

2022 Consumer Holiday Shopping and Travel Intent

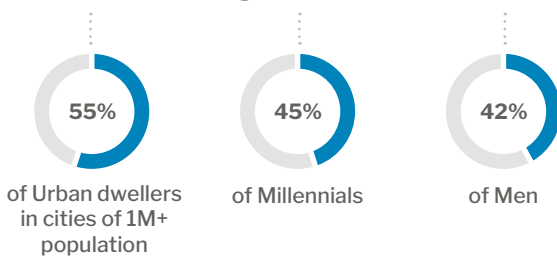
49% of consumers are noticing OOH ads more than one year ago

Among the 59% of US adults who plan to travel for the EOY holidays:

- 64% will travel by car
- 55% will travel at least 400 miles roundtrip
- 48% will travel by plane
- 33% will travel longer distances than last year
- 31% will take more holiday vacation days than last year

Among the US adults who plan to do holiday shopping:

- 24% will shop earlier than last year
- 34% will spend more than last year
- 33% of those purchasing more, plan to spend a lot more including:



- 58% will spend over \$500
- 21% will spend over \$1,000

Months shoppers plan to do the majority of their purchasing:

- 30% November
- 15% October
- 13% spread over several months
- 12% December



Shoppers plan to spend the most in these product categories:

- 48% Clothing
- 29% Toys (34% Millennials)
- 28% Technology products (38% Gen Z)
- 27% Shoes

Ad messages most relevant to shoppers:

- 75% Value or savings
- 66% Convenience and/or location
- 56% Businesses supporting the local community