%
Job-specific training program(s)	5%	Self-employed	9%	\$25,000 to \$34,999	10%
Some college, but no degree	22%	Not employed, but looking	6%	\$35,000 to \$49,999	14%
Associate Degree	9%	Student	8%	\$50,000 to \$74,999	22%
College Degree	25%	Retired	15%	\$75,000 to \$99,999	14%
Some graduate school	3%	Student	8%	\$100,000 to \$124,999	10%
Graduate degree	12%	Stay-at-home spouse or partner	7%	\$125,000 to \$149,999	7%
		Other	5%	\$150,000 to \$199,999	4%
				\$200,000 to \$249,999	1%
				\$250,000 or more	3%

* Household Income projected among the 93% of past month digital billboard viewers who provided a HH income range.

BASE
past month digital billboard viewers

TRAVEL PROFILE

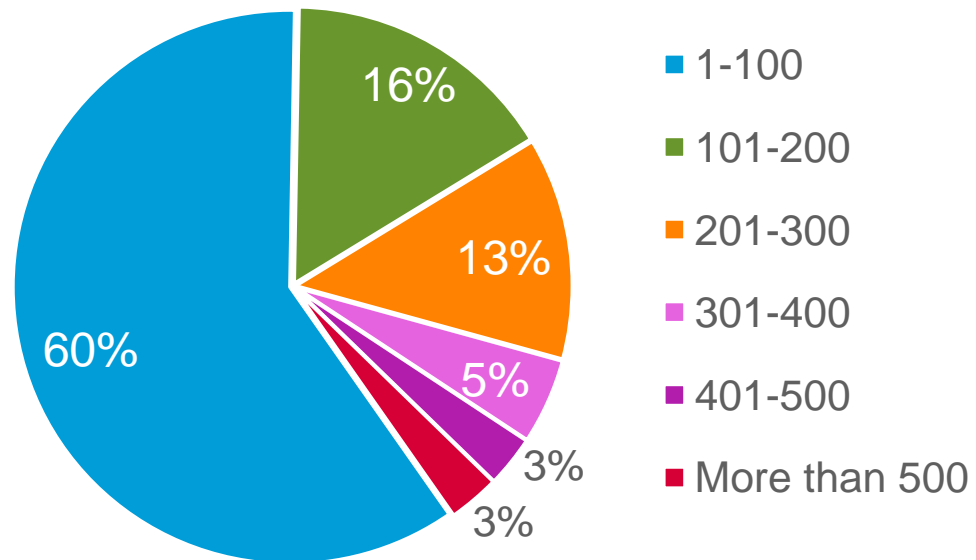
HOW MUCH DO THESE PEOPLE TRAVEL LOCALLY?

Past month digital billboard viewers also shared information on the number of miles traveled during an average week and the amount of time spent traveling on average weekday and weekend.

DISTANCE TRAVELED PER WEEK

40% of past month digital billboard viewers travel over 100 miles per week in a vehicle as either a driver or passenger.

The mean number of miles traveled per week is 153.



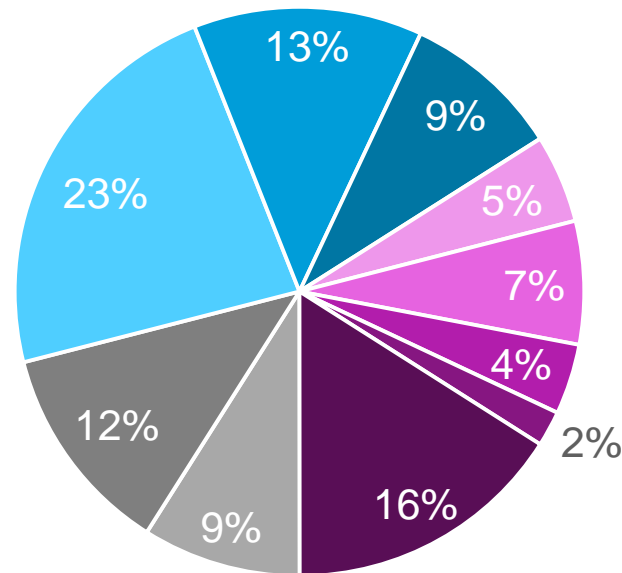
DISTANCE DEFINED

“Thinking about a typical week, including week days and weekends - approximately how many miles do you travel combined, either as a driver or a passenger in any vehicle?” [base: past month digital billboard viewers]

TIME SPENT TRAVELING PER WEEKDAY

More than 1 in 3 past month digital billboard viewers spend four hours or more in a vehicle each weekday.

