



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 02.2018

January SalesData Market Report January 2018



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CANADA

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INTRODUCTION

The purpose of this SalesData market report is to give you easy insight into how the marketplace performed in the previous month, and how it performed in that same month for the past two years. Combining the information present here with data specific to your own organization can highlight any correlation or special relationships your data have with the marketplace.

REPORT DATA

This report compares the volume and value of all books sold in the marketplace for the month of January in the years 2017 to 2018. The marketplace data is divided into:

- **All Market:** data from all retailers who currently provide us with their sales data.
- **Ring Fence:** new retailers are added to BNC SalesData every year, resulting in increasing overall sales figures for older titles. In order to eliminate this skew, we created a “ring fence” around a core group of retailers. We will use the data gathered from within this ring fence alone to show year-over-year sales from a constant set of retailers. In January 2018, we have reconfigured our ring fence (comparable store group) in order to better represent the market and because of these changes comparison to some prior years is not possible. This report contains only 2016, 2017, and 2018 data.

Also included in this report is an overview of the All Market and the Ring Fence Market for the categories of Fiction, Non-Fiction, Young Adult, Young Adult Fiction, Young Adult Non-Fiction, Young Adult Fiction, and Young Adult Non-Fiction. To conclude, a Year-to-Date overview of all books sold (volume and value) in the marketplace in this year and last year is available at the end of the document. This overview includes All Market and Ring Fence for Fiction, Non-Fiction, Young Adult, Young Adult Fiction, Young Adult Non-Fiction, Young Adult, Young Adult Fiction, and Young Adult Non-Fiction data.

REPORT DATES

This report aims to encapsulate data from most days in January. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used in this report are as follows:

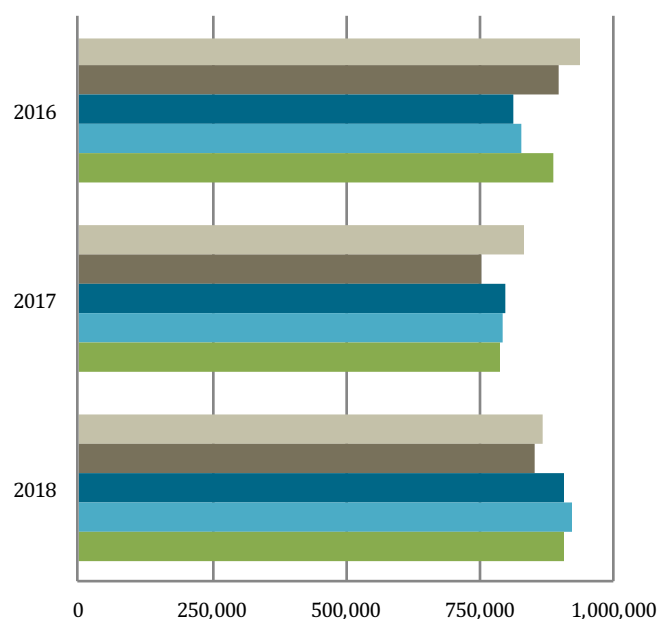
	2018	2017	2016
Week 1	07-Jan	08-Jan	03-Jan
Week 2	14-Jan	15-Jan	10-Jan
Week 3	21-Jan	22-Jan	17-Jan
Week 4	28-Jan	29-Jan	24-Jan

Week 5	04-Feb	05-Feb	31-Jan
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ALL MARKET

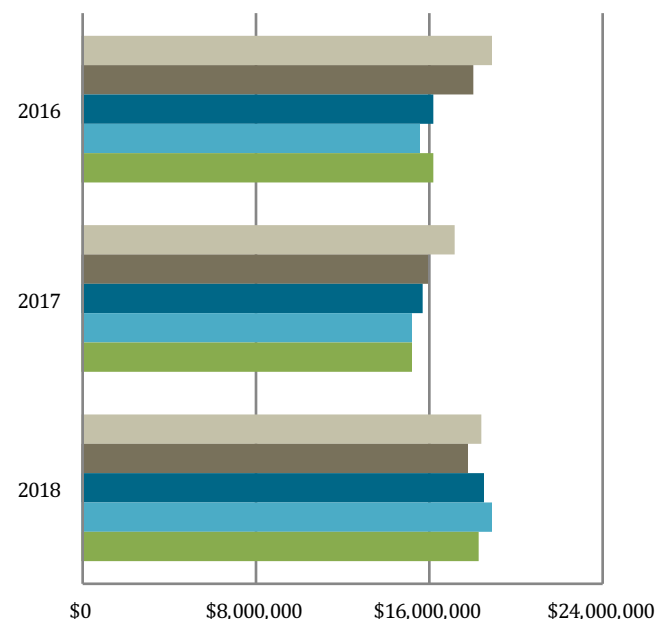
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of January in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2018	2017	2016
January Week 1	864,341	833,748	938,832
January Week 2	853,678	752,439	894,650
January Week 3	907,783	797,343	810,352
January Week 4	921,283	791,217	827,190
January Week 5	905,173	787,503	887,654

