

ADVERTISING RATIOS AND BUDGETS 2021

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 2019 and 2020 *fiscal* year. If no data for fiscal 2020 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 2020 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 2019 fiscal year to the 2020 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.

Ad to Sales Ratios

Industry Name	SIC code	2019 Revenue (\$Millions)	2020 Revenue (\$Millions)	2019 vs . 2020		2019 vs . 2020		2020
				Annual Revenue Growth Rate %	2019 Advertising Spend (\$Millions)	2020 Advertising Spend (\$Millions)	Annual Advertising Growth Rate %	Ad Dollars as % of Sales
ABRASIVE, ASBESTOS & MISC NONMETALLIC MINERAL PRODS	3290	7160.000	7055.000	-1.47	117.000	98.000	-16.24	1.39
ACCIDENT & HEALTH INSURANCE	6321	22307.000	22147.000	-0.72	219.000	184.000	-15.98	0.83
AGRICULTURAL CHEMICALS	2870	3839.975	4826.470	25.69	128.249	154.598	20.55	3.20
AGRICULTURAL PROD-LIVESTOCK & ANIMAL SPECIALTIES	200	1351.609	1342.097	-0.70	6.000	4.932	-17.81	0.37
AGRICULTURAL PRODUCTION-CROPS	100	4833.861	4565.164	-5.56	15.064	14.950	-0.76	0.33
AGRICULTURAL SERVICES	700	1212.664	1070.422	-11.73	0.996	0.855	-14.13	0.08
AIR COURIER SERVICES	4513	69217.000	68744.251	-0.68	427.000	389.592	-8.76	0.57
AIR TRANSPORTATION, SCHEDULED	4512	183858.226	69033.301	-62.45	1037.191	532.962	-48.61	0.77
AIR-COND & WARM AIR HEATG EQUIP & COMM & INDL REFRIG EQUIP	3585	4309.959	4176.906	-3.09	44.642	27.323	-38.80	0.65
AIRCRAFT	3721	367.593	430.549	17.13	0.934	0.973	4.12	0.23
AIRCRAFT PARTS & AUXILIARY EQUIPMENT, NEC	3728	1.316	5.449	313.92	0.000	0.000	0.00	0.00
AIRPORTS, FLYING FIELDS & AIRPORT TERMINAL SERVICES	4581	2413.474	1577.287	-34.65	3.397	1.568	-53.84	0.10
APPAREL & OTHER FINISHD PRODS OF FABRICS & SIMILAR MATL	2300	17804.462	14202.310	-20.23	1251.300	1080.400	-13.66	7.61
AUTO CONTROLS FOR REGULATING RESIDENTIAL & COMM ENVIRONMENTS	3822	11.982	6.494	-45.80	0.055	0.010	-81.61	0.16
BAKERY PRODUCTS	2050	908.992	1018.270	12.02	39.778	45.818	15.18	4.50
BEVERAGES	2080	129082.064	128846.746	-0.18	8831.691	7804.823	-11.63	6.06
BIOLOGICAL PRODUCTS, (NO DIAGNOSTIC SUBSTANCES)	2836	66160.810	71662.405	8.32	1775.752	2056.149	15.79	2.87
BLANKBOOKS, LOOSELEAF BINDERS & BOOKBINDG & RELATD WORK	2780	3964.415	3445.981	-13.08	169.198	149.308	-11.76	4.33
BOOKS: PUBLISHING OR PUBLISHING & PRINTING	2731	4709.257	4231.859	-10.14	200.900	198.835	-1.03	4.70
BOTTLED & CANNED SOFT DRINKS & CARBONATED WATERS	2086	7704.680	7711.347	0.09	480.670	436.923	-9.10	5.67
BROADWOVEN FABRIC MILLS, COTTON	2211	329.562	303.785	-7.82	1.100	0.931	-15.38	0.31
CABLE & OTHER PAY TELEVISION SERVICES	4841	208648.109	208823.733	0.08	13202.733	12668.987	-4.04	6.07
CALCULATING & ACCOUNTING MACHINES (NO ELECTRONIC COMPUTERS)	3578	4571.853	4086.557	-10.61	7.500	7.200	-4.00	0.18
CANNED, FROZEN & PRESERVD FRUIT, VEG & FOOD SPECIALTIES	2030	28769.400	30013.643	4.32	557.000	662.327	18.91	2.21
CANNED, FRUITS, VEG, PRESERVES, JAMS & JELLIES	2033	9727.135	9876.696	1.54	202.600	170.868	-15.66	1.73
CARPETS & RUGS	2273	9970.672	9552.197	-4.20	130.207	105.974	-18.61	1.11
CHEMICALS & ALLIED PRODUCTS	2800	1.373	0.989	-27.97	0.068	0.061	-10.29	6.17
CIGARETTES	2111	104960.544	104230.780	-0.70	789.668	685.978	-13.13	0.66
COATING, ENGRAVING & ALLIED SERVICES	3470	132.369	160.243	21.06	0.914	0.603	-34.01	0.38
COMMERCIAL BANKS, NEC	6029	55633.744	44790.901	-19.49	620.018	536.149	-13.53	1.20
COMMERCIAL PRINTING	2750	2497.653	2256.609	-9.65	302.612	214.136	-29.24	9.49
COMMODITY CONTRACTS BROKERS & DEALERS	6221	219.659	138.922	-36.76	38.395	40.433	5.31	29.10
COMMUNICATIONS EQUIPMENT, NEC	3669	1601.501	1755.775	9.63	12.590	13.943	10.75	0.79
COMMUNICATIONS SERVICES, NEC	4899	14918.676	15012.037	0.63	613.769	501.724	-18.26	3.34
COMPUTER & OFFICE EQUIPMENT	3570	135756.000	130259.000	-4.05	2299.000	2120.000	-7.79	1.63
COMPUTER COMMUNICATIONS EQUIPMENT	3576	59938.383	57446.831	-4.16	225.576	220.087	-2.43	0.38
COMPUTER PERIPHERAL EQUIPMENT, NEC	3577	8037.221	10407.655	29.49	322.173	363.682	12.88	3.49
COMPUTER STORAGE DEVICES	3572	29291.389	29621.443	1.13	128.700	107.910	-16.15	0.36
CONCRETE PRODUCTS, EXCEPT BLOCK & BRICK	3272	46.691	43.862	-6.06	0.393	0.383	-2.54	0.87
CONSTRUCTION - SPECIAL TRADE CONTRACTORS	1700	2624.121	2718.038	3.58	1.700	1.400	-17.65	0.05
CONSTRUCTION MACHINERY & EQUIP	3531	30629.485	28283.737	-7.66	177.211	128.145	-27.69	0.45
CONSTRUCTION, MINING & MATERIALS HANDLING MACHINERY & EQUIP	3530	8267.648	8583.756	3.82	24.609	21.375	-13.14	0.25

