

RETAIL SALES PATTERNS

HOW TO USE RETAIL SALES PATTERNS

1. Retail Sales Patterns help you anticipate an advertiser's seasonal needs and business trends. This will enable you to better analyze those advertising opportunities that can get a non-advertiser on to TV or increase the advertising investments of current advertisers.
2. Use Retail Sales Patterns to target new business opportunities for those months where station inventory is wide open. Pick those categories which peak in business during those months and approach potential advertisers (particularly non-TV advertisers) with a schedule to reach their "best customer prospects" during their peak business months.
3. Consider using Retail Sales Patterns as a tool to show prospective or current clients how they can even out their sales patterns by advertising on television during those months when their sales are at their lowest. Since advertising budgets often correlate to their industry month-to-month sales patterns, advertising in non-peak periods also keeps the client out of the clutter of his competitors' messages. Any month that shows a specific retail business category sells more than 8.3% of its total sales means that is an above-average month.
4. Analyze Retail Sales Patterns to check out opportunities for your station's special programming. Some advertiser categories may not have budgets to support year-round or extended schedules. But they might be interested in a one-time partial sponsorship of a program special.
5. Combine the Retail Sales Patterns with the Advertising-to-Sales Ratios chart to target good prospects to introduce to television. Flag growth industries that are increasing their ad spending in relation to sales and plot out their month-to-month sales patterns. Are you getting your share of business from these categories? Are there months where some of these growth industries could be doing more advertising in comparison to their sales curves?
6. Write a memo to your sales staff regarding those categories whose sales peak in three months. These represent the best opportunities to get those categories on to TV. Then, make sure your sales staff is aware of all the print and videotape materials available from THE MEDIACENTER that can help you both understand the business climate of those categories and get those categories onto your station.

