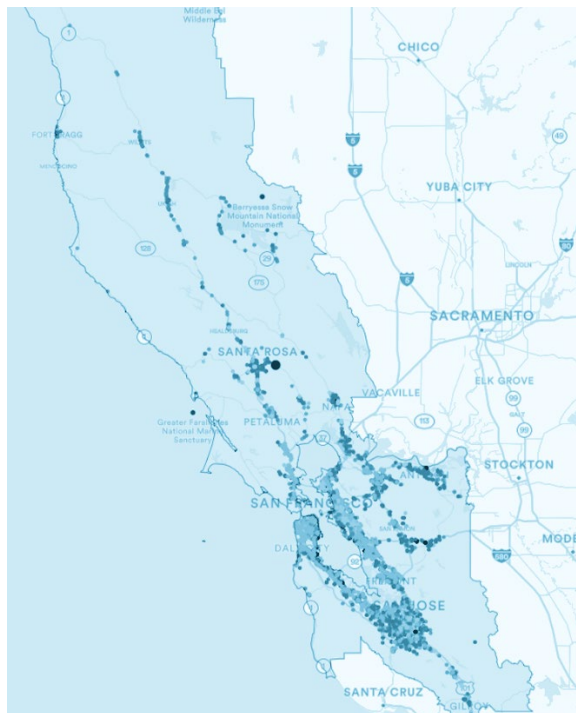


# San Francisco, CA

A breakdown of holiday shopping audiences in the San Francisco et al market

OOH  
for the holidays



## DMA BY THE NUMBERS



**7.7m**  
Population



**\$124k**  
Median HHI



**66%**  
Family  
households



**31%**  
Households with 1+  
people under 18 yo



**2.7**  
Average  
household size

## GEOPATH AUDITED INVENTORY



**1.6b**  
Total impressions



**66k+**  
Total spots

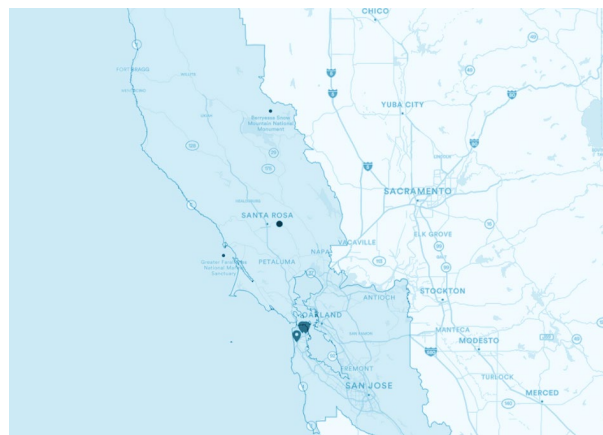


**73**  
Operators

## HOLIDAY SHOPPER HIGHLIGHTS

### OOH Media within 5-Mile Radius of Major Shopping POIs

- OOH within a 5-mile radius of major shopping POIs over indexes in reaching persons 25-54 by 21%.
- OOH within 5 miles of major shopping POIs over indexes in reaching those who plan on buying skin care items by 9%
- More than 1 in 4 impressions is among those who have bought cosmetics/perfumes in the past 12 months and reside within 5 miles of a major shopping POI.

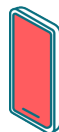


## OVER-INDEXING AUDIENCES

### Audiences for OOH Media in Market Area



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



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



Items bought past 12  
months - Fine jewelry

If you have any questions, please reach out to the GeekOUT Team at [geekout@geopath.org](mailto:geekout@geopath.org)

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

POIs Used: Japan Center, Metreon, Stonestown Galleria, Westfield San Francisco Centre