How to read: Accident Health Insurance: \$184,000,000

Agricultural Services: \$996,000

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				Annual Revenue Growth Rate %	2019 Advertising Spend (\$Millions)	2020 Advertising Spend (\$Millions)	Annual Advertising Growth Rate %	Ad Dollars as % of Sales
CONVERTED PAPER & PAPERBOARD PRODS (NO CONTANERS/BOXES)	2670	18450.000	19438.200	5.36	757.000	956.700	26.38	4.92
COOKIES & CRACKERS	2052	1186.487	1022.038	-13.86	5.938	6.461	8.81	0.63
CRUDE PETROLEUM & NATURAL GAS	1311	5413.484	4890.072	-9.67	37.259	31.464	-15.55	0.64
CUT STONE & STONE PRODUCTS	3281	545.974	486.412	-10.91	16.233	14.457	-10.94	2.97
CUTLERY, HANDTOOLS & GENERAL HARDWARE	3420	20996.082	21135.730	0.67	155.167	133.874	-13.72	0.63
DAIRY PRODUCTS	2020	7424.459	7028.764	-5.33	22.967	11.641	-49.31	0.17
DENTAL EQUIPMENT & SUPPLIES	3843	38.863	23.486	-39.57	0.538	0.610	13.44	2.60
DOLLS & STUFFED TOYS	3942	4504.571	4583.660	1.76	551.517	516.803	-6.29	11.27
DRAWING & INSULATING OF NONFERROUS WIRE	3357	2202.602	1917.993	-12.92	14.896	11.732	-21.24	0.61
DRILLING OIL & GAS WELLS	1381	0.059	0.291	390.11	0.000	0.000	0.00	0.00
ELECTRIC & OTHER SERVICES COMBINED	4931	446.847	540.132	20.88	5.100	6.995	37.16	1.30
ELECTRIC HOUSEWARES & FANS	3634	2433.669	2653.255	9.02	76.200	87.998	15.48	3.32
ELECTRIC LIGHTING & WIRING EQUIPMENT	3640	3848.650	3701.679	-3.82	18.954	15.756	-16.87	0.43
ELECTRIC SERVICES	4911	62244.301	66963.960	7.58	153.309	156.739	2.24	0.23
ELECTROMEDICAL & ELECTROTHERAPEUTIC APPARATUS	3845	1638.040	1825.086	11.42	19.975	35.198	76.21	1.93
ELECTRONIC & OTHER ELECTRICAL EQUIPMENT (NO COMPUTER EQUIP)	3600	1825.900	3643.618	99.55	302.800	419.049	38.39	11.50
ELECTRONIC COILS, TRANSFORMERS & OTHER INDUCTORS	3677	26.133	33.225	27.14	0.009	0.009	0.00	0.03
ELECTRONIC COMPONENTS & ACCESSORIES	3670	1308.138	1274.458	-2.57	5.806	4.618	-20.46	0.36
ELECTRONIC COMPONENTS, NEC	3679	25021.236	23162.563	-7.43	169.108	300.991	77.99	1.30
ELECTRONIC COMPUTERS	3571	97840.508	99824.700	2.03	1473.770	1483.937	0.69	1.49
ELECTRONIC CONNECTORS	3678	55.325	43.044	-22.20	0.422	0.295	-30.09	0.69
ENGINES & TURBINES	3510	4136.450	4361.787	5.45	37.400	29.890	-20.08	0.69
FABRICATED PLATE WORK (BOILER SHOPS)	3443	1911.725	1809.755	-5.33	7.300	5.347	-26.75	0.30
FABRICATED RUBBER PRODUCTS, NEC	3060	54.223	47.452	-12.49	1.653	2.158	30.55	4.55
FABRICATED STRUCTURAL METAL PRODUCTS	3440	458.728	434.395	-5.30	13.000	11.500	-11.54	2.65
FARM MACHINERY & EQUIPMENT	3523	49441.427	45875.575	-7.21	269.675	251.575	-6.71	0.55
FATS & OILS	2070	371.276	415.026	11.78	0.076	0.065	-14.47	0.02
FINANCE LESSORS	6172	19.030	4.383	-76.97	2.789	0.273	-90.21	6.23
FINANCE SERVICES	6199	57850.098	51528.528	-10.93	7408.880	7298.843	-1.49	14.16
FIRE, MARINE & CASUALTY INSURANCE	6331	51175.298	55152.789	7.77	1883.661	2275.555	20.80	4.13
FISHING, HUNTING AND TRAPPING	900	89.622	125.002	39.48	0.000	0.000	-99.89	0.00
FLAT GLASS	3211	430.912	374.923	-12.99	1.416	0.987	-30.30	0.26
FOOD AND KINDRED PRODUCTS	2000	54556.019	58902.439	7.97	1916.777	2215.358	15.58	3.76
FOOTWEAR, (NO RUBBER)	3140	12621.862	10093.283	-20.03	569.371	509.174	-10.57	5.04
FUNCTIONS RELATED TO DEPOSITORY BANKING, NEC	6099	28.201	32.252	14.37	0.114	0.059	-48.25	0.18
GAMES, TOYS & CHILDREN'S VEHICLES (NO DOLLS & BICYCLES)	3944	5342.710	6011.506	12.52	427.507	422.833	-1.09	7.03
GAS & OTHER SERVICES COMBINED	4932	344.065	291.724	-15.21	1.200	1.600	33.33	0.55
GENERAL BLDG CONTRACTORS - RESIDENTIAL BLDGS	1520	26864.196	27475.506	2.28	151.742	145.796	-3.92	0.53
GENERAL INDUSTRIAL MACHINERY & EQUIPMENT	3560	23752.486	21903.868	-7.78	90.510	89.565	-1.04	0.41
GENERAL INDUSTRIAL MACHINERY & EQUIPMENT, NEC	3569	4051.770	3960.330	-2.26	17.093	13.700	-19.85	0.35
GLASS & GLASSWARE, PRESSED OR BLOWN	3220	829.303	817.356	-1.44	5.143	4.239	-17.57	0.52
GLASS PRODUCTS, MADE OF PURCHASED GLASS	3231	1387.439	1372.406	-1.08	1.400	1.307	-6.67	0.10