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Accountants/Tax Services	8.5%	9.2%	9.6%	8.9%	8.1%	7.9%	7.8%	7.7%	7.7%	7.7%	8.0%	8.9%
Air Conditioning	5.2%	9.7%	18.9%	17.7%	20.8%	14.6%	6.6%	2.3%	0.7%	0.5%	0.6%	2.7%
Appliance Stores	7.8%	7.3%	7.7%	6.9%	7.5%	7.6%	7.6%	8.1%	7.6%	7.3%	9.5%	14.2%
Auto Dealers (New)	7.3%	7.4%	9.0%	8.1%	8.7%	8.6%	8.9%	9.2%	8.0%	7.7%	7.5%	8.0%
Auto Dealers (used)	7.6%	7.7%	8.9%	8.5%	8.6%	8.5%	8.4%	8.7%	7.7%	7.7%	7.5%	7.3%
Auto Repair	8.1%	7.1%	7.8%	9.4%	8.8%	8.5%	8.8%	8.6%	8.1%	8.6%	8.1%	8.1%
Automotive Parts	7.5%	7.4%	8.6%	8.1%	8.4%	8.8%	8.4%	9.0%	8.2%	8.2%	8.0%	7.6%
Bakeries	7.4%	7.5%	8.0%	8.0%	8.2%	8.3%	8.1%	8.4%	8.2%	9.0%	8.6%	10.3%
Bars/Drinking Places	7.6%	7.4%	8.4%	8.2%	8.6%	8.5%	8.7%	8.8%	8.3%	8.5%	8.0%	8.9%
Beauty Salons	8.3%	8.4%	8.3%	8.3%	8.3%	8.2%	8.2%	8.2%	8.1%	8.3%	8.6%	8.7%
Bedding	8.2%	7.7%	8.2%	8.0%	8.4%	8.7%	8.6%	10.0%	9.1%	8.6%	7.8%	6.7%
Beer, Wine & Liquor Stores	6.6%	6.9%	7.4%	7.5%	8.2%	8.3%	8.4%	8.3%	8.2%	8.1%	8.4%	11.7%
Boat Dealers	3.9%	6.2%	9.4%	11.2%	12.9%	12.3%	11.7%	10.0%	7.2%	5.8%	4.5%	4.6%
Book Stores	13.3%	6.0%	6.0%	5.4%	6.6%	7.2%	6.6%	12.1%	9.0%	5.9%	6.5%	12.1%
Bottled Water	6.9%	7.2%	7.1%	7.2%	7.9%	7.9%	9.0%	9.0%	8.4%	8.0%	7.4%	7.0%
Bowling	9.9%	9.6%	10.4%	8.9%	6.2%	5.0%	4.8%	5.1%	9.2%	11.0%	10.1%	10.2%
Bridal Market	5.9%	6.4%	7.2%	8.0%	8.7%	10.0%	10.2%	10.4%	9.5%	9.5%	7.7%	6.4%
Building Supply Stores	7.1%	7.0%	8.5%	8.4%	9.4%	9.2%	8.4%	9.0%	8.1%	9.0%	7.8%	7.4%
Camera Stores	5.8%	6.1%	7.0%	7.1%	8.1%	8.2%	8.1%	8.0%	7.4%	7.7%	9.1%	17.5%
Camping Visits	4.0%	4.4%	5.8%	8.1%	10.0%	11.7%	14.3%	13.2%	9.7%	8.5%	6.1%	4.2%
Candy/Nut/Confect.	4.9%	9.5%	8.7%	8.7%	7.1%	7.1%	6.2%	7.5%	6.6%	6.9%	7.9%	18.7%
Carpet Stores	7.3%	7.5%	8.2%	8.4%	9.1%	8.3%	8.3%	9.0%	8.3%	8.9%	8.5%	8.1%
Catalog Showrooms	6.3%	6.8%	6.9%	7.0%	8.2%	7.7%	7.3%	8.0%	7.0%	7.3%	9.0%	18.5%
Childrens Wear Stores	5.7%	7.0%	9.1%	8.1%	6.9%	6.7%	7.5%	10.5%	9.1%	9.1%	9.1%	11.2%
Clothing Stores	6.1%	6.3%	7.8%	8.0%	7.8%	7.8%	7.7%	8.3%	8.0%	8.3%	9.2%	13.7%
Computer & Software	7.5%	7.3%	8.4%	7.2%	7.3%	7.4%	7.2%	8.5%	7.5%	7.4%	9.3%	13.6%
Coupon Activity	11.2%	8.2%	9.8%	6.9%	11.5%	8.6%	5.2%	10.2%	6.9%	8.6%	9.5%	3.5%
Department Stores	6.5%	6.9%	7.6%	7.8%	8.0%	7.8%	7.4%	7.8%	7.3%	7.8%	9.9%	14.3%
Direct Marketing	9.5%	8.2%	8.9%	8.0%	8.0%	7.1%	7.2%	8.0%	7.2%	8.5%	9.3%	10.2%
Discount Stores	6.7%	6.8%	7.6%	7.8%	7.7%	7.8%	7.6%	7.9%	7.5%	7.7%	9.8%	13.4%
Doctor Services	7.5%	7.5%	8.3%	8.4%	8.3%	8.5%	8.5%	8.4%	8.4%	9.1%	9.0%	7.9%
Drapery/Curtain	7.6%	7.0%	7.8%	7.3%	7.5%	8.4%	9.1%	8.7%	7.8%	8.2%	8.9%	11.7%
Drinking places	7.2%	7.1%	8.2%	7.6%	8.0%	7.9%	8.3%	8.3%	8.0%	8.0%	7.5%	8.1%
Drug Stores	7.9%	7.4%	8.4%	7.9%	8.7%	8.2%	8.1%	8.4%	8.1%	8.8%	8.7%	9.4%
Electric Utilities	8.5%	7.6%	7.8%	7.4%	7.7%	8.7%	9.7%	10.1%	8.8%	7.9%	7.6%	8.2%
Electronic Shopping & Mail-Order	7.6%	7.1%	8.2%	7.3%	7.7%	7.5%	7.2%	8.1%	7.8%	8.3%	9.2%	11.4%

Red numbers represent best-selling month of the year.

