2021 Industry Product Categories Total Ad Spend by Month

| INOUSTRY CATEGORY | Ad Spend | $\begin{aligned} & \text { January } 2021 \\ & \text { Ad Spend } \end{aligned}$ | $\begin{array}{\|c\|} \hline \text { Monthly } \% \text { of } \\ \text { Annual } \\ \text { Category } \\ \text { Total } \end{array}$ | February 2021 Ad Spend | $\begin{array}{\|c\|} \hline \text { Monthly \% of } \\ \text { Annual } \\ \text { Category Total } \\ \hline \end{array}$ | March 2021 Ad Soend | $\begin{gathered} \text { Monthly \% of } \\ \text { Annual } \\ \text { Category } \\ \text { Total } \\ \hline \end{gathered}$ | $\begin{array}{\|c} \hline \text { April } 2021 \text { Ad } \\ \text { Spend } \\ \hline \end{array}$ | $\begin{array}{\|c\|} \hline \text { Monthly \% of } \\ \text { Annual } \\ \text { Category } \\ \text { Total } \end{array}$ | $\begin{aligned} & \text { May } 2021 \text { Ad } \\ & \text { Spend } \end{aligned}$ | $\begin{gathered} \text { Monthly \% of } \\ \text { Annual } \\ \text { Category Total } \end{gathered}$ | $\begin{gathered} \text { June } 2021 \text { Ad } \\ \text { Spend } \\ \hline \end{gathered}$ | $\begin{array}{\|c\|} \hline \text { Monthly \% of } \\ \text { Annual } \\ \text { Category Total } \end{array}$ | July 2021 Ad <br> Spend | $\begin{array}{\|c\|} \text { Monthly \% of } \\ \text { Annual Category } \\ \text { Total } \end{array}$ | August 2021 Ad Spend |  | $\begin{gathered} \text { September } \\ \text { anter Ad } \\ \text { Spend } \end{gathered}$ |  | October 2021 Ad Spend |  | November 2021 Ad Spend | $\begin{gathered} \text { Monthly \% of } \\ \text { Annual } \\ \text { Category } \\ \text { Total } \end{gathered}$ | December 2021 Ad Spend |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Grand Total | 189,232, 136,159 | 16,185,657,987 | 8.6\% | 14,099,315,423 | 7.5\% | ${ }^{\text {5, 608,465,56 }}$ | 82\% | 14,520.684,808 | 7.7\% | 16,068,290,417 | 8.5\% | 15.805,804,992 | 848 | 15.782.195.095 | 8.3\% | 15,190.691,699 | 8.0\% | 15,777.358,23 | 8.3\% | 16,665,969,450 | 8.8\% | 16.960,655.007 | 0.0\% | 16.567 ,041, 48 |  |
| Retail | 26,61, 850,293 | 2.524,632,502 | 9.5\% | 2,107,607,651 | 7.9\% | 2,127,143,696 | 8.0\% | ${ }^{1.854,551,415}$ | 7.0\% | 2.083,458,706 | ${ }^{7.8 \%}$ | 2,24,6,29,986 | 8.5\% | 2,251,286,955 | 8.5\% | 2,158,03,436 | 8.1\% | 2,131,140,658 | 8.0\% | 2.242,054,987 | 8.4\% | 2,488,24,917 | 9.3\% | 2,397,066,474 | 9.0\% |
| Media \& Advertising | 17,45, 220,987 | 1.476,025,786 | 8.5\% | 1,312,153,113 | 7.5\% | 1,368,410,663 | 7.8\% | 1,370,341, 730 | 7.9\% | 1.500,588,902 | 8.6\% | 1,428,923,848 | 8.2\% | 1,990,801,549 | 8.5\% | 1,406,944,275 | 8.1\% | 1,459,687,662 | ${ }^{8.4 \%}$ | 1.482,341,225 | 8.5\% | 1.,56, 288,953 | 9.2\% | 1,552,755,281 | 8.9\% |
