							% of		<u>% of</u>	a opona by	<u>% of</u>	<u> </u>	<u>% of</u>		<u>% of</u>		% of		% of_		<u>% of</u>
Total				Total	00H Share		Local		Local		Local		Local	Local and	Local		Local		Local	<u>Hispanic</u>	Local
Local Ad				OOH Ad	of Market		Market	Internet	Market	Online Video	Market	Mobile Web	Market	National Spot	Market		Market	Newspaper	Market	Newspaper	Market
Spend		Total Local Ad	OOH Local Ad	Spend	Local Ad	Spot TV Local	Ad	Display Local	Ad	Local Ad	Ad	Video Local Ad	Ad	Radio Ad	Ad	Magazine	Ad	Local Ad	Ad	Local Ad	Ad
Rank	MARKET	Spend	Spend	Rank	Spend	Ad Spend	Spend	Ad Spend	Spend	Spend	Spend	Spend	Spend	Spend	Spend	Local Ad Spend	Spend	Spend	Spend	Spend	Spend
1	NEW YORK	\$2,917,379,336	\$568,415,101	1	19%	\$908,972,945	31%	\$74,680,151	3%	\$28,527,917	1%	\$184,089,750	6%	408,345,472	14%	\$2,005,394	0.1%	\$738,743,669	25%	\$3,598,938	0.1%
2	LOS ANGELES	\$2,111,102,285	\$459,970,534	2	22%	\$900,887,867	43%	\$43,235,542	2%	\$7,881,226	0%	\$58,531,278	3%	448,275,456	21%	\$13,591,116	0.6%	\$173,473,847	8%	\$5,255,419	0.2%
3	CHICAGO	\$1,363,336,111	\$177,762,199	3	13%	\$532,624,379	39%	\$26,517,188	2%	\$9,794,427	1%	\$52,028,041	4%	244,950,151	18%	\$11,674,388	0.9%	\$306,606,064	22%	\$1,379,274	0.1%
4	SAN FRANCISCO	\$1,024,044,679	\$151,879,758	4	15%	\$379,302,759	37%	\$36,243,282	4%	\$13,472,919	1%	\$96,418,106	9%	203,064,855	20%	\$1,845,273	0.2%	\$141,266,884	14%	\$550,843	0.1%
5	WASHINGTON,DC	\$1,014,802,894	\$71,956,526	16	7%	\$435,104,861	43%	\$37,062,438	4%	\$11,854,294	1%	\$90,556,181	9%	184,491,309	18%	\$20,595,673	2.0%	\$161,146,873	16%	\$2,034,739	0.2%
6	DALLAS	\$999,876,767	\$148,351,965	6	15%	\$455,064,590	46%	\$48,299,596	5%	\$1,585,600	0%	\$14,741,890	1%	233,417,204	23%		0.0%	\$98,415,922	10%		0.0%
7	HOUSTON	\$909,533,478	\$105,692,504	10	12%	\$394,033,647	43%	\$20,050,130	2%	\$5,823,408	1%	\$36,371,743	4%	229,536,315	25%		0.0%	\$118,025,730	13%		0.0%
8	MIAMI	\$866,903,506	\$143,281,772	7	17%	\$421,288,019	49%	\$13,978,957	2%	\$5,365,837	1%	\$23,636,791	3%	155,779,945	18%	\$5,420,698	0.6%	\$88,028,428	10%	\$10,123,059	1.2%
9	PHILADELPHIA	\$851,044,215	\$99,083,023	11	12%	\$399,476,663	47%	\$11,994,575	1%	\$6,901,819	1%	\$50,896,377	6%	184,694,976	22%	\$12,040,749	1.4%	\$84,138,768	10%	\$1,817,265	0.2%
10	BOSTON	\$792,911,917	\$86,999,698	13	11%	\$324,343,404	41%	\$40,664,308	5%	\$16,230,711	2%	\$87,014,245	11%	166,900,814	21%	\$13,799,968	1.7%	\$56,958,770	7%		0.0%
11	ATLANTA	\$763,494,019	\$138,789,404	8	18%	\$343,092,363	45%	\$19,019,388	2%	\$7,565,381	1%	\$52,353,976	7%	167,528,313	22%	\$9,530,073	1.2%	\$25,615,121	3%		0.0%
12	PHOENIX	\$626,946,409	\$84,718,556	14	14%	\$240,444,615	38%	\$23,345,435	4%	\$5,017,376	1%	\$49,170,059	8%	147,096,419	23%	\$7,792,252	1.2%	\$69,361,697	11%		0.0%
13	DETROIT	\$598,054,664	\$68,699,609	17	11%	\$244,667,313	41%	\$24,074,555	4%	\$16,715,180	3%	\$98,126,231	16%	114,098,178	19%	\$4,517,838	0.8%	\$27,155,761	5%		0.0%
14	TAMPA	\$512,706,674	\$89,189,030	12	17%	\$258,562,373	50%	\$8,564,130	2%	\$2,114,087	0%	\$26,921,699	5%	76,725,043	15%	\$3,574,150	0.7%	\$47,056,163	9%		0.0%
15	ORLANDO	\$494,290,011	\$120,750,726	9	24%	\$250,331,894	51%	\$6,538,888	1%	\$1,098,911	0%	\$10,453,374	2%	90,929,996	18%	\$2,423,688	0.5%	\$11,762,533	2%		0.0%
16	DENVER	\$488,600,026	\$46,661,779	23	10%	\$209,681,112	43%	\$12,333,008	3%	\$5,389,585	1%	\$53,996,310	11%	109,875,365	22%	\$1,304,836	0.3%	\$49,068,693	10%	\$289,337	0.1%
17	SAN DIEGO	\$477,427,679	\$53,036,105	19	11%	\$191,359,572	40%	\$5,304,691	1%	\$795,755	0%	\$9,825,756	2%	99,016,627	21%	\$4,065,336	0.9%	\$110,643,289	23%	\$3,380,549	0.7%
18	MINNEAPOLIS	\$432,006,007	\$62,396,857	18	14%	\$136,213,140	32%	\$16,743,266	4%	\$7,277,405	2%	\$30,569,902	7%	86,367,735	20%	\$13,266,120	3.1%	\$79,171,582	18%		0.0%
19	SEATTLE	\$430,198,944	\$39,912,069	27	9%	\$194,375,932	45%	\$13,415,843	3%	\$1,779,414	0%	\$25,984,912	6%	102,946,026	24%	\$1,741,456	0.4%	\$50,043,293	12%		0.0%
