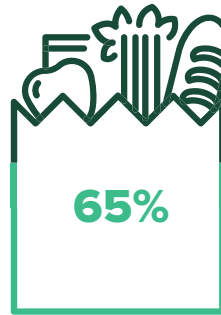
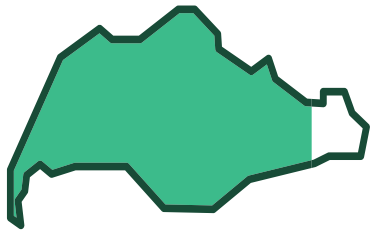
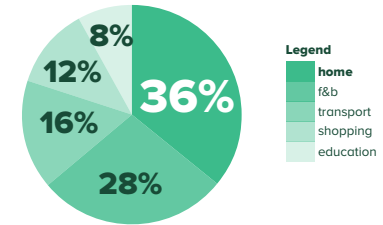


# THE CF(FAMILY)O



of a family's monthly household budget is spent on groceries<sup>1</sup>.

## Average Split of Monthly Household Budget<sup>1</sup>



**80%**

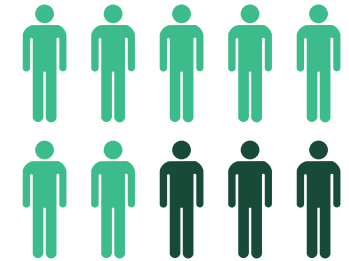
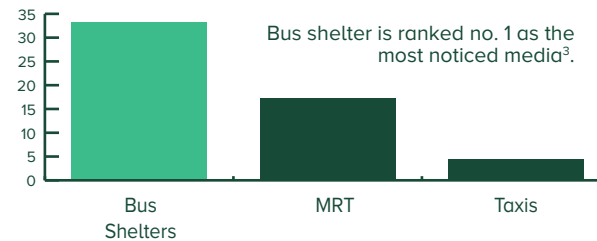
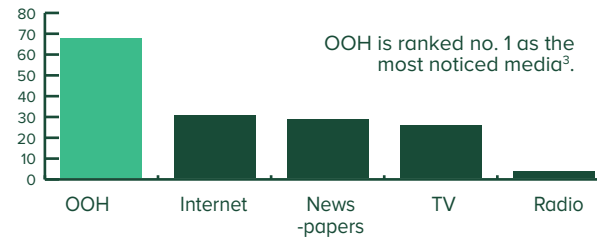
of bus shelter coverage is owned by Clear Channel<sup>2</sup>.

**1,818**

sites located within 1km from pre-schools, hospitals, clinics and grocery stores<sup>2</sup>.



Clear Channel's coverage amongst childcare centres<sup>2</sup>. (locations include: Choa Chu Kang, Bukit Timah, Pasir Ris, Bishan, Bukit Batok, Seng Kang, Clementi, Sembawang, Hougang, Woodlands, etc.)



**7 OUT OF 10**

respondents went to buy the product after seeing the ad<sup>3</sup>.

## Yummy Mummy ProxPax

The **Yummy Mummy** pack targets the domestic and affluent CF(amily)O young moms who enjoy splurging on themselves and their families. The sites within this pack are situated in the proximity of pre-schools, hospitals, supermarkets and convenience stores.

## Reach & Frequency<sup>4</sup>

**64.7%**  
1+ Reach

**12.3x**  
Average frequency

## LEXI<sup>5</sup>

**545,016**  
footfall

**186,745**  
views