| Insurance \& Real Estate | 15.818,32,5,57 | 1.448,529.870 | ${ }_{9} .28$ | 1,277,913,028 | 8.1\% | 1.364,464,886 | 8.8\% | 1,27,7,24,201 | ${ }^{8.1 \%}$ | 1.454,280,497 | 9.2\% | 1,37,657,397 | 8.7\% | 1,312,412,276 | ${ }^{8.3 \%}$ | 1.224,788,396 | ${ }^{7.7 \%}$ | 1.218,375,419 | ${ }^{7.7 \%}$ | 1,380,389,614 | 8.7\% | 1,378,335,466 | 8.7\% | 1,102,295,666 | 7.0\% |
| Misc Sevices \& Amusements | 15,991,086,738 | 1.243,189,798 | 8.0\% | 1,122,901, 675 | ${ }^{7.2 \%}$ | 1.181,087,894 | ${ }^{\text {7.0\% }}$ | 1,140,766,248 | ${ }^{7.4 \%}$ | ${ }_{1}^{1,302,398,824}$ | ${ }^{8.4 \%}$ | 1,296,436,926 | 8.4\% | 1,310,451,038 | 8.5\% | 1.365,199,646 | 8.8\% | 1,343,277,188 | ${ }^{8.7 \%}$ | 1.452,449,030 | 9.4\% | 1.399,602,011 | 9.0\% | 1,33, 333,480 | 8.6\% |
| Financial | 11,42,739,249 | 888,046,228 | 7.7\% | 792,350,763 | 6.9\% | 953,061,236 | 8.3\% | 940,972,067 | 8.2\% | 964,193,513 | 8.4\% | 978,671,249 | 8.5\% | 1.074,403,540 | 9.3\% | 94,686,889 | ${ }^{8.2 \%}$ | 944,564,986 | 8.3\% | 999,796,373 | 8.7\% | 987,799,488 | 8.6\% | 1.023,102,.07 | 8.9\% |
| Medicines \& Propritay Remedies | 9, 2 22,513,598 | 856,62,504 | 9.3\% | 761,780,946 | ${ }^{8.2 \%}$ | 797,41, ,342 | 8.8\% | 804,410,977 | ${ }^{8.7 \%}$ | 848,986,345 | ${ }^{9.2 \%}$ | 820,316,294 | 8.9\% | 750.63,9,94 | ${ }_{8.1 \%}$ | 684,746,781 | 7.4\% | 693,546,843 | ${ }^{7.5 \%}$ | 788,522,204 | 8.5\% | 754,243,386 | ${ }^{8.2 \%}$ | 695,990,060 | 7.5\% |
| Automotive, Automotive Access \& Equip | 8.09,763,179 | 841,14,7,788 | 10.48 | 651,319,879 | 8.0\% | 718,075,300 | 8.9\% | 623,511,222 | ${ }^{7.7 \%}$ | 596,847,905 | 7.4\% | 585,243,304 | 7.2\% | 648,747,275 | 8.0\% | 598,330.804 | 7.4\% | 681,307,073 | 8.4\% | 694,410,014 | 8.6\% | 707,673,762 | 8.7\% | 749,147,902 | ${ }^{0.3 \%}$ |
| Communications | 6.818,668.565 | 619,453,155 | 9.1\% | 50,.543,76 | 7.3\% | 578,091,477 | 8.5\% | 446,71,0.065 | 6.6\% | 552,093,640 | ${ }^{8.1 \%}$ | 535,145,385 | 7.8\% | 481,713,350 | ${ }^{7.1 \%}$ | 525,412.988 | 7.7\% | 612,672,299 | 9.0\% | 645,026,922 | 9.5\% | 690,145,325 | 10.1\% | 631, 660,212 | 9.3\% |
| Restaurants | ${ }^{6.434,484,072}$ | 590,92, 832 | 9.2\% | 449,997,30 | 7.0\% | 547,526.708 | 8.5\% | 472, 142,997 | ${ }^{7.3 \%}$ | 517,212,021 | 8.0\% | 530,284,095 | ${ }^{8.2 \%}$ | 529,85,998 | ${ }^{8.2 \%}$ | 474,48, ,605 | ${ }^{7.4 \%}$ | 528,615,664 | ${ }^{8.2 \%}$ | 6667,724,671 | 10.48 | 598,793,900 | 9.3\% | 526,871,861 | 8.2\% |