20	CLEVELAND	\$417,251,064	\$36,873,268	30	9%	\$199,239,392	48%	\$7,482,682	2%	\$2,758,117	1%	\$29,089,173	7%	53,687,381	13%	\$3,266,179	0.8%	\$84,854,872	20%		0.0%
21	ST LOUIS	\$369,382,449	\$51,605,714	21	14%	\$113,628,693	31%	\$11,744,701	3%	\$8,796,037	2%	\$66,637,080	18%	60,627,258	16%	\$1,010,013	0.3%	\$55,332,953	15%		0.0%
22	LAS VEGAS	\$361,640,767	\$72,001,309	15	20%	\$162,340,564	45%	\$4,940,421	1%	\$635,602	0%	\$19,181,638	5%	48,071,594	13%		0.0%	\$54,469,640	15%		0.0%
23	INDIANAPOLIS	\$343,381,796	\$24,281,536	40	7%	\$132,009,348	38%	\$8,229,544	2%	\$2,960,800	1%	\$43,098,699	13%	16,649,825	5%	\$4,026,314	1.2%	\$112,125,730	33%		0.0%
24	SACRAMENTO	\$342,271,519	\$47,305,740	22	14%	\$156,950,506	46%	\$13,090,443	4%	\$1,078,455	0%	\$15,209,592	4%	74,881,616	22%	\$2,495,250	0.7%	\$31,259,917	9%		0.0%
25	SAN ANTONIO	\$326,220,156	\$35,799,545	31	11%	\$151,024,336	46%	\$2,522,674	1%	\$467,286	0%	\$11,926,705	4%	71,598,367	22%		0.0%	\$52,881,243	16%		0.0%
26	PITTSBURGH	\$300,202,775	\$38,014,918	28	13%	\$146,525,977	49%	\$6,394,537	2%	\$1,615,744	1%	\$24,021,886	8%	52,753,212	18%	\$5,054,490	1.7%	\$25,822,012	9%		0.0%
27	PORTLAND,OR	\$269,426,958	\$16,119,803	56	6%	\$124,424,737	46%	\$10,287,706	4%	\$3,029,241	1%	\$34,149,781	13%	57,170,089	21%		0.0%	\$24,245,601	9%		0.0%
28	HARTFORD	\$262,009,767	\$41,024,878	26	16%	\$133,015,328	51%	\$5,314,001	2%	\$1,145,710	0%	\$22,909,887	9%	15,039,241	6%		0.0%	\$43,560,722	17%		0.0%
29	AUSTIN	\$254,664,923	\$22,938,690	45	9%	\$98,017,456	38%	\$5,748,939	2%	\$4,414,370	2%	\$33,526,294	13%	62,351,208	24%		0.0%	\$27,667,965	11%		0.0%
30	SALT LAKE CITY	\$238,587,424	\$41,714,608	25	17%	\$92,936,013	39%	\$22,309,071	9%	\$4,747,110	2%	\$30,039,309	13%	45,017,929	19%		0.0%	\$1,823,383	1%		0.0%
31	BALTIMORE	\$230,607,051	\$10,593,875	86	5%	\$125,567,412	54%	\$5,718,491	2%	\$1,262,408	1%	\$13,665,781	6%	49,155,768	21%	\$6,771,476	2.9%	\$17,871,840	8%		0.0%
32	CINCINNATI	\$228,617,877	\$23,825,530	42	10%	\$94,850,742	41%	\$8,169,300	4%	\$3,885,170	2%	\$15,581,491	7%	50,749,479	22%		0.0%	\$31,556,164	14%		0.0%
33	CHARLOTTE	\$222,648,339	\$37,305,568		17%	\$146,882,740	66%	\$2,808,788	1%	\$976,078	0%	\$10,385,056	5%	15,025,056	7%		0.0%	\$9,265,053	4%		0.0%
34	COLUMBUS,OH	\$221,855,655	\$22,425,735	47	10%	\$103,327,840	47%	\$13,443,496	6%	\$2,922,610	1%	\$31,801,881	14%	12,456,598	6%		0.0%	\$35,477,495	16%		0.0%
35	NASHVILLE	\$220,591,580	\$52,258,786	20	24%	\$98,372,821	45%	\$4,010,866	2%	\$2,908,161	1%	\$22,436,646	10%	19,247,635	9%		0.0%	\$21,356,666	10%		0.0%
36	OKLAHOMA CITY	\$216,923,840	\$23,232,404	43	11%	\$104,099,878	48%	\$2,846,561	1%	\$653,200	0%	\$6,940,200	3%	7,296,194	3%		0.0%	\$71,855,402	33%		0.0%
37	ALL OTHER	\$214,005,488	\$150,346,820	5	70%		0%		0%		0%		0%	63,658,668			0.0%		0%		0.0%
38	MILWAUKEE	\$213,118,818	\$28,399,784	35	13%	\$107,119,606	50%	\$5,021,800	2%	\$3,306,996	2%	\$27,483,499	13%	7,351,275	3%		0.0%	\$34,435,859	16%		0.0%
39	RALEIGH	\$211,020,561	\$22,903,890	46	11%	\$134,016,366	64%	\$10,370,954	5%	\$2,977,265	1%	\$17,217,972	8%	15,446,017	7%		0.0%	\$8,088,097	4%		0.0%
40	JACKSONVILLE	\$197,940,401	\$29,767,121	34	15%	\$84,962,692	43%	\$2,898,448	1%	\$1,158,671	1%	\$7,645,006	4%	12,922,674	7%		0.0%	\$58,585,788	30%		0.0%
41	WEST PALM BCH	\$187,908,858	\$3,181,647	140	2%	\$93,453,052	50%	\$3,043,227	2%	\$341,258	0%	\$3,366,835	2%	35,284,780	19%		0.0%	\$49,238,058	26%		0.0%
42	GREENVILLE,SC	\$177,475,590	\$26,869,127	38	15%	\$79,604,008	45%	\$4,754,541	3%	\$1,469,482	1%	\$17,192,447	10%	7,208,807	4%		0.0%	\$40,377,177	23%		0.0%
43	NEW ORLEANS	\$173,463,440	\$34,310,085	32	20%	\$80,124,963	46%	\$5,764,889	3%	\$1,397,238	1%	\$9,451,511	5%	10,508,663	6%		0.0%	\$31,906,091	18%		0.0%
44	NORFOLK	\$171,747,052	\$12,921,103	71	8%	\$86,318,993	50%	\$2,165,820	1%	\$2,307,061	1%	\$20,557,511	12%	10,503,212	6%		0.0%	\$36,973,352	22%		0.0%
