



ADVERTISING RATIOS AND BUDGETS 2024

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 2023 and 2022 *fiscal* year. If no data for fiscal 2023 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 2023 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 2022 fiscal year to the 2023 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	2023 Revenue (\$Millions)	2022 Revenue (\$Millions)	2023 vs. 2022 Annual Revenue Growth Rate %	2023 Advertising Spend (\$Millions)	2022 Advertising Spend (\$Millions)	2023 vs. 2022 Annual Advertising Growth Rate %	2023 Ad Dollars as % of Sales
ABRASIVE, ASBESTOS & MISC NONMETALLIC MINERAL PRODS	3290	9677.000	9761.000	-0.86	134.000	125.000	7.20	1.38
ACCIDENT & HEALTH INSURANCE	6321	18701.000	19502.000	-4.11	188.000	204.000	-7.84	1.01
AGRICULTURAL CHEMICALS	2870	4548.406	4951.030	-8.13	136.410	132.191	3.19	3.00
AGRICULTURAL PROD-LIVESTOCK & ANIMAL SPECIALTIES	200	5569.947	3146.217	77.04	0.917	3.400	-73.02	0.02
AGRICULTURAL PRODUCTION-CROPS	100	6491.353	6515.084	-0.36	54.193	62.749	-13.64	0.83
AGRICULTURAL SERVICES	700	1949.540	2248.669	-13.30	0.999	2.102	-52.45	0.05
AIR COURIER SERVICES	4513	86918.513	90155.000	-3.59	402.606	435.000	-7.45	0.46
AIR TRANSPORTATION, NONSCHEDULED	4522	1867.197	1725.880	8.19	20.927	15.040	39.14	1.12
AIR TRANSPORTATION, SCHEDULED	4512	224862.690	200463.543	12.17	1176.774	1020.900	15.27	0.52
AIR-COND & WARM AIR HEATG EQUIP & COMM & INDL REFRIG EQUIP	3585	6175.557	5632.191	9.65	42.179	34.851	21.03	0.68
AIRCRAFT	3721	675.436	565.521	19.44	3.986	4.354	-8.45	0.59
AIRCRAFT PARTS & AUXILIARY EQUIPMENT, NEC	3728	16.539	6.425	157.42	0.411	0.427	-3.75	2.49
AIRPORTS, FLYING FIELDS & AIRPORT TERMINAL SERVICES	4581	1408.876	1386.262	1.63	1.547	1.652	-6.36	0.11
APPAREL & OTHER FINISHD PRODS OF FABRICS & SIMILAR MATL	2300	36847.446	35171.715	4.76	2140.235	2128.446	0.55	5.81
AUTO CONTROLS FOR REGULATING RESIDENTIAL & COMML ENVIRONMENT	3822	11.375	8.448	34.64	0.001	0.004	-65.34	0.01
BAKERY PRODUCTS	2050	1615.941	1359.850	18.83	76.291	62.803	21.48	4.72
BEVERAGES	2080	169263.865	159659.390	6.02	10943.797	9442.764	15.90	6.47
BIOLOGICAL PRODUCTS, (NO DIAGNOSTIC SUBSTANCES)	2836	84475.301	95729.603	-11.76	2289.799	2139.842	7.01	2.71
BLANKBOOKS, LOOSELEAF BINDERS & BOOKBINDG & RELATD WORK	2780	4025.060	4185.610	-3.84	135.373	147.531	-8.24	3.36
BOOKS: PUBLISHING OR PUBLISHING & PRINTING	2731	3726.152	3723.900	0.06	171.775	170.285	0.88	4.61
BOTTLED & CANNED SOFT DRINKS & CARBONATED WATERS	2086	11676.191	10568.908	10.48	756.081	617.268	22.49	6.48
BROADWOVEN FABRIC MILLS, COTTON	2211	64.480	75.053	-14.09	0.436	0.422	3.43	0.68
CABLE & OTHER PAY TELEVISION SERVICES	4841	252207.420	245861.956	2.58	15357.926	15779.977	-2.67	6.09
CALCULATING & ACCOUNTING MACHINES (NO ELECTRONIC COMPUTERS)	3578	3356.075	3704.341	-9.40	11.090	9.300	19.25	0.33
CANNED, FROZEN & PRESERVD FRUIT, VEG & FOOD SPECIALTIES	2030	37056.137	35289.600	5.01	1135.312	980.600	15.78	3.06
CANNED, FRUITS, VEG, PRESERVES, JAMS & JELLIES	2033	10739.194	10038.552	6.98	147.787	162.500	-9.05	1.38
CARPETS & RUGS	2273	12396.613	13034.984	-4.90	169.775	158.198	7.32	1.37
CHEMICALS & ALLIED PRODUCTS	2800	7.938	3.396	133.73	0.508	0.480	5.79	6.40
CIGARETTES	2111	61474.630	59250.344	3.75	967.048	780.335	23.93	1.57
COATING, ENGRAVING & ALLIED SERVICES	3470	399.075	326.570	22.20	1.990	1.447	37.52	0.50
COMMERCIAL BANKS, NEC	6029	87817.964	48133.048	82.45	926.178	794.569	16.56	1.05
COMMERCIAL PRINTING	2750	3284.475	3079.627	6.65	427.419	417.886	2.28	13.01
COMMODITY CONTRACTS BROKERS & DEALERS	6221	395.510	801.972	-50.68	0.436	0.436	0.00	0.11
COMMUNICATIONS EQUIPMENT, NEC	3669	1630.599	1449.231	12.51	9.241	10.758	-14.10	0.57
COMMUNICATIONS SERVICES, NEC	4899	18300.648	15413.344	18.73	1240.981	550.039	125.62	6.78
COMPUTER & OFFICE EQUIPMENT	3570	144713.000	151936.000	-4.75	2021.000	2205.000	-8.34	1.40

How to read: Agricultural Services \$1,949,540,000
Dental Equipment \$106,428,000



