

Mobile Billboards



Mobile billboards over-index in performance to engage multiple audiences in comparison to other OOH media formats.

TABLE: Out-of-home media noticed in the past 30 days, indexed. U.S. Total base = 100.

	WHITE	BLACK	HISP-ANIC	ASIAN	A16-24	A18-34	A18-49	A25-54	A55+	HHI \$100K+
Roadside Billboard	99	104	104	105	107	108	105	105	92	109
Poster	91	123	117	143	138	136	115	100	87	117
Digital Billboard	98	98	107	124	109	107	107	107	89	115
Mobile Billboard	78	170	174	215	211	178	137	104	56	100
Bus Shelter	85	133	136	172	167	146	118	97	77	115
Side of Public Bus	93	124	120	136	120	120	113	104	89	111
Taxi	84	148	148	187	155	145	116	97	87	113
Wrapped Vehicle	102	91	105	106	102	97	97	97	103	111
Commuter Rail/Subway	73	180	193	233	213	207	140	113	47	113
Airport	81	150	169	175	156	169	125	106	75	138
Street-Level Advertising	95	114	119	154	124	127	105	97	95	127
Place-Based Printed Signs	98	100	111	93	114	107	100	96	100	111
Place-Based Video Screens	96	109	129	129	129	120	109	102	87	120
Shopping Mall	88	137	139	139	151	139	120	105	78	122
Movie Theater	84	161	161	148	165	158	132	116	61	103

Source: Nielsen OOH Advertising Study, 2019