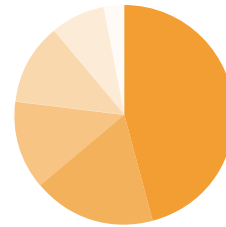


# THE KIDULTS



**531,540**  
Singaporeans aged 20 to 29<sup>1</sup>.

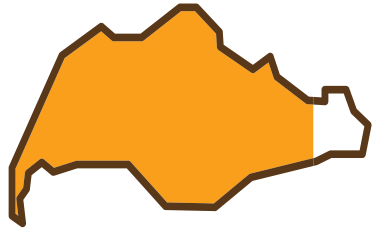
## The Millennials' Discretionary Spending<sup>2</sup>



**Legend**  
 46% food & beverage  
 18% shopping  
 13% transport  
 12% entertainment  
 8% others (bills, etc.)  
 3% medical



**93.6%**  
employed within 6 months of completing final examinations.  
 Graduates from local universities earned a higher median salary of **\$3,700**<sup>2</sup>

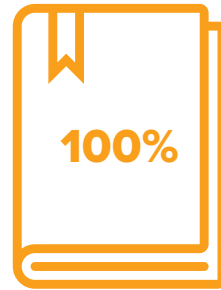


**80%**

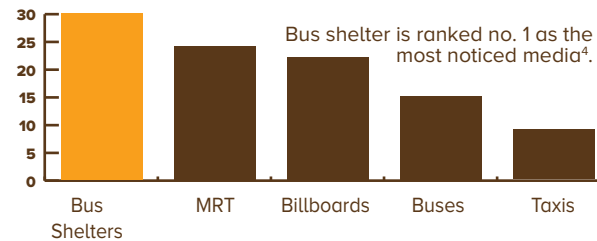
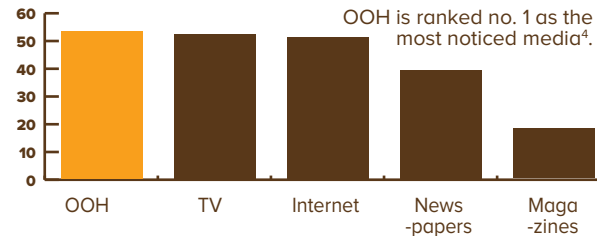
of bus shelter coverage is owned by Clear Channel<sup>3</sup>.

**813**

sites located within 1km from top studying spots<sup>3</sup>.



**100%**  
 Clear Channel's coverage amongst top studying spots<sup>2</sup>.  
 (locations include cafes, Changi Airport, libraries, Universities, etc.)



**7 OUT OF 10**

respondents went to buy the product after seeing the ad<sup>4</sup>.



**73%**

of audience has returned to the M18 environment as of Feb 2021<sup>6</sup>.

## M18 ProxPax

The **M18** pack targets tertiary students and young adults aged 18 to 29 years old using findings from Clear Channel's Research & Insights data and places in proximity of army camps, polytechnics, school campuses and universities.

## Reach & Frequency<sup>5</sup>

**65.5%**  
1+ Reach

**16.1x**  
Average frequency

## LEXI<sup>6</sup>

**1,178,601**  
footfall

**114,996**  
views

## OutSmart Pin<sup>7</sup>



**Audience Reach**  
College and Universities Visitors

**Places of Interest**  
Cinemas, Shopping Mall, Shopping Areas