Value Sold (in millions of dollars)

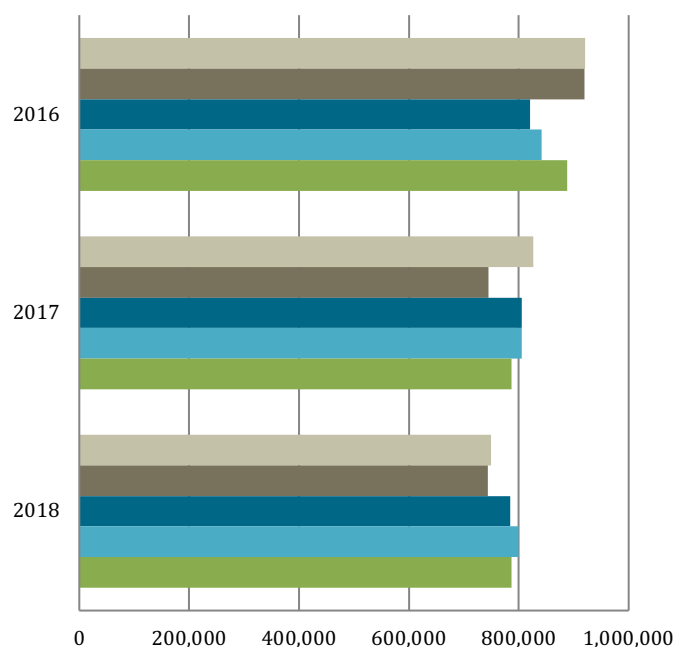


	2018	2017	2016
January Week 1	\$18,493,431.11	\$17,211,900.65	\$18,953,115.96
January Week 2	\$17,844,096.88	\$15,935,414.94	\$18,041,294.47
January Week 3	\$18,573,328.04	\$15,750,032.18	\$16,196,939.62
January Week 4	\$18,955,350.70	\$15,246,461.02	\$15,572,722.86
January Week 5	\$18,279,083.37	\$15,203,460.06	\$16,255,542.37

RING FENCE MARKET

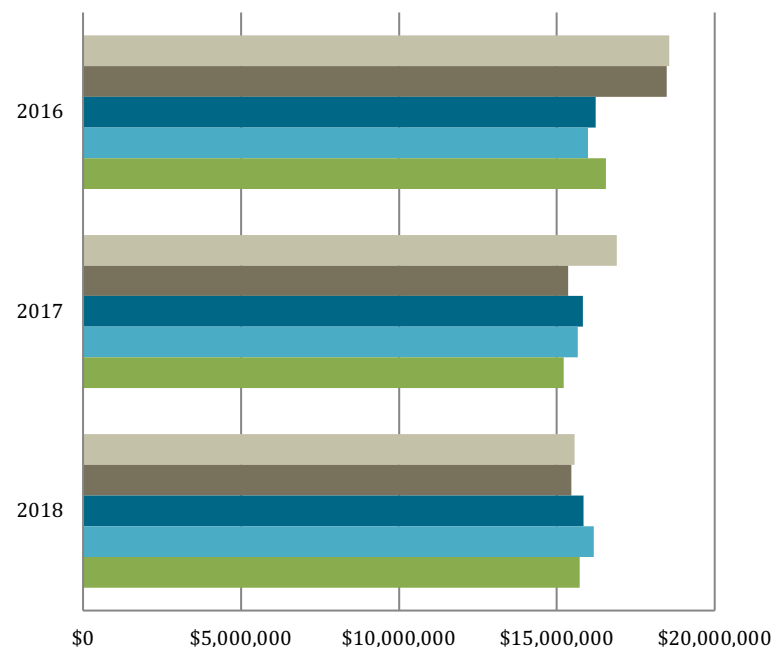
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of January in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence Market.

