

# PANEL BY PANEL DEMOGRAPHICS



Obtaining the demographic breakdowns of Out of Home units' audiences required a new level of measuring the travel of Americans: one based around where trips originate, the destinations of trips and the frequency of these trips.

## A NEW LOOK AT TRAVEL IN AMERICA

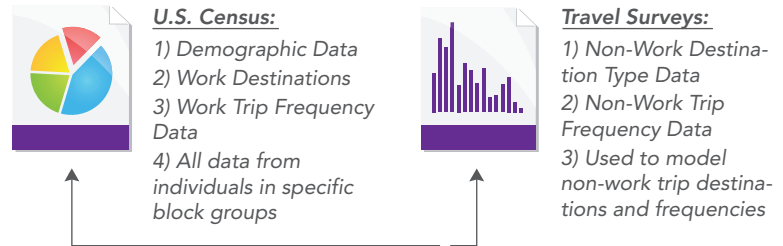
With circulation counts alone we knew how many people had the opportunity to see any given Out of Home panel in America, but we didn't know who they were or where they came from.

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 small areas that participants live in called census block groups. The census information that TAB used for EYES ON 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 the TAB provided an enormous volume of data that would be fully utilized by studying, in greater detail, how Americans travel on a day to day basis. To do this, TAB conducted over 50,000 travel surveys in fifteen markets. These surveys provided a wealth of data on the types of trips Americans of different demographic breakdowns make and the frequency of these trips.

Professionals in the related fields applied 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.



Data Sources for the Demographics and Trip Destinations of People Who Live Here



## GENERATING & ANALYZING TRIPS

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

\*To the left is a sample of how trips could 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, entertain themselves and go to school.

