



ANATOMY
OF OOH

Audiences post pandemic

October 2022

OMA **MOVE**

Measurement of Outdoor Visibility and Exposure





Small changes Same audience

While the way we work has changed since the pandemic, Out of Home is still effective at reaching the masses.

A study published by the University of Sussex, found that hybrid workers in England travelled further each week than office-based workers, and those working remotely make more trips overall.

Read on for the highlights.

People travel further when hybrid working

11%

People who work from home once or twice a week travel 11% further each week than commuters who travel into work each day.

Source: Neil Vowles, University of Sussex, 2022
<https://www.sussex.ac.uk/broadcast/read/57779>





People make more trips while working remotely

8%

Remote workers took around 8% more trips for non-work purposes each week.

Source: Neil Vowles, University of Sussex, 2022
<https://www.sussex.ac.uk/broadcast/read/57779>

People want to be out in the world

70%

of 18-34-year-olds said they are now trying new things and interacting with the world in different ways post-pandemic.





**People remember
OOH more now than
before the pandemic**

43%

adult consumers notice OOH
ads more now than before
the pandemic.

Source: AdWeek, Esther Raphael, 2022 [Out-of-Home Ads Remain Effective in the Face of Inflation – Adweek \(ampproject.org\)](https://www.adweek.com/esther-raphael-2022-out-of-home-ads-remain-effective-in-the-face-of-inflation/)

The logo features the letters 'O', 'M', and 'A' stacked vertically within a white square on the left. To the right of this square, the word 'MOVE' is written in a large, bold, white, sans-serif font.

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