Volume Sold (in units)



	2018	2017	2016
January Week 1	749,149	825,815	920,128
January Week 2	743,592	744,511	919,657
January Week 3	784,827	805,268	820,457
January Week 4	799,380	804,876	841,704
January Week 5	787,044	786,743	887,554

Value Sold (in millions of dollars)

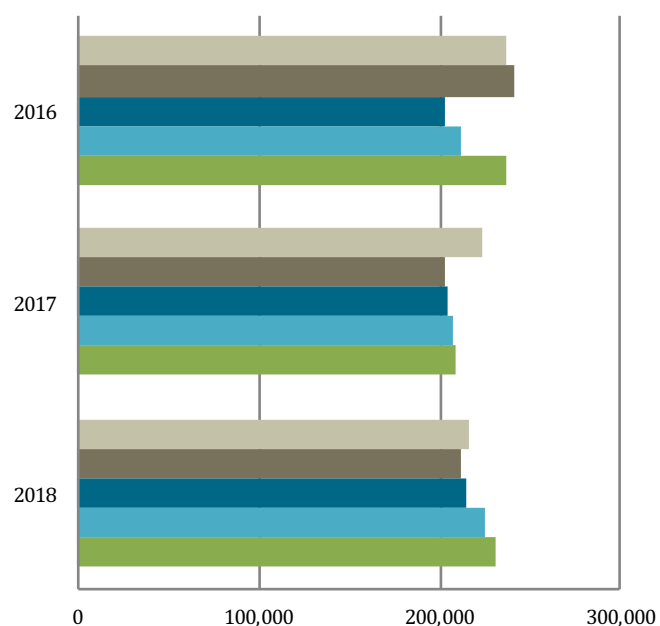


	2018	2017	2016
January Week 1	\$15,559,009.11	\$16,899,770.50	\$18,570,838.28
January Week 2	\$15,454,238.37	\$15,363,029.10	\$18,470,393.51
January Week 3	\$15,836,708.29	\$15,833,346.05	\$16,234,046.15
January Week 4	\$16,177,407.26	\$15,655,648.22	\$15,981,044.09
January Week 5	\$15,728,320.65	\$15,220,225.64	\$16,545,865.35

FICTION: ALL MARKET

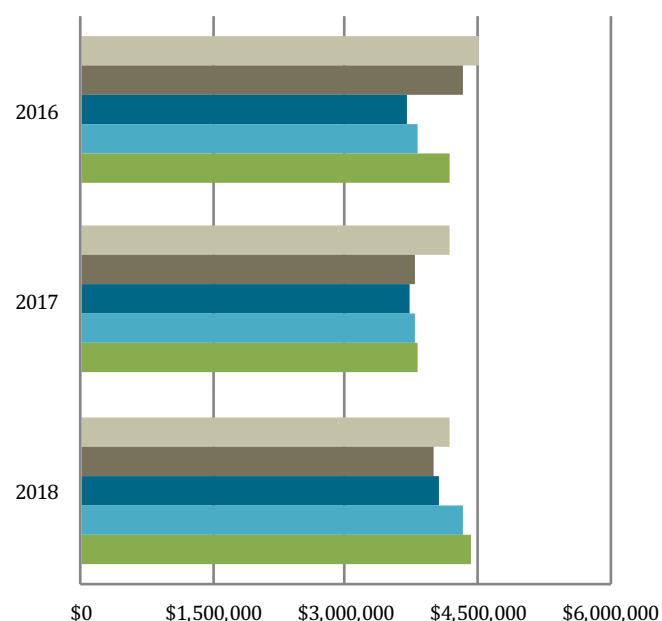
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of January in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2018	2017	2016
January Week 1	216,713	222,982	237,318
January Week 2	212,029	203,424	241,194
January Week 3	215,235	204,574	202,395
January Week 4	224,778	207,672	211,853
January Week 5	231,202	208,969	236,019

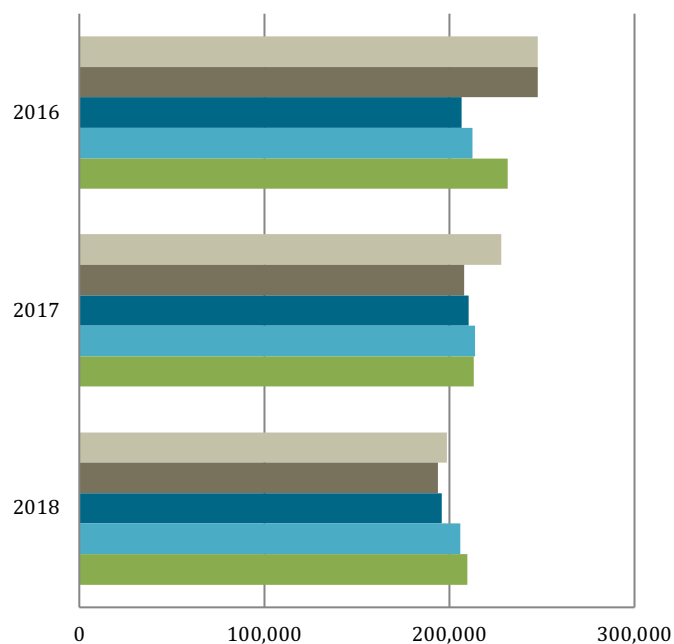
Value Sold (in millions of dollars)



