

Top 40 Business Survey for 2017

	Jan	Feb	Mar	Qtr. Total	Apr	May	Jun	Qtr. Total	Jul	Aug	Sep	Qtr. Total	Oct	Nov	Dec	Qtr. Total
All Retail Sales	7.4	7.4	8.3	23.1	8.2	8.7	8.4	25.3	8.5	8.7	8.1	25.3	8.3	8.5	9.7	26.5
Appliance Stores	7.3	7.5	8.2	23.0	7.7	8.5	8.7	24.9	8.7	8.4	8.5	25.6	8.1	9.1	9.3	26.5
Auto Dealers (New)	7.1	7.3	8.7	23.1	8.4	8.9	8.4	25.7	8.8	9.1	8.3	26.2	8.2	7.9	8.9	25.0
Auto Dealers (Used)	7.2	9.4	9.5	26.1	8.8	8.4	8.4	25.6	8.4	8.7	8.0	25.0	8.3	7.4	7.5	23.2
Auto Parts Stores	7.5	7.7	8.7	23.9	8.5	8.5	8.7	25.7	8.7	8.7	8.3	25.7	8.6	8.1	8.0	24.7
Auto Repairs	8.2	7.7	8.0	23.9	8.3	9.0	9.0	26.3	8.7	8.1	7.9	24.7	8.2	8.3	8.6	25.1
Beer, Wine, Liquor Stores	6.9	7.0	7.6	21.5	7.7	8.5	8.4	24.6	8.9	8.5	8.1	25.5	8.4	8.5	11.5	28.4
Book Stores	12.9	6.3	6.1	25.3	6.1	6.9	6.3	19.3	6.3	14.2	9.6	30.1	6.5	6.7	12.1	25.3
Bridal Market	5.4	6.5	6.9	18.8	7.4	9.7	10.9	28.0	9.6	10.2	9.9	29.7	10.0	6.7	6.8	23.5
Building Supply Stores	6.5	6.6	8.0	21.1	8.9	9.6	9.4	27.9	9.1	8.7	8.5	26.3	8.7	8.2	7.8	24.7
Consumer Electronics	7.5	7.7	7.9	23.1	7.2	7.7	7.8	22.7	8.1	8.4	8.0	24.5	7.7	9.9	12.1	29.7
Department Stores	5.9	6.9	7.8	20.6	7.8	8.3	7.5	23.6	7.1	7.6	7.2	21.9	7.6	10.4	15.9	33.9
Discount Stores	6.8	7.0	8.1	21.9	7.5	8.1	7.8	23.4	7.8	8.7	7.3	23.8	7.9	9.7	13.3	30.9
Drug Stores	8.1	7.8	8.3	24.2	8.2	8.3	8.2	24.7	8.3	8.3	8.3	24.9	8.5	8.2	9.5	26.2
Family Clothing Stores	5.9	6.5	8.1	20.5	7.9	8.4	7.8	24.1	8.4	8.6	7.7	24.7	8.4	9.7	12.6	30.7
Fast Food Restaurants	7.5	7.4	8.5	23.4	8.4	8.8	8.6	25.8	8.8	8.7	8.2	25.7	8.5	8.1	8.5	25.1
Floor Covering Stores	7.2	7.0	8.1	22.3	8.4	8.5	8.8	25.7	8.9	9.1	8.7	26.7	9.0	8.1	8.2	25.3
Florists	5.8	10.7	7.2	23.7	8.5	11.9	8.7	29.1	6.6	7.0	7.2	20.8	7.8	7.7	10.9	26.4
Furniture Stores	7.1	6.8	7.8	21.7	7.8	8.1	8.0	23.9	8.5	8.6	8.1	25.2	8.4	9.2	11.6	29.2
Gasoline Stations	7.5	7.1	8.2	22.8	8.4	9.2	9.2	26.8	9.3	9.0	8.4	26.7	8.5	7.7	7.5	23.7
Hardware Stores	7.3	7.0	8.4	22.7	8.8	9.4	8.9	27.1	8.6	8.5	8.0	25.1	8.7	8.0	8.4	25.1
Health/Personal Care Stores	8.0	7.7	8.4	24.1	8.1	8.3	8.2	24.6	8.2	8.4	8.3	24.9	8.5	8.2	9.7	26.4
Hobby/Toy/Game Stores	6.2	6.4	7.2	19.8	6.8	6.7	6.4	19.9	6.7	6.7	7.2	20.6	7.9	12.2	19.6	39.7
Jewelry Stores	6.0	8.4	6.9	21.3	7.3	9.1	7.2	23.6	6.9	7.2	6.6	20.7	7.0	8.4	19.0	34.4
Lawn & Garden Stores	3.5	3.7	7.0	14.2	11.8	17.3	11.2	40.3	8.4	7.1	7.6	23.1	8.5	6.2	7.6	22.3
