



Top 40

Business Survey

	Jan	Feb	Mar	Qtr. Total	Apr	May	Jun	Qtr. Total	Jul	Aug	Sep	Qtr. Total	Oct	Nov	Dec	Qtr. Total
All Retail Sales	7.3	7.2	8.4	22.9	8.2	8.7	8.5	25.4	8.5	8.7	8.1	25.3	8.2	8.4	9.8	26.4
Appliance Stores	7.5	7.3	8.1	22.9	7.7	8.3	8.6	24.6	8.4	8.7	8.1	25.2	8.4	9.1	9.8	27.3
Auto Dealers (new domestic)	6.9	7.9	9.5	24.3	8.5	9.3	9.0	26.8	8.5	9.1	8.2	25.8	7.4	7.2	8.5	23.1
Auto Dealers (new import)	6.6	7.0	9.2	22.8	8.5	9.4	9.0	26.9	8.9	9.1	8.0	26.0	7.7	7.7	8.9	24.3
Auto Dealers (used)	7.8	8.5	9.2	25.5	8.5	8.7	8.6	25.8	8.5	9.0	8.2	25.7	8.2	7.5	7.3	23.0
Auto Parts Stores	7.5	7.4	8.7	23.6	8.3	8.6	8.9	25.8	8.6	9.1	8.2	25.9	8.6	8.2	7.9	24.7
Auto Repairs	8.0	7.3	7.9	23.2	8.9	9.0	8.8	26.7	9.0	8.4	8.1	25.5	8.5	8.1	8.0	24.6
Beer	7.8	7.7	8.5	24.0	8.7	9.2	9.3	27.2	9.2	9.0	8.0	26.2	8.0	7.5	7.1	22.6
Book Stores	12.8	6.3	6.3	25.4	5.7	6.7	7.0	19.4	7.0	13.1	9.2	29.3	6.3	6.8	12.8	25.9
Bridal Market	5.8	6.3	7.0	19.1	7.5	9.1	10.4	27.0	10.5	10.2	9.7	30.4	9.3	7.3	6.9	23.5
Building Supply Stores	6.9	6.7	8.4	22.0	8.7	9.6	9.3	27.6	8.8	9.0	8.3	26.1	8.7	8.2	7.4	24.3
Camera Stores	6.2	5.6	6.6	18.4	7.2	8.0	8.3	23.5	8.1	8.0	7.3	23.4	7.6	9.3	17.8	34.7
Carpet Stores	6.9	7.0	8.2	22.1	8.0	8.2	8.6	24.8	8.6	8.9	9.0	26.5	9.0	8.9	8.7	26.6
Children's Wear Stores	6.8	7.1	8.8	22.7	8.2	7.4	7.1	22.7	8.1	9.6	8.4	26.1	8.8	9.0	10.7	28.5
Consumer Electronics	7.8	7.5	7.5	22.8	6.7	7.3	7.4	21.4	7.5	8.1	7.4	23.0	7.3	10.1	15.4	32.8
Department Stores	6.3	7.0	7.6	20.9	7.7	8.0	7.6	23.3	7.1	7.8	7.3	22.2	7.8	10.0	15.8	33.6
Discount Stores	6.9	6.8	7.9	21.6	7.8	8.0	8.0	23.8	7.8	8.2	7.3	23.3	8.0	9.9	13.4	31.3
Drug Stores	7.9	7.7	8.3	23.9	8.1	8.3	8.1	24.5	8.2	8.2	8.0	24.4	8.4	8.3	10.5	27.2
Factory Outlets	6.1	6.8	7.9	20.8	7.8	8.1	7.8	23.7	7.6	8.4	7.6	23.6	8.1	9.2	14.6	31.9
Fast Food	7.5	7.4	8.4	23.3	8.3	8.7	8.7	25.7	8.9	8.9	8.2	26.0	8.4	8.0	8.6	25.0
Florists	6.1	9.7	7.2	23.0	8.7	12.0	8.5	29.2	6.8	7.0	7.2	21.0	7.8	7.9	11.1	26.8
Furniture Stores	7.6	7.4	8.2	23.2	7.6	8.1	8.3	24.0	8.2	8.9	8.3	25.4	8.3	9.2	9.9	27.4
Hardware Stores	6.8	6.4	7.9	21.1	8.7	9.9	9.4	28.0	8.6	8.6	8.0	25.2	8.3	8.5	8.9	25.7
Jewelry Stores	5.3	8.4	6.4	20.1	6.4	8.4	7.0	21.8	6.5	6.9	6.5	19.9	6.8	8.9	22.5	38.2
Lawn & Garden Stores	3.4	3.6	6.5	13.5	12.1	17.6	11.9	41.6	8.7	6.9	7.3	22.9	7.9	6.3	7.8	22.0
Life Insurance	7.7	7.2	8.4	23.3	8.1	7.9	8.7	24.7	8.4	7.4	7.9	23.7	8.3	7.9	12.1	28.3
