



ADVERTISING RATIOS AND BUDGETS 2023

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 2022 and 2021 *fiscal* year. If no data for fiscal 2022 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 2022 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 2021 fiscal year to the 2022 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	2022 Revenue (\$Millions)	2021 Revenue (\$Millions)	2022 vs. 2021 Annual Revenue Growth Rate %	2022 Advertising Spend (\$Millions)	2021 Advertising Spend (\$Millions)	2022 vs. 2021 Annual Advertising Growth Rate %	2022 Ad Dollars as % of Sales
ABRASIVE, ASBESTOS & MISC NONMETALLIC MINERAL PRODS	3290	9761.000	8498.000	14.86	125.000	110.000	13.64	1.28
ACCIDENT & HEALTH INSURANCE	6321	19502.000	22106.000	-11.78	204.000	229.000	-10.92	1.05
AGRICULTURAL CHEMICALS	2870	4586.370	5527.955	-17.03	127.198	171.622	-25.88	2.77
AGRICULTURAL PROD-LIVESTOCK & ANIMAL SPECIALTIES	200	2341.234	1777.159	31.74	13.569	12.600	7.69	0.58
AGRICULTURAL PRODUCTION-CROPS	100	6515.622	6080.500	7.16	62.749	39.229	59.96	0.96
AGRICULTURAL SERVICES	700	2253.137	1962.788	14.79	2.994	1.578	89.73	0.13
AIR COURIER SERVICES	4513	104151.957	93512.000	11.38	516.121	470.000	9.81	0.50
AIR TRANSPORTATION, NONSCHEDULED	4522	1725.880	1244.785	38.65	15.040	14.189	6.00	0.87
AIR TRANSPORTATION, SCHEDULED	4512	200463.543	121013.269	65.65	1020.900	760.600	34.22	0.51
AIR-COND & WARM AIR HEATG EQUIP & COMM & INDL REFRIG EQUIP	3585	5632.891	4753.715	18.49	35.078	28.722	22.13	0.62
AIRCRAFT	3721	528.077	461.623	14.40	4.062	4.836	-16.02	0.77
AIRCRAFT PARTS & AUXILIARY EQUIPMENT, NEC	3728	6.425	8.914	-27.92	0.427	0.332	28.61	6.65
AIRPORTS, FLYING FIELDS & AIRPORT TERMINAL SERVICES	4581	2747.614	712.296	285.74	1.654	0.915	80.79	0.06
APPAREL & OTHER FINISHD PRODS OF FABRICS & SIMILAR MATL	2300	37064.675	30249.567	22.53	2275.882	1606.651	41.65	6.14
AUTO CONTROLS FOR REGULATING RESIDENTIAL & COMML ENVIRONMENTS	3822	8.448	6.274	34.64	0.004	0.011	-66.73	0.04
BAKERY PRODUCTS	2050	1359.850	1144.701	18.80	62.803	51.857	21.11	4.62
BEVERAGES	2080	160179.850	145743.184	9.91	9590.724	9378.245	2.27	5.99
BIOLOGICAL PRODUCTS, (NO DIAGNOSTIC SUBSTANCES)	2836	76710.989	74998.755	2.28	2146.838	2002.738	7.20	2.80
BLANKBOOKS, LOOSELEAF BINDERS & BOOKBINDG & RELATD WORK	2780	4185.610	4047.497	3.41	147.531	164.861	-10.51	3.52
BOOKS: PUBLISHING OR PUBLISHING & PRINTING	2731	5624.220	4776.630	17.74	188.939	170.800	10.62	3.36
BOTTLED & CANNED SOFT DRINKS & CARBONATED WATERS	2086	10609.904	9254.708	14.64	634.331	537.618	17.99	5.98
BROADWOVEN FABRIC MILLS, COTTON	2211	386.442	382.199	1.11	0.128	0.408	-68.62	0.03
CABLE & OTHER PAY TELEVISION SERVICES	4841	246231.560	218284.095	12.80	16278.399	13332.781	22.09	6.61
CALCULATING & ACCOUNTING MACHINES (NO ELECTRONIC COMPUTERS)	3578	3712.935	4110.402	-9.67	8.500	7.100	19.72	0.23
CANNED, FROZEN & PRESERVD FRUIT, VEG & FOOD SPECIALTIES	2030	34515.802	33086.800	4.32	966.268	1068.500	-9.57	2.80
CANNED, FRUITS, VEG, PRESERVES, JAMS & JELLIES	2033	9302.640	9384.180	-0.87	141.514	178.700	-20.81	1.52
CARPETS & RUGS	2273	11737.065	11200.613	4.79	126.898	139.538	-9.06	1.08
CHEMICALS & ALLIED PRODUCTS	2800	2.637	2.033	29.68	0.441	0.441	0.08	16.72
CIGARETTES	2111	59308.488	60209.480	-1.50	784.307	811.464	-3.35	1.32
COATING, ENGRAVING & ALLIED SERVICES	3470	326.570	264.303	23.56	1.447	1.147	26.20	0.44
COMMERCIAL BANKS, NEC	6029	48133.048	43040.477	11.83	794.569	805.145	-1.31	1.65
COMMERCIAL PRINTING	2750	3260.354	2909.438	12.06	500.872	408.816	22.52	15.36
COMMODITY CONTRACTS BROKERS & DEALERS	6221	800.712	1626.228	-50.76	0.425	0.425	0.00	0.05
COMMUNICATIONS EQUIPMENT, NEC	3669	1892.795	1802.231	5.03	32.565	27.433	18.71	1.72
COMMUNICATIONS SERVICES, NEC	4899	14645.829	14954.109	-2.06	552.039	516.587	6.86	3.77
COMPUTER & OFFICE EQUIPMENT	3570	123513.000	120837.000	2.21	2026.000	2242.000	-9.63	1.64
COMPUTER COMMUNICATIONS EQUIPMENT	3576	61425.550	58801.711	4.46	272.777	306.953	-11.13	0.44
COMPUTER PERIPHERAL EQUIPMENT, NEC	3577	14314.463	13134.908	8.98	939.511	674.600	39.27	6.56

How to read: Life Insurance: Carpets Rugs \$2,637,000
Insurance Agents, Brokers Services \$4,235,817,000



