



# Top 40 Business Survey

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	Jan	Feb	Mar	Qtr. Total	Apr	May	Jun	Qtr. Total	Jul	Aug	Sep	Qtr. Total	Oct	Nov	Dec	Qtr. Total
All Retail Sales	7.6	7.5	8.3	23.4	8.2	8.8	8.5	25.5	8.6	8.7	8.0	25.3	8.2	8.2	9.4	25.8
Appliance Stores	7.9	7.5	8.0	23.4	7.8	8.5	8.6	24.9	8.5	8.5	7.9	24.9	8.2	9.0	9.6	26.8
Auto Dealers (New)	7.8	8.0	9.2	25.0	8.6	9.1	8.6	26.3	8.9	9.5	7.8	26.2	7.8	7.0	7.7	22.5
Auto Dealers (Used)	8.3	9.1	9.4	26.8	8.8	8.8	8.7	26.3	8.5	8.8	8.0	25.3	7.8	6.9	6.9	21.6
Auto Parts Stores	7.5	7.5	8.6	23.6	8.4	8.7	8.8	25.9	8.8	8.8	8.2	25.8	8.8	8.0	7.9	24.7
Auto Repairs	8.1	7.4	7.8	23.3	8.8	9.1	8.9	26.8	9.0	8.3	8.1	25.4	8.4	8.0	8.1	24.5
Beer	7.5	8.0	8.3	23.8	8.8	9.3	9.3	27.4	9.4	8.6	8.3	26.3	7.7	7.3	7.5	22.5
Book Stores	13.3	6.3	6.0	25.6	5.7	6.7	6.6	19.0	6.8	14.2	9.2	30.2	6.3	6.5	12.4	25.2
Bridal Market	5.4	6.3	6.9	18.6	7.7	9.2	10.8	27.7	10.2	10.9	9.5	30.6	9.5	7.0	6.6	23.1
Building Supply Stores	7.1	6.8	8.1	22.0	9.0	9.9	9.4	28.3	9.2	8.8	8.3	26.3	8.6	7.7	7.1	23.4
Computer/Software Stores	8.0	7.7	8.1	23.8	7.5	7.3	7.6	22.4	7.7	8.2	7.6	23.5	7.7	9.5	13.1	30.3
Consumer Electronics	8.2	8.2	7.6	24.0	6.8	7.6	7.5	21.9	7.6	8.1	7.3	23.0	7.0	10.0	14.1	31.1
Department Stores	6.4	7.0	7.7	21.1	7.8	8.3	7.5	23.6	7.2	7.9	7.2	22.3	7.8	10.1	15.1	33.0
Discount Stores	6.9	7.1	7.9	21.9	7.7	8.2	7.9	23.8	7.8	8.4	7.1	23.3	7.9	9.7	13.4	31.0
Drug Stores	8.3	8.0	8.5	24.8	8.2	8.4	8.2	24.8	8.2	8.2	8.1	24.5	8.5	8.2	9.2	25.9
Factory Outlets	6.5	7.1	8.0	21.6	7.8	8.5	7.7	24.0	7.8	8.6	7.6	24.0	8.0	9.1	13.3	30.4
Fast Food	7.7	7.6	8.5	23.8	8.3	8.8	8.6	25.7	8.8	8.9	8.1	25.8	8.4	8.0	8.3	24.7
Floor Covering Stores	7.7	7.4	8.4	23.5	8.2	8.6	9.0	25.8	9.1	9.1	8.4	26.6	8.8	7.9	7.4	24.1
Florists	6.0	10.5	7.2	23.7	8.6	11.4	8.6	28.6	6.7	7.0	7.2	20.9	7.9	7.8	11.1	26.8
Furniture Stores	8.0	7.8	8.3	24.1	7.8	8.4	8.2	24.4	8.5	8.7	8.1	25.3	8.1	8.7	9.4	26.2
