

Of the Estonian population 31% or 410,000 people are ethnic non-Estonians. The media consumption of this target group is characterised by great fragmentation: Russian speakers spend a noteworthy part of their time watching Russian-language TV and on Russian-language internet channels and their social media use also differs from that of ethnic Estonians. Reaching this target group with outdoor media is easy thanks to their lifestyle: 48% of Estonia's non-Estonians live in Tallinn, the majority in four city districts (Lasnamägi, Põhja-Tallinn, Mustamägi and Haabersti). By including Narva, a campaign can reach 62% of the ethnic non-Estonians living in Estonia. When planning a campaign, in addition to the residences of the target group, the fact that up to 66% of non-Estonians daily travel by public transportation or by foot is taken into consideration. [The sample campaign](#) includes 66 locations in the four aforementioned districts in Tallinn (50) and in Narva (16).



Additional information:

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