How to read: Accident Health Insurance: \$184,000,000

Agricultural Services: \$996,000

Ad to Sales Ratios

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				Annual Revenue Growth Rate %	Annual Advertising Growth Rate %					
GOLD AND SILVER ORES	1040	2.675	0.685	-74.40		0.470	0.298	-36.60	43.52	
GRAIN MILL PRODUCTS	2040	37131.562	38209.864	2.90		1524.361	1761.024	15.53	4.61	
HAZARDOUS WASTE MANAGEMENT	4955	3593.475	11365.279	216.28		11.958	12.578	5.18	0.11	
HEARING EQUIP, EXCEPT ELEC & WARM AIR; & PLUMBING FIXTURES	3430	969.938	1027.987	5.98		1.056	0.691	-34.56	0.07	
HEATING EQUIPMENT, EXCEPT ELECTRIC & WARM AIR FURNACES	3433	341.041	400.622	17.47		4.400	5.378	22.22	1.34	
HEAVY CONSTRUCTION OTHER THAN BLDG CONST - CONTRACTORS	1600	708.390	709.942	0.22		0.000	0.000	0.00	0.00	
HOSPITAL & MEDICAL SERVICE PLANS	6324	104596.936	122369.028	16.99		474.800	571.400	20.35	0.47	
HOTELS & MOTELS	7011	92879.216	49894.288	-46.28		2720.638	1368.483	-49.70	2.74	
HOTELS, ROOMING HOUSES, CAMPS & OTHER LODGING PLACES	7000	8.507	7.431	-12.65		0.067	0.040	-40.67	0.53	
HOUSEHOLD APPLIANCES	3630	24766.700	23910.122	-3.46		570.700	515.200	-9.72	2.15	
HOUSEHOLD AUDIO & VIDEO EQUIPMENT	3651	78066.826	75873.418	-2.81		3357.090	3190.150	-4.97	4.20	
HOUSEHOLD FURNITURE	2510	9115.671	10277.189	12.74		762.362	984.753	29.17	9.58	
ICE CREAM & FROZEN DESSERTS	2024	13.130	13.815	5.22		0.347	0.258	-25.65	1.87	
IN VITRO & IN VIVO DIAGNOSTIC SUBSTANCES	2835	3432.212	4929.011	43.61		6.959	8.907	28.00	0.18	
INDUSTRIAL & COMMERCIAL FANS & BLOWERS & AIR PURIFYING EQUIP	3564	341.869	316.011	-7.56		0.000	0.000	0.00	0.00	
INDUSTRIAL INORGANIC CHEMICALS	2810	1918.584	1895.467	-1.20		2.100	1.100	-47.62	0.06	
INDUSTRIAL INSTRUMENTS FOR MEASUREMENT, DISPLAY, AND CONTROL	3823	7032.894	7460.960	6.09		23.501	25.554	8.73	0.34	
INDUSTRIAL ORGANIC CHEMICALS	2860	4244.402	3766.488	-11.26		8.488	5.601	-34.01	0.15	
INDUSTRIAL TRUCKS, TRACTORS, TRAILORS & STACKERS	3537	3291.800	2812.100	-14.57		10.700	7.600	-28.97	0.27	
INSTRUMENTS FOR MEAS & TESTING OF ELECTRICITY & ELEC SIGNALS	3825	2539.844	3369.647	32.67		18.036	14.000	-22.38	0.42	
INSURANCE AGENTS, BROKERS & SERVICE	6411	2783.237	4164.230	49.62		375.747	953.746	153.83	22.90	
INVESTMENT ADVICE	6282	16590.045	17057.396	2.82		420.320	210.227	-49.98	1.23	
INVESTORS, NEC	6799	5.232	7.367	40.81		0.093	0.076	-17.30	1.04	
JEWELRY, SILVERWARE & PLATED WARE	3910	29.189	27.008	-7.47		3.960	5.561	40.43	20.59	
LABORATORY ANALYTICAL INSTRUMENTS	3826	13572.473	13448.018	-0.92		90.428	96.720	6.96	0.72	
LABORATORY APPARATUS & FURNITURE	3821	211.633	250.704	18.46		0.385	0.671	74.11	0.27	
LAND SUBDIVIDERS & DEVELOPERS (NO CEMETERIES)	6552	74.590	92.306	23.75		0.776	1.540	98.40	1.67	
LAWN & GARDEN TRACTORS & HOME LAWN & GARDENS EQUIP	3524	3138.084	3378.810	7.67		43.500	50.300	15.63	1.49	
LEATHER & LEATHER PRODUCTS	3100	11007.612	10435.110	-5.20		485.460	539.509	11.13	5.17	
LOAN BROKERS	6163	1963.099	2069.231	5.41		688.200	567.700	-17.51	27.44	
LUMBER & WOOD PRODUCTS (NO FURNITURE)	2400	3055.347	3668.831	20.08		63.700	51.700	-18.84	1.41	
MAGNETIC & OPTICAL RECORDING MEDIA	3695	13.439	14.769	9.89		0.082	0.073	-10.87	0.49	
MALT BEVERAGES	2082	14725.220	13942.908	-5.31		1400.745	1167.162	-16.68	8.37	
MANIFOLD BUSINESS FORMS	2761	438.412	479.575	9.39		1.000	1.250	25.00	0.26	
MEASURING & CONTROLLING DEVICES, NEC	3829	3570.196	3713.795	4.02		42.700	28.639	-32.93	0.77	
MEAT PACKING PLANTS	2011	9607.869	9731.814	1.29		131.117	123.619	-5.72	1.27	
MEDICINAL CHEMICALS & BOTANICAL PRODUCTS	2833	2111.341	2567.988	21.63		109.821	286.138	160.55	11.14	
MEN'S & BOYS' FURNISHGS, WORK CLOTHG, & ALLIED GARMENTS	2320	30228.985	26704.601	-11.66		1723.300	1627.644	-5.55	6.09	
METAL DOORS, SASH, FRAMES, MOLDINGS & TRIM	3442	744.956	882.621	18.48		5.200	11.600	123.08	1.31	
METAL FORGINGS & STAMPINGS	3460	2428.658	2303.850	-5.14		0.787	0.400	-49.17	0.02	
METAL MINING	1000	37570.000	40018.000	6.52		0.000	17.000	0.00	0.04	
METALWORKG MACHINERY & EQUIPMENT	3540	58.674	49.136	-16.26		1.690	1.529	-9.53	3.11	

