2018 Product Categories Total Spend by Month

(Note: figures in thousands; due to under-reporting, OAAA projects total spend figures underestimate OOH spend by approximately 32%)

Reported Time Period: 1/1/2018-12/31/2018

INDUSTRY	TOTAL DOLS (000)	JAN 2018 SPEND (000)	JAN 2018 SPEND % of TOTAL 2018	FEB 2018 SPEND (000)	FEB 2018 SPEND % of TOTAL 2018	MAR 2018 SPEND (000)	2018 SPEND % of TOTAL 2018	APR 2018 SPEND (000)	APR 2018 SPEND % of TOTAL 2018	MAY 2018 SPEND (000)	2018 SPEND % of TOTAL 2018	JUN 2018 SPEND (000)	JUN 2018 SPEND % of TOTAL 2018	JUL 2018 SPEND (000)	JUL 2018 SPEND % of TOTAL 2018	AUG 2018 SPEND (000)	AUG 2018 SPEND % of TOTAL 2018	SEP 2018 SPEND (000)	SEP 2018 SPEND % of TOTAL 2018	OCT 2018 SPEND (000)	OCT 2018 SPEND % of TOTAL 2018	NOV 2018 SPEND (000)	NOV 2018 SPEND % of TOTAL 2018	DEC 2018 SPEND (000)	DEC 2018 SPEND % of TOTAL 2018
Retail	12364525.7	962684.5	7.8	950918.5	7.7	1081303	8.7	929552.2	7.5	1152671	9.3	1048836	8.5	977361.2	7.9	930252.8	7.5	923122.6	7.5	947628.8	7.7	1265079	10.2	1195117	9.7
Misc Local Services & Amusements	11740235.2	993559.1	8.5	992987	8.5	1015696	8.7	946851.7	8.1	1032258	8.8	1014689	8.6	955805.7	8.1	913802.5	7.8	997236.6	8.5	1013186	8.6	950249.5	8.1	913914.4	7.8
Media & Advertising	11334599.4	994171.9	8.8	993765.4	8.8	1074393	9.5	938496.3	8.3	1059696	9.3	1062811	9.4	925372.5	8.2	737548	6.5	967314.7	8.5	939461.5	8.3	901478.9	8	740089.9	6.5
Automotive, Automotive Access & Equip	9904999.9	781352.8	7.9	880789.3	8.9	888372.9	9	784988.5	7.9	761225.6	7.7	801204	8.1	728060.8	7.4	679983.8	6.9	946845.8	9.6	886530.8	9	896094.8	9	869550.7	8.8
Medicines & Proprietary Remedies	8687885.5	830672.6	9.6	695561.4	8	746619.7	8.6	752030.9	8.7	815875	9.4	761804.4	8.8	652874.5	7.5	618711.4	7.1	703838.1	8.1	762143.3	8.8	673963.4	7.8	673790.8	7.8
Insurance & Real Estate	8558969.1	750500.1	8.8	658069.1	7.7	797316.3	9.3	663769.2	7.8	683944.2	8	663709.3	7.8	648307.5	7.6	582164.1	6.8	736859.7	8.6	873873.1	10.2	824713.9	9.6	675742.6	7.9
Financial	8043348.9	738231.1	9.2	701037.4	8.7	786109.6	9.8	667587.6	8.3	703592.7	8.7	710464	8.8	608560	7.6	480500.2	6	654050.7	8.1	746860	9.3	678785.1	8.4	567570.5	7.1
Communications	7603628.2	714758.7	9.4	692228.9	9.1	747571.6	9.8	519917.3	6.8	579677.1	7.6	612621	8.1	511750.7	6.7	519638.5	6.8	682166.8	9	707741.6	9.3	668908.6	8.8	646647.6	8.5
