



Arbitron Report: Outdoor Advertising and the Media Plan

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Introduction

Welcome to the Arbitron Report: *Outdoor Advertising and the Media Plan*. This study examines the reach, frequency and audience composition of several mass media in the United States including outdoor, television, AM/FM radio, newspapers and the Internet. The goal of this report is to provide media planners with a side-by-side comparison of each platform with a special focus on those who consume the most content and therefore view or listen to the majority of the ads purchased.

The audience for out-of-home advertising in this study is divided into three groups. The general term used for advertising visible to those traveling in a vehicle is simply “outdoor.” The outdoor advertising audience in its widest sense is anyone who has traveled in a vehicle in the past week. Arbitron recognizes that advertisers often target their outdoor message to a subset of vehicle travelers, specifically those who commute to work each day; therefore, Arbitron includes profiles for this subset in addition to general vehicle travelers. Pedestrians walking in towns or cities are also exposed to out-of-home advertising targeting them as well as drivers. Arbitron includes profiles of this audience, as well.

All reports in the Arbitron Out-of-Home Media Series can be downloaded at www.arbitron.com.

Data Source: Scarborough Research

Scarborough Research (www.scarborough.com; info@scarborough.com) measures the lifestyle and shopping patterns, media behaviors and demographics of more than 220,000 American consumers aged 18 and older annually. The survey is ongoing, with respondents being recruited via telephone year-round. A survey booklet is mailed to the respondent’s home, completed and returned to Scarborough for processing. Scarborough’s core syndicated consumer insight studies are conducted in 81 Top-Tier Markets with additional sample in other markets to create the national USA+ Study. The statistics in this report come from the *Scarborough USA+ 2008 release 2, 12 months* database and are subject to rounding.

Some Significant Findings of the Research Include:

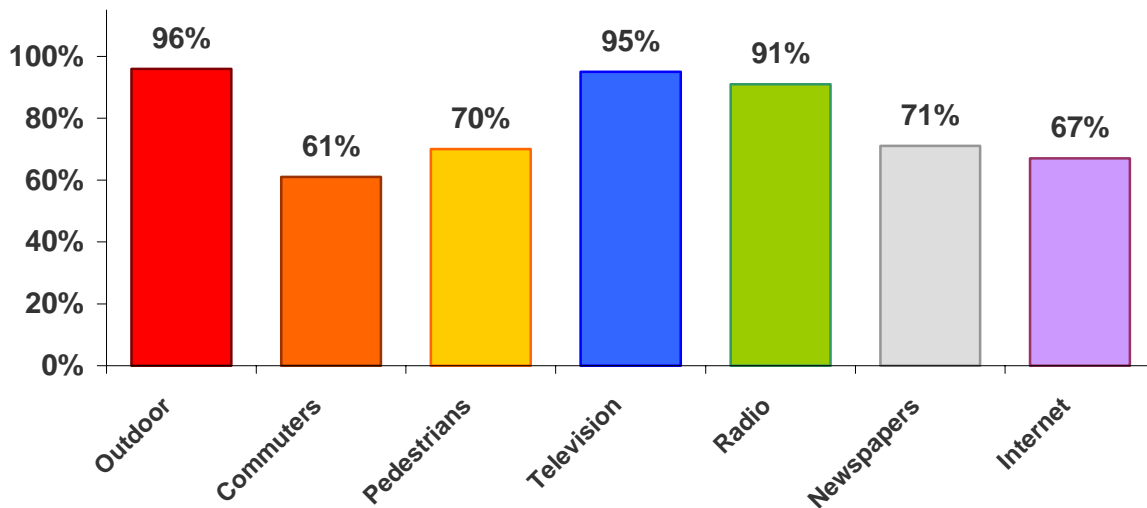
- **Outdoor, television and radio reach approximately the same amount of U.S. adults each week.** More than 90% of Americans aged 18 or older have traveled in a car, watched TV or listened to AM/FM radio in the past week.
- **Heavy users of a medium account for the majority of gross ad impressions delivered.** For example, the top 20% of vehicle travelers (mega-milers) account for 59% of all miles traveled in the past week. Therefore, to have a better understanding of where media dollars are having an effect, we must examine the heavy users of each medium.
- **Distinct demographic profiles are evident when examining heavy media users by platform.** Outdoor advertising favors men, middle-aged people, upper-income households and the employed. Television delivers higher concentrations of women, older people and the retired; radio and newspapers have a gender-balanced audience with newspapers drawing more older consumers. The Internet skews male, young, upper income and employed.