45	PROVIDENCE	\$165,454,159			11%	\$58,602,792	35%	\$2,302,637	1%		0%		0%	24,387,454	15%		0.0%	\$61,931,925	37%		0.0%
46	KANSAS CITY	\$163,519,162	\$27,437,772	37	17%	\$78,786,594	48%	\$2,545,991	2%	\$1,445,172	1%	\$20,625,915	13%	10,665,333	7%		0.0%	\$22,012,384	13%		0.0%
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 $[\]ensuremath{^{*}\text{OAAA}}$ estimates Kantar captures approximately 70% of total US 00H spend

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					001101		<u>% of</u>		<u>% of</u>		<u>% of</u>		<u>% of</u>		<u>% of</u>	<u>% of</u>		<u>% of</u>		<u>% of</u>
<u>Total</u>				<u>Total</u>	00H Share		Local		Local		Local		Local	Local and	Local	Local		<u>Local</u>	<u>Hispanic</u>	<u>Local</u>
Local Ad				OOH Ad	of Market		<u>Market</u>	<u>Internet</u>	<u>Market</u>	Online Video	Market	Mobile Web	<u>Market</u>	National Spot	Market	<u>Market</u>	<u>Newspaper</u>	<u>Market</u>	Newspaper	<u>Market</u>
<u>Spend</u>		Total Local Ad	OOH Local Ad	<u>Spend</u>	Local Ad	Spot TV Local	<u>Ad</u>	Display Local	<u>Ad</u>	Local Ad	<u>Ad</u>	Video Local Ad	<u>Ad</u>	Radio Ad	<u>Ad</u>	<u>Magazine</u> <u>Ad</u>	Local Ad	<u>Ad</u>	Local Ad	<u>Ad</u>
Rank	<u>MARKET</u>	<u>Spend</u>	<u>Spend</u>	Rank	<u>Spend</u>	Ad Spend	Spend	Ad Spend	Spend	<u>Spend</u>	Spend	<u>Spend</u>	<u>Spend</u>	<u>Spend</u>	Spend	Local Ad Spend Spend	<u>Spend</u>	<u>Spend</u>	<u>Spend</u>	<u>Spend</u>
47	MEMPHIS	\$151,912,945	\$21,629,175	48	14%	\$68,534,640	45%	\$916,579	1%	\$284,037	0%	\$2,980,986	2%	24,748,170	16%	0.0%	\$32,819,358	22%		0.0%
48	GRAND RAPIDS	\$146,114,329	\$34,309,032	33	23%	\$63,320,250	43%	\$2,906,449	2%	\$1,219,860	1%	\$13,736,863	9%	11,297,889	8%	0.0%	\$19,323,985	13%		0.0%
49	HARRISBURG	\$143,115,334	\$44,952,866	24	31%	\$58,978,025	41%	\$3,601,302	3%	\$762,696	1%	\$8,849,267	6%	8,138,081	6%	0.0%	\$17,833,098	12%		0.0%
50	OMAHA	\$139,734,231	\$9,857,543	90	7%	\$72,119,769	52%	\$2,759,120	2%	\$152,774	0%	\$786,737	1%	23,162,938	17%	0.0%	\$30,895,350	22%		0.0%
51	BUFFALO	\$133,430,577	\$14,113,717	62	11%	\$73,614,461	55%	\$3,320,613	2%	\$407,548	0%	\$326,516	0%	3,908,239	3%	0.0%	\$37,739,482	28%		0.0%
52	LOUISVILLE	\$131,236,000	\$17,381,642	53	13%	\$69,214,499	53%	\$2,862,912	2%	\$1,135,501	1%	\$10,941,843	8%	6,536,302	5%	0.0%	\$23,163,302	18%		0.0%
53	RICHMOND	\$122,357,019	\$23,875,994	41	20%	\$54,084,381	44%	\$2,213,406	2%		0%	\$630,928	1%	7,723,017	6%	0.0%	\$33,829,292	28%		0.0%
54	BIRMINGHAM	\$118,069,758	\$25,599,155	39	22%	\$68,070,587	58%	\$6,599,006	6%	\$132,803	0%	\$1,866,330	2%	6,437,164	5%	0.0%	\$9,364,714	8%		0.0%
55	ALBANY,NY	\$113,876,875	\$13,914,820	64	12%	\$45,850,999	40%	\$4,582,705	4%	,	0%	. , ,	0%	3,502,174	3%	0.0%	\$46,026,178	40%		0.0%
56	ROCHESTER,NY	\$110,490,051	\$8,344,046		8%	\$42,321,701	38%	\$2,926,235	3%	\$2,071,669	2%		0%	3,613,127	3%	0.0%	\$51,213,272	46%		0.0%
57	ALBUQUERQUE	\$109,773,117	\$16,816,772	54	15%	\$64,738,715	59%	\$2,328,659	2%	\$232,754	0%	\$2,662,860	2%	4,757,340	4%	0.0%	\$18,236,016	17%		0.0%
58				44	21%	\$59,196,806	55%	\$1,779,995	2%		0%	Ψ2,002,800	0%	23,855,011	22%	0.0%	\$10,230,010	0%		0.0%
	KNOXVILLE	\$108,394,284	\$23,059,580							\$502,891		ΦΕΩ7.20E								
59	FT MYERS	\$104,566,555	\$8,855,089		8%	\$72,378,655	69%	\$1,859,995	2%	* 101.100	0%	\$537,385	1%	20,935,431	20%	0.0%	40.540.044	0%		0.0%
60	FRESNO	\$103,741,368	\$20,269,755		20%	\$66,468,213	64%	\$824,528	1%	\$161,190	0%	*10.000.000	0%	7,469,641	7%	0.0%	\$8,548,041	8%		0.0%
61	GREENSBORO	\$101,649,756	\$15,549,624	58	15%	\$48,176,408	47%	\$2,654,284	3%	\$1,410,395	1%	\$12,222,090	12%	6,630,986	7%	0.0%	\$15,005,969	15%		0.0%
62	TULSA	\$98,013,363	\$14,070,871	63	14%	\$57,825,555	59%	\$2,023,784	2%	\$90,955	0%	\$1,328,240	1%	3,700,238	4%	0.0%	\$18,973,720	19%		0.0%