Government, Politics & Organizations	6884204.8	293687.8	4.3	353716.8	5.1	407725	5.9	407920	5.9	553669.4	8	531812.3	7.7	527667.8	7.7	552687.5	8	803747	11.7	1387989	20.2	703208.2	10.2	360374.2	5.2
Public Transportation, Hotels & Resorts	6388998.4	482768.5	7.6	637463.9	10	743329.4	11.6	602663.5	9.4	719352.5	11.3	678856.1	10.6	618589.1	9.7	379616.7	5.9	415173	6.5	400978.3	6.3	376932	5.9	333275.6	5.2
Restaurants	6070302.1	620875.4	10.2	504394.2	8.3	602399.1	9.9	539342.3	8.9	504109	8.3	470938.9	7.8	415957.6	6.9	418699	6.9	549882.4	9.1	584907.4	9.6	462430.5	7.6	396366.3	6.5
Computers, Software, Internet NEC	4489916.2	462256.9	10.3	337549.2	7.5	426389.3	9.5	365616.6	8.1	362249.4	8.1	394540.7	8.8	323434	7.2	290131.1	6.5	350609.4	7.8	371737.4	8.3	405041.7	9	400360.4	8.9
Direct Response Companies	4037934	442474.7	11	340528.4	8.4	346747.8	8.6	316829.9	7.8	318525.5	7.9	308872.7	7.6	307860.5	7.6	303570.5	7.5	337800.6	8.4	326922.2	8.1	328717.6	8.1	359083.7	8.9
Automotive Dealers & Services	3270619.4	234451	7.2	276151.2	8.4	300955.3	9.2	267850.1	8.2	285355.5	8.7	273726.3	8.4	280493.4	8.6	284628.9	8.7	273017.1	8.3	268245.8	8.2	268761.4	8.2	256983.5	7.9
Cosmetics & Beauty Aids	2618439.4	174299.5	6.7	226749.3	8.7	255317.9	9.8	231664.9	8.8	276653.4	10.6	215972.9	8.2	150446.8	5.7	158630.6	6.1	229846.6	8.8	219838.4	8.4	207603.1	7.9	271416	10.4
Schools, Camps, Seminars	2468769.5	226282.4	9.2	210017.9	8.5	216718.3	8.8	192684.6	7.8	219121.3	8.9	240260.9	9.7	248741	10.1	188091	7.6	188317.3	7.6	204389.5	8.3	176093.9	7.1	158051.4	6.4
Dairy, Produce, Meat & Bakery Goods	1943608.4	137014.6	7	151765.1	7.8	167408.4	8.6	194913.6	10	210122.4	10.8	198124.1	10.2	164256.9	8.5	155881.1	8	164529.1	8.5	150244.1	7.7	126378.4	6.5	122970.7	6.3
Beverages	1898983.6	122045.9	6.4	177712	9.4	209901.3	11.1	149884.9	7.9	181913	9.6	227381.9	12	179883.8	9.5	143786.9	7.6	161466.5	8.5	118857.7	6.3	124889.3	6.6	101260.5	5.3
Personal Hygiene & Health-Wmn,M&W,Unise	1879073.9	147686.6	7.9	135924.6	7.2	178669.7	9.5	177713.4	9.5	174202.4	9.3	168402.8	9	179555.5	9.6	152721.6	8.1	156107.9	8.3	147921.4	7.9	139010.4	7.4	121157.7	6.4
Discount Department & Variety Stores	1730752.7	81012.1	4.7	103705.2	6	161169.8	9.3	113892.2	6.6	136402.3	7.9	140327.2	8.1	137636.1	8	110868.4	6.4	114855.6	6.6	131931.3	7.6	259366.5	15	239585.9	13.8
Beer & Wine	1638658.1	104875.3	6.4	113845.4	6.9	133298.5	8.1	155052.7	9.5	163318.1	10	179298.4	10.9	147378.1	9	97961.9	6	154774.3	9.4	141866.1	8.7	127127.9	7.8	119861.5	7.3
