

Visit: healthymediaplan.com.au

Outdoor

20% of People's Daily
Media Servings

Part of a healthy media plan



For a healthy media plan
Get Plenty of Outdoor
- At least 20%

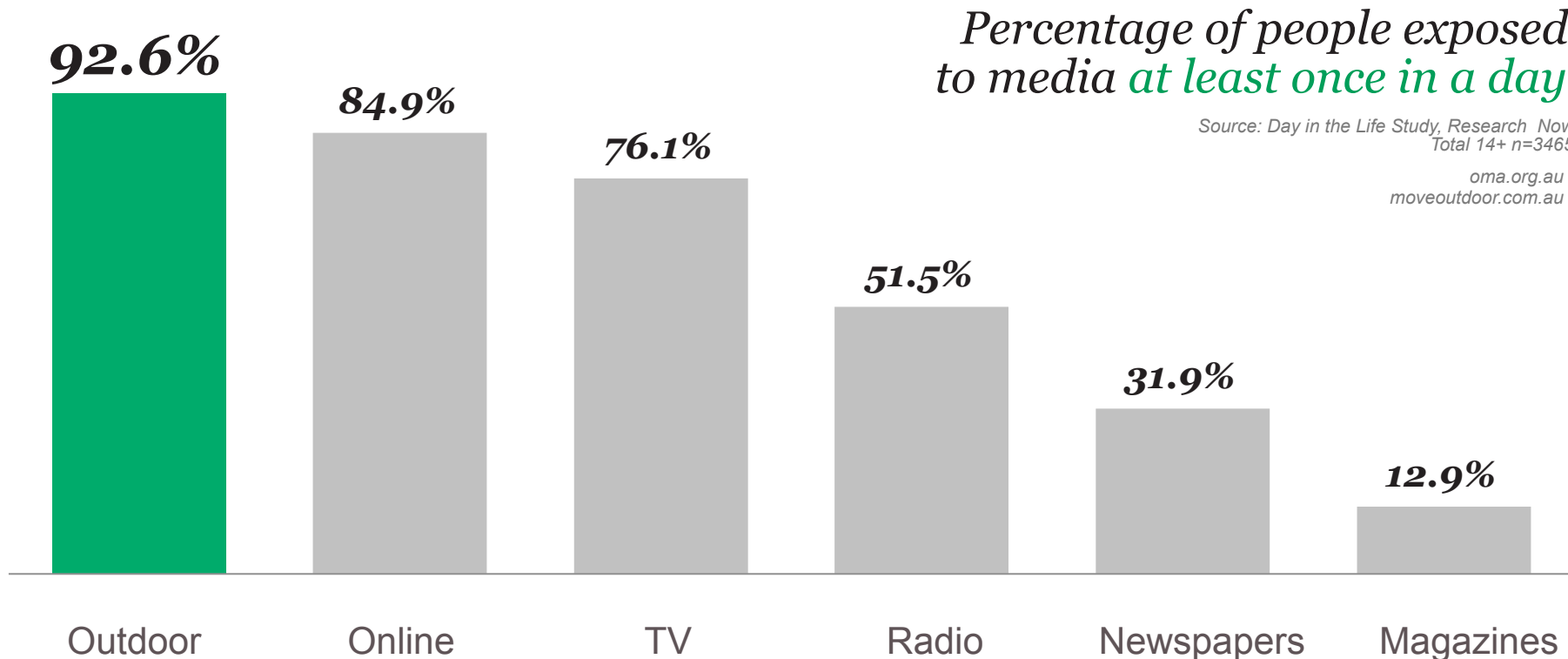
OMA **MOVE**

Measurement of Outdoor Visibility and Exposure

Suite 504, 80 William Street, East Sydney, NSW 2011

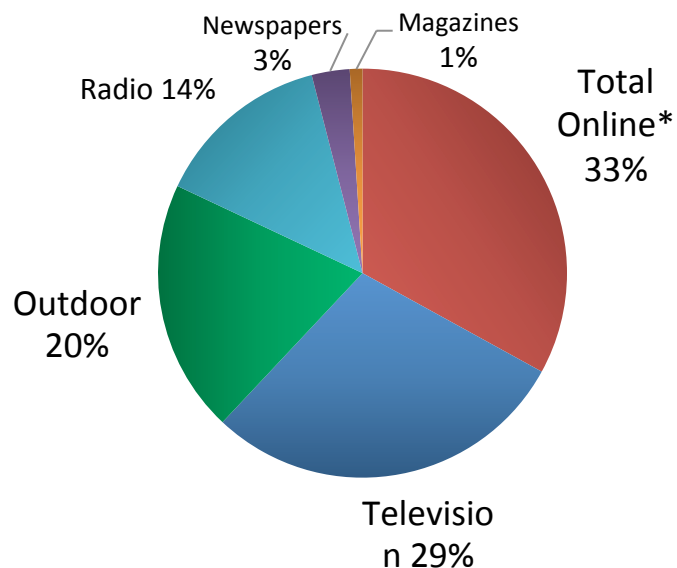
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OOH IS A DAILY DOSE FOR 9 OUT OF 10 PEOPLE