63	LITTLE ROCK	\$97,297,323	\$12,794,023	72	13%	\$61,995,481	64%	\$2,069,078	2%		0%		0%	2,863,263	3%	0.0%	\$17,575,478	18%		0.0%
64	WILKES BARRE	\$87,893,683	\$20,376,844	50	23%	\$46,694,790	53%	\$2,803,475	3%	\$753,283	1%		0%	3,253,256	4%	0.0%	\$14,012,035	16%		0.0%
65	MOBILE	\$87,862,407	\$27,795,023	36	32%	\$54,197,726	62%	\$1,337,420	2%		0%		0%	4,532,238	5%	0.0%		0%		0.0%
66	TUCSON	\$81,640,525	\$13,644,492	65	17%	\$59,894,250	73%	\$1,540,188	2%		0%		0%	6,561,595	8%	0.0%		0%		0.0%
67	HARLINGEN	\$76,270,958	\$13,521,011	66	18%	\$58,429,194	77%	\$21,789	0%	\$12,612	0%	\$32,787	0%	4,253,564	6%	0.0%		0%		0.0%
68	BATON ROUGE	\$75,978,967	\$16,678,333	55	22%	\$51,497,125	68%	\$2,707,808	4%	\$135,574	0%	\$847,505	1%	4,112,622	5%	0.0%		0%		0.0%
69	EL PASO	\$71,832,883	\$14,827,521	60	21%	\$48,031,785	67%	\$794,727	1%		0%		0%	3,440,676	5%	0.0%		0%	\$4,738,174	6.6%
70	DES MOINES	\$70,947,753	\$9,568,245	95	13%	\$46,400,110	65%	\$3,729,102	5%	\$403,013	1%	\$5,188,395	7%	5,658,889	8%	0.0%		0%		0.0%
71	MADISON	\$69,967,699	\$11,594,580	81	17%	\$45,084,247	64%	\$3,715,938	5%		0%	\$7,341,904	10%	2,231,030	3%	0.0%		0%		0.0%
72	LEXINGTON	\$66,726,710	\$10,275,277	87	15%	\$53,640,410	80%	\$434,590	1%		0%		0%	2,376,432	4%	0.0%		0%		0.0%
73	FLINT	\$65,517,029	\$20,946,045	49	32%	\$39,891,617	61%	\$934,655	1%		0%		0%	3,744,712	6%	0.0%		0%		0.0%
74	SAVANNAH	\$65,387,932	\$12,522,475	73	19%	\$47,960,556	73%	\$637,340	1%	\$52,933	0%		0%	4,214,628	6%	0.0%		0%		0.0%
75	COLUMBIA,SC	\$58,537,269	\$12,503,568		21%	\$41,314,688	71%	\$768,803	1%	\$682,452	1%		0%	3,267,757	6%	0.0%		0%		0.0%
76	ROANOKE	\$58,227,769	\$8,329,745		14%	\$44,337,926	76%	\$2,151,058	4%	\$42,448	0%		0%	3,366,592	6%	0.0%		0%		0.0%
77	DAYTON	\$57,749,061	\$6,987,170	112	12%	\$44,624,531	77%	\$2,151,038	4%	Ψ12,110	0%		0%	3,986,322	7%	0.0%		0%		0.0%
78	CHARLESTON,SC	\$57,236,915	\$14,597,688	61	26%	\$38,220,773	67%	\$1,041,944	2%	\$60,279	0%		0%	3,316,231	6%	0.0%	+	0%		0.0%
79	JACKSON,MS	\$56,524,784	\$12,001,212	79	21%	\$40,778,028	72%	\$863,366	2%	\$252,480	0%	\$413,180	1%	2,216,518	4%	0.0%	+	0%		0.0%
80	TOLEDO	\$54,029,868	\$9,024,416	98	17%	\$40,778,028	77%	\$1,004,715	2%	Ψ232, 4 30	0%	Ψ+15,160	0%	2,578,426	5%	0.0%	+	0%		0.0%
										-						0.0%	+	0%		0.0%
81	GREEN BAY	\$52,988,426	\$10,917,469	83	21%	\$37,510,784	71%	\$3,302,338	6%		0%		0%	1,257,835	2%		+			
82	HONOLULU	\$52,519,286	\$1,906,993	146	4%	\$44,586,437	85%	\$4,037,286	8%		0%		0%	1,988,570	4%	0.0%	+	0%		0.0%
83	HUNTSVILLE	\$52,443,124	\$15,609,214	57	30%	\$34,131,406	65%	\$746,516	1%		0%		0%	1,955,989	4%	0.0%		0%		0.0%
84	SHREVEPORT	\$52,346,093			19%	\$40,136,194	77%	\$491,645			0%		0%	1,986,006		0.0%		0%		0.0%
85	WACO	\$52,128,615			23%	\$36,174,395	69%	\$916,768	2%		0%		0%	2,808,291		0.0%		0%		0.0%
86	AUGUSTA	\$51,436,784	\$6,311,195		12%	\$41,641,465	81%	\$277,348		\$26,396	0%		0%	3,180,380		0.0%		0%		0.0%
87	COLORADO SPRGS	\$51,429,446			15%	\$37,638,769	73%	\$1,226,843	2%		0%		0%	4,594,999		0.0%		0%		0.0%
88	TYLER	\$51,390,832	\$9,733,142	92	19%	\$40,238,386	78%		0%		0%		0%	1,419,304	3%	0.0%		0%		0.0%
89	FT SMITH	\$50,531,836	\$11,335,724	82	22%	\$36,203,151	72%	\$740,327	1%		0%		0%	2,252,634	4%	0.0%		0%		0.0%
90	CHATTANOOGA	\$50,177,929	\$3,796	175	0%	\$46,709,051	93%	\$1,302,803	3%		0%		0%	2,162,280	4%	0.0%		0%		0.0%
91	CEDAR RAPIDS	\$50,068,880	\$13,441,997	68	27%	\$33,805,161	68%	\$330,771	1%	\$151,352	0%		0%	2,339,599	5%	0.0%		0%		0.0%
92	CHARLESTON,WV	\$49,815,066	\$4,879,014	129	10%	\$41,144,542	83%	\$1,610,979	3%		0%		0%	2,180,531	4%	0.0%		0%		0.0%
Source: Kant	•					I				•					•			I		

 $[\]ensuremath{^{\star}\text{OAAA}}$ estimates Kantar captures approximately 70% of total US 00H spend

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							<u>% of</u>		<u>% of</u>		<u>% of</u>		<u>% of</u>		<u>% of</u>	<u>% of</u>		<u>% of</u>		<u>% of</u>
<u>Total</u>				<u>Total</u>	OOH Share		Local		Local		Local		Local	Local and	Local	<u>Local</u>		Local	<u>Hispanic</u>	Local