Ad to Sales Ratios

Industry Name	SIC Code	2023 Revenue (\$Millions)	2022 Revenue (\$Millions)	2023 vs. 2022 Annual Revenue Growth Rate %	2023 Advertising Spend (\$Millions)	2022 Advertising Spend (\$Millions)	2023 vs. 2022 Annual Advertising Growth Rate %	2023 Ad Dollars as % of Sales
COMPUTER COMMUNICATIONS EQUIPMENT	3576	65859.324	60095.838	9.59	245.205	272.762	-10.10	0.37
COMPUTER PERIPHERAL EQUIPMENT, NEC	3577	6366.972	7049.427	-9.68	217.304	370.300	-41.32	3.41
COMPUTER STORAGE DEVICES	3572	16037.201	22868.186	-29.87	94.799	113.300	-16.33	0.59
CONCRETE PRODUCTS, EXCEPT BLOCK & BRICK	3272	3996.421	3827.231	4.42	128.982	83.521	54.43	3.23
CONSTRUCTION - SPECIAL TRADE CONTRACTORS	1700	5251.691	5010.725	4.81	4.195	2.945	42.47	0.08
CONSTRUCTION MACHINERY & EQUIP	3531	27560.275	26377.808	4.48	160.899	161.141	-0.15	0.58
CONSTRUCTION, MINING & MATERIALS HANDLING MACHINERY & EQUIP	3530	8438.134	8508.088	-0.82	23.860	25.905	-7.89	0.28
CONVERTED PAPER & PAPERBOARD PRODS (NO CONTANERS/BOXES)	2670	20853.847	20601.852	1.22	1076.100	902.100	19.29	5.16
COOKIES & CRACKERS	2052	1558.829	1380.656	12.90	9.700	7.000	38.57	0.62
CRUDE PETROLEUM & NATURAL GAS	1311	2049.025	2071.536	-1.09	2.321	2.884	-19.54	0.11
CUT STONE & STONE PRODUCTS	3281	565.231	690.806	-18.18	15.726	14.777	6.42	2.78
CUTLERY, HANDTOOLS & GENERAL HARDWARE	3420	24643.103	25458.314	-3.20	183.710	187.814	-2.19	0.75
DAIRY PRODUCTS	2020	160.123	141.568	13.11	3.733	3.353	11.33	2.33
DENTAL EQUIPMENT & SUPPLIES	3843	106.428	92.750	14.75	8.962	8.662	3.46	8.42
DOLLS & STUFFED TOYS	3942	5441.219	5434.687	0.12	524.786	534.255	-1.77	9.64
DRAWING & INSULATING OF NONFERROUS WIRE	3357	2584.258	2620.925	-1.40	18.991	13.859	37.03	0.73
ELECTRIC & OTHER SERVICES COMBINED	4931	1169.445	873.229	33.92	11.300	9.600	17.71	0.97
ELECTRIC HOUSEWARES & FANS	3634	2147.616	2293.837	-6.37	115.900	99.100	16.95	5.40
ELECTRIC LIGHTING & WIRING EQUIPMENT	3640	4002.453	4033.637	-0.77	22.580	20.709	9.03	0.56
ELECTRIC SERVICES	4911	111882.712	101157.793	10.60	262.006	164.396	59.37	0.23
ELECTROMEDICAL & ELECTROTHERAPEUTIC APPARATUS	3845	3499.439	3467.274	0.93	295.945	69.640	324.97	8.46
ELECTRONIC & OTHER ELECTRICAL EQUIPMENT (NO COMPUTER EQUIP)	3600	19.625	29.184	-32.75	0.000	0.000	0.00	0.00
ELECTRONIC COMPONENTS & ACCESSORIES	3670	1072.354	1129.716	-5.08	6.903	0.883	681.53	0.64
ELECTRONIC COMPONENTS, NEC	3679	23759.686	26552.131	-10.52	82.650	108.749	-24.00	0.35
ELECTRONIC COMPUTERS	3571	98268.717	109518.141	-10.27	940.571	1102.542	-14.69	0.96
ELECTRONIC CONNECTORS	3678	72.168	85.254	-15.35	0.076	0.333	-77.18	0.11
ENGINES & TURBINES	3510	6401.400	6812.200	-6.03	28.500	39.900	-28.57	0.45
FABRICATED PLATE WORK (BOILER SHOPS)	3443	3375.310	1624.204	107.81	21.317	10.840	96.65	0.63
FABRICATED RUBBER PRODUCTS, NEC	3060	17.804	18.048	-1.35	0.531	0.402	32.09	2.98
FABRICATED STRUCTURAL METAL PRODUCTS	3440	503.877	488.398	3.17	13.800	11.800	16.95	2.74
FARM MACHINERY & EQUIPMENT	3523	77383.332	66770.416	15.89	323.829	288.990	12.06	0.42
FATS & OILS	2070	703.148	721.532	-2.55	0.115	0.096	19.79	0.02
FINANCE SERVICES	6199	70600.115	66472.037	6.21	5945.921	6468.840	-8.08	8.42
FIRE, MARINE & CASUALTY INSURANCE	6331	69046.174	55308.043	24.84	1676.724	2163.129	-22.49	2.43
FLAT GLASS	3211	972.000	817.898	18.84	2.250	1.612	39.58	0.23
FOOD AND KINDRED PRODUCTS	2000	72339.610	65510.458	10.42	3178.246	2583.871	23.00	4.39