Key Findings

A. Media Reach and Frequency

Outdoor, Television and Radio Advertising Reach Practically the Total U.S. Adult Population per Week

Source: Scarborough USA+ 2008 release 2. 12 months | Base: United States residents aged 18 or older.



Explanation of Media Reach (in the past week)

Outdoor: traveled in a vehicle.

Commuters: spent time commuting to work one way.

Pedestrians: walked in a town/city.

Television: watched network or cable TV.

Radio: listened to AM/FM radio.

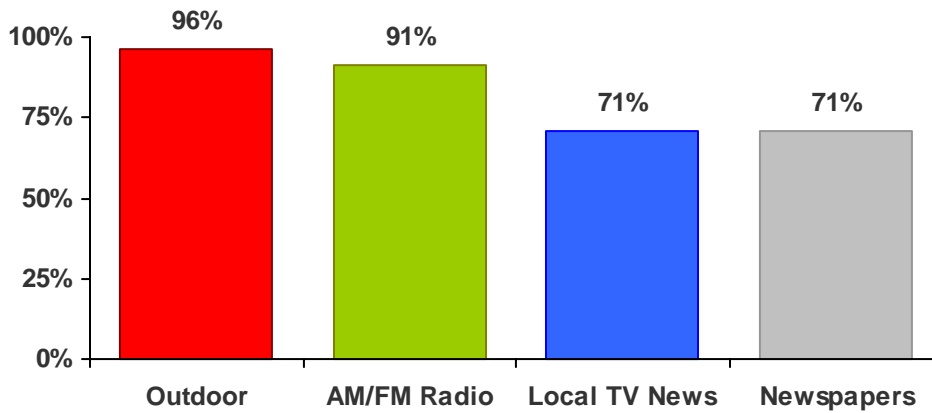
Newspapers: read a print newspaper.

Internet: accessed the Internet.

Outdoor, television and radio reach approximately the same number of American adults per week. More than 90% of U.S. residents aged 18 or older are exposed to advertising outdoors, on television or on the radio each week. Between 61% and 71% of American adults commute to work, walk in a town or city, read local newspapers or access the Internet in a week.

Targeting Local Market Media

Source: Scarborough USA+ 2008 release 2. 12 months | Base: United States residents aged 18 or older.



Outdoor and radio are the leading media for local market content. Ninety-six percent of adults are exposed to outdoor media through local vehicle travel each week and 91% listen to AM/FM radio. Seventy-one percent typically watch at least one of the three local market newscasts in their area (morning, evening or late night) or read at least one newspaper per week.

Outdoor Media Exposure and Advertising Engagement

According to the *Arbitron In-car Study 2009*, 71% of vehicle travelers notice a billboard ad each, most or some of the time they pass one.

Means, Medians and Heavy Users

Source: Scarborough USA+ 2008 release 2. 12 months | Base: United States residents aged 18 or older.

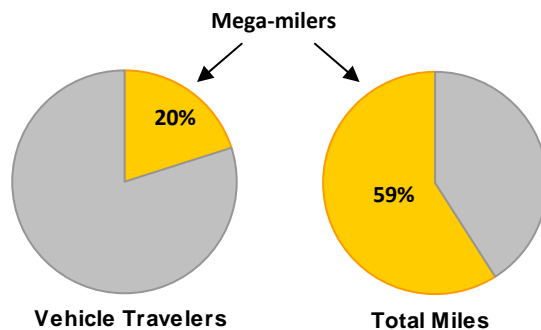
	Norms ¹	Heavy Users ²	Code Name
Outdoor: miles traveled in a vehicle in the past week.	mean 210 miles	250+ miles	Mega-milers
Pedestrians: miles walked in a town/city in the past week.	mean 2 miles	3+ miles	Power Pedestrians
Commuters: minutes spent commuting to work one-way.	mean 22 minutes	30+ minutes	Super Commuters
Television: hours watched in the past week.	median 25 hours	34+ hours	Heavy TV Viewers
Radio: hours listened in the past five days.	median 11 hours	15+ hours	Heavy Radio Listeners
Newspapers: read a print newspaper.	read one newspaper in the past week	read 2 or more in the past week	Heavy Newspaper Readers
Internet: hours accessed in the past week.	mean 9 hours	10+ hours	Heavy Internet Users

¹Among United States residents aged 18 or older.