Local Ad				OOH Ad	of Market		Market	<u>Internet</u>	Market	Online Video	<u>Market</u>	Mobile Web	Market	National Spot	Market	<u>Market</u>	Newspaper	<u>Market</u>	Newspaper	Market
<u>Spend</u>		Total Local Ad	OOH Local Ad	<u>Spend</u>	Local Ad	Spot TV Local	<u>Ad</u>	Display Local	<u>Ad</u>	Local Ad	<u>Ad</u>	Video Local Ad	<u>Ad</u>	Radio Ad	<u>Ad</u>	<u>Magazine</u> <u>Ad</u>	Local Ad	<u>Ad</u>	Local Ad	<u>Ad</u>
Rank	MARKET	<u>Spend</u>	<u>Spend</u>	Rank	<u>Spend</u>	Ad Spend	Spend	Ad Spend	Spend	<u>Spend</u>	<u>Spend</u>	<u>Spend</u>	Spend	<u>Spend</u>	Spend	Local Ad Spend Spend	<u>Spend</u>	Spend	<u>Spend</u>	Spend
93	MYRTLE BEACH	\$49,799,113	\$15,055,331	59	30%	\$31,321,259	63%	\$582,250	1%	\$326,582	1%	\$910,920	2%	1,602,771	3%	0.0%		0%		0.0%
94	BOISE	\$48,359,340	\$13,429,028	69	28%	\$33,223,552	69%	\$31,928	0%		0%		0%	1,674,832	3%	0.0%		0%		0.0%
95	EVANSVILLE	\$47,206,415	\$9,676,992	94	20%	\$36,090,611	76%	\$683,876	1%		0%		0%	754,936	2%	0.0%		0%		0.0%
96	SPOKANE	\$47,131,013	\$12,518,100	74	27%	\$30,381,982	64%	\$1,548,230	3%		0%		0%	2,682,701	6%	0.0%		0%		0.0%
97	RENO	\$46,464,093	\$13,507,839	67	29%	\$30,427,198	65%	\$880,267	2%		0%		0%	1,648,790	4%	0.0%		0%		0.0%
98	TALLAHASSEE	\$45,997,303	\$6,538,865	116	14%	\$36,513,560	79%	\$870,649	2%		0%		0%	2,074,228	5%	0.0%		0%		0.0%
99	BAKERSFIELD	\$45,523,475	\$10,664,577	85	23%	\$30,851,307	68%	\$349,502	1%		0%		0%	3,658,089	8%	0.0%		0%		0.0%
100	BURLINGTON	\$45,490,487	\$20,001,011		0%	\$43,078,731	95%	\$930,404	2%	\$46,140	0%	\$128,810	0%	1,306,402	3%	0.0%		0%		0.0%
101	WICHITA	\$45,350,235	\$7,373,998	108	16%	\$35,057,853	77%	\$956,139	2%	Ψ10,110	0%	Ψ120,010	0%	1,962,246	4%	0.0%		0%		0.0%
102	SOUTH BEND	\$44,836,073	\$121,591	161	0%	\$42,152,042	94%	\$764,935	2%		0%		0%	1,797,505	4%	0.0%		0%		0.0%
-																				
103	SPRINGFIELD,MO	\$44,549,705	\$9,084,671	97	20%	\$32,891,002	74%	\$1,047,832	2%	 	0%		0%	1,526,200	3%	0.0%		0%		0.0%
104	TRI CITIES	\$44,062,550	#0.000.0::	444	0%	\$40,145,732	91%	\$2,602,651	6%		0%		0%	1,314,167	3%	0.0%		0%		0.0%
105	SYRACUSE	\$43,909,929	\$6,639,814	114	15%	\$31,222,941	71%	\$3,847,656	9%		0%		0%	2,199,518	5%	0.0%		0%		0.0%
106	CORPUS CHRISTI	\$43,521,952	\$5,477,622		13%	\$35,439,315	81%	\$284,987	1%		0%		0%	2,320,028	5%	0.0%		0%		0.0%
107	LAFAYETTE,LA	\$42,152,920	\$7,215,994	110	17%	\$32,368,114	77%	\$610,385	1%		0%		0%	1,958,427	5%	0.0%		0%		0.0%
108	YOUNGSTOWN	\$41,644,416	\$6,595,039	115	16%	\$32,182,970	77%	\$1,173,768	3%		0%		0%	1,692,640	4%	0.0%		0%		0.0%
109	LANSING	\$40,937,277	\$8,311,514	102	20%	\$28,418,226	69%	\$835,136	2%		0%		0%	3,372,401	8%	0.0%		0%		0.0%
110	WILMINGTON	\$39,977,005	\$12,222,761	77	31%	\$26,981,829	67%		0%		0%		0%	772,415	2%	0.0%		0%		0.0%
111	MONTGOMERY	\$39,379,606	\$9,310,207	96	24%	\$28,151,773	71%	\$492,369	1%	\$92,041	0%		0%	1,333,216	3%	0.0%		0%		0.0%
112	PORTLAND,ME	\$39,340,325	\$70,279	165	0%	\$33,197,102	84%	\$1,074,552	3%	\$610,668	2%		0%	4,387,724	11%	0.0%		0%		0.0%
113	MACON	\$38,543,943	\$10,186,972	88	26%	\$26,154,519	68%	\$31,887	0%		0%		0%	2,170,565	6%	0.0%		0%		0.0%
114	PALM SPRINGS	\$37,899,570	\$11,964,346	80	32%	\$23,260,912	61%	\$873,254	2%		0%		0%	1,801,058	5%	0.0%		0%		0.0%
115	CHAMPAIGN	\$37,782,930	\$10,766,561	84	28%	\$24,783,342	66%	\$1,002,107	3%		0%		0%	1,230,920	3%	0.0%		0%		0.0%
116	JOHNSTOWN	\$37,745,260	\$7,192,415	111	19%	\$28,926,504	77%	\$791,858	2%		0%		0%	834,483	2%	0.0%		0%		0.0%
117	FT WAYNE	\$37,479,624	\$1,986,416	145	5%	\$32,509,677	87%	\$941,556	3%		0%		0%	2,041,976	5%	0.0%		0%		0.0%
118	DAVENPORT	\$37,350,033	\$38,705		0%	\$34,228,771	92%	\$1,051,743	3%		0%		0%	2,030,814	5%	0.0%		0%		0.0%
119	LINCOLN	\$35,018,305	\$6,534,738	117	19%	\$26,824,411	77%	7=,775=,7775	0%		0%		0%	1,659,156	5%	0.0%		0%		0.0%
120	PEORIA	\$35,015,179	\$4,176,557	134	12%	\$27,576,950	79%	\$1,467,909	4%	\$150,319	0%		0%	1,643,444	5%	0.0%		0%		0.0%