| Computers, Sotware, Interet NEC | 6.410,045,891 | 696,208,311 | 10.9\% | 515,967,964 | 8.0\% | 510,82, ,825 | 8.0\% | 492,544,571 | ${ }^{7.7 \%}$ | 507,237,012 | 7.9\% | 514,961,949 | 8.0\% | 526,42, 4,85 | 8.2\% | 499,96, 823 | 7.8\% | 516,177,395 | 8.1\% | 588,782,998 | 9.2\% | 531,131,119 | 8.3\% | 512,820,437 | 8.0\% |
| Pubic Transoration, Hotels \& Resorts | 5.977,57,924 | 385,44,.532 | 6.4\% | 317,979,900 | 5.3\% | 471,853,221 | 7.9\% | 443,877,520 | 7.4\% | 572,615,738 | 9.6\% | 558,800,320 | 9.3\% | 588,718,777 | 9.8\% | 578,112,277 | 9.7\% | 558,23, 0,57 | 9.3\% | 516,780,277 | 8.6\% | 491,152.016 | 8.2\% | 499,014,239 | 8.3\% |
| Goverment, Politics \& Ofranizations | 5.975,06,659 | 535,96,799 | 9.0\% | 396,730.968 | 6.6\% | 465.46,.162 | 7.8\% | 481,17, 251 | 8.1\% | 52,.886,888 | 8.8\% | 485,175.017 | 8.1\% | 440,11,555 | ${ }^{\text {7.4\% }}$ | 513,631.818 | 8.6\% | 526,744,141 | 8.8\% | 562,002,350 | 9.4\% | 490,578.123 | 8.2\% | 554,820,638 | 9.3\% |
| Discount Deparament \& Variety Stores | 5.011,901,615 | 359,856.539 | 7.2\% | 326,483,809 | 6.5\% | ${ }_{346,33,7,79}$ | 6.9\% | 292,83,766 | 5.8\% | 360,59,901 | ${ }^{\text {7.2\% }}$ | 39,504,795 | 7.9\% | 474,916,337 | 9.5\% | 456,034,711 | 9.1\% | 422,311,979 | 8.4\% | 420,958.582 | 8.4\% | 582,366,152 | 11.6\% | 575,710,326 | 11.5\% |
| General NEC | 4,335,983,686 | 238,421,389 | 5.5\% | 322,329,900 | 7.4\% | 370,12, 2027 | 8.5\% | 375,80,015 | 8.7\% | 360,664,946 | 8.3\% | 332,446,141 | 7.7\% | 378,995,205 | 8.7\% | 372,434,036 | 8.9\% | 356,781,735 | 8.2\% | 420,794,778 | 9.7\% | 287,081,310 | 6.9\% | 520,061,513 | 12.0\% |
| Automotive Dealers \& Serices | 4,330,141,158 | 388,32, 4,64 | 9.0\% | 337,639,468 | 7.8\% | 353,401,020 | 8.2\% | 329,25,135 | 7.0\% | 377,321,958 | 8.7\% | 355,037,234 | 8.2\% | 356,984,717 | 8.2\% | 364,676.881 | 8.4\% | 356,236,442 | 8.2\% | 380,358,552 | 8.8\% | 364,492,919 | 8.4\% | 366,396,368 | 8.5\% |
| Schools, Camps, Seminars | 4,195,452,748 | 398,05,3442 | 9.5\% | 347,766,631 | 8.3\% | 37,937,197 | 8.9\% | 392,929,367 | 9.4\% | 432,068,751 | 10.3\% | 36,568,833 | 8.7\% | 378,627,426 | 9.0\% | 371,492,086 | 8.9\% | 301,188,457 | ${ }^{7.2 \%}$ | 285,259,720 | 6.8\% | 274,226,002 | 6.5\% | 276,332,936 | 6.0\% |
| Games, Toys \& Hobbycrat | 2.070,013,986 | 136,62,950 | 6.6\% | 136,709,175 | 6.9\% | 178,094,004 | 8.6\% | 113,050,295 | 5.5\% | 123,368,801 | 6.0\% | 126,076,927 | 6.1\% | 106,612,390 | 5.2\% | 127,829.509 | 6.2\% | 249,968,260 | 12.1\% | 269,075,989 | 13.0\% | 288,85,309 | 14.0\% | 213,746,377 | 10.3\% |