How to read: Agricultural Services \$1,949,540,000

Dental Equipment \$106,428,000



Ad to Sales Ratios

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FOOTWEAR, (NO RUBBER)	3140	15503.951	15834.972	-2.09	983.135	933.721	5.29	6.34
FUNCTIONS RELATED TO DEPOSITORY BANKING, NEC	6099	82.591	69.428	18.96	0.017	0.094	-82.45	0.02
GAMES, TOYS & CHILDREN'S VEHICLES (NO DOLLS & BICYCLES)	3944	5788.544	6660.263	-13.09	372.974	402.578	-7.35	6.44
GAS & OTHER SERVICES COMBINED	4932	425.455	420.588	1.16	0.038	0.032	17.70	0.01
GENERAL BLDG CONTRACTORS - RESIDENTIAL BLDGS	1520	37599.883	37290.866	0.83	148.027	107.000	38.34	0.39
GENERAL INDUSTRIAL MACHINERY & EQUIPMENT	3560	25791.700	26549.000	-2.85	123.400	119.300	3.44	0.48
GENERAL INDUSTRIAL MACHINERY & EQUIPMENT, NEC	3569	4639.210	4548.690	1.99	16.275	14.228	14.39	0.35
GLASS PRODUCTS, MADE OF PURCHASED GLASS	3231	1416.942	1440.696	-1.65	1.200	1.200	0.00	0.08
GOLD AND SILVER ORES	1040	65.099	40.767	59.69	0.000	0.000	0.00	0.00
GRAIN MILL PRODUCTS	2040	45207.842	42145.516	7.27	2009.900	1523.920	31.89	4.45
GUIDED MISSILES & SPACE VEHICLES & PARTS	3760	244.071	160.848	51.74	1.199	1.306	-8.19	0.49
HAZARDOUS WASTE MANAGEMENT	4955	5740.659	5501.514	4.35	13.573	12.002	13.09	0.24
HEARING EQUIP, EXCEPT ELEC & WARM AIR; & PLUMBING FIXTURES	3430	111.465	125.487	-11.17	0.913	0.976	-6.45	0.82
HOSPITAL & MEDICAL SERVICE PLANS	6324	176305.955	162411.025	8.56	622.856	544.458	14.40	0.35
HOTELS & MOTELS	7011	110453.597	89828.896	22.96	3002.499	2814.987	6.66	2.72
HOTELS, ROOMING HOUSES, CAMPS & OTHER LODGING PLACES	7000	9.751	10.337	-5.67	0.071	0.059	19.96	0.73
HOUSEHOLD APPLIANCES	3630	30327.588	26903.716	12.73	1022.603	624.405	63.77	3.37
HOUSEHOLD AUDIO & VIDEO EQUIPMENT	3651	86274.184	89603.913	-3.72	2784.822	3002.569	-7.25	3.23
HOUSEHOLD FURNITURE	2510	10782.555	11472.697	-6.02	1019.827	992.626	2.74	9.46
ICE CREAM & FROZEN DESSERTS	2024	10.068	12.827	-21.51	0.424	0.564	-24.82	4.21
IN VITRO & IN VIVO DIAGNOSTIC SUBSTANCES	2835	8271.790	7891.020	4.83	34.045	32.556	4.57	0.41
INDUSTRIAL & COMMERCIAL FANS & BLOWERS & AIR PURIFYING EQUIP	3564	544.845	422.627	28.92	0.600	0.000	0.00	0.11
INDUSTRIAL INORGANIC CHEMICALS	2810	1977.100	2266.200	-12.76	2.000	2.000	0.00	0.10
INDUSTRIAL INSTRUMENTS FOR MEASUREMENT, DISPLAY, AND CONTROL	3823	6322.878	6447.401	-1.93	25.428	28.339	-10.27	0.40
INDUSTRIAL ORGANIC CHEMICALS	2860	2215.822	2227.605	-0.53	5.780	5.753	0.47	0.26
INDUSTRIAL TRUCKS, TRACTORS, TRAILORS & STACKERS	3537	4118.300	3548.300	16.06	10.600	8.600	23.26	0.26
INSTRUMENTS FOR MEAS & TESTING OF ELECTRICITY & ELEC SIGNALS	3825	3023.018	3465.811	-12.78	17.044	18.641	-8.57	0.56
INSURANCE AGENTS, BROKERS & SERVICE	6411	5229.126	4418.121	18.36	595.240	738.263	-19.37	11.38
INVESTMENT ADVICE	6282	17012.713	17151.805	-0.81	364.543	332.251	9.72	2.14
INVESTORS, NEC	6799	98.321	17.454	463.32	0.067	0.105	-36.30	0.07
JEWELRY, SILVERWARE & PLATED WARE	3910	471.282	479.646	-1.74	127.855	108.365	17.99	27.13
LABORATORY ANALYTICAL INSTRUMENTS	3826	18661.308	18517.577	0.78	141.682	204.200	-30.62	0.76
LABORATORY APPARATUS & FURNITURE	3821	286.371	221.535	29.27	0.338	0.303	11.33	0.12
LAND SUBDIVIDERS & DEVELOPERS (NO CEMETERIES)	6552	464.718	333.490	39.35	4.735	3.572	32.56	1.02
LAWN & GARDEN TRACTORS & HOME LAWN & GARDENS EQUIP	3524	4553.200	4514.662	0.85	77.600	58.300	33.10	1.70
LEATHER & LEATHER PRODUCTS	3100	12768.615	12860.196	-0.71	1071.715	1000.841	7.08	8.39

