

Top Businesses Survey 2020

	Jan	Feb	Mar	Qtr. Total	Apr	May	Jun	Qtr. Total	Jul	Aug	Sep	Qtr. Total	Oct	Nov	Dec	Qtr. Total
All Retail Sales	7.7	7.6	7.9	23.2	6.9	8.5	8.9	24.3	9.1	8.9	7.9	25.9	8.4	8.6	9.6	26.6
Appliance Stores	6.4	6.4	6.7	19.5	5.9	7.5	8.8	22.2	9.1	9.2	7.0	25.3	7.2	7.8	7.4	22.4
Auto Dealers (New)	8.0	8.2	6.6	22.8	5.6	8.6	9.0	23.2	9.4	9.5	8.4	27.3	8.8	8.7	9.2	26.7
Auto Dealers (Used)	7.5	8.9	7.8	24.2	5.4	8.8	9.9	24.1	10.3	10.2	7.9	28.4	8.2	7.9	7.3	23.4
Auto Parts, Acc.& Tire Stores	7.8	7.5	7.7	23.0	7.2	8.7	9.5	25.4	9.5	9.3	8.1	26.9	8.9	8.2	7.7	24.8
Beer, Wine, Liquor Stores	6.6	6.9	8.4	21.9	7.9	9.5	9.2	26.6	9.7	9.3	7.1	26.1	7.4	8.0	10.0	25.4
Book Stores	13.6	8.1	5.6	27.3	2.3	3.8	5.4	11.5	6.1	10.7	12.0	28.8	8.9	8.8	14.7	32.4
Building Supply Stores	7.2	6.5	8.0	21.7	9.0	9.9	9.0	27.9	9.2	8.9	8.0	26.1	8.8	8.2	7.4	24.4
Consumer Electronic Stores	9.3	8.6	7.2	25.1	3.0	4.1	6.3	13.4	8.0	8.5	9.0	25.5	8.9	12.2	14.9	36.0
Department Stores	7.2	7.7	6.6	21.5	4.9	7.0	7.4	19.3	7.0	8.1	7.5	22.6	8.8	11.3	15.5	35.6
Discount Stores	6.9	7.2	7.5	21.6	6.5	8.1	8.0	22.6	8.3	8.7	7.5	24.5	8.2	10.0	13.2	31.4
Drug Stores	8.3	7.9	9.1	25.3	8.1	8.2	8.5	24.8	8.6	8.4	7.8	24.8	8.6	7.9	8.7	25.2
Family Clothing Stores	8.0	8.7	4.9	21.6	0.8	3.4	7.7	11.9	7.9	8.6	9.5	26.0	10.8	13.0	16.7	40.5
Food and Beverage Stores	7.7	7.4	9.7	24.8	8.5	9.1	8.6	26.2	9.0	8.6	7.5	25.1	7.8	7.9	8.3	24.0
Fuel Dealers	13.4	11.3	9.5	34.2	6.6	5.5	5.0	17.1	5.1	5.2	6.0	16.3	8.5	10.7	13.0	32.2
Furniture Stores	8.4	8.7	7.4	24.5	3.3	7.0	9.4	19.7	9.8	9.6	9.2	28.6	8.9	9.5	8.9	27.3
Gasoline Stations	8.8	8.2	7.6	24.6	5.9	7.1	8.0	21.0	8.6	8.5	9.4	26.5	9.8	9.2	9.0	28.0
Gift, Novelty & Souvenir Stores	7.8	8.2	5.6	21.6	1.5	3.7	6.2	11.4	8.4	8.1	10.3	26.8	14.5	10.9	14.8	40.2
Grocery Stores	7.8	7.4	9.8	25.0	8.5	9.0	8.4	25.9	8.8	8.5	8.2	25.5	7.7	7.8	8.0	23.5
Hardware Stores	6.4	6.1	7.4	19.9	8.9	10.9	10.5	30.3	9.5	9.0	8.6	27.1	8.0	7.3	7.3	22.6
Health/Personal Care Stores	8.3	8.0	8.9	25.2	7.4	7.7	8.2	23.3	8.5	8.4	8.6	25.5	8.6	8.1	9.2	25.9
Hobby/Toy/Game Stores	7.2	7.3	5.3	19.8	2.2	6.8	8.6	17.6	8.6	9.2	9.6	27.4	8.6	12.6	14.0	35.2
Home Furnishings	8.4	8.0	6.9	23.3	3.8	5.9	8.2	17.9	9.0	9.6	9.4	28.0	9.3	10.2	11.3	30.8
Jewelry Stores	6.1	7.6	6.7	20.4	7.3	8.8	7.0	23.1	7.3	7.6	7.1	22.0	7.1	8.5	18.9	34.5
Men's Wear Stores	10.7	10.3	5.2	26.2	1.8	2.8	4.9	9.5	7.1	6.3	7.0	20.4	13.1	13.9	16.8	43.8
Office Supply Stores	9.3	7.9	8.4	25.6	5.9	7.0	7.7	20.6	8.6	11.4	9.5	29.5	8.1	7.5	8.8	24.4
Paint & Wallpaper Stores	7.4	7.4	8.3	23.1	7.3	8.4	9.5	25.2	9.7	9.3	9.4	28.4	9.3	7.5	6.6	23.4
Full-Service Restaurants	8.0	7.5	8.6	24.1	8.1	8.8	8.7	25.6	8.6	8.8	7.9	25.3	8.2	8.0	8.8	25.0
Shoe Stores	7.9	9.9	6.0	23.8	1.5	5.1	8.4	15.0	8.6	8.7	8.1	25.4	9.8	11.3	14.8	35.9
Sporting Goods Stores	6.0	6.2	6.9	19.1	5.1	8.6	11.6	25.3	10.7	10.2	9.5	30.4	7.0	7.6	10.6	25.2
Supermarkets	7.7	7.3	9.8	24.8	8.6	9.1	8.4	26.1	8.8	8.5	8.2	25.5	7.7	7.8	8.0	23.5
Used Merchandise Stores	9.8	10.0	6.2	26.0	2.2	5.3	7.5	15.0	7.5	8.9	8.0	24.4	12.8	11.3	10.5	34.6
Warehouse Clubs/Superstores	7.4	7.4	9.1	23.9	7.9	8.6	8.3	24.8	8.5	8.7	7.8	25.0	7.9	8.7	9.7	26.3
Women's Wear Stores	8.5	9.4	5.3	23.2	1.7	3.9	6.9	12.5	8.2	8.2	8.6	25.0	11.4	12.9	15.1	39.4

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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 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.

Note: Data for categories highlighted in yellow was not available for 2020 at the time of this report.

Source: [Data from the U.S. Department of Commerce](#) as of November 2020.