Hardware Stores	7.1	6.6	8.0	21.7	8.9	10.3	9.6	28.8	8.6	8.3	7.9	24.8	8.2	8.0	8.5	24.7
Jewelry Stores	5.8	8.4	6.6	20.8	6.7	8.9	7.2	22.8	7.0	7.3	6.7	21.0	7.0	8.5	19.9	35.4
Lawn & Garden Stores	3.3	3.7	6.6	13.6	12.0	17.8	11.7	41.5	8.6	7.0	7.3	22.9	8.0	6.2	7.8	22.0
Life Insurance	7.9	7.1	8.3	23.3	8.1	8.0	8.6	24.7	8.4	7.5	7.8	23.7	8.2	8.0	12.1	28.3
Men's Wear Stores	7.1	6.8	7.7	21.6	8.6	8.7	8.4	25.7	7.5	7.5	7.7	22.7	8.2	8.8	13.0	30.0
Mobile Home Dealers	8.1	7.9	8.3	24.3	9.4	9.2	9.1	27.7	8.7	9.0	8.7	26.4	8.8	6.7	6.1	21.6
Movie Theaters	6.9	6.2	7.2	20.3	6.1	10.0	11.5	27.6	11.9	8.9	4.7	25.5	6.2	9.6	10.8	26.6
Nightclubs/Bars	7.5	7.4	8.6	23.5	8.1	8.6	8.5	25.2	9.2	8.8	8.3	26.3	8.5	8.1	8.4	25.0
Office Supply Stores	9.6	8.3	8.3	26.2	7.5	7.5	7.2	22.2	7.8	10.2	8.7	26.7	7.9	7.7	9.3	24.9
Optical Goods Stores	8.0	7.8	9.0	24.8	8.6	8.4	8.4	25.4	8.6	9.5	8.0	26.1	7.7	7.6	8.4	23.7
Pet Supply Stores	8.2	7.3	8.0	23.5	8.1	8.1	8.3	24.5	8.3	8.3	8.1	24.7	8.2	8.4	10.7	27.3
Real Estate (New Homes)	7.9	9.0	9.3	26.2	9.4	9.7	9.5	28.6	9.4	8.6	7.6	25.6	7.6	6.2	5.8	19.6
Restaurants	7.9	7.8	8.7	24.4	8.2	8.8	8.5	25.5	8.6	8.7	7.9	25.2	8.2	8.0	8.7	24.9
Shoe Stores	6.5	7.3	8.4	22.2	8.4	8.5	7.7	24.6	8.1	10.5	7.5	26.1	7.8	8.3	11.0	27.1
Specialty Clothing Stores	8.5	8.1	8.6	25.2	8.0	8.4	8.2	24.6	7.9	7.6	7.3	22.8	7.9	8.1	11.4	27.4
Sporting Goods Stores	6.4	6.3	8.1	20.8	7.9	8.6	9.2	25.7	8.9	9.5	7.5	25.9	7.0	7.9	12.7	27.6
Supermarkets	8.2	7.6	8.2	24.0	8.1	8.6	8.3	25.0	8.6	8.5	8.2	25.3	8.4	8.4	8.9	25.7
Tire Dealers	7.5	7.5	8.6	23.6	8.4	8.7	8.8	25.9	8.8	8.8	8.2	25.8	8.8	8.0	7.9	24.7
Used Merchandise Stores	7.3	7.9	8.8	24.0	8.1	8.3	8.1	24.5	7.9	8.4	8.4	24.7	8.9	8.6	9.3	26.8
Wireless Communications	N/A	N/A	N/A	23.2	N/A	N/A	N/A	24.3	N/A	N/A	N/A	25.4	N/A	N/A	N/A	27.1
Women's Wear Stores	6.5	6.8	8.5	21.8	8.8	9.2	8.2	26.2	7.5	8.1	7.9	23.5	8.2	8.8	11.5	28.5

**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 **BLACK**.

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.