²Equals 20% of total media reach for outdoor, television, radio, newspapers; 18% for pedestrians and commuters; 23% for Internet.

To have a clearer understanding of where media dollars are having an effect, we must examine the heavy users of each medium. Heavy users of a medium, usually defined as those in the top 20% or top quintile of total users in terms of frequency or duration of use, are the people who *account for a majority of the gross impressions* delivered by an ad schedule.

For example, the top 20% of vehicle travelers (mega-milers) account for 59% of all miles traveled in a week.



Therefore, looking merely at the total reach of a medium does not immediately inform an advertiser or media planner as to how to most effectively weight their media buy for maximum return and schedule efficiency. On the other hand, understanding heavy users does, in most cases, provide a clear-cut picture of the people reached most often and can be extremely helpful in the planning process.

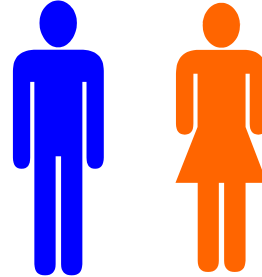
The next four sections of this report will compare heavy users of the media outlined above in terms of gender, age, income and employment status.

B. Gender Gap

Outdoor and the Internet Deliver a High Concentration of Men and TV Draws More Women

Source: Scarborough USA+ 2008 release 2. 12 months | Base: United States residents aged 18 or older.

	Men	Women
U.S. Adult Population	49%	51%
Mega-milers	60%	40%
Power Pedestrians	51%	49%
Super Commuters	59%	41%
Heavy TV Viewers	43%	58%
Heavy Radio Viewers	52%	48%
Heavy Newspaper Readers	51%	50%
Heavy Internet Users	54%	46%