The mean amount of time spent in a vehicle per weekday is 4 hours and 31 minutes.



- less than 30 minutes
- 30 minutes to 1 hour
- 1 hour to 2 hours
- 2 hours to 3 hours
- 3 hours to 4 hours
- 4 hours to 5 hours
- 5 hours to 6 hours
- 6 hours to 7 hours
- 7 hours to 8 hours
- 8 hours or more

TIME SPENT TRAVELING PER WEEKDAY (MON-FRI) DEFINED

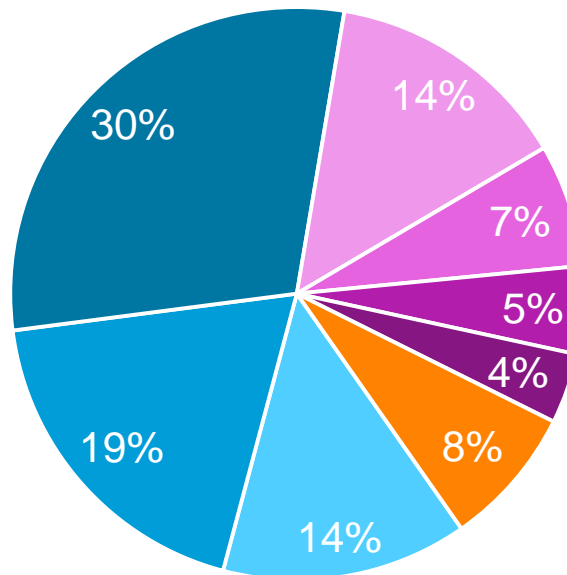
“Thinking about a typical week day – that is Monday through Friday - approximately how much time do you spend traveling combined, either as a driver or a passenger in any vehicle? Your best estimate is fine.”

[base: past month digital billboard viewers]

TIME SPENT TRAVELING PER WEEKEND

Nearly one-quarter of past month digital billboard viewers spend three hours or more in a vehicle each weekend day.

The mean amount of time spent in a vehicle per weekend day is 2 hours and 45 minutes.



- less than 30 minutes
- 30 minutes to 1 hour
- 1 hour to 2 hours
- 2 hours to 3 hours
- 3 hours to 4 hours
- 4 hours to 5 hours
- 5 hours to 6 hours
- 6 hours or more

TIME SPENT TRAVELING PER WEEKDAY (SAT-SUN) DEFINED

"Thinking about a typical weekend day – that is Saturday or Sunday - approximately how much time do you spend traveling combined, either as a driver or a passenger in any vehicle? Your best estimate is fine."

[base: past month digital billboard viewers]