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MILLWOOD, VENEER, PLYWOOD, & STRUCTURAL WOOD MEMBERS	2430	13881.377	14238.414	2.57	339.800	331.443	-2.46	2.33
MISC INDUSTRIAL & COMMERCIAL MACHINERY & EQUIPMENT	3590	32.639	22.527	-30.98	0.120	0.099	-17.16	0.44
MISCELLANEOUS BUSINESS CREDIT INSTITUTION	6159	20979.027	20037.396	-4.49	151.616	123.400	-18.61	0.62
MISCELLANEOUS CHEMICAL PRODUCTS	2890	423.595	408.841	-3.48	23.312	21.609	-7.31	5.29
MISCELLANEOUS ELECTRICAL MACHINERY, EQUIPMENT & SUPPLIES	3690	6419.991	6854.997	6.78	162.228	193.547	19.31	2.82
MISCELLANEOUS FABRICATED METAL PRODUCTS	3490	1031.884	1050.947	1.85	7.406	3.383	-54.32	0.32
MISCELLANEOUS FOOD PREPARATIONS & KINDRED PRODUCTS	2090	6155.041	6616.216	7.49	156.606	179.422	14.57	2.71
MISCELLANEOUS MANUFACTURING INDUSTRIES	3990	2898.143	2676.576	-7.65	84.498	85.696	1.42	3.20
MISCELLANEOUS PLASTICS PRODUCTS	3080	151.102	116.065	-23.19	1.388	0.212	-84.73	0.18
MISCELLANEOUS PRODUCTS OF PETROLEUM & COAL	2990	3840.253	3913.757	1.91	93.400	92.400	-1.07	2.36
MISCELLANEOUS TRANSPORTATION EQUIPMENT	3790	6782.518	7027.900	3.62	77.400	95.800	23.77	1.36
MOBILE HOMES	2451	2646.808	2768.810	4.61	4.480	5.832	30.19	0.21
MORTGAGE BANKERS & LOAN CORRESPONDENTS	6162	8.880	14445.622	99.99	0.000	961.833	0.00	6.66
MOTOR HOMES	3716	9850.432	10523.466	6.83	46.943	79.519	69.39	0.76
MOTOR VEHICLE PARTS & ACCESSORIES	3714	24187.220	21335.473	-11.79	51.801	29.765	-42.54	0.14
MOTOR VEHICLES & PASSENGER CAR BODIES	3711	626282.412	574387.292	-8.29	12694.035	10580.288	-16.65	1.84
MOTORCYCLES, BICYCLES & PARTS	3751	6141.502	4983.774	-18.85	174.807	138.958	-20.51	2.79
MOTORS & GENERATORS	3621	2257.463	2670.040	18.28	44.217	53.992	22.11	2.02
NATIONAL COMMERCIAL BANKS	6021	479508.243	441419.307	-7.94	12048.261	9130.956	-24.21	2.07
NEWSPAPERS: PUBLISHING OR PUBLISHING & PRINTING	2711	13671.242	13990.360	2.33	719.700	591.596	-17.80	4.23
OIL & GAS FIELD EXPLORATION SERVICES	1382	2.032	3.782	86.15	0.314	0.321	2.30	8.49
OIL & GAS FIELD MACHINERY & EQUIPMENT	3533	38.981	21.459	-44.95	0.077	0.027	-64.73	0.13
OIL & GAS FIELD SERVICES, NEC	1389	5264.517	2700.402	-48.71	3.503	1.306	-62.72	0.05
OPERATIVE BUILDERS	1531	43339.536	48436.089	11.76	256.900	202.138	-21.32	0.42
OPERATORS OF APARTMENT BUILDINGS	6513	1142.523	2694.647	135.85	0.458	0.442	-3.45	0.02
OPHTHALMIC GOODS	3851	1874.516	1875.220	0.04	124.290	95.681	-23.02	5.10
OPTICAL INSTRUMENTS & LENSES	3827	59.263	70.117	18.31	0.408	0.371	-9.07	0.53
ORDNANCE & ACCESSORIES, (NO VEHICLES/GUIDED MISSILES)	3480	3168.754	3192.024	0.73	89.292	85.912	-3.79	2.69
ORTHOPEDIC, PROSTHETIC & SURGICAL APPLIANCES & SUPPLIES	3842	7777.948	8159.881	4.91	188.031	244.753	30.17	3.00
PAINTS, VARNISHES, LACQUERS, ENAMELS & ALLIED PRODS	2851	20652.994	19284.032	-6.63	332.700	265.958	-20.06	1.38
PAPER MILLS	2621	938.500	792.600	-15.55	4.900	3.000	-38.78	0.38
PAPERBOARD CONTAINERS & BOXES	2650	19.409	17.411	-10.30	0.081	0.098	20.90	0.56
PAPERS & ALLIED PRODUCTS	2600	0.243	7.825	99.99	0.000	0.000	0.00	0.00
PATENT OWNERS & LESSORS	6794	2271.188	4249.461	87.10	72.743	86.912	19.48	2.05
PERFUMES, COSMETICS & OTHER TOILET PREPARATIONS	2844	30801.788	28413.836	-7.75	3879.224	3750.950	-3.31	13.20
PERIODICALS: PUBLISHING OR PUBLISHING & PRINTING	2721	2848.600	2544.934	-10.66	152.100	119.681	-21.31	4.70
PERSONAL CREDIT INSTITUTIONS	6141	12173.804	10283.641	-15.53	1067.330	800.522	-25.00	7.78
PETROLEUM REFINING	2911	136639.800	84409.000	-38.23	94.500	76.200	-19.37	0.09
PHARMACEUTICAL PREPARATIONS	2834	391610.587	441196.148	12.66	14310.167	15354.739	7.30	3.48
PHONOGRAPH RECORDS & PRERECORDED AUDIO TAPES & DISKS	3652	38.501	31.889	-17.17	0.000	0.000	0.00	0.00
PHOTOGRAPHIC EQUIPMENT & SUPPLIES	3861	35866.404	31690.765	-11.64	503.742	333.398	-33.82	1.05
PLASTIC MATERIALS, SYNTH RESINS & NONVULCAN ELASTOMERS	2821	4674.060	3838.083	-17.89	5.400	3.600	-33.33	0.09