Ad to Sales Ratios

Industry Name	SIC Code	2022 Revenue (\$Millions)	2021 Revenue (\$Millions)	2022 vs. 2021 Annual Revenue Growth Rate %	2022 Advertising Spend (\$Millions)	2021 Advertising Spend (\$Millions)	2022 vs. 2021 Annual Advertising Growth Rate %	2022 Ad Dollars as % of Sales
COMPUTER STORAGE DEVICES	3572	36752.844	33007.675	11.35	200.380	140.800	42.32	0.55
CONCRETE PRODUCTS, EXCEPT BLOCK & BRICK	3272	4542.191	3665.342	23.92	106.439	54.159	96.53	2.34
CONSTRUCTION - SPECIAL TRADE CONTRACTORS	1700	5010.725	3487.579	43.67	2.945	1.753	67.94	0.06
CONSTRUCTION MACHINERY & EQUIP	3531	26706.637	2543.508	949.99	164.613	7.794	2012.05	0.62
CONSTRUCTION, MINING & MATERIALS HANDLING MACHINERY & EQUIP	3530	8508.088	7907.081	7.60	25.905	23.685	9.37	0.30
CONVERTED PAPER & PAPERBOARD PRODS (NO CONTANERS/BOXES)	2670	20601.852	19984.782	3.09	902.104	893.904	0.92	4.38
COOKIES & CRACKERS	2052	1380.656	1144.579	20.63	7.000	4.885	43.30	0.51
CRUDE PETROLEUM & NATURAL GAS	1311	2071.867	1201.167	72.49	2.885	6.049	-52.31	0.14
CUT STONE & STONE PRODUCTS	3281	690.806	643.892	7.29	14.777	15.307	-3.46	2.14
CUTLERY, HANDTOOLS & GENERAL HARDWARE	3420	25495.169	23071.479	10.51	187.117	158.503	18.05	0.73
DAIRY PRODUCTS	2020	141.881	119.692	18.54	3.356	3.290	2.01	2.37
DENTAL EQUIPMENT & SUPPLIES	3843	92.750	72.385	28.13	8.962	1.700	427.18	9.66
DOLLS & STUFFED TOYS	3942	5434.687	5457.741	-0.42	534.255	545.674	-2.09	9.83
DRAWING & INSULATING OF NONFERROUS WIRE	3357	2620.925	2360.396	11.04	13.859	12.881	7.59	0.53
DRILLING OIL & GAS WELLS	1381	13.755	2.000	587.74	0.000	0.000	0.00	0.00
ELECTRIC & OTHER SERVICES COMBINED	4931	873.229	565.021	54.55	9.500	9.800	-3.06	1.09
ELECTRIC HOUSEWARES & FANS	3634	2293.837	2471.122	-7.17	99.100	105.400	-5.98	4.32
ELECTRIC LIGHTING & WIRING EQUIPMENT	3640	4033.637	3483.285	15.80	20.712	16.352	26.67	0.51
ELECTRIC SERVICES	4911	101203.969	92357.288	9.58	166.671	192.699	-13.51	0.16
ELECTROMEDICAL & ELECTROTHERAPEUTIC APPARATUS	3845	3606.818	2573.499	40.15	23.492	16.788	39.93	0.65
ELECTRONIC & OTHER ELECTRICAL EQUIPMENT (NO COMPUTER EQUIP)	3600	50.130	43.399	15.51	0.000	0.000	0.00	0.00
ELECTRONIC COMPONENTS & ACCESSORIES	3670	1332.526	1180.275	12.90	7.886	6.233	26.52	0.59
ELECTRONIC COMPONENTS, NEC	3679	26566.183	31649.159	-16.06	108.757	139.722	-22.16	0.41
ELECTRONIC COMPUTERS	3571	109984.269	106478.280	3.29	1100.544	1300.471	-15.37	1.00
ELECTRONIC CONNECTORS	3678	85.254	57.424	48.46	0.333	0.314	6.05	0.39
ENGINES & TURBINES	3510	6864.215	5893.873	16.46	42.020	34.490	21.83	0.61
FABRICATED PLATE WORK (BOILER SHOPS)	3443	1624.204	1320.562	22.99	10.840	3.900	177.95	0.67
FABRICATED RUBBER PRODUCTS, NEC	3060	54.484	51.734	5.32	3.016	2.497	20.77	5.54
FABRICATED STRUCTURAL METAL PRODUCTS	3440	488.398	488.098	0.06	11.800	11.600	1.72	2.42
FARM MACHINERY & EQUIPMENT	3523	66770.416	56521.488	18.13	288.990	276.563	4.49	0.43
FATS & OILS	2070	721.532	590.150	22.26	0.096	0.066	45.45	0.01
FINANCE SERVICES	6199	70247.395	61627.168	13.99	6500.608	10240.666	-36.52	9.25
FIRE, MARINE & CASUALTY INSURANCE	6331	55621.852	54016.457	2.97	2319.929	2360.152	-1.70	4.17
FISHING, HUNTING AND TRAPPING	900	308.610	164.083	88.08	0.019	0.015	24.10	0.01
FLAT GLASS	3211	817.898	570.792	43.29	3.312	3.157	4.91	0.40
FOOD AND KINDRED PRODUCTS	2000	64272.984	60141.107	6.87	2478.221	2485.113	-0.28	3.86

How to read: Life Insurance: Carpets Rugs \$2,637,000
Insurance Agents, Brokers Services \$4,235,817,000



