

# Compelling facts, statistics and research

A 2002 independent research study shows:

Mobile billboards are twice as effective in driving sales vs. static billboards

94% of respondents recalled mobile billboards with an amazing 80% recall of specific ads.

Mobile Billboards resulted in an increase of sales of 107% versus a 54% increase for static billboards.

– SOURCE: *Product Acceptance and Research, Inc*

## Arbitron In-Car Study

The Arbitron In-Car Study was conducted by telephone to 1,505 respondents from age 12 and over. This study found that time spent in a car and miles traveled differed little by county size. County size was determined by population, not square miles.

County Size	US Average	A (largest)	B	C	D (smallest)
Avg Daily (Weekday) Time Spent In Car	2:12	2:12	2:11	2:17	2:15
Miles Traveled Per Week	306 Miles	310 Miles	273 Miles	352 Miles	318 Miles

A big reason for outdoor growth today and in the future, is that the outdoor audience is growing. Americans are spending more time on the road. Arbitron learned in a 2003 survey that 39% of those surveyed indicated that they are spending more time in the car, which is evidenced by 14% increase in U.S. commute time since 1990, according to the 2000 US Census.

More findings in the Arbitron National In-Car survey –

61% of respondents said they had learned about an event they were interested in by seeing outdoor.

53% said they learned about a store that they visited

52% said they learned about a restaurant that they visited

47% said they had been reminded to listen to a radio station

29% said they had noted a website by seeing outdoor

62% of vehicle passengers cited that they had exposure to outdoor within one hour of making a purchase.

Clearly, outdoor is persuasive and gets results.

Source: Arbitron, December 2003; Edison Media Research.