



ADVERTISING RATIOS AND BUDGETS 2020

NOTES: Advertising Ratios & Budgets are based on data from statistical services, government reports, newspapers, registration statements, and company documents. The figures contained in this report are now based on *fiscal versus calendar year*. (Previous Ad-to-Sales Ratios were based on calendar.)

SIC No. = Standard Industrial Classification Number as established by the U.S. Department of Commerce.

Revenue: Fiscal year revenue is reported.

Ad Spending: Figures reported are for the 2018 and 2019 *fiscal* year. If no data for fiscal 2019 is available, the value will be an estimate and will be indicated as such by an asterisk. Advertising includes all marketing expenditures such as media, direct mail, point-of-purchase, production, ad department operations, research and other direct costs as reported in government filings.

Ad Dollars as Percent of Sales = Advertising Expense Divided by Net Sales (after returns, allowances, discounts). For practical purposes, Net Sales can be thought of as the "Top Line" of the company's income statement.

Ad-To-Sales Ratios: In calculating ad-to-sales ratios, sales is defined as net revenues after returns, allowances, and discounts. The fiscal 2019 year ad-to-sales ratio is a weighted average ratio for the industry, based on the sales of each company (making up the industry). Thus, the ratios of larger companies are weighted more heavily than the ratios of smaller companies.

Growth Rates: Growth rates are reported for each industry. These growth rates are based on the two fiscal years of information covered in the report. They are annual growth rate in advertising and in net sales or revenues expressed as a percentage, calculated over the 2018 fiscal year to the 2019 fiscal year.

HOW TO USE THIS INFORMATION

Monitoring Competition: Monitoring competition is the most widespread use of ADVERTISING BUDGETS & RATIOS. This research service shows the spending levels of competitors within an industry, their ad reinvestment rates, and their advertising growth rates. Of particular value are the range in spending across companies and the ranges for specific companies.

Selling Advertising: Publishers and broadcast time sales managers find ADVERTISING RATIOS & BUDGETS invaluable for targeting sales efforts on specific industry segments and advertisers. Advertising agencies, direct mail printers, market research companies, and public relations firms can also use the study as a new business prospecting tool.

Setting Advertising Budgets: The most important use of ADVERTISING RATIOS & BUDGETS is setting advertising budgets. The ad-to-sales ratio is an excellent guideline for determining a reasonable and competitive level of advertising support for an ongoing business or product. New products and new businesses may require higher levels of investment.

Industry Name	SIC Code	NEW	NEW	2018 vs. 2019 Annual Revenue Growth Rate %	2018	2019	2018 vs. 2019 Annual Advertising Growth Rate %	2019 Ad Dollars as % of Sales
		2018	2019		Advertising	Advertising		
		Revenue (\$Millions) Actual	Revenue (\$Millions) Actual		Spend (\$Millions) Historical	Spend (\$Millions) Historical		
ABRASIVE, ASBESTOS & MISC NONMETALLIC MINERAL PRODS	3290	7057.000	7160.000	1.46	120.000	117.000	-2.50	1.63
ACCIDENT & HEALTH INSURANCE	6321	21758.000	22307.000	2.52	218.000	219.000	0.46	0.98
AGRICULTURAL CHEMICALS	2870	3312.522	3826.840	15.53	111.797	128.238	14.71	3.35
AGRICULTURAL PROD-LIVESTOCK & ANIMAL SPECIALTIES	200	1361.188	1232.812	-9.43	7.300	8.459	15.87	0.69
AGRICULTURAL PRODUCTION-CROPS	100	4812.039	4836.205	0.50	15.565	15.148	-2.68	0.31
AGRICULTURAL SERVICES	700	3211.775	3569.444	11.14	4.361	4.656	6.76	0.13
AIR COURIER SERVICES	4513	69693.000	74211.066	6.48	468.000	495.529	5.88	0.67
AIR TRANSPORTATION, SCHEDULED	4512	175996.892	183840.729	4.46	1026.400	1036.700	1.00	0.56
AIR-COND & WARM AIR HEATG EQUIP & COMM & INDL REFRIG EQUIP	3585	4353.731	4309.959	-1.01	43.573	44.642	2.45	1.04
AIRCRAFT	3721	314.382	368.252	17.14	0.898	1.530	70.28	0.42
AIRCRAFT PARTS & AUXILIARY EQUIPMENT, NEC	3728	0.082	0.098	20.44	0.177	0.118	-33.59	119.82
AIRPORTS, FLYING FIELDS & AIRPORT TERMINAL SERVICES	4581	11.118	11.568	4.04	0.033	0.030	-9.90	0.26
APPAREL & OTHER FINISHD PRODS OF FABRICS & SIMILAR MATL	2300	17845.051	19985.289	11.99	1210.800	1276.538	5.43	6.39
ARRANGEMENT OF TRANSPORTATION OF FREIGHT & CARGO	4731	265.419	317.460	19.61	0.753	1.307	73.52	0.41
AUTO CONTROLS FOR REGULATING RESIDENTIAL & COMM ENVIRONMENTS	3822	8.432	11.982	42.10	0.109	0.055	-49.42	0.46
BAKERY PRODUCTS	2050	853.724	912.062	6.83	35.086	39.857	13.60	4.37
BEVERAGES	2080	119750.395	129231.855	7.92	8114.573	8848.136	9.04	6.85
BIOLOGICAL PRODUCTS, (NO DIAGNOSTIC SUBSTANCES)	2836	63084.766	65247.206	3.43	1420.066	1758.075	23.80	2.69
BLANKBOOKS, LOOSELEAF BINDERS & BOOKBINDG & RELATD WORK	2780	3939.225	3964.415	0.64	180.049	169.198	-6.03	4.27
BOOKS: PUBLISHING OR PUBLISHING & PRINTING	2731	4776.386	4874.517	2.05	208.300	233.573	12.13	4.79
BOTTLED & CANNED SOFT DRINKS & CARBONATED WATERS	2086	7284.894	7758.270	6.50	447.300	487.401	8.97	6.28
BROADWOVEN FABRIC MILLS, COTTON	2211	373.050	354.898	-4.87	3.500	3.500	0.00	0.99
CABLE & OTHER PAY TELEVISION SERVICES	4841	193111.783	209843.314	8.66	12336.152	13251.366	7.42	6.31
CALCULATING & ACCOUNTING MACHINES (NO ELECTRONIC COMPUTERS)	3578	4723.066	4566.203	-3.32	10.800	8.200	-24.07	0.18
CANNED, FROZEN & PRESERVD FRUIT, VEG & FOOD SPECIALTIES	2030	30032.183	29105.519	-3.09	616.473	567.294	-7.98	1.95
CANNED, FRUITS, VEG, PRESERVES, JAMS & JELLIES	2033	9595.140	10180.770	6.10	240.900	293.499	21.83	2.88
CARPETS & RUGS	2273	9983.634	9970.672	-0.13	116.854	130.207	11.43	1.31
CHEMICALS & ALLIED PRODUCTS	2800	0.532	1.373	158.08	0.125	0.068	-45.60	4.95
CIGARETTES	2111	107086.004	104961.301	-1.98	961.301	821.240	-14.57	0.78
COATING, ENGRAVING & ALLIED SERVICES	3470	4.331	132.369	2956.49	0.001	0.914	117172.66	0.69
COMMERCIAL BANKS, NEC	6029	59560.213	55903.574	-6.14	614.711	855.552	39.18	1.53
COMMERCIAL PRINTING	2750	2765.308	2935.600	6.16	427.788	423.018	-1.12	14.41
COMMODITY CONTRACTS BROKERS & DEALERS	6221	69.205	704.494	917.99	36.885	38.820	5.25	5.51
COMMUNICATIONS EQUIPMENT, NEC	3669	1421.478	1433.040	0.81	11.112	14.888	33.98	1.04
COMMUNICATIONS SERVICES, NEC	4899	13782.477	13070.868	-5.16	433.618	542.500	25.11	4.15
COMPUTER & OFFICE EQUIPMENT	3570	138063.000	135903.000	-1.56	2034.000	2299.000	13.03	1.69
COMPUTER COMMUNICATIONS EQUIPMENT	3576	58528.712	61010.938	4.24	199.997	233.245	16.62	0.38
COMPUTER PERIPHERAL EQUIPMENT, NEC	3577	7219.542	8037.221	11.33	310.767	329.183	5.93	4.10
COMPUTER STORAGE DEVICES	3572	28721.504	24962.733	-13.09	144.200	137.309	-4.78	0.55