How to read: Accident Health Insurance: \$184,000,000

Agricultural Services: \$996,000

Ad to Sales Ratios

Industry Name	SIC code	2019 Revenue (\$Millions)	2020 Revenue (\$Millions)	2019 vs . 2020		2019 vs . 2020		2020
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PLASTICS FOAM PRODUCTS	3086	1673.805	2023.223	20.88	4.900	6.318	28.95	0.31
PLASTICS PRODUCTS, NEC	3089	13177.200	12646.800	-4.03	400.700	371.500	-7.29	2.94
PLASTICS, FOIL & COATED PAPER BAGS	2673	0.003	3263.001	99.99	0.000	72.000	0.00	2.21
POULTRY SLAUGHTERING AND PROCESSING	2015	57254.477	58841.168	2.77	322.400	322.200	-0.06	0.55
PREFABRICATED METAL BUILDINGS & COMPONENTS	3448	4889.747	4617.369	-5.57	28.600	15.100	-47.20	0.33
PREPARED FRESH OR FROZEN FISH & SEAFOODS	2092	23.829	14.111	-40.78	0.082	0.007	-91.19	0.05
PRINTING TRADES MACHINERY & EQUIPMENT	3555	179.866	193.331	7.49	1.981	2.273	14.74	1.18
PUBLIC BLDG & RELATED FURNITURE	2531	191.063	181.874	-4.81	1.030	0.936	-9.17	0.51
PUMPS & PUMPING EQUIPMENT	3561	2892.752	2700.613	-6.64	18.700	12.000	-35.83	0.44
RADIO & TV BROADCASTING & COMMUNICATIONS EQUIPMENT	3663	11786.390	11970.149	1.56	80.190	71.745	-10.53	0.60
RADIO BROADCASTING STATIONS	4832	15586.901	18447.129	18.35	710.896	965.248	35.78	5.23
RADIOTELEPHONE COMMUNICATIONS	4812	91605.467	119759.271	30.73	1832.316	2014.143	9.92	1.68
REAL ESTATE	6500	35128.265	34133.432	-2.83	765.973	721.482	-5.81	2.11
REAL ESTATE AGENTS & MANAGERS (FOR OTHERS)	6531	18287.959	16182.873	-11.51	560.076	470.205	-16.05	2.91
REAL ESTATE INVESTMENT TRUSTS	6798	29524.071	23570.663	-20.16	417.448	337.284	-19.20	1.43
REAL ESTATE OPERATORS (NO DEVELOPERS) & LESSORS	6510	180.802	184.630	2.12	0.000	0.000	-30.59	0.00
REFRIGERATION & SERVICE INDUSTRY MACHINERY	3580	3336.035	2725.497	-18.30	26.900	14.176	-47.30	0.52
REFUSE SYSTEMS	4953	5390.063	5447.595	1.07	5.664	5.124	-9.53	0.09
RETAIL-APPAREL & ACCESSORY STORES	5600	20401.079	18075.095	-11.40	847.002	708.486	-16.35	3.92
RETAIL-AUTO & HOME SUPPLY STORES	5531	34008.165	37319.348	9.74	354.241	357.688	0.97	0.96
RETAIL-AUTO DEALERS & GASOLINE STATIONS	5500	122188.931	121863.257	-0.27	1122.444	1174.817	4.67	0.96
RETAIL-BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY	5200	26371.679	29220.163	10.80	447.531	471.403	5.33	1.61
RETAIL-CATALOG & MAIL-ORDER HOUSES	5961	366411.506	487849.709	33.14	21821.119	27246.562	24.86	5.59
RETAIL-COMPUTER & COMPUTER SOFTWARE STORES	5734	6466.054	5089.815	-21.28	66.700	58.437	-12.39	1.15
RETAIL-CONVENIENCE STORES	5412	0.022	0.014	-35.81	0.000	0.001	0.00	5.90
RETAIL-DEPARTMENT STORES	5311	69330.609	53873.561	-22.29	2905.800	2226.045	-23.39	4.13
RETAIL-DRUG STORES AND PROPRIETARY STORES	5912	420515.523	436456.511	3.79	1163.090	1172.271	0.79	0.27
RETAIL-EATING & DRINKING PLACES	5810	31257.660	27804.439	-11.05	813.302	821.606	1.02	2.95
RETAIL-EATING PLACES	5812	70163.989	63134.449	-10.02	3269.422	3226.152	-1.32	5.11
RETAIL-FAMILY CLOTHING STORES	5651	107509.757	84889.290	-21.04	2285.143	2206.756	-3.43	2.60
RETAIL-FOOD STORES	5400	2068.188	1817.446	-12.12	86.000	77.364	-10.04	4.26
RETAIL-FURNITURE STORES	5712	3683.105	3917.616	6.37	186.518	140.586	-24.63	3.59
RETAIL-GROCERY STORES	5411	236145.340	256901.675	8.79	1591.433	1606.124	0.92	0.63
RETAIL-HOBBY, TOY & GAME SHOPS	5945	5410.580	5526.422	2.14	202.200	184.500	-8.75	3.34
RETAIL-HOME FURNITURE, FURNISHINGS & EQUIPMENT STORES	5700	19713.024	20167.794	2.31	961.204	913.013	-5.01	4.53
RETAIL-JEWELRY STORES	5944	10812.544	9936.821	-8.10	775.593	713.817	-7.97	7.18
RETAIL-LUMBER & OTHER BUILDING MATERIALS DEALERS	5211	189137.651	228802.075	20.97	2203.690	2133.947	-3.16	0.93
RETAIL-MISCELLANEOUS RETAIL	5900	6305.740	5571.612	-11.64	153.123	157.300	2.73	2.82
RETAIL-MISCELLANEOUS SHOPPING GOODS STORES	5940	24315.936	30579.935	25.76	652.812	653.585	0.12	2.14
RETAIL-NONSTORE RETAILERS	5960	0.067	1.517	2161.30	0.049	0.227	365.89	14.95
RETAIL-RADIO, TV & CONSUMER ELECTRONICS STORES	5731	45181.686	48648.025	7.67	924.800	891.500	-3.60	1.83
RETAIL-RECORD & PRERECORDED TAPE STORES	5735	325.935	254.032	-22.06	1.700	1.314	-22.73	0.52

