

# Minibus Advertising

population

**311,200**  
people

(2011 Census)

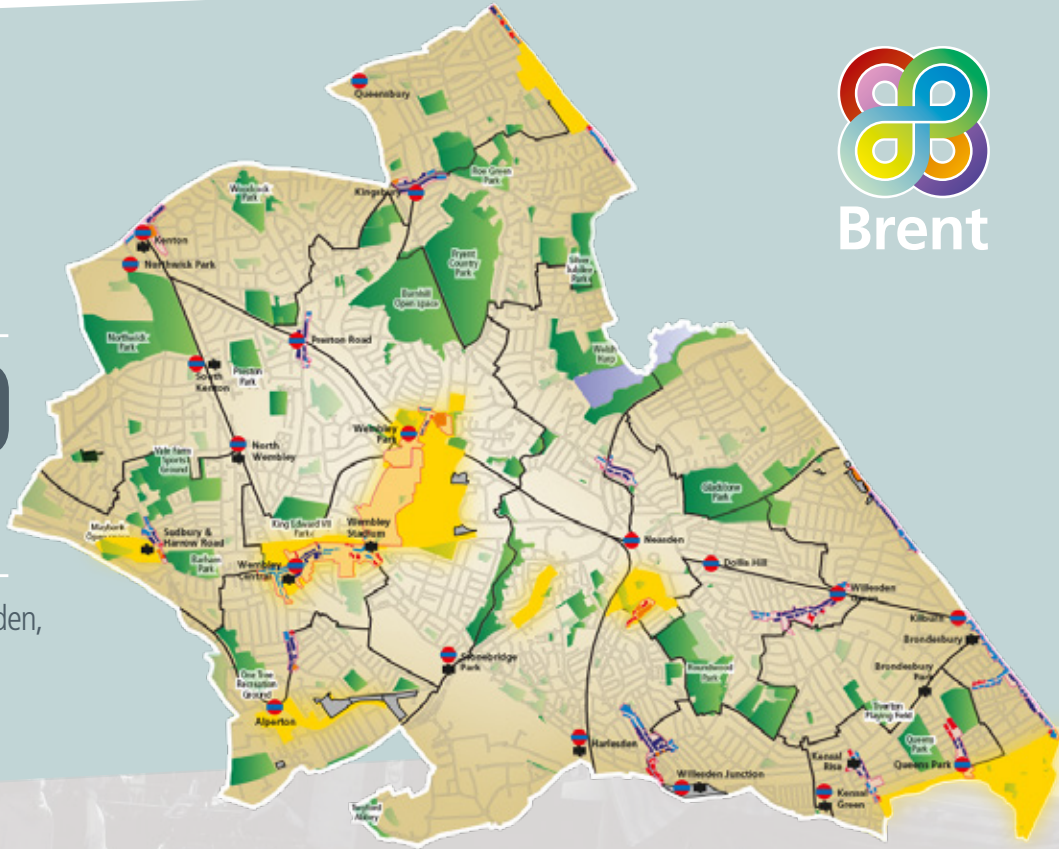
**328,800**  
people

(2016 Projection)


**40%**

Growth in Harlesden, Kensal Green and Wembley

(2011 Census)



 Male  
**50.3%**

 Female  
**49.7%**

 Age 25-64  
**57%**

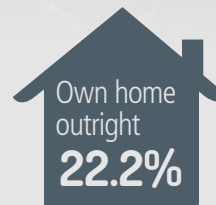
 Age 65+  
**11%**

 Age 0-15  
**21%**

 Age 16-24  
**12%**

(2011 Census)

## Home Ownership

 Own home outright  
**22.2%**

 Own home with a mortgage  
**22.6%**

 Own more than one property  
**5%**

(2011 Census)

## Employment and Income

Employed Full time (30hrs+) **57%\***

Employed Part time (8-29 hrs) **12%\***

Full time education (Aged 16+) **8%\***

Of those employed **40%\*** work within the Borough.

Retired **17%\***

Gross Weekly Pay per week **£551.40\*\***

(\*2014 BRS, \*\*Diversity Report)

## 2014 Brent Resident Survey

A place where people from different backgrounds get on well together

**84% agree**

Satisfied with Brent as a place to live

**84% agree**

People in my local area can contribute to making the area better

**66% agree**

I would be prepared to help run a local service rather than see it reduced or cut altogether

**41% agree**

# Minibus Advertising



Council minibuses travel across the whole borough of Brent, mainly during the peak morning and afternoon periods on Monday to Friday. They also travel in and out of our new depot in Harrow with some buses even out at the weekends. Millions of people will get the opportunity to view your advert or message in full colour.

This type of outdoor advertising can reach your local target audience and provide many opportunities to view and reinforce your message.



The cost to advertise for 12 weeks (three months), both sides in full colour is only £185 per bus. This includes printing of your advert in full colour, application and removal. Minimum of 10 buses must be booked.

If you would like to advertise on *The Brent Minibuses*, please call 020 8937 4817 or email [advertising@brent.gov.uk](mailto:advertising@brent.gov.uk)