

Advertising Ratios and Budgets

NOTES: Advertising Ratios & Budgets are based on data from government filings and published financial records. Three accounting measures are reviewed: Advertising Expenditures, Net Sales and Cost of Goods Sold.

SIC No. = Standard Industrial Classification Number as established by the U.S. Department of Commerce.

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.

The ratio shown is an estimate for the current year based on forecasting models. It can be thought of as the "most likely" advertising-to-sales ratio for the specified industry.

Ad Dollars as Percent of Margin - Advertising Expense Divided by Net Sales Minus Cost of Goods Sold. (Includes production, labor, materials, and appropriate overhead; does not include non-production expenses, taxes, interest, depreciation, amortization, selling, general, and administrative expenses. For Non-Manufacturing companies, cost of goods sold represent total operating costs.)

The ratio shown is an estimate for the current year based on forecasting models. It can be thought of as the "most likely" advertising-to-gross margin ratio for the specified industry.

Annual Ad Growth Rate (%) and Annual Sales Growth Rate (%): Two growth rates are reported for each industry. These growth rates are based on forecasted advertising spending and forecasted sales from the models applied to historical data. They are the average annual compound growth rate in advertising and in net sales expressed as a percentage, calculated over the current period, last year to next year.

In some instances, the growth rate of advertising and the growth rate of net sales will be the same. This event indicates that the Constant Ratio Model was mainly or entirely used to estimate advertising spending. Since this model uses forecasted sales to estimate advertising spending, the growth rates will be the same or similar.

In this report, a zero value such as 0 or 0.0 are "legitimate" numeric values which indicate that spending for the year was under \$1,000. N/A is used to indicate missing data (ad spending not published or released; or the forecasting models were not able to derive estimates).

In the industry summary tables, where figures are composites of data values for the set of all firms in the industry, the difference between N/A and "zero" is important. In calculating industry summary figures, N/A values are omitted from the calculations while "zero" values are included.

Source: Schonfeld and Associates, Inc. - Advertising Ratios & Budgets

Industry Name	SIC Code	2018 Ad Spending (\$Millions) <i>Historical</i>	2019 Ad Spending (\$Millions) <i>Estimate</i>	2020 Ad Spending (\$Millions) <i>Forecast</i>	2018 vs. 2019 Annual Ad Growth Rate %	2018 vs. 2019 Annual Sales Growth Rate %	2019 Ad \$ as % of Sales	2019 Ad \$ as % of Margin
ABRASIVE,ASBESTOS,MISC MINRL	3290	65.567	62.505	62.605	-2.3	7	0.7	2.2
ACCIDENT & HEALTH INSURANCE	6321	218	214.727	211.764	-1.4	0.5	1	4.3
ACCOUNT,AUDIT,BOOKKEEP SVCS	8721	74.356	74.325	74.403	0	5.5	0.9	1.8
ADHESIVES AND SEALANTS	2891	0.085	0.098	0.111	14.5	12.5	3.2	9
ADVERTISING	7310	96.094	100.497	105.294	4.7	0.4	2.7	5.1
AGRIC PROD-LVSTK,ANIMAL SPEC	200	5.106	4.275	3.444	-17.9	-20.1	0.5	22.5
AGRICULTURAL CHEMICALS	2870	2679.936	3033.926	3456.578	13.6	14.5	4.3	14.8
AGRICULTURE PRODUCTION-CROPS	100	54.801	54.947	55.331	0.5	6.8	0.2	0.4
AIR COURIER SERVICES	4513	494.336	521.254	548.172	5.3	9.2	0.6	2.1
AIR TRANSPORT, SCHEDULED	4512	3590.717	4115.727	5077.126	18.9	6.1	0.9	3.7
AIR-COND,HEATING,REFRIG EQ	3585	390.728	394.213	389.436	-0.2	-2.6	0.7	1.7
AIRCRAFT	3721	0.538	0.546	0.555	1.5	2.5	0.2	0.5
AIRPORTS & TERMINAL SERVICES	4581	28.85	37.882	49.162	30.5	4.1	0.5	1.1
AMUSEMENT & RECREATION SVCS	7900	136.798	158.933	178.565	14.3	11.4	1.1	3.8
AMUSEMENT PARKS	7996	261.4	269.817	278.416	3.2	2.6	6.3	13.3
APPAREL & OTHER FINISHED PDS	2300	2588.983	2811.618	3015.321	7.9	6.4	4.6	9
APPAREL AND ACCESSORY STORES	5600	1046.291	1064.076	1081.861	1.7	3.2	3.1	8
APPAREL,PIECE GDS,NOTNS-WHSL	5130	13.345	13.088	12.924	-1.6	-0.8	3.7	9
ARRANGE TRANS-FREIGHT, CARGO	4731	0.165	0.22	0.275	29.1	8.1	0.6	6.3
AUTO AND HOME SUPPLY STORES	5531	323.65	330.091	336.919	2	2.5	1.1	2
AUTO DEALERS, GAS STATIONS	5500	3790.313	3977.521	4172.378	4.9	6.3	0.7	4.5
AUTO RENT & LEASE,NO DRIVERS	7510	457.76	464.568	475.611	1.9	5.1	1.4	3.6
AUTO REPAIR,SERVICES,PARKING	7500	2.964	2.84	2.703	-4.5	0.9	0.1	0.7
BAKERY PRODUCTS	2050	135.102	138.9	142.81	2.8	0.1	1.2	3.8
BEVERAGES	2080	2600	2637.09	2680.236	1.5	1.4	4	6.9
BIOLOGICAL PDS,EX DIAGNSTICS	2836	2843.791	3089.246	3327.364	8	4	2.5	3.7
BLANKBOOKS,BINDERS,BOOKBIND	2780	180.049	178.671	175.172	-1.4	7.5	4.2	8.4
BLDG MATL,HARDWR,GARDEN-RETL	5200	83.67	88.577	92.939	5.4	7	1	3.1
BOOKS: PUBG, PUBG & PRINTING	2731	1183.898	1186.554	1192.879	0.4	2.9	11.2	19.2
BRDWOVEN FABRIC MILL, COTTON	2211	1.068	0.946	0.824	-12.1	-0.4	1.9	6.6
BTLD & CAN SOFT DRINKS,WATER	2086	5477.59	5449.504	5383.324	-0.9	0.4	5.2	10.5
BUSINESS SERVICES, NEC	7389	139.62	152.818	170.179	10.4	5.3	0.7	1.8
CABLE AND OTHER PAY TV SVCS	4841	14557.99	15177.507	16123.245	5.2	7.9	6.8	16.5
CALCULATE,ACCT MACH,EX COMP	3578	17.828	19.118	19.792	5.4	6.9	0.3	0.9