| Direct Response Companies | 1.914,668,145 | 187,89,934 | 9.8\% | 144,975.128 | 7.0\% | 163,10,736 | 8.5\% | 148,36,485 | 7.7\% | 157,07,997 | ${ }^{8.2 \%}$ | 148,866,920 | 7.8\% | 151,800,207 | 7.9\% | 131,435,322 | 6.9\% | 141,294,537 | ${ }^{\text {7.4\% }}$ | 171,034,019 | 8.9\% | 180,681.577 | 9.4\% | 188,057,291 | 9.8\% |
| Cosmetics \& Beauty Aids | 1.866,37,998 | 128,56,005 | 6.9\% | 125,002,157 | 6.7\% | 152,22, ,488 | 8.2\% | 138,88,572 | 7.48 | 182,030,494 | 9.8\% | 158,588,191 | 8.5\% | 110,777,075 | 5.9\% | 112,798,923 | 6.0\% | 179,702,425 | 9.6\% | 172,921,985 | 9.3\% | 188,505,136 | 0.9\% | 219,881,546 | 11.88 |
| Department Stores | 1,719,759,982 |  | 7.7\% | 136,575.02 | 7.9\% | 157,12, 8877 | 9.1\% | 103,313,585 | 6.0\% | 114,242,624 | 6.9\% | 123,151,503 | 7.2\% | 138,961.380 | 8.1\% | 120,715.544 | 7.0\% | 121,007,160 | 7.0\% | 138,514,960 | 8.1\% | 229,552,430 | 13.3\% | 204,258,827 | 11.9\% |
| Personal Hygiene \& Heath-WMn,MMW,Unisiex | 1.688,399,168 | 113,99, 817 | 7.0\% | 127,150,36 | 7.8\% | 158,99,515 | 9.7\% | 145,045,884 | 8.9\% | 142,886,118 | 8.7\% | 131,390,452 | 8.0\% | 125,562,405 | 7.7\% | 124,914,344 | 7.6\% | 145,785,291 | 8.9\% | 151,942,515 | 9.3\% | 141,841,041 | 8.7\% | 128,857,470 | 7.9\% |
| Dairy, Produce, Meat \& Baker G Gods | 1.609,03, 3,84 | 131,39, ,143 | 8.2\% | 121,897,03 | 7.6\% | 132,49,7,68 | 8.2\% | 171,26,289 | 10.6\% | 154,626,023 | 9.6\% | 159,934,315 | 9.9\% | 136,98,920 | 8.5\% | 132,191,640 | 8.2\% | 129,30, 9,98 | 8.0\% | 122,386,889 | 7.6\% | 116,988,593 | 7.3\% | 99,629,752 | 6.2\% |
| Builing Matereisls, Equipment \& Fixtures | 1.562,900,651 | 119,150,482 | 7.0\% | 105,713,09 | 6.8\% | 113,188,335 | ${ }^{7.28}$ | 118,823,538 | 7.8\% | 156,53,165 | 10.0\% | 136,707, 818 | 8.7\% | 147,034,856 | ${ }_{9.4 \%}$ | 141,059,49 | 9.0\% | 154,841,663 | 9.9\% | 135,24,4,20 | 8.7\% | 133,783,621 | 8.6\% | 100,850,605 | 6.5\% |
| Busines \& Technolog NEC | 1.515,470,946 | 110,46,9972 | 7.3\% | 102,831,620 | 6.8\% | 152,03,771 | 10.0\% | 113,932,110 | 7.5\% | 137,430,145 | 9.1\% | 122,963,925 | 8.1\% | 114,60, 6,19 | 7.6\% | 121,453.683 | 8.0\% | 121,076,206 | 8.0\% | 153,359,942 | 10.1\% | 144,916,785 | 9.6\% | 120,387,169 | 7.9\% |
| Beer 2 Wine | 1,350,114,359 | 121,87,620 | 9.0\% | 103,225,904 | 7.0\% | 100,278,515 | 7.4\% | 95,408, 328 | ${ }^{7.18}$ | 130,205,233 | 9.6\% | 150,874,352 | 11.28 | 144,653,479 | 10.7\% | 98,593,410 | 7.3\% | 117,152,107 | 8.7\% | 96,995,64 | ${ }^{7.28}$ | 98,069,73 | 7.3\% | 92,781,035 | 6.9\% |
| Beverages | 1,305,058,017 | 119,662,789 | 9.2\% | 90,85,992 | 7.0\% | 137,05,246 | 10.5\% | 102,18,778 | 7.8\% | 113,974,583 | 8.7\% | 131,200,977 | 10.1\% | 113,848,977 | 8.7\% | 85,179,790 | 6.5\% | 94,420.595 | ${ }^{7.28}$ | 94,452,302 | ${ }^{7.2 \%}$ | 101,047,719 | 7.7\% | 121,123,298 | 9.3\% |
