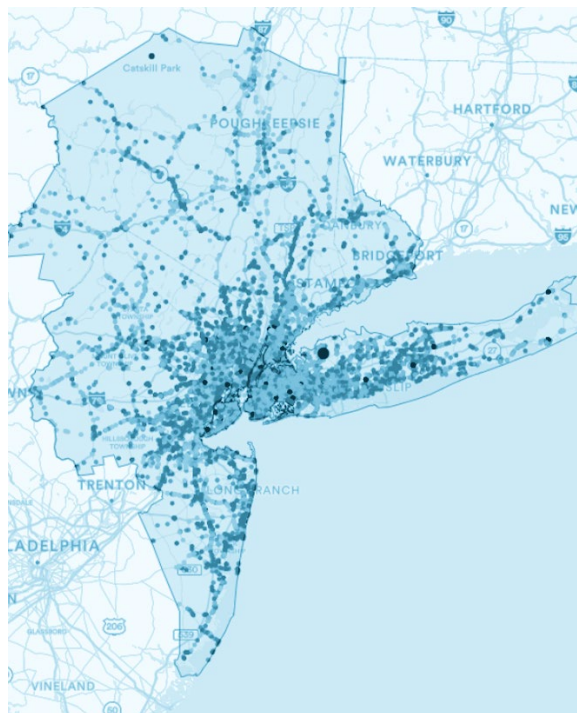


New York, NY

A breakdown of holiday shopping audiences in the New York market

OOH
for the holidays

DMA BY THE NUMBERS

22.2m
Population\$92k
Median HHI66%
Family
households31%
Households with 1+
people under 18 yo2.7
Average
household size

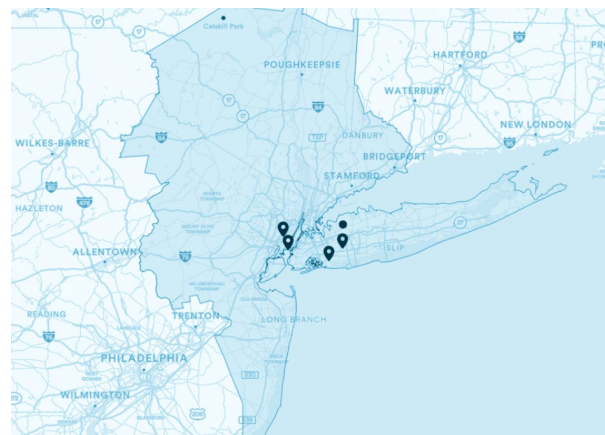
GEOPATH AUDITED INVENTORY

9.2b
Total impressions285k+
Total spots109
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 1.4b impressions per week.
- OOH within a 5-mile radius of major shopping POIs over-indexes in reaching persons 25-54 by 21%.
- More than 1 in 4 impressions within a 5-mile radius of major shopping POI is among those who bought cosmetics/perfumes in the past 12 months.



OVER-INDEXING AUDIENCES

Audiences for OOH Media in Market Area

Items bought past 12
months - Skin care itemsItems/services household
plans to buy in next 12
months - Game consolePersons
18-34If 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: American Dream, Green Acres Mall, Newport Centre, Roosevelt Field