

Day in the Life Survey

October 2023



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At the end of 2022, MOVE (Measurement of Outdoor Visibility and Exposure) tested the role of Out of Home as a media channel across four areas: Awareness, Desirability, Consideration, and Prompting Trial.

We measured consumer perceptions, across all media as well as the time spent with each.

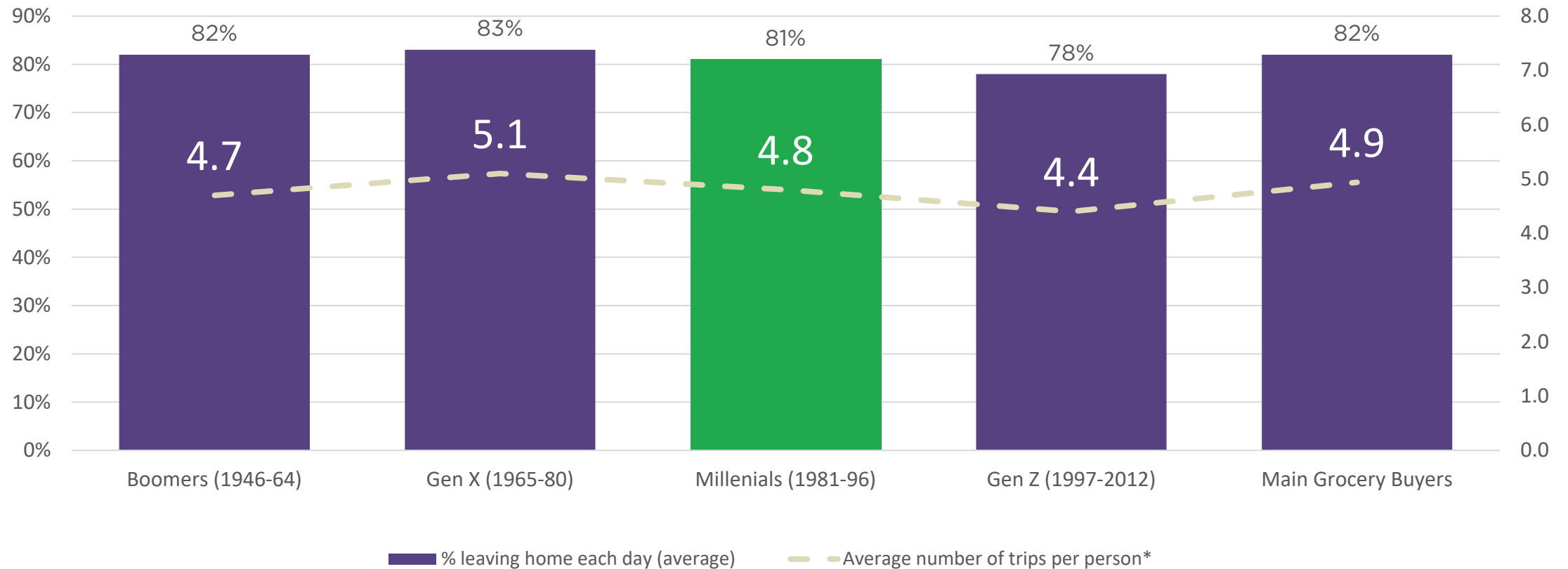
The results show that Out of Home is consistent in people's daily lives and is even more important to brands as audiences continue to fragment.

Out of Home achieves mass reach cost effectively and is #1 in driving Awareness and Desirability.

Read on to see the results.

