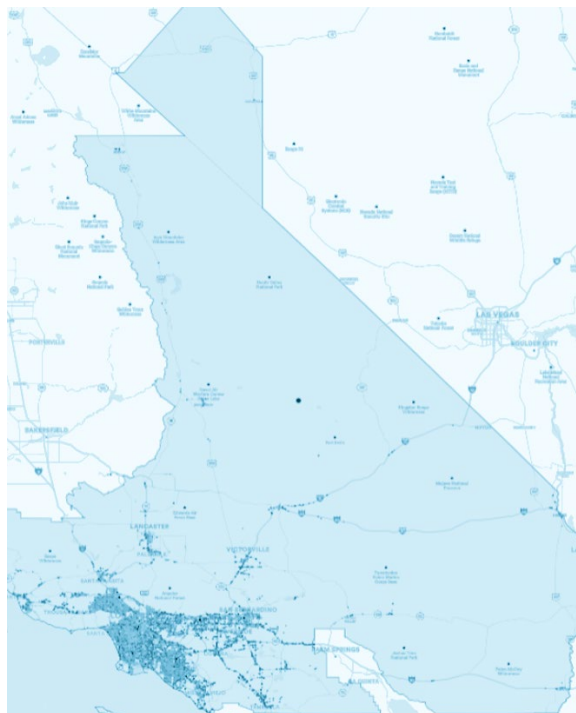


Los Angeles, CA

A breakdown of holiday shopping audiences in the Los Angeles market

OOH
for the holidays



DMA BY THE NUMBERS



18.3m
Population



\$86k
Median HHI



70%
Family
households



35%
Households with 1+
people under 18 yo



3.0
Average
household size

GEOPATH AUDITED INVENTORY



7.2b
Total impressions



105k+
Total spots

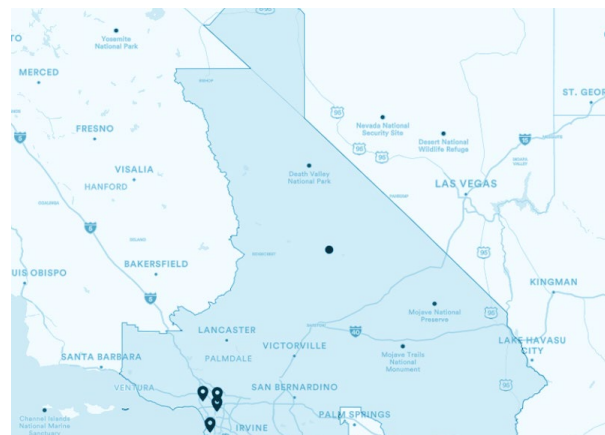


105
Operators

HOLIDAY SHOPPER HIGHLIGHTS

OOH Media within 5-Mile Radius of Major Shopping POIs

- OOH within 5 miles of major shopping POIs generate more than 1.2b impressions per week.
- OOH within a 5-mile radius of major shopping POIs over indexes in reaching persons 25-54 by 16%.
- More than 1 in 3 impressions is among those who have bought skin care items in the past 12 months and reside within 5 miles of a major shopping POI.



OVER-INDEXING AUDIENCES

Audiences for OOH Media in Market Area



Items/services household
plans to buy in next 12
months - High-definition TV



Persons 21+



Items/services household
plans to buy in next 12
months - Game console

If you have any questions, please reach out to the GeekOUT Team at geekout@geopath.org

Sources: Claritas, Esri, Geopath, Motionworks, Nielsen, Teralytics, US Census Bureau ACS Survey, Bureau of Labor Statistics Consumer Expenditure Survey

POIs Used: Del Amo Fashion Center, FIGat7th, The Americana At Brand, Westfield Fashion Square