

# Noting & Recall

## SAARF AMPS 2011 : OUT OF HOME ADVERTISING

### TOTAL ADULTS

(Adult Pop : 34 934 000)



		2007	2008	2009	2010	2011	
		%	%	%	%	%	000
<b>OUT OF HOME ADVERTISING</b>							
Building/Construction site wraps :	Up to 7 days	-	-	-	-	37.4	13 091
	Up to 4 weeks	-	-	-	-	51.7	18 056
Billboards :	Up to 7 days	74.6	72.4	72.4	70.7	57.3	20 217
	Up to 4 weeks	85.9	84.2	85.0	83.7	75.6	26 411
Bus Shelters :	Up to 7 days	39.6	39.1	44.6	41.0	37.9	13 244
	Up to 4 weeks	53.7	53.9	57.0	55.4	51.6	18 038
Ads on Buses :	Up to 7 days	42.2	41.4	45.7	45.0	-	-
	Up to 4 weeks	57.1	56.6	58.6	60.0	-	-
Ads on Buses (inside) :	Up to 7 days	-	-	-	-	4.6	1 601
	Up to 4 weeks	-	-	-	-	8.9	3 100
Ads on Buses (outside) :	Up to 7 days	-	-	-	-	44.1	15 411
	Up to 4 weeks	-	-	-	-	59.8	20 895
Ads on Dustbins/Litterbins :	Up to 7 days	41.5	42.4	49.9	49.0	51.7	18 067
	Up to 4 weeks	53.0	53.8	62.9	62.9	69.3	24 214
Ads on Taxis and Minibuses :	Up to 7 days	66.9	64.8	76.0	76.3	75.1	26 222
	Up to 4 weeks	78.2	76.6	84.8	85.2	85.6	29 912
Store Ads :	Up to 7 days	82.0	79.7	81.6	80.1	-	-
	Up to 4 weeks	90.6	89.5	90.5	89.7	-	-
Shopping Trolleys :	Up to 7 days	-	-	-	-	47.1	16 460
	Up to 4 weeks	-	-	-	-	85.3	22 813
Street Poles :	Up to 7 days	-	-	-	-	58.8	20 529
	Up to 4 weeks	-	-	-	-	75.7	26 456
Suburban Signs :	Up to 7 days	-	-	-	-	47.3	16 512
	Up to 4 weeks	-	-	-	-	64.6	22 578
Trailer Ads :	Up to 7 days	39.5	40.9	40.8	39.5	32.1	11 229
	Up to 4 weeks	56.4	57.9	59.8	57.8	52.1	18 237
Ads on Trains :	Up to 7 days	12.3	12.4	13.7	13.3	-	-
	Up to 4 weeks	18.5	19.1	21.8	21.6	-	-
Ads on Trucks :	Up to 7 days	65.5	64.0	76.8	75.8	-	-
	Up to 4 weeks	77.4	77.6	87.4	86.8	-	-

Do you clearly recall any advertisements over the last 7 days/4 weeks on the following formats?