

Public Opinion on Outdoor Advertising

Executive Summary

- ACNielsen conducted an online survey among 606 residents in the five main population areas of: Sydney, Melbourne, Brisbane, Adelaide and Perth.
- Data was weighted to population proportions
- Respondents were aged 18-54 years and used transport at least 1-2 times a week.
- Fieldwork conducted 13-19 June 2007
- Generally people like outdoor advertising, and they want to be entertained by the advertising
- They see that the strengths of outdoor advertising is that it is 24/7 and that it reaches consumers outside of their home
- They also see that outdoor advertising reaches all people, even those unavailable to other media
- Entertainment & Leisure advertising is (with holidays, airlines & travel) one of the most preferred categories of outdoor advertising.
- 40% would definitely like to see Government & community services outdoor advertising
- Road safety campaigns are particularly preferred (56% find very appealing)

This makes outdoor an ideal environment for road safety campaigns

- Most people (85%) are not aware of the assistance that outdoor provides in charity or community advertising, but the majority (59%) said it made their view of outdoor advertising more positive if they knew that information
- Similarly 75% are not aware of the assistance that outdoor provides in public/community infrastructure, but the majority (57%) said it made their view of outdoor advertising more positive if they knew that information
- 87% thought it important that outdoor continued to support community infrastructure

It is positive for the outdoor industry to promote community and public infrastructure support

- People see a role for outdoor advertising with 49% rating it's role as positive (only 13% negative)

Generally people see a role for outdoor advertising but more could be done to make it appealing. There is a risk that too much will become a negative, but at present the advantages outweigh the disadvantages.