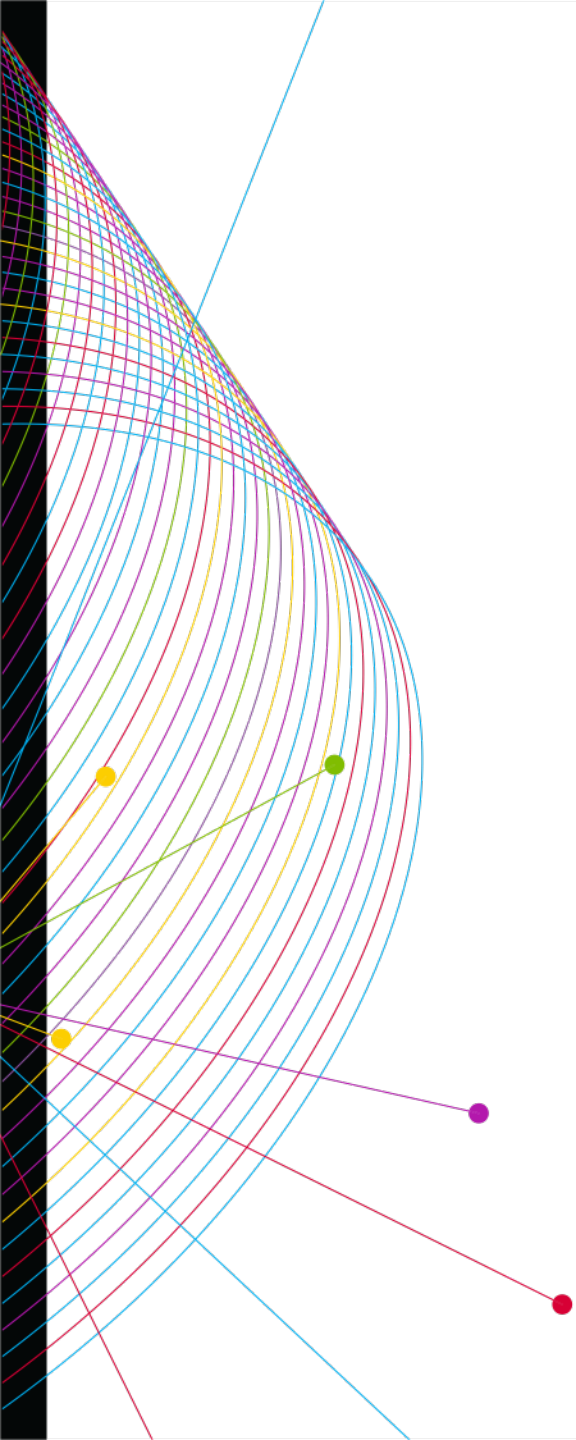
TOTAL TIME SPENT TRAVELING PER WEEK

Past month digital billboard viewers spend 28 hours and 9 minutes traveling in a vehicle as a passenger or driver during a typical week.

MON	TUES	WED	THUR	FRI	SAT	SUN
4 HRS 31 MINS	4 HRS 31 MINS	4 HRS 31 MINS	4 HRS 31 MINS	4 HRS 31 MINS	2 HRS 45 MINS	2 HRS 45 MINS
MON-FRI					SAT-SUN	
22 HRS 38 MINS					5 HRS 31 MINS	
MON-SUN						
28 HOURS 9 MINUTES						

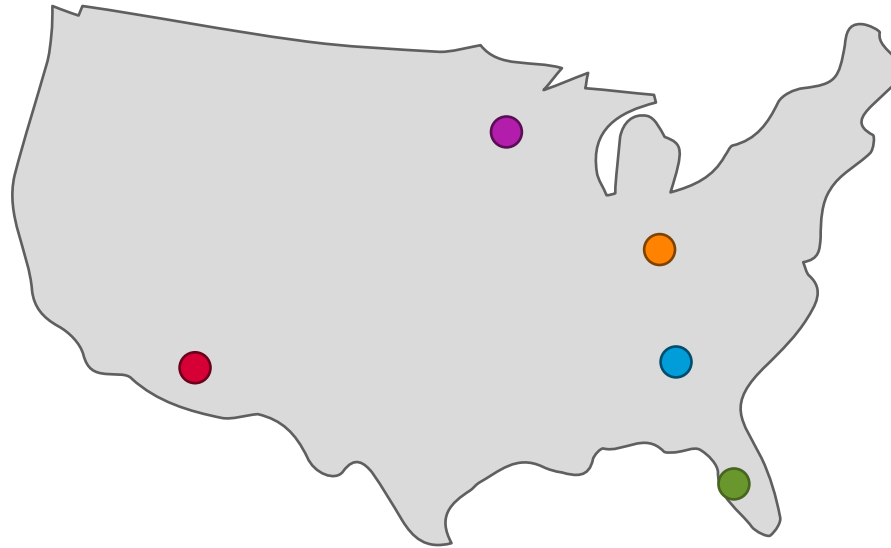
The time spent traveling averages shown here are among past month digital billboard viewers who traveled on major roadways in their home market. These roads may have particularly strong traffic congestion, therefore the time spent traveling averages among these survey respondents may not be representative of all travelers in the markets.

[base: past month digital billboard viewers]



APPENDIX

MARKET BREAKOUTS



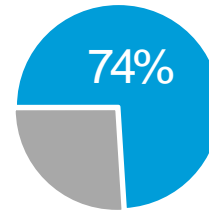
The following section details the study results for each test market – Atlanta, Cincinnati, Minneapolis, Phoenix, and Tampa.

DO TRAVELERS NOTICE DIGITAL BILLBOARDS?

