



ANATOMY  
OF OOH

# Global audience report: people are out and about

September 2020

OMA **MOVE**  
Measurement of Outdoor Visibility and Exposure

it starts on  
TikTok



WHY  
MAY  
GO BACK





### Canada and US audience data

## Audiences are returning

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As COVID-19 restrictions lift audience volumes in cities are on the rise. Globally, Out of Home (OOH) audiences are returning to normal in many retail and recreational destinations, as well as on the roads.

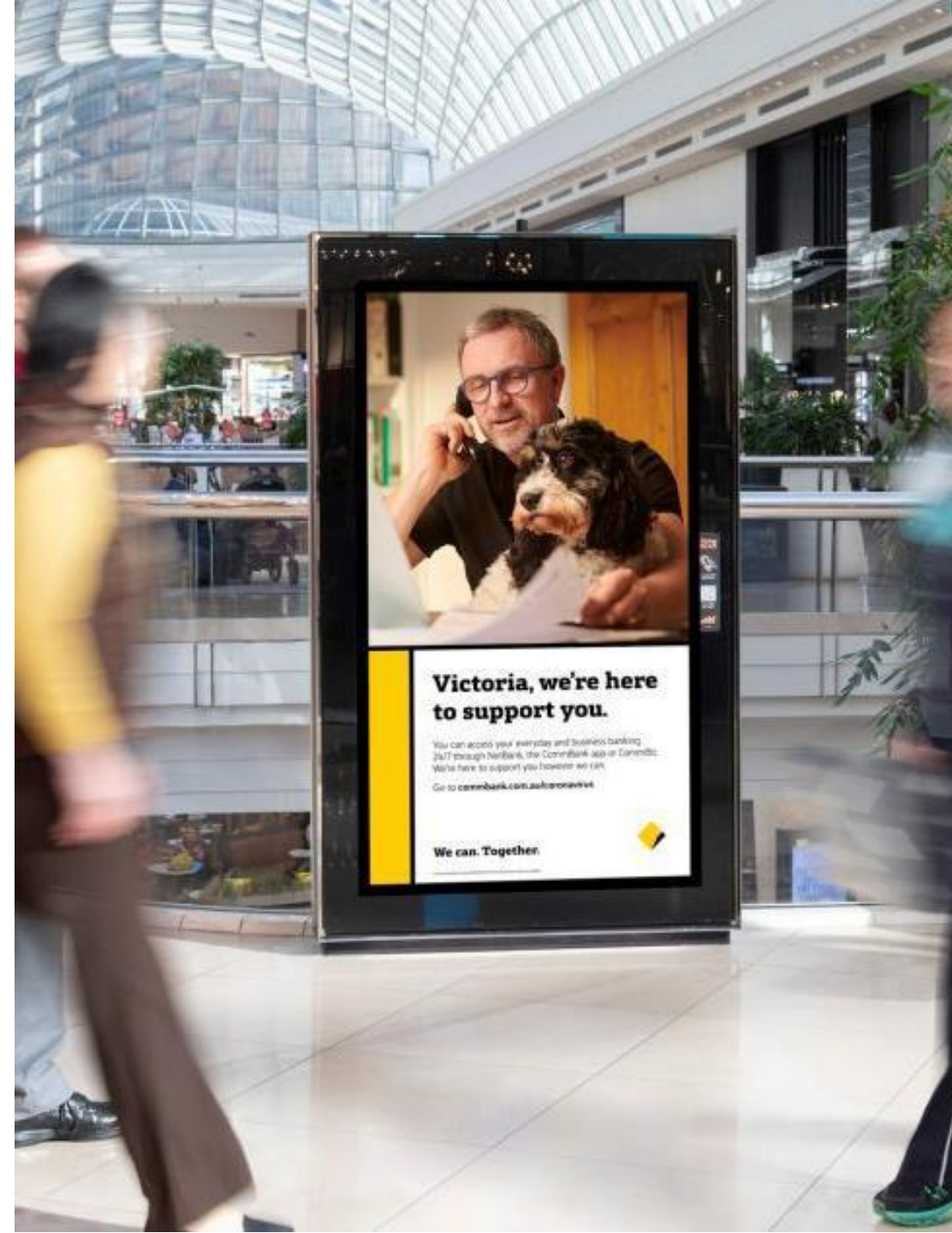
In this month's Anatomy of OOH, we look at global mobility data from Canada and the US, which like Australia, are dominated by private vehicle travel.

# People are back at shops and recreation locations

Data out of Canada shows that retail and recreation destinations have returned to

97%

of their pre-COVID audience levels.



