



Out of Home Advertising Association of America

Consumer Insights & Intent Q2 2022

OOH Opportunities

Sports Betting Ad Engagement

June 2022



The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

METHODOLOGY



Dates

May 31st – June 3, 2022



Survey Length

10 minutes



Method

Online



Audience

1000 Adults 18+

Data is weighted to reflect the U.S. general public across age, gender, race/ethnicity, region, income, household size, and employment.



“Consumer Insights and Intent Q2 2022 – OOH Product Opportunities” was sponsored by The Foundation for Outdoor Advertising Research and Education (FOARE), a 501 (c) (3) not for profit, charitable organization

Key Takeaways



Engagement is High with Sports Betting OOH Ads: (62%) of those who saw ads for sports betting engaged in some way after seeing the OOH ads. Sharing info via word-of-mouth was the most common engagement (51%), followed by website visitation (47%), online purchasing (41%), in-store purchasing (33%) and social media following (30%).

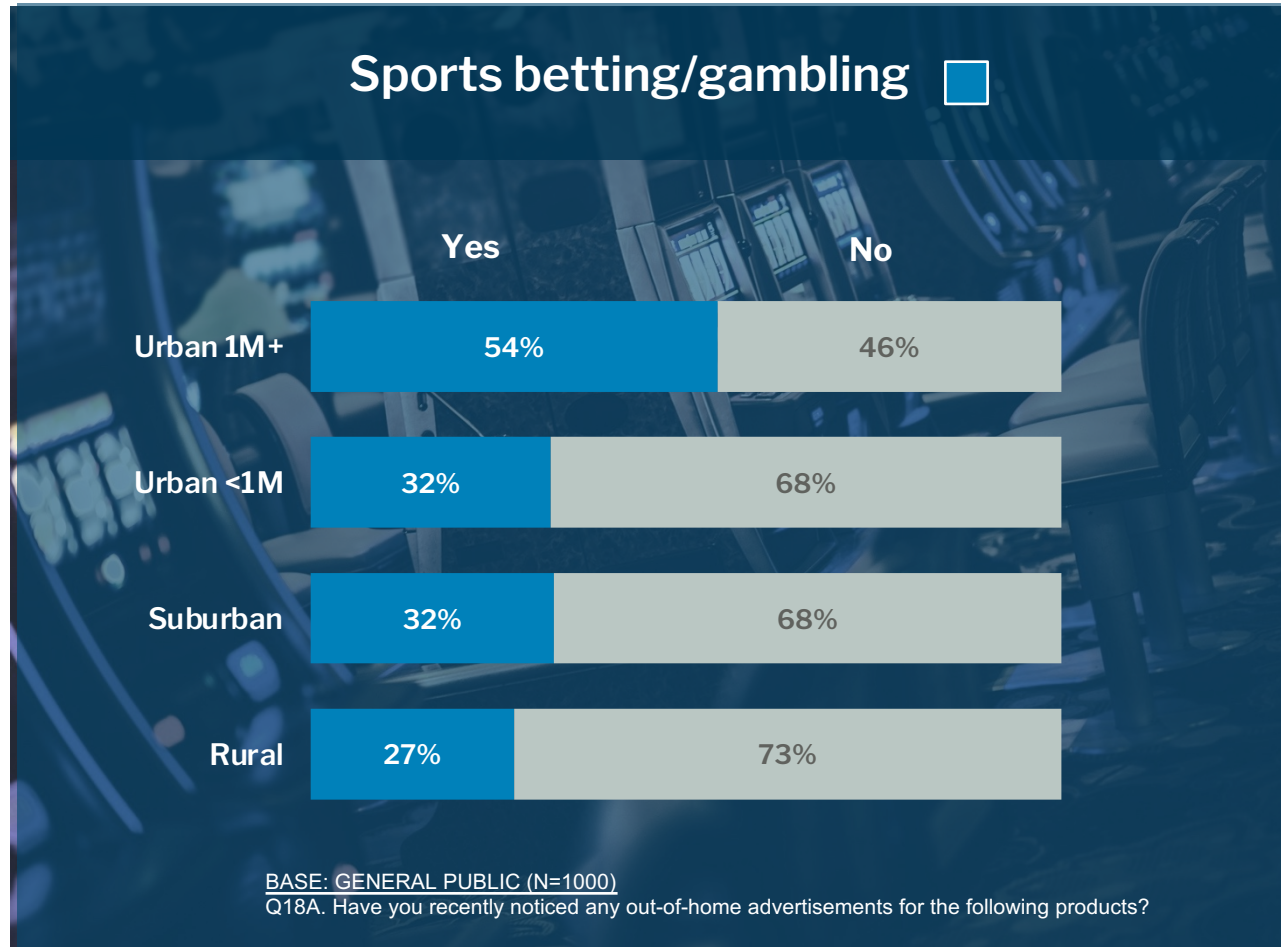


OOH Ads for Sports Betting Reach Urbanites Most: (54%) of Urban 1M+ have recently noticed OOH ads for sports betting/gambling.



