



ANATOMY
OF OOH

Australians return to metro areas and CBDs in Q1

April 2021

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



Roadside audiences are surging beyond pre-pandemic levels



Mobile data shows that metropolitan and suburban roadside audience volumes in March 2021 were higher than in March 2019.

102%

of March 2019 levels in
suburban areas.

101%

of March 2019 levels in
metro areas.

96%

of March 2019 levels
in CBDs.

Office workers are embracing CBDs again

Australians continue to return to their workplaces at a greater frequency.

+13%

jump in office and cafe audience volumes since February 2021.

77%

of March 2019 levels in offices and cafes during March 2021.



Office workers are excited to go back to the workplace

During the height of lockdowns, Australians still believed that offices would continue to play a strong role in their working lives.

77%

of workers agree that they missed some elements of being in an office.

57%

of workers were excited to go back to their workplace when restrictions eased.





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