Ad to Sales Ratios

Industry Name	SIC Code	2022 Revenue (\$Millions)	2021 Revenue (\$Millions)	2022 vs. 2021 Annual Revenue Growth Rate %	2022 Advertising Spend (\$Millions)	2021 Advertising Spend (\$Millions)	2022 vs. 2021 Annual Advertising Growth Rate %	2022 Ad Dollars as % of Sales
FOOTWEAR, (NO RUBBER)	3140	15834.972	13883.060	14.06	933.721	771.491	21.03	5.90
FUNCTIONS RELATED TO DEPOSITORY BANKING, NEC	6099	69.428	61.942	12.09	0.543	0.179	203.39	0.78
GAMES, TOYS & CHILDREN'S VEHICLES (NO DOLLS & BICYCLES)	3944	6660.263	7056.671	-5.62	402.578	522.295	-22.92	6.04
GAS & OTHER SERVICES COMBINED	4932	420.588	256.255	64.13	0.032	0.000	0.00	0.01
GENERAL BLDG CONTRACTORS - RESIDENTIAL BLDGS	1520	37692.326	30635.344	23.04	145.622	119.062	22.31	0.39
GENERAL INDUSTRIAL MACHINERY & EQUIPMENT	3560	26549.000	24467.300	8.51	119.300	105.200	13.40	0.45
GENERAL INDUSTRIAL MACHINERY & EQUIPMENT, NEC	3569	4600.035	4345.181	5.87	18.903	14.648	29.05	0.41
GLASS PRODUCTS, MADE OF PURCHASED GLASS	3231	1446.185	1320.176	9.54	1.277	1.306	-2.20	0.09
GOLD AND SILVER ORES	1040	40.791	15.696	159.89	0.250	0.273	-8.39	0.61
GRAIN MILL PRODUCTS	2040	41661.497	38579.989	7.99	1570.897	1685.187	-6.78	3.77
GUIDED MISSILES & SPACE VEHICLES & PARTS	3760	160.848	137.931	16.61	1.306	1.156	12.98	0.81
HAZARDOUS WASTE MANAGEMENT	4955	5171.135	3821.005	35.33	9.798	6.600	48.47	0.19
HEARING EQUIP, EXCEPT ELEC & WARM AIR; & PLUMBING FIXTURES	3430	125.487	130.011	-3.48	0.976	0.877	11.29	0.78
HEAVY CONSTRUCTION OTHER THAN BLDG CONST - CONTRACTORS	1600	748.322	601.360	24.44	0.000	0.000	0.00	0.00
HOSPITAL & MEDICAL SERVICE PLANS	6324	162411.025	141977.760	14.39	544.758	615.481	-11.49	0.34
HOTELS & MOTELS	7011	89828.896	72457.967	23.97	2814.987	2267.616	24.14	3.13
HOTELS, ROOMING HOUSES, CAMPS & OTHER LODGING PLACES	7000	10.337	9.811	5.36	0.059	0.039	52.35	0.57
HOUSEHOLD APPLIANCES	3630	26903.643	29856.838	-9.89	734.500	767.700	-4.32	2.73
HOUSEHOLD AUDIO & VIDEO EQUIPMENT	3651	96320.479	92905.922	3.68	4002.882	3193.925	25.33	4.16
HOUSEHOLD FURNITURE	2510	13331.053	12547.299	6.25	1132.255	1057.759	7.04	8.49
ICE CREAM & FROZEN DESSERTS	2024	12.827	12.590	1.88	0.564	0.281	100.71	4.40
IN VITRO & IN VIVO DIAGNOSTIC SUBSTANCES	2835	17333.695	5760.920	200.88	35.123	23.614	48.74	0.20
INDUSTRIAL INORGANIC CHEMICALS	2810	2266.200	2335.400	-2.96	2.000	1.000	100.00	0.09
INDUSTRIAL INSTRUMENTS FOR MEASUREMENT, DISPLAY, AND CONTROL	3823	6454.405	5997.844	7.61	28.392	23.083	23.00	0.44
INDUSTRIAL ORGANIC CHEMICALS	2860	7151.859	5251.591	36.18	10.182	9.494	7.25	0.14
INDUSTRIAL TRUCKS, TRACTORS, TRAILORS & STACKERS	3537	3548.300	3075.700	15.37	8.600	9.000	-4.44	0.24
INSTRUMENTS FOR MEAS & TESTING OF ELECTRICITY & ELEC SIGNALS	3825	3453.583	3968.948	-12.98	18.785	14.644	28.28	0.54
INSURANCE AGENTS, BROKERS & SERVICE	6411	4235.817	4792.880	-11.62	1045.355	1149.798	-9.08	24.68
INVESTMENT ADVICE	6282	19036.501	21389.077	-11.00	337.218	246.438	36.84	1.77
INVESTORS, NEC	6799	38.038	10.300	269.30	6.096	4.542	34.23	16.03
JEWELRY, SILVERWARE & PLATED WARE	3910	497.020	434.276	14.45	113.290	81.807	38.48	22.79
LABORATORY ANALYTICAL INSTRUMENTS	3826	18425.351	17621.641	4.56	206.189	148.046	39.27	1.12
LABORATORY APPARATUS & FURNITURE	3821	195.423	171.687	13.83	0.253	0.197	28.61	0.13
LAND SUBDIVIDERS & DEVELOPERS (NO CEMETERIES)	6552	392.213	332.204	18.06	3.476	0.901	285.81	0.89
LAWN & GARDEN TRACTORS & HOME LAWN & GARDENS EQUIP	3524	4514.662	3959.584	14.02	58.300	50.500	15.45	1.29
LEATHER & LEATHER PRODUCTS	3100	16229.998	12961.614	25.22	1616.116	942.823	71.41	9.96
LOAN BROKERS	6163	984.992	1098.499	-10.33	647.300	716.600	-9.67	65.72

How to read: Life Insurance: Carpets Rugs \$2,637,000
Insurance Agents, Brokers Services \$4,235,817,000