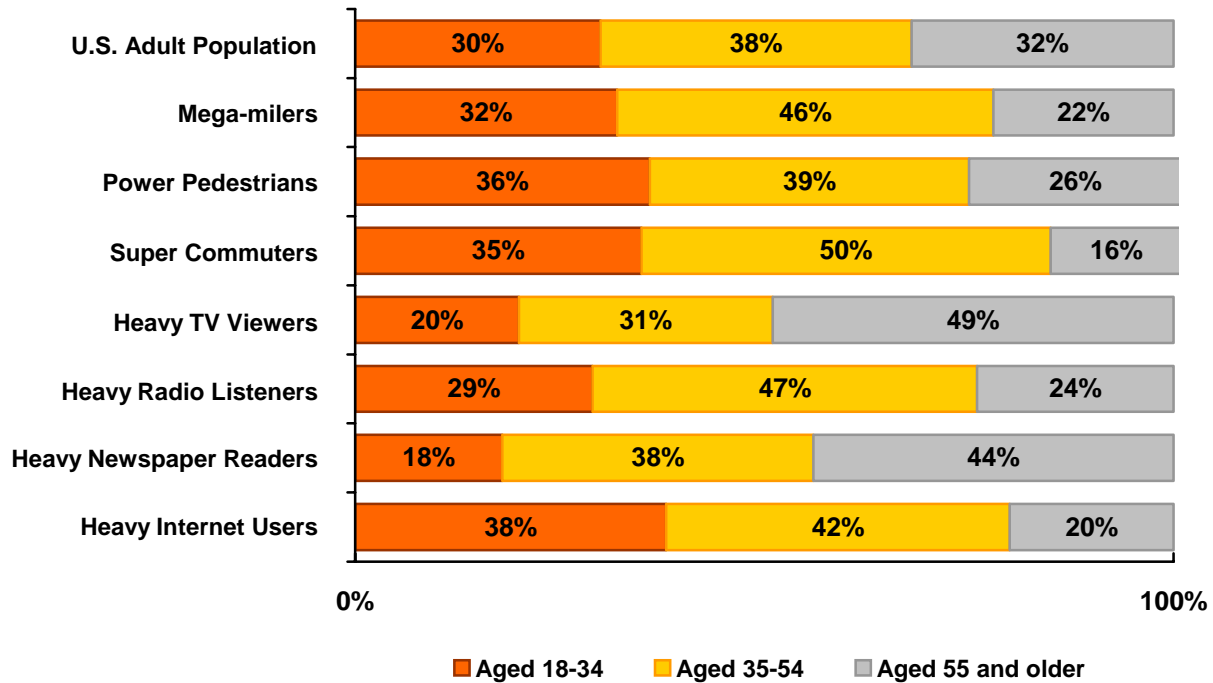


Outdoor and the Internet skew very male while heavy TV viewers skew female. Heavy vehicle travelers such as mega-milers and super commuters are comprised of a high concentration of men (60% and 59% respectively), while heavy TV viewers are more likely to be women (58%). On the other hand, media directed at people who walk a lot in a town or city, listen to a lot of radio or read multiple newspapers reach a more balanced gender split.

C. For the Ages

Outdoor, Radio and Internet Audiences Skew Younger and Television and Newspaper Readers Skew Older

Source: Scarborough USA+ 2008 release 2, 12 months | Base: United States residents aged 18 or older.

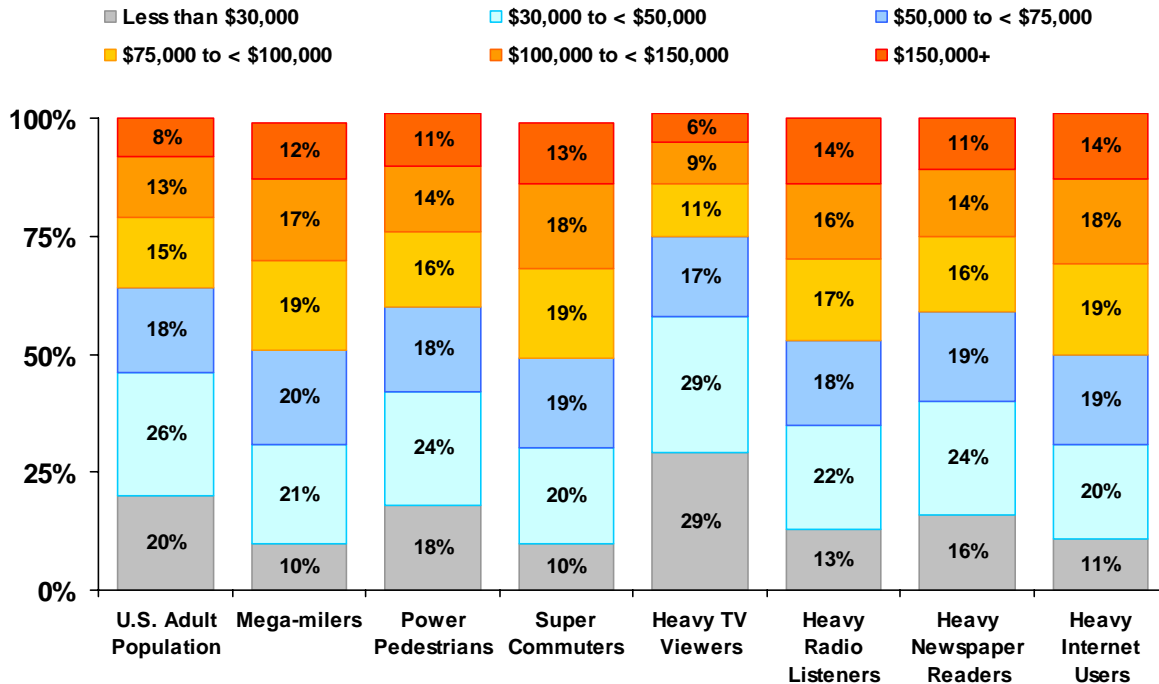


Super commuters, power pedestrians and the Internet deliver a more youthful consumer. More than one-third of those who walk a lot in a town or city, have longer commute times or heavily surf the Internet are in the young adult 18- to 34-year-old consumer market. Mega-milers and heavy radio listeners deliver approximately three-quarters of their audience in the young and middle-aged adult demographic. Brands targeting older Americans are best served through television and newspaper advertisements.