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CAN FRUIT,VEG,PRESRV,JAM,JEL	2033	252.108	275.342	297.362	8.6	-0.4	2.6	8.1
CAN,FROZN,PRESRV FRUIT & VEG	2030	1361.811	1431.26	1498.653	4.9	1.8	3.3	9.3
CARPETS AND RUGS	2273	116.854	138.666	152.258	14.1	5.3	1.3	3.9
CATALOG, MAIL-ORDER HOUSES	5961	15152.95	17562.555	20020.271	14.9	17.5	3.8	10.6
CEMENT, HYDRAULIC	3241	10.714	11.131	11.223	2.3	2.7	0	0.1
CHEMICALS & ALLIED PDS-WHSL	5160	0.94	1.5	2.06	48.1	5.8	1.9	7.3
CIGARETTES	2111	1683.045	2959.903	4275.664	59.4	9	2.7	5.1
CMP AND CMP SOFTWARE STORES	5734	75.483	74.955	74.427	-0.7	-1.9	0.9	4.2
CMP INTEGRATED SYS DESIGN	7373	289.723	305.549	321.511	5.3	4.1	0.3	0.6
CMP PROCESSING,DATA PREP SVC	7374	3119.479	3321.498	3497.844	5.9	5.3	3	6.1
CMP PROGRAMMING,DATA PROCESS	7370	45778.555	52340.586	58693.422	13.3	13.8	7.3	12.1
COML PHYSICAL, BIOLOGCL RESH	8731	197.451	232.313	267.335	16.4	18.8	0.8	2.5
COMMERCIAL BANKS	6020	0.613	0.656	0.7	6.9	3.3	1	3.1
COMMUNICATIONS EQUIP, NEC	3669	32.822	37.53	41.652	12.7	18.1	3.3	9.4
COMMUNICATIONS SERVICES, NEC	4899	1405.125	1423.112	1431.227	0.9	3.7	4.3	8.8
COMPUTER & OFFICE EQUIPMENT	3570	979.567	957.615	934.361	-2.3	3.3	0.6	2.3
COMPUTER COMMUNICATION EQUIP	3576	249.107	249.151	248.657	-0.1	1.2	0.4	0.6
COMPUTER PERIPHERAL EQ, NEC	3577	1114.152	1116.552	1119.638	0.2	4.2	1.7	3.4
COMPUTER PROGRAMMING SERVICE	7371	2.438	2.639	2.832	7.8	6.1	0	0.1
COMPUTER STORAGE DEVICES	3572	203.834	218.275	232.728	6.9	10	0.5	0.9
COMPUTERS & SOFTWARE-WHSL	5045	596.294	684.478	769.694	13.6	10.9	0.7	6.2
CONCRETE PDS, EX BLOCK,BRICK	3272	0.384	0.386	0.388	0.5	5.4	0.9	3.1
CONCRETE,GYPSUM,PLASTER PDS	3270	51.122	53.782	56.534	5.2	6.5	0.5	2
CONGLOMERATE	9997	6.123	6.936	7.75	12.5	2.6	0.4	1.1
CONSTR,MINING,MATL HANDLE EQ	3530	27.883	28.388	28.922	1.8	4.5	0.2	0.8
CONSTRUCTION MACHINERY & EQ	3531	101.029	114.333	127.52	12.3	12.8	0.1	0.3
CONSTRUCTION-SPECIAL TRADE	1700	6.434	6.884	7.361	7	13.8	0.1	0.4
CONVENIENCE STORES	5412	0.205	0.216	0.228	5.5	6.7	0.6	1.5
CONVRT PAPR,PAPRBRD,EX BOXES	2670	840.072	864.617	882.557	2.5	3.7	1.3	3.3
COOKIES AND CRACKERS	2052	1173	1044.642	921.558	-11.4	0	4	9.3
CREDIT REPORTING SERVICES	7323	201.438	203.355	205.455	1	7.2	1.1	1.6
CRUDE PETROLEUM & NATURAL GS	1311	1.491	0.454	0.419	-47	20	0	0
CUT STONE AND STONE PRODUCTS	3281	20.848	21.91	22.579	4.1	4.1	3.6	12.8
CUTLERY, HANDTOOLS,GEN HRDWR	3420	488.996	462.7	435.77	-5.6	-2.9	3.2	5.8
DAIRY PRODUCTS	2020	46.434	45.822	45.004	-1.6	0.6	0.6	2.7