How to read: Agricultural Services \$1,949,540,000

Dental Equipment \$106,428,000



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LOAN BROKERS	6163	747.430	984.992	-24.12	413.804	647.300	-36.07	55.36
LUMBER & WOOD PRODUCTS (NO FURNITURE)	2400	3675.837	4960.043	-25.89	25.049	71.300	-64.87	0.68
MALT BEVERAGES	2082	13711.228	12791.459	7.19	1333.537	1227.071	8.68	9.73
MANIFOLD BUSINESS FORMS	2761	466.192	431.837	7.96	0.400	0.600	-33.33	0.09
MEASURING & CONTROLLING DEVICES, NEC	3829	4709.281	4514.514	4.31	29.199	30.106	-3.01	0.62
MEAT PACKING PLANTS	2011	12110.010	12458.806	-2.80	160.100	157.300	1.78	1.32
MEDICINAL CHEMICALS & BOTANICAL PRODUCTS	2833	6910.703	6882.842	0.40	248.486	207.659	19.66	3.60
MEN'S & BOYS' FURNISHGS, WORK CLOTHG, & ALLIED GARMENTS	2320	31461.048	31123.247	1.09	2076.061	2011.800	3.19	6.60
METAL DOORS, SASH, FRAMES, MOLDINGS & TRIM	3442	2571.149	2511.578	2.37	33.109	25.287	30.93	1.29
METAL FORGINGS & STAMPINGS	3460	2253.612	2296.501	-1.87	0.441	0.469	-5.97	0.02
METAL MINING	1000	41794.205	43849.006	-4.69	28.024	24.021	16.66	0.07
METALWORKG MACHINERY & EQUIPMENT	3540	65.090	59.041	10.25	0.612	0.884	-30.72	0.94
MILLWOOD, VENEER, PLYWOOD, & STRUCTURAL WOOD MEMBERS	2430	14059.966	14810.066	-5.06	308.436	304.700	1.23	2.19
MISC INDUSTRIAL & COMMERCIAL MACHINERY & EQUIPMENT	3590	18.003	15.984	12.63	0.001	0.000	0.00	0.00
MISCELLANEOUS BUSINESS CREDIT INSTITUTION	6159	17329.182	19725.827	-12.15	0.000	0.000	0.00	0.00
MISCELLANEOUS CHEMICAL PRODUCTS	2890	537.255	518.820	3.55	28.807	27.343	5.35	5.36
MISCELLANEOUS ELECTRICAL MACHINERY, EQUIPMENT & SUPPLIES	3690	8786.000	7773.364	13.03	215.837	208.866	3.34	2.46
MISCELLANEOUS FABRICATED METAL PRODUCTS	3490	1397.394	1358.241	2.88	6.031	6.085	-0.90	0.43
MISCELLANEOUS FOOD PREPARATIONS & KINDRED PRODUCTS	2090	9497.171	9654.200	-1.63	213.835	198.842	7.54	2.25
MISCELLANEOUS MANUFACTURING INDUSTRIES	3990	3158.897	2835.845	11.39	75.069	62.746	19.64	2.38
MISCELLANEOUS PRODUCTS OF PETROLEUM & COAL	2990	1443.500	1236.100	16.78	60.500	54.800	10.40	4.19
MISCELLANEOUS TRANSPORTATION EQUIPMENT	3790	9282.508	8704.739	6.64	177.947	91.646	94.17	1.92
MOBILE HOMES	2451	6147.808	5057.810	21.55	10.501	5.670	85.20	0.17
MORTGAGE BANKERS & LOAN CORRESPONDENTS	6162	3732.488	9687.572	-61.47	825.475	1067.056	-22.64	22.12
MOTOR HOMES	3716	14612.305	21270.255	-31.30	87.469	78.761	11.06	0.60
MOTOR VEHICLE PARTS & ACCESSORIES	3714	6552.347	5859.757	11.82	11.533	14.316	-19.44	0.18
MOTOR VEHICLES & PASSENGER CAR BODIES	3711	686338.649	647262.449	6.04	7326.940	7067.335	3.67	1.07
MOTORCYCLES, BICYCLES & PARTS	3751	7395.726	7487.386	-1.22	146.760	121.983	20.31	1.98
MOTORS & GENERATORS	3621	4042.989	4591.646	-11.95	118.381	100.598	17.68	2.93
NATIONAL COMMERCIAL BANKS	6021	558224.513	513209.881	8.77	14937.413	13736.297	8.74	2.68
NEWSPAPERS: PUBLISHING OR PUBLISHING & PRINTING	2711	14487.356	15132.624	-4.26	592.593	698.900	-15.21	4.09
OIL & GAS FIELD MACHINERY & EQUIPMENT	3533	58.208	45.937	26.71	0.164	0.060	173.73	0.28
OIL & GAS FIELD SERVICES, NEC	1389	3247.873	2881.463	12.72	2.400	2.000	20.00	0.07
OPERATIVE BUILDERS	1531	105954.345	106452.911	-0.47	374.102	304.122	23.01	0.35
OPERATORS OF APARTMENT BUILDINGS	6513	144.762	125.901	14.98	0.636	0.369	72.34	0.44
OPERATORS OF NONRESIDENTIAL BUILDINGS	6512	4097.394	3245.108	26.26	31.840	37.011	-13.97	0.78

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Dental Equipment \$106,428,000