Ad to Sales Ratios

Industry Name	SIC Code	2022 Revenue (\$Millions)	2021 Revenue (\$Millions)	2022 vs. 2021 Annual Revenue Growth Rate %	2022 Advertising Spend (\$Millions)	2021 Advertising Spend (\$Millions)	2022 vs. 2021 Annual Advertising Growth Rate %	2022 Ad Dollars as % of Sales
LUMBER & WOOD PRODUCTS (NO FURNITURE)	2400	4960.043	5111.952	-2.97	71.300	54.700	30.35	1.44
MALT BEVERAGES	2082	12816.520	12353.829	3.75	1227.168	1391.390	-11.80	9.57
MANIFOLD BUSINESS FORMS	2761	446.992	400.014	11.74	1.013	0.900	12.50	0.23
MEASURING & CONTROLLING DEVICES, NEC	3829	4514.514	3777.148	19.52	86.923	60.715	43.17	1.93
MEAT PACKING PLANTS	2011	12458.998	11386.381	9.42	157.300	138.500	13.57	1.26
MEDICINAL CHEMICALS & BOTANICAL PRODUCTS	2833	7292.146	5465.328	33.43	330.298	175.467	88.24	4.53
MEN'S & BOYS' FURNISHGS, WORK CLOTHG, & ALLIED GARMENTS	2320	37032.392	30833.035	20.11	2659.591	2034.700	30.71	7.18
METAL DOORS, SASH, FRAMES, MOLDINGS & TRIM	3442	2511.489	1911.640	31.38	25.368	17.916	41.60	1.01
METAL FORGINGS & STAMPINGS	3460	2296.501	1965.470	16.84	0.469	0.463	1.30	0.02
METAL MINING	1000	43840.111	54502.000	-19.56	22.000	27.000	-18.52	0.05
METALWORKG MACHINERY & EQUIPMENT	3540	59.041	53.554	10.25	0.884	1.276	-30.72	1.50
MILLWOOD, VENEER, PLYWOOD, & STRUCTURAL WOOD MEMBERS	2430	14721.568	14026.925	4.95	301.266	375.500	-19.77	2.05
MISC INDUSTRIAL & COMMERCIAL MACHINERY & EQUIPMENT	3590	15.984	18.277	-12.55	0.741	0.309	139.77	4.63
MISCELLANEOUS BUSINESS CREDIT INSTITUTION	6159	23324.722	22453.932	3.88	0.000	0.000	0.00	0.00
MISCELLANEOUS CHEMICAL PRODUCTS	2890	518.820	488.109	6.29	27.343	27.956	-2.19	5.27
MISCELLANEOUS ELECTRICAL MACHINERY, EQUIPMENT & SUPPLIES	3690	7772.501	6870.128	13.13	223.532	219.839	1.68	2.88
MISCELLANEOUS FABRICATED METAL PRODUCTS	3490	1349.792	1210.407	11.52	5.578	3.305	68.79	0.41
MISCELLANEOUS FOOD PREPARATIONS & KINDRED PRODUCTS	2090	9714.598	9296.681	4.50	199.342	196.568	1.41	2.05
MISCELLANEOUS MANUFACTURING INDUSTRIES	3990	2950.588	2533.522	16.46	69.456	73.541	-5.56	2.35
MISCELLANEOUS PLASTICS PRODUCTS	3080	12.844	5.349	140.12	0.400	0.075	435.51	3.12
MISCELLANEOUS PRODUCTS OF PETROLEUM & COAL	2990	1236.100	1037.200	19.18	54.800	90.000	-39.11	4.43
MISCELLANEOUS TRANSPORTATION EQUIPMENT	3790	8704.739	7492.451	16.18	88.900	92.100	-3.47	1.02
MOBILE HOMES	2451	6126.757	4076.957	50.28	4.525	3.709	22.01	0.07
MORTGAGE BANKERS & LOAN CORRESPONDENTS	6162	9677.710	17665.049	-45.22	1067.056	1329.089	-19.72	11.03
MOTOR HOMES	3716	21270.255	15947.227	33.38	78.761	56.272	39.96	0.37
MOTOR VEHICLE PARTS & ACCESSORIES	3714	28033.510	24231.490	15.69	74.110	51.015	45.27	0.26
MOTOR VEHICLES & PASSENGER CAR BODIES	3711	673719.388	593145.645	13.58	7014.370	7206.786	-2.67	1.04
MOTORCYCLES, BICYCLES & PARTS	3751	7488.913	6748.651	10.97	121.983	112.849	8.09	1.63
MOTORS & GENERATORS	3621	4564.737	3737.184	22.14	100.589	66.660	50.90	2.20
NATIONAL COMMERCIAL BANKS	6021	512904.643	531697.575	-3.53	13756.448	11603.212	18.56	2.68
NATURAL GAS DISTRIBUTION	4924	2237.456	2154.608	3.85	20.700	20.700	0.00	0.93
NEWSPAPERS: PUBLISHING OR PUBLISHING & PRINTING	2711	16778.333	15667.960	7.09	836.747	828.600	0.98	4.99
OIL & GAS FIELD MACHINERY & EQUIPMENT	3533	45.937	26.356	74.29	0.060	0.051	16.75	0.13
OIL & GAS FIELD SERVICES, NEC	1389	6126.285	3162.884	93.69	3.600	1.899	89.57	0.06
OPERATIVE BUILDERS	1531	106325.757	90591.131	17.37	304.300	239.898	26.85	0.29
OPERATORS OF APARTMENT BUILDINGS	6513	146.095	109.857	32.99	0.273	0.392	-30.37	0.19
OPERATORS OF NONRESIDENTIAL BUILDINGS	6512	3245.000	2570.000	26.26	37.000	43.000	-13.95	1.14

How to read: Life Insurance: Carpets Rugs \$2,637,000
Insurance Agents, Brokers Services \$4,235,817,000



