

**2023 January - December  
OOH Advertising Expenditures**  
Ranked By Total Spending

Industry Categories	January - December 2023 (000)	Percent of Total Revenue	Rank	January - December 2022 (000)	Rank	Category Growth January - December '23 vs '22 (000)	Percentage Change January - December '23 vs '22 (%)
LOCAL SERVICES & AMUSEMENTS	\$2,360,520.9	27.0%	1	\$2,110,475.7	1	250,045.2	11.8%
RETAIL	\$774,032.3	8.9%	2	\$801,597.9	2	-27,565.6	-3.4%
PUBLIC TRANS., HOTELS & RESORTS	\$658,204.9	7.5%	3	\$557,969.0	5	100,235.9	18.0%
MEDIA & ADVERTISING	\$605,325.2	6.9%	4	\$758,200.4	3	-152,875.1	-20.2%
GOVERNMENT, POLITICS & ORGS	\$563,877.0	6.5%	5	\$584,900.9	4	-21,023.9	-3.6%
RESTAURANTS	\$514,935.3	5.9%	6	\$557,789.6	6	-42,854.3	-7.7%
FINANCIAL	\$446,948.0	5.1%	7	\$483,033.7	7	-36,085.6	-7.5%
INSURANCE & REAL ESTATE	\$413,074.6	4.7%	8	\$457,693.2	8	-44,618.6	-9.7%
SCHOOLS, CAMPS & SEMINARS	\$324,128.1	3.7%	9	\$292,977.3	9	31,150.8	10.6%
AUTOMOTIVE DEALERS & SERVICES	\$290,351.2	3.3%	10	\$282,327.4	10	8,023.8	2.8%
<b>Total Top Ten Categories</b>	<b>\$ 6,951,397.4</b>	<b>79.6%</b>		<b>\$6,886,964.9</b>		<b>\$64,432.5</b>	

Total 2023 January - December OOH Expenditures      \$8,734,738,888  
Overall Percentage Change January - December '23 vs '22      2.1%