121	LA CROSSE	\$34,705,150	\$12,072,374	78	35%	\$21,654,504	62%	Ψ1,401,303	0%	Ψ130,313	0%		0%	978,272	3%	0.0%		0%		0.0%
122	GREENVILLE,NC	\$33,924,283	\$5,448		0%	\$31,732,185	94%	\$759,203	2%	\$111,989	0%		0%	1,315,458	4%	0.0%		0%		0.0%
123	SPRINGFIELD,MA	\$33,924,283	\$1,609		0%	\$29,437,011	89%	\$1,445,543	4%	\$111,969	0%		0%	2,198,607	7%	0.0%		0%		0.0%
	,									\$20 FF0										
124	PADUCAH	\$33,014,717	\$4,252,238	131	13%	\$27,677,522	84%	\$437,085 \$10,648	1%	\$29,559	0%		0%	618,313	2%	0.0%		0%		0.0%
125	COLUMBUS,GA	\$32,628,636	\$6,026,896	122	18%	\$24,767,403	76%	\$10,648	0%		0%		0%	1,823,689	6%	0.0%		0%		
126	ALBANY,GA	\$31,449,485	\$9,745,703	91	31%	\$20,117,320	64%	44.513.3 55	0%		0%		0%	1,586,462	5%	0.0%		0%		0.0%
127	SIOUX FALLS	\$30,458,720		4.5	0%	\$27,494,550	90%	\$1,512,968	5%	4 ·	0%		0%	1,451,202	5%	0.0%		0%		0.0%
128	MONTEREY	\$28,653,165	\$276	183	0%	\$24,571,594	86%	\$453,463	2%	\$62,954	0%		0%	3,564,878	12%	0.0%		0%		0.0%
129	FARGO	\$28,599,729			0%	\$27,173,169	95%		0%		0%		0%	1,426,560	5%	0.0%		0%		0.0%
130	BILOXI	\$28,357,974			47%	\$14,208,162			0%		0%		0%	877,929		0.0%		0%		0.0%
131	SANTA BARBARA	\$26,143,632			0%	\$15,969,741	61%	\$515,417	2%	\$120,976	0%	\$587,176	2%	8,828,790	34%	0.0%		0%		0.0%
132	TRAVERSE CITY	\$24,946,916	\$6,384,893	119	26%	\$17,076,039	68%	\$94,525	0%		0%		0%	1,391,459	6%	0.0%		0%		0.0%
133	BILLINGS	\$23,480,084	\$7,580,113	106	32%	\$15,627,274	67%		0%		0%		0%	272,697	1%	0.0%		0%		0.0%
134	EUGENE	\$22,823,243	\$339,029	155	1%	\$21,323,056	93%	\$907,136	4%		0%		0%	254,022	1%	0.0%		0%		0.0%
135	DULUTH	\$20,509,715	\$7,399,692	107	36%	\$12,670,767	62%		0%		0%		0%	439,256	2%	0.0%		0%		0.0%
136	ERIE	\$20,338,066	\$8,151,416	103	40%	\$11,200,232	55%		0%		0%		0%	986,418	5%	0.0%		0%		0.0%
137	ANCHORAGE	\$19,680,270			0%	\$18,238,304	93%	\$126,269	1%		0%		0%	1,315,697	7%	0.0%		0%		0.0%
138	GAINESVILLE	\$19,411,451	\$53,811	167	0%	\$16,378,920	84%	\$386,538	2%	\$135,405	1%	\$985,257	5%	1,471,520	8%	0.0%		0%		0.0%
Source: Kant			* · · · · · · · · · · · · · · · · · · ·													I	1			

 $[\]ensuremath{^{\star}\text{OAAA}}$ estimates Kantar captures approximately 70% of total US 00H spend

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Total				Total	OOU Chara		<u>% of</u>		<u>% of</u>		<u>% of</u>		<u>% of</u>	Local and	<u>% of</u>		<u>% of</u>		<u>% of</u>	Hiononio	<u>% of</u>
<u>Total</u>				<u>Total</u>	00H Share		Local	lusta un at	Local	Online Midee	Local	Mahila Wah	Local	Local and	Local		<u>Local</u>	Namanan	<u>Local</u>	<u>Hispanic</u>	Local
Local Ad		Tatalla a al Asi	00111 1 4 - 1	OOH Ad	of Market	O = + T) / I = = = I	Market	<u>Internet</u>	Market	Online Video	Market	Mobile Web	Market	National Spot	Market	NA	<u>Market</u>	Newspaper	<u>Market</u>	Newspaper	Market
Spend Rank	MARKET	Total Local Ad Spend	OOH Local Ad Spend	Spend Rank	Local Ad Spend	Spot TV Local Ad Spend	<u>Ad</u> Spend	Display Local Ad Spend	<u>Ad</u> Spend	<u>Local Ad</u> <u>Spend</u>	<u>Ad</u> Spend	Video Local Ad Spend	Ad Spend	Radio Ad Spend	Ad Spend	Magazine Local Ad Spend	<u>Ad</u> Spend	<u>Local Ad</u> Spend	Ad Spend	Local Ad Spend	<u>Ad</u> Spend
139	LAREDO	\$19.323.586	\$5,092,545	127	26%	\$13,381,616	69%	ria oponia	0%	90000	0%	9000	0%	849,425	4%	200ai i ia opoiia	0.0%	<u> </u>	0%	<u> </u>	0.0%
140	BEAUMONT	\$18,534,173	\$3,847,026	137	21%	\$13,251,764	71%		0%		0%		0%	1,435,383	8%		0.0%		0%		0.0%
141	LUBBOCK	\$18,402,217	\$4,925,617	128	27%	\$12,227,314	66%		0%		0%		0%	1,249,286	7%		0.0%		0%		0.0%
142	ODESSA	\$17,917,913	\$6,184,346	121	35%	\$10,907,693	61%		0%		0%		0%	825,874	5%		0.0%		0%		0.0%
143	WAUSAU	\$17,309,845	Ψ0,101,010		0%	\$16,849,406	97%		0%		0%		0%	460,439	3%		0.0%		0%		0.0%
144	CHICO	\$17,264,986	\$8,013,901	104	46%	\$7,599,280	44%	\$340,153	2%		0%		0%	1,311,653	8%		0.0%		0%		0.0%