Ad to Sales Ratios

Industry Name	SIC Code	2022 Revenue (\$Millions)	2021 Revenue (\$Millions)	2022 vs. 2021 Annual Revenue Growth Rate %	2022 Advertising Spend (\$Millions)	2021 Advertising Spend (\$Millions)	2022 vs. 2021 Annual Advertising Growth Rate %	2022 Ad Dollars as % of Sales
OPHTHALMIC GOODS	3851	6655.907	6615.795	0.61	575.218	258.589	122.44	8.64
OPTICAL INSTRUMENTS & LENSES	3827	122.752	92.774	32.31	0.171	0.252	-32.08	0.14
ORDNANCE & ACCESSORIES, (NO VEHICLES/GUIDED MISSILES)	3480	6719.614	5243.258	28.16	84.074	68.719	22.34	1.25
ORTHOPEDIC, PROSTHETIC & SURGICAL APPLIANCES & SUPPLIES	3842	13298.525	11382.008	16.84	324.981	430.945	-24.59	2.44
PAINTS, VARNISHES, LACQUERS, ENAMELS & ALLIED PRODS	2851	25020.407	23509.728	6.43	285.734	288.400	-0.92	1.14
PAPER MILLS	2621	1334.610	1028.500	29.76	1.470	2.100	-30.00	0.11
PAPERBOARD CONTAINERS & BOXES	2650	47.307	20.275	133.33	0.000	0.000	0.00	0.00
PATENT OWNERS & LESSORS	6794	7620.917	5490.961	38.79	157.601	58.877	167.68	2.07
PERFUMES, COSMETICS & OTHER TOILET PREPARATIONS	2844	47273.833	46304.946	2.09	7464.592	4274.407	74.63	15.79
PERIODICALS: PUBLISHING OR PUBLISHING & PRINTING	2721	0.035	0.000	0.00	0.169	0.105	61.36	478.48
PERSONAL CREDIT INSTITUTIONS	6141	18311.459	17842.997	2.63	1827.424	1400.940	30.44	9.98
PETROLEUM REFINING	2911	220651.500	142868.200	54.44	93.900	83.400	12.59	0.04
PHARMACEUTICAL PREPARATIONS	2834	1275600.542	518708.605	145.92	17363.051	16781.408	3.47	1.36
PHONOGRAPH RECORDS & PRERECORDED AUDIO TAPES & DISKS	3652	49.286	47.512	3.73	1.445	1.700	-15.00	2.93
PHOTOGRAPHIC EQUIPMENT & SUPPLIES	3861	33555.589	34618.030	-3.07	417.890	384.296	8.74	1.25
PLASTIC MATERIALS, SYNTH RESINS & NONVULCAN ELASTOMERS	2821	5936.671	5760.386	3.06	4.500	3.800	18.42	0.08
PLASTICS FOAM PRODUCTS	3086	3867.855	2769.315	39.67	8.780	6.000	46.34	0.23
PLASTICS PRODUCTS, NEC	3089	14822.900	15472.561	-4.20	466.902	466.759	0.03	3.15
PLASTICS, FOIL & COATED PAPER BAGS	2673	3817.000	3556.000	7.34	59.000	43.000	37.21	1.55
POULTRY SLAUGHTERING AND PROCESSING	2015	77213.605	66626.111	15.89	360.000	297.400	21.05	0.47
PREFABRICATED METAL BUILDINGS & COMPONENTS	3448	6750.905	5583.137	20.92	18.915	16.900	11.92	0.28
PREPARED FRESH OR FROZEN FISH & SEAFOODS	2092	12.767	9.973	28.01	0.005	0.006	-5.26	0.04
PRINTED CIRCUIT BOARDS	3672	12.049	0.000	0.00	0.300	0.000	0.00	2.49
PRINTING TRADES MACHINERY & EQUIPMENT	3555	271.518	322.006	-15.68	3.026	2.691	12.45	1.11
PUBLIC BLDG & RELATED FURNITURE	2531	231.064	184.828	25.02	1.209	0.785	54.01	0.52
PUMPS & PUMPING EQUIPMENT	3561	3702.927	3143.116	17.81	18.200	12.600	44.44	0.49
RADIO & TV BROADCASTING & COMMUNICATIONS EQUIPMENT	3663	14225.753	12721.439	11.83	99.899	70.319	42.07	0.70
RADIO BROADCASTING STATIONS	4832	20743.518	20500.767	1.18	866.669	1094.881	-20.84	4.18
RADIOTELEPHONE COMMUNICATIONS	4812	84124.796	85044.992	-1.08	2637.143	2406.712	9.57	3.13
RAILROAD EQUIPMENT	3743	0.421	0.888	-52.59	0.393	0.075	424.00	93.35
RAILROADS, LINE-HAUL OPERATING	4011	0.181	0.181	0.00	0.276	0.276	0.00	152.45
REAL ESTATE	6500	42569.741	38939.183	9.32	608.655	718.563	-15.30	1.43
REAL ESTATE AGENTS & MANAGERS (FOR OTHERS)	6531	44179.815	38401.038	15.05	768.378	655.156	17.28	1.74
REAL ESTATE INVESTMENT TRUSTS	6798	33178.080	27354.340	21.29	403.746	350.793	15.10	1.22
REAL ESTATE OPERATORS (NO DEVELOPERS) & LESSORS	6510	91.703	160.817	-42.98	0.000	0.000	0.00	0.00
REFRIGERATION & SERVICE INDUSTRY MACHINERY	3580	5304.967	4774.833	11.10	30.634	24.900	23.03	0.58
REFUSE SYSTEMS	4953	7496.486	6307.831	18.84	9.361	7.495	24.89	0.12

How to read: Life Insurance: Carpets Rugs \$2,637,000
Insurance Agents, Brokers Services \$4,235,817,000



Ad to Sales Ratios

Industry Name	SIC Code	2022 Revenue (\$Millions)	2021 Revenue (\$Millions)	2022 vs. 2021 Annual Revenue Growth Rate %	2022 Advertising Spend (\$Millions)	2021 Advertising Spend (\$Millions)	2022 vs. 2021 Annual Advertising Growth Rate %	2022 Ad Dollars as % of Sales
RETAIL-APPAREL & ACCESSORY STORES	5600	12836.367	13948.815	-7.98	530.939	527.579	0.64	4.14
RETAIL-AUTO & HOME SUPPLY STORES	5531	46531.336	42829.040	8.64	461.654	424.802	8.68	0.99
RETAIL-AUTO DEALERS & GASOLINE STATIONS	5500	197082.767	177792.588	10.85	2052.842	1815.097	13.10	1.04
RETAIL-BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY	5200	36748.421	33177.612	10.76	417.142	414.018	0.75	1.14
RETAIL-CATALOG & MAIL-ORDER HOUSES	5961	645752.606	603498.835	7.00	48194.720	39066.783	23.36	7.46
RETAIL-COMPUTER & COMPUTER SOFTWARE STORES	5734	5927.204	6010.755	-1.39	75.020	93.610	-19.86	1.27
RETAIL-CONVENIENCE STORES	5412	9142.844	7417.423	23.26	5.201	4.401	18.18	0.06
RETAIL-DEPARTMENT STORES	5311	58238.819	59839.523	-2.67	2118.400	2150.500	-1.49	3.64
RETAIL-DRUG STORES AND PROPRIETARY STORES	5912	484614.199	454262.046	6.68	2036.515	1478.884	37.71	0.42
RETAIL-EATING & DRINKING PLACES	5810	39359.276	34218.502	15.02	608.561	442.295	37.59	1.55
RETAIL-EATING PLACES	5812	89464.559	78221.049	14.37	3981.871	3550.246	12.16	4.45
RETAIL-FAMILY CLOTHING STORES	5651	118415.593	117549.176	0.74	2871.048	2923.528	-1.80	2.42
RETAIL-FOOD STORES	5400	1837.817	1687.948	8.88	44.166	40.889	8.01	2.40
RETAIL-FURNITURE STORES	5712	6518.165	6066.780	7.44	240.945	190.316	26.60	3.70
RETAIL-GROCERY STORES	5411	297953.288	273546.765	8.92	1940.820	1799.367	7.86	0.65
RETAIL-HOBBY, TOY & GAME SHOPS	5945	467.937	411.522	13.71	19.600	16.400	19.51	4.19
RETAIL-HOME FURNITURE, FURNISHINGS & EQUIPMENT STORES	5700	19403.165	17980.869	7.91	1137.285	1080.493	5.26	5.86
RETAIL-JEWELRY STORES	5944	8254.641	8148.308	1.30	568.288	536.259	5.97	6.88
RETAIL-LUMBER & OTHER BUILDING MATERIALS DEALERS	5211	259837.152	251992.877	3.11	2123.700	2073.400	2.43	0.82
RETAIL-MISCELLANEOUS RETAIL	5900	7769.415	5963.094	30.29	166.203	165.105	0.66	2.14
RETAIL-MISCELLANEOUS SHOPPING GOODS STORES	5940	35210.081	35839.572	-1.76	821.552	833.682	-1.46	2.33
RETAIL-NONSTORE RETAILERS	5960	1028.523	1116.767	-7.90	370.243	173.381	113.54	36.00
RETAIL-RADIO, TV & CONSUMER ELECTRONICS STORES	5731	47640.527	53351.031	-10.70	950.700	1005.400	-5.44	2.00
RETAIL-RECORD & PRERECORDED TAPE STORES	5735	128.228	143.713	-10.77	2.300	2.200	4.55	1.79
RETAIL-RETAIL STORES, NEC	5990	184977.199	180003.988	2.76	6558.234	7101.046	-7.64	3.55
RETAIL-SHOE STORES	5661	18200.486	17405.317	4.57	525.888	475.600	10.57	2.89
RETAIL-VARIETY STORES	5331	799553.950	752365.686	6.27	6083.897	5829.916	4.36	0.76
RETAIL-WOMEN'S CLOTHING STORES	5621	16805.280	17246.198	-2.56	625.268	597.437	4.66	3.72
ROLLING DRAWING & EXTRUDING OF NONFERROUS METALS	3350	3427.900	2622.000	30.74	0.050	0.100	-50.00	0.00
RUBBER & PLASTICS FOOTWEAR	3021	57722.347	52966.467	8.98	5478.378	4388.571	24.83	9.49
SANITARY SERVICES	4950	709.331	515.334	37.64	0.600	0.400	50.00	0.08
SAUSAGES & OTHER PREPARED MEAT PRODUCTS	2013	359.086	287.514	24.89	16.455	13.522	21.69	4.58
SAVINGS INSTITUTION, FEDERALLY CHARTERED	6035	9037.244	8913.902	1.38	140.202	128.784	8.87	1.55
SAVINGS INSTITUTIONS, NOT FEDERALLY CHARTERED	6036	2036.579	2001.154	1.77	25.864	21.546	20.04	1.27
SEARCH, DETECTION, NAVIGATION, GUIDANCE, AERONAUTICAL SYS	3812	4882.512	5004.127	-2.43	168.045	171.834	-2.20	3.44
SECURITY & COMMODITY BROKERS, DEALERS, EXCHANGES & SERVICES	6200	80615.085	58235.520	38.43	190.917	195.248	-2.22	0.24
SECURITY BROKERS, DEALERS & FLOTATION COMPANIES	6211	93665.048	97178.422	-3.62	1494.432	1530.842	-2.38	1.60