How to read: Accident Health Insurance: \$219,000,000

Concrete Products: \$393,000

Industry Name	SIC Code	NEW	NEW	2018 vs. 2019 Annual Revenue Growth Rate %	2018	2019	2018 vs. 2019 Annual Advertising Growth Rate %	2019
		2018 Revenue (\$Millions) <i>Actual</i>	2019 Revenue (\$Millions) <i>Actual</i>		Advertising Spend (\$Millions) <i>Historical</i>	Advertising Spend (\$Millions) <i>Historical</i>		2019 Ad Dollars as % of Sales
CONCRETE PRODUCTS, EXCEPT BLOCK & BRICK	3272	40.220	46.691	16.09	0.384	0.393	2.34	0.84
CONCRETE, GYPSUM & PLASTER PRODUCTS	3270	3336.000	3473.438	4.12	15.000	22.500	50.00	0.65
CONSTRUCTION - SPECIAL TRADE CONTRACTORS	1700	2395.413	2636.076	10.05	1.765	1.770	0.28	0.07
CONSTRUCTION MACHINERY & EQUIP	3531	32277.948	30629.485	-5.11	181.801	177.211	-2.52	0.58
CONSTRUCTION, MINING & MATERIALS HANDLING MACHINERY & EQUIP	3530	8210.274	8267.648	0.70	26.831	24.609	-8.28	0.30
CONVERTED PAPER & PAPERBOARD PRODS (NO CONTANERS/BOXES)	2670	18753.900	18744.021	-0.05	655.600	758.800	15.74	4.05
COOKIES & CRACKERS	2052	1138.265	1186.487	4.24	5.805	5.938	2.29	0.50
CRUDE PETROLEUM & NATURAL GAS	1311	5943.737	5698.448	-4.13	42.151	37.259	-11.60	0.65
CUT STONE & STONE PRODUCTS	3281	575.871	545.974	-5.19	20.848	16.233	-22.14	2.97
CUTLERY, HANDTOOLS & GENERAL HARDWARE	3420	20435.770	21015.889	2.84	176.337	156.469	-11.27	0.74
DAIRY PRODUCTS	2020	7862.344	7430.019	-5.50	46.384	22.960	-50.50	0.31
DEEP SEA FOREIGN TRANSPORTATION OF FREIGHT	4412	9.027	15.961	76.82	0.000	0.000	0.00	0.00
DENTAL EQUIPMENT & SUPPLIES	3843	54.361	48.547	-10.70	0.739	0.588	-20.40	1.21
DOLLS & STUFFED TOYS	3942	4514.810	4504.571	-0.23	524.288	551.517	5.19	12.24
DRAWING & INSULATING OF NONFERROUS WIRE	3357	2253.531	2202.602	-2.26	17.250	14.896	-13.65	0.68
ELECTRIC & OTHER SERVICES COMBINED	4931	280.309	446.847	59.41	2.400	5.100	112.50	1.14
ELECTRIC HOUSEWARES & FANS	3634	2193.861	2434.726	10.98	62.400	76.200	22.12	3.13
ELECTRIC LIGHTING & WIRING EQUIPMENT	3640	4105.643	4085.699	-0.49	21.013	18.954	-9.80	0.46
ELECTRIC SERVICES	4911	63937.996	62244.301	-2.65	82.934	87.309	5.28	0.14
ELECTROMEDICAL & ELECTROTHERAPEUTIC APPARATUS	3845	1480.867	1645.451	11.11	23.721	19.849	-16.32	1.21
ELECTRONIC & OTHER ELECTRICAL EQUIPMENT (NO COMPUTER EQUIP)	3600	21419.022	21800.358	1.78	1107.534	1087.668	-1.79	4.99
ELECTRONIC COILS, TRANSFORMERS & OTHER INDUCTORS	3677	20.555	22.967	11.74	0.000	0.000	0.00	0.00
ELECTRONIC COMPONENTS & ACCESSORIES	3670	1784.009	1694.947	-4.99	7.841	8.583	9.46	0.51
ELECTRONIC COMPONENTS, NEC	3679	26896.532	25016.993	-6.99	38.132	199.330	422.74	0.80
ELECTRONIC COMPUTERS	3571	363055.274	359608.991	-0.95	1267.876	1487.881	17.35	0.41
ELECTRONIC CONNECTORS	3678	50.196	55.325	10.22	0.236	0.231	-2.12	0.42
ENGINES & TURBINES	3510	5977.669	5929.428	-0.81	54.530	60.964	11.80	1.03
FABRICATED PLATE WORK (BOILER SHOPS)	3443	1677.529	1911.725	13.96	7.400	7.300	-1.35	0.38
FABRICATED RUBBER PRODUCTS, NEC	3060	825.391	776.737	-5.89	1.253	0.602	-51.94	0.08
FABRICATED STRUCTURAL METAL PRODUCTS	3440	445.596	458.728	2.95	11.800	13.000	10.17	2.83
FARM MACHINERY & EQUIPMENT	3523	47738.549	49441.427	3.57	242.485	269.675	11.21	0.55
FATS & OILS	2070	391.765	371.276	-5.23	0.055	0.076	38.18	0.02
FINANCE LESSORS	6172	82.614	55.345	-33.01	28.486	68.043	138.86	122.94
FINANCE SERVICES	6199	46881.540	51642.763	10.16	6740.507	8014.728	18.90	15.52
FIRE, MARINE & CASUALTY INSURANCE	6331	42711.480	51175.298	19.82	1468.147	1883.661	28.30	3.68
FISHING, HUNTING AND TRAPPING	900	64.256	89.622	39.48	0.020	0.000	-99.89	0.00
FLAT GLASS	3211	370.984	430.912	16.15	1.526	1.416	-7.21	0.33
FOOD AND KINDRED PRODUCTS	2000	50589.521	54218.015	7.17	1879.466	1899.858	1.08	3.50
FOOTWEAR, (NO RUBBER)	3140	11834.231	12621.862	6.66	539.204	569.371	5.59	4.51