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DENTAL EQUIPMENT & SUPPLIES	3843	236.959	267.573	295.023	11.6	9.2	4	6.1
DEPARTMENT STORES	5311	2861.985	2827.287	2797.628	-1.1	-5.1	4	10.1
DETECT, GUARD, ARMOR CAR SVCS	7381	177.01	202.875	224.541	12.6	13.1	2.1	3.7
DISTILLED AND BLENDED LIQUOR	2085	2465.66	2644.403	2823.19	7	6	11.8	18.5
DIVERSIFIED MULTI-MEDIA	4888	9000.913	9191.647	9391.832	2.1	4.5	5.7	15.4
DOLLS AND STUFFED TOYS	3942	550.236	511.13	455.394	-9	-7.2	9.5	24.7
DRAWNG, INSULATING NONFER WIRE	3357	1.901	1.829	1.797	-2.8	8.4	0.1	0.6
DRUG & PROPRIETARY STORES	5912	1181.314	1161.886	1244.997	2.7	3	0.3	1.6
DRUGS AND PROPRIETARY-WHSL	5122	204.214	211.237	215.502	2.7	5.7	0	0.7
DURABLE GOODS-WHOLESALE	5000	317.023	328.99	343.774	4.1	3.5	0.5	1.7
EATING AND DRINKING PLACES	5810	116.212	120.677	125.137	3.8	4.2	2.6	11.3
EATING PLACES	5812	4348.507	4476.697	4765.663	4.7	2.9	2.7	9.3
EDUCATIONAL SERVICES	8200	1895.264	1955.05	2099.111	5.2	5	8.2	17.1
ELEC APPARATUS & EQUIP-WHSL	5063	0.5	0.575	0.631	12.3	5.4	0.1	0.6
ELEC MEAS & TEST INSTRUMENTS	3825	42.915	45.598	50.997	9	11.8	0.4	0.6
ELECTR COIL, TRANSFORM, INDUCTR	3677	0.028	0.033	0.037	14.2	4.1	0.2	0.7
ELECTR, OTH ELEC EQ, EX CMP	3600	5219.634	5509.232	5798.837	5.4	4.8	2.7	10
ELECTRIC HOUSEWARES AND FANS	3634	62.718	63.136	63.554	0.7	0.9	4	10.3
ELECTRIC LIGHTING, WIRING EQ	3640	52.43	56.744	61.175	8	7.7	0.4	1.3
ELECTRIC SERVICES	4911	330.391	341.71	353.03	3.4	4.8	0.7	7
ELECTRICAL INDL APPARATUS	3620	16.147	4.615	5.448	-41.9	11.4	0	0
ELECTROMEDICAL APPARATUS	3845	4643.474	4761.911	4880.273	2.5	0.3	6	8.8
ELECTRONIC COMP, ACCESSORIES	3670	141.321	149.465	156.941	5.4	7.9	0.5	1.6
ELECTRONIC COMPONENTS, NEC	3679	355.533	373.984	392.774	5.1	4.9	0.9	2.6
ELECTRONIC COMPUTERS	3571	1527.677	1658.769	1789.797	8.2	3.5	1.2	3.2
ELECTRONIC CONNECTORS	3678	0.237	0.274	0.311	14.7	7.7	0.4	1.2
ELECTRONIC PARTS, EQ-WHSL, NEC	5065	82.901	84.573	86.609	2.2	0	0.1	0.9
EMPLOYMENT AGENCIES	7361	51.204	50.199	48.076	-3.1	5.1	0.8	2.2
ENGINEERING SERVICES	8711	30.854	32.706	35.16	6.7	9.6	0.1	0.7
ENGINES AND TURBINES	3510	57.138	58.082	61.115	3.4	9.8	0.1	0.6
ENGR, ACC, RESH, MGMT, REL SVCS	8700	18	18.48	18.681	1.9	8.3	0.3	0.5
EQUIP RENTAL & LEASING, NEC	7359	293.789	304.378	314.164	3.4	7.2	1.7	2
FABRICATED PLATE WORK	3443	7.018	7.356	7.535	3.6	9.6	0.5	1.7
FABRICATED RUBBER PDS, NEC	3060	0.293	0.263	0.232	-11.1	5.6	0	0
FAMILY CLOTHING STORES	5651	1976.961	2056.722	2136.484	4	5.1	1.9	5.2