D. Income Highs and Lows

Outdoor and Internet Attract a High Proportion of Upscale Consumers and Television Connects With More Lower-Income Households

Source: Scarborough USA+ 2008 release 2. 12 months | Base: United States residents aged 18 or older.

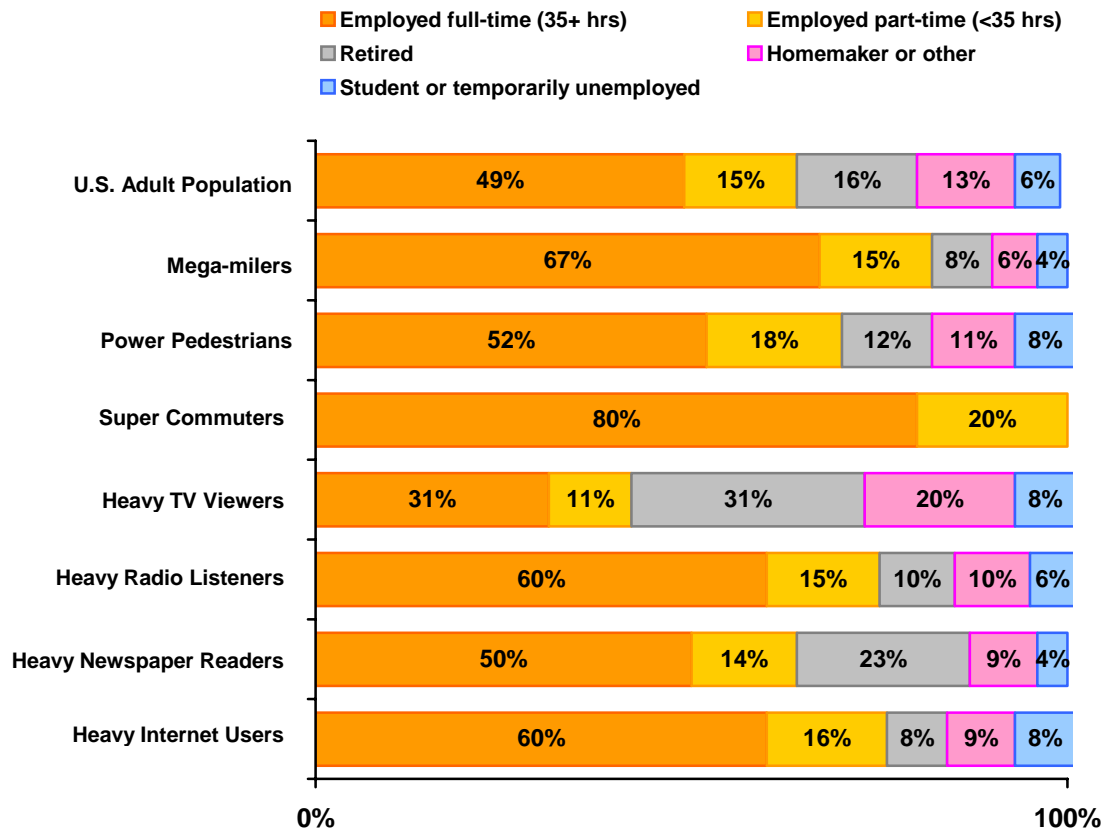


Travelers and heavy Internet users have the largest portion of upper-income consumers. Approximately half of mega-milers, super commuters and heavy Internet users live in households with an annual income of \$75,000 or more. By contrast, three-quarters (75%) of heavy TV viewers live in a household earning less than \$75,000 per year.

E. Employment Lines

Outdoor, Radio and Internet Users Are More Likely to be Employed While Television and Newspapers Attract the Retired and Homemakers

Source: Scarborough USA+ 2008 release 2. 12 months | Base: United States residents aged 18 or older.



Brands targeting the employed hit their goal with advertising focused on the office and commuting. All super commuters by their very definition are employed and commute to work. Mega-milers also have a high probability of being employed. Radio is a medium often consumed in-car and at-work, so it makes sense that heavy radio listeners tend to be employed commuters. The Internet, readily available at many workplaces, also has a high incidence of employed individuals among its heavy users. Television and newspapers reach a higher concentration of retired people and homemakers compared to other media.

