

**80% OF US RESIDENTS HAVE NOTICED AN OOH ADVERTISEMENT IN THE LAST WEEK**

**74% OF US RESIDENTS HAVE NOTICED A PLACE-BASED ADVERTISEMENT IN THE LAST MONTH**

**38% of US house-holds fall under the low-income level**

**Families at this income level are conservative**

when it comes to spending money on goods and services across the board. They typically seek support through community-driven venues such as Food Banks, community centers and thrift stores.



**45% of US house-holds fall under the middle-income level**

With annual incomes between **\$20,000 - \$50,000**, mid-income families are very mindful of their expenses and tend to be selective in their buying behavior, shopping at local grocery stores for groceries rather than high-end stores.



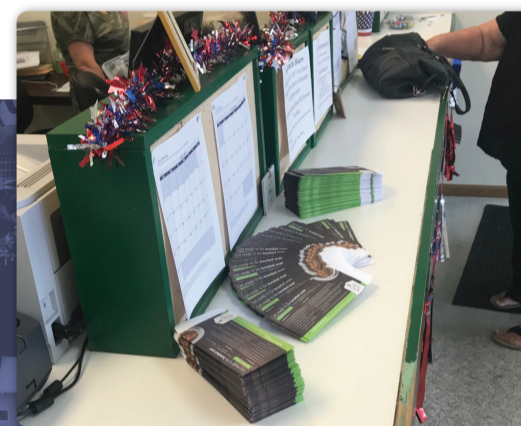
**VENUES THAT SPECIFICALLY TALK TO THIS AUDIENCE:**



**Thrift Stores**



**Pharmacies**



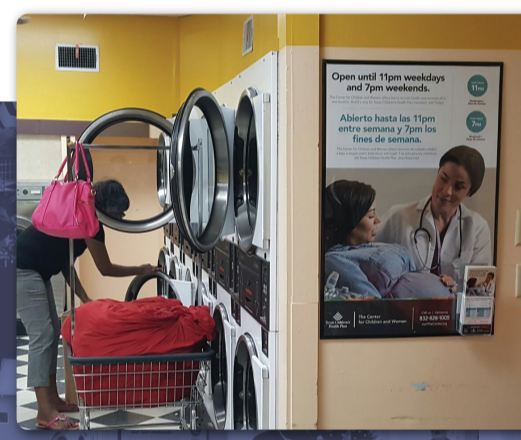
**Cash Checking**



**Barber Shops**



**C-Stores**

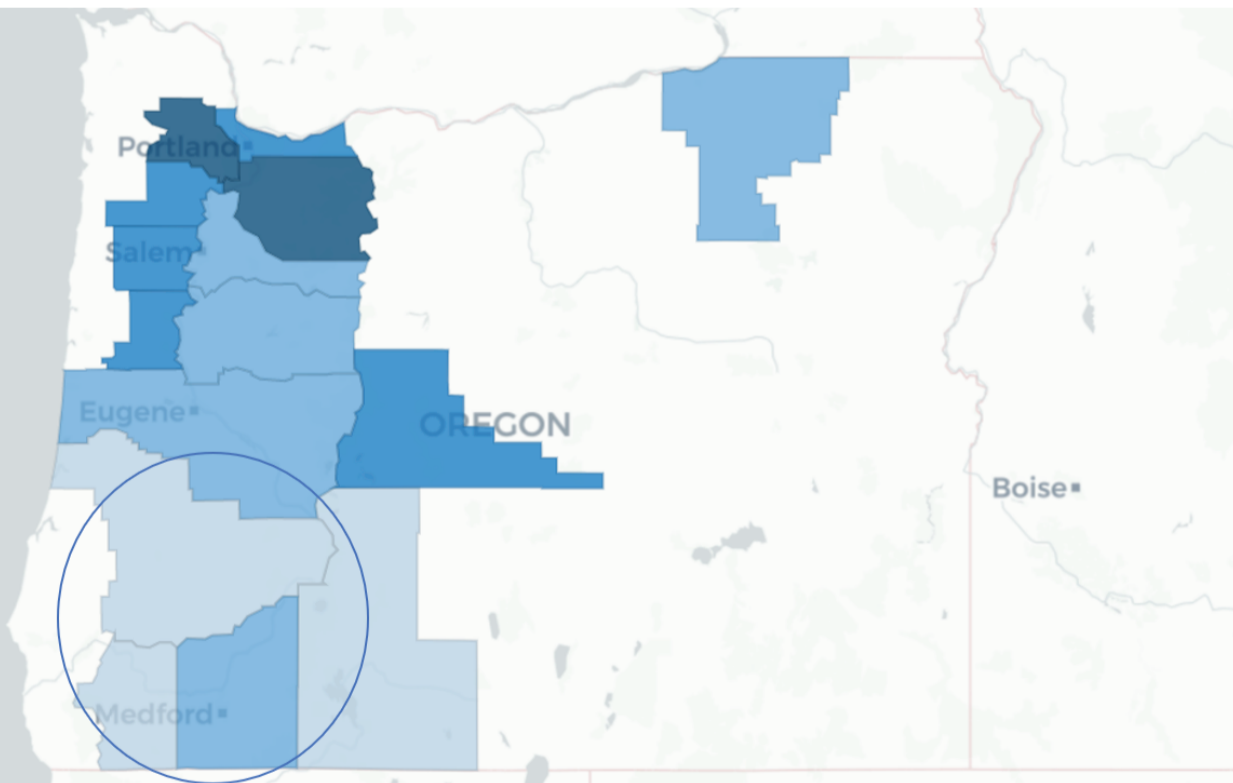


**Laundromats**

**LET US HELP IDENTIFY THE RIGHT GEOGRAPHY TO TARGET YOUR LOW INCOME AUDIENCES**

Combined with our network of **250,000 locations**, we customize every program to discover new venue opportunities within a specific market, region or nationally. We help our client buildout a geography that best fits the programs needs by targeted DMA, county, or even down to specific zip codes to make sure each brand reaches the right audience in the most frequented venues within the campaign geography. A 1-mile radius is often associated with urban travel times, but from new research we have found, individuals frequently travel approximately **3 miles or more** when shopping or purchasing goods. Our team helps build these unique programs to target the exact low-income audience your brand is focusing on.

**Income by Location**



Median Household Income  
 □ \$36.5k - \$42.9k □ \$42.9k - \$50.2k □ \$50.2k - \$60.3k □ \$60.3k - \$74.9k □ \$74.9k - \$83.1k

Map is an example of a geographic pull that fits with a low-income demographic

**Contact us today to learn more about how we can help reach this important audience!**

**ADDITIONAL VENUE TYPES AVAILABLE!**