How to read: Accident Health Insurance: \$219,000,000

Concrete Products: \$393,000

Industry Name	SIC Code	NEW	NEW	2018 vs. 2019 Annual Revenue Growth Rate %	2018	2019	2018 vs. 2019 Annual Advertising Growth Rate %	2019 Ad Dollars as % of Sales
		2018 Revenue (\$Millions) Actual	2019 Revenue (\$Millions) Actual		2018 Advertising Spend (\$Millions) Historical	2019 Advertising Spend (\$Millions) Historical		
FUNCTIONS RELATED TO DEPOSITORY BANKING, NEC	6099	25.024	28.201	12.69	0.064	0.114	78.13	0.40
GAMES, TOYS & CHILDREN'S VEHICLES (NO DOLLS & BICYCLES)	3944	5147.456	5342.710	3.79	453.622	427.507	-5.76	8.00
GAS & OTHER SERVICES COMBINED	4932	346.419	344.065	-0.68	0.900	1.200	33.33	0.35
GENERAL BLDG CONTRACTORS - RESIDENTIAL BLDGS	1520	30100.471	32628.796	8.40	378.575	403.442	6.57	1.24
GENERAL INDUSTRIAL MACHINERY & EQUIPMENT	3560	24387.653	23752.486	-2.60	90.435	90.510	0.08	0.38
GENERAL INDUSTRIAL MACHINERY & EQUIPMENT, NEC	3569	3441.300	4042.243	17.46	16.874	17.174	1.78	0.42
GLASS & GLASSWARE, PRESSED OR BLOWN	3220	841.774	829.303	-1.48	6.245	5.143	-17.65	0.62
GLASS PRODUCTS, MADE OF PURCHASED GLASS	3231	1407.210	1396.005	-0.80	1.500	1.400	-6.67	0.10
GOLD AND SILVER ORES	1040	3.177	2.693	-15.25	0.579	0.593	2.42	22.03
GRAIN MILL PRODUCTS	2040	36863.345	37577.870	1.94	1536.978	1467.738	-4.50	3.91
HAZARDOUS WASTE MANAGEMENT	4955	3346.690	3463.265	3.48	11.991	13.639	13.75	0.39
HEARING EQUIP, EXCEPT ELEC & WARM AIR; & PLUMBING FIXTURES	3430	868.294	969.938	11.71	1.037	1.056	1.83	0.11
HEATING EQUIPMENT, EXCEPT ELECTRIC & WARM AIR FURNACES	3433	290.321	341.041	17.47	3.600	4.400	22.22	1.29
HEAVY CONSTRUCTION OTHER THAN BLDG CONST - CONTRACTORS	1600	520.894	708.390	36.00	0.225	0.338	50.00	0.05
HOSPITAL & MEDICAL SERVICE PLANS	6324	92408.956	104596.936	13.19	391.300	474.800	21.34	0.45
HOTELS & MOTELS	7011	99790.459	105436.411	5.66	2745.271	3069.461	11.81	2.91
HOTELS, ROOMING HOUSES, CAMPS & OTHER LODGING PLACES	7000	8.470	8.507	0.44	0.046	0.067	45.03	0.78
HOUSEHOLD APPLIANCES	3630	25452.859	24766.700	-2.70	589.100	570.700	-3.12	2.30
HOUSEHOLD AUDIO & VIDEO EQUIPMENT	3651	80047.542	81293.383	1.56	3529.292	3340.732	-5.34	4.11
HOUSEHOLD FURNITURE	2510	8773.010	9551.822	8.88	696.429	787.382	13.06	8.24
ICE CREAM & FROZEN DESSERTS	2024	13.066	13.130	0.49	0.294	0.347	18.03	2.64
IN VITRO & IN VIVO DIAGNOSTIC SUBSTANCES	2835	3217.375	3425.554	6.47	6.934	6.964	0.43	0.20
INDUSTRIAL & COMMERCIAL FANS & BLOWERS & AIR PURIFYING EQUIP	3564	337.339	341.869	1.34	0.000	0.000	0.00	0.00
INDUSTRIAL INORGANIC CHEMICALS	2810	2232.156	2286.449	2.43	1.581	2.676	69.29	0.12
INDUSTRIAL INSTRUMENTS FOR MEASUREMENT, DISPLAY, AND CONTROL	3823	6848.368	7042.437	2.83	22.785	23.505	3.16	0.33
INDUSTRIAL ORGANIC CHEMICALS	2860	4085.572	4280.775	4.78	8.013	8.504	6.13	0.20
INDUSTRIAL TRUCKS, TRACTORS, TRAILORS & STACKERS	3537	3179.100	3291.800	3.55	14.600	10.700	-26.71	0.33
INSTRUMENTS FOR MEAS & TESTING OF ELECTRICITY & ELEC SIGNALS	3825	2354.860	2588.765	9.93	16.474	17.736	7.66	0.69
INSURANCE AGENTS, BROKERS & SERVICE	6411	2390.183	2789.503	16.71	94.089	204.957	117.83	7.35
INVESTMENT ADVICE	6282	15580.998	16585.782	6.45	415.862	425.944	2.42	2.57
INVESTORS, NEC	6799	208.105	200.297	-3.75	0.667	1.769	165.02	0.88
JEWELRY, SILVERWARE & PLATED WARE	3910	32.853	37.854	15.22	3.201	3.201	0.00	8.46
LABORATORY ANALYTICAL INSTRUMENTS	3826	14604.892	15003.113	2.73	102.756	90.428	-12.00	0.60
LABORATORY APPARATUS & FURNITURE	3821	186.950	178.641	-4.44	0.326	0.282	-13.42	0.16
LAND SUBDIVIDERS & DEVELOPERS (NO CEMETERIES)	6552	87.970	94.086	6.95	0.638	1.183	85.46	1.26
LAWN & GARDEN TRACTORS & HOME LAWN & GARDENS EQUIP	3524	2618.650	3138.084	19.84	46.400	43.500	-6.25	1.39
LEATHER & LEATHER PRODUCTS	3100	11701.486	12492.173	6.76	436.477	466.328	6.84	3.73
LESSORS OF REAL PROPERTY, NEC	6519	662.042	719.139	8.62	1.000	1.111	11.11	0.15
LIFE INSURANCE	6311	-0.390	92.276	-23742.87	1.856	1.612	-13.15	1.75

