



## Consumers on the Move in Europe

When people think of the outdoor medium, they often have a picture of a large and undifferentiated audience in mind – a “broadcast” audience more than a “narrowcast” one. They might think that the outdoor audience shares many of the same characteristics of the population at large, making it difficult to use outdoor as a targeted medium.

But that is overlooking some very important points. With an outdoor presence in 6 European countries, The Consumers on the Move in Europe research aimed to demonstrate three important aspects about the outdoor audience:

**Firstly**, the outdoor audience is not a cross-section of society. It has a much better profile than that. In fact the people you reach most with outdoor are the people you most want to reach: young, affluent, active, with high earnings and high disposable income.

**Secondly**, because of when and where the outdoor experience takes place, the medium is relevant to all manner of attractive brands and products. High outdoor exposure means more frequent and spontaneous shopping. Outdoor lends itself very well as an activation medium to spur an act of purchase.

**Thirdly**, the outdoor audience across Europe shares many of the same characteristics, making the outdoor medium a very viable way of reaching an attractive audience when planning cross-border and pan-European campaigns.

There was no single data source for this analysis, so the research is an eclectic mix of data from different sources. These include Eurostat, Future Foundation, CBS Outdoor’s study The Mobile Pound, DETR, nvision, the BBC Daily Life, TNS, Clark Chapman, Ipsos DMMA, Mediamat, and the IPA Touchpoints Survey. Many of the published statistics relate to a single country but are included here because we believe them to be universal in their application.

The principal source is TGI Europa and our analysis covers all adults aged 15+ in GB, France, Germany and Spain. This equates to a population of 200 million – a target group any advertiser cannot afford to miss!