





Updates to the 2025 Roadside Reach & Frequency Model

Within the 2025 planning dataset, users will be able to access Geopath's updated model for Roadside Reach & Frequency metrics. The refined model ensures that outputs are logically consistent across different dimensions.

Below is an overview of key changes in the roadside R/F model that resolve previously identified inconsistencies in plan-level summary metrics.

COMPONENT	WHAT HAS CHANGED	WHY IT MATTERS
 IMPROVED GEOGRAPHIC AGGREGATION	Reach is calculated at the county level and rolled up to larger geographies. This update provides an additional consistency check in calculating R/F metrics at different geography levels.	This ensures that package-level Reach and Frequency metrics will now be consistent across comparable geographies. E.g., all combined counties within a CBSA and the CBSA itself will have comparable Reach.
 SPOT AGGREGATION CONSISTENCY	The Roadside Reach and Frequency model has been improved to ensure that additional spots in a plan will always add incremental Reach or Frequency.	When adding spots to a plan, the changes in Reach and Frequency are more predictable, allowing for more consistent comparisons between plans.
 AUDIENCE AND DURATION STABILITY	Reach and Frequency calculations have been improved to ensure that changes in the size of the audience demography, or plan duration, result in expected changes to Reach and Frequency.	When comparing plans that have different durations or target audiences, Reach and Frequency changes are consistent with the dimensions that changed.
 GEOGRAPHIC DISPERSION	The distance between frames, the concentration of the target audience, and the contributing home locations of the audience are now more significant factors in calculating Reach and Frequency.	The revised version of the Roadside model accounts for overlaps in Reach coverage of nearby units. As geographic spread of comparable spots increases within a plan, the Reach should generally increase.*

*Please note that the Market Plan function in the Insights Suite prioritizes inventory with median audience measures, rather than geographic dispersion when building packages.

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!