DIGITAL BILLBOARDS DEFINED

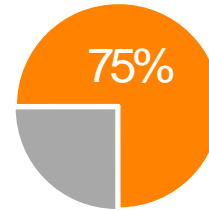
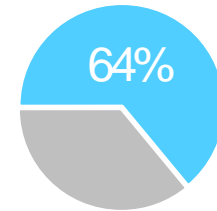
“Some billboards in your area have changed to high-tech, electronic billboards known as “digital billboards.” These digital billboards show static images that typically rotate every eight seconds, like a slide show or digital photo frame. “

PAST MONTH

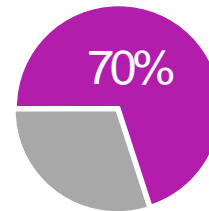
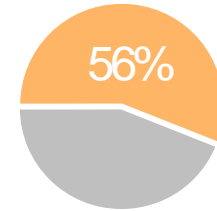


ATLANTA

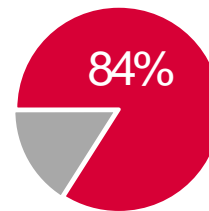
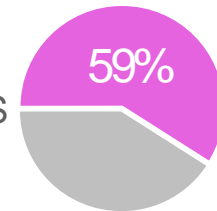
PAST WEEK



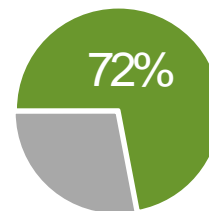
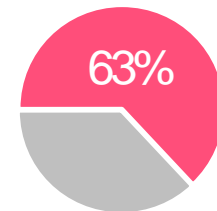
CINCINNATI



