

# Outdoor & Summer ... the detail

**MOVE**

Suite 504, 80 William Street  
East Sydney, NSW 2011

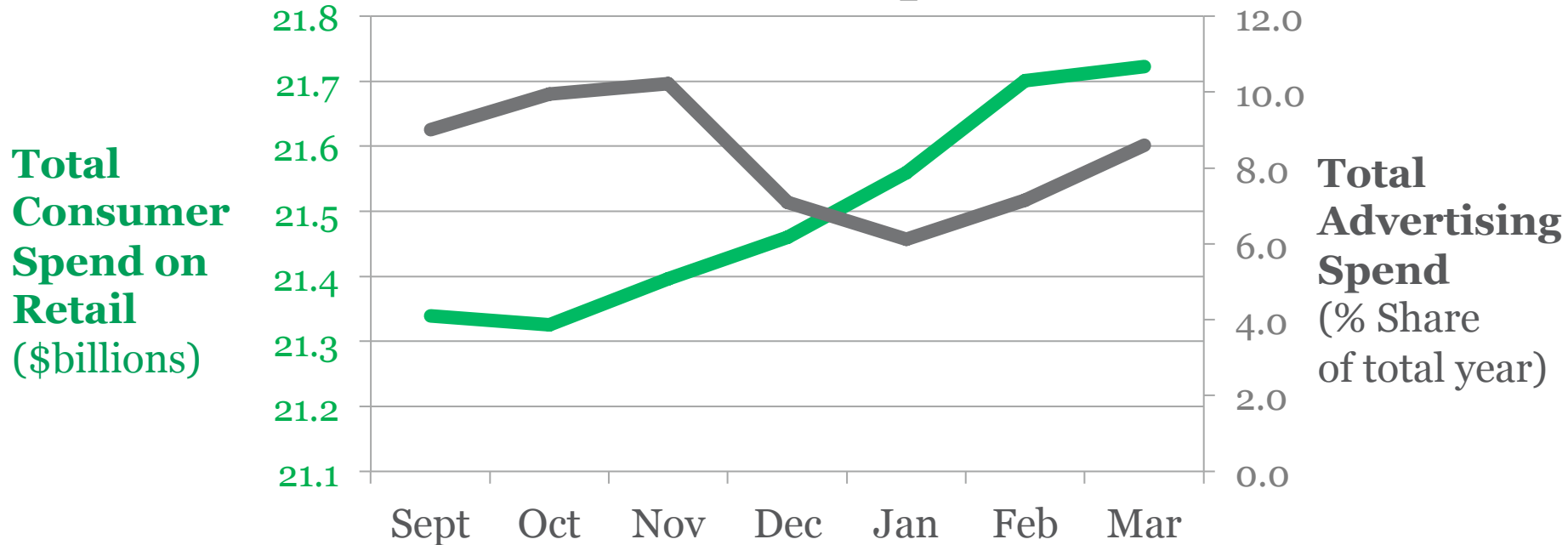
T: 02 9357 9900 / [info@moveoutdoor.com.au](mailto:info@moveoutdoor.com.au)

[www.moveoutdoor.com.au](http://www.moveoutdoor.com.au)

[www.summerwillnotbetelevised.com.au](http://www.summerwillnotbetelevised.com.au)

**OMA** **MOVE**  
Measurement of Outdoor Visibility and Exposure

## Over summer: consumers **spend more** but advertisers **spend less**



- Retail Spend is ABS Retail Trade information, using the average of 2010-2013 seasonally adjusted figures. Retail Trade includes: food retail, household goods, clothing, footwear, personal accessories, department stores, books, pharmaceutical, cafes, restaurants and take away.
- Total Media Spend uses SMI data and shows the share that month is of the total year spend e.g. September is 9.0% of the total year.