How to read: Accident Health Insurance: \$219,000,000

Concrete Products: \$393,000

Industry Name	SIC Code	NEW	NEW	2018 vs. 2019 Annual Revenue Growth Rate %	2018	2019	2018 vs. 2019 Annual Advertising Growth Rate %	2019 Ad Dollars as % of Sales
		2018 Revenue (\$Millions) <i>Actual</i>	2019 Revenue (\$Millions) <i>Actual</i>		2018 Advertising Spend (\$Millions) <i>Historical</i>	2019 Advertising Spend (\$Millions) <i>Historical</i>		
LOAN BROKERS	6163	1397.680	1970.010	40.95	469.900	791.037	68.34	40.15
LUMBER & WOOD PRODUCTS (NO FURNITURE)	2400	3512.250	3055.347	-13.01	56.000	63.700	13.75	2.08
MAGNETIC & OPTICAL RECORDING MEDIA	3695	12.229	13.439	9.89	0.092	0.082	-10.87	0.61
MALT BEVERAGES	2082	14610.170	14725.220	0.79	1362.043	1400.745	2.84	9.51
MANIFOLD BUSINESS FORMS	2761	400.782	438.412	9.39	0.800	1.000	25.00	0.23
MEASURING & CONTROLLING DEVICES, NEC	3829	3405.820	3596.309	5.59	43.154	49.311	14.27	1.37
MEAT PACKING PLANTS	2011	9648.245	9599.862	-0.50	151.515	131.115	-13.46	1.37
MEDICINAL CHEMICALS & BOTANICAL PRODUCTS	2833	1875.340	2023.226	7.89	38.133	56.359	47.80	2.79
MEN'S & BOYS' FURNISHGS, WORK CLOTHG, & ALLIED GARMENTS	2320	33689.924	30228.985	-10.27	1835.900	1723.300	-6.13	5.70
METAL DOORS, SASH, FRAMES, MOLDINGS & TRIM	3442	698.493	744.956	6.65	3.200	5.200	62.50	0.70
METAL FORGINGS & STAMPINGS	3460	2267.371	2428.658	7.11	1.312	0.787	-40.02	0.03
METAL MINING	1000	0.433	0.223	-48.62	0.489	0.515	5.38	231.51
METALWORKG MACHINERY & EQUIPMENT	3540	64.995	58.674	-9.73	1.375	1.690	22.91	2.88
MILLWOOD, VENEER, PLYWOOD, & STRUCTURAL WOOD MEMBERS	2430	8162.269	8116.777	-0.56	94.900	91.936	-3.12	1.13
MISC INDUSTRIAL & COMMERCIAL MACHINERY & EQUIPMENT	3590	12.235	32.639	166.77	0.043	0.120	181.82	0.37
MISCELLANEOUS BUSINESS CREDIT INSTITUTION	6159	21964.908	18665.195	-15.02	186.284	151.857	-18.48	0.81
MISCELLANEOUS CHEMICAL PRODUCTS	2890	416.076	432.602	3.97	22.380	23.351	4.34	5.40
MISCELLANEOUS ELECTRICAL MACHINERY, EQUIPMENT & SUPPLIES	3690	5892.509	6607.492	12.13	139.725	163.217	16.81	2.47
MISCELLANEOUS FABRICATED METAL PRODUCTS	3490	970.884	1031.884	6.28	7.366	7.406	0.55	0.72
MISCELLANEOUS FOOD PREPARATIONS & KINDRED PRODUCTS	2090	5817.188	6072.956	4.40	153.226	156.151	1.91	2.57
MISCELLANEOUS MANUFACTURING INDUSTRIES	3990	2859.155	2814.574	-1.56	97.758	100.296	2.60	3.56
MISCELLANEOUS PLASTICS PRODUCTS	3080	52.298	151.102	188.92	0.798	1.388	73.89	0.92
MISCELLANEOUS PRIMARY METAL PRODUCTS	3390	1584.614	1561.771	-1.44	0.000	0.000	0.00	0.00
MISCELLANEOUS PRODUCTS OF PETROLEUM & COAL	2990	3642.320	3840.253	5.43	83.200	93.400	12.26	2.43
MISCELLANEOUS TRANSPORTATION EQUIPMENT	3790	6078.540	6782.518	11.58	65.001	77.404	19.08	1.14
MOBILE HOMES	2451	2364.667	2646.808	11.93	2.506	4.480	78.75	0.17
MORTGAGE BANKERS & LOAN CORRESPONDENTS	6162	1643.569	531.222	-67.68	20.707	17.153	-17.16	3.23
MOTOR HOMES	3716	10345.738	9850.432	-4.79	34.274	46.943	36.96	0.48
MOTOR VEHICLE PARTS & ACCESSORIES	3714	18881.590	24195.538	28.14	44.822	54.336	21.23	0.22
MOTOR VEHICLES & PASSENGER CAR BODIES	3711	666088.628	663851.660	-0.34	13735.852	12806.814	-6.76	1.93
MOTORCYCLES, BICYCLES & PARTS	3751	6360.442	6141.502	-3.44	147.091	174.807	18.84	2.85
MOTORS & GENERATORS	3621	2038.734	2257.463	10.73	34.805	44.217	27.04	1.96
NATIONAL COMMERCIAL BANKS	6021	487985.329	496686.679	1.78	11309.875	12199.075	7.86	2.46
NEWSPAPERS: PUBLISHING OR PUBLISHING & PRINTING	2711	14432.380	15960.853	10.59	845.500	871.977	3.13	5.46
OIL & GAS FIELD EXPLORATION SERVICES	1382	1.091	0.790	-27.58	0.307	0.548	78.56	69.31
OIL & GAS FIELD MACHINERY & EQUIPMENT	3533	45.615	38.981	-14.54	0.072	0.077	6.28	0.20
OIL & GAS FIELD SERVICES, NEC	1389	5760.047	5264.517	-8.60	4.220	4.596	8.90	0.09
OPERATIVE BUILDERS	1531	57646.559	60957.753	5.74	277.630	303.930	9.47	0.50
OPERATORS OF APARTMENT BUILDINGS	6513	132.767	1170.837	781.87	0.509	72.584	14173.58	6.20

