

# GEOPATH TRANSIT RESEARCH

Geopath Ratings was designed to be expandable to additional out of home formats based on marketplace demand. This forward-thinking design has resulted in the measurement system expanding into transit media including exterior bus, interior bus, interior station, subway, commuter rail, interior station, mobile billboards, and other mobile media.



Transit audience measurement differs from street side out of home advertising in that only a portion of total circulation has the opportunity to pass an advertising location. Also, many transit environments provide extended periods of interaction as passengers wait for and ride on transit vehicles. Enhancements to the transit audience measurement system are made to account for these differences.



## CIRCULATION

Measuring the audience of out of home advertising starts with collecting and calculating accurate counts of people passing advertising to form a dependable base for unit by unit audience refinement. In the case of transit, circulation data is gathered from third party sources either affiliated with the American Public Transportation Association (APTA) or, in the case of exterior bus and mobile units, from existing Geopath traffic and pedestrian counts. Bus circulation data is aggregated by garage and train/rail circulation is aggregated by depot or line. Incorporating these new data has enabled the development of a sophisticated methodology capable of tracking advertising as it moves through a market.

Transit circulation information also incorporates Structural Opportunity to See (SOTS). SOTS is used to adjust the total circulation of an environment to include only those people with a reasonable opportunity to see an advertisement. The environment in which a unique out of home audience experiences advertising differs based on the transit advertising format as well as the individual unit types within that format. Reliable source data and Geopath's methodology enable weekly circulation counts to deliver an unparalleled level of accuracy in measuring people with an opportunity to see all transit formats being added to the ratings system.

## VISIBILITY RESEARCH

Geopath Ratings utilizes a powerful visibility model based on high quality eye-tracking research to calculate the probability that an individual with an opportunity to see an ad will notice it. By incorporating new visibility factors like dwell time, the transit visibility model extends the existing model to account for unique viewing experiences in exterior bus, interior bus, subway, commuter rail, interior station, mobile billboards, and other mobile media.

## DEMOGRAPHICS

All demographic composition data in Geopath Ratings comes from millions of trip paths modeled from the latest Decennial Census Populations figures, Census Population projections, The National Household Transportation Survey, and the American Community Survey. Audience composition takes into account transportation type usage and trip-path modeling.

## REACH & FREQUENCY

Using the transportation studies, transit usage data, and trip path modeling from the demographic study, reach and frequency modeling is possible for all included transit formats and is reported for all standard media markets.