How to read: Life Insurance: Carpets Rugs \$2,637,000
Insurance Agents, Brokers Services \$4,235,817,000



Ad to Sales Ratios

Industry Name	SIC Code	2022 Revenue (\$Millions)	2021 Revenue (\$Millions)	2022 vs. 2021 Annual Revenue Growth Rate %	2022 Advertising Spend (\$Millions)	2021 Advertising Spend (\$Millions)	2022 vs. 2021 Annual Advertising Growth Rate %	2022 Ad Dollars as % of Sales
SEMICONDUCTORS & RELATED DEVICES	3674	228933.721	203322.177	12.60	2034.509	1777.951	14.43	0.89
SERVICES-ADVERTISING	7310	6942.338	6267.422	10.77	645.389	640.618	0.74	9.30
SERVICES-ADVERTISING AGENCIES	7311	3027.467	3722.814	-18.68	233.150	246.514	-5.42	7.70
SERVICES-ALLIED TO MOTION PICTURE PRODUCTION	7819	257.607	114.695	124.60	48.636	14.358	238.75	18.88
SERVICES-AMUSEMENT & RECREATION SERVICES	7900	29833.038	15199.269	96.28	1801.182	498.325	261.45	6.04
SERVICES-AUTO RENTAL & LEASING (NO DRIVERS)	7510	29536.426	23601.663	25.15	344.892	258.843	33.24	1.17
SERVICES-AUTOMOTIVE REPAIR, SERVICES & PARKING	7500	931.094	780.571	19.28	6.634	6.468	2.57	0.71
SERVICES-BUSINESS SERVICES, NEC	7389	279049.642	227497.060	22.66	17949.095	16349.762	9.78	6.43
SERVICES-COMMERCIAL PHYSICAL & BIOLOGICAL RESEARCH	8731	22254.095	18603.299	19.62	202.842	69.429	192.16	0.91
SERVICES-COMPUTER INTEGRATED SYSTEMS DESIGN	7373	17315.055	16146.551	7.24	766.653	729.246	5.13	4.43
SERVICES-COMPUTER PROCESSING & DATA PREPARATION	7374	53380.176	42206.957	26.47	5614.880	4672.832	20.16	10.52
SERVICES-COMPUTER PROGRAMMING SERVICES	7371	14890.932	11996.649	24.13	512.510	437.124	17.25	3.44
SERVICES-COMPUTER PROGRAMMING, DATA PROCESSING, ETC.	7370	487577.793	454804.913	7.21	18683.318	17731.940	5.37	3.83
SERVICES-CONSUMER CREDIT REPORTING, COLLECTION AGENCIES	7320	20013.100	16181.100	23.68	334.800	202.100	65.66	1.67
SERVICES-DETECTIVE, GUARD & ARMORED CAR SERVICES	7381	8077.800	6786.499	19.03	282.400	328.900	-14.14	3.50
SERVICES-EDUCATIONAL SERVICES	8200	19339.912	20040.957	-3.50	1901.610	1324.066	43.62	9.83
SERVICES-EMPLOYMENT AGENCIES	7361	201.114	172.300	16.72	4.481	4.368	2.59	2.23
SERVICES-ENGINEERING SERVICES	8711	1080.941	1061.345	1.85	2.680	1.427	87.84	0.25
SERVICES-ENGINEERING, ACCOUNTING, RESEARCH, MANAGEMENT	8700	539.465	494.797	9.03	2.367	2.100	12.73	0.44
SERVICES-EQUIPMENT RENTAL & LEASING, NEC	7359	11512.617	11016.289	4.51	130.773	164.029	-20.27	1.14
SERVICES-HEALTH SERVICES	8000	6318.237	4739.196	33.32	653.936	107.309	509.39	10.35
SERVICES-HELP SUPPLY SERVICES	7363	44081.831	41764.890	5.55	173.389	140.285	23.60	0.39
SERVICES-HOME HEALTH CARE SERVICES	8082	9921.902	9139.626	8.56	101.800	92.100	10.53	1.03
SERVICES-HOSPITALS	8060	4348.689	4059.291	7.13	6.310	5.636	11.96	0.15
SERVICES-MAILING, REPRODUCTION, COMMERCIAL ART & PHOTOGRAPHY	7330	286.010	272.208	5.07	0.700	0.600	16.67	0.24
SERVICES-MANAGEMENT CONSULTING SERVICES	8742	5435.805	4445.252	22.28	34.526	21.354	61.68	0.64
SERVICES-MANAGEMENT SERVICES	8741	3588.379	3702.099	-3.07	123.501	110.509	11.76	3.44
SERVICES-MEDICAL LABORATORIES	8071	14678.553	14623.382	0.38	269.408	249.226	8.10	1.84
SERVICES-MEMBERSHIP SPORTS & RECREATION CLUBS	7997	3305.588	2049.107	61.32	71.264	59.858	19.06	2.16
SERVICES-MISC HEALTH & ALLIED SERVICES, NEC	8090	955.023	814.991	17.18	18.071	19.886	-9.13	1.89
SERVICES-MISCELLANEOUS AMUSEMENT & RECREATION	7990	99244.142	80648.423	23.06	8734.789	6900.985	26.57	8.80
SERVICES-MISCELLANEOUS BUSINESS SERVICES	7380	975.880	931.783	4.73	6.712	3.516	90.92	0.69
SERVICES-MISCELLANEOUS EQUIPMENT RENTAL & LEASING	7350	6175.714	4833.599	27.77	11.032	10.035	9.94	0.18
SERVICES-MOTION PICTURE & VIDEO TAPE PRODUCTION	7812	6431.337	5489.041	17.17	1039.067	871.114	19.28	16.16
SERVICES-MOTION PICTURE THEATERS	7830	4791.909	3125.204	53.33	99.956	45.169	121.29	2.09
SERVICES-NURSING & PERSONAL CARE FACILITIES	8050	1505.236	1158.351	29.95	9.700	9.400	3.19	0.64
SERVICES-OFFICES & CLINICS OF DOCTORS OF MEDICINE	8011	7103.504	4849.675	46.47	1013.215	620.295	63.34	14.26