How to read: Accident Health Insurance: \$219,000,000

Concrete Products: \$393,000

Industry Name	SIC Code	NEW	NEW	2018 vs. 2019 Annual Revenue Growth Rate %	2018	2019	2018 vs. 2019 Annual Advertising Growth Rate %	2019 Ad Dollars as % of Sales
		2018 Revenue (\$Millions) <i>Actual</i>	2019 Revenue (\$Millions) <i>Actual</i>		2018 Advertising Spend (\$Millions) <i>Historical</i>	2019 Advertising Spend (\$Millions) <i>Historical</i>		
OPHTHALMIC GOODS	3851	1660.808	1874.516	12.87	116.481	124.290	6.70	6.63
OPTICAL INSTRUMENTS & LENSES	3827	64.720	59.263	-8.43	0.314	0.408	29.94	0.69
ORDNANCE & ACCESSORIES, (NO VEHICLES/GUIDED MISSILES)	3480	3520.346	3163.014	-10.15	118.664	93.618	-21.11	2.96
ORTHOPEDIC, PROSTHETIC & SURGICAL APPLIANCES & SUPPLIES	3842	7079.875	7783.598	9.94	145.446	190.703	31.12	2.45
PAINTS, VARNISHES, LACQUERS, ENAMELS & ALLIED PRODS	2851	20938.551	20964.547	0.12	337.500	340.004	0.74	1.62
PAPER MILLS	2621	1221.582	1152.984	-5.62	5.000	5.080	1.60	0.44
PAPERBOARD CONTAINERS & BOXES	2650	18.515	19.409	4.83	0.037	0.081	118.92	0.42
PAPERS & ALLIED PRODUCTS	2600	0.008	0.009	15.85	0.000	0.000	0.00	0.00
PATENT OWNERS & LESSORS	6794	2070.238	2265.538	9.43	72.034	73.370	1.85	3.24
PERFUMES, COSMETICS & OTHER TOILET PREPARATIONS	2844	38155.027	36476.268	-4.40	4974.240	4619.117	-7.14	12.66
PERIODICALS: PUBLISHING OR PUBLISHING & PRINTING	2721	3188.500	4490.121	40.82	193.300	432.965	123.99	9.64
PERSONAL CREDIT INSTITUTIONS	6141	10951.669	12174.890	11.17	995.539	1067.331	7.21	8.77
PETROLEUM REFINING	2911	142185.600	136639.800	-3.90	100.400	94.500	-5.88	0.07
PHARMACEUTICAL PREPARATIONS	2834	384112.239	402319.180	4.74	15157.106	15065.898	-0.60	3.74
PHONOGRAPH RECORDS & PRERECORDED AUDIO TAPES & DISKS	3652	46.483	35.533	-23.56	3.000	3.913	30.43	11.01
PHOTOGRAPHIC EQUIPMENT & SUPPLIES	3861	38719.880	35863.383	-7.38	611.602	503.651	-17.65	1.40
PLASTIC MATERIAL, SYNTH RESIN/RUBBER, CELLULOS (NO GLASS)	2820	1.451	1.829	26.04	0.003	0.006	85.65	0.32
PLASTIC MATERIALS, SYNTH RESINS & NONVULCAN ELASTOMERS	2821	5501.891	4674.060	-15.05	5.400	5.400	0.00	0.12
PLASTICS FOAM PRODUCTS	3086	1384.733	1673.805	20.88	3.800	3.522	-7.32	0.21
PLASTICS PRODUCTS, NEC	3089	13927.200	13177.200	-5.39	410.200	400.700	-2.32	3.04
PLASTICS, FOIL & COATED PAPER BAGS	2673	0.584	0.626	7.16	0.005	0.503	10836.23	80.39
POULTRY SLAUGHTERING AND PROCESSING	2015	54225.788	57254.477	5.59	302.700	322.400	6.51	0.56
PREFABRICATED METAL BUILDINGS & COMPONENTS	3448	2000.577	4889.747	144.42	0.000	28.600	0.00	0.58
PREPARED FRESH OR FROZEN FISH & SEAFOODS	2092	32.166	23.829	-25.92	0.127	0.082	-35.67	0.34
PRINTING TRADES MACHINERY & EQUIPMENT	3555	0.000	179.866	0.00	0.000	1.981	0.00	1.10
PUBLIC BLDG & RELATED FURNITURE	2531	200.716	191.063	-4.81	1.134	1.030	-9.17	0.54
PUMPS & PUMPING EQUIPMENT	3561	5091.083	6220.210	22.18	20.000	18.700	-6.50	0.30
RADIO & TV BROADCASTING & COMMUNICATIONS EQUIPMENT	3663	16698.756	20909.425	25.22	170.726	201.444	17.99	0.96
RADIO BROADCASTING STATIONS	4832	16397.297	19201.564	17.10	738.677	918.414	24.33	4.78
RADIOTELEPHONE COMMUNICATIONS	4812	91172.128	92690.522	1.67	1964.913	1858.620	-5.41	2.01
REAL ESTATE	6500	31298.732	35205.863	12.48	574.254	599.631	4.42	1.70
REAL ESTATE AGENTS & MANAGERS (FOR OTHERS)	6531	11505.238	13547.376	17.75	440.468	543.183	23.32	4.01
REAL ESTATE INVESTMENT TRUSTS	6798	28509.353	29524.023	3.56	440.955	455.261	3.24	1.54
REAL ESTATE OPERATORS (NO DEVELOPERS) & LESSORS	6510	30.010	49.580	65.21	0.001	0.000	-30.59	0.00
REFRIGERATION & SERVICE INDUSTRY MACHINERY	3580	3523.576	4536.109	28.74	29.246	30.015	2.63	0.66
REFUSE SYSTEMS	4953	5271.485	5676.339	7.68	6.459	7.042	9.02	0.12
RETAIL-APPAREL & ACCESSORY STORES	5600	23832.411	22851.491	-4.12	972.704	1022.449	5.11	4.47
RETAIL-AUTO & HOME SUPPLY STORES	5531	31804.897	33240.541	4.51	352.081	347.241	-1.37	1.04
RETAIL-AUTO DEALERS & GASOLINE STATIONS	5500	117348.321	124556.373	6.14	1000.700	1130.036	12.92	0.91

