

Monthly Out-of-Home (OOH) Digital Video Display Audience by Venue Type

"In the last month have you seen a digital video display at a...?"

Venue	OOH Video Audience (past month)	Persons Estimate (000)
Any venue (listed below)	67%	155,519
Shopping mall	31%	71,957
Grocery store	30%	69,636
Large retail or department store	29%	67,314
Gas station	22%	51,066
Movie theater	21%	48,745
Airport	19%	44,103
Doctor's office or hospital	19%	44,103
Stadium or arena	18%	41,781
Drug store	14%	32,497
Restaurant	14%	32,497
Convenience store	14%	32,497
Office building	11%	25,533
Bar (asked of respondents aged 21+)	8%	18,569
Health club	7%	16,248
Elevator	5%	11,606
Riding public transit	5%	11,606
Waiting for public transit	4%	9,285

Source: [Arbitron Out-of-Home Digital Video Display Study 2009](#)

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