Ad to Sales Ratios

Industry Name	SIC Code	2023 Revenue (\$Millions)	2022 Revenue (\$Millions)	2023 vs. 2022 Annual Revenue Growth Rate %	2023 Advertising Spend (\$Millions)	2022 Advertising Spend (\$Millions)	2023 vs. 2022 Annual Advertising Growth Rate %	2023 Ad Dollars as % of Sales
OPHTHALMIC GOODS	3851	7264.648	6655.907	9.15	637.680	575.218	10.86	8.78
OPTICAL INSTRUMENTS & LENSES	3827	5.430	0.000	0.00	0.345	0.000	0.00	6.35
ORDNANCE & ACCESSORIES, (NO VEHICLES/GUIDED MISSILES)	3480	4426.781	4676.003	-5.33	84.379	74.041	13.96	1.91
ORTHOPEDIC, PROSTHETIC & SURGICAL APPLIANCES & SUPPLIES	3842	16676.920	15866.057	5.11	371.260	310.838	19.44	2.23
PAINTS, VARNISHES, LACQUERS, ENAMELS & ALLIED PRODS	2851	26095.982	24908.414	4.77	369.670	314.000	17.73	1.42
PAPERBOARD CONTAINERS & BOXES	2650	30.258	47.307	-36.04	0.000	0.000	0.00	0.00
PATENT OWNERS & LESSORS	6794	8095.045	6503.853	24.47	166.357	157.601	5.56	2.06
PERFUMES, COSMETICS & OTHER TOILET PREPARATIONS	2844	65043.970	46846.200	38.85	8536.843	6461.058	32.13	13.12
PERIODICALS: PUBLISHING OR PUBLISHING & PRINTING	2721	0.157	0.035	345.31	0.191	0.169	12.78	121.18
PERSONAL CREDIT INSTITUTIONS	6141	23728.378	21553.939	10.09	1912.671	1902.797	0.52	8.06
PETROLEUM REFINING	2911	191565.400	220651.500	-13.18	97.820	93.900	4.17	0.05
PHARMACEUTICAL PREPARATIONS	2834	489212.718	532903.863	-8.20	15582.684	12834.708	21.41	3.19
PHONOGRAPH RECORDS & PRERECORDED AUDIO TAPES & DISKS	3652	32.506	39.299	-17.29	3.112	2.300	35.29	9.57
PHOTOGRAPHIC EQUIPMENT & SUPPLIES	3861	32353.324	33529.327	-3.51	461.693	417.896	10.48	1.43
PLASTIC MATERIALS, SYNTH RESINS & NONVULCAN ELASTOMERS	2821	4583.800	5936.671	-22.79	4.800	4.500	6.67	0.10
PLASTICS FOAM PRODUCTS	3086	3405.818	3071.121	10.90	12.042	8.500	41.67	0.35
PLASTICS PRODUCTS, NEC	3089	13020.232	14470.379	-10.02	460.176	464.718	-0.98	3.53
PLASTICS, FOIL & COATED PAPER BAGS	2673	3756.000	3817.000	-1.60	79.000	59.000	33.90	2.10
POULTRY SLAUGHTERING AND PROCESSING	2015	70243.217	70750.377	-0.72	395.700	341.000	16.04	0.56
PREFABRICATED METAL BUILDINGS & COMPONENTS	3448	5402.434	0.000	0.00	15.900	0.000	0.00	0.29
PREPARED FRESH OR FROZEN FISH & SEAFOODS	2092	6.125	12.767	-52.03	0.005	0.005	-16.67	0.07
PRINTED CIRCUIT BOARDS	3672	12.049	12.049	0.00	0.180	0.300	-40.00	1.49
PRINTING TRADES MACHINERY & EQUIPMENT	3555	370.008	271.518	36.27	5.599	3.026	85.02	1.51
PUBLIC BLDG & RELATED FURNITURE	2531	269.117	231.064	16.47	1.400	1.209	15.80	0.52
PUMPS & PUMPING EQUIPMENT	3561	3933.411	3702.927	6.22	20.200	18.200	10.99	0.51
RADIO & TV BROADCASTING & COMMUNICATIONS EQUIPMENT	3663	10108.895	13336.042	-24.20	59.987	77.668	-22.76	0.59
RADIO BROADCASTING STATIONS	4832	20046.206	20710.265	-3.21	804.444	858.609	-6.31	4.01
RADIOTELEPHONE COMMUNICATIONS	4812	82701.068	84121.772	-1.69	2685.368	2478.804	8.33	3.25
RAILROAD EQUIPMENT	3743	0.142	0.421	-66.27	0.457	0.393	16.28	321.83
RAILROADS, LINE-HAUL OPERATING	4011	0.019	0.059	-67.20	0.000	0.000	0.00	0.00
REAL ESTATE	6500	43306.210	42472.217	1.96	246.799	372.031	-33.66	0.57
REAL ESTATE AGENTS & MANAGERS (FOR OTHERS)	6531	21832.111	35383.669	-38.30	537.452	764.676	-29.72	2.46
REAL ESTATE INVESTMENT TRUSTS	6798	33479.575	30966.872	8.11	469.513	368.062	27.56	1.40
REFRIGERATION & SERVICE INDUSTRY MACHINERY	3580	2982.853	3147.384	-5.23	16.770	16.500	1.63	0.56
REFUSE SYSTEMS	4953	8310.789	7496.486	10.86	12.431	9.365	32.73	0.15
RETAIL-APPAREL & ACCESSORY STORES	5600	11847.553	12836.367	-7.70	475.427	530.939	-10.46	4.01