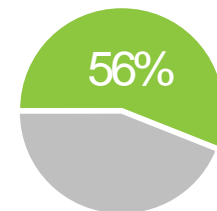
MINNEAPOLIS



PHOENIX



TAMPA



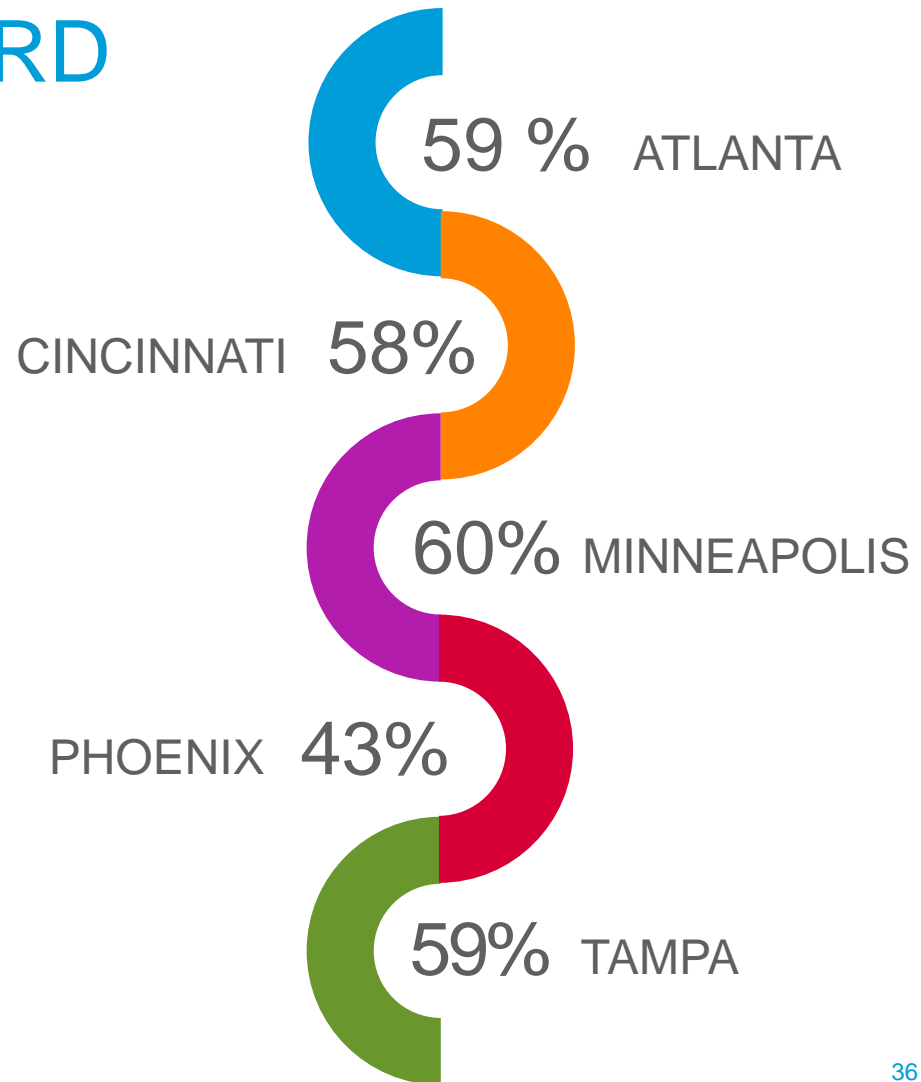


NOTICE DIGITAL BILLBOARD MESSAGE

Every time | Most of the time

DO DIGITAL BILLBOARD MESSAGES GET NOTICED?





DIGITAL BILLBOARD MESSAGE ENGAGEMENT DEFINED
“When you see a digital billboard, how often do you notice the specific messages on the billboard?
Most of the time | Sometimes | Almost never | Never“



BASE
past month digital billboard viewers

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WHAT TYPES OF MESSAGES ARE BEING NOTICED?

		ATLANTA	CINCINNATI	MINNEAPOLIS	PHOENIX	TAMPA
ADVERTISING		80%	87%	95%	74%	75%
AMBER ALERT OR MISSING CHILD ALERT		33%	47%	28%	25%	49%
COMMUNITY EVENT INFORMATION		26%	24%	24%	21%	25%
WEATHER ALERT		21%	25%	15%	17%	17%

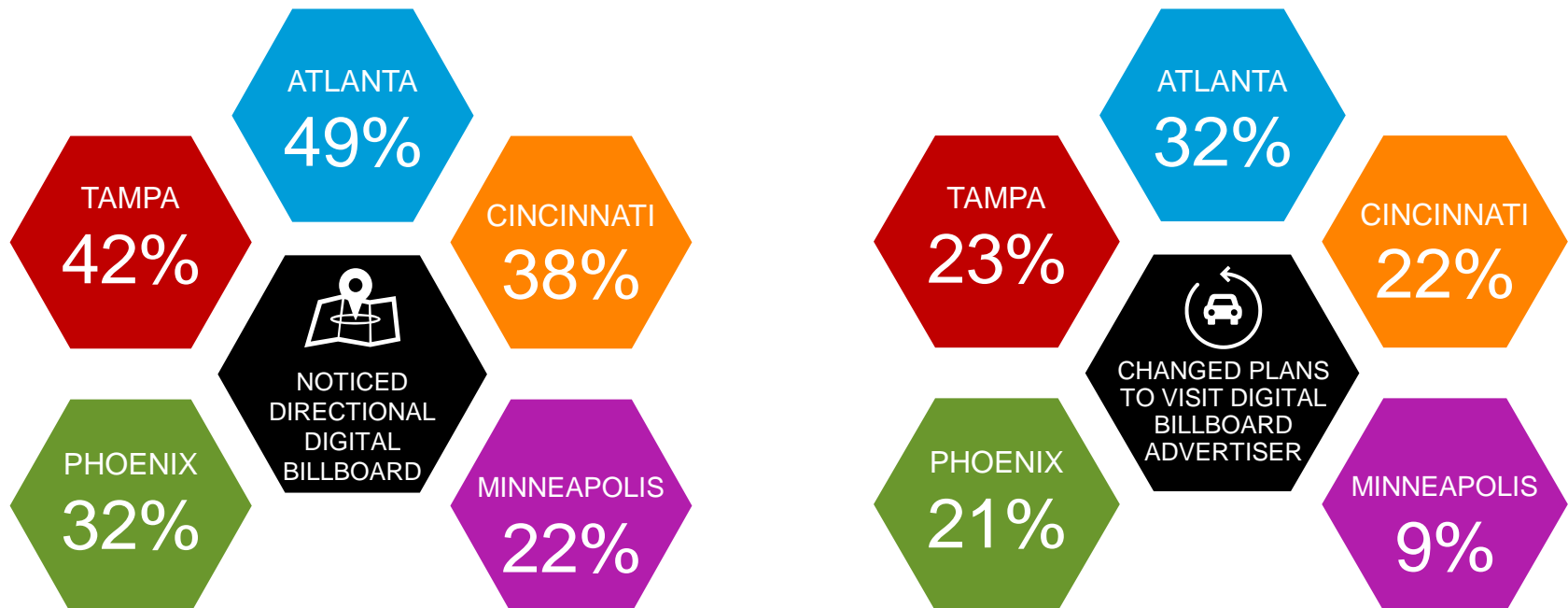
MAJOR MESSAGE TYPES DEFINED

“What types of messages do you recall seeing on digital billboards?”

