



ike SMART CITY™

# Pittsburgh

Scooter Docking Stations  
Digital Displays

MARKET KIT

# PITTSBURGH, PA

## OOH Statistics

### DMA RANKING

 **26<sup>th</sup>**

### MEDIAN AGE

 **43**

### MEDIAN INCOME

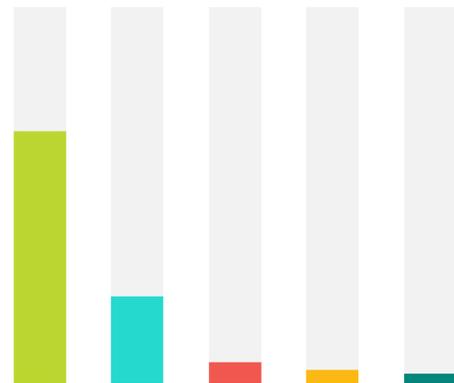
**\$50.6K**

### TRANSPORTATION



- ▶ DRIVE ALONE: **78%**
- ▶ MASS TRANSIT: **5%**
- ▶ CARPOOL: **9%**
- ▶ WALK: **4%**
- ▶ WORK FROM HOME: **4%**
- ▶ BIKE: **0.3%**

### RACE/ETHNICITY COMPOSITION



- WHITE: **67%**
- BLACK/AFRICAN AMERICAN: **23%**
- ASIAN: **6%**
- TWO OR MORE RACES: **4%**
- HISPANIC OR LATINO: **3%**

### AVERAGE WEEKLY IMPRESSIONS



**16K+**  
(PER SCREEN)

- ▶ FULL MOTION DIGITAL
- ▶ 1080 / :10 SPOTS DAILY

Source: geopath.org, census.gov



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# VISIBILITY. IMPACT. REACH.





# Thank you

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## GET IN TOUCH

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