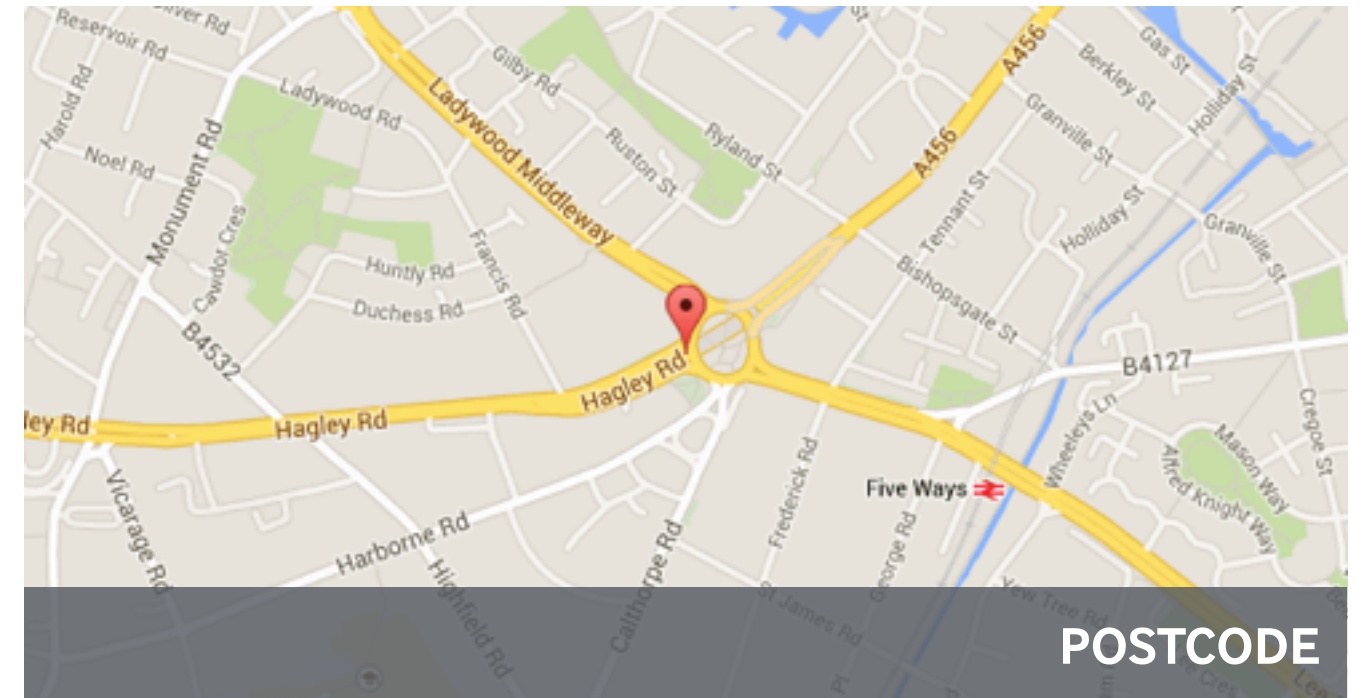


Five Ways Island

Static Digital / Birmingham



Key Route Into the city centre from M5 and affluent Suburbs

Situated above traffic travelling onto Broad Street and alongside vehicles entering Five Ways Island. Faces traffic heading into town from the Hagley Rd, Edgbaston and the M5.

IMPACTS*	SIZE**	LOOP LENGTH
571,000	11.84m x 2.88m	4 x 10 seconds
NETWORK	FRAME ID	
N/A	1235323487	

MALE	AB	ABC1
51%	20%	45%

16-24	25-34	35-44	45-54	55+
14%	17%	21%	19%	28%

TOP CACI ACORN GROUPS		
<p>Lavish Lifestyles</p> <p>Index 136 vs. UK Average</p>	<p>City Sophisticates</p> <p>Index 754 vs. UK Average</p>	<p>Career Climbers</p> <p>Index 213 vs. UK Average</p>

DID YOU KNOW?

120,000 vehicles use the M5 every day and it connects Birmingham city centre to some of the most affluent suburbs in the Midlands.

INSIGHTS

1. Indexes highly against light TV viewers at 113, key in supporting Central TV campaigns
2. 1 in every 4 impacts is delivered against ABC1 Adults
3. Indexes well for brands wanting to target Young 25-34, Index 111 & male 103

CONTACT

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