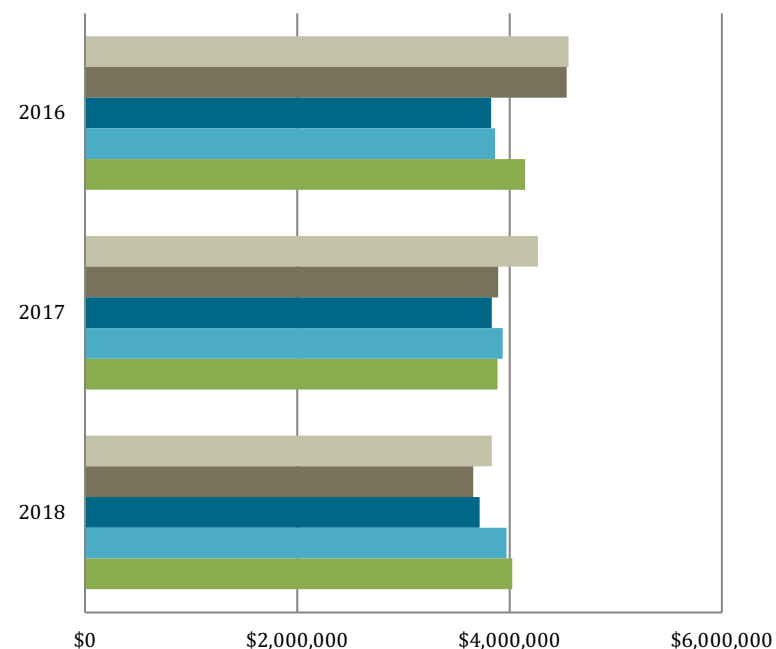
	2018	2017	2016
January Week 1	\$4,183,293.46	\$4,166,404.93	\$4,511,660.48
January Week 2	\$4,005,609.14	\$3,795,262.07	\$4,341,517.25
January Week 3	\$4,065,517.99	\$3,723,835.80	\$3,695,337.43
January Week 4	\$4,324,813.57	\$3,800,673.67	\$3,803,152.75
January Week 5	\$4,431,171.32	\$3,810,092.21	\$4,168,244.82

FICTION: RING FENCE MARKET

The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of January in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence Market.

Volume Sold (in units)

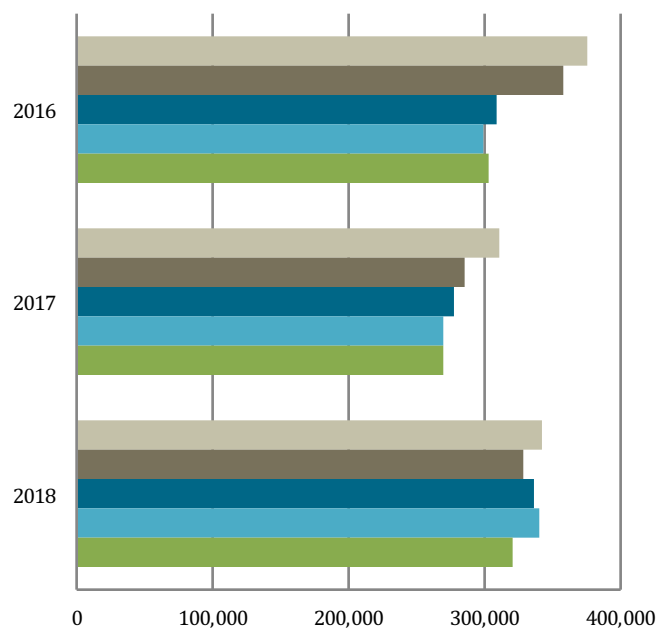
	2018	2017	2016
January Week 1	198,643	227,939	247,750
January Week 2	193,768	207,782	247,606
January Week 3	195,772	210,223	206,591
January Week 4	205,721	213,749	212,430
January Week 5	209,729	213,121	231,543

Value Sold (in millions of dollars)

