



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.

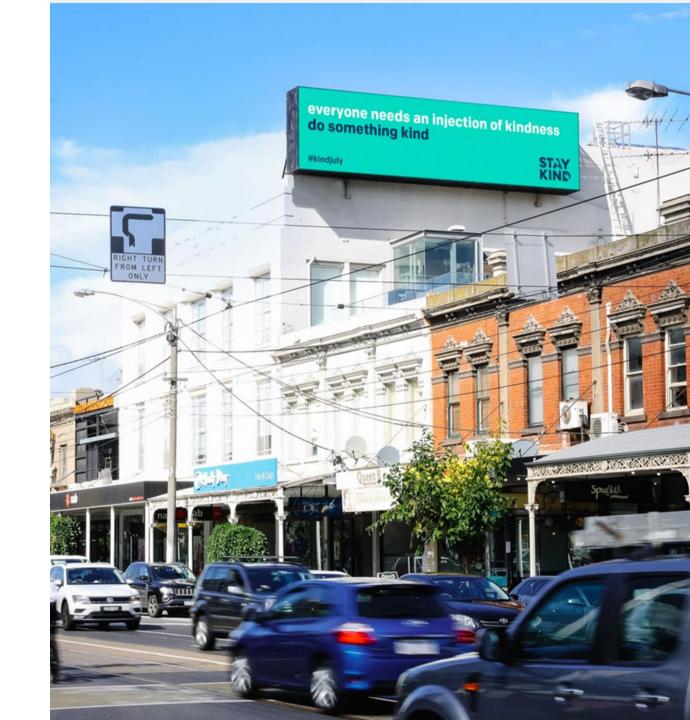
Read on for the highlights.

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

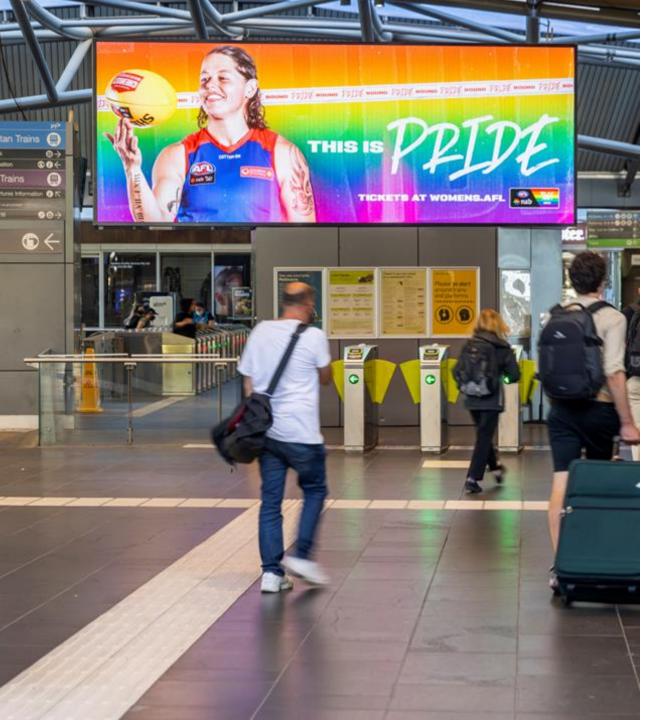
People want to be out in the world

70%

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



Source: Hall & Partners, 2021, <u>Consumer values shift for a post-pandemic</u> world



People remember OOH more now than before the pandemic

45%

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

Source: AdWeek, Esther Raphael, 2022 <u>Out-of-Home Ads Remain Effective in</u> the Face of Inflation – Adweek (ampproject.org)



More research and insights may be found at Anatomy of Out of Home