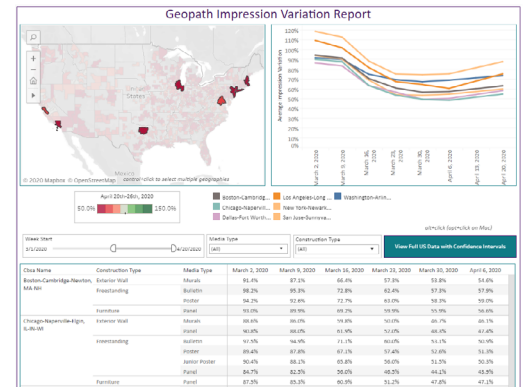


Overview

Geopath’s metrics that were released for use in 2020 planning and buying were forecasted based on historical population movement under normal circumstances. They did not account for the sudden anomalous traffic patterns resulting from the COVID-19 crisis across the United States.

As a result of the COVID-19 crisis, the predicted impressions may no longer be indicative of the audience delivery of the out-of-home assets that Geopath measures. Amid the COVID-19 crisis, Geopath governance agreed that the organization should release impression adjustment factors across roadside media formats at the CBSA level to contextualize the potential impact on OOH delivery.

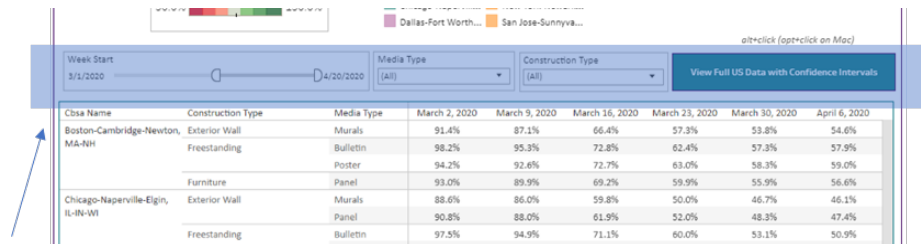


Please note that these metrics are not provided at the individual unit level. They are an average by media type by CBSA and should only be used to provide directional guidance.

Getting Started

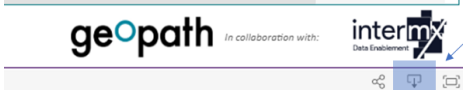
Upon accessing the Impression Variation Report, you will see a list of CBSAs followed by several columns on the left. Under the map, there will be filters for:

- CBSA Name
- Media Type
- Construction Type



93.3%	70.8%	55.5%	54.4%	55.3%
94.1%	72.9%	57.8%	57.0%	58.0%
94.4%	73.2%	58.0%	57.3%	58.3%
85.0%	63.8%	49.5%	49.0%	50.3%
88.8%	67.7%	52.9%	52.3%	53.5%
114.4%	87.9%	74.6%	73.7%	74.5%
111.7%	88.4%	75.4%	74.6%	75.7%
111.7%	88.0%	75.1%	74.1%	75.2%
82.7%	68.2%	64.0%	63.2%	64.9%

The first step is to filter the report to include the markets and media types you are interested in analyzing by clicking on the correct filters. You can then continue your work in the browser or export it by clicking “Download” on the bottom right of the page and selecting “crosstab”.



Reading the Report

There are various areas that contain important information in the report.


- **Media Type**

- Murals – very large, non-standard products placed directly on building surfaces or attached to walls
- Bulletin – extra-large sized standard products (approx. 10-20’ H x 36-60’ W)
- Poster – large sized products (approx. 10-12’ H x 22-25’ W)
- Junior Poster – moderate sized products (approx. 5-6’ H x 11-13’ W)
- Panel – small sized products (approx. 35”H x 63” W - 5-6’ H x 11-13’ W)

- **Construction Type**


- Exterior Wall - the wall of a standing building
- Freestanding - freestanding structure greater than 10 feet tall
- Furniture - freestanding structure less than 10 feet tall

The area on the left side of the table starts with the name of the CBSA, the type of Construction, and the Media Type.



Cbsa Name	Construction Type	Media Type	MAR 2-8	MAR 9-15	MAR 16-22	MAR 23-29	MAR 30-APR 5	APR 6-12
Chico, CA	Freestanding	Bulletin	130.3%	132.6%	107.7%	90.1%	91.2%	94.6%
		Junior Poster	126.1%	128.3%	104.3%	87.0%	88.4%	91.6%
	Poster	127.2%	129.2%	104.8%	87.4%	88.8%	92.0%	
	Furniture	Panel	129.5%	130.5%	103.7%	86.3%	87.9%	90.8%

Each week, starting with March 2-8, is listed with corresponding data. In order to provide a comprehensive assessment of COVID-19’s impact on OOH, Impression variation metrics are available by week, beginning on March 2nd through present and will continue to be updated through the duration of the crisis.



Cbsa Name	Construction Type	Media Type	MAR 2-8	MAR 9-15	MAR 16-22	MAR 23-29	MAR 30-APR 5	APR 6-12
Chico, CA	Freestanding	Bulletin	130.3%	132.6%	107.7%	90.1%	91.2%	94.6%
		Junior Poster	126.1%	128.3%	104.3%	87.0%	88.4%	91.6%
	Poster	127.2%	129.2%	104.8%	87.4%	88.8%	92.0%	
	Furniture	Panel	129.5%	130.5%	103.7%	86.3%	87.9%	90.8%

There are two important metrics for each week.

1. **Average Impression Variation** – The percent increase or decrease of delivered impressions for that market and product type compared to the projected average annual weekly impressions from Geopath for 2020.

The Impression Variations are the default metrics seen on the main window.

2. **Confidence Interval** – The confidence interval is the range in which the true average lies vs the calculated average. For example, Geopath estimates that for the week of March 2-8, Bulletins in Chico, CA CBSA delivered 130.3% of the forecasted average annual weekly impressions and is 90% confident that the true average is within +/- 7.8%. All intervals are calculated at the 90% confidence level.

The Confidence Intervals are accessible by clicking the teal square halfway down the screen.

The screenshot shows the Geopath interface with a data table and a teal button. The table displays impression percentages for various CBSAs, construction types, and media types across several weeks in 2020. A teal button labeled "View Full US Data with Confidence Intervals" is highlighted with a blue box and an arrow pointing to it from the right. The button also includes a tooltip: "alt+click (opt+click on Mac)".

Cbsa Name	Construction Type	Media Type	March 2, 2020	March 9, 2020	March 16, 2020	March 23, 2020	March 30, 2020	April 6, 2020
Boston-Cambridge-Newton, MA-NH	Exterior Wall	Murals	91.4%	87.1%	66.4%	57.3%	53.8%	54.6%
	Freestanding	Bulletin	98.2%	95.3%	72.8%	62.4%	57.3%	57.9%
		Poster	94.2%	92.6%	72.7%	63.0%	58.3%	59.0%
	Furniture	Panel	93.0%	89.9%	69.2%	59.9%	55.9%	56.6%
Chicago-Naperville-Elgin, IL-IN-WI	Exterior Wall	Murals	88.6%	86.0%	59.8%	50.0%	46.7%	46.1%
		Panel	90.8%	88.0%	61.9%	52.0%	48.3%	47.4%
	Freestanding	Bulletin	97.5%	94.9%	71.1%	60.0%	53.1%	50.9%