| Confectionery \& Snacks | 1.275,092,781 | 89,618,322 | 7.0\% | 143,461,803 | 11.3\% | 136,58, 890 | 10.7\% | 118,829,238 | 9.3\% | 123,178,963 | 9.7\% | 123,467,830 | 9.7\% | 92,685.650 | 7.3\% | 91,45,252 | 7.2\% | 91,117,728 | ${ }^{7.1 \%}$ | 102,701,77 | 8.1\% | 75,16,0,015 | 5.9\% | 86,820.518 | 6.8\% |
| Housenold Soap, Cleansers \& Polishes | 1,215,766,890 | 99,03,581 | ${ }^{8.1 \%}$ | 91,63,766 | 7.5\% | 98,066,455 | 8.1\% | 119,426,321 | 9.8\% | 115,214,009 | 9.5\% | 109,157,008 | 9.0\% | 87,148,948 | ${ }^{7.2 \%}$ | 94,214,457 | ${ }^{7.7 \%}$ | 88,990,359 | ${ }^{7.3 \%}$ | 107,737,531 | 8.9\% | 97,85,397 | 8.0\% | 107,304,55 | 8.8\% |
| Housenold furishings \& Accessories | 1,162,170,110 | 91.803,123 | 7.9\% | 82,57, 343 | 7.1\% | 83,165,503 | 7.2\% | 80,036,239 | 6.9\% | 118,388,088 | 10.2\% | 108,968,601 | 9.4\% | 107,957,178 | 9.3\% | 103,631.026 | 8.9\% | 108,246,766 | 9.3\% | 97,27,162 | 8.4\% | 96,65,782 | 8.3\% | 83,462,300 | 7.2\% |
| Housenold Supplies | 1,161,669,807 | 95,30,532 | 8.2\% | 78,41,629 | 6.8\% | 93,43,846 | 8.0\% | 105,66, ,116 | 9.1\% | 117,028,891 | 10.18 | 110,412,884 | 9.5\% | 100,296,278 | 8.6\% | 92,82,414 | 8.0\% | 87,454,475 | 7.5\% | 92,63,885 | 8.0\% | 95,28,996 | 8.2\% | 92,560.880 | 8.0\% |
| Pets, Pet Foods \& Supplies | 1.078,314,405 | 76,431,758 | ${ }^{7.1 \%}$ | 65,26,669 | 6.1\% | 107,29,689 | 9.9\% | 120,35, ,156 | 112\% | 123,466,281 | 11.48 | 114,533,787 | 10.6\% | 102,68,724 | 9.5\% | 98,161.233 | 9.1\% | 84,134,820 | ${ }^{7.8 \%}$ | 57,32,592 | 5.3\% | 66,74,742 | 6.2\% | 61,918,951 | 5.7\% |
| Sporting Goods | 1.073,315,932 | 84,87,042 | 7.9\% | 56,68,460 | 5.3\% | 82,18,7889 | 7.7\% | 80,401.076 | 7.5\% | 82,350,822 | 7.7\% | 72,798, 85 | 6.8\% | 95,667,776 | 8.9\% | 85,18,957 | ${ }^{7.9 \%}$ | 92,016,659 | 8.6\% | 116,112,439 | 10.8\% | 133,493,731 | 12.4\% | 91,747,230 | 8.5\% |
| Misc Merchandise | 1.035,203,105 | 71,134,734 | 6.9\% | 69,38,516 | 6.7\% | 83,43,346 | 8.1\% | 72,58,545 | 7.0\% | 88,281,777 | 8.5\% | 90,585,245 | 8.8\% | 78,121,237 | 7.5\% | 88,801,49 | 8.6\% | 119,25,659 | 115\% | 84,15,207 | 8.1\% | 90,30,9,96 | 8.7\% | 99,121,516 | 9.6\% |
| Eye Classes, Medical Equip \& Suplies | 931,303, 52 | 78,56,054 | 8.4\% | 70,96,829 | 7.0\% | 87,34,693 | 9.4\% | 71,293,091 | 7.7\% | 72,029,142 | 7.7\% | 72,82, 7 ,75 | 7.8\% | 74,220,000 | 8.0\% | 70.98,120 | 7.0\% | 76,211,46 | ${ }^{8.2 \%}$ | 92,478.59 | 9.9\% | 84,77, 338 | 9.1\% | 79,731,574 | 8.9\% |