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FARM MACHINERY AND EQUIPMENT	3523	666.384	708.281	750.275	6.1	10.9	0.6	2.3
FARM-PRODUCT RAW MATL-WHSL	5150	1.9	0	0	-100	2.2	0	0
FINANCE LESSORS	6172	468.8	513.548	560.268	9.3	-2.2	1.6	3.2
FINANCE SERVICES	6199	2182.522	2329.352	2478.696	6.6	6.9	1.8	4.1
FIRE, MARINE, CASUALTY INS	6331	16052.375	19027.822	21558.418	13.7	4.8	3.7	28.2
FOOD AND KINDRED PRODUCTS	2000	5176.742	5292.608	5373.929	1.9	1.9	3.3	7.2
FOOD STORES	5400	128.103	140.7	151.193	8.6	-2.5	3.2	9.7
FOOTWEAR, EXCEPT RUBBER	3140	517.077	549.541	578.9	5.8	5.4	4.4	9.6
FUNCTIONS REL TO DEP BKG,NEC	6099	2486.541	2586.187	2686.683	3.9	10.8	5	8.2
FURNITURE STORES	5712	153.413	161.331	169.226	5	5.1	4.3	8.6
GAMES, TOYS, CHLD VEH, EX DOLLS	3944	1325.396	1443.674	1562.076	8.6	12.7	6.7	16.8
GEN BLDG CONTRACTOR-RESIDNTL	1520	71.148	82.258	93.546	14.7	9.8	5.6	12.7
GEN BLDG CONTRACTORS-NONRES	1540	0.144	0.172	0.201	18.3	-5.7	1.2	2.6
GENERAL INDL MACH & EQ, NEC	3569	12.674	13.768	14.862	8.3	8.7	0.5	0.9
GENERAL INDUSTRIAL MACH & EQ	3560	141.273	145.163	148.701	2.6	5.5	0.4	0.9
GLASS PD, MADE OF PURCH GLASS	3231	11.994	13.524	14.77	11	13.3	2.2	6.2
GLASS, GLASSWR-PRESSED, BLOWN	3220	6.1	5.185	4.443	-14.7	0.2	0.6	2.8
GRAIN MILL PRODUCTS	2040	2523.823	2429.175	2339.814	-3.7	2.3	2.8	14.1
GROCERIES & RELATED PDS-WHSL	5140	1097.252	1175.944	1253.968	6.9	5.7	0.9	4.9
GROCERIES, GENERAL LINE-WHSL	5141	40.9	38.854	36.592	-5.4	2.5	0.5	3.5
GROCERY STORES	5411	2026.241	2186.177	2346.012	7.6	7.5	0.7	2.8
HARDWARE-WHOLESALE	5072	25.707	24.446	23.184	-5	6.1	1.6	8.4
HARDWR, PLUMB, HEAT EQ-WHSL	5070	16.52	17.321	17.588	3.2	3.7	0.4	1.5
HAZARDOUS WASTE MANAGEMENT	4955	74.615	63.004	59.192	-10.9	5.1	0.7	2.1
HEAVY CONSTR-NOT BLDG CONSTR	1600	0.225	0.243	0.262	8	5.7	0	0.4
HELP SUPPLY SERVICES	7363	156.689	164.413	172.878	5	4.8	0.3	1.5
HOBBY, TOY, AND GAME SHOPS	5945	213.09	211.454	209.819	-0.8	0.3	3.7	9.1
HOME FURNITURE & EQUIP STORE	5700	741.581	789.459	836.927	6.2	-1.3	4.6	13.8
HOME HEALTH CARE SERVICES	8082	129.88	149.135	163.22	12.1	6.7	1.7	5.4
HOSPITAL & MEDICAL SVC PLANS	6324	1833.053	1879.044	1926.699	2.5	7.9	0.3	1.6
HOSPITALS	8060	42.793	39.609	36.943	-7.1	6.3	0.3	1.4
HOTELS AND MOTELS	7011	1657.687	1897.338	2107.199	12.7	6.4	3.5	14.3
HOTELS, OTHER LODGING PLACES	7000	0.046	0.048	0.049	2.8	2.8	0.5	0.6
HOUSEHOLD APPLIANCES	3630	825.476	869.347	909.083	4.9	2	2.1	8.9
HOUSEHOLD AUDIO & VIDEO EQ	3651	789.513	900.968	1012.388	13.2	2.9	3.3	10.6