Advertising | Weather Alerts | AMBER Alerts or Missing Child Alerts | Community Event Information“

[base: past month digital billboard viewers]

DO DIGITAL BILLBOARDS GUIDE CONSUMERS?



DIRECTIONAL MESSAGING DEFINED

“Have you ever noticed a digital billboard that provided specific directions to a nearby store, business or restaurant?”

“Have you ever changed your plans to visit a store, business or restaurant based on what you saw featured on a digital billboard?” [base: past month digital billboard viewers]

ATTITUDES TOWARDS DIGITAL BILLBOARDS

DIGITAL BILLBOARDS...	ATLANTA	CINCINNATI	MINNEAPOLIS	PHOENIX	TAMPA
...Are a COOL way to advertise.	77%	76%	68%	65%	79%
...Are a good way to LEARN about NEW BUSINESSES in the area.	71%	74%	57%	55%	74%
...Are a good way to LEARN about SALES and EVENTS.	67%	69%	52%	61%	61%
...Often catch my ATTENTION.	74%	74%	75%	77%	85%
Advertisements on digital billboards stand out more than advertisements ONLINE.	69%	74%	71%	72%	69%
Advertisements on digital billboards stand out more than advertisements on TELEVISION.	49%	54%	35%	53%	42%
...Make the city look more MODERN.	69%	74%	65%	62%	72%
...Are visually APPEALING.	70%	78%	64%	61%	71%
...Are an effective way to alert the community about SEVERE WEATHER conditions.	85%	81%	77%	84%	90%
...Are an effective way to alert the community about MISSING CHILDREN.	81%	90%	87%	84%	93%
...Provide CURRENT and RELEVANT information.	72%	75%	60%	64%	85%

STATEMENT RATING SCALE | "Using a 5-point scale, with 1 being strongly disagree and 5 being strongly agree, please rate how much you agree or disagree with the following statements about digital billboards." An answer of 4 or 5 out a possible 5 is considered being in agreement. [base: past month digital billboard viewers]

ACTIONS TAKEN AFTER SEEING BILLBOARDS

	ATLANTA	CINCINNATI	MINNEAPOLIS	PHOENIX	TAMPA
TALKED about what you saw with friends or family	45%	47%	27%	35%	28%
RECOMMENDED the advertiser/brand to others	8%	11%	3%	11%	7%
ATTENDED a public event or performance that was advertised	11%	16%	5%	12%	15%
VISITED the business (e.g. store or restaurant) advertised	20%	31%	10%	15%	24%
Made a PURCHASE at a business advertised	15%	20%	10%	12%	16%
WATCHED the television program featured	16%	19%	11%	15%	13%
TUNED to the radio station featured	10%	20%	5%	16%	11%
VISITED the advertiser's website	20%	25%	10%	15%	20%
SEARCHED online for more details about the messages featured	17%	27%	17%	10%	27%
SEARCHED for the advertiser online	18%	17%	12%	15%	18%
ACCESSED a coupon from your mobile device	11%	9%	6%	8%	10%

GENDER & AGE

	ATLANTA	CINCINNATI	MINNEAPOLIS	PHOENIX	TAMPA
Male	49%	49%	56%	53%	56%
Female	51%	51%	44%	47%	44%
18 - 19	4%	5%	8%	5%	4%
20 - 24	17%	9%	5%	9%	7%
25 - 29	9%	8%	17%	4%	8%
30 - 34	17%	14%	11%	16%	15%
35 - 39	11%	8%	9%	15%	11%
40 - 44	7%	9%	4%	11%	7%
45 - 49	4%	6%	4%	7%	9%
50 - 54	8%	11%	11%	8%	8%
55 - 59	4%	8%	13%	4%	9%
60 - 64	5%	11%	6%	8%	6%
65 and over	14%	11%	12%	14%	16%
MEAN AGE	41	44	43	44	45

RACE & ETHNICITY

	ATLANTA	CINCINNATI	MINNEAPOLIS	PHOENIX	TAMPA
White	58%	79%	81%	69%	66%
Hispanic	10%	2%	7%	25%	19%
Black	26%	13%	8%	2%	10%
Asian or Pacific Islander	4%	3%	3%	3%	1%
Other	-	1%	1%	1%	-
Declined to Answer	2%	2%	1%	1%	4%