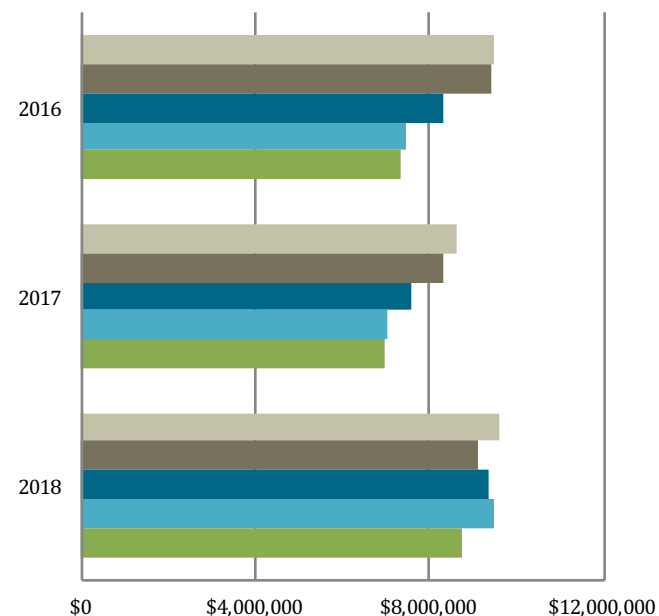
	2018	2017	2016
January Week 1	\$3,832,399.44	\$4,267,844.33	\$4,556,010.56
January Week 2	\$3,660,252.59	\$3,891,876.77	\$4,537,637.70
January Week 3	\$3,716,814.69	\$3,830,838.81	\$3,826,121.13
January Week 4	\$3,969,487.19	\$3,933,296.07	\$3,863,876.77
January Week 5	\$4,027,293.27	\$3,886,503.88	\$4,143,908.76

NON-FICTION: ALL MARKET

The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of January in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)

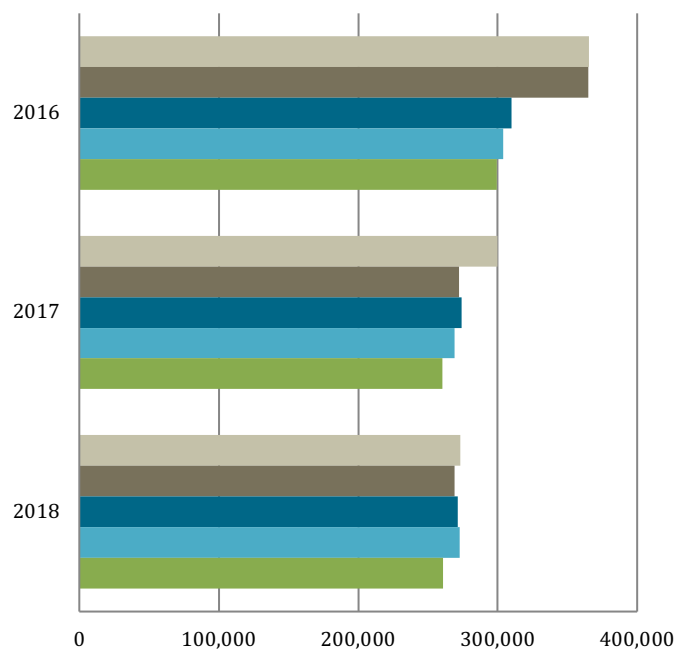
	2018	2017	2016
January Week 1	342,315	311,507	375,785
January Week 2	327,910	284,871	357,430
January Week 3	336,460	277,717	309,613
January Week 4	340,582	269,061	299,501
January Week 5	320,168	269,016	301,907

Value Sold (in millions of dollars)

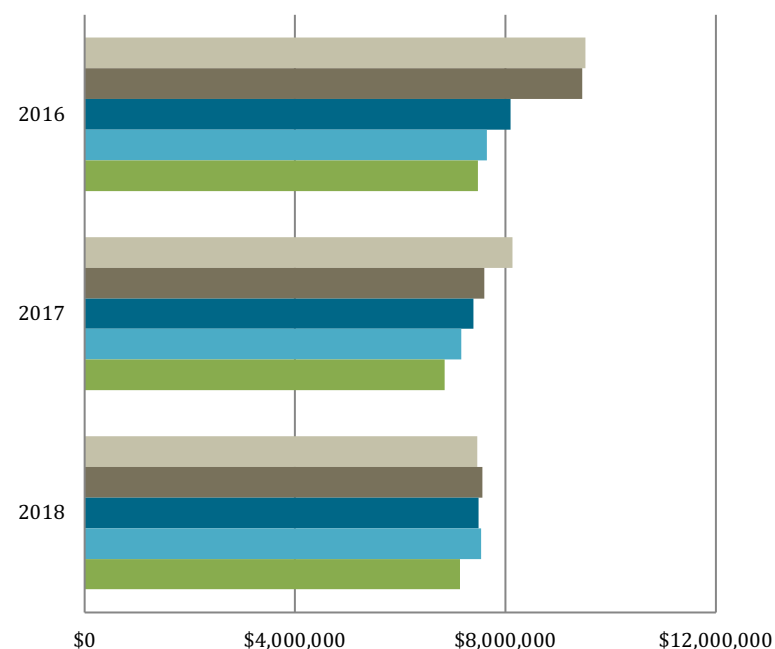
	2018	2017	2016
January Week 1	\$9,624,902.90	\$8,592,863.47	\$9,470,191.20
January Week 2	\$9,137,050.82	\$8,321,906.88	\$9,430,878.75
January Week 3	\$9,372,262.92	\$7,575,327.70	\$8,284,630.42
January Week 4	\$9,480,091.69	\$7,039,427.25	\$7,476,818.30
January Week 5	\$8,771,435.03	\$6,986,674.50	\$7,320,915.91