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HOUSEHOLD FURNITURE	2510	972.85	979.485	988.981	0.8	2.1	7.3	19.7
ICE CREAM & FROZEN DESSERTS	2024	0.188	0.178	0.168	-5.4	-5.1	1.4	4.5
IN VITRO,IN VIVO DIAGNOSTICS	2835	34.016	36.094	38.19	6	9.9	0.6	1
INDL COML FANS,BLOWRS,OTH EQ	3564	1.075	1.109	1.149	3.4	-3	0.3	0.9
INDL INORGANIC CHEMICALS	2810	18.376	19.86	26.481	20	9.3	0	0.1
INDL TRUCKS,TRACTORS,TRAILRS	3537	14.872	15.935	17.099	7.2	9.5	0.4	2.5
INDUSTRIAL MACH & EQ-WHSL	5084	15.421	12.246	12.6	-9.6	10.1	0.1	0.4
INDUSTRIAL MEASUREMENT INSTR	3823	11.225	11.784	12.281	4.6	12	0	0.1
INDUSTRIAL ORGANIC CHEMICALS	2860	165.205	177.944	191.633	7.7	8.6	0.2	0.5
INS AGENTS,BROKERS & SERVICE	6411	218.036	232.06	247.4	6.5	4.3	0.4	1.7
INVESTMENT ADVICE	6282	2882.916	3002.666	3080.105	3.4	9	1.9	4.7
INVESTORS, NEC	6799	0.808	0.908	1.021	12.4	18.8	3.8	3.8
JEWELRY STORES	5944	796.975	818.368	839.761	2.6	1.3	7.5	14.5
LAB ANALYTICAL INSTRUMENTS	3826	445.664	511.059	577.487	13.8	14.4	0.6	1.1
LAB APPARATUS AND FURNITURE	3821	0.763	0.819	0.876	7.1	6.6	0.4	1.5
LEATHER AND LEATHER PRODUCTS	3100	382.718	405.465	428.213	5.8	8.6	4.3	6.3
LIFE INSURANCE	6311	9	9.033	9.065	0.4	10.3	0.2	0.9
LOAN BROKERS	6163	483.212	603.717	708.632	21.1	2.5	28.8	86.7
LUMBER & OTH BLDG MATL-RETL	5211	2904.512	3075.223	3245.34	5.7	5.2	1.4	4.1
LUMBER AND CONSTR MATL-WHSL	5030	2.22	2.451	2.682	9.9	14.2	0.1	0.2
LUMBER AND WOOD PDS, EX FURN	2400	141.852	146.297	150.569	3	9.8	0.9	2.8
LUMBER, PLYWD, MILLWORK-WHSL	5031	7.434	9.031	10.655	19.7	12.7	0.1	0.4
MACHINERY AND EQUIPMENT-WHSL	5080	12.385	14.675	17.016	17.2	6.5	0.1	0.4
MAILING,REPRO,COMML ART SVCS	7330	455.232	505.835	556.439	10.6	13.5	15.9	30.3
MALT BEVERAGES	2082	8038.026	9096.277	9907.734	11	8.1	6.2	11.1
MANAGEMENT CONSULTING SVCS	8742	160.817	162.354	160.368	-0.1	7.2	0.3	1
MANAGEMENT SERVICES	8741	9.601	8.154	7.776	-10	11.3	0.1	0.6
MANIFOLD BUSINESS FORMS	2761	0.822	0.851	0.881	3.5	5.1	0.2	0.5
MEAS & CONTROLLING DEV, NEC	3829	153.109	164.505	175.499	7.1	7	1.3	2.3
MEAT PACKING PLANTS	2011	352.45	158.691	156.063	-33.5	3.8	0.3	1.7
MED, DENTAL, HOSP EQ-WHSL	5047	78.733	80.638	84.893	3.8	3.4	0.3	1.2
MEDICAL LABORATORIES	8071	7.21	6.864	6.741	-3.3	4.1	0	0.1
MEDICINAL CHEMS,BOTANICL PDS	2833	12.118	14.495	17.275	19.4	5.1	0.9	2.3
MEMBERSHIP SPORT & REC CLUBS	7997	14.943	13.347	14.734	-0.7	11	1.2	3.1
MENS,BOYS FRNSH, WORK CLTHNG	2320	1748.313	1824.338	1904.568	4.4	5.5	6.1	10.8