| Fitness \& Diet Programs \& Spas | 910,87, 5,14 | 99,86,251 | 11.0\% | 78,34,366 | 8.6\% | 71,507,844 | 7.9\% | 60,367,767 | 6.6\% | 61,398,462 | 6.7\% | 52,971,526 | 5.8\% | 89,258,38 | 9.8\% | 72,37,572 | 7.9\% | 77,967,188 | 8.9\% | 95,854,126 | 10.5\% | 68,651,299 | 7.5\% | 82,269,76 | 9.0\% |
| Preapared Foods | 87,.611,203 | 98,273,466 | 113\% | 79,56,786 | 9.1\% | 85.628.17 | 9.8\% | 62.591.118 | 7.2\% | 66,902,426 | 7.7\% | 67,987,847 | 7.8\% | 85.80, 829 | 9.8\% | 73,23,578 | 8.4\% | 69,887,192 | 8.0\% | 68,731.899 | 7.9\% | 56,05,262 | 6.4\% | 56,966.593 | 6.5\% |
| Apparel NEC | 786,214,758 | 28,40,412 | 3.6\% | 46,616,205 | 5.9\% | 85,76,774 | 10.9\% | 45,28, ${ }^{\text {a }}$, 36 | 5.8\% | 49,364,980 | ${ }^{6.3 \%}$ | 38,03,7,364 | 4.8\% | 60.549,735 | 7.7\% | 68,80,193 | 8.7\% | 123,04,3911 | 15.7\% | 93,15,249 | 11.8\% | 77,100,739 | 9.8\% | 70,023,831 | 8.9\% |
| Housenold Appliances, Equip \& Utensis | 719,692, 25 | 37,88,396 | 5.3\% | 40,48,032 | 5.6\% | 47,56.561 | 6.6\% | 5,991,804 | 7.9\% | 81,458,341 | 113\% | 76,310,953 | 10.6\% | 46,925,381 | 6.5\% | 47,72,057 | 6.9\% | 51,74,313 | ${ }^{7.2 \%}$ | 72,18,473 | 10.0\% | 97,04,372 | 13.5\% | 63,415,568 | 8.8\% |
| Manufactry Mrthsequip/freight/nd Dev | 706,605,485 | 64,84,749 | 9.1\% | 59,25,564 | 8.4\% | 56.52, 3, ${ }^{\text {a }}$ | 8.0\% | 48,58,097 | 6.9\% | 73,463,344 | 10.4\% | 63,986,386 | 9.1\% | 56,188,759 | 8.0\% | 57,56,870 | ${ }^{8.2 \%}$ | 55.983,488 | 7.9\% | 47,25,254 | 6.7\% | 66,37,563 | 9.4\% | 57,125,148 | ${ }_{8.1 \%}$ |
| Hair Product \& Access.Wmn,Mew, , Unisex | 614,107, 388 | 62,276,851 | 10.1\% | 58,518,878 | 9.5\% | 62,415,367 | 10.2\% | 60,732.504 | 9.9\% | 51,636,812 | ${ }^{8.4 \%}$ | 49,492,968 | 8.1\% | 47,701,688 | ${ }^{7.8 \%}$ | 45,62,590 | ${ }^{7.4 \%}$ | 48,73,2,27 | 7.9\% | 42,42,2,260 | 6.9\% | 42,06,566 | 6.9\% | 42,488,997 | 6.9\% |
| Jewely \& Watches | 611,464,051 | 28,988,657 | 4.7\% | 31,93, 8,20 | 5.2\% | 43,273,322 | ${ }^{7.1 \%}$ | 50,18,505 | ${ }^{8.2 \%}$ | 53,211,675 | ${ }^{8.7 \%}$ | 56,69,787 | 9.3\% | 32,115,808 | 5.3\% | 34,122,283 | 5.9\% | 55,364,058 | 9.1\% | 64,09,9910 | 10.5\% | 76,09,543 | 12.48\% | 85,476,881 | 14.0\% |
| Pharmaceutical Houses | 569,788,700 | $30.876,843$ | 5.4\% | 24,03,778 | 4.2\% | 34,198,890 | 6.0\% | 36,36, 3,09 | ${ }^{6.4 \%}$ | 35,822,70 | ${ }^{6.3 \%}$ | 46,34, 8 ,91 | 8.1\% | 47,662,663 | ${ }^{8.4 \%}$ | 38,41,719 | ${ }^{6.7 \%}$ | 62, 363,732 | 10.9\% | 52,39,58 | 9.2\% | 55,665,49 | 9.8\% | 105,613,065 | 18.5\% |
| Audio \& Video Equipment \& Supplies | 569,519,273 | 32,790,997 | 5.8\% | 46,764,701 | 8.2\% | 50,786,107 | 8.9\% | 34,62, 064 | 6.1\% | 40,655,257 | ${ }^{7} .14 \%$ | 25,864,981 | 4.5\% | 24,532,246 | 4.3\% | 38,135,068 | 6.7\% | 36,270,104 | 6.4\% | 51,46,3,360 | 9.0\% | 80,418,008 | 14.1\% | 107,209,79 | 188\% |