SOURCE: Department of Commerce, U.S. Census Bureau

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www.mediacenteronline.com

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Electronic Stores	7.5%	7.5%	7.4%	6.6%	7.4%	7.5%	7.6%	8.2%	7.4%	7.4%	10.2%	15.3%
Fabric & Sewing Stores	7.0%	6.8%	8.5%	7.2%	7.3%	7.1%	7.3%	8.0%	8.4%	10.5%	11.1%	10.8%
Factory Outlets	6.1%	7.1%	8.1%	7.7%	8.0%	7.7%	7.5%	8.5%	7.5%	7.9%	9.2%	14.8%
Family Clothing Stores	5.6%	6.0%	7.5%	7.8%	7.6%	7.7%	8.0%	8.5%	8.0%	8.4%	9.6%	14.4%
Fast Food	7.6%	7.5%	8.5%	8.4%	8.6%	8.6%	8.8%	8.9%	8.4%	8.5%	7.9%	8.6%
Floor Care	8.5%	7.8%	9.1%	8.0%	6.5%	7.6%	7.1%	8.5%	9.2%	10.1%	9.4%	8.2%
Floor Covering Stores	6.6%	6.9%	8.3%	8.3%	8.3%	9.0%	8.6%	8.9%	8.7%	8.9%	9.3%	8.4%
Florists	6.5%	9.8%	7.4%	8.3%	12.1%	8.8%	6.9%	7.2%	7.3%	8.0%	7.6%	10.1%
Food and Beverage Stores	7.7%	7.3%	8.1%	8.0%	8.5%	8.4%	8.6%	8.3%	8.4%	8.4%	8.5%	9.4%
Fuel dealers	10.5%	10.3%	10.1%	6.7%	6.5%	6.3%	6.1%	6.7%	6.6%	8.3%	9.1%	10.4%
Funeral Homes	10.1%	8.9%	8.7%	8.1%	7.8%	7.7%	8.1%	7.8%	8.1%	8.1%	8.2%	8.4%
Furniture stores	7.9%	7.9%	8.4%	7.6%	7.9%	8.0%	8.0%	8.9%	8.1%	7.9%	8.8%	8.8%
Gasoline Stations	7.3%	6.9%	8.0%	8.4%	9.1%	9.2%	9.5%	9.8%	8.2%	7.8%	7.4%	7.6%
General Merchandise Stores	6.8%	7.0%	7.7%	7.8%	7.9%	7.8%	7.7%	7.8%	7.6%	7.7%	9.2%	12.5%
Gift Stores	6.1%	6.8%	7.2%	6.8%	7.5%	7.3%	7.4%	7.5%	7.2%	8.2%	10.1%	18.0%
Grocery Stores	7.8%	7.4%	8.0%	8.1%	8.5%	8.3%	8.6%	8.6%	8.0%	8.3%	8.5%	9.1%
Hardware Stores	6.7%	6.1%	7.7%	8.7%	9.7%	9.3%	8.7%	8.6%	7.6%	7.7%	8.0%	8.7%
Health & Personal Care	7.9%	7.6%	8.4%	7.9%	8.5%	8.2%	8.1%	8.4%	8.2%	8.4%	8.4%	9.5%
Hobby and Music Stores	7.9%	6.5%	7.5%	7.4%	7.6%	7.7%	7.6%	8.9%	8.1%	7.4%	8.9%	14.4%
Home Furnishings Stores	7.0%	6.9%	7.8%	7.3%	8.2%	8.4%	8.1%	8.7%	8.4%	8.3%	7.7%	10.9%
Household Appliance Stores	7.2%	7.1%	8.2%	8.0%	8.3%	8.4%	8.5%	8.6%	8.3%	8.3%	9.0%	9.6%
Ice Cream Sales	6.8%	7.8%	9.2%	9.2%	8.9%	10.4%	9.8%	9.4%	8.4%	7.4%	5.8%	7.0%
Jewelry Stores	5.0%	8.3%	6.3%	6.0%	8.3%	7.0%	6.3%	6.6%	6.4%	6.3%	8.4%	22.2%
Lawn and Garden Stores	6.8%	6.7%	8.7%	9.2%	10.2%	9.6%	8.5%	8.7%	7.7%	8.0%	7.7%	6.8%
Lawyer Activity	7.9%	8.3%	8.4%	8.2%	8.3%	8.6%	8.5%	8.5%	8.3%	8.3%	8.2%	8.3%
Life Insurance	7.4%	7.3%	8.4%	8.3%	7.7%	8.6%	8.6%	7.5%	8.1%	8.1%	8.1%	11.9%
Liquor Stores	6.9%	7.1%	8.0%	7.5%	8.3%	8.5%	8.4%	8.5%	7.9%	8.3%	8.8%	11.9%
Loans - Auto	6.5%	7.6%	8.8%	8.3%	9.4%	9.5%	9.1%	8.7%	8.3%	7.8%	7.7%	8.3%
