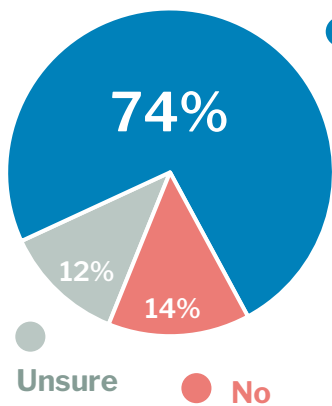


# OOH Political Advertising Engages and Influences Voters

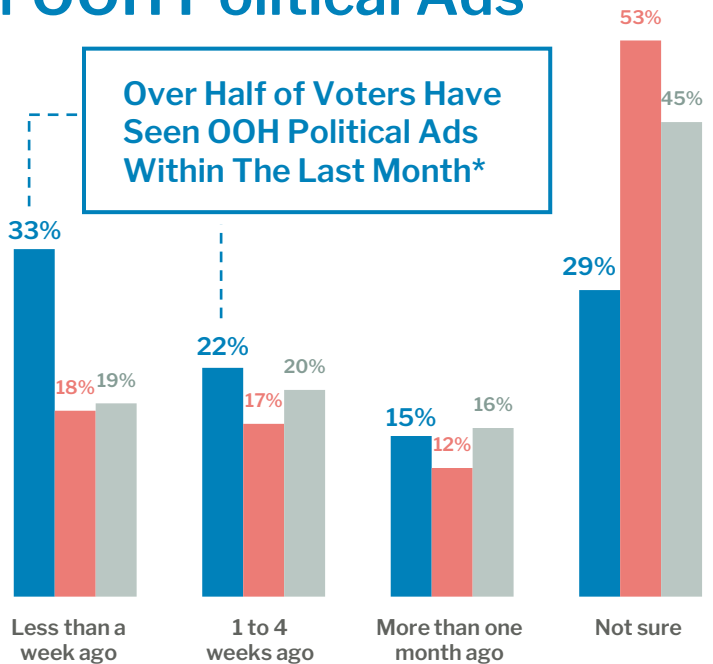
## Voters Are Hyper-Aware of OOH Political Ads Compared to Non-Voters

% who plan to vote



● **Yes, I plan to vote** in the midterm primaries or general elections in 2022.

Over Half of Voters Have Seen OOH Political Ads Within The Last Month\*



## OOH Political Ads Influence Over Half Of Viewers, Especially Younger Adults

OOH Political Ads Influence...



Millennials



GenZ



GenX

How OOH Ads Influence:

