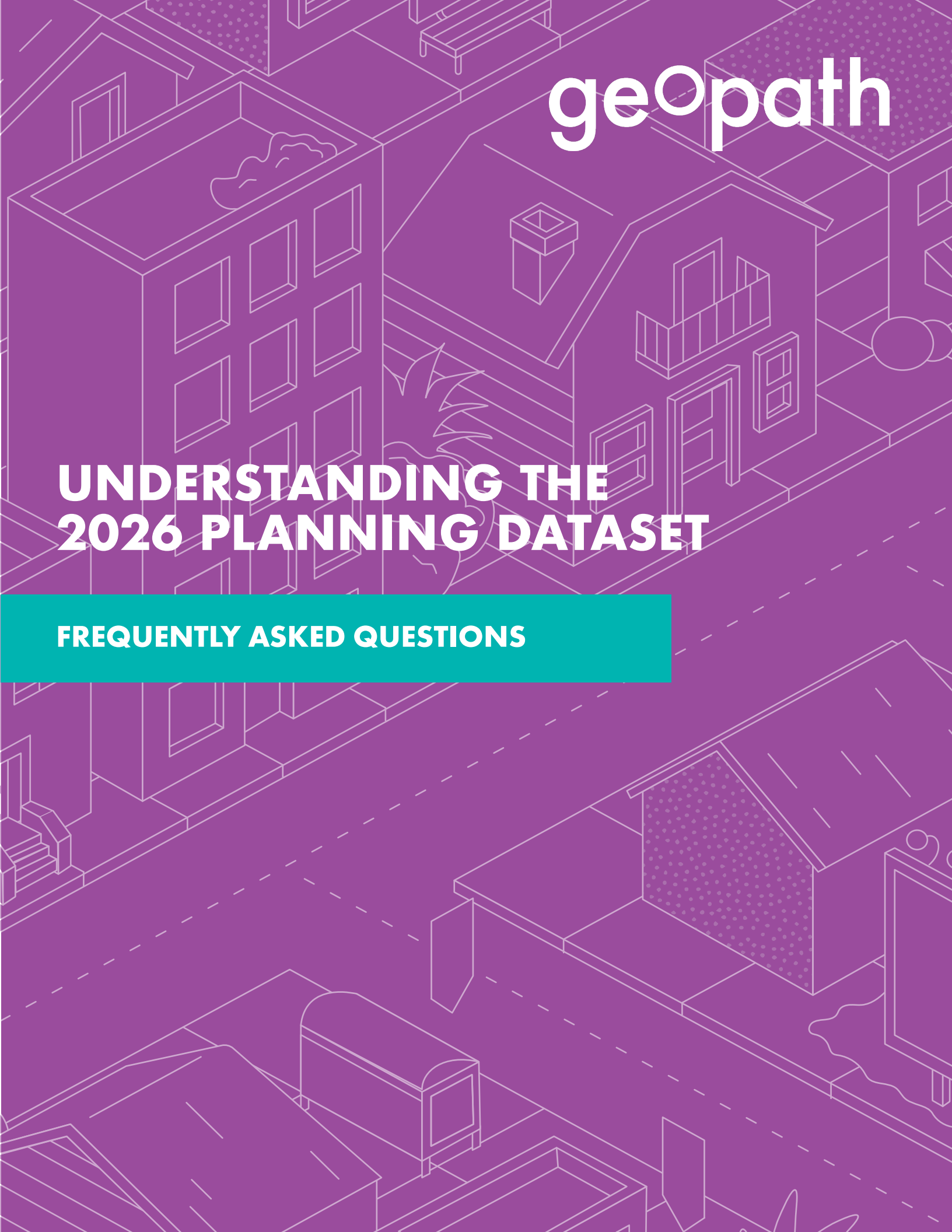




geopath

UNDERSTANDING THE 2026 PLANNING DATASET

FREQUENTLY ASKED QUESTIONS

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Frequently Asked Questions

Q: How is the current planning dataset different than the previous planning dataset?

A: The following high-level changes have taken place between the 2025 and 2026 planning datasets:

