

DMA BY THE NUMBERS



8.6m
Population



\$78k
Median HHI



69%
Family
households



37%
Households with 1+
people under 18 yo



2.7
Average
household size

GEOPATH AUDITED INVENTORY



2.5b
Total impressions



31k+
Total spots

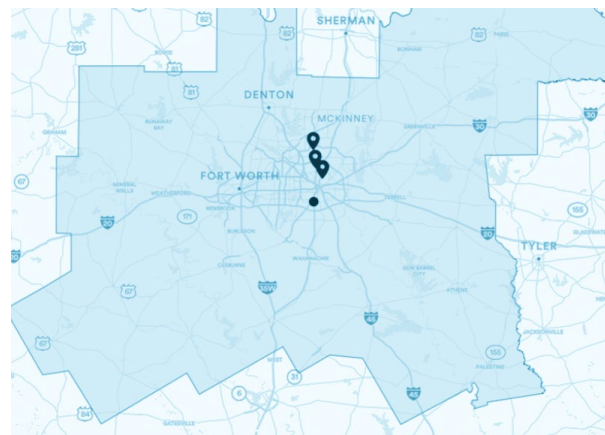


54
Operators

HOLIDAY SHOPPER HIGHLIGHTS

OOH Media within 5-Mile Radius of Major Shopping POIs

- OOH within 5 miles of major shopping POIs generate more than 511m impressions per week.
- OOH within a 5-mile radius of major shopping POIs over indexes in reaching persons 21+ by 6%.
- 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 - Game console



Persons 25-54



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

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: The Shops at Park Lane, Shops at Willow Bend, Northpark Center, Galleria Dallas