

# Washington, D.C.

A breakdown of holiday shopping audiences in the D.C. market

# OOH

for the holidays



## DMA BY THE NUMBERS



**7.3m**  
Population



**\$108k**  
Median HH Income



**66%**  
Family  
households



**33%**  
Households with 1+  
people under 18 yo



**2.6**  
Average  
household size

## GEOPATH AUDITED INVENTORY



**652m**  
Total impressions



**43k+**  
Total spots

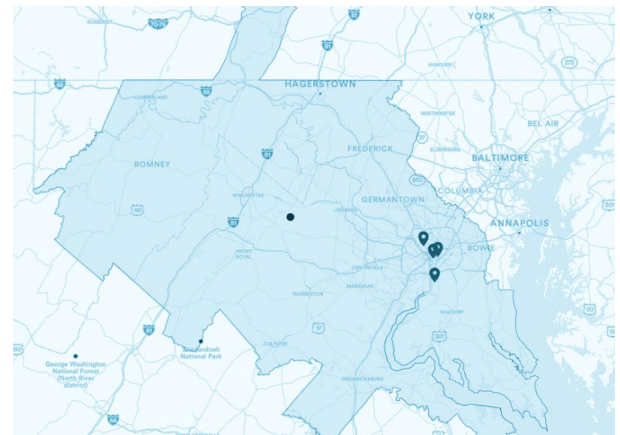


**52**  
Operators

## 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 game console by 16%
- OOH within a 5-mile radius of major shopping POIs over indexes in reaching persons 18-34 by 16%.
- 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



Persons 21+



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



Persons 25-54

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: CityCenterDC, Mazza Gallerie, National Harbor, Union Market