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METAL DOORS,FRAMES,MOLD,TRIM	3442	27.363	27.865	28.47	2	8.3	0.5	1.7
METAL FORGINGS AND STAMPINGS	3460	1.22	0.849	0.553	-32.7	6	0	0.1
METAL MINING	1000	0.154	0.173	0.194	12.3	10.1	0	0
METALS SERVICE CENTERS-WHSL	5051	3.393	3.953	4.512	15.3	11.7	0	13.5
METALWORKING MACHINERY & EQ	3540	542.71	620.111	684.071	12.3	7.4	2	5.5
MILLWORK, VENEER, PLYWOOD	2430	365.016	394.144	425.21	7.9	9	2.2	8
MISC AMUSEMENT & REC SERVICE	7990	1111.152	1162.806	1255.473	6.3	11.1	1.5	3.3
MISC BUSINESS CREDIT INSTN	6159	308.581	232.003	173.633	-25	4.3	1.3	2.7
MISC CHEMICAL PRODUCTS	2890	222.194	227.782	229.196	1.6	2.8	1.6	4.1
MISC DURABLE GOODS-WHSL	5090	76.71	64.925	53.447	-16.5	-4.9	1.7	5.1
MISC ELEC MACHY, EQ, SUPPLIES	3690	430.074	447.507	466.706	4.2	6.8	3.9	11.7
MISC EQUIP RENTAL & LEASING	7350	78.993	72.881	64.769	-9.5	9.2	0.5	0.8
MISC FABRICATED METAL PRODS	3490	100.936	111.316	121.787	9.8	9.1	0.4	1.3
MISC FOOD PREPS, KINDRED PDS	2090	578.017	689.174	803.954	17.9	5.4	3.5	7.1
MISC FURNITURE AND FIXTURES	2590	13.44	14.861	16.281	10.1	3.3	0.5	0.9
MISC HEALTH & ALLIED SVC, NEC	8090	434.98	456.596	479.135	5	3.4	1.1	3
MISC INDL, COML, MACHY & EQ	3590	0.068	0.072	0.077	6.6	16.9	2.6	5.8
MISC MANUFACTURNG INDUSTRIES	3990	578.91	578.013	578.18	-0.1	-12.1	5.1	12.3
MISC NONDURABLE GOODS-WHSL	5190	146.873	193.204	253.326	31.3	5.5	1.1	2.1
MISC PDS OF PETROLEUM & COAL	2990	177.721	178.201	178.041	0.1	7.1	3	10
MISC PLASTICS PRODUCTS	3080	4.096	4.343	4.59	5.9	7.9	0.3	1
MISC SHOPPING GOODS STORES	5940	695.216	680.424	678.272	-1.2	0.7	2.4	8.6
MISC TRANSPORTATION EQUIP	3790	102.732	109.298	115.863	6.2	16.7	0.5	2.8
MISCELLANEOUS PUBLISHING	2741	3.449	3.281	3.113	-5	1.8	8.7	-10000
MISCELLANEOUS RETAIL	5900	108.05	110.872	113.111	2.3	16	0.2	2.3
MOBILE HOMES	2451	0.926	0.683	0.439	-31.2	16.9	0.3	0.9
MORTGAGE BANKERS & LOAN CORR	6162	99.812	139.126	180.796	36.7	17.4	2.7	16.1
MOTION PIC, VIDEOTAPE PRODTN	7812	828.258	896.961	965.678	8	0.8	7.1	23.1
MOTION PICTURE THEATERS	7830	173.811	192.085	208.621	9.6	11.9	1.3	5.9
MOTOR VEH PARTS, SUPPLY-WHSL	5010	6.233	7.05	7.867	12.3	12.9	0.3	0.6
MOTOR VEH SUPPLY, NEW PTS-WHSL	5013	204.7	227.888	257.284	12.1	8.5	1.1	3.4
MOTOR VEHICLE PART, ACCESSORY	3714	1157.559	1254.393	1345.069	7.8	7.5	0.5	2.2
MOTOR VEHICLES & CAR BODIES	3711	41942.5	44056.16	45818.188	4.5	5.2	2.5	9.7
MOTORCYCLES, BICYCLES & PARTS	3751	146.546	150.457	155.257	2.9	0.6	2.3	5.3
MOTORS AND GENERATORS	3621	183.513	191.579	198.999	4.1	10.4	0.7	2.3

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NEWSPAPER:PUBG, PUBG & PRINT	2711	959.892	1020.574	1081.73	6.2	2.8	5.5	12.1
NON-OPERATING ESTABLISHMENTS	9995	0	0	0.004	0	30.2	0	-0.3
NONSTORE RETAILERS	5960	1.185	0	0	-100	37.7	0	0
OFFICE FURNITURE	2520	7.12	7.621	8.122	6.8	2.6	0.2	0.6
OIL & GAS FIELD MACHY, EQUIP	3533	21.003	25.739	31.433	22.3	10	0.1	0.3
OIL & GAS FIELD SERVICES,NEC	1389	39.233	42.481	44.978	7.1	16.5	0	0.1
OIL AND GAS FIELD EXPL SVCS	1382	0.498	0.544	0.577	7.6	-10.5	0.3	2.1
OPERATIVE BUILDERS	1531	498.379	541.954	585.414	8.4	12.9	0.5	2.4
OPERATORS-APARTMENT BLDGS	6513	0.227	0.246	0.265	8.1	2.5	0.4	0.7
OPERATORS-NONRES BLDGS	6512	27.933	27.757	27.27	-1.2	7	0.2	0.5
OPHTHALMIC GOODS	3851	1782.273	1836.632	1888.441	2.9	6.2	8	12.2
OPTICAL INSTRUMENTS & LENSES	3827	5.764	6.216	6.682	7.7	11.4	0.1	0.2
ORDNANCE AND ACCESSORIES	3480	92.929	85.989	79.099	-7.7	-9.1	2.5	9.3
ORTHO,PROSTH,SURG APPL,SUPPLY	3842	632.02	670.589	708.364	5.9	6.2	1.7	2.4
PAINTS, VARNISHES, LACQUERS	2851	1735.961	1701.716	1663.404	-2.1	2.9	3.3	8.2
PAPER & PAPER PRODUCTS-WHSL	5110	1.077	1.098	1.121	2	7.6	0	0.1
PAPER MILLS	2621	1267.076	1361.063	1468.254	7.6	3.8	2.3	8.8
PATENT OWNERS AND LESSORS	6794	271.171	280.965	275.732	3	1.7	6.6	9.9
PERFUME,COSMETIC,TOILET PREP	2844	18255.389	19810.326	21199.965	7.8	7.4	22	31.5
PERIODICAL:PUBG,PUBG & PRINT	2721	1266.176	1410.244	1519.389	9.5	7	9.4	13.6
PERSONAL CREDIT INSTITUTIONS	6141	2143.829	2233.106	2323.767	4.1	9.5	1.3	3.1
PERSONAL SERVICES	7200	925.33	931.04	937.242	0.6	0.4	9.7	22.4
PETROLEUM REFINING	2911	4970.557	5801.485	6637.364	15.6	14.7	0.2	1
PETROLEUM,EX BULK STATN-WHSL	5172	24	17.187	11.04	-32.2	16	0.1	3.3
PHARMACEUTICAL PREPARATIONS	2834	24353.842	25620.363	26690.535	4.7	5.3	3.8	5.1
PHONE COMM EX RADIOTELEPHONE	4813	9207.936	8859.963	8488.336	-4	4.2	1.6	3.7
PHONO RECRDS,AUDIO TAPE,DISK	3652	105.159	110.684	116.209	5.1	8.9	2.5	5.5
PHOTOGRAPHIC EQUIP & SUPPLY	3861	362.547	359.203	361.345	-0.2	0.4	0.8	1.9
PLASTICS PRODUCTS, NEC	3089	32.927	33.379	33.863	1.4	1.1	0.5	1.1
PLASTICS,RESINS,ELASTOMERS	2821	79.218	53.181	35.575	-33	14.5	0	0.2
POULTRY SLAUGHTER & PROCESS	2015	256.457	300.614	338.036	14.8	11.5	1	5.7
PREFAB METAL BLDGS AND COMP	3448	9.376	10.078	10.781	7.2	7.5	0.5	2
PREFAB WOOD BLDGS,COMPONENTS	2452	1.47	1.664	1.857	12.4	8.5	0.1	0.7
PREPACKAGED SOFTWARE	7372	8142.891	8817.255	9452.617	7.7	9.4	2.6	3.4
PRIM SMELT,REFIN NONFER METL	3330	1.196	1.304	1.399	8.1	12.9	0.1	0.4