How to read: Accident Health Insurance: \$219,000,000

Concrete Products: \$393,000

Industry Name	SIC Code	NEW	NEW	2018 vs. 2019 Annual Revenue Growth Rate %	2018	2019	2018 vs. 2019 Annual Advertising Growth Rate %	2019 Ad Dollars as % of Sales
		2018 Revenue (\$Millions) <i>Actual</i>	2019 Revenue (\$Millions) <i>Actual</i>		2018 Advertising Spend (\$Millions) <i>Historical</i>	2019 Advertising Spend (\$Millions) <i>Historical</i>		
RETAIL-BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY	5200	25508.913	26369.031	3.37	445.597	446.048	0.10	1.69
RETAIL-CATALOG & MAIL-ORDER HOUSES	5961	311673.981	369912.790	18.69	16177.998	22111.289	36.68	5.98
RETAIL-COMPUTER & COMPUTER SOFTWARE STORES	5734	8285.300	6466.000	-21.96	72.900	66.700	-8.50	1.03
RETAIL-CONVENIENCE STORES	5412	0.032	0.022	-32.40	0.000	0.000	0.00	0.00
RETAIL-DEPARTMENT STORES	5311	76741.220	75655.870	-1.41	3232.800	3192.415	-1.25	4.22
RETAIL-DRUG STORES AND PROPRIETARY STORES	5912	357712.861	427281.482	19.45	1218.871	1173.181	-3.75	0.27
RETAIL-EATING & DRINKING PLACES	5810	29589.896	31684.120	7.08	835.202	902.110	8.01	2.85
RETAIL-EATING PLACES	5812	69982.218	73529.945	5.07	3174.758	3340.082	5.21	4.54
RETAIL-FAMILY CLOTHING STORES	5651	105636.069	109141.591	3.32	2232.846	2340.739	4.83	2.14
RETAIL-FOOD STORES	5400	3467.683	3150.921	-9.13	119.600	107.099	-10.45	3.40
RETAIL-FURNITURE STORES	5712	3489.267	3683.105	5.56	163.678	186.518	13.95	5.06
RETAIL-GROCERY STORES	5411	238232.919	246725.215	3.56	1528.067	1632.338	6.82	0.66
RETAIL-HOBBY, TOY & GAME SHOPS	5945	5608.529	5410.580	-3.53	211.400	202.200	-4.35	3.74
RETAIL-HOME FURNITURE, FURNISHINGS & EQUIPMENT STORES	5700	21708.368	21072.589	-2.93	1043.604	1082.641	3.74	5.14
RETAIL-JEWELRY STORES	5944	10894.334	10798.892	-0.88	791.062	776.072	-1.89	7.19
RETAIL-LUMBER & OTHER BUILDING MATERIALS DEALERS	5211	185988.932	189137.651	1.69	2253.183	2203.690	-2.20	1.17
RETAIL-MISCELLANEOUS RETAIL	5900	5706.598	6109.361	7.06	87.780	150.369	71.30	2.46
RETAIL-MISCELLANEOUS SHOPPING GOODS STORES	5940	27884.350	27789.985	-0.34	682.908	686.197	0.48	2.47
RETAIL-NONSTORE RETAILERS	5960	12463.300	13692.539	9.86	192.100	191.601	-0.26	1.40
RETAIL-RADIO, TV & CONSUMER ELECTRONICS STORES	5731	44428.813	45181.686	1.69	857.500	924.800	7.85	2.05
RETAIL-RECORD & PRERECORDED TAPE STORES	5735	418.190	394.898	-5.57	2.200	1.561	-29.03	0.40
RETAIL-RETAIL STORES, NEC	5990	88353.036	106003.929	19.98	4705.668	5539.702	17.72	5.23
RETAIL-SHOE STORES	5661	15117.795	15576.879	3.04	369.600	407.171	10.17	2.61
RETAIL-VARIETY STORES	5331	648527.380	664185.723	2.41	5377.900	5761.481	7.13	0.87
RETAIL-WOMEN'S CLOTHING STORES	5621	17823.678	17315.585	-2.85	648.549	602.319	-7.13	3.48
ROLLING DRAWING & EXTRUDING OF NONFERROUS METALS	3350	1585.900	1514.100	-4.53	0.300	0.400	33.33	0.03
RUBBER & PLASTICS FOOTWEAR	3021	42225.642	45403.552	7.53	3939.891	4165.808	5.73	9.18
SANITARY SERVICES	4950	457.224	554.417	21.26	0.406	0.427	5.02	0.08
SAUSAGES & OTHER PREPARED MEAT PRODUCTS	2013	202.779	223.622	10.28	4.442	4.272	-3.83	1.91
SAVINGS INSTITUTION, FEDERALLY CHARTERED	6035	9782.708	10359.377	5.89	333.439	337.166	1.12	3.25
SAVINGS INSTITUTIONS, NOT FEDERALLY CHARTERED	6036	1974.680	2136.939	8.22	29.139	30.602	5.02	1.43
SEARCH, DETECTION, NAVIGATION, GUIDANCE, AERONAUTICAL SYS	3812	5362.045	5892.944	9.90	168.733	176.026	4.32	2.99
SECURITY & COMMODITY BROKERS, DEALERS, EXCHANGES & SERVICES	6200	42138.135	47622.204	13.01	244.611	238.793	-2.38	0.50
SECURITY BROKERS, DEALERS & FLOTATION COMPANIES	6211	69944.531	74870.964	7.04	1430.412	1469.861	2.76	1.96
SEMICONDUCTORS & RELATED DEVICES	3674	160386.572	157368.618	-1.88	2008.697	1747.429	-13.01	1.11
SERVICES-ADVERTISING	7310	5623.015	5918.121	5.25	385.704	538.004	39.49	9.09
SERVICES-ADVERTISING AGENCIES	7311	5027.103	4577.877	-8.94	420.514	365.492	-13.08	7.98
SERVICES-ALLIED TO MOTION PICTURE PRODUCTION	7819	26.860	55.364	106.12	1.281	2.474	93.10	4.47
SERVICES-AMUSEMENT & RECREATION SERVICES	7900	15236.032	16577.015	8.80	585.041	596.830	2.02	3.60