CATEGORY	IMPACT OF 2025 DATASET UPDATES	IMPACT OF 2026 DATASET UPDATES
ROAD NETWORK	The 2025 dataset featured a change from the 2016 HERE Maps road network to the 2023 OSM roadway network. OSM allows Geopath to adopt more contemporary roadside volume data, and also allows us to audit inventory along more-recently built roadways.	The 2026 dataset uses the 2025 vintage of the OSM network. This roadway network provides a more contemporary look at roadways, and provides ~50% more granularity in roadway segments than the previously-used vintage.
PEDESTRIAN REFERENCE COUNTS	The 2025 dataset featured 9x as many unique reference sources as in the 2024 dataset.	The 2026 dataset features 21.5k unique reference sources. Improved QA process in the 2026 dataset has provided higher confidence in the reference sources.
PEDESTRIAN VOLUMES	The 2025 dataset featured OSM Point of Interest data for deriving pedestrian volumes. This allowed Geopath to adopt more contemporary pedestrian volume data, and account for more-recently built roadway and pedestrian pathways.	The 2026 dataset features Overture Maps Point of Interest data for deriving pedestrian volumes, which provides higher fidelity and more accurate pedestrian volumes data, through better understanding of pedestrian activities and land-use characteristics.
VEHICULAR SPEEDS	The 2025 dataset leveraged Bentley speed data from the 2023 data vintage, compared to speed data from HERE Maps as previously used.	The 2026 dataset features Bentley-sourced speed data from the 2025 vintage. Median free-flow speeds increased by 3 mph nationally due to a systematic adjustment made by Bentley. This provides improved accuracy and better alignment with alternate sources.
ROAD SEGMENT AREA TYPE	The 2025 dataset features ACS 5-year population data and unadjusted LODES employment data, both published in 2022. In this dataset, 53% of frames experienced a change in Area Type, which accounts for the visual clutter in the environment around a frame.	The 2026 dataset features adjusted ACS 5-year population data (published in 2024) and adjusted LODES employment data (published in 2023). These updated sources provide a more contemporary representation of population (+17M people nationally), and of employment figures (+1.6M employees). Population density has increased for ~16% of road segments, reducing potential visibility.

In addition to the above changes, various reference data sources have also been updated. For more-detailed documentation of changes found in the 2026 planning dataset, please refer to our **2026 Dataset: What Has Changed and Why it Matters** document.

Q: What data sources inform Geopath's current planning dataset?

A: Geopath incorporates the most recent vintage of modeled pedestrian and vehicular movement data when developing its planning dataset. The 2026 dataset reflects movement patterns from January 1, 2025, through December 31, 2025.

For the current release, the following data sources and vintages were used:

- Census Block geography from the US Census Bureau (2020 definitions)
- Roadway network information from OpenStreetMap (2025 OSM network)
- Roadway circulation (audience homes) data from Bentley (2025 vintage)
- Place-based visits and audience homes (2026 data) from Motionworks
- Population data from Motionworks (2026 vintage)
- Vehicular & pedestrian population movement from Motionworks (2025 data)
- GTFS data for Scheduled-Fleet routing and schedules from MobilityDatabase (2026 data or newest available)
- Reach & Frequency model training data from Motionworks' Set Dynamics (2026 vintage)

Q: How does the current planning dataset align with other data sources?

A: Geopath's input data is calibrated against traffic data from local DOTs, the Federal Highway Administration (FHWA), and other trusted government sources. Both datasets from Motionworks and Bentley Systems aggregate these authoritative sources for improved accuracy and consistency across all roadway segments. More specifically:

- Ridership information sourced from the Federal Transit Administration's National Transit Database
- Nationwide comparisons of their person-level trips data against the vehicular miles traveled in 2024 as reported by the Federal Highway Administration (FHWA)
- Comparisons of household-level demography against both Claritas PopFacts data (2026) and 5-year American Community Survey (ACS) (published 2024)
- US Bureau of Transportation Statistics Daily Travel trends

Additional detailed documentation regarding validation and verification of the data, including Place-Based source data, can be found on <https://docs.mworks.com/docs>

Q: What audiences are available in the current planning dataset?

A: The current planning dataset includes the full set of 700+ demographic and consumer audience profiles, as well as 68 Claritas PRIZM Premier® audience segments that are in the previous planning datasets. A complete list of available audiences and downloadable Excel file can be found [here](#).

Q: What media types are included in this planning dataset?

A: The current planning dataset includes media metrics for all audited Media Classes: Roadside (including street furniture), Place-Based (including airports and transit-station interior), and Scheduled-Fleet Exterior. A detailed summary of the inventory Geopath audits, including media types and sizes, can be found [here](#).

Q: What updates to Place-Based measures can be found in the 2026 dataset?

A: The 2026 Planning Dataset features Motionworks PlaceCast 2.3 visitation data, compared to PlaceCast 2.2 data used in the 2025 Dataset. In the PlaceCast 2.3 dataset, trade area distances now reflect real-world travel routes, additional first-party transit station calibration data has been included, and expanded 'control groups' are now used to better measure new places and identify places changing use or closing.

Additional information on the PlaceCast methodology can be found [here](#).

Q: What updates to Scheduled Fleet – Exterior inventory can be found in the 2026 dataset?

A: In the 2026 dataset, there has been a full refresh of General Transit Feed Specification (GTFS) data across all transit systems we measure. GTFS data is crucial to understanding schedules and routing for transit systems. This data is sourced from MobilityDatabase.