| Liquer | 54,227,939 | 16,725,307 | 3.18 | 29,93,197 | 5.5\% | 35.953,167 | 6.9\% | 35,27,003 | 6.5\% | 49,54,4,45 | ${ }^{9.1 \%}$ | 56,82, 8,13 | 10.5\% | 34,967,40 | 6.4\% | 28,032,408 | 5.2\% | 36,06,056 | 6.7\% | 40,150,618 | ${ }^{7.4 \%}$ | 81,47,794 | 15.0\% | 98,034,812 | 18.0\% |
| Footwear | 511,618,472 | 3,5,50,648 | 6.7\% | 31,606,635 | 6.2\% | 45,073,994 | 8.8\% | 52,58,950 | 10.3\% | 51,664,365 | 10.1\% | 44,51,9,932 | 8.7\% | 48,471.463 | 9.5\% | 42,583,993 | 8.3\% | 48,095,735 | 9.4\% | 34,04,5,64 | 6.7\% | 38,09,370 | $7.4 \%$ | 40,295,04 | 7.9\% |
| Ready To-Wear, Formalwear \& Bridalwear | 403,089, 158 | 18,899,022 | 4.7\% | 18,45,302 | 4.5\% | 33,55,113 | 8.4\% | 24,58,1,322 | 6.1\% | 31,47,5900 | 7.8\% | 35,600, 135 | 8.8\% | 26,990,622 | 6.7\% | 30,199,276 | 7.5\% | 57,837,325 | 14.3\% | 51,371,784 | 12.7\% | 39,04,992 | 9.7\% | 35,210,665 | 8.7\% |
| Horticulure \& Farming | 373,400,167 | 17,863,096 | 4.8\% | 28,110,122 | 7.5\% | 37,381,086 | 10.0\% | 51,012,423 | 13.7\% | 49,676,632 | 13.3\% | 40,78,443 | 10.9\% | 16,494,668 | ${ }_{4.4 \%}$ | 17,910,774 | 4.7\% | 25,399,175 | 6.8\% | 25.807,239 | 6.9\% | 30,315,805 | 8.1\% | 33,014,704 | 8.8\% |
| Ingreieints, Mixes \& Seasosings | 337,989,781 | 28,92,554 | 8.6\% | 33,961,839 | 10.0\% | 35,927,985 | 10.6\% | 24,701,184 | 7.3\% | 26,126,738 | 7.7\% | 24,771, ,16 | ${ }^{7.3 \%}$ | 17,600,225 | 5.2\% | 17,02,008 | 5.0\% | 23,727,718 | 7.0\% | 25,752,482 | 7.6\% | 42,716,216 | 12.6\% | 36,758,216 | 10.9\% |
| Toietries, Hysienic G Gs $\&$ Skin Care-Men | 223,65,033 | 24,796,530 | 111\% | 22,880,277 | 10.28 | 32,101,769 | 14.48 | 23,637,728 | 10.6\% | 17,221,609 | 7.7\% | 18,789,605 | 8.4\% | 12,45,779 | 5.6\% | 11,490,113 | ${ }^{5.1 \%}$ | 18,786,378 | 8.4\% | 14,108,824 | 6.3\% | 14,193,005 | 6.3\% | 13,225,815 | 5.9\% |
| Apparel Accessories | 182,70, 626 | 8,383,528 | 4.8\% | 9.006,541 | 4.9\% | 16,322,372 | 8.9\% | 10,617,675 | 5.8\% | 19,329,634 | 10.6\% | 16,404,599 | 9.0\% | 11,262,187 | ${ }^{6.2 \%}$ | 12,92,391 | ${ }^{7.18}$ | 20,997,652 | 11.5\% | 15,874,528 | 8.7\% | 16,45,439 | 9.0\% | 25,45,080 | 13.8\% |
| Underclothing \& Hosiery | 174,000,744 | 13,322,272 | 7.7\% | 12,47.676 | 7.2\% | 17,452,879 | 10.0\% | 10,254,788 | 5.9\% | 12,43, 721 | 7.1\% | 12,47,279 | 7.2\% | 11,42, ,112 | 6.6\% | 13,298,088 | 7.6\% | 13,701,318 | 7.9\% | 16,47,388 | 9.4\% | 19,130,799 | 11.0\% | 21,627,474 | 12.48 |
| Gasoline, Luticants TTrans) \& Fuels | 173,362,360 | 4.548,067 | 2.6\% | 6,311,755 | 3.6\% | 10,240,644 | 5.9\% | 10,994,240 | 6.3\% | 15,007,622 | ${ }^{\text {8.7\% }}$ | 12,351,169 | ${ }^{7.1 \%}$ | 23,543,482 | 13.6\% | 17,47,3,311 | 10.1\% | 22,713,237 | 13.1\% | 17,385,247 | 10.0\% | 17,85,801 | 10.3\% | 14,936,787 | 8.6\% |
