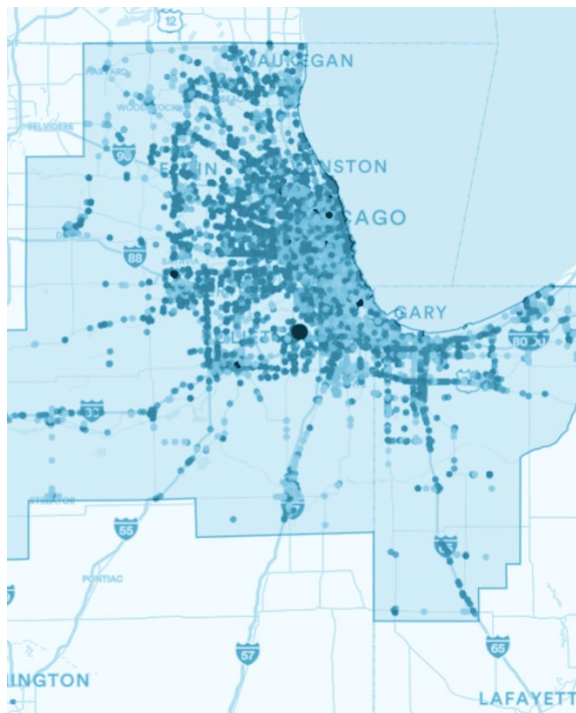


Chicago, IL

A breakdown of holiday shopping audiences in the Chicago market

OOH
for the holidays

DMA BY THE NUMBERS

9.8m
Population\$83k
Median HHI65%
Family
households31%
Households with 1+
people under 18 yo2.6
Average
household size

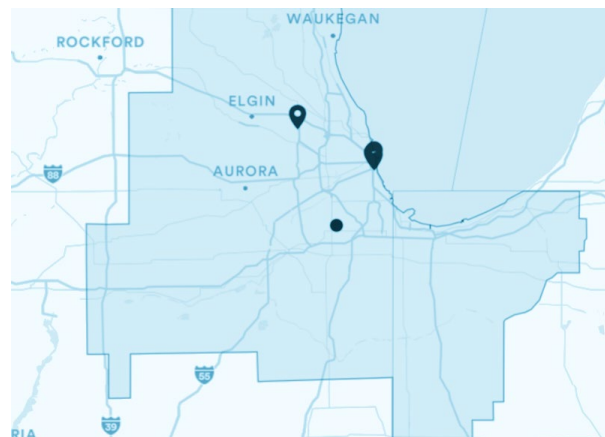
GEOPATH AUDITED INVENTORY

3.1b
Total impressions63k+
Total spots80
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 845m impressions per week.
- OOH within a 5-mile radius of major shopping POIs over indexes in reaching persons 25-54 by 23%.
- Almost half of the impressions are to those who 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

Persons 18-34

Items/services household
plans to buy in next 12
month - High-definition TVIf 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: 1 North State Street, Woodfield Mall, River North Park, Oak Street Chicago