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RETAIL-AUTO & HOME SUPPLY STORES	5531	49563.811	46531.336	6.52	480.946	461.654	4.18	0.97
RETAIL-AUTO DEALERS & GASOLINE STATIONS	5500	194234.584	194876.448	-0.33	1571.014	1891.883	-16.96	0.81
RETAIL-BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY	5200	39165.343	36720.685	6.66	498.278	418.331	19.11	1.27
RETAIL-CATALOG & MAIL-ORDER HOUSES	5961	695229.851	644205.320	7.92	49801.635	47605.695	4.61	7.16
RETAIL-COMPUTER & COMPUTER SOFTWARE STORES	5734	5272.800	5927.200	-11.04	60.096	75.000	-19.87	1.14
RETAIL-CONVENIENCE STORES	5412	9412.731	9142.799	2.95	5.100	5.200	-1.92	0.05
RETAIL-DEPARTMENT STORES	5311	57943.887	58238.819	-0.51	1977.600	2118.400	-6.65	3.41
RETAIL-DRUG STORES AND PROPRIETARY STORES	5912	520983.675	479751.001	8.59	1127.829	898.595	25.51	0.22
RETAIL-EATING & DRINKING PLACES	5810	41529.129	36830.395	12.76	606.746	503.726	20.45	1.46
RETAIL-EATING PLACES	5812	94762.606	85771.014	10.48	4580.231	3985.258	14.93	4.83
RETAIL-FAMILY CLOTHING STORES	5651	123729.558	118415.593	4.49	2904.605	2871.048	1.17	2.35
RETAIL-FOOD STORES	5400	2074.825	1837.817	12.90	47.872	44.166	8.39	2.31
RETAIL-FURNITURE STORES	5712	5879.228	6517.799	-9.80	287.498	240.945	19.32	4.89
RETAIL-GROCERY STORES	5411	304732.506	298008.687	2.26	2035.532	1940.894	4.88	0.67
RETAIL-HOBBY, TOY & GAME SHOPS	5945	486.114	467.937	3.88	24.300	19.600	23.98	5.00
RETAIL-HOME FURNITURE, FURNISHINGS & EQUIPMENT STORES	5700	13549.356	15995.536	-15.29	981.054	1044.147	-6.04	7.24
RETAIL-JEWELRY STORES	5944	7489.197	8187.736	-8.53	531.238	564.474	-5.89	7.09
RETAIL-LUMBER & OTHER BUILDING MATERIALS DEALERS	5211	244364.630	259837.152	-5.95	2112.086	2123.700	-0.55	0.86
RETAIL-MISCELLANEOUS RETAIL	5900	9006.873	6999.391	28.68	99.283	101.445	-2.13	1.10
RETAIL-MISCELLANEOUS SHOPPING GOODS STORES	5940	34464.277	35117.748	-1.86	875.065	817.188	7.08	2.54
RETAIL-NONSTORE RETAILERS	5960	816.191	936.929	-12.89	37.190	43.482	-14.47	4.56
RETAIL-RADIO, TV & CONSUMER ELECTRONICS STORES	5731	44689.683	47640.527	-6.19	888.300	950.700	-6.56	1.99
RETAIL-RECORD & PRERECORDED TAPE STORES	5735	114.412	128.228	-10.77	2.405	2.300	4.55	2.10
RETAIL-RETAIL STORES, NEC	5990	185640.914	183459.134	1.19	6758.823	934.417	623.32	3.64
RETAIL-SHOE STORES	5661	16589.729	17379.166	-4.54	618.348	517.200	19.56	3.73
RETAIL-VARIETY STORES	5331	836960.175	798608.204	4.80	6313.662	6085.769	3.74	0.75
RETAIL-WOMEN'S CLOTHING STORES	5621	16854.106	16805.280	0.29	768.839	625.268	22.96	4.56
ROLLING DRAWING & EXTRUDING OF NONFERROUS METALS	3350	3087.000	3427.900	-9.94	0.100	0.000	0.00	0.00
RUBBER & PLASTICS FOOTWEAR	3021	66366.949	59680.032	11.20	4886.163	4591.940	6.41	7.36
SANITARY SERVICES	4950	976.358	709.331	37.64	0.900	0.600	50.00	0.09
SAUSAGES & OTHER PREPARED MEAT PRODUCTS	2013	354.920	359.086	-1.16	18.456	16.455	12.16	5.20
SAVINGS INSTITUTION, FEDERALLY CHARTERED	6035	6247.768	6637.525	-5.87	190.193	127.840	48.77	3.04
SAVINGS INSTITUTIONS, NOT FEDERALLY CHARTERED	6036	2250.028	1935.723	16.24	30.220	25.339	19.26	1.34
SEARCH, DETECTION, NAVIGATION, GUIDANCE, AERONAUTICAL SYS	3812	5247.604	4882.512	7.48	173.109	168.040	3.02	3.30
SECURITY & COMMODITY BROKERS, DEALERS, EXCHANGES & SERVICES	6200	75475.822	80615.085	-6.38	228.345	202.269	12.89	0.30
SECURITY BROKERS, DEALERS & FLOTATION COMPANIES	6211	93844.669	89922.440	4.36	1666.755	1470.625	13.34	1.78

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SEMICONDUCTORS & RELATED DEVICES	3674	197058.097	173811.796	13.37	1864.669	2016.967	-7.55	0.95
SERVICES-ADVERTISING	7310	5419.064	6819.756	-20.54	639.983	637.778	0.35	11.81
SERVICES-ADVERTISING AGENCIES	7311	2866.621	3027.467	-5.31	136.682	181.411	-24.66	4.77
SERVICES-ALLIED TO MOTION PICTURE PRODUCTION	7819	299.758	257.607	16.36	14.008	8.200	70.83	4.67
SERVICES-AMUSEMENT & RECREATION SERVICES	7900	32333.408	25528.566	26.66	928.095	809.253	14.69	2.87
SERVICES-AUTO RENTAL & LEASING (NO DRIVERS)	7510	27444.035	26603.146	3.16	399.393	363.500	9.87	1.46
SERVICES-AUTOMOTIVE REPAIR, SERVICES & PARKING	7500	1088.040	931.094	16.86	8.713	6.634	31.33	0.80
SERVICES-BUSINESS SERVICES, NEC	7389	320418.833	271254.972	18.12	21396.121	17411.123	22.89	6.68
SERVICES-COMMERCIAL PHYSICAL & BIOLOGICAL RESEARCH	8731	19631.767	18278.035	7.41	605.306	202.842	198.41	3.08
SERVICES-COMPUTER INTEGRATED SYSTEMS DESIGN	7373	36122.883	35174.429	2.70	851.452	871.605	-2.31	2.36
SERVICES-COMPUTER PROCESSING & DATA PREPARATION	7374	49613.017	43268.845	14.66	4315.704	4128.562	4.53	8.70
SERVICES-COMPUTER PROGRAMMING SERVICES	7371	13261.034	14242.634	-6.89	435.141	366.803	18.63	3.28
SERVICES-COMPUTER PROGRAMMING, DATA PROCESSING, ETC.	7370	518995.850	472554.694	9.83	16736.902	17923.489	-6.62	3.22
SERVICES-CONSUMER CREDIT REPORTING, COLLECTION AGENCIES	7320	21593.400	20013.100	7.90	340.200	334.800	1.61	1.58
SERVICES-DETECTIVE, GUARD & ARMORED CAR SERVICES	7381	6920.485	8102.747	-14.59	209.856	282.529	-25.72	3.03
SERVICES-EDUCATIONAL SERVICES	8200	15242.795	14863.727	2.55	1502.425	1394.821	7.71	9.86
SERVICES-EMPLOYMENT AGENCIES	7361	169.572	201.114	-15.68	10.424	4.581	127.55	6.15
SERVICES-ENGINEERING SERVICES	8711	713.532	694.373	2.76	1.424	2.016	-29.37	0.20
SERVICES-ENGINEERING, ACCOUNTING, RESEARCH, MANAGEMENT	8700	486.625	539.465	-9.79	1.767	2.367	-25.34	0.36
SERVICES-EQUIPMENT RENTAL & LEASING, NEC	7359	11354.484	11512.617	-1.37	137.484	116.600	17.91	1.21
SERVICES-HEALTH SERVICES	8000	9367.220	7300.352	28.31	108.255	112.492	-3.77	1.16
SERVICES-HELP SUPPLY SERVICES	7363	41720.473	44165.729	-5.54	166.968	170.068	-1.82	0.40
SERVICES-HOME HEALTH CARE SERVICES	8082	10589.647	9921.902	6.73	111.046	101.800	9.08	1.05
SERVICES-HOSPITALS	8060	4804.662	4348.689	10.49	6.182	6.300	-1.87	0.13
SERVICES-MAILING, REPRODUCTION, COMMERCIAL ART & PHOTOGRAPHY	7330	281.201	286.010	-1.68	0.700	0.700	0.00	0.25
SERVICES-MANAGEMENT CONSULTING SERVICES	8742	6408.614	5437.806	17.85	40.510	34.652	16.91	0.63
SERVICES-MANAGEMENT SERVICES	8741	1526.371	1598.961	-4.54	12.038	11.801	2.02	0.79
SERVICES-MEDICAL LABORATORIES	8071	15418.158	14677.765	5.04	180.357	269.022	-32.96	1.17
SERVICES-MEMBERSHIP SPORTS & RECREATION CLUBS	7997	4081.964	3305.588	23.49	76.342	41.400	84.40	1.87
SERVICES-MISC HEALTH & ALLIED SERVICES, NEC	8090	143.163	123.903	15.54	3.226	0.837	285.51	2.25
SERVICES-MISCELLANEOUS AMUSEMENT & RECREATION	7990	107735.875	99347.685	8.44	8060.164	8643.595	-6.75	7.48
SERVICES-MISCELLANEOUS BUSINESS SERVICES	7380	1021.963	970.435	5.31	7.552	5.351	41.12	0.74
SERVICES-MISCELLANEOUS EQUIPMENT RENTAL & LEASING	7350	7115.983	6125.941	16.16	11.600	9.500	22.11	0.16
SERVICES-MOTION PICTURE & VIDEO TAPE PRODUCTION	7812	7236.420	6315.182	14.59	235.893	215.233	9.60	3.26
SERVICES-MOTION PICTURE THEATERS	7830	5764.919	4791.909	20.31	69.238	53.277	29.96	1.20
SERVICES-NURSING & PERSONAL CARE FACILITIES	8050	1705.440	1505.236	13.30	8.900	9.700	-8.25	0.52