Ad to Sales Ratios

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RETAIL-RETAIL STORES, NEC	5990	100275.605	130401.277	30.04	3856.872	4824.663	25.09	3.70
RETAIL-SHOE STORES	5661	15576.879	13466.389	-13.55	355.200	351.203	-1.13	2.61
RETAIL-VARIETY STORES	5331	662893.777	722698.218	9.02	5698.200	5077.055	-10.90	0.70
RETAIL-WOMEN'S CLOTHING STORES	5621	16953.050	14860.629	-12.34	591.507	512.990	-13.27	3.45
ROLLING DRAWING & EXTRUDING OF NONFERROUS METALS	3350	1514.100	1172.700	-22.55	0.400	0.200	-50.00	0.02
RUBBER & PLASTICS FOOTWEAR	3021	40766.282	39401.231	-3.35	3820.148	3716.519	-2.71	9.43
SANITARY SERVICES	4950	504.664	435.963	-13.61	0.457	0.914	99.88	0.21
SAUSAGES & OTHER PREPARED MEAT PRODUCTS	2013	223.622	238.729	6.76	4.272	12.051	182.08	5.05
SAVINGS INSTITUTION, FEDERALLY CHARTERED	6035	9576.438	11009.007	14.96	326.839	317.545	-2.84	2.88
SAVINGS INSTITUTIONS, NOT FEDERALLY CHARTERED	6036	1479.051	1508.352	1.98	18.209	16.356	-10.18	1.08
SEARCH, DETECTION, NAVIGATION, GUIDANCE, AERONAUTICAL SYS	3812	5914.959	6430.094	8.71	175.174	159.271	-9.08	2.48
SECURITY & COMMODITY BROKERS, DEALERS, EXCHANGES & SERVICES	6200	47620.243	71828.009	50.84	271.448	238.573	-12.11	0.33
SECURITY BROKERS, DEALERS & FLOTATION COMPANIES	6211	69697.844	92345.610	32.49	1399.417	1163.132	-16.88	1.26
SEMICONDUCTORS & RELATED DEVICES	3674	150812.257	169602.143	12.46	1144.505	1173.399	2.52	0.69
SERVICES-ADVERTISING	7310	5576.100	5685.194	1.96	547.371	548.074	0.13	9.64
SERVICES-ADVERTISING AGENCIES	7311	4578.315	4011.831	-12.37	367.824	195.297	-46.90	4.87
SERVICES-ALLIED TO MOTION PICTURE PRODUCTION	7819	55.364	66.357	19.86	2.474	1.384	-44.07	2.09
SERVICES-AMUSEMENT & RECREATION SERVICES	7900	17305.707	7260.384	-58.05	606.410	245.824	-59.46	3.39
SERVICES-AUTO RENTAL & LEASING (NO DRIVERS)	7510	24609.423	15972.880	-35.09	455.820	185.850	-59.23	1.16
SERVICES-BUSINESS SERVICES, NEC	7389	193642.473	200539.401	3.56	11647.563	15642.743	34.30	7.80
SERVICES-COMMERCIAL PHYSICAL & BIOLOGICAL RESEARCH	8731	14113.048	15364.414	8.87	107.088	137.258	28.17	0.89
SERVICES-COMPUTER INTEGRATED SYSTEMS DESIGN	7373	14056.051	13250.529	-5.73	559.991	646.768	15.50	4.88
SERVICES-COMPUTER PROCESSING & DATA PREPARATION	7374	29864.221	34245.533	14.67	2946.166	3408.451	15.69	9.95
SERVICES-COMPUTER PROGRAMMING SERVICES	7371	5564.803	6305.368	13.31	241.844	252.976	4.60	4.01
SERVICES-COMPUTER PROGRAMMING, DATA PROCESSING, ETC.	7370	280985.034	328043.039	16.75	11710.959	11496.148	-1.83	3.50
SERVICES-CONSUMER CREDIT REPORTING, COLLECTION AGENCIES	7320	12862.700	14286.100	11.07	169.400	177.900	5.02	1.25
SERVICES-DETECTIVE, GUARD & ARMORED CAR SERVICES	7381	5140.949	5339.239	3.86	160.378	264.016	64.62	4.94
SERVICES-EDUCATIONAL SERVICES	8200	18476.425	18219.807	-1.39	1539.801	1694.997	10.08	9.30
SERVICES-EMPLOYMENT AGENCIES	7361	162.125	138.477	-14.59	3.530	2.559	-27.51	1.85
SERVICES-ENGINEERING SERVICES	8711	1130.513	967.017	-14.46	2.346	1.068	-54.48	0.11
SERVICES-ENGINEERING, ACCOUNTING, RESEARCH, MANAGEMENT	8700	461.697	448.984	-2.75	1.300	0.700	-46.15	0.16
SERVICES-EQUIPMENT RENTAL & LEASING, NEC	7359	9516.463	8143.004	-14.43	113.844	111.294	-2.24	1.37
SERVICES-HEALTH SERVICES	8000	1.546	3.453	123.32	0.268	0.014	-94.64	0.42
SERVICES-HELP SUPPLY SERVICES	7363	44597.768	39297.628	-11.88	131.185	106.597	-18.74	0.27
SERVICES-HOME HEALTH CARE SERVICES	8082	4423.832	4165.379	-5.84	60.145	67.700	12.56	1.63
SERVICES-HOSPITALS	8060	11795.886	9257.637	-21.52	6.153	4.636	-24.66	0.05
SERVICES-MAILING, REPRODUCTION, COMMERCIAL ART & PHOTOGRAPHY	7330	382.415	289.467	-24.31	1.800	0.700	-61.11	0.24
SERVICES-MANAGEMENT CONSULTING SERVICES	8742	3732.663	3716.745	-0.43	30.960	22.687	-26.72	0.61
SERVICES-MANAGEMENT SERVICES	8741	3601.948	3546.518	-1.54	102.600	99.508	-3.01	2.81
SERVICES-MEDICAL LABORATORIES	8071	875.689	1167.479	33.32	13.518	17.303	28.00	1.48
SERVICES-MEMBERSHIP SPORTS & RECREATION CLUBS	7997	1717.796	1019.233	-40.67	19.201	27.991	45.78	2.75
SERVICES-MISC HEALTH & ALLIED SERVICES, NEC	8090	1335.928	729.955	-45.36	166.285	22.484	-86.48	3.08