Confectionery & Snacks	1637777	111180.6	6.8	173437.1	10.6	177575.4	10.8	126888.5	7.7	143834.9	8.8	146562.1	8.9	122888.1	7.5	124856.8	7.6	136118.9	8.3	142841.3	8.7	124153.1	7.6	107440.3	6.6
Department Stores	1305930.4	43642.6	3.3	70981.7	5.4	137079	10.5	92871.3	7.1	124534.7	9.5	97814.8	7.5	82335	6.3	94364.9	7.2	106131.6	8.1	99206.9	7.6	187402	14.4	169565.9	13
Games, Toys & Hobbycraft	1229761.1	64901.6	5.3	62548.6	5.1	106191.3	8.6	66353	5.4	73273.5	6	73744.9	6	58534.9	4.8	85311.4	6.9	141642.4	11.5	149380.4	12.1	220926.8	18	126952.3	10.3
Household Soaps, Cleansers & Polishes	1220567.9	83679.4	6.9	90343	7.4	96029.4	7.9	109403.6	9	106474.4	8.7	82392.7	6.8	123325.2	10.1	117333.6	9.6	107078.1	8.8	117479.3	9.6	96191.6	7.9	90837.5	7.4
Business & Technology NEC	1146227.2	96853.1	8.4	88939.4	7.8	125199	10.9	94608.8	8.3	91104.8	7.9	91038	7.9	78477.8	6.8	82893.3	7.2	109247.3	9.5	122092.9	10.7	90877.5	7.9	74895.2	6.5
Building Materials, Equipment & Fixtures	1109438.1	77634	7	64311.5	5.8	120859.8	10.9	106657.9	9.6	120746.5	10.9	105491	9.5	102659.4	9.3	75144.6	6.8	99255.2	8.9	87856.4	7.9	88398	8	60423.9	5.4
Household Supplies	1058040.6	80791.7	7.6	92707.8	8.8	87327.3	8.3	88303.7	8.3	76853.2	7.3	91839.9	8.7	89241.3	8.4	89143.6	8.4	75163.4	7.1	108969.1	10.3	95649.8	9	82049.7	7.8
Prepared Foods	1039001.3	115475.8	11.1	102723.3	9.9	105569.3	10.2	79201.3	7.6	70098	6.7	82148.1	7.9	63750.8	6.1	68811.8	6.6	90224.2	8.7	94924.3	9.1	85605.4	8.2	80469.2	7.7
Audio & Video Equipment & Supplies	926448.9	64088.8	6.9	127729.8	13.8	94116.3	10.2	55601.7	6	50148.3	5.4	49497.6	5.3	45800	4.9	52632.9	5.7	62425.1	6.7	82334.3	8.9	111656.7	12.1	130417.4	14.1
Hair Products & Access-Wmn,M&W,Unisex	904711.9	71733.2	7.9	77103.3	8.5	104069.5	11.5	91948.2	10.2	92598.9	10.2	73906.4	8.2	66043.7	7.3	74853.4	8.3	78982.8	8.7	66574.9	7.4	62027	6.9	44870.6	5
General NEC	835114.8	77763.7	9.3	128010.5	15.3	99218.7	11.9	61600.9	7.4	73395.8	8.8	68276.2	8.2	68051.9	8.1	56484.5	6.8	54331	6.5	53615.2	6.4	47717.9	5.7	46648.6	5.6
Pets, Pet Foods & Supplies	789426.3	49086	6.2	51353.9	6.5	73055	9.3	99329.3	12.6	104855.4	13.3	97629.8	12.4	78114	9.9	70285.6	8.9	63553	8.1	42589.7	5.4	34318.7	4.3	25255.8	3.2
Household Furnishings & Accessories	728305	42954	5.9	36802.4	5.1	67458.7	9.3	63342.2	8.7	106975.8	14.7	72375	9.9	60350.5	8.3	44630.4	6.1	72702.8	10	66523.8	9.1	62067.3	8.5	32122	4.4
