

DMA BY THE NUMBERS



7.8m
Population



\$76k
Median HHI



71%
Family
households



38%
Households with 1+
people under 18 yo



2.8
Average
household size

GEOPATH AUDITED INVENTORY



1.8b
Total impressions



16k+
Total spots

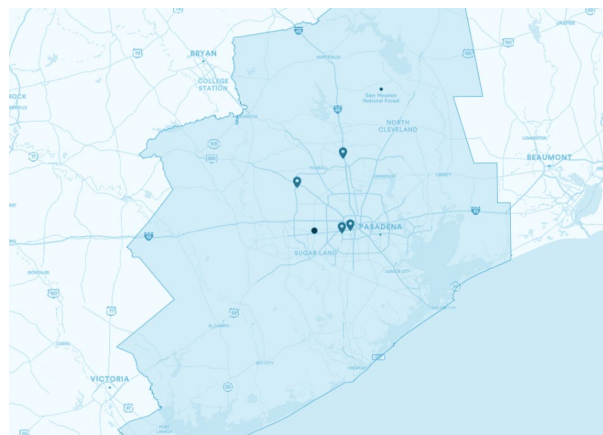


42
Operators

HOLIDAY SHOPPER HIGHLIGHTS

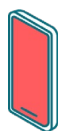
OOH Media within 5-Mile Radius of Major Shopping POIs

- OOH inventory within 5 miles of major shopping POIs generates more than 474m impressions per week.
- OOH within a 5-mile radius of major shopping POIs over indexes in reaching persons 25-54 by 14%.
- 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 - Smartphone



Persons 18+



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: Fashion Houston Premium Outlets, River Oaks Shopping Center, The Galleria, Woodlands Mall