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SERVICES-OFFICES & CLINICS OF DOCTORS OF MEDICINE	8011	8649.431	6967.457	24.14	1286.148	997.088	28.99	14.87
SERVICES-PERSONAL SERVICES	7200	9845.792	9432.421	4.38	1012.079	1185.369	-14.62	10.28
SERVICES-PREPACKAGED SOFTWARE	7372	582619.579	514359.955	13.27	17251.333	12631.382	36.58	2.96
SERVICES-RACING, INCLUDING TRACK OPERATION	7948	2523.137	1876.624	34.45	85.469	55.998	52.63	3.39
SERVICES-SPECIALTY OUTPATIENT FACILITIES, NEC	8093	114.749	116.176	-1.23	23.327	1.426	1535.42	20.33
SERVICES-TESTING LABORATORIES	8734	16.279	20.869	-21.99	0.190	0.352	-46.17	1.16
SERVICES-TO DWELLINGS & OTHER BUILDINGS	7340	23984.628	21751.373	10.27	1265.687	929.559	36.16	5.28
SERVICES-VIDEO TAPE RENTAL	7841	38212.466	35819.799	6.68	3028.695	2792.799	8.45	7.93
SHIP & BOAT BUILDING & REPAIRING	3730	1040.584	1080.809	-3.72	9.214	7.970	15.60	0.89
SHORT-TERM BUSINESS CREDIT INSTITUTIONS	6153	122.620	117.096	4.72	1.724	1.973	-12.64	1.41
SOAP, DETERGENTS, CLEANG PREPARATIONS, PERFUMES, COSMETICS	2840	89734.163	82185.000	9.19	8742.566	8535.200	2.43	9.74
SPECIAL INDUSTRY MACHINERY, NEC	3559	4147.850	2237.534	85.38	35.896	36.041	-0.40	0.87
SPECIALTY CLEANING, POLISHING AND SANITATION PREPARATIONS	2842	10603.341	10154.900	4.42	759.882	734.000	3.53	7.17
SPORTING & ATHLETIC GOODS, NEC	3949	12522.053	13170.862	-4.93	802.147	926.553	-13.43	6.41
STATE COMMERCIAL BANKS	6022	125810.466	110831.902	13.51	1817.147	1684.446	7.88	1.44
STEEL PIPE & TUBES	3317	1.219	1.664	-26.72	0.157	0.167	-6.07	12.90
STEEL WORKS, BLAST FURNACES & ROLLING & FINISHING MILLS	3310	5988.553	6306.358	-5.04	10.000	10.930	-8.50	0.17
STEEL WORKS, BLAST FURNACES & ROLLING MILLS (COKE OVENS)	3312	1821.800	2169.380	-16.02	3.300	3.000	10.00	0.18
SUGAR & CONFECTIONERY PRODUCTS	2060	12765.333	11960.832	6.73	627.077	543.611	15.35	4.91
SURGICAL & MEDICAL INSTRUMENTS & APPARATUS	3841	53809.111	52079.506	3.32	786.651	727.537	8.13	1.46
SWITCHGEAR & SWITCHBOARD APPARATUS	3613	2362.657	2513.897	-6.02	4.000	3.800	5.26	0.17
TELEGRAPH & OTHER MESSAGE COMMUNICATIONS	4822	2384.893	2088.876	14.17	121.988	129.600	-5.87	5.12
TELEPHONE & TELEGRAPH APPARATUS	3661	3129.041	3197.345	-2.14	39.233	35.342	11.01	1.25
TELEPHONE COMMUNICATIONS (NO RADIOTELEPHONE)	4813	288081.016	293141.403	-1.73	6828.426	6362.531	7.32	2.37
TELEVISION BROADCASTING STATIONS	4833	71688.685	71142.138	0.77	4028.210	3945.915	2.09	5.62
TEXTILE MILL PRODUCTS	2200	476.595	623.527	-23.56	3.429	4.003	-14.34	0.72
TIRES & INNER TUBES	3011	20066.000	20805.000	-3.55	364.000	375.000	-2.93	1.81
TITLE INSURANCE	6361	310.943	440.181	-29.36	1.000	3.200	-68.75	0.32
TOBACCO PRODUCTS	2100	461.083	444.280	3.78	9.764	9.446	3.37	2.12
TRANSPORTATION SERVICES	4700	38810.218	32468.554	19.53	10750.087	10036.284	7.11	27.70
TRUCK & BUS BODIES	3713	0.672	2.106	-68.09	1.300	1.100	18.18	193.45
TRUCKING & COURIER SERVICES (NO AIR)	4210	1575.383	1493.110	5.51	1.016	1.322	-23.15	0.06
TRUCKING (NO LOCAL)	4213	10765.850	10966.992	-1.83	46.625	43.101	8.18	0.43
WATCHES, CLOCKS, CLOCKWORK OPERATED DEVICES/PARTS	3873	2084.985	2434.337	-14.35	271.031	280.800	-3.48	13.00
WATER TRANSPORTATION	4400	52592.848	30696.060	71.33	2382.400	2409.200	-1.11	4.53
WATER, SEWER, PIPELINE, COMM & POWER LINE CONSTRUCTION	1623	4617.715	3853.530	19.83	4.539	4.123	10.09	0.10