NON-FICTION: RING FENCE MARKET

The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of January in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence Market.

Volume Sold (in units)

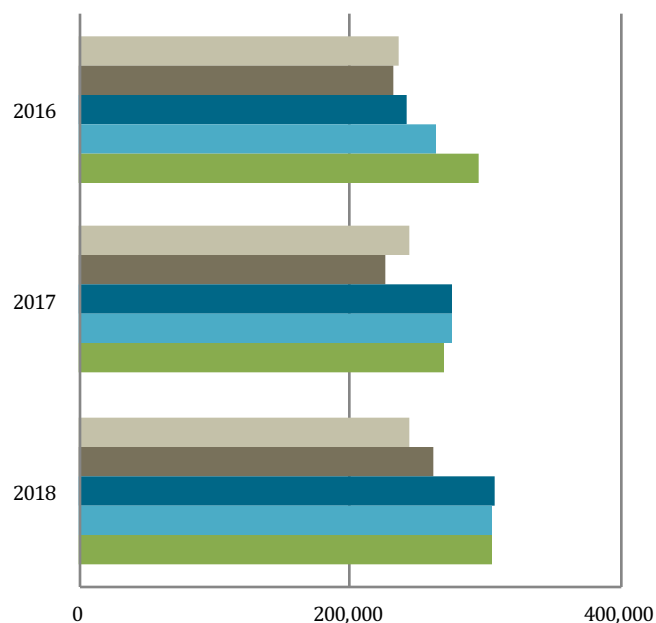
	2018	2017	2016
January Week 1	273,294	299,727	365,370
January Week 2	268,932	272,479	364,965
January Week 3	271,315	274,157	309,719
January Week 4	272,907	268,998	303,938
January Week 5	260,999	260,304	299,292

Value Sold (in millions of dollars)

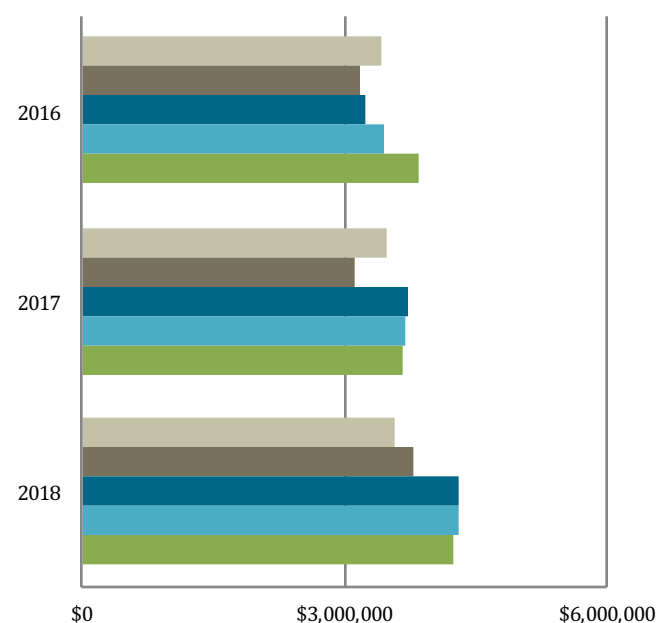
	2018	2017	2016
January Week 1	\$7,466,556.13	\$8,136,556.40	\$9,521,436.70
January Week 2	\$7,560,329.89	\$7,602,769.81	\$9,463,493.05
January Week 3	\$7,493,914.91	\$7,389,516.14	\$8,090,432.94
January Week 4	\$7,542,478.87	\$7,162,711.81	\$7,644,789.62
January Week 5	\$7,130,912.14	\$6,837,426.09	\$7,475,571.47

JUVENILE: ALL MARKET

The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of January in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)

	2018	2017	2016
January Week 1	243,873	243,674	237,008
January Week 2	261,100	225,891	232,855
January Week 3	307,115	275,913	242,051
January Week 4	305,700	276,097	264,426
January Week 5	305,489	269,236	294,542