How to read: Life Insurance: Carpets Rugs \$2,637,000
Insurance Agents, Brokers Services \$4,235,817,000



Ad to Sales Ratios

Industry Name	SIC Code	2022 Revenue (\$Millions)	2021 Revenue (\$Millions)	2022 vs. 2021 Annual Revenue Growth Rate %	2022 Advertising Spend (\$Millions)	2021 Advertising Spend (\$Millions)	2022 vs. 2021 Annual Advertising Growth Rate %	2022 Ad Dollars as % of Sales
SERVICES-PERSONAL SERVICES	7200	9756.713	9574.894	1.90	1224.894	1262.692	-2.99	12.55
SERVICES-PREPACKAGED SOFTWARE	7372	544354.836	470403.762	15.72	14665.338	11606.882	26.35	2.69
SERVICES-RACING, INCLUDING TRACK OPERATION	7948	1876.624	1657.600	13.21	55.998	76.177	-26.49	2.98
SERVICES-SPECIALTY OUTPATIENT FACILITIES, NEC	8093	1370.227	1234.989	10.95	22.311	41.959	-46.83	1.63
SERVICES-TESTING LABORATORIES	8734	2.700	2.504	7.83	0.059	0.028	109.41	2.18
SERVICES-TO DWELLINGS & OTHER BUILDINGS	7340	21751.373	17135.958	26.93	929.559	678.879	36.93	4.27
SERVICES-VIDEO TAPE RENTAL	7841	36208.344	34837.083	3.94	2803.133	2933.937	-4.46	7.74
SHIP & BOAT BUILDING & REPAIRING	3730	1371.713	1024.423	33.90	10.700	7.534	42.03	0.78
SHORT-TERM BUSINESS CREDIT INSTITUTIONS	6153	116.993	107.144	9.19	3.449	2.327	48.21	2.95
SOAP, DETERGENTS, CLEANG PREPARATIONS, PERFUMES, COSMETICS	2840	89849.114	85377.100	5.24	8146.176	8477.700	-3.91	9.07
SPECIAL INDUSTRY MACHINERY, NEC	3559	2530.373	2575.647	-1.76	36.151	46.517	-22.28	1.43
SPECIALTY CLEANING, POLISHING AND SANITATION PREPARATIONS	2842	9720.769	9790.199	-0.71	641.742	713.025	-10.00	6.60
SPORTING & ATHLETIC GOODS, NEC	3949	13619.816	12648.868	7.68	1575.222	1210.469	30.13	11.57
STATE COMMERCIAL BANKS	6022	113160.505	103060.539	9.80	1737.599	1286.457	35.07	1.54
STEEL PIPE & TUBES	3317	1.664	3.240	-48.66	0.167	0.238	-29.51	10.07
STEEL WORKS, BLAST FURNACES & ROLLING & FINISHING MILLS	3310	10055.101	6582.002	52.77	37.651	29.613	27.14	0.37
STEEL WORKS, BLAST FURNACES & ROLLING MILLS (COKE OVENS)	3312	2169.380	1780.215	21.86	3.000	2.700	11.11	0.14
SUGAR & CONFECTIONERY PRODUCTS	2060	12025.320	10424.686	15.35	551.344	543.365	1.47	4.58
SURGICAL & MEDICAL INSTRUMENTS & APPARATUS	3841	55297.668	53135.888	4.07	738.988	666.175	10.93	1.34
SWITCHGEAR & SWITCHBOARD APPARATUS	3613	2513.897	2079.928	20.86	3.800	2.100	80.95	0.15
TELEGRAPH & OTHER MESSAGE COMMUNICATIONS	4822	2088.876	1893.744	10.30	130.429	248.791	-47.57	6.24
TELEPHONE & TELEGRAPH APPARATUS	3661	4836.404	4827.054	0.19	35.342	31.126	13.54	0.73
TELEPHONE COMMUNICATIONS (NO RADIOTELEPHONE)	4813	294976.382	305777.384	-3.53	6434.258	10078.361	-36.16	2.18
TELEVISION BROADCASTING STATIONS	4833	71356.001	68084.468	4.81	4164.338	3433.781	21.28	5.84
TEXTILE MILL PRODUCTS	2200	1082.191	887.463	21.94	7.598	4.770	59.28	0.70
TIRES & INNER TUBES	3011	20813.675	17484.496	19.04	375.002	382.002	-1.83	1.80
TITLE INSURANCE	6361	440.181	558.043	-21.12	3.200	6.200	-48.39	0.73
TOBACCO PRODUCTS	2100	444.280	458.791	-3.16	9.446	12.143	-22.21	2.13
TRANSPORTATION SERVICES	4700	32468.554	21339.540	52.15	10036.284	6565.980	52.85	30.91
TRUCK & BUS BODIES	3713	2.106	0.200	953.00	1.100	1.600	-31.25	52.23
TRUCKING & COURIER SERVICES (NO AIR)	4210	1493.110	1792.963	-16.72	1.322	2.647	-50.06	0.09
TRUCKING (NO LOCAL)	4213	10966.992	8859.436	23.79	43.101	37.154	16.01	0.39
UNSUPPORTED PLASTICS FILM & SHEET	3081	68.600	62.266	10.17	0.698	0.698	0.00	1.02
WATCHES, CLOCKS, CLOCKWORK OPERATED DEVICES/PARTS	3873	2434.337	2602.429	-6.46	280.800	287.500	-2.33	11.53
WATER TRANSPORTATION	4400	30696.060	4736.105	548.13	2409.200	1332.700	80.78	7.85
WATER, SEWER, PIPELINE, COMM & POWER LINE CONSTRUCTION	1623	3853.530	3142.316	22.63	4.123	2.355	75.09	0.11

