



ANATOMY
OF OOH

Special edition: Australians are back outdoors

November 2021

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

Calvin Klein

Every episode ever from tonight

WENTWORTH

FOXTEL



L'Occitane
EN PRO

Australians have embraced the job

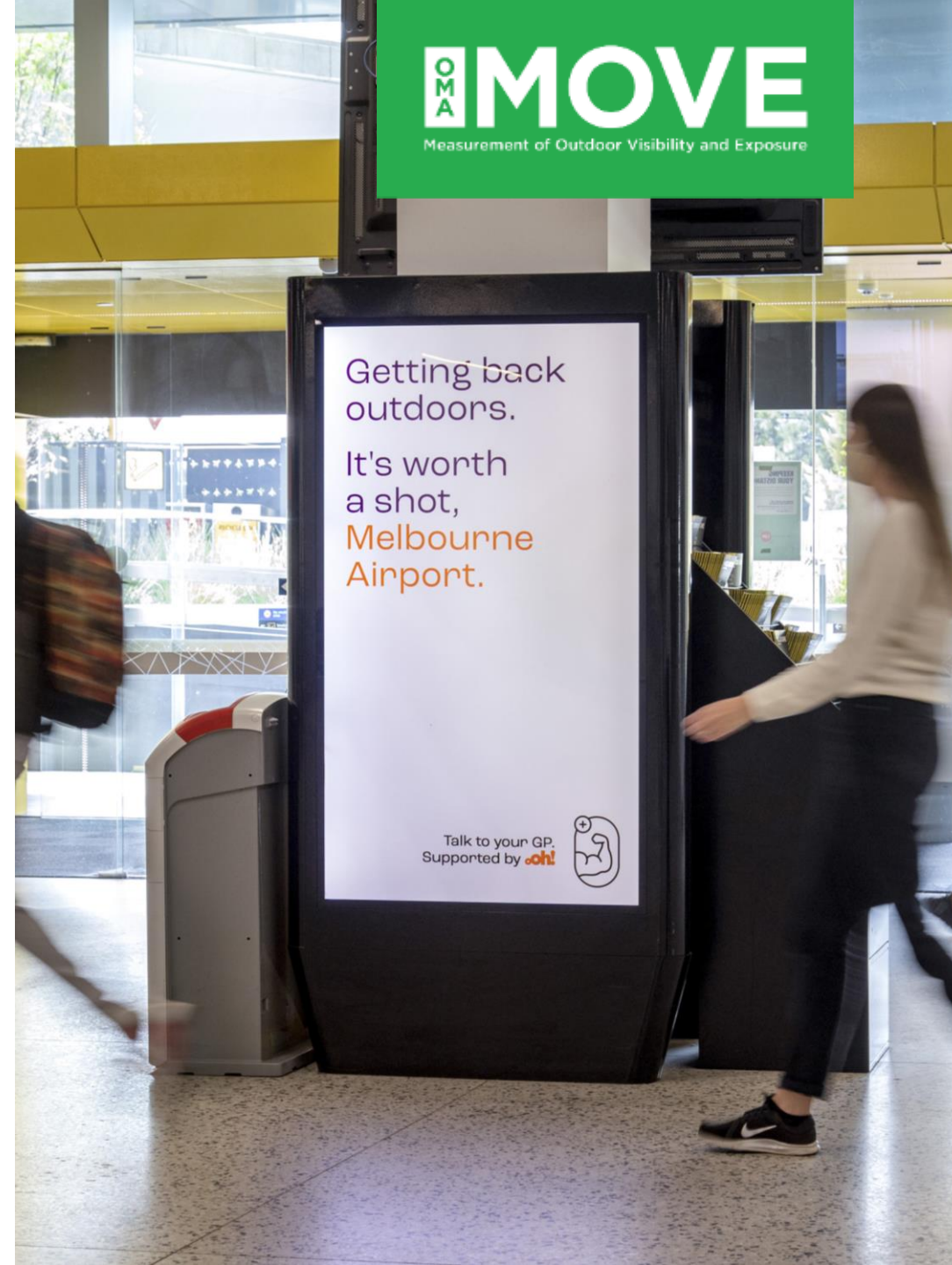
Impressive vaccination figures and the reopening of international borders herald a positive rebound for the economy.

92%

of people 16+ have had at least one dose.