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SERVICES-MISCELLANEOUS AMUSEMENT & RECREATION	7990	81932.933	73616.714	-10.15	4543.770	5297.189	16.58	7.20
SERVICES-MISCELLANEOUS BUSINESS SERVICES	7380	1162.978	1026.774	-11.71	12.284	4.321	-64.83	0.42
SERVICES-MISCELLANEOUS EQUIPMENT RENTAL & LEASING	7350	4423.685	4330.344	-2.11	7.748	10.255	32.35	0.24
SERVICES-MOTION PICTURE & VIDEO TAPE DISTRIBUTION	7822	155.452	89.459	-42.45	19.779	19.779	0.00	22.11
SERVICES-MOTION PICTURE & VIDEO TAPE PRODUCTION	7812	4909.018	5410.034	10.21	833.780	1091.325	30.89	20.17
SERVICES-MOTION PICTURE THEATERS	7830	6570.951	1560.809	-76.25	68.983	22.474	-67.42	1.44
SERVICES-NURSING & PERSONAL CARE FACILITIES	8050	447.100	383.864	-14.14	3.900	1.900	-51.28	0.49
SERVICES-OFFICES & CLINICS OF DOCTORS OF MEDICINE	8011	870.527	1540.719	76.99	134.144	245.315	82.87	15.92
SERVICES-PERSONAL SERVICES	7200	13070.697	9908.184	-24.20	1763.675	1102.290	-37.50	11.13
SERVICES-PREPACKAGED SOFTWARE	7372	316629.340	369835.381	16.80	7342.678	8534.777	16.24	2.31
SERVICES-RACING, INCLUDING TRACK OPERATION	7948	1388.927	1087.140	-21.73	43.952	31.777	-27.70	2.92
SERVICES-SPECIALTY OUTPATIENT FACILITIES, NEC	8093	1239.251	1151.403	-7.09	46.163	53.649	16.22	4.66
SERVICES-TO DWELLINGS & OTHER BUILDINGS	7340	9879.077	9622.820	-2.59	82.874	88.114	6.32	0.92
SERVICES-VIDEO TAPE RENTAL	7841	24360.416	29577.723	21.42	3048.511	2581.585	-15.32	8.73
SHIP & BOAT BUILDING & REPAIRING	3730	657.374	524.271	-20.25	9.543	7.459	-21.84	1.42
SHORT-TERM BUSINESS CREDIT INSTITUTIONS	6153	326.595	356.815	9.25	0.523	0.604	15.49	0.17
SOAP, DETERGENTS, CLEANG PREPARATIONS, PERFUMES, COSMETICS	2840	75307.700	79269.396	5.26	7815.000	8427.965	7.84	10.63
SPECIAL INDUSTRY MACHINERY, NEC	3559	926.450	979.284	5.70	1.886	1.235	-34.51	0.13
SPECIALTY CLEANING, POLISHING AND SANITATION PREPARATIONS	2842	6763.259	7324.927	8.30	678.147	747.466	10.22	10.20
SPORTING & ATHLETIC GOODS, NEC	3949	5400.263	5668.682	4.97	405.672	356.784	-12.05	6.29
STATE COMMERCIAL BANKS	6022	88594.968	87695.700	-1.02	1480.957	1156.672	-21.90	1.32
STEEL PIPE & TUBES	3317	0.000	1.370	0.00	0.000	0.105	0.00	7.66
STEEL WORKS, BLAST FURNACES & ROLLING & FINISHING MILLS	3310	4106.558	3521.757	-14.24	23.503	27.096	15.29	0.77
STEEL WORKS, BLAST FURNACES & ROLLING MILLS (COKE OVENS)	3312	1448.666	1259.313	-13.07	3.700	2.300	-37.84	0.18
SUGAR & CONFECTIONERY PRODUCTS	2060	8869.162	9036.518	1.89	522.722	523.963	0.24	5.80
SURGICAL & MEDICAL INSTRUMENTS & APPARATUS	3841	45498.486	46577.538	2.37	451.817	463.112	2.50	0.99
SWITCHGEAR & SWITCHBOARD APPARATUS	3613	29481.873	27579.695	-6.45	2.700	2.100	-22.22	0.01
TELEGRAPH & OTHER MESSAGE COMMUNICATIONS	4822	1372.054	1489.593	8.57	158.200	163.700	3.48	10.99
TELEPHONE & TELEGRAPH APPARATUS	3661	7443.304	7809.942	4.93	64.607	66.008	2.17	0.85
TELEPHONE COMMUNICATIONS (NO RADIOTELEPHONE)	4813	381916.412	362230.140	-5.15	9799.629	8940.557	-8.77	2.47
TELEVISION BROADCASTING STATIONS	4833	61003.348	62039.749	1.70	2223.386	1877.416	-15.56	3.03
TEXTILE MILL PRODUCTS	2200	697.645	579.196	-16.98	2.180	1.229	-43.65	0.21
TIRES & INNER TUBES	3011	17501.580	14846.401	-15.17	411.456	357.665	-13.07	2.41
TOBACCO PRODUCTS	2100	741.910	816.146	10.01	24.166	31.014	28.34	3.80
TRANSPORTATION SERVICES	4700	28481.502	13016.362	-54.30	3655.468	3530.275	-3.42	27.12
TRUCKING & COURIER SERVICES (NO AIR)	4210	5052.700	4596.938	-9.02	5.165	8.425	63.12	0.18
TRUCKING (NO LOCAL)	4213	7006.838	6969.582	-0.53	37.569	26.502	-29.46	0.38
UNSUPPORTED PLASTICS FILM & SHEET	3081	1.609	3.892	141.91	0.013	0.007	-41.64	0.19
WATCHES, CLOCKS, CLOCKWORK OPERATED DEVICES/PARTS	3873	2918.678	2119.740	-27.37	306.300	211.800	-30.85	9.99
WATER TRANSPORTATION	4400	44700.413	10363.621	-76.82	1994.600	988.200	-50.46	9.54
WATER, SEWER, PIPELINE, COMM & POWER LINE CONSTRUCTION	1623	2690.561	2833.035	5.30	2.771	1.072	-61.31	0.04
WHOLESALE-APPAREL, PIECE GOODS & NOTIONS	5130	752.207	591.037	-21.43	17.787	12.072	-32.13	2.04