145	LAKE CHARLES	\$17,236,172	\$5,891,288	123	34%	\$10,629,432	62%	Ψ540,155	0%		0%		0%	715,452	4%		0.0%		0%		0.0%
146	BANGOR	\$17,146,355	\$69,731	166	0%	\$13,816,147	81%	\$1,150,889	7%		0%		0%	2,109,588	12%		0.0%		0%		0.0%
147	AMARILLO	\$16,924,912	\$4,244,854	132	25%	\$11,917,268	70%	Ψ1,130,003	0%		0%		0%	762,790	5%		0.0%		0%		0.0%
148	RAPID CITY	\$16,624,614	\$9,933,239	89	60%	\$6,357,878	38%		0%		0%		0%	333,497	2%		0.0%		0%		0.0%
149	SALISBURY	\$16,306,825	\$7,292,560	109	45%	\$7,134,700	44%	\$276,470	2%	\$794,028	5%		0%	809,067	5%		0.0%		0%		0.0%
150	PANAMA CITY	\$16,232,905	\$6,501,522	118	40%	\$8,585,625	53%	\$468,455	3%	\$45,948	0%		0%	631,355	4%		0.0%		0%		0.0%
151	CHARLOTTESVILL	\$10,232,903	\$531	182	0%	\$13,818,726	91%	\$787,411	5%	\$45,946	0%		0%	623,161	4%		0.0%		0%		0.0%
152	ABILENE	\$15,004,188	\$4,285,831	130	29%	\$9,887,744	66%	\$436,470	3%		0%		0%	394,143	3%		0.0%		0%		0.0%
153	JACKSON,TN	\$15,004,188	\$5,790,121	124	39%	\$8,740,017	59%	\$436,470	0%		0%		0%	324,732	2%		0.0%		0%		0.0%
154	TOPEKA	\$14,834,870 \$14,624,379	\$4,054,275	135	28%	\$9,590,670	66%		0%		0%		0%	979,434	7%		0.0%		0%		0.0%
155	WHEELING	\$14,495,187	\$5,526,684	125	38%	\$8,055,556	56%	\$340,606	2%		0%		0%	572,342	4%		0.0%		0%		0.0%
		\$14,495,187 \$14,315,444	\$5,526,664	125	0%	\$13,710,881	96%	\$340,606	0%		0%		0%	604,563	4%		0.0%		0%		0.0%
156	SIOUX CITY		\$3,142,534	1.11	1	\$9,802,587	70%	¢067.611			0%				5%		0.0%		0%		1
157	MONROE YUMA	\$13,951,305		141	23%	\$9,802,587	66%	\$267,611	2% 0%		0%		0%	738,573 629,715	5%				0%		0.0%
158 159	ROCHESTER,MN	\$13,583,233 \$12,894,265	\$3,957,111	136	29%	\$11,765,790	91%	\$291,793	2%		0%		0% 0%	836,682	6%		0.0%		0%		0.0%
160	CASPER	\$12,765,667	\$6,980,853	113	55%	\$5,582,584	44%	Ψ291,193	0%		0%		0%	202,230	2%		0.0%		0%		0.0%
161	HATTIESBURG	\$12,456,711	\$2,856,801	143	23%	\$8,727,817	70%	\$87,727	1%		0%		0%	784,366	6%		0.0%		0%		0.0%
162	DOTHAN	\$12,430,711	\$2,830,801	179	0%	\$12,276,503	99%	φ61,121	0%		0%		0%	155,394	1%		0.0%		0%		0.0%
163	ALEXANDRIA	\$12,432,883	\$4,212,838	133	35%	\$7,460,252	62%		0%		0%		0%	336,596	3%		0.0%		0%		0.0%
164	WICHITA FALLS	\$12,009,080	\$2,822	176	0%	\$11,286,141	95%	\$161,361	1%		0%		0%	487,286	4%		0.0%		0%		0.0%
165	COLUMBUS,MS	\$11,957,610	\$2,174,838	144	19%	\$8,402,252	75%	\$161,361	0%		0%		0%	688,356	6%		0.0%		0%		0.0%
166	ROCKFORD	\$11,205,440	φ2,174,030	144	0%	\$10,381,596	93%	\$177,040	2%		0%		0%	657,891	6%		0.0%		0%		0.0%
167	MINOT	\$11,210,520 \$10,925,547	\$154,988	159	1%	\$9,710,943	89%	\$177,040	0%		0%		0%	1,059,616	10%		0.0%		0%		0.0%
168	COLUMBIA,MO	\$10,320,993	\$1,046,935	153	10%	\$8,674,295	84%		0%		0%		0%	599,763	6%		0.0%		0%		0.0%
169	JOPLIN	\$9,804,587	\$1,040,933	100	0%	\$8,987,175	92%		0%		0%		0%	817,412	8%		0.0%		0%		0.0%
170	BLUEFIELD	\$9,804,387	\$3,097,407	142	32%	\$6,282,172	66%		0%		0%		0%	161,438	2%		0.0%		0%		0.0%
171	MEDFORD	\$9,258,244	\$70,812	164	1%	\$8,958,277	97%		0%		0%		0%	229,155	2%		0.0%		0%		0.0%
172	TERRE HAUTE	\$9,258,244	\$292,798	156	3%	\$8,236,785	92%	\$112,842	1%	 	0%		0%	284,737	3%		0.0%		0%		0.0%
173	SAN ANGELO	\$8,925,374	\$1,564,390	149	18%	\$7,121,676	80%	\$153,952	2%	 	0%	1	0%	85,356	1%		0.0%		0%		0.0%
174	MISSOULA	\$8,846,131	\$1,564,390 \$145,450	160	2%	\$8,494,500	96%	Ψ±03,902	0%	 	0%	1	0%	206,181	2%		0.0%		0%		0.0%
175	MERIDIAN	\$8,809,632	\$1,438,082	150	16%	\$7,135,647	81%	\$45,245	1%	 	0%	1	0%	190,658	2%		0.0%		0%		0.0%
	BINGHAMTON	\$8,809,632	φ±,430,082	130	0%	\$7,135,647	86%	\$45,245 \$587,713	7%	-	0%			605,888	7%		0.0%		0%		0.0%
	GREAT FALLS	\$8,715,076	\$269,717	157	3%	\$8,264,854	96%	φυοι,113	0%	-	0%		0% 0%		1%		0.0%		0%		0.0%
178	CLARKSBURG	\$8,625,399	\$269,717 \$13,704		0%	\$8,264,854	98%		0%	-	0%		0%	90,828 142,307	2%		0.0%		0%		0.0%
179	LAFAYETTE,IN	\$8,480,130 \$7,835,773	\$15, <i>1</i> U4	1/1	0%	\$6,856,436	88%	\$397,094	5%	-	0%		0%	582,243	7%		0.0%		0%		0.0%