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WHOLESALE-APPAREL, PIECE GOODS & NOTIONS	5130	841.531	916.471	-8.18	19.100	19.000	0.53	2.27
WHOLESALE-BEER, WINE & DISTILLED ALCOHOLIC BEVERAGES	5180	836.523	782.358	6.92	38.213	29.714	28.60	4.57
WHOLESALE-CHEMICALS & ALLIED PRODUCTS	5160	2191.000	2391.000	-8.36	2.000	2.000	0.00	0.09
WHOLESALE-DRUGS, PROPRIETARIES & DRUGGISTS' SUNDRIES	5122	8135.650	8358.258	-2.66	117.700	81.400	44.59	1.45
WHOLESALE-DURABLE GOODS	5000	16575.028	15325.028	8.16	638.300	519.300	22.92	3.85
WHOLESALE-DURABLE GOODS, NEC	5099	1271.888	1295.807	-1.85	9.767	10.700	-8.72	0.77
WHOLESALE-ELECTRONIC PARTS & EQUIPMENT, NEC	5065	2345.595	1450.288	61.73	50.570	57.785	-12.49	2.16
WHOLESALE-FARM PRODUCT RAW MATERIALS	5150	14750.112	17325.384	-14.86	0.000	0.000	0.00	0.00
WHOLESALE-GROCERIES & RELATED PRODUCTS	5140	5697.322	5774.396	-1.33	473.377	486.031	-2.60	8.31
WHOLESALE-GROCERIES, GENERAL LINE	5141	9729.219	9643.100	0.89	33.700	37.600	-10.37	0.35
WHOLESALE-HARDWARE	5072	6242.000	6370.000	-2.01	0.000	0.000	0.00	0.00
WHOLESALE-HARDWARE & PLUMBING & HEATING EQUIPMENT & SUPPLIES	5070	29734.000	28566.000	4.09	403.000	389.000	3.60	1.36
WHOLESALE-INDUSTRIAL MACHINERY & EQUIPMENT	5084	7160.382	6429.793	11.36	88.924	86.377	2.95	1.24
WHOLESALE-JEWELRY, WATCHES, PRECIOUS STONES & METALS	5094	10569.620	9286.561	13.82	20.700	15.877	30.37	0.20
WHOLESALE-LUMBER & OTHER CONSTRUCTION MATERIALS	5030	6127.658	5329.252	14.98	8.571	6.000	42.86	0.14
WHOLESALE-LUMBER, PLYWOOD, MILLWORK & WOOD PANELS	5031	3136.381	4450.214	-29.52	2.100	2.600	-19.23	0.07
WHOLESALE-MACHINERY, EQUIPMENT & SUPPLIES	5080	71.543	67.030	6.73	0.966	0.505	91.47	1.35
WHOLESALE-MEDICAL, DENTAL & HOSPITAL EQUIPMENT & SUPPLIES	5047	18782.657	19118.471	-1.76	77.969	53.888	44.69	0.42
WHOLESALE-METALS SERVICE CENTERS & OFFICES	5051	35.668	33.978	4.97	0.414	0.084	393.13	1.16
WHOLESALE-MISC DURABLE GOODS	5090	8423.819	9665.542	-12.85	28.537	34.778	-17.95	0.34
WHOLESALE-MISCELLANEOUS NONDURABLE GOODS	5190	3371.029	3433.139	-1.81	44.829	56.118	-20.12	1.33
WHOLESALE-MOTOR VEHICLE SUPPLIES & NEW PARTS	5013	23090.610	22095.973	4.50	234.000	236.000	-0.85	1.01
WHOLESALE-PROFESSIONAL & COMMERCIAL EQUIPMENT & SUPPLIES	5040	4401.166	4137.739	6.37	30.632	30.213	1.38	0.70
WOMEN'S, MISSES', AND JUNIORS OUTERWEAR	2330	604.661	615.268	-1.72	17.000	16.800	1.19	2.81
WOMEN'S, MISSES', CHILDREN'S & INFANTS' UNDERGARMENTS	2340	2776.530	2687.350	3.32	49.900	51.500	-3.11	1.80
WOOD HOUSEHOLD FURNITURE, (NO UPHOLSTERED)	2511	3882.189	1276.983	204.01	103.070	33.898	204.06	2.65
X-RAY APPARATUS & TUBES & RELATED IRRADIATION APPARATUS	3844	23755.158	23708.021	0.20	793.100	862.067	-8.00	3.34

How to read: Agricultural Services \$1,949,540,000
Dental Equipment \$106,428,000