How to read: Accident Health Insurance: \$219,000,000

Concrete Products: \$393,000

Industry Name	SIC Code	NEW	NEW	2018 vs. 2019 Annual Revenue Growth Rate %	2018	2019	2018 vs. 2019 Annual Advertising Growth Rate %	2019
		2018	2019		Advertising	Advertising		
		Revenue (\$Millions) <i>Actual</i>	Revenue (\$Millions) <i>Actual</i>		Spend (\$Millions) <i>Historical</i>	Spend (\$Millions) <i>Historical</i>		Ad Dollars as % of Sales
SERVICES-AUTO RENTAL & LEASING (NO DRIVERS)	7510	23874.884	24609.423	3.08	368.187	457.320	24.21	1.86
SERVICES-BUSINESS SERVICES, NEC	7389	194724.226	208504.843	7.08	9270.569	13324.197	43.73	6.39
SERVICES-COMMERCIAL PHYSICAL & BIOLOGICAL RESEARCH	8731	21746.129	24010.049	10.41	130.117	127.245	-2.21	0.53
SERVICES-COMPUTER INTEGRATED SYSTEMS DESIGN	7373	13519.969	14190.519	4.96	482.688	571.748	18.45	4.03
SERVICES-COMPUTER PROCESSING & DATA PREPARATION	7374	27207.624	33058.155	21.50	2567.423	3531.517	37.55	10.68
SERVICES-COMPUTER PROGRAMMING SERVICES	7371	5550.131	6751.071	21.64	252.156	270.286	7.19	4.00
SERVICES-COMPUTER PROGRAMMING, DATA PROCESSING, ETC.	7370	240858.363	288779.463	19.90	11344.655	13327.683	17.48	4.62
SERVICES-CONSUMER CREDIT REPORTING, COLLECTION AGENCIES	7320	11987.300	12862.700	7.30	155.400	169.400	9.01	1.32
SERVICES-DETECTIVE, GUARD & ARMORED CAR SERVICES	7381	4592.179	5144.615	12.03	151.892	160.378	5.59	3.12
SERVICES-EDUCATIONAL SERVICES	8200	16176.564	19553.734	20.88	1274.773	2066.497	62.11	10.57
SERVICES-EMPLOYMENT AGENCIES	7361	750.304	784.314	4.53	2.800	32.756	1069.85	4.18
SERVICES-ENGINEERING SERVICES	8711	1179.455	1133.848	-3.87	2.435	2.346	-3.66	0.21
SERVICES-ENGINEERING, ACCOUNTING, RESEARCH, MANAGEMENT	8700	357.575	461.697	29.12	0.600	1.300	116.67	0.28
SERVICES-EQUIPMENT RENTAL & LEASING, NEC	7359	7531.219	7787.367	3.40	126.172	111.228	-11.84	1.43
SERVICES-HELP SUPPLY SERVICES	7363	44763.151	44597.768	-0.37	127.052	131.185	3.25	0.29
SERVICES-HOME HEALTH CARE SERVICES	8082	3793.489	4430.182	16.78	55.806	60.158	7.80	1.36
SERVICES-HOSPITALS	8060	11619.854	11797.830	1.53	6.779	6.182	-8.80	0.05
SERVICES-MAILING, REPRODUCTION, COMMERCIAL ART & PHOTOGRAPHY	7330	400.784	382.415	-4.58	2.100	1.800	-14.29	0.47
SERVICES-MANAGEMENT CONSULTING SERVICES	8742	3245.721	3732.720	15.00	25.683	31.056	20.92	0.83
SERVICES-MANAGEMENT SERVICES	8741	3520.265	3668.395	4.21	96.700	104.666	8.24	2.85
SERVICES-MEDICAL LABORATORIES	8071	629.651	885.949	40.70	1.693	13.518	698.46	1.53
SERVICES-MEMBERSHIP SPORTS & RECREATION CLUBS	7997	1015.992	1155.563	13.74	14.943	19.201	28.49	1.66
SERVICES-MISC HEALTH & ALLIED SERVICES, NEC	8090	638.047	1176.915	84.46	16.010	161.290	907.46	13.70
SERVICES-MISCELLANEOUS AMUSEMENT & RECREATION	7990	73022.750	83746.346	14.69	3067.818	4560.668	48.66	5.45
SERVICES-MISCELLANEOUS BUSINESS SERVICES	7380	1264.131	1165.336	-7.82	16.025	12.338	-23.01	1.06
SERVICES-MISCELLANEOUS EQUIPMENT RENTAL & LEASING	7350	3967.073	4411.030	11.19	5.900	7.300	23.73	0.17
SERVICES-MOTION PICTURE & VIDEO TAPE DISTRIBUTION	7822	270.126	279.300	3.40	19.779	30.843	55.94	11.04
SERVICES-MOTION PICTURE & VIDEO TAPE PRODUCTION	7812	4652.947	4910.694	5.54	707.992	833.780	17.77	16.98
SERVICES-MOTION PICTURE THEATERS	7830	6478.733	6569.591	1.40	26.175	68.983	163.55	1.05
SERVICES-NURSING & PERSONAL CARE FACILITIES	8050	460.018	447.100	-2.81	0.000	3.900	0.00	0.87
SERVICES-OFFICES & CLINICS OF DOCTORS OF MEDICINE	8011	445.672	858.288	92.58	85.462	133.344	56.03	15.54
SERVICES-PERSONAL SERVICES	7200	9127.158	9117.135	-0.11	650.261	682.325	4.93	7.48
SERVICES-PHOTOFINISHING LABORATORIES	7384	1961.820	3233.684	64.83	175.700	322.913	83.79	9.99
SERVICES-PREPACKAGED SOFTWARE	7372	286195.204	323362.720	12.99	6839.434	7860.734	14.93	2.43
SERVICES-RACING, INCLUDING TRACK OPERATION	7948	2205.092	2533.083	14.87	61.821	74.558	20.60	2.94
SERVICES-SPECIALTY OUTPATIENT FACILITIES, NEC	8093	1344.900	1514.643	12.62	15.333	61.912	303.78	4.09
SERVICES-TELEPHONE INTERCONNECT SYSTEMS	7385	0.000	630.422	0.00	0.000	38.100	0.00	6.04
SERVICES-TO DWELLINGS & OTHER BUILDINGS	7340	9521.765	9879.077	3.75	133.175	155.835	17.02	1.58
SERVICES-VIDEO TAPE RENTAL	7841	19482.391	24363.468	25.05	2699.468	3048.513	12.93	12.51