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Industry Name	SIC code	2019 Revenue (\$Millions)	2020 Revenue (\$Millions)	2019 vs . 2020		2019 vs . 2020		2020
				Annual Revenue Growth Rate %	2019 Advertising Spend (\$Millions)	2020 Advertising Spend (\$Millions)	Annual Advertising Growth Rate %	Ad Dollars as % of Sales
WHOLESALE-CHEMICALS & ALLIED PRODUCTS	5160	2493.000	2326.000	-6.70	4.000	2.000	-50.00	0.09
WHOLESALE-COMPUTERS & PERIPHERAL EQUIPMENT & SOFTWARE	5045	29135.000	26982.000	-7.39	188.000	143.000	-23.94	0.53
WHOLESALE-DRUGS, PROPRIETARIES & DRUGGISTS' SUNDRIES	5122	8011.060	8905.934	11.17	62.533	64.581	3.27	0.73
WHOLESALE-DURABLE GOODS	5000	17687.118	18093.803	2.30	353.600	356.500	0.82	1.97
WHOLESALE-DURABLE GOODS, NEC	5099	185.006	138.304	-25.24	4.600	3.600	-21.74	2.60
WHOLESALE-ELECTRICAL APPARATUS & EQUIPMENT, WIRING SUPPLIES	5063	9183.886	9600.633	4.54	15.600	15.403	-1.27	0.16
WHOLESALE-ELECTRONIC PARTS & EQUIPMENT, NEC	5065	956.122	1006.836	5.30	45.730	45.429	-0.66	4.51
WHOLESALE-FARM PRODUCT RAW MATERIALS	5150	8170.191	8208.436	0.47	2.500	3.289	31.58	0.04
WHOLESALE-GROCERIES & RELATED PRODUCTS	5140	3677.590	4905.981	33.40	391.152	462.626	18.27	9.43
WHOLESALE-GROCERIES, GENERAL LINE	5141	8549.676	9370.232	9.60	39.300	36.600	-6.87	0.39
WHOLESALE-HARDWARE	5072	4988.000	5071.000	1.66	46.000	25.000	-45.65	0.49
WHOLESALE-HARDWARE & PLUMBING & HEATING EQUIPMENT & SUPPLIES	5070	4770.362	5054.928	5.97	0.000	0.000	0.00	0.00
WHOLESALE-INDUSTRIAL MACHINERY & EQUIPMENT	5084	4310.751	5095.033	18.19	88.612	77.142	-12.94	1.51
WHOLESALE-JEWELRY, WATCHES, PRECIOUS STONES & METALS	5094	5461.094	6235.118	14.17	2.205	1.976	-10.40	0.03
WHOLESALE-LUMBER & OTHER CONSTRUCTION MATERIALS	5030	5395.837	5642.309	4.57	6.000	8.432	40.53	0.15
WHOLESALE-MACHINERY, EQUIPMENT & SUPPLIES	5080	0.000	25.838	0.00	0.000	0.314	0.00	1.21
WHOLESALE-MEDICAL, DENTAL & HOSPITAL EQUIPMENT & SUPPLIES	5047	15477.404	15527.301	0.32	30.993	34.816	12.34	0.22
WHOLESALE-MISC DURABLE GOODS	5090	5332.298	5648.966	5.94	13.842	11.755	-15.08	0.21
WHOLESALE-MISCELLANEOUS NONDURABLE GOODS	5190	2496.022	2803.005	12.30	28.080	37.533	33.67	1.34
WHOLESALE-MOTOR VEHICLE SUPPLIES & NEW PARTS	5013	17522.234	16537.433	-5.62	201.600	193.900	-3.82	1.17
WHOLESALE-MOTOR VEHICLES & MOTOR VEHICLE PARTS & SUPPLIES	5010	0.519	0.650	25.10	0.006	0.003	-47.74	0.46
WHOLESALE-PAPER & PAPER PRODUCTS	5110	4.363	4.358	-0.12	0.514	5.895	1046.08	135.29
WHOLESALE-PROFESSIONAL & COMMERCIAL EQUIPMENT & SUPPLIES	5040	2374.899	2719.558	14.51	3.313	4.711	42.18	0.17
WOMEN'S, MISSES', AND JUNIORS OUTERWEAR	2330	712.386	444.842	-37.56	1.300	17.290	1230.00	3.89
WOMEN'S, MISSES', CHILDREN'S & INFANTS' UNDERGARMENTS	2340	2678.175	1876.543	-29.93	56.549	39.007	-31.02	2.08
WOOD HOUSEHOLD FURNITURE, (NO UPHOLSTERED)	2511	1041.924	851.800	-18.25	49.774	40.435	-18.76	4.75
X-RAY APPARATUS & TUBES & RELATED IRRADIATION APPARATUS	3844	25167.658	26065.835	3.57	1117.168	1065.320	-4.64	4.09