| Shoping Center \& Catalog Showroms | 162,88,748 | 14,819,883 | ${ }^{9.1 \%}$ | 10,197,188 | 6.3\% | 10,253,457 | 6.3\% | 9,306,996 | 5.7\% | 14,429, 832 | 8.9\% | 10,50,360 | 6.5\% | 10,451,388 | ${ }_{6.4 \%}$ | 14,306.812 | 8.8\% | 13,451.816 | 8.3\% | 14,608,22 | 9.0\% | 17,459,096 | 10.76\% | 23,091,995 | 14.2\% |
| Office Machines, Furniture \& Supplies | 150,313,021 | 11,00,211 | 7.3\% | 9,489,825 | 6.3\% | 13,250,479 | 8.8\% | 10,80, ,027 | ${ }^{7.2 \%}$ | 11,550.472 | ${ }^{\text {7.7\% }}$ | 12,88,5,53 | 8.6\% | 14,751.514 | 9.8\% | ${ }_{14,418,32}$ | 9.6\% | 17,511,618 | 11.7\% | 13,375,132 | 8.9\% | 9,747,566 | 6.5\% | $11.532,27$ | 7.7\% |
| Food \& Beverages: Comb Copy \& NEC | 146,111,621 | 16,067,788 | 110\% | 12,432,190 | 8.5\% | 11,823,158 | 8.1\% | 11,135,922 | 7.6\% | 7,767,321 | 5.3\% | 9.960,956 | 6.8\% | 13,48,795 | 9.2\% | 11,114,367 | 7.6\% | 13,958,596 | 9.6\% | ${ }^{9,677,927}$ | 6.9\% | 13,025,655 | 8.9\% | 15,73,966 | 10.8\% |
| Cigaretes, , Tobacco \& Accessories | 100,275,588 | 6,480,600 | 6.2\% | 7,019,846 | 6.7\% | 11,388,934 | 10.8\% | 10,55,321 | 10.0\% | 13,38, 8,98 | 12.7\% | 9,333,222 | 8.9\% | 10,849,376 | 10.3\% | 7,629,704 | ${ }^{7.2 \%}$ | 12,047,233 | 11.4\% | ${ }_{6.832,667}$ | 6.5\% | 4,932,711 | 4.7\% | 4.849,588 | 4.6\% |
| Aviation (Exl Freight) | 100,371,499 | 3,810,180 | 3.8\% | 3,532,742 | 3.5\% | 5.06,497 | 5.0\% | 12,385,755 | 12.36 | 15,10, 417 | 15.1\% | 9.028,268 | 9.0\% | 7,453,423 | $7.4 \%$ | 10,621,885 | 10.6\% | 5,866,493 | 5.8\% | 9,003,974 | 9.0\% | 8.005,211 | 8.6\% | 9,800,652 | 9.9\% |
| Drugs, Toietries \& Fitesess: Comb \& NEC | 96,554,146 | 3,639,304 | 3.8\% | 3,609.577 | 3.7\% | 11,387,811 | 11.8\% | 8,646,983 | 8.9\% | 13,002,245 | 13.4\% | 14,35, ,87 | 14.8\% | 11,552.599 | 11.9\% | 10,30,952 | 10.7\% | 8.584,858 | 8.9\% | 3,376,205 | 3.5\% | 4.140,551 | 4.3\%\% | 4,197,874 | 4.3\% |
| Home \& Builiding Comb Copy \& NEC | 2,310,261 | 159,260 | 6.9\% | ${ }^{11,8,82}$ | 5.2\% | 87,76 | 3.8\% | 424,190 | 18.48 | 294,52 | 12.7\% | 51,988 | 22\% | ${ }^{97,936}$ | ${ }_{4}^{4.2 \%}$ | 74.149 | ${ }^{3.28}$ | ${ }^{87,366}$ | 3.8\% | 621.582 | 26.9\% | 251.380 | 10.9\% | 40.35 | 1.7\% |
| Transporation \& Travel NEC | 698.488 | 40.831 | 5.8\% | 44,166 | 6.3\% | 52.207 | 7.5\% | 63,700 | 9.1\% | ${ }_{65,800}$ | 9.4\% | 67.988 | 9.7\% | 65,301 | 9.3\% | ${ }^{68,89}$ ) | 9.8\% | ${ }^{59.016}$ | ${ }_{8.46}$ | 56,438 | 8.1\% | ${ }^{53,827}$ | 7.7\% | ${ }_{60,895}$ | 8.7\% |