How to read: Accident Health Insurance: \$219,000,000

Concrete Products: \$393,000

Industry Name	SIC Code	NEW	NEW	2018 vs. 2019 Annual Revenue Growth Rate %	2018	2019	2018 vs. 2019 Annual Advertising Growth Rate %	2019 Ad Dollars as % of Sales
		2018 Revenue (\$Millions) Actual	2019 Revenue (\$Millions) Actual		Advertising Spend (\$Millions) Historical	Advertising Spend (\$Millions) Historical		
SHIP & BOAT BUILDING & REPAIRING	3730	764.997	945.863	23.64	11.815	15.416	30.47	1.63
SHORT-TERM BUSINESS CREDIT INSTITUTIONS	6153	300.179	326.595	8.80	0.520	0.523	0.58	0.16
SOAP, DETERGENTS, CLEANG PREPARATIONS, PERFUMES, COSMETICS	2840	71829.900	72904.562	1.50	7283.200	7027.676	-3.51	9.64
SPECIAL INDUSTRY MACHINERY (NO METALWORKING MACHINERY)	3550	9.508	6.686	-29.68	0.000	0.000	0.00	0.00
SPECIAL INDUSTRY MACHINERY, NEC	3559	2209.122	2072.013	-6.21	18.461	34.610	87.48	1.67
SPECIALTY CLEANING, POLISHING AND SANITATION PREPARATIONS	2842	6256.177	6347.897	1.47	615.145	660.336	7.35	10.40
SPORTING & ATHLETIC GOODS, NEC	3949	4822.068	5413.200	12.26	388.211	406.210	4.64	7.50
STATE COMMERCIAL BANKS	6022	82360.355	89002.467	8.06	1406.486	1492.778	6.14	1.68
STEEL WORKS, BLAST FURNACES & ROLLING & FINISHING MILLS	3310	4761.928	4993.771	4.87	20.774	21.819	5.03	0.44
STEEL WORKS, BLAST FURNACES & ROLLING MILLS (COKE OVENS)	3312	1602.408	1448.666	-9.59	3.100	3.700	19.35	0.26
SUGAR & CONFECTIONERY PRODUCTS	2060	8670.143	8852.906	2.11	492.592	528.770	7.34	5.97
SURGICAL & MEDICAL INSTRUMENTS & APPARATUS	3841	44465.344	44971.103	1.14	507.747	476.112	-6.23	1.06
SWITCHGEAR & SWITCHBOARD APPARATUS	3613	29380.468	29481.873	0.35	2.800	2.700	-3.57	0.01
TELEGRAPH & OTHER MESSAGE COMMUNICATIONS	4822	1207.295	1372.054	13.65	149.700	158.200	5.68	11.53
TELEPHONE & TELEGRAPH APPARATUS	3661	6917.981	7412.468	7.15	29.073	65.409	124.98	0.88
TELEPHONE COMMUNICATIONS (NO RADIOTELEPHONE)	4813	407139.301	416754.405	2.36	9543.914	10746.538	12.60	2.58
TELEVISION BROADCASTING STATIONS	4833	56804.093	63662.079	12.07	1923.496	2225.095	15.68	3.50
TEXTILE MILL PRODUCTS	2200	808.365	831.148	2.82	3.824	3.987	4.24	0.48
TIRES & INNER TUBES	3011	18286.652	17501.199	-4.30	399.180	411.457	3.08	2.35
TOBACCO PRODUCTS	2100	714.190	769.956	7.81	11.394	24.166	112.10	3.14
TRANSPORTATION SERVICES	4700	29855.998	31760.561	6.38	8433.164	8971.778	6.39	28.25
TRUCKING & COURIER SERVICES (NO AIR)	4210	4066.756	5093.469	25.25	3.510	5.205	48.29	0.10
TRUCKING (NO LOCAL)	4213	6841.608	7006.838	2.42	35.134	37.569	6.93	0.54
UNSUPPORTED PLASTICS FILM & SHEET	3081	0.665	1.609	141.91	0.026	0.013	-51.39	0.78
WATCHES, CLOCKS, CLOCKWORK OPERATED DEVICES/PARTS	3873	3221.055	2918.678	-9.39	289.200	306.300	5.91	10.49
WATER TRANSPORTATION	4400	40485.101	44700.413	10.41	1716.700	1968.816	14.69	4.40
WATER, SEWER, PIPELINE, COMM & POWER LINE CONSTRUCTION	1623	2087.530	2690.561	28.89	2.701	2.771	2.59	0.10
WHOLESALE-APPAREL, PIECE GOODS & NOTIONS	5130	712.360	750.199	5.31	16.952	18.334	8.15	2.44
WHOLESALE-CHEMICALS & ALLIED PRODUCTS	5160	6623.200	6967.902	5.20	6.300	6.939	10.14	0.10
WHOLESALE-COMPUTERS & PERIPHERAL EQUIPMENT & SOFTWARE	5045	30852.000	29135.000	-5.57	193.000	188.000	-2.59	0.65
WHOLESALE-DRUGS, PROPRIETARIES & DRUGGISTS' SUNDRIES	5122	8100.091	8009.253	-1.12	63.184	62.533	-1.03	0.78
WHOLESALE-DURABLE GOODS	5000	17295.473	17687.118	2.26	278.500	353.600	26.97	2.00
WHOLESALE-ELECTRICAL APPARATUS & EQUIPMENT, WIRING SUPPLIES	5063	8757.058	9183.886	4.87	16.300	16.100	-1.23	0.18
WHOLESALE-ELECTRONIC PARTS & EQUIPMENT, NEC	5065	1022.623	954.938	-6.62	48.111	42.902	-10.83	4.49
WHOLESALE-FARM PRODUCT RAW MATERIALS	5150	3045.382	8170.191	168.28	1.900	2.500	31.58	0.03
WHOLESALE-FURNITURE & HOME FURNISHINGS	5020	1.719	1.580	-8.07	0.011	0.011	2.44	0.72
WHOLESALE-GROCERIES & RELATED PRODUCTS	5140	27817.752	29714.256	6.82	359.360	391.616	8.98	1.32
WHOLESALE-GROCERIES, GENERAL LINE	5141	8070.354	8549.676	5.94	40.900	39.300	-3.91	0.46
WHOLESALE-HARDWARE	5072	4827.000	4988.000	3.34	0.000	46.000	0.00	0.92

How to read: Accident Health Insurance: \$219,000,000

Concrete Products: \$393,000

Industry Name	SIC Code	NEW	NEW	2018 vs. 2019 Annual Revenue Growth Rate %	2018	2019	2018 vs. 2019 Annual Advertising Growth Rate %	2019 Ad Dollars as % of Sales
		2018 Revenue (\$Millions) <i>Actual</i>	2019 Revenue (\$Millions) <i>Actual</i>		Advertising Spend (\$Millions) <i>Historical</i>	Advertising Spend (\$Millions) <i>Historical</i>		
WHOLESALE-HARDWARE & PLUMBING & HEATING EQUIPMENT & SUPPLIES	5070	4546.653	4770.362	4.92	0.000	0.000	0.00	0.00
WHOLESALE-INDUSTRIAL MACHINERY & EQUIPMENT	5084	4100.778	4310.717	5.12	85.930	88.612	3.12	2.06
WHOLESALE-JEWELRY, WATCHES, PRECIOUS STONES & METALS	5094	4783.157	3007.868	-37.12	2.461	1.873	-23.90	0.06
WHOLESALE-LUMBER & OTHER CONSTRUCTION MATERIALS	5030	5160.344	6020.656	16.67	4.600	4.706	2.29	0.08
WHOLESALE-LUMBER, PLYWOOD, MILLWORK & WOOD PANELS	5031	2862.850	2637.268	-7.88	0.000	0.000	0.00	0.00
WHOLESALE-MACHINERY, EQUIPMENT & SUPPLIES	5080	20.051	24.190	20.64	1.069	1.016	-4.92	4.20
WHOLESALE-MEDICAL, DENTAL & HOSPITAL EQUIPMENT & SUPPLIES	5047	14992.131	15672.923	4.54	12.906	25.206	95.31	0.16
WHOLESALE-MISC DURABLE GOODS	5090	5423.975	5400.123	-0.44	13.479	13.872	2.92	0.26
WHOLESALE-MISCELLANEOUS NONDURABLE GOODS	5190	2334.173	2496.022	6.93	30.330	28.080	-7.42	1.12
WHOLESALE-MOTOR VEHICLE SUPPLIES & NEW PARTS	5013	18735.073	19392.305	3.51	204.700	203.700	-0.49	1.05
WHOLESALE-MOTOR VEHICLES & MOTOR VEHICLE PARTS & SUPPLIES	5010	0.415	0.360	-13.21	0.011	0.014	29.04	3.94
WHOLESALE-PROFESSIONAL & COMMERCIAL EQUIPMENT & SUPPLIES	5040	20.104	23.295	15.87	0.016	0.020	23.08	0.08
WOMEN'S, MISSES', AND JUNIORS OUTERWEAR	2330	730.706	712.386	-2.51	39.500	39.113	-0.98	5.49
WOMEN'S, MISSES', CHILDREN'S & INFANTS' UNDERGARMENTS	2340	2609.699	2678.175	2.62	57.143	56.549	-1.04	2.11
WOOD HOUSEHOLD FURNITURE, (NO UPHOLSTERED)	2511	1203.539	1179.198	-2.02	51.422	42.158	-18.02	3.58
X-RAY APPARATUS & TUBES & RELATED IRRADIATION APPARATUS	3844	3217.900	3367.300	4.64	26.900	29.500	9.67	0.88