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PRINTED CIRCUIT BOARDS	3672	3.8	4.376	4.789	12.3	5.7	0.4	1.1
PRINTING TRADES MACHY, EQUIP	3555	1.077	1.295	1.532	19.3	10.8	0.8	1.6
PROF & COML EQ & SUPPLY-WHSL	5040	0.005	0	0	-100	-2.6	0	0
PUBLIC BLDG & REL FURNITURE	2531	1.198	1.268	1.337	5.6	4.3	0.6	1.6
PUMPS AND PUMPING EQUIPMENT	3561	95.557	99.843	104.395	4.5	5.3	0.4	1.1
PWR,DISTR,SPECL TRANSFORMERS	3612	0.3	0	0	-100	-7.5	0	0
RACING,INCL TRACK OPERATIONS	7948	31.751	30.714	29.647	-3.4	-1.6	2.6	5.8
RADIO BROADCASTING STATIONS	4832	1201.848	1369.547	1524.953	12.6	8.9	4.1	7.7
RADIO, TV BROADCAST, COMM EQ	3663	3128.399	3349.091	3550.13	6.5	7.2	0.9	2.1
RADIO,TV,CONS ELECTR STORES	5731	875.488	889.68	903.871	1.6	3.6	1.9	7.1
RADIOTELEPHONE COMMUNICATION	4812	25255.648	25860.318	26184.582	1.8	3	2.9	6
REAL ESTATE	6500	74.814	81.888	89.787	9.6	17.3	0.3	4.9
REAL ESTATE AGENTS & MGRS	6531	1197.393	1197.793	1221.915	1	13.3	2.3	12.2
REAL ESTATE INVESTMENT TRUST	6798	6864.391	7119.962	7365.702	3.6	6.4	3.5	8.2
REAL ESTATE OPERATORS,LESSOR	6510	0.006	0.006	0.005	-10.6	9.2	0.5	-3.6
RECORD AND TAPE STORES	5735	3.69	4.008	4.326	8.3	9.5	0.7	2.4
REFRIG & SERVICE IND MACHINE	3580	48.448	50.51	52.572	4.2	7.7	0.7	1.7
REFUSE SYSTEMS	4953	29.992	34.617	39.534	14.8	6.2	0.1	0.2
RETAIL STORES, NEC	5990	548.074	593.491	639.6	8	7.6	3.4	7.5
ROLLING & DRAW NONFER METAL	3350	0.3	0.167	0.036	-65.4	14.4	0	0.1
RUBBER AND PLASTICS FOOTWEAR	3021	3832.284	3959.615	4087.492	3.3	4.9	9.3	21.2
SANITARY SERVICES	4950	0.011	0	0	-100	10.5	0	0
SAUSAGE,OTH PREPARED MEAT PD	2013	2.87	3.152	3.434	9.4	6.3	1	2.9
SCRAP & WASTE MATERIALS-WHSL	5093	6.348	7.044	7.74	10.4	14.3	0.2	1.4
SEC SMELT,REFIN NONFER METAL	3341	0.09	0.051	0.013	-62.2	6.7	0	0.1
SECURITY & COMMODITY BROKERS	6200	347.151	353.535	360.297	1.9	20.2	0.3	1.2
SECURITY BROKERS & DEALERS	6211	3376.404	3547.112	3711.537	4.8	10	1.5	3.3
SEMICONDUCTOR,RELATED DEVICE	3674	3963.452	4251.599	4522.261	6.8	9.7	1	1.7
SHIP & BOAT BLDG & REPAIRING	3730	438.664	475.64	517.263	8.6	8	4.5	18.8
SHOE STORES	5661	445.273	456.661	468.073	2.5	0.5	3	9
SHORT-TERM BUS CREDIT, EX AG	6153	828.32	881.106	929.826	6	11.3	10.2	14.7
SOAP,DETERGENT,TOILET PREPS	2840	15718.419	15937.165	15993.268	0.9	2.9	11.7	23.1
SOCIAL SERVICES	8300	17.977	19.361	20.744	7.4	1.8	4.1	18.8
SPEC OUTPATIENT FACILITY,NEC	8093	54.117	61.532	68.948	12.9	2.8	4.3	18.4
SPECIAL CLEAN,POLISH PREPS	2842	2034.468	2037.297	2035.112	0	4.4	9.3	20.7