# WE ASKED PEOPLE ABOUT THEIR SUMMER

**1,500**  
Respondents

Naked Communications  
Omnibus, September 2014

Gender		
Total	Male	Female
1500	49%	51%

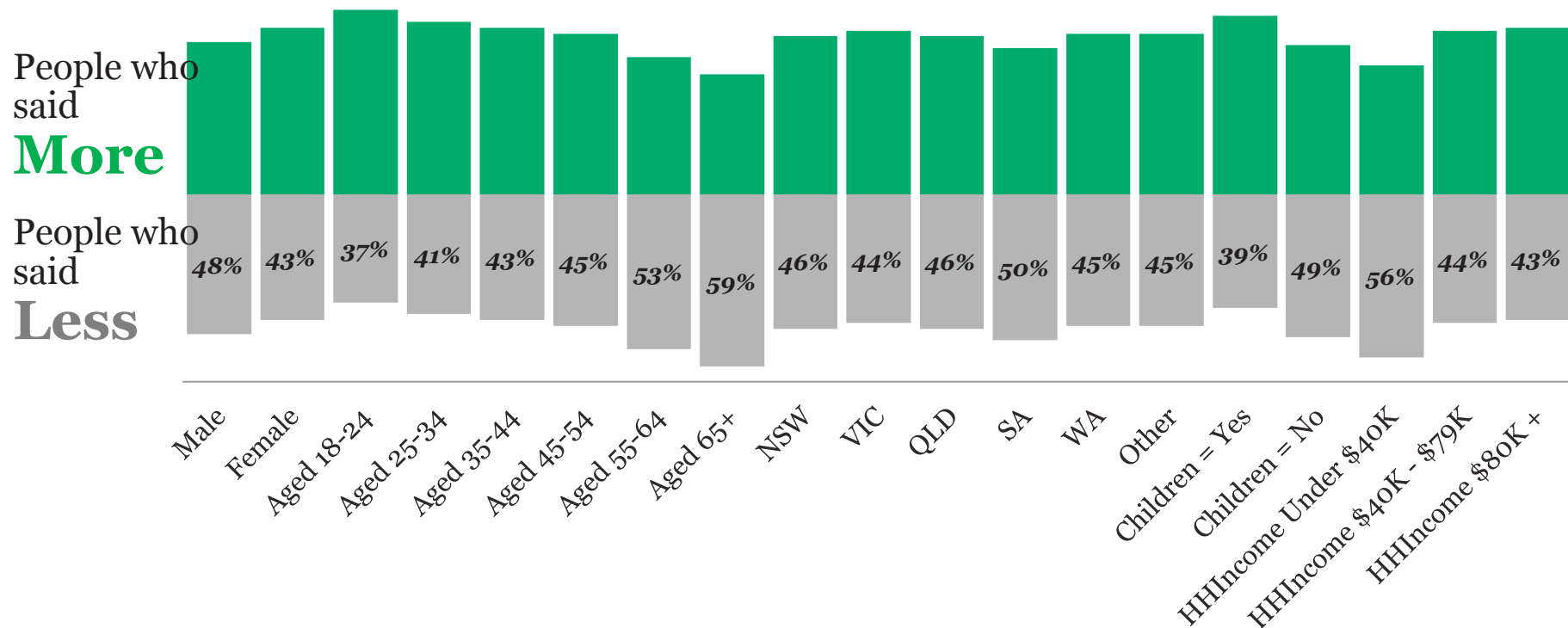
Kids in Household	
Yes	No
34%	66%

Age Group					
Aged 18-24	Aged 25-34	Aged 35-44	Aged 45-54	Aged 55-64	Aged 65+
13%	20%	20%	20%	16%	11%

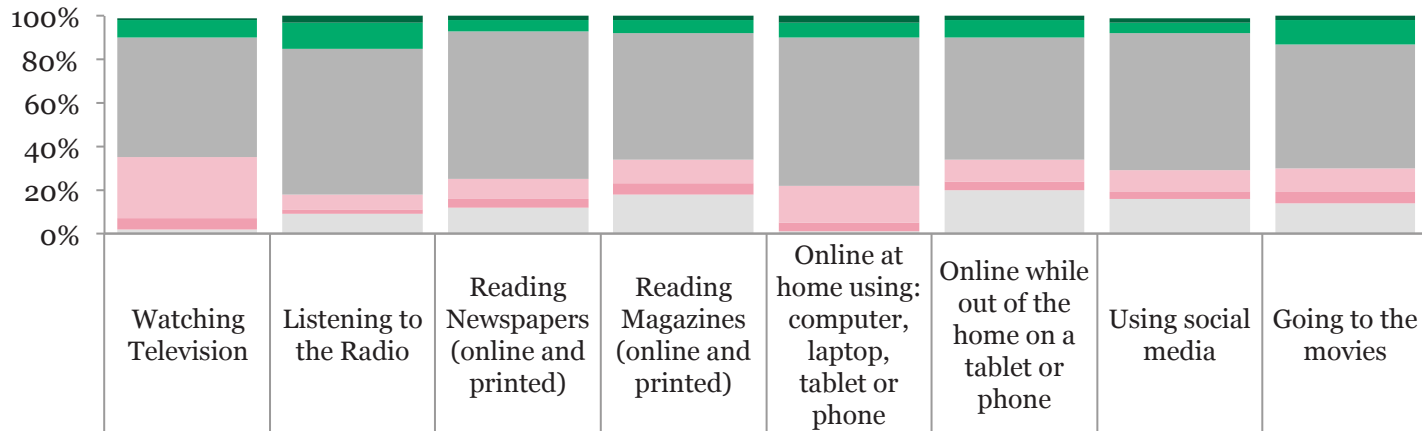
Household Income			
Under \$40K	\$40K - \$79K	\$80K +	NA
21%	26%	37%	16%