For the 2026 dataset, enhancements to the GTFS processing workflow allow Geopath to efficiently handle larger datasets and provide a more comprehensive representation of scheduled transit service.

Q: How can I access the current planning dataset in the Insights Suite?

A: The current planning dataset can be accessed in the [Geopath Insights Suite](#) by switching the "Data Source" and selecting the "Current (Refreshed July 2026)" dataset. Video tutorials and user-guides can be found in the [geekOUT Library](#) and [Geopath Learning Lab](#) (our self-directed online training portal).

Q: Are previous planning datasets still available?

A: Yes. The previous planning dataset ("Previous (Refreshed May 2025)") will be available in the Insights Suite and API (v2.2) throughout 2026 for historical comparison purposes only. The 2024 planning dataset will be deprecated upon release of the 2026 planning dataset on September 30th, 2026.

Additionally, Geopath will no longer apply any inventory updates to the previous planning dataset ("Previous (Refreshed May 2025)").

Q: Will there be additional updates to the 2025 planning dataset?

A: The final inventory update to the 2025 dataset will be available on September 17, 2026. The cutoff for inventory submissions or updates is **September 1, 2026**. Any inventory additions or updates submitted to Geopath after this date will only be viewable within the 2026 dataset.

Q: When will the Current planning dataset become the default dataset in Geopath's tools and API?

A: The 2026 planning dataset can be used for preview purposes upon release in September 2026. In November 2026, it is anticipated that this will become the default dataset for transactional purposes and will be the only way to access the most up-to-date metrics. Previous planning datasets may be used for comparison, but the data source must be clearly disclosed when sharing metrics.

As always, when using this, or any Geopath dataset, please ensure that the data vintage (e.g., Refreshed July 2026) as well as the following text are included:

GEOPATH AUDIENCE LOCATION MEASUREMENT(TM) Data is proprietary intellectual property owned by Geopath, Inc. and is to be used only by the recipient solely and exclusively for its planning and /or buying of out-of-home media advertisements. (C)Copyright, 2026 Geopath, All Rights Reserved. Powered by Bentley Systems(TM)

Note: The data vintage and above text are included in any export from the Geopath Insights Suite.

Q: Which planning dataset should I use?

A: We recommend members always use the most contemporary dataset when planning campaigns, as it represents Geopath's best understanding of current movement patterns.

As always, Geopath members should clearly disclose which data vintage is being used when sharing Geopath Audience Data with other members or clients. If this is not provided, we encourage members ask to confirm the appropriate dataset was used.

Q: Will there be additional updates to the current planning dataset throughout the year?

A: Geopath typically produces an annual planning dataset and does not anticipate releasing an updated dataset this year.

Q: How do I access the 2026 dataset in the API?

A: The "Current (Refreshed July 2026)" dataset can be referenced in Geopath's API by setting the "product_name" field to "20260701".

Q: Can I make changes/additions to my inventory after the current planning dataset has been released?

A: Yes, media owners can submit new inventory or ask for current inventory to be reviewed throughout the year. Each month, Geopath releases an update to its inventory database that includes additions and updates to inventory. Below is a partial release schedule for the 2026 planning dataset, and the final date for inventory submission for each release.

Release	Inventory Submission Deadline (by 6pm ET)	Insights Suite Release Date
October Release	Wednesday, September 30, 2026	Thursday, October 15, 2026
November Release	Wednesday, October 28, 2026	Thursday, November 12, 2026
December Release	Wednesday, December 2, 2026	Thursday, December 17, 2026
January Release	Wednesday, January 6, 2027	Thursday, January 21, 2027
February Release	Wednesday, February 3, 2027	Thursday, February 11, 2027

Dates subject to change

The above table shows the intended schedule for Roadside inventory updates. Each month, Geopath publishes release notes on updates to the inventory database. For information on Place-Based and Fleet inventory updates, please refer to [this schedule](#).

Q: Have there been any updates to Roadside Reach and Frequency in the 2026 dataset?

A: The 2026 dataset leverages the most contemporary version of Motionworks' "observed" mobile device source data (called 'Set Dynamics') for package-level roadside reach/frequency model training & calibration. This input dataset includes improvements to automatic assignment logic, logical consistency, travel path derivation, and an expanded device panel and represents the most contemporary training data available.

Q: Where can I find more information about Geopath and the 2026 dataset?

A: Additional information on our current planning dataset, Reach and Frequency approach, as well as user guides, videos, and overview information on our methodologies can be found in the [geekOUT Library](#) or [Geopath Learning Lab](#).

For information on current known issues in Geopath's Insights Suite, API, or data, please refer to [this page](#) on our Confluence site.

Please reach out to us at geekOUT@geopath.org if you have additional questions!

Q: What if I would like to set up a training for my team?

A: If you would like to set up a training, please reach out to us at geekOUT@geopath.org.