Jewelry & Watches	666616.7	23202.9	3.5	36517.6	5.5	63053	9.5	42062.7	6.3	64607.7	9.7	59619.6	8.9	27144.6	4.1	30271.3	4.5	63561.8	9.5	63199.2	9.5	86374.1	13	107002.3	16.1
Eye Glasses, Medical Equip & Supplies	647577.8	53852.4	8.3	60842.9	9.4	54183.5	8.4	50379	7.8	49655.1	7.7	51984.5	8	49200.5	7.6	51225.8	7.9	52749.9	8.1	51278.4	7.9	66931.3	10.3	55294.5	8.5
Apparel NEC	564704.5	11688.2	2.1	54214.4	9.6	124920.4	22.1	25749.1	4.6	28065.1	5	18220.1	3.2	14225.7	2.5	25876.5	4.6	137502.1	24.3	49558.1	8.8	38831.6	6.9	35853.1	6.3
Manufactrg: Mtrls&Equip/Freight/Ind Dev	529605.8	37311.5	7	36569.5	6.9	42260.9	8	46439.5	8.8	47621.7	9	47701.8	9	40532.6	7.7	37131.5	7	57171.2	10.8	52456.9	9.9	44856	8.5	39552.7	7.5
Household Appliances, Equip & Utensils	511833.2	22863.5	4.5	22572.4	4.4	41998.3	8.2	57182.6	11.2	54773.2	10.7	41510.4	8.1	30444.8	5.9	29442.9	5.8	36399.5	7.1	49373.2	9.6	77057	15.1	48215.5	9.4
Liquor	497638.6	23064.3	4.6	23742.9	4.8	28182.3	5.7	43111.7	8.7	51032.2	10.3	43185.2	8.7	37209.8	7.5	29864.1	6	38050	7.6	51213.8	10.3	62840.2	12.6	66142	13.3
Ready-To-Wear, Formalwear & Bridalwear	477243.4	19870.3	4.2	40967.1	8.6	80785.1	16.9	41888.8	8.8	16994.5	3.6	24921.6	5.2	10764.3	2.3	29393.9	6.2	79356.4	16.6	55348	11.6	34140.6	7.2	42812.8	9
Pharmaceutical Houses	475010.3	42723.2	9	28920.2	6.1	36586.8	7.7	28126.8	5.9	46443.5	9.8	61242.1	12.9	44110.8	9.3	40059.3	8.4	43151.4	9.1	40258.6	8.5	30995.9	6.5	32391.8	6.8
Sporting Goods	464970	40560.3	8.7	56737.3	12.2	46009.4	9.9	51327.4	11	45163.6	9.7	54528.3	11.7	30019.6	6.5	24926.1	5.4	24929.7	5.4	26953.8	5.8	37048	8	26766.3	5.8
Misc Merchandise	449215.2	32044.2	7.1	27612.7	6.1	42129.3	9.4	33115.2	7.4	37114.6	8.3	41608.8	9.3	33709.4	7.5	29665.5	6.6	37722.9	8.4	35794	8	52533.5	11.7	46165	10.3
Footwear	444612	16398.1	3.7	20314	4.6	70818	15.9	54137.8	12.2	35766.9	8	24284.4	5.5	36956.5	8.3	32366.9	7.3	34712.7	7.8	24739.2	5.6	36707.6	8.3	57410.1	12.9
Ingredients, Mixes & Seasonings	410273.1	42910.5	10.5	24676.9	6	25453.7	6.2	31429.7	7.7	38946.3	9.5	39114.3	9.5	24739	6	25871.3	6.3	33718.7	8.2	37933.3	9.2	46138.2	11.2	39341.2	9.6
Horticulture & Farming	347506.7	19906.2	5.7	23139.7	6.7	59962.3	17.3	58381	16.8	44054.8	12.7	26622.6	7.7	12402	3.6	14527.2	4.2	23231.6	6.7	23134.6	6.7	20447.9	5.9	21696.8	6.2
Fitness & Diet Programs & Spas	284056.7	66892.6	23.5	34569.5	12.2	23318.9	8.2	27244.9	9.6	21522.2	7.6	14644.4	5.2	17105.7	6	12341.8	4.3	16007	5.6	15807.5	5.6	11580.6	4.1	23021.6	8.1
