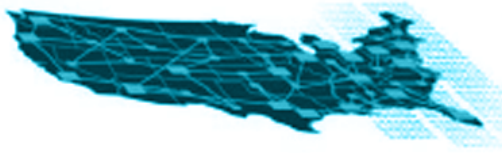# Geopath Research Methodology

① Audited Database

Geopath Out of Home Ratings start with a database of hundreds of thousands of out of home media units. Each unit in the Geopath database is audited using GIS and GPS data to provide unit-by-unit specific data points. This in-depth process required measurement of each panel's attributes and   precise location.

② Circulation

Circulation represents an accurate count of how many people pass each media unit, and forms the foundation of the Geopath Out of Home Ratings. Circulation is derived from standardized counts of vehicle and pedestrian volume, bus and train ridership, and transit station traffic. The sources of circulation counts are generally government resources like the local Department of Transportation or local Transit Authorities.
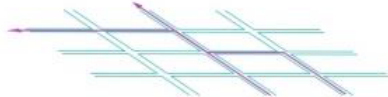
③ Survey Research & Trip Generation

Geopath uses detailed information on the origins and destinations of Americans' weekly trips, and the characteristics of the people making them. With the addition of this robust data, we can report demographic-specific details for all audited displays in the United States.

④ Visibility Research

Visibility research converts people who have an opportunity to see into audiences who actually notice the unit or advertisement. The Visibility Adjustment Index (VAI) for each unit is applied to arrive at daily impressions, and converted to a weekly number of impressions for A18+.

⑤ Reach & Frequency

The reach and frequency model is a complex, data-intense program that recognizes the difference in demographic and geographic information by unit. Advertisers will get a different Reach and Frequency depending on which units they select.