

More time in the car, more exposure to out-of-home advertising

- Americans spend an average of **15 hours each week driving or riding in cars.**
- **Americans travel, on average, more than 300 miles in a vehicle each week.**
- **More than 125 million Americans commute to work each day.**
- **The average daily commute is 54 minutes round trip, an increase of 20% since 1990.**
- **62 percent of American workers “frequently” or “sometimes” shop on the way home from work.**
- **29 percent of Americans say outdoor advertising caused them to visit a retail store within a week.**