OUTDOOR IS 20% OF THE TOTAL DAILY MEDIA CONSUMPTION

Percentage of Total Daily Media Consumption



Average minutes per day spent with each Media, by the total population

People Aged

	All People 14+	Males	Females	14-24	25-39	40-54	55+	Main Grocery Buyers
Total Online*	154	153	156	193	169	138	124	144
Television	138	133	142	89	119	156	180	140
Outdoor	97	98	96	101	95	95	98	99
Radio	66	74	57	48	63	64	85	63
Newspapers	14	16	12	10	9	14	24	14
Magazines	5	5	5	8	5	5	3	5

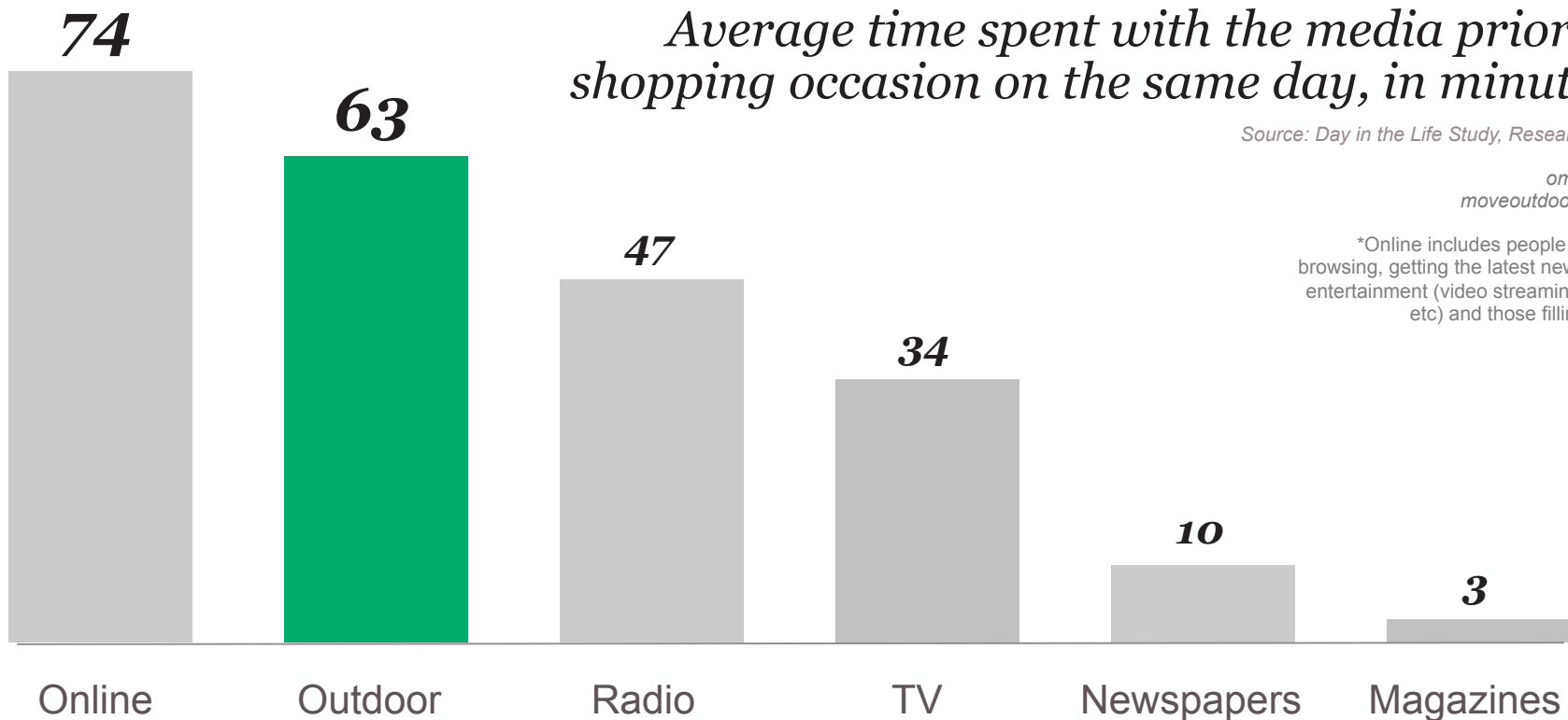
Source: Day in the Life Study, n= 3,465

Figures are the average across all people ; includes both those that consumed and didn't consume that media.

People could report consuming more than one media at once i.e. Watching TV and using an Online device at the same time.

* Total Online includes people emailing, browsing, getting the latest news, online entertainment (video streaming, games etc) and those filling in time

OUTDOOR IS AT THE RIGHT TIME TO INFLUENCE CUSTOMER SHOPPING



Source: Day in the Life Study, Research Now
N=3165
oma.org.au
moveoutdoor.com.au

*Online includes people emailing, browsing, getting the latest news, online entertainment (video streaming, games etc) and those filling in time

OUTDOOR IS THE ONLY MEDIA TO INFLUENCE 3 OUT OF EVERY 5 SHOPPERS IMMEDIATELY PRIOR TO SHOPPING