Men's Wear Stores	6.5	7.2	8.0	21.7	8.7	9.0	8.1	25.8	7.4	7.9	7.9	23.2	8.5	8.8	12.0	29.3
Mobile Home Dealers	6.9	7.1	8.1	22.1	8.6	8.5	8.8	25.9	7.9	9.1	9.1	26.1	9.5	8.3	8.1	25.9
Movie Theaters	4.0	6.0	8.3	18.3	6.0	9.5	11.4	26.9	12.4	6.1	5.9	24.4	4.8	10.6	15.0	30.4
Nightclubs/Bars	7.8	7.6	8.7	24.1	8.2	8.7	8.1	25.0	8.4	8.5	8.3	25.2	8.8	8.2	8.7	25.7
Office Supply Stores	9.4	8.2	8.4	26.0	8.0	7.6	7.1	22.7	7.8	10.9	8.9	27.6	7.7	7.3	8.7	23.7
Optical Goods Stores	8.1	7.2	9.0	24.3	8.4	8.5	8.3	25.2	8.6	9.4	8.2	26.2	7.5	7.9	8.9	24.3
Pet Supply Stores	8.3	7.3	8.2	23.8	8.2	8.3	8.0	24.5	7.9	8.2	8.0	24.1	8.0	8.7	10.9	27.6
Real Estate (New Homes)	7.3	8.5	9.0	24.8	9.7	9.4	8.9	28.0	9.1	8.2	7.4	24.7	8.0	7.3	7.2	22.5
Full-Service Restaurants	7.9	7.8	8.7	24.4	8.4	8.8	8.2	25.4	8.4	8.4	7.9	24.7	8.4	8.1	9.0	25.5
Shoe Stores	6.0	7.7	8.6	22.3	8.1	8.2	7.5	23.8	8.3	10.6	7.5	26.4	7.6	8.4	11.5	27.5
Sporting Goods Stores	6.2	6.4	8.1	20.7	7.8	8.2	9.1	25.1	8.8	9.3	7.7	25.8	7.3	8.3	12.8	28.4
Supermarkets	8.3	7.7	8.3	24.3	8.1	8.6	8.3	25.0	8.5	8.4	8.1	25.0	8.4	8.4	8.9	25.7
Tire Dealers	7.5	7.7	8.7	23.9	8.5	8.5	8.7	25.7	8.7	8.7	8.3	25.7	8.6	8.1	8.0	24.7
Used Merchandise Stores	7.2	7.3	8.2	22.7	8.1	8.3	8.1	24.5	8.7	9.0	8.7	26.4	9.4	8.5	8.5	26.4
Wireless Communications	N/A	N/A	N/A	23.5	N/A	N/A	N/A	23.1	N/A	N/A	N/A	24.9	N/A	N/A	N/A	28.5
Women's Wear Stores	6.0	6.9	8.7	21.6	8.6	9.0	7.8	25.4	7.7	8.3	7.8	23.8	8.3	9.1	11.8	29.2

READING THIS CHART:
 Numbers are monthly percentages of each category's yearly business.

"HOT" months (8.6% or more of annual sales) are in RED.

Average months (8.0% - 8.5%) are in BLUE.

Below average months (under 8%) are in BLACK.

These seasonality trends are based on national three-year industry averages to minimize such variables as moveable holidays, inflation or recession, product shortages, and so forth. Actual local or regional curves may differ due to climate, market variation, etc.

OTHER BUSINESSES:
 Certain major industries (and important Radio advertising categories) have been excluded from this chart because their annual curves are too unstable to track accurately. For seasonal trends on many other advertiser categories, consult the Instant Background series or contact RAB Research.

Sources: Data from the U.S. Department of Commerce and /or publications focusing on specific industries - 2016 or latest available as of 3/17