Gasoline, Lubricants (Trans) & Fuels	278594	4698.7	1.7	11118	4	21891.6	7.9	32381.3	11.6	38093.7	13.7	24420.2	8.8	23177.4	8.3	19737	7.1	25468.8	9.1	35021.7	12.6	24082.9	8.6	18502.6	6.6
Toiletries, Hygienic Gds & Skin Care-Men	270757.8	30431.6	11.2	19067.3	7	24515.3	9.1	19781	7.3	18655.7	6.9	20629.6	7.6	19881.2	7.3	18962.3	7	25960.2	9.6	27567.4	10.2	27711.4	10.2	17594.9	6.5
Apparel Accessories	232877.2	7788.2	3.3	12983.3	5.6	36664.6	15.7	21938.9	9.4	27187.8	11.7	22356.4	9.6	12223.5	5.2	12897.1	5.5	31495.6	13.5	16113.7	6.9	13989.2	6	17239.1	7.4
Cigarettes, Tobacco & Accessories	230799.6	11414.1	4.9	12226.3	5.3	13201.6	5.7	14626.4	6.3	15072	6.5	15869.3	6.9	15286.2	6.6	17548.5	7.6	20964.8	9.1	28949.9	12.5	30855.8	13.4	34784.7	15.1
Food & Beverages: Comb Copy & NEC	179813.5	21572.6	12	21845.6	12.1	16911.1	9.4	13756	7.7	10825.8	6	14774.3	8.2	14271.5	7.9	11116.7	6.2	15114.2	8.4	17714	9.9	11371	6.3	10540.8	5.9
Shopping Centers & Catalog Showrooms	137200.8	6972.5	5.1	6872.1	5	8481.8	6.2	8091.5	5.9	9863.8	7.2	7137.3	5.2	8220.6	6	12314.2	9	13502.4	9.8	14070.4	10.3	21658.2	15.8	20016	14.6
Office Machines, Furniture & Supplies	96601.1	4489.8	4.6	7479.5	7.7	12033.1	12.5	7926.9	8.2	11569.8	12	6150.7	6.4	6853.7	7.1	13130.2	13.6	9460.4	9.8	6730.6	7	4079.7	4.2	6696.7	6.9
Underclothing & Hosiery	92723.7	2958.4	3.2	4895.9	5.3	14716.4	15.9	6811.5	7.3	6591.6	7.1	8883.5	9.6	7766.6	8.4	11641.4	12.6	8882.8	9.6	4191.3	4.5	8435	9.1	6949.4	7.5
Drugs, Toiletries & Fitness: Comb & NEC	58744.1	2997.8	5.1	5642	9.6	5183.9	8.8	4051.8	6.9	4008.5	6.8	6457.9	11	5842.2	9.9	2915.4	5	7067.5	12	3050.3	5.2	3735.9	6.4	7790.8	13.3
Aviation (Excl Freight)	46088.2	2362.3	5.1	2875.8	6.2	3859.6	8.4	3119.4	6.8	3193.9	6.9	4348.8	9.4	4136.5	9	4316.2	9.4	3891	8.4	5269.3	11.4	4089.9	8.9	4625.6	10
Home & Building: Comb Copy & NEC	3721.9	341.1	9.2	306.5	8.2	353.4	9.5	534.3	14.4	241.5	6.5	78.1	2.1	76.7	2.1	137	3.7	258.4	6.9	269.5	7.2	258.4	6.9	867.1	23.3
Misc Svc,Amuse,Retail,Dir Resp:Comb&NEC	1401.6	185.8	13.3	74.2	5.3	148.5	10.6	183	13.1	104.1	7.4	174.2	12.4	159.3	11.4	87.6	6.3	114.7	8.2	50.6	3.6	3	0.2	116.6	8.3
Transportation & Travel NEC	465.4	73.1	15.7	36.4	7.8	27.3	5.9	82.2	17.7	46.4	10	40.6	8.7	26.2	5.6	28.7	6.2	23.2	5	23.7	5.1	28.7	6.2	29	6.2
GRAND TOTAL	145889856	11825020	8.1	11898692	8.2	13578811	9.3	11779193	8.1	12856044	8.8	12517879	8.6	11256053	7.7	10274420	7	12548887	8.6	13303712	9.1	12668607	8.7	11382538	7.8

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