

**2021 January - December
OOH Advertising Expenditures**
Ranked By Total Spending

Industry Categories	Jan -Dec 2021 (000)	Percent of Total Revenue	Rank	Jan - Dec 2020 (000)	Rank	Category Growth Jan - Dec '21 vs '20 (000)	Percentage Change Jan - Dec '21 vs '20 (%)
MISC SERVICES & AMUSEMENTS	\$1,820,918.8	25.7%	1	\$1,506,321.2	1	314,597.6	20.9%
RETAIL	\$722,699.3	10.2%	2	\$607,387.6	2	115,311.7	19.0%
MEDIA & ADVERTISING	\$552,652.4	7.8%	3	\$455,540.7	4	97,111.7	21.3%
INSURANCE & REAL ESTATE	\$517,226.0	7.3%	4	\$461,614.6	3	55,611.4	12.0%
RESTAURANTS	\$488,884.8	6.9%	5	\$431,245.2	5	57,639.6	13.4%
GOVERNMENT, POLITICS & ORGS	\$474,714.2	6.7%	6	\$425,171.3	6	49,542.9	11.7%
FINANCIAL	\$403,861.4	5.7%	7	\$334,063.2	8	69,798.2	20.9%
PUBLIC TRANS., HOTELS & RESORTS	\$361,349.7	5.1%	8	\$352,284.8	7	9,064.9	2.6%
AUTOMOTIVE DEALERS & SERVICES	\$269,240.9	3.8%	9	\$242,955.0	9	26,285.9	10.8%
SCHOOLS, CAMPS & SEMINARS	\$240,899.8	3.4%	10	\$224,733.4	10	16,166.4	7.2%
Total Top Ten Categories	\$ 5,852,447.3	82.6%		\$5,041,317.0		\$811,130.3	

Total 2021 January - December OOH Expenditures \$7,085,287,301
Overall Percentage Change January - December '21 vs '20 16.7%