

OMA MOVE

Measurement of Outdoor Visibility and Exposure

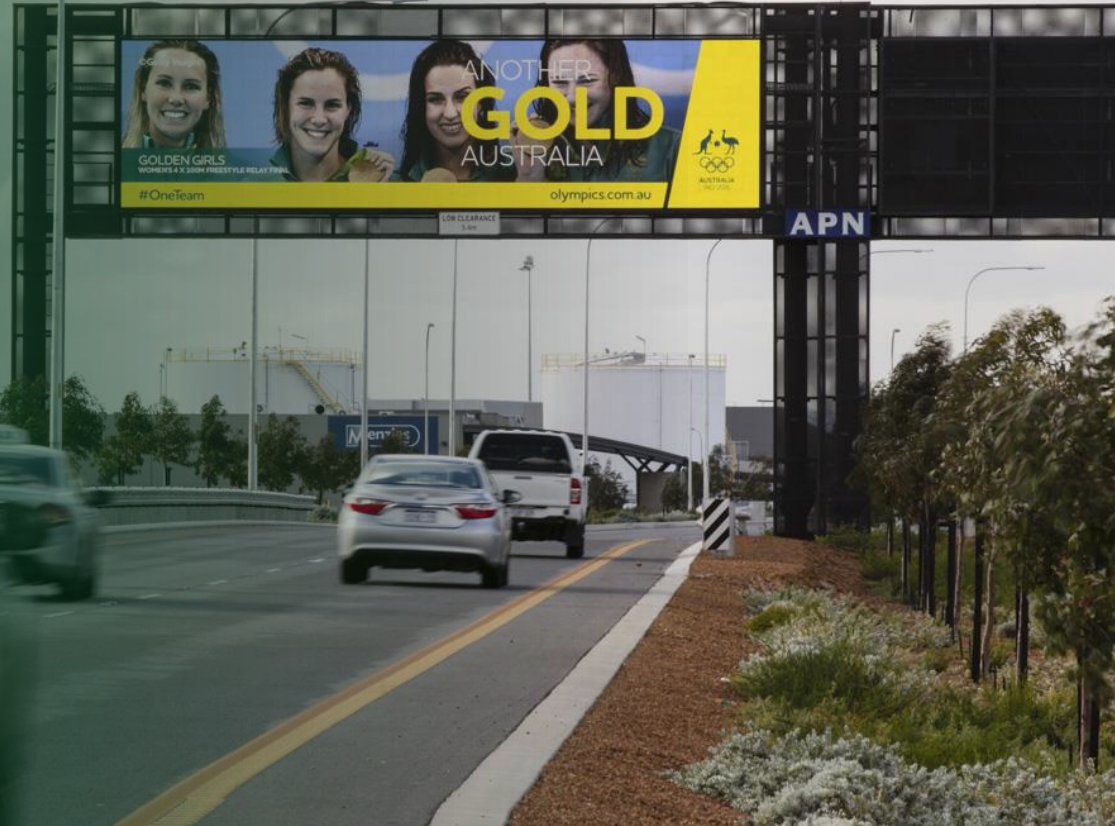
Women out of home

- Consumption of Out of Home
- Workforce participation
- Time spent of activities

March 2017



ANATOMY
OF OOH



WOMEN ARE HEAVY CONSUMERS OF OUT OF HOME

Women are heavier consumers than their male counterparts.

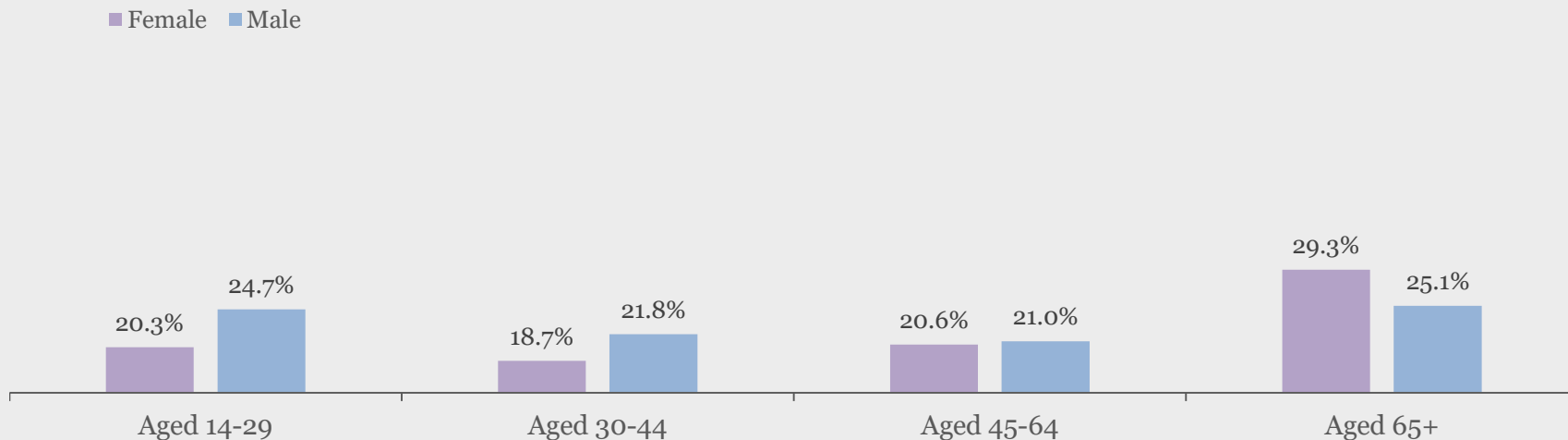
Percentage of age group who spend 3 or more hours a day in the Out of Home media environment



WOMEN UNDER 45 ARE LESS LIKELY TO BE AT HOME

Women are running more errands, providing more childcare and more shopping outside the home, than their male counterparts

Percentage of age group who did not leave home each day



WOMEN IN THE WORKFORCE

46.2% of all employees are women

36.7% of all full time employees are women

71.6% of all part-time employees are women

54.7% of all casual employees are women

WOMEN SPEND MORE TIME ON UNPAID WORK IN AND OUT OF THE HOME

Women spend close to double the amount of time on unpaid work than males

	Males	Females
Total hours/minutes per day spent on work (employment related and unpaid work)	7:25	7:34
Total hours/minutes per day spent on employment related work	4:33	2:21
Total hours/minutes per day spent on unpaid work	2:52	5:13
Detailed Total hours/minutes per day spent on unpaid work		
Domestic activities	1:37	2:52
Childcare	0:22	0:59
Purchasing goods and services	0:38	0:58
Voluntary work and care	0:15	0:24

