





# 2025 Planning Dataset

## What Has Changed & Why it Matters



The 2025 dataset includes several important updates and methodological improvements that strengthen the accuracy and relevance of our audience estimates. The table below outlines these changes, and their potential impact to measurement metrics.

### KEY UPDATES

CATEGORY	WHAT HAS CHANGED	WHY IT MATTERS	WHY IT'S BETTER
 <b>ROAD NETWORK [HERE to OSM]</b>	This data release makes use of the more granular and more recent 2023 OpenStreetMap (OSM) road network, replacing the 2016 HERE Maps road network that was previously used.	OSM allows Geopath to adopt contemporary roadside volume data from new and existing data vendors. OSM also allows Geopath to add audited inventory along more-recently built roadways.	OSM is an open-source product, and is reviewed/updated by geospatial professionals around the world on a rolling basis.
 <b>ROADSIDE REACH &amp; FREQUENCY MODEL</b>	The 2025 dataset features Geopath's updated Roadside Reach & Frequency model for package-level metrics.	The refined model ensures that outputs are logically consistent across different dimensions, resolving previously identified inconsistencies in plan-level summary metrics.  Please refer to this <a href="#">one-pager</a> for additional details.	The revised Roadside Reach & Frequency model guarantees that R/F values always fall on a generated Reach curve, across a range of parameters, such as spot count, target audience, geographic area, and campaign duration.
	The 2025 dataset's updated Roadside R/F model uses more contemporary training data for its predictions.	The training data was last refreshed in 2022, at 'end' of the COVID pandemic. Contemporary movement trends from 2023-2024 now inform R/F patterns in the new dataset.	Geopath performs extensive validation against both the training dataset and the projected Roadside R/F estimates, to ensure logical consistency and alignment with directly-observed contemporary movement patterns.
 <b>PLACE-BASED MEASUREMENT METHODOLOGY</b>	The methodology used by our data vendor for Place-Based media has been revised to account for similar patterns in similar Place Types, while ensuring reliable visitation trends.  Additionally, 2024 first-party public transit ridership data is incorporated for Transit Station media.	The updates to the Place-Based measurement methodology address known issues and defects for some place types, and improves both precision and accuracy of measurement.  Transit ridership has also been updated to account for recency of audience movement.	Place-level audit status, along with numerous validation checks are used to create a confidence index score for the measurement of each unique Place. Additional methodology and validation information can be found <a href="#">here</a> .  Ridership info is sourced from Federal Transit Administration's National Transit Database.
 <b>ROADSIDE MOVEMENT DATA</b>	Updated Bentley circulation estimates for vehicles and pedestrians across all roadways.	Utilizes a broader view of reference counts compared to the previous year: nearly 2x vehicular references, and nearly 9x pedestrian references.	Incorporates an increased number of sources, reducing bias in any one source and increasing coverage.
	Bentley home location data was previously based on modeled trips. In the 2025 dataset, scaled observed trip data from multiple sources is utilized to understand audience movement.	Counts alone do not scale; home locations, origins & destinations, and other important insights are necessary to create a comprehensive, nationwide movement matrix.	Direct device movement processing allows for scaling methodology, bringing the process closer to observed training data.

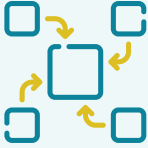
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### ADDITIONAL UPDATES


The following data points and sources have also been updated in the 2025 Planning Dataset.

CATEGORY	WHAT HAS CHANGED	WHY IT MATTERS	WHY IT'S BETTER
 <p><b>UPDATED MOVEMENT/ REFERENCE DATA</b></p>	Claritas Audience Definitions (2024)	Updated for recency of audience residence information.	Audience data has been updated to the most recently available version at the time of publication.
	Motionworks population movement estimates	Updated Motionworks population movement data has been used to adjust the annual snapshot of roadside circulation data from Bentley for recency, to the most recent time period possible.	Geopath performs verification checks to ensure the data aligns with external "truth sets", in order to prove the reasonableness of data and processes.
	Geography definitions (2024) for County/CBSA/DMA boundaries	Updated for recency of boundary definitions.	Geography definitions are sourced from trusted government data.
	Census Geography Definitions (2010 to 2020)	Updated for recency of audience residence.	Census geography definitions are sourced from trusted government data.
	Bus transit schedule and route data	This data informs exposure patterns of buses along their routes.	GTFS data sourced for all audited transit systems from Mobility Database.
	Motionworks Place-specific visitation data	Updated for recency of movement and visitation.	Additional methodology and validation information can be found <a href="#">here</a> .


## 2025 Planning Dataset - Snapshot of Changes




**88%** of frames experienced change greater than  $\pm 10\%$  in pedestrian circulation volumes, which can impact Total Impressions




**62%** of frames experienced a change in average speed exceeding **5 mph**, which impacts dwell time within a viewshed




**56%** of frames experienced change greater than  $\pm 20\%$  in vehicular roadway circulation, which can impact Total Impressions



**53%** of frames have experienced a change in visual clutter in the environment (area type), which impacts maximum viewable distance



**24%** of frames have undergone changes in roadway assignments, enabling increased precision using the latest roadway network



Vehicular occupancy (number of people per car) changed by **less than 1%** across all roadway segments, which can impact vehicular circulation

**Please Note:** Individual units may have experienced changes in metrics due to a combination of the above factors. For questions about changes in metrics to individual units, please contact Geopath's inventory team.

Additional information on the 2025 dataset can be found in our [Understanding the 2025 Planning Dataset FAQ document](#). Please reach out to us with any questions or comments at [geekOUT@geopath.org](mailto:geekOUT@geopath.org)!