F. A Closer Look at Commuters and Shopping

Commuters Generally Like to Keep Their Retail Experiences Closer to Home

Source: Scarborough USA+ 2008 release 2. 12 months | Base: Super commuters.



The majority of heavy commuters shop closer to home than work. Nearly one in six (57%) people who travel over 30 minutes to work each way, known as super commuters, tend to choose stores closer to their homes for shopping. One-third of super commuters shop half the time at stores near their homes and the other half at retailers near their places of employment. One in 10 super commuters consistently shop closer to where they work.

G. Heavy Media Users Profile Summary

Mega-milers:

Delivers a high concentration of men, middle-aged people, upper-income households and the employed.

Power Pedestrians:

Delivers a gender-balanced audience with a high concentration of young and middle-aged people, average-income households and the employed.

Super Commuters:

Delivers a high concentration of men, young and middle-aged people, upper-income households and the employed.

Heavy TV Viewers:

Delivers a high concentration of women, older people, lower-income households and the retired.

Heavy Radio Listeners:

Delivers a gender-balanced audience bordering on male dominant with a high concentration of middle-aged people, average- to upper-income households and the employed.

Heavy Newspaper Readers:

Delivers a gender-balanced audience with a high concentration of average- to upper-income households, the employed and retired.

Heavy Internet Users:

Delivers a high concentration of men, young and middle-aged people, upper-income households and the employed.

Note: For a medium to qualify as delivering a “high concentration” of a particular demographic, its audience must have a higher percentage of that demo group than we would expect to encounter in the general population. It does not mean the majority of the medium’s heavy users are in that group.

For example, less than half (48%) of mega-milers live in an upper-income household (i.e., a household earning \$75,000 or more per year), but they still qualify as delivering a high concentration of that demo group because only 36% of the U.S. adult population in general lives in an upper-income household.

About Outdoor Advertising Association of America (OAAA)

The Outdoor Advertising Association of America is the lead trade association representing the outdoor advertising industry. Founded in 1891, OAAA is dedicated to uniting, promoting, protecting and advancing outdoor advertising interests in the U.S. With nearly 1,100 member companies, OAAA represents more than 90% of industry revenues.

Information supplied by OAAA.

About Arbitron Inc.

Arbitron Inc. (NYSE: ARB) is a media and marketing research firm serving the media—radio, television, cable, online radio and out-of-home—as well as advertisers and advertising. Arbitron's core businesses are measuring network and local-market radio audiences across the United States; surveying the retail, media and product patterns of local-market consumers; and providing application software used for analyzing media audience and marketing information data. The company has developed the Portable People Meter™, a new technology for media and marketing research.

Through its Scarborough Research, Arbitron provides additional media and marketing research services to the broadcast television, newspaper and online industries.

Arbitron's headquarters and its world-renowned research and engineering organizations are located in Columbia, MD.

Arbitron's Out-of-Home division provides training, consumer behavioral data, audience profiles and analysis software for out-of-home media. Currently, nearly 100 out-of-home plants/place-based media clients and thousands of media industry clients—agencies, advertisers, stations, marketers and networks—utilize Arbitron and Scarborough consumer behavior information and software.

Credible third-party measurement helps advertisers justify their investment in the medium. The company's 50+ years of audience measurement experience help sellers focus on selling the value of their advertising rather than justifying the credibility of their measurement. Arbitron research studies about cinema advertising, the outdoor industry, and traditional and nontraditional media can be found on the company's Web site at www.arbitron.com and can be downloaded free of charge.

About Scarborough Research

Scarborough Research (www.scarborough.com; info@scarborough.com) measures the lifestyle and shopping patterns, media behaviors and demographics of American consumers, and is considered the authority on local market research. Scarborough's core syndicated consumer insight studies in 81 Top-Tier Markets, its Multi-Market Study and its national USA+ Study are Media Rating Council (MRC) accredited. Other products and services include Scarborough Mid-Tier Local Market Studies, Hispanic Studies and Custom Research Solutions. Surveying more than 220,000 adults annually, Scarborough measures 2,000 consumer categories and serves a broad client base that includes marketers, advertising agencies, print and electronic media (broadcast and cable television, radio stations), sports teams and leagues and out-of-home media companies.



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