# More people are back travelling on the road

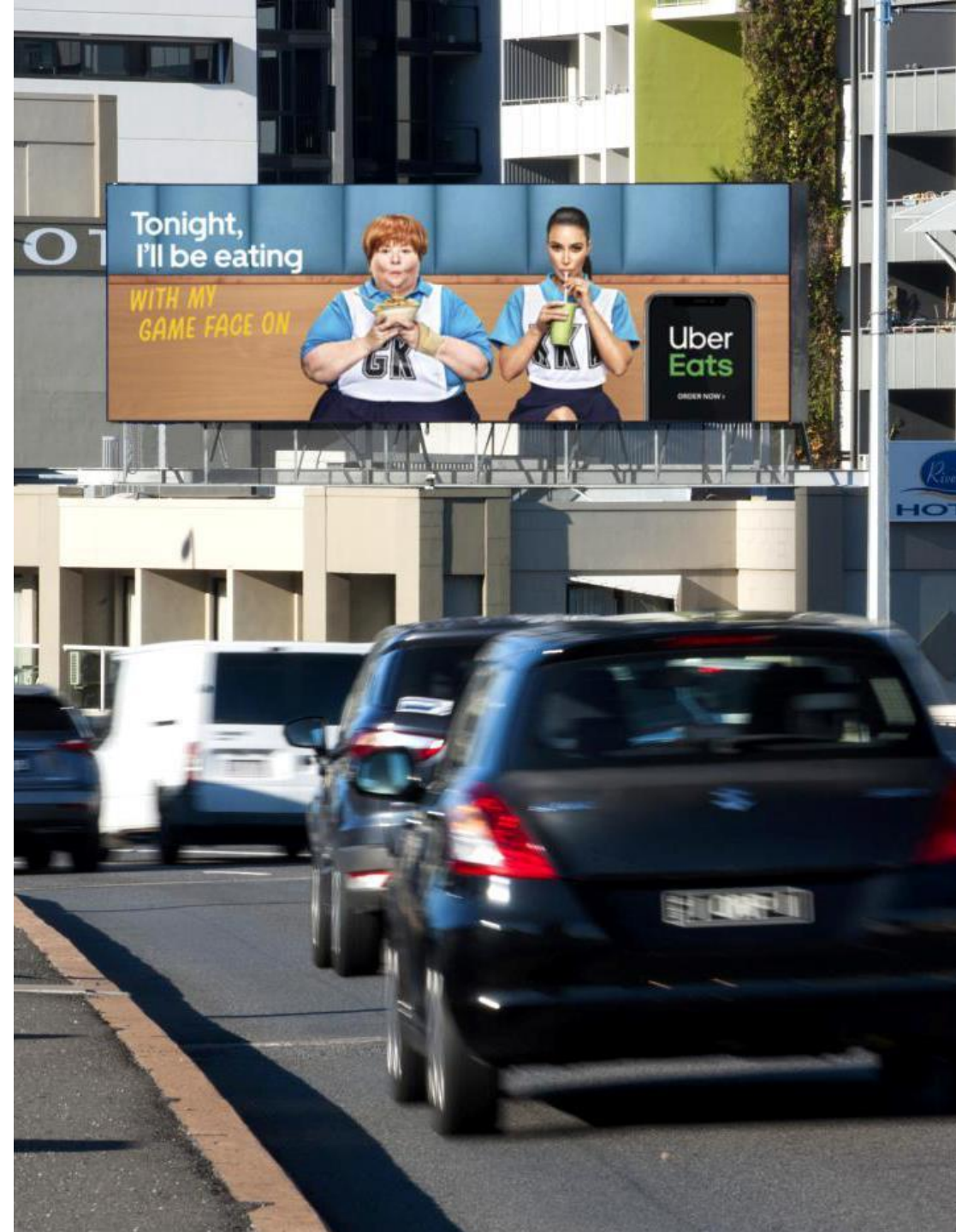
Over the last few months, distances travelled in the US have increased by

# 110%

compared to the same period last year.\*

Source: New York, Newark and New Jersey Regions: [Geopath Daily mobility data](#).

\*Increasing audience volumes on roads can be attributed to reductions in air travel and efforts to maintain physical distancing.



# People are back at work and on public transport

Data out of Canada shows that workplaces and public transport have returned to

**70%**

of their pre-COVID audience levels.\*

Source: [COMMB Special Report 17 September](#). \*This number will continue to increase as less people work from home, social venues re-open, and unemployment declines.





More research and insights may be found at  
[Anatomy of Out of Home](#)