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SPECIAL INDUSTRY MACHY, NEC	3559	536.435	632.139	724.997	16.3	17.2	1	2.1
SPORTING & ATHLETIC GDS, NEC	3949	363.411	368.544	373.218	1.3	5.2	7.9	15.9
SRCH,DET,NAV,GUID,AERO SYS	3812	2910.1	3228.012	3579.803	10.9	4.8	3.7	11.2
STEEL WORKS & BLAST FURNACES	3312	572.269	602.887	634.748	5.3	10.3	0.2	1.1
STEEL WRK, ROLL&FINISH MILL	3310	23.951	25.233	26.515	5.2	6.9	0.4	2
SUBDIVIDE, DEV, EX CEMETERY	6552	108.083	119.286	130.182	9.7	11.6	2.9	10.2
SUGAR & CONFECTIONERY PRODS	2060	692.117	686.383	673.217	-1.4	1.5	4.8	12.2
SURGICAL,MED INSTR,APPARATUS	3841	162.162	181.157	199.226	10.8	10.8	0.5	0.9
SVCS TO DWELLINGS, OTH BLDGS	7340	157.172	156.384	145.741	-3.7	3.9	1.2	5.5
SWITCHGEAR & SWITCHBOARD APP	3613	2.8	3.218	3.581	13.1	-7.7	0.2	0.4
TELE & TELEGRAPH APPARATUS	3661	26.226	26.053	26.307	0.2	9.2	0.3	0.7
TELEVISION BROADCAST STATION	4833	1786.147	1848.917	1922.075	3.7	3.5	4.5	10.2
TESTING LABORATORIES	8734	0.115	0.127	0.139	10.1	2	3.1	8.7
TEXTILE MILL PRODUCTS	2200	3.587	3.503	3.423	-2.3	2.2	0.4	2.8
TIRES AND INNER TUBES	3011	399.177	389.232	381.479	-2.2	0.6	2.1	8.8
TOBACCO PRODUCTS	2100	5.6	6.424	7.308	14.2	19.3	1.7	3.7
TRANSIT & PASSENGER TRANS	4100	1300	1500	1700	14.4	18.4	10.3	25.7
TRANSPORTATION SERVICES	4700	10766.993	13493.906	16157.73	22.5	23.7	34.8	42.7
TRUCK AND BUS BODIES	3713	4.741	5.086	5.431	7	7.5	0.2	1.4
TRUCKING, EXCEPT LOCAL	4213	152.206	157.111	159.235	2.3	15.7	0.2	1.5
TRUCKING,COURIER SVC,EX AIR	4210	369.423	373.471	377.56	1.1	5.3	0.2	-10000
UNIT INV TR, CLOSED-END MGMT	6726	0.012	0.018	0.024	40.3	18	0	0.1
VARIETY STORES	5331	6480.783	6873.815	7266.211	5.9	3.3	1	3.5
VIDEO TAPE RENTAL	7841	1808	2130.305	2489.191	17.3	19.9	11.1	28.7
WATCHES, CLOCKS AND PARTS	3873	296.559	289.356	278.358	-3.1	-5.9	9.4	17.1
WATER TRANSPORTATION	4400	1720.227	1812.785	1905.944	5.3	7.3	3.1	8.4
WATER,SEWER,PIPELINE CONSTR	1623	6.724	7.04	7.284	4.1	9.6	0	0.2
WINE,BRANDY & BRANDY SPIRITS	2084	0.413	0.394	0.379	-4.2	3.5	0.4	0.8
WMNS,MISS,CHLD,INFNT UNDGRMT	2340	164.989	172.939	180.904	4.7	4.9	4.7	9.2
WOMEN'S CLOTHING STORES	5621	638.984	642.587	646.19	0.6	-3.3	4.6	9.7
WOMENS,MISSES,JRS OUTERWEAR	2330	6379.554	7133.517	7868.896	11.1	13.2	11	15.8
WOOD HSHLD FURN, EX UPHOLSRD	2511	20.984	22.545	24.107	7.2	0.6	4.8	7.8
X-RAY & RELATED APPARATUS	3844	27.951	31.871	35.791	13.2	7.4	0.9	1.4