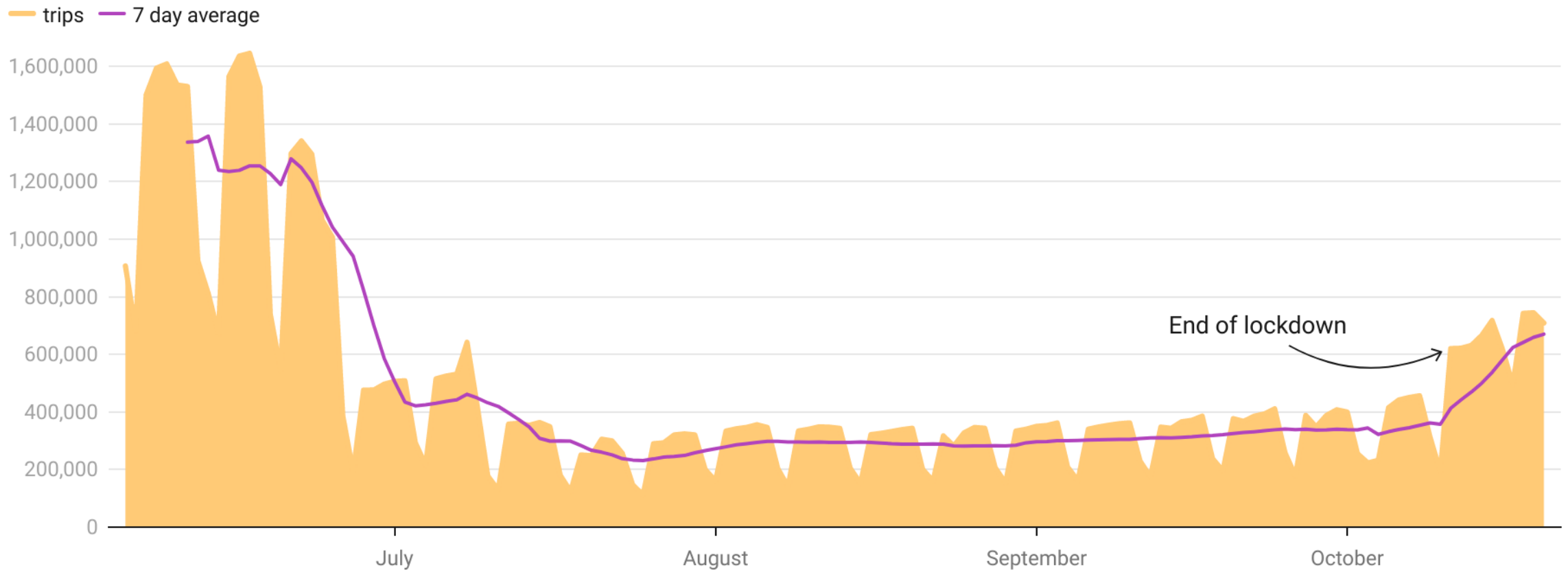
86%

of people 16+ are fully vaccinated.



People in NSW are returning to public transport

Number of Opal card 'tap ons' in NSW



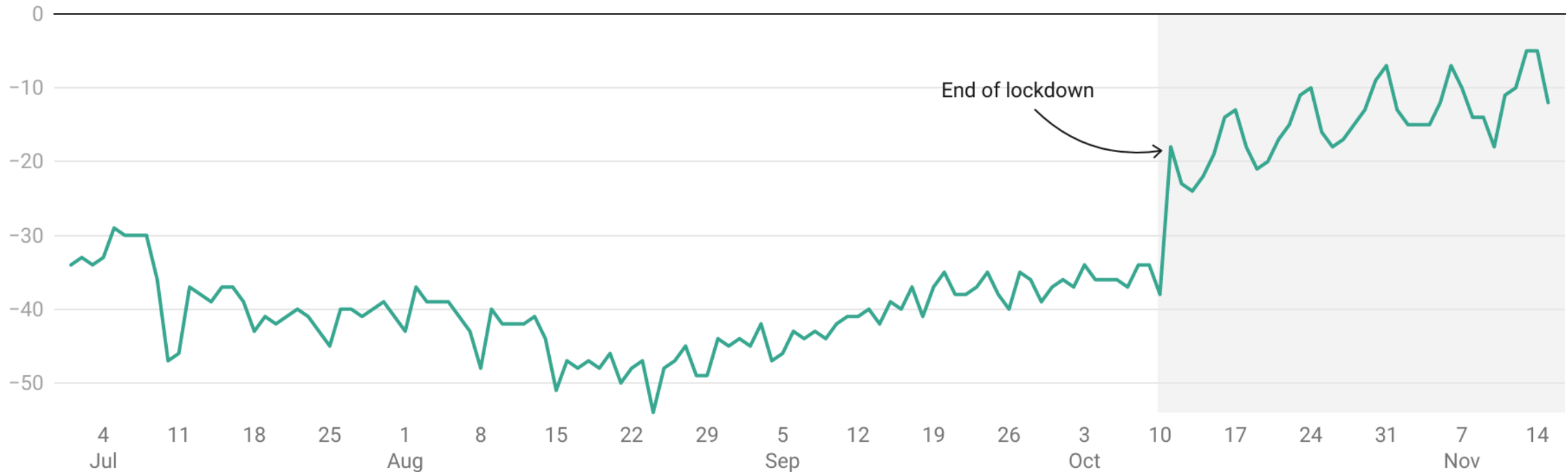
...while retail therapy and leisure are back on the agenda



