

TOP 40 BUSINESS SURVEY



Toll-Free Service Line 1-800-232-3131

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Stores and Services	7.1	7.1	8.2	8.1	8.6	8.5	8.3	8.7	8.2	8.4	8.6	10.2
Appliance Stores	7.3	6.7	7.8	7.5	8.2	8.8	8.8	8.7	8.0	8.2	9.3	10.7
Auto Dealers (New Domestic)	6.8	8.6	9.0	9.3	10.6	9.5	8.7	8.1	8.0	7.9	6.5	7.0
Auto Dealers (New Import)	6.3	7.4	9.9	8.3	9.6	8.9	8.4	10.0	8.4	8.0	7.6	7.2
Auto Dealers (Used)	7.1	7.5	9.0	8.5	9.0	9.1	8.5	8.9	8.4	8.5	7.9	7.6
Auto Parts Stores	7.0	7.0	8.3	8.4	8.9	8.9	8.8	9.1	8.5	8.8	8.4	7.9
Auto Repairs	8.4	7.0	7.9	9.0	8.7	8.4	8.9	8.5	8.2	8.8	8.2	8.0
Beer	7.5	7.3	8.2	8.4	9.3	9.5	9.6	9.2	8.1	7.9	7.5	7.5
Book Stores	11.3	6.4	6.3	6.2	7.0	7.1	6.8	11.3	9.5	7.1	7.6	13.4
Bridal Market	4.7	6.5	6.3	7.5	9.7	11.0	9.6	10.3	9.6	9.5	7.5	7.8
Building Supply Dealers	6.2	6.2	7.8	8.5	9.5	9.4	9.1	9.3	8.9	9.2	8.3	7.6
Camera Stores	6.8	6.3	7.3	7.3	8.3	8.8	8.5	8.7	7.9	8.0	8.1	14.1
Carpet Stores	6.8	6.7	7.9	8.2	8.5	8.8	8.8	9.0	8.6	9.0	8.9	8.8
Children's Wear Stores	5.5	6.3	8.9	8.2	6.9	6.3	7.2	11.2	9.9	9.0	9.6	11.0
Consumer Electronics	7.6	7.1	7.7	7.0	7.4	7.5	7.4	8.1	8.0	8.3	9.6	14.3
Department Stores	5.9	6.1	7.5	7.5	8.0	7.9	7.6	8.3	7.7	8.3	10.2	14.9
Discount Stores	6.1	6.3	7.4	7.6	8.2	8.2	7.9	8.3	7.7	8.3	10.0	14.0
Drug Stores	7.9	7.7	8.3	8.1	8.4	8.1	8.0	8.3	7.9	8.3	8.4	10.6
Fabric & Sewing Stores	8.1	7.8	9.3	7.6	7.2	6.9	7.5	7.4	8.2	9.8	10.1	10.1
Factory Outlets	6.3	6.3	7.7	7.7	7.9	7.9	8.6	9.7	8.4	8.2	8.8	12.4
Fast Food	7.3	7.4	8.4	8.3	8.7	8.7	8.8	8.9	8.3	8.5	8.1	8.6
Florists	6.3	9.6	7.6	8.9	11.9	8.3	6.9	6.9	7.1	7.5	7.5	11.5
Furniture Stores	7.4	7.4	8.3	7.8	8.2	8.2	8.2	8.6	8.4	8.5	9.3	9.7
Hardware Stores	6.7	6.3	7.5	8.7	9.6	9.4	8.9	8.6	8.1	8.6	8.6	9.0
Jewelry Stores	5.0	6.7	6.1	6.5	8.2	7.0	6.8	7.3	6.8	7.2	9.5	22.9
Lawn & Garden Stores	3.5	3.9	6.8	12.6	16.8	12.2	8.4	7.0	7.5	7.2	6.5	7.6
Life Insurance	7.3	7.4	8.6	8.2	7.8	8.6	8.5	7.4	7.9	8.3	7.8	12.2
Men's Wear Stores	6.9	6.4	7.4	7.7	7.9	8.0	7.0	7.7	7.7	8.3	9.5	15.5
Mobile Home Dealers	5.5	5.2	7.7	8.2	9.0	9.4	8.9	10.8	10.2	9.0	8.1	8.0
Movie Theaters	7.5	6.7	7.0	7.7	7.3	11.1	11.7	9.5	7.1	6.2	7.7	10.5
Music Stores	7.2	7.1	7.7	7.2	7.3	7.6	7.5	8.1	7.8	7.6	9.0	15.9
Office Supply Stores	8.1	7.7	8.2	7.6	8.0	8.4	7.8	9.5	8.4	8.1	8.5	9.7
Optical Goods Stores	7.7	7.6	9.0	8.6	8.7	8.7	8.7	9.3	8.1	8.1	7.5	8.0
Real Estate (New Houses)	7.0	8.3	9.7	9.2	9.4	8.8	8.7	9.3	8.1	8.0	7.0	6.5
Restaurants	7.4	7.5	8.4	8.3	8.7	8.5	8.9	9.0	8.3	8.5	8.2	8.4
Shoe Stores	5.9	6.3	8.4	8.6	8.6	8.4	8.1	10.2	8.3	7.8	8.5	10.9
Sporting Goods Stores	6.2	6.3	7.9	8.1	8.3	8.9	8.6	9.4	7.8	7.1	7.8	13.6
Supermarkets	8.0	7.5	8.3	8.1	8.5	8.5	8.5	8.7	8.2	8.3	8.4	9.0
Tire Dealers	9.2	8.5	8.6	7.5	8.1	8.0	8.1	8.1	8.0	9.2	7.8	8.9
Video Stores	9.2	7.8	8.5	8.0	8.2	7.6	9.8	10.2	8.9	6.6	6.8	8.4
Women's Wear Stores	5.9	6.5	8.1	8.2	8.6	8.1	7.4	8.3	8.0	8.3	9.2	13.4

READING THIS CHART: Numbers are monthly percentages of each category's yearly business. "HOT" months (8.6% or more of annual sales) are in COLOR. Average months (8.0% - 8.5%) are in bold face type. Below average months (under 8%) are in lighter face type. 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: Available on request from Radio Advertising Bureau; most data is from U.S. Department of Commerce.