

DMA BY THE NUMBERS



6.9m
Population



\$100k
Median HHI



64%
Family
households



29%
Households with 1+
people under 18 yo



2.5
Average
household size

GEOPATH AUDITED INVENTORY



1.2b
Total impressions



30k+
Total spots

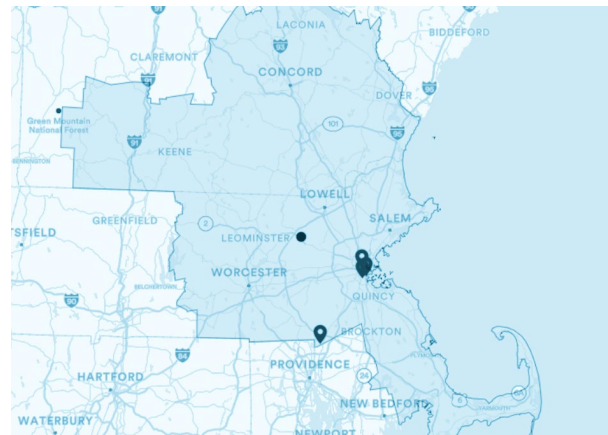


60
Operators

HOLIDAY SHOPPER HIGHLIGHTS

OOH Media within 5-Mile Radius of Major Shopping POIs

- OOH within 5 miles of major shopping POIs over indexes in reaching those who plan on buying a high-definition TV by 5%
- OOH within a 5-mile radius of major shopping POIs over indexes in reaching persons 25-54 by 20%.
- Almost 1 in 4 impressions are 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



Persons 18-34



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

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: Assembly Row, Copley Place, Faneuil Hall Marketplace, Wrentham Village