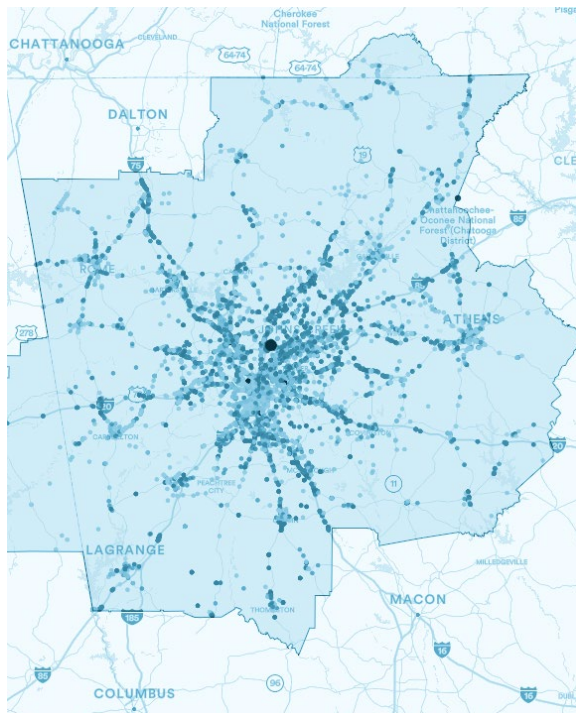


Atlanta, GA

A breakdown of holiday shopping audiences in the Atlanta market

OOH
for the holidays

DMA BY THE NUMBERS

7.4m
Population\$76k
Median HHI67%
Family
households34%
Households with 1+
people under 18 yo2.6
Average
household size

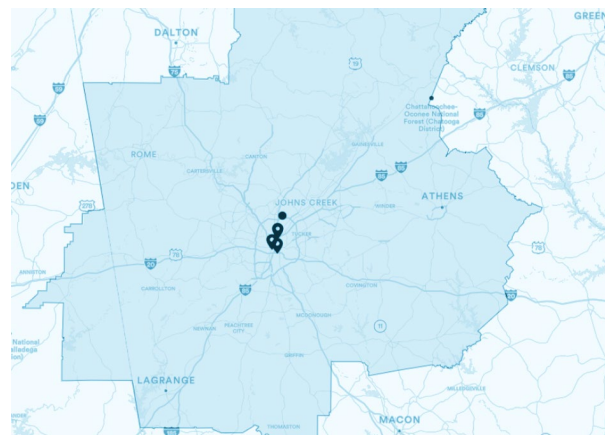
GEOPATH AUDITED INVENTORY

2.9b
Total impressions33k+
Total spots58
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 785m impressions per week.
- OOH within 5 miles of major shopping POIs over indexes in reaching those who plan on buying a game console by 11%
- Almost 2 in 5 impressions are 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

Items/services household
plans to buy in next 12
months - computerItems/services household
plans to buy in next 12
months - high-definition TVItems/services household
plans to buy in next 12
months - smartphoneIf 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: Atlantic Station, Lenox Square Mall, Phillips Plaza, Ponce City Market