OOH Ads for Sports Betting Are Reaching Urban Americans Most

Have you recently noticed any out-of-home advertisements for the following products?

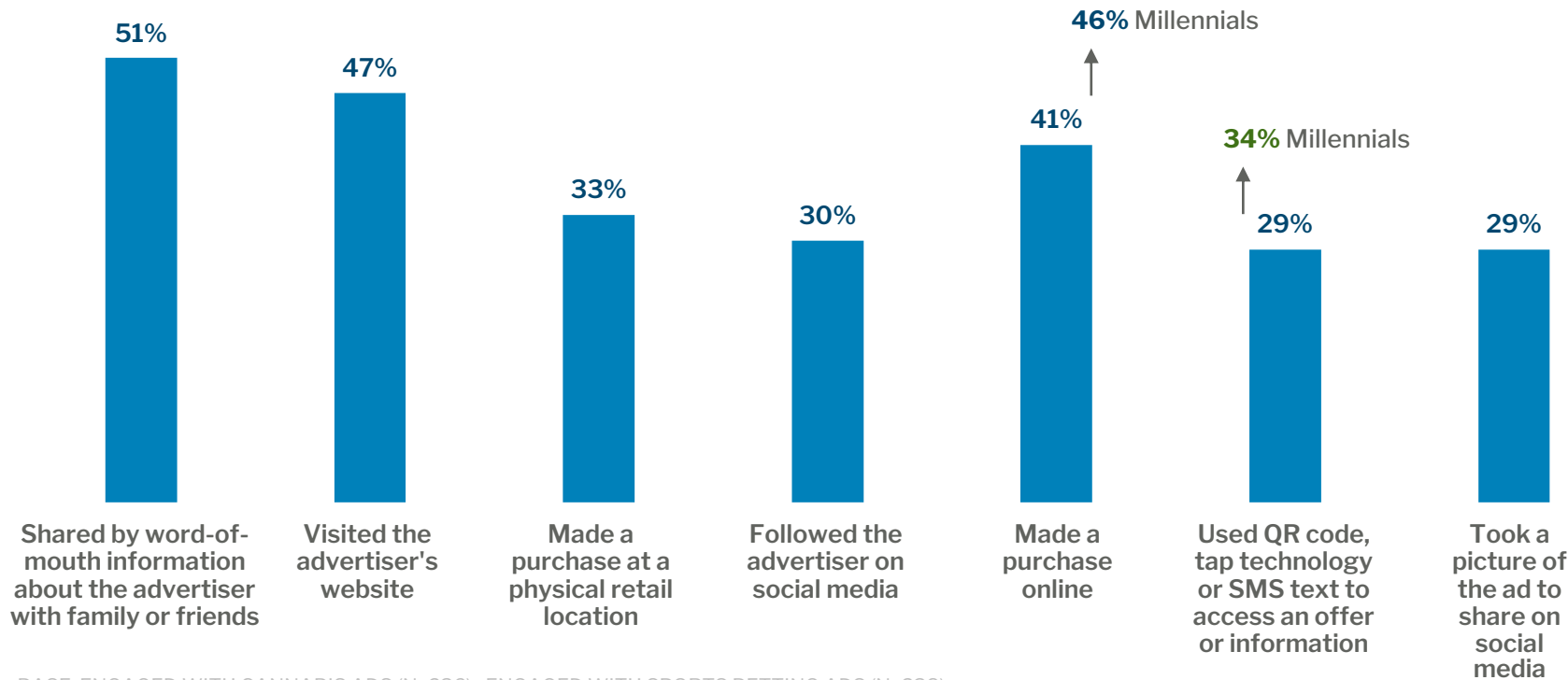


Sports Betting OOH Ads Drive Engagement with Over 60% of Viewers

Has seeing advertisements for the following products prompted you to do any of the following? Please select all that apply.

Among those who engaged after seeing ad

62% of those who saw ads for **sports betting** engaged after seeing the ads



BASE: ENGAGED WITH CANNABIS ADS (N=236) ; ENGAGED WITH SPORTS BETTING ADS (N=238)
Q18. Has seeing the advertisements for the following products prompted you to do any of the following? Please select all that apply.





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