BASE
past month digital billboard viewers

EDUCATION

	ATLANTA	CINCINNATI	MINNEAPOLIS	PHOENIX	TAMPA
Completed some high school	5%	4%	-	2%	2%
Completed high school	17%	24%	17%	17%	28%
Job-specific training program(s)	4%	7%	7%	5%	5%
Some college, but no degree	21%	17%	20%	28%	23%
Associate Degree	8%	10%	11%	10%	7%
College (such as B.A., B.S.)	24%	20%	31%	22%	23%
Some graduate school, but no degree	3%	3%	5%	4%	2%
Graduate degree (such as MBA, MS, M.D., Ph.D.)	17%	14%	9%	11%	10%

BASE
past month digital billboard viewers

EMPLOYMENT

	ATLANTA	CINCINNATI	MINNEAPOLIS	PHOENIX	TAMPA
Employed full time	42%	40%	49%	36%	40%
Employed part time	11%	10%	6%	11%	5%
Self-employed	10%	6%	6%	11%	11%
Not employed, but looking for work	8%	7%	5%	6%	5%
Not employed and not looking for work	1%	1%	-	2%	1%
Retired	14%	14%	14%	14%	19%
Not employed, unable to work due to a disability or illness	1%	5%	3%	5%	8%
Student	10%	9%	9%	8%	3%
Stay-at-home spouse or partner	4%	9%	8%	7%	7%

BASE
past month digital billboard viewers

HOUSEHOLD INCOME

	ATLANTA	CINCINNATI	MINNEAPOLIS	PHOENIX	TAMPA
Less than \$15,000	12%	7%	3%	7%	8%
\$15,000 to \$24,999	10%	9%	7%	6%	6%
\$25,000 to \$34,999	6%	8%	7%	9%	14%
\$35,000 to \$49,999	9%	10%	9%	16%	18%
\$50,000 to \$74,999	25%	24%	21%	16%	20%
\$75,000 to \$99,999	10%	15%	14%	15%	13%
\$100,000 to \$124,999	7%	10%	15%	7%	5%
\$125,000 to \$149,999	9%	5%	6%	10%	4%
\$150,000 to \$199,999	5%	6%	6%	3%	1%
\$200,000 to \$249,999	-	0%	2%	0%	1%
\$250,000 or more	3%	3%	4%	2%	2%
Declined to answer	5%	4%	6%	10%	7%

BASE
past month digital billboard viewers

DISTANCE TRAVELED PER WEEK

	ATLANTA	CINCINNATI	MINNEAPOLIS	PHOENIX	TAMPA
1-100	65%	58%	60%	60%	55%
101-200	14%	18%	16%	14%	20%
201-300	16%	9%	15%	13%	11%
301-400	1%	6%	3%	6%	10%
401-500	3%	6%	3%	2%	2%
More than 500	1%	3%	3%	6%	2%
MEAN MILES	130	162	150	168	159

BASE
past month digital billboard viewers

TIME SPENT TRAVELING PER WEEKDAY

	ATLANTA	CINCINNATI	MINNEAPOLIS	PHOENIX	TAMPA
30 minutes or less	9%	3%	14%	10%	5%
30 minutes to 1 hour	9%	18%	21%	8%	6%
1 hour to 2 hours	22%	20%	23%	24%	23%
2 hours to 3 hours	13%	17%	8%	14%	16%
3 hours to 4 hours	10%	7%	4%	14%	11%
4 hours to 5 hours	6%	5%	7%	7%	5%
5 hours to 6 hours	6%	10%	8%	6%	4%
6 hours to 7 hours	4%	4%	3%	3%	5%
7 hours to 8 hours	2%	1%	3%	3%	1%
8 hours or more	20%	15%	10%	12%	21%
MEAN (HOURS:MINUTES)	5:06	4:32	3:23	4:02	5:37

TIME SPENT TRAVELING PER WEEKDAY (MON-FRI) DEFINED

“Thinking about a typical week day – that is Monday through Friday - approximately how much time do you spend traveling combined, either as a driver or a passenger in any vehicle? Your best estimate is fine.”

