



Transportation



**#40:** I made commuting more fun for people in my city.

**< COUNT  
THE WAYS**

Using Scarborough insights on how people commute, I was able to blend the right creative with the right placements for a traffic-stopping campaign.

#### MODES OF TRANSPORTATION USED PAST 7 DAYS

- Bus
- Carpool
- Drive
- Taxi
- Other

#### ROADS TRAVELED PAST 7 DAYS

#### TOTAL MILES TRAVELED PAST 7 DAYS/PAST 4 WEEKS

#### TOTAL MILES WALKED PAST 7 DAYS

#### TIME SPENT COMMUTING TO WORK ONE-WAY

#### OUT-OF-HOME MEDIA

- Pedestrian Traffic
- Additional Measures for Alternative Outdoor Categories

#### AIRPORTS USED AS POINT OF DEPARTURE PAST 12 MONTHS

See Also: Travel