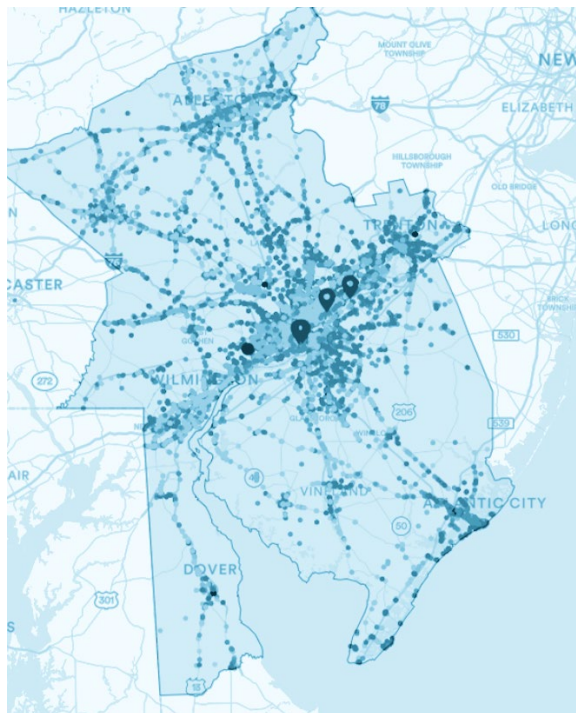


# Philadelphia, PA

A breakdown of holiday shopping audiences in the Philadelphia market

# OOH

for the holidays



## DMA BY THE NUMBERS



**8.4m**  
Population



**\$79k**  
Median HHI



**65%**  
Family  
households



**30%**  
Households with 1+  
people under 18 yo



**2.5**  
Average  
household size

## GEOPATH AUDITED INVENTORY



**2.3b**  
Total impressions



**51k+**  
Total spots



**66**  
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 863m impressions per week.
- OOH within a 5-mile radius of major shopping POIs over indexes in reaching persons 18-34 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 - High-definition TV



Persons 25-54



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](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: Fashion District Philadelphia, Philadelphia Mills, Roosevelt Mall, Shops at Liberty Place