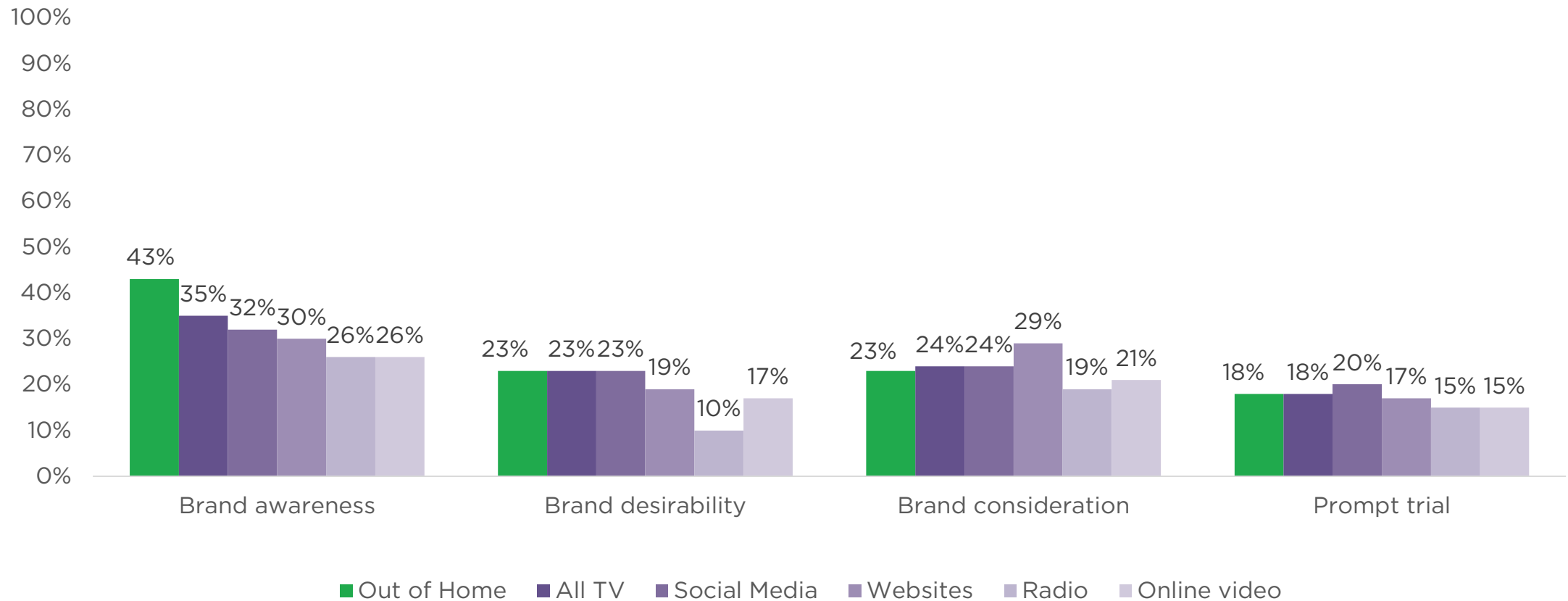


All people are outdoors



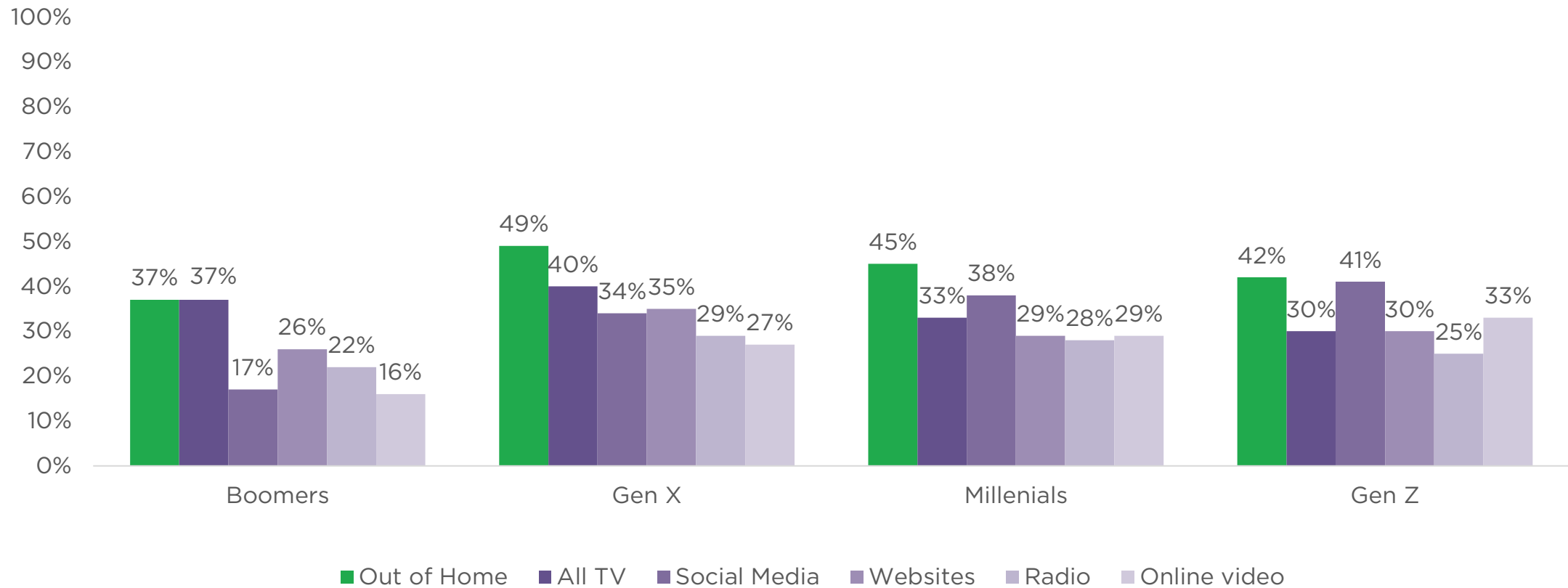
OOH rates highly across four behaviours

Consumer perception by media channel



OOH outperforms for awareness

'Makes you aware of brands'



The study shows that Out of Home...

#1 'makes a brand look desirable'

#1 'makes you aware of brands'

#2 'prompts you to try a brand'

#4 'makes you consider a brand'



 **MOVE**

Measurement of Outdoor Visibility and Exposure

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