180	UTICA	\$7,835,773	\$577	181	0%	\$7,285,869	94%	\$397,094	1%	-	0%		0%	346,538	4%		0.0%		0%		0.0%
	GREENWOOD	\$7,725,979 \$7,709,117	\$1,376,535		18%	\$7,285,869 \$6,332,582	82%	⊅ 9∠,995	0%		0%		0%	340,338	0%		0.0%		0%		0.0%
181 182	MARQUETTE	\$7,709,117 \$7,669,821	\$1,376,535 \$1,572,514	148	21%	\$6,332,582 \$5,739,581	75%		0%		0%		0%	357,726	5%		0.0%		0%		0.0%
	JONESBORO	\$7,669,821	\$1,572,514 \$1,721,586	148	23%	\$5,739,581	74%		0%	-	0%		0%	193,582	3%		0.0%		0%		0.0%
183 184	YAKIMA	\$7,488,030 \$7,448,852	\$1,721,586	180	0%	\$5,572,862 \$6,630,805	89%		0%	-	0%		0%	817,189	11%		0.0%		0%		0.0%
Souce: Kanta		ψ1, 44 0,032	φ000	100	J /0	Ψ0,030,605	U3 /0		U /0	I	0 /0	1	U //0	317,109	TT /0	1	0.070		070		0.0%

 $[\]ensuremath{^{*}\text{OAAA}}$ estimates Kantar captures approximately 70% of total US 00H spend

	2021 Looding Openia by Marinet by Modium																			
							<u>% of</u>		<u>% of</u>		<u>% of</u>		<u>% of</u>		<u>% of</u>	<u>% of</u>		<u>% of</u>		<u>% of</u>
Total				Total	00H Share		Local		Local		Local		Local	Local and	Local	<u>Local</u>		Local	<u>Hispanic</u>	Local
Local Ad				OOH Ad	of Market		Market	<u>Internet</u>	Market	Online Video	Market	Mobile Web	Market	National Spot	Market	<u>Market</u>	Newspaper	Market	Newspaper	Market
Spend		Total Local Ad	OOH Local Ad	Spend	Local Ad	Spot TV Local	Ad	Display Local	<u>Ad</u>	Local Ad	<u>Ad</u>	Video Local Ad	<u>Ad</u>	Radio Ad	Ad	<u>Magazine</u> <u>Ad</u>	Local Ad	<u>Ad</u>	Local Ad	<u>Ad</u>
Rank	MARKET	<u>Spend</u>	<u>Spend</u>	Rank	<u>Spend</u>	Ad Spend	Spend	Ad Spend	Spend	<u>Spend</u>	Spend	<u>Spend</u>	<u>Spend</u>	<u>Spend</u>	<u>Spend</u>	Local Ad Spend Spend	<u>Spend</u>	<u>Spend</u>	<u>Spend</u>	<u>Spend</u>
185	IDAHO FALLS	\$7,352,129	\$1,294,199	152	18%	\$5,550,264	75%		0%		0%		0%	507,666	7%	0.0%		0%		0.0%
186	MANKATO	\$7,248,890	\$3,584,544	138	49%	\$3,421,292	47%		0%		0%		0%	243,054	3%	0.0%		0%		0.0%
187	SHERMAN	\$7,108,559			0%	\$7,108,559	100%		0%		0%		0%	0	0%	0.0%		0%		0.0%
188	NORTH PLATTE	\$7,066,685			0%	\$6,993,574	99%		0%		0%		0%	73,111	1%	0.0%		0%		0.0%
189	BUTTE	\$6,986,038	\$342,708	154	5%	\$6,500,763	93%		0%		0%		0%	142,567	2%	0.0%		0%		0.0%
190	VICTORIA	\$6,470,908	\$3,343,915	139	52%	\$2,961,998	46%		0%		0%		0%	164,995	3%	0.0%		0%		0.0%
191	GRAND JUNCTION	\$6,161,575	\$109,708	163	2%	\$5,765,782	94%	\$41,502	1%		0%		0%	244,582	4%	0.0%		0%		0.0%
192	BOWLING GREEN	\$5,649,623	\$26,608	169	0%	\$4,831,044	86%		0%		0%		0%	791,971	14%	0.0%		0%		0.0%
193	HELENA	\$5,174,197	\$163,423	158	3%	\$5,010,774	97%		0%		0%		0%	0	0%	0.0%		0%		0.0%
194	QUINCY	\$5,050,196			0%	\$4,741,552	94%		0%		0%		0%	308,644	6%	0.0%		0%		0.0%
195	ELMIRA	\$4,912,890			0%	\$4,662,460	95%		0%		0%		0%	250,430	5%	0.0%		0%		0.0%
196	FAIRBANKS	\$4,723,422			0%	\$4,419,249	94%		0%		0%		0%	304,173	6%	0.0%		0%		0.0%
197	LIMA	\$4,693,478			0%	\$4,201,974	90%		0%		0%		0%	491,504	10%	0.0%		0%		0.0%
198	BEND	\$4,380,297	\$7,026	172	0%	\$4,130,355	94%		0%		0%		0%	242,916	6%	0.0%		0%		0.0%
199	OTTUMWA	\$4,299,830			0%	\$4,299,830	100%		0%		0%		0%	0	0%	0.0%		0%		0.0%
200	EUREKA	\$3,828,582			0%	\$3,746,559	98%		0%		0%		0%	82,023	2%	0.0%		0%		0.0%
201	PARKERSBURG	\$3,302,185	\$4,156	174	0%	\$3,014,926	91%		0%		0%		0%	283,103	9%	0.0%		0%		0.0%
202	CHEYENNE	\$3,276,409	\$21,782	170	1%	\$3,104,863	95%		0%		0%		0%	149,764	5%	0.0%		0%		0.0%
203	ALPENA	\$2,860,099			0%	\$2,719,058	95%		0%		0%		0%	141,041	5%	0.0%		0%		0.0%
204	ZANESVILLE	\$2,806,625	\$2,238	177	0%	\$2,804,387	100%	-	0%		0%		0%	0	0%	0.0%		0%	-	0.0%
205	ST JOSEPH	\$2,720,232			0%	\$2,428,008	89%		0%		0%		0%	292,224	11%	0.0%		0%		0.0%
206	JUNEAU	\$1,904,397			0%	\$1,800,755	95%		0%		0%		0%	103,642	5%	0.0%		0%		0.0%
	GRAND TOTAL	\$30,551,950,426	\$4,742,609,317		15.5%	\$14,318,430,913	46.9%	\$782,440,078	2.6%	\$227,515,000	0.7%	\$1,679,134,395	5.5%	\$4,740,622,632	15.5%	\$151,812,728 0.50%	\$3,876,217,767	12.7%	\$33,167,596	0.11%