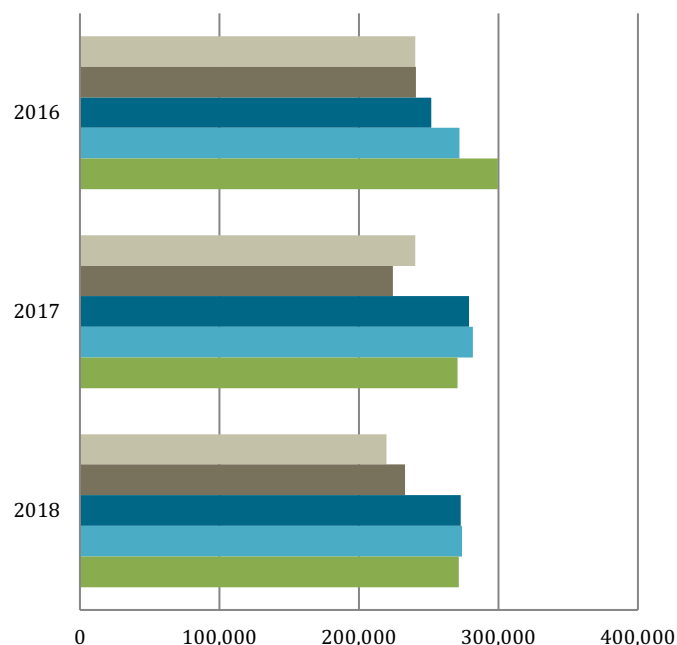
Value Sold (in millions of dollars)

	2018	2017	2016
January Week 1	\$3,577,093.89	\$3,471,234.98	\$3,412,914.50
January Week 2	\$3,795,090.35	\$3,125,623.77	\$3,186,798.01
January Week 3	\$4,292,389.97	\$3,730,602.92	\$3,218,876.82
January Week 4	\$4,300,885.83	\$3,696,087.00	\$3,449,055.12
January Week 5	\$4,251,249.95	\$3,650,889.92	\$3,851,664.26

JUVENILE: RING FENCE MARKET

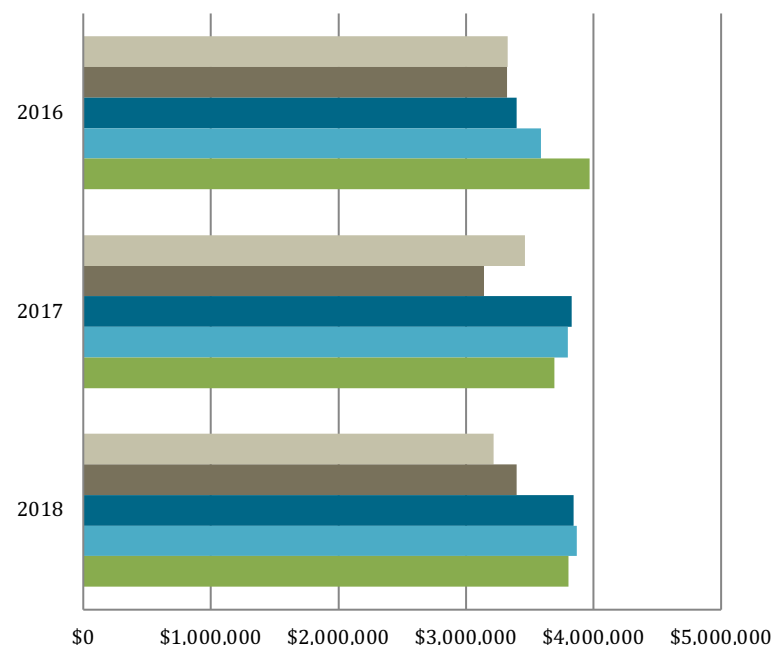
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of January in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2018	2017	2016
January Week 1	219,651	240,295	240,385
January Week 2	232,946	224,253	240,970
January Week 3	272,937	278,863	251,685
January Week 4	273,819	281,539	272,159
January Week 5	271,794	270,851	299,690