How to read: Life Insurance: Carpets Rugs \$2,637,000
Insurance Agents, Brokers Services \$4,235,817,000



Ad to Sales Ratios

Industry Name	SIC Code	2022 Revenue (\$Millions)	2021 Revenue (\$Millions)	2022 vs. 2021 Annual Revenue Growth Rate %	2022 Advertising Spend (\$Millions)	2021 Advertising Spend (\$Millions)	2022 vs. 2021 Annual Advertising Growth Rate %	2022 Ad Dollars as % of Sales
WHOLESALE-APPAREL, PIECE GOODS & NOTIONS	5130	1156.784	763.505	51.51	20.424	14.692	39.02	1.77
WHOLESALE-BEER, WINE & DISTILLED ALCOHOLIC BEVERAGES	5180	782.358	626.720	24.83	29.714	16.098	84.58	3.80
WHOLESALE-CHEMICALS & ALLIED PRODUCTS	5160	2391.000	2111.000	13.26	2.000	1.000	100.00	0.08
WHOLESALE-COMPUTERS & PERIPHERAL EQUIPMENT & SOFTWARE	5045	28496.000	27784.000	2.56	179.000	172.000	4.07	0.63
WHOLESALE-DRUGS, PROPRIETARIES & DRUGGISTS' SUNDRIES	5122	8363.254	9437.082	-11.38	81.400	79.000	3.04	0.97
WHOLESALE-DURABLE GOODS	5000	15325.028	13022.000	17.69	519.300	402.000	29.18	3.39
WHOLESALE-DURABLE GOODS, NEC	5099	137.085	166.060	-17.45	2.800	4.200	-33.33	2.04
WHOLESALE-ELECTRONIC PARTS & EQUIPMENT, NEC	5065	1725.793	1315.468	31.19	66.004	140.159	-52.91	3.82
WHOLESALE-FARM PRODUCT RAW MATERIALS	5150	17325.384	12612.050	37.37	0.000	0.000	0.00	0.00
WHOLESALE-GROCERIES & RELATED PRODUCTS	5140	5792.164	5218.651	10.99	494.559	482.342	2.53	8.54
WHOLESALE-GROCERIES, GENERAL LINE	5141	9643.100	8931.039	7.97	37.600	37.700	-0.27	0.39
WHOLESALE-HARDWARE	5072	6464.715	5887.360	9.81	34.985	24.500	42.80	0.54
WHOLESALE-HARDWARE & PLUMBING & HEATING EQUIPMENT & SUPPLIES	5070	28566.000	22792.000	25.33	389.000	0.000	0.00	1.36
WHOLESALE-INDUSTRIAL MACHINERY & EQUIPMENT	5084	6429.793	5519.124	16.50	95.020	88.549	7.31	1.48
WHOLESALE-JEWELRY, WATCHES, PRECIOUS STONES & METALS	5094	8744.686	8159.254	7.18	29.496	12.178	142.20	0.34
WHOLESALE-LUMBER & OTHER CONSTRUCTION MATERIALS	5030	6512.040	4634.875	40.50	7.670	4.200	82.61	0.12
WHOLESALE-MACHINERY, EQUIPMENT & SUPPLIES	5080	67.030	62.113	7.92	0.505	0.264	91.47	0.75
WHOLESALE-MEDICAL, DENTAL & HOSPITAL EQUIPMENT & SUPPLIES	5047	19793.530	18901.179	4.72	64.515	47.432	36.02	0.33
WHOLESALE-METALS SERVICE CENTERS & OFFICES	5051	33.978	8.098	319.59	0.084	0.034	150.02	0.25
WHOLESALE-MISC DURABLE GOODS	5090	9665.542	8054.135	20.01	34.778	15.409	125.70	0.36
WHOLESALE-MISCELLANEOUS NONDURABLE GOODS	5190	3437.456	3445.947	-0.25	55.314	55.365	-0.09	1.61
WHOLESALE-MOTOR VEHICLE SUPPLIES & NEW PARTS	5013	22095.973	18870.510	17.09	236.000	211.169	11.76	1.07
WHOLESALE-PAPER & PAPER PRODUCTS	5110	5.589	4.716	18.52	0.072	0.176	-59.27	1.28
WHOLESALE-PROFESSIONAL & COMMERCIAL EQUIPMENT & SUPPLIES	5040	4270.829	3638.588	17.38	81.574	26.922	203.00	1.91
WOMEN'S, MISSES', AND JUNIORS OUTERWEAR	2330	615.268	585.206	5.14	16.800	14.900	12.75	2.73
WOMEN'S, MISSES', CHILDREN'S & INFANTS' UNDERGARMENTS	2340	2687.350	2591.631	3.69	51.500	48.500	6.19	1.92
WOOD HOUSEHOLD FURNITURE, (NO UPHOLSTERED)	2511	1461.615	1248.648	17.06	28.455	30.872	-7.83	1.95
X-RAY APPARATUS & TUBES & RELATED IRRADIATION APPARATUS	3844	23708.021	25990.413	-8.78	862.067	907.716	-5.03	3.64