Luggage/Leather Stores	7.0%	7.1%	7.8%	7.2%	8.1%	8.3%	7.8%	7.8%	7.4%	7.4%	9.1%	15.7%
Lumber Yards	5.7%	6.3%	7.5%	8.4%	9.5%	9.7%	8.8%	9.4%	9.3%	9.4%	8.2%	8.0%
Meat Markets	6.9%	7.2%	8.0%	8.5%	8.4%	8.5%	8.7%	8.3%	8.0%	8.0%	8.3%	11.3%
Men's Clothing Stores	6.3%	6.2%	7.3%	7.6%	7.6%	7.7%	7.0%	8.1%	8.1%	8.9%	9.4%	14.8%
Miscellaneous Store Retailers	7.5%	7.4%	7.9%	7.5%	8.8%	8.4%	7.9%	8.4%	8.1%	8.4%	8.5%	10.4%
Mobile Home Dealers	6.5%	7.1%	8.8%	8.2%	8.4%	9.5%	9.0%	9.2%	8.6%	9.1%	8.1%	7.0%
Mortgages	7.5%	9.1%	9.3%	9.2%	9.1%	9.1%	8.7%	8.6%	7.7%	8.0%	7.3%	6.8%
Movers	7.1%	6.2%	7.8%	6.2%	9.3%	11.8%	9.9%	12.2%	8.3%	8.8%	7.2%	6.8%
Movie Theaters	7.7%	6.5%	7.1%	7.7%	7.7%	10.8%	11.2%	9.4%	6.9%	6.2%	7.7%	10.5%
Nat. Dept. Stores	6.2%	6.2%	7.5%	7.4%	8.2%	7.5%	7.2%	8.5%	7.2%	8.1%	10.0%	16.1%
Office Supply Store	9.4%	8.4%	8.5%	7.3%	7.5%	7.3%	7.2%	10.0%	8.2%	8.1%	8.0%	10.1%
Optical Goods Stores	8.2%	8.4%	9.1%	8.1%	9.5%	8.4%	8.3%	9.2%	8.1%	8.0%	7.2%	7.5%
Paint & Wallpaper	6.6%	6.2%	8.0%	8.7%	9.1%	9.6%	9.2%	9.4%	9.0%	8.8%	8.2%	7.1%
Photo Studios	6.6%	6.2%	7.3%	7.4%	8.8%	8.6%	8.3%	8.5%	8.1%	7.8%	8.4%	14.1%
Pools & Spas	5.2%	5.3%	6.8%	8.4%	10.4%	12.0%	12.6%	10.6%	8.5%	7.9%	6.2%	6.0%
Radio, T.V. & other Electronics	7.8%	7.4%	7.4%	6.5%	7.4%	7.4%	7.4%	7.8%	7.3%	7.2%	9.8%	15.6%
Real Estate	7.4%	9.1%	10.2%	8.8%	9.2%	8.2%	8.5%	8.6%	8.0%	7.8%	7.2%	7.1%
Restaurants	7.7%	7.5%	8.3%	8.2%	8.4%	8.4%	8.5%	8.6%	8.3%	8.4%	8.2%	9.3%
Shoe Stores	6.2%	6.9%	7.6%	8.4%	8.0%	7.3%	7.6%	9.5%	7.7%	7.7%	8.0%	11.0%
Shopping Centers	6.9%	7.0%	8.2%	8.0%	8.4%	7.6%	8.4%	8.5%	8.7%	8.5%	8.8%	11.0%
Soft Drink Bottlers	7.8%	7.3%	8.3%	8.4%	9.0%	8.3%	9.3%	9.1%	8.2%	8.2%	8.1%	8.2%
Sporting Goods Stores	5.9%	6.2%	7.9%	7.8%	7.7%	8.8%	8.5%	9.0%	7.7%	7.1%	7.8%	13.0%
Stationery Stores	8.1%	7.6%	7.5%	7.2%	8.3%	8.3%	8.1%	8.8%	9.0%	8.6%	8.3%	10.4%
Tableware	6.4%	6.2%	7.7%	7.5%	7.1%	7.1%	8.1%	8.5%	8.1%	8.5%	10.4%	14.4%
Tire Dealers	8.8%	8.5%	8.6%	7.7%	8.1%	8.2%	8.2%	8.0%	7.9%	9.0%	8.0%	9.2%
Toy Stores	4.8%	5.4%	6.6%	6.4%	6.4%	6.4%	6.6%	6.5%	6.5%	8.1%	13.0%	23.3%
Truck Dealers	6.8%	7.3%	9.3%	8.1%	9.1%	9.6%	8.6%	8.2%	8.4%	8.1%	8.0%	8.5%
Vacation Time	5.9%	5.9%	7.1%	82.0%	8.9%	10.3%	12.3%	10.0%	8.0%	6.7%	8.9%	8.9%
Video Stores	9.2%	8.0%	8.3%	8.1%	8.1%	7.8%	9.3%	10.1%	9.2%	6.4%	7.0%	8.2%
Warehouse Clubs and Superstores	7.0%	7.1%	7.7%	7.9%	8.3%	8.2%	8.2%	8.3%	7.8%	8.2%	8.9%	11.3%
Women's Clothing Stores	6.4%	6.4%	8.1%	8.6%	8.6%	8.1%	7.3%	7.6%	8.1%	8.1%	8.6%	12.6%