Men's Wear Stores	6.7	6.5	7.7	20.9	7.9	8.1	8.1	24.1	7.2	7.9	7.7	22.8	8.5	9.3	14.4	32.2
Mobile Home Dealers	6.5	6.4	8.4	21.3	8.6	9.1	9.1	26.8	8.8	8.8	9.2	26.8	8.9	7.8	8.4	25.1
Movie Theaters	7.7	6.6	6.9	21.2	7.7	7.9	10.6	26.2	11.1	9.4	7.4	27.9	6.2	7.9	10.6	24.7
Office Supply Stores	9.3	8.2	8.3	25.8	7.5	7.6	7.2	22.3	7.4	9.7	8.9	26.0	7.9	7.9	10.1	25.9
Optical Goods Stores	7.9	7.9	9.1	24.9	8.4	8.5	8.5	25.4	8.7	9.3	8.0	26.0	7.7	7.5	8.5	23.7
Pet Supply Stores	7.9	7.5	8.2	23.6	8.0	8.2	8.2	24.4	8.5	8.3	8.1	24.9	8.3	8.2	10.6	27.1
Real Estate (new houses)	8.4	8.5	10.2	27.1	10.0	9.8	9.3	29.1	8.2	8.1	7.2	23.5	7.3	6.6	6.4	20.3
Restaurants	7.7	7.6	8.5	23.8	8.2	8.6	8.5	25.3	8.6	8.7	8.1	25.4	8.3	8.1	9.1	25.5
Shoe Stores	6.4	7.1	8.3	21.8	8.5	8.2	7.8	24.5	8.0	10.0	7.8	25.8	8.1	8.4	11.4	27.9
Sporting Goods Stores	6.2	6.3	8.1	20.6	8.0	8.3	9.0	25.3	8.6	9.3	7.8	25.7	7.2	8.1	13.1	28.4
Supermarkets	8.0	7.5	8.3	23.8	8.0	8.5	8.4	24.9	8.6	8.5	8.2	25.3	8.4	8.5	9.1	26.0
Tire Dealers	7.5	7.4	8.7	23.6	8.3	8.6	8.9	25.8	8.6	9.1	8.2	25.9	8.6	8.2	7.9	24.7
Video Stores	9.1	8.3	8.1	25.5	8.1	8.0	7.8	23.9	9.7	9.7	8.6	28.0	6.9	7.1	8.6	22.6
Wireless Communications	N/A	N/A	N/A	23.8	N/A	N/A	N/A	23.5	N/A	N/A	N/A	25.2	N/A	N/A	N/A	27.5
Women's Wear Stores	6.4	6.5	8.4	21.3	8.6	8.7	8.2	25.5	7.4	7.8	8.0	23.2	8.3	9.0	12.7	30.0

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READING THIS CHART: Numbers are monthly percentages of each category's yearly business. "HOT" months (8.6% or more of annual sales) are in RED. Average months (8.0% - 8.5%) are in BLUE. Below average months (under 8%) are in lighter face type. These seasonality trends are based on national three-year industry averages to minimize such variables as moveable holidays, inflation or recession, product shortages, and so forth. Actual local or regional curves may differ due to climate, market variation, etc. OTHER BUSINESSES: Certain major industries (and important Radio advertising categories) have been excluded from this chart because their annual curves are too unstable to track accurately. For seasonal trends on many other advertiser categories, consult the Instant Background series or contact RAB Research.

Sources: Data is obtained from the U.S. Department of Commerce and publications focusing on specific industries.