[base: past month digital billboard viewers]

TIME SPENT TRAVELING PER WEEKEND

	ATLANTA	CINCINNATI	MINNEAPOLIS	PHOENIX	TAMPA
30 minutes or less	14%	8%	16%	18%	11%
30 minutes to 1 hour	13%	14%	32%	21%	16%
1 hour to 2 hours	28%	33%	24%	32%	33%
2 hours to 3 hours	18%	21%	13%	7%	14%
3 hours to 4 hours	6%	6%	5%	7%	5%
4 hours to 5 hours	4%	5%	4%	5%	4%
5 hours to 6 hours	7%	5%	0%	4%	7%
6 hours to 7 hours	1%	4%	1%	1%	4%
7 hours to 8 hours	1%	1%	0%	2%	0%
8 hours or more	8%	3%	5%	3%	5%
MEAN (HOURS:MINUTES)	3:34	2:42	2:11	2:19	2:55

TIME SPENT TRAVELING PER WEEKDAY (SAT-SUN) DEFINED

“Thinking about a typical weekend day – that is Saturday or Sunday - approximately how much time do you spend traveling combined, either as a driver or a passenger in any vehicle? Your best estimate is fine.”

[base: past month digital billboard viewers]

ROADS TRAVELED

WHERE WERE THE DIGITAL BILLBOARDS LOCATED?

To qualify for the survey, respondents had to indicate travel on specific roads and highways in their local area.

The digital billboards stationed on these roads ran the advertised test for the study.

ATLANTA	CINCINNATI	MINNEAPOLIS	PHOENIX	TAMPA
I-285 between I-75 and I-85	I-75 between I-275 and downtown	I-94 between exits 207, 231-235, 244-247 (near downtown and the east metro)	I-10 between I-17 and 101	I-75 between Route 60 and I-4 or at Route 301
I-85 between I-285 junction and Atlanta International Airport (through downtown)	I-275 between Route 50 and I-71	I-494 between exits 1-2, 13, 58 or 70-71	Downtown Phoenix between Van Buren and Buckeye (near Convention Center)	I-4 between I-75 and Route 93 or at Hwy 98
I-20 through downtown Atlanta	I-74 at the I-75 junction	Hwy 169 between 494 and 394	202 between exits 1-6 or at the 101	Hwy 19 between Highpoint and Tarpon Springs
I-285 between I-75 and Hwy 78	I-71 between downtown and Hwy 126	I-35W between exits 17-32	I-10 between exits 148-161	I-275 between Routes 589 and 574
I-75 between Marietta to Cumberland	I-275 between Routes 127 and 42	Hwy 62 between I-35W and 494	Hwy 101 between McDowell and Shea Blvd	Route 60 between Valrico and I-75
I-75 from I-675 junction to I-285	I-71 south from downtown to Park Hills	I-35E at 694	Hwy 51 between exits 2-4	Route 581 near the University of South Florida
I-85 or I-285 near College Park	Hwy 129 between Hamilton and I-75	Hwy 10 near Hwy 23 or 65	101 at exit 29	Route 589 between Tampa Intl Airport and Greater Northdale
I-20 between Conyers and Lithonia	Route 127/52 between I-74 and downtown	I-394 between exits 1-3	I-17 between exits 194-217	Route 301 through Zephyrhills
Route 19 between Cumming and Sandy Springs	Hwy 32 between Newton and Summerside	I-35 between exits 1-3	Hwy 60 between Glendale and Peoria	Route 41 through Land O Lakes
Route 78 north of Stone Mountain		Hwy 7 near Hwy 92 or 101	Hwy 60 between N. 111th St. and West Bell Road	Route 694 between Hwy 19 and Route 595 or at Hwy 19
Route 29 between Lawrenceville and I-85		Hwy 52 near Hwy 14, 117th St.,	Hwy 143 at exit 204	Route 580 between Routes 576 and 233
I-285 between I-675 and Hwy 402				Route 688 near Hwy 19
I-985 between Hwy 347 and I-85				Route 93 between Tampa Heights and Forest Hills or between 54th St. and 70th St
Hwy 3 between Acworth to Kennesaw				Route 693 near South Pasadena
				Route 597 between Routes 580 and 568
				Route 540 near Legoland
				Route 600 between Route 687 and Hwy 19

DIGITAL BILLBOARDS ROADS BY MARKET

BASE
past month digital billboard viewers

About Nielsen

Nielsen N.V. (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content—video, audio and text—is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90 percent of the world's population.

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