



30-Sheet Eyes On Ratings

Cincinnati, OH CBSA 30-Sheet Poster EYES ON Ratings*
Comparison 18+ HHI Levels

	All Adults 18+	HHI < \$50K	HHI \$50-\$75K	HHI \$75K+	HHI \$100K+	HHI \$150K+	
norton	51,611	20,583	10,238	20,790	13,503	5,310	
Lamar	44,902	18,446	9,289	17,167	10,797	4,172	
Norton Advantage		14.9%	11.6%	10.2%	21.1%	25.1%	27.3%

About Eyes On Ratings:

- EYES ON measures audience
- EYES ON breaks down demographics for each display in a given market
- Norton Outdoor Advertising 30-Sheet Displays provide more EOIs (Eyes On Impressions) in every HHI group
- Norton Outdoor Advertising 30-Sheet displays have 25%+ higher ratings in the \$100K+ and \$150K+ HHI demographic



*Eyes On Impressions are reported as weekly measurements.

