

PANEL BY PANEL DEMOGRAPHICS



Obtaining the demographic breakdowns of out of home units' audiences requires a new level of measuring America's travel patterns: one based around where trips originate, the destinations of trips and the frequency of these trips.

A NEW LOOK AT TRAVEL IN AMERICA

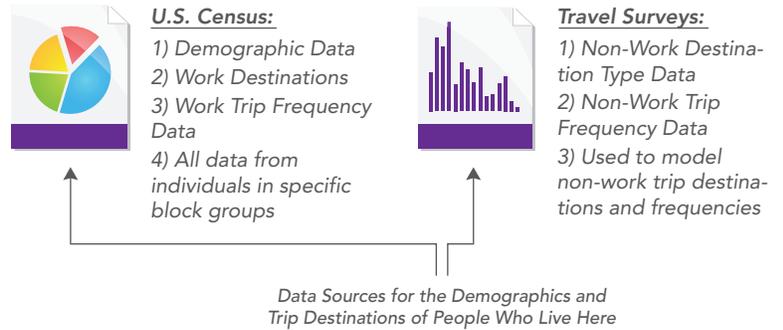
With circulation counts alone we knew how many people had the opportunity to see any given out of home panel in America, but we didn't know who they were or where they came from.

To achieve the level of demographic measurement needed for out of home, a single survey alone could not account for the degree of granularity needed to give accurate measures of audience for any given out of home panel. In order to get reliable audience metrics, TAB needed detailed information on the origins and destinations of Americans' weekly trips and the characteristics of the people making them.

To do this, TAB started by obtaining applicable data from the U.S. census. All of the information obtained from the census can be tied to the areas where participants live, called census block groups. The census information that TAB used for the ratings system includes demographic data and work destination and frequency information available for the residents in every block group in the United States.

The information obtained from the census along with circulation information already in use by TAB provides an enormous volume of data that is fully utilized by studying, in greater detail, how Americans travel on a day to day basis. TAB conducted over 50,000 travel surveys in fifteen markets. These surveys provide a wealth of data on the types of trips Americans of different demographics make and the frequency of these trips.

Experts in the related fields apply the data obtained from these surveys to assign destinations to non-work trips for every home census tract based on their relative convenience and utility for particular purposes.



GENERATING & ANALYZING TRIPS

With the purpose, origin, and frequency of the trips made by the residents in each block group, millions of trips are generated using the latest mapping software to find the most likely paths taken. The data that comes from these trips allows TAB to get an accurate breakdown of the people seeing any panel in a market.

*To the left is a sample of how trips might be generated for one block group's residents' trips to work, assuming that all residents in that block group work equally in one of the three areas shown in blue. Actual block groups have hundreds of areas in which their residents work, eat, shop, visit professionals, seek entertainment and go to school.