Visits to retail and recreation destinations in NSW

% change from baseline

— Retail and recreation



Victorians are spending less time at home

Time spent at home in VIC

% change from baseline

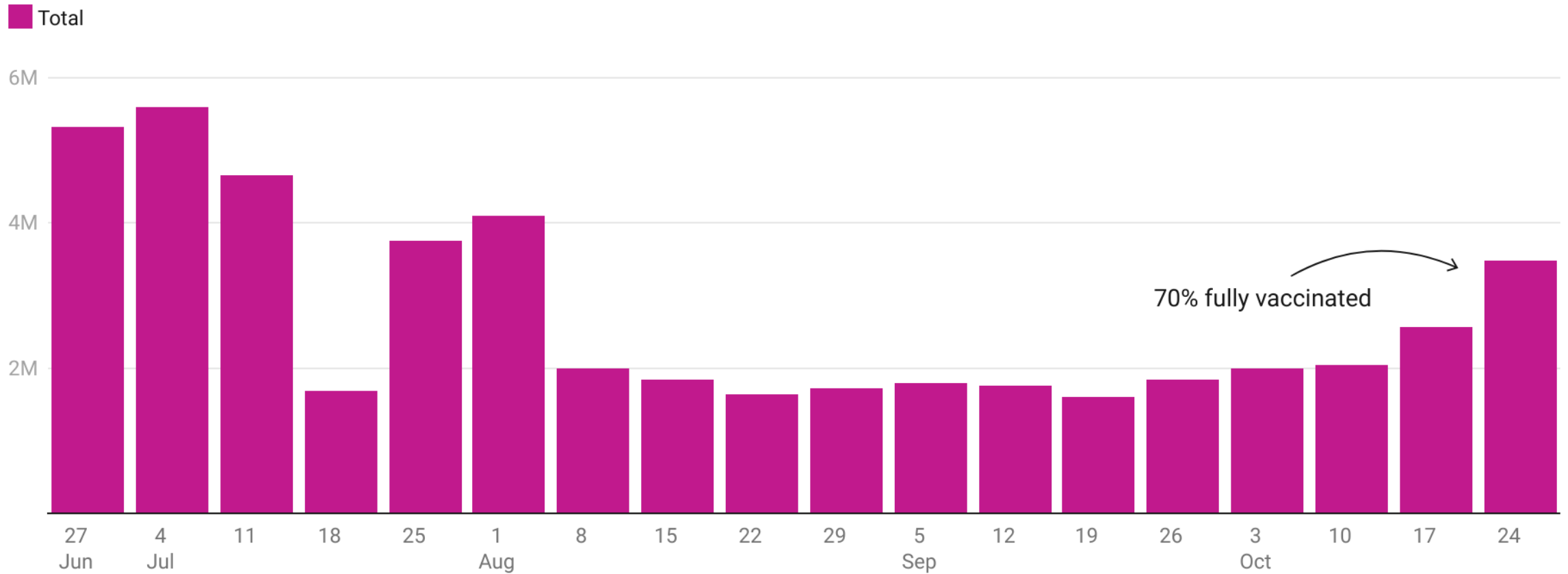
— Residential



...while trips on public transport are also on the rise



Weekly public transport patronage in VIC





Measurement of Outdoor Visibility and Exposure

More research and insights may be found at
[Anatomy of Out of Home](#)