

Seen Outdoor Advertising in last 7 days

	(000s)	Vert%
Totals	3721	100
Seen Outdoor Advertising Last 7 Days		
On Buses	1848	49.66
On A Bus Shelter/Bus Stop	1619	43.51
On An Outdoor Billboard	1830	49.18
Illuminated Adv Pstr In S Centre	1534	41.23
Advertising In/Around Airport	1070	28.76
Haven't Seen Any Outdoor Advs	917	24.64
Not Specified	495	13.3
Freq Seen Outdoor Advertising		
At Least Once A Day	757	20.34
Every few days	734	19.73
Once A Week Or Less	626	16.82
Not Specified	185	4.97

Source: Nielsen Media Q4 2009 to Q3 2010, Base: All respondents 10+; weighted by population