Location					
NSW	VIC	QLD	SA	WA	Other
32%	25%	20%	7%	11%	5%

# PEOPLE SAY: THEY ARE MORE AWARE OF OUTDOOR DURING SUMMER



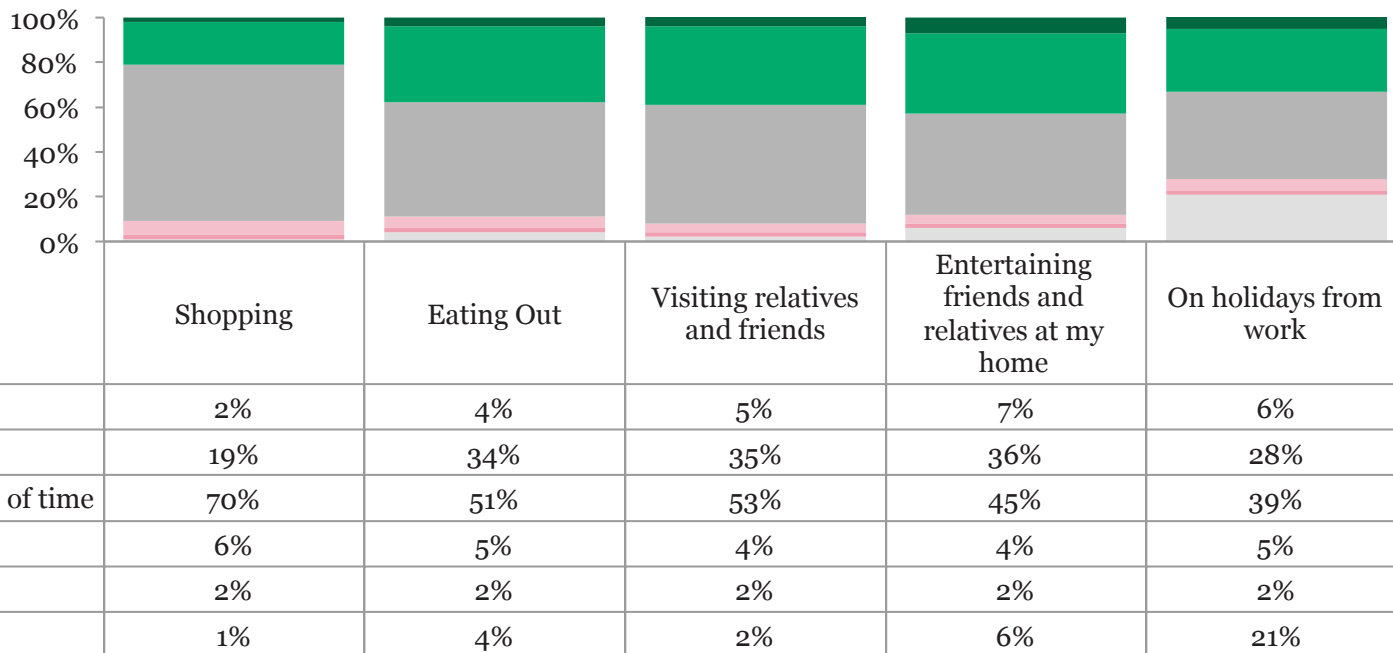
# PEOPLE SAY: THEY'RE SPENDING LESS TIME ONLINE AND WATCHING TV



■ A lot more time	1%	3%	2%	2%	3%	2%	2%	2%
■ More time	8%	12%	5%	6%	7%	8%	5%	11%
■ About the same amount of time	55%	67%	68%	58%	68%	56%	63%	57%
■ Less time	28%	7%	9%	11%	17%	10%	10%	11%
■ A lot less time	5%	2%	4%	5%	4%	4%	3%	5%
■ I don't do this activity	2%	9%	12%	18%	1%	20%	16%	14%

Source: September 2014 Omnibus N=1,500

# SUMMER MEANS MORE TIME OUTDOORS AND ENTERTAINING WHEN AT HOME



# HALF OF US SAY SUMMER IS... MY FAVOURITE TIME OF THE YEAR