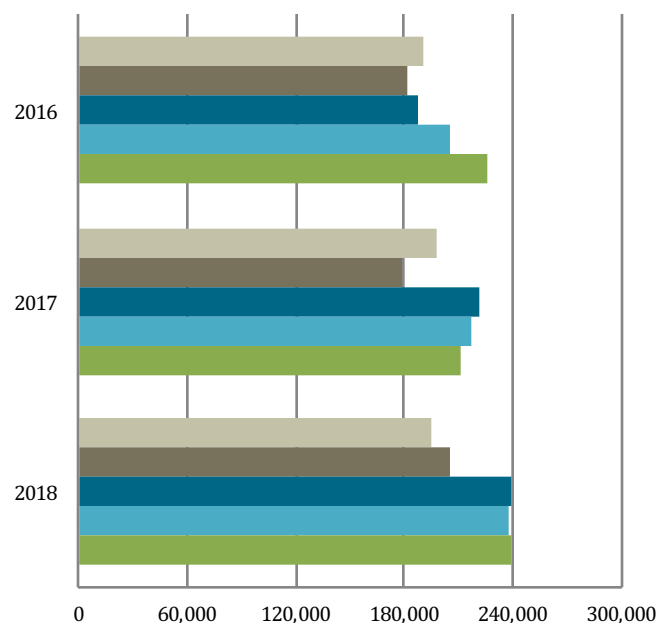
Value Sold (in millions of dollars)



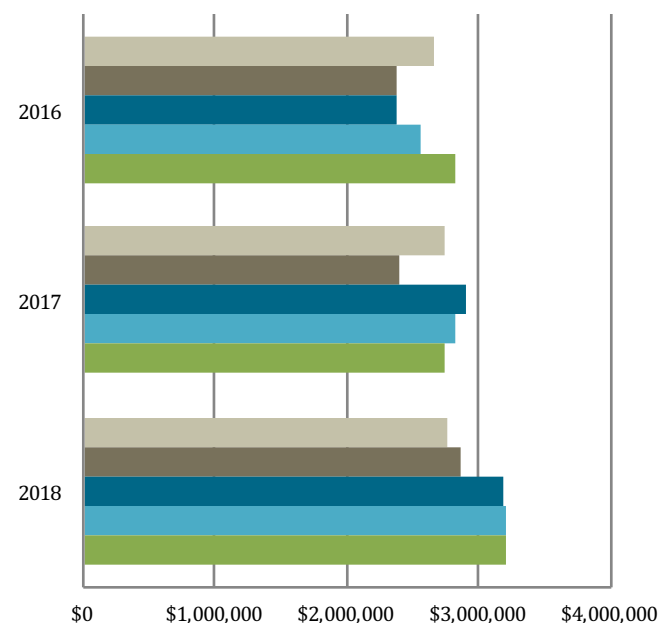
	2018	2017	2016
January Week 1	\$3,215,219.65	\$3,461,252.82	\$3,325,110.29
January Week 2	\$3,397,794.94	\$3,143,716.89	\$3,321,388.57
January Week 3	\$3,844,390.86	\$3,827,404.26	\$3,397,189.70
January Week 4	\$3,867,244.49	\$3,798,914.99	\$3,588,496.99
January Week 5	\$3,801,820.16	\$3,695,241.97	\$3,967,771.47

JUVENILE FICTION: ALL MARKET

The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of January in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)

	2018	2017	2016
January Week 1	195,142	197,730	190,879
January Week 2	205,808	179,136	181,486
January Week 3	239,935	221,852	187,885
January Week 4	238,452	217,844	204,807
January Week 5	239,125	210,751	225,677

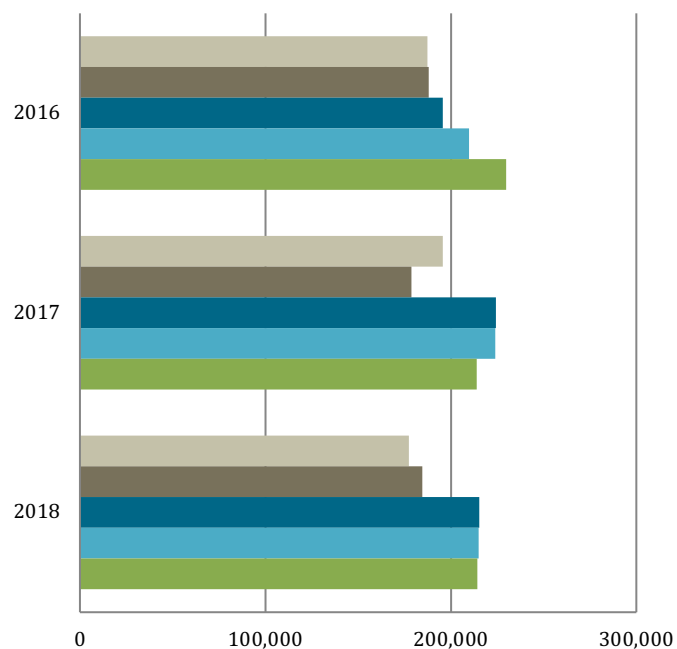
Value Sold (in millions of dollars)

	2018	2017	2016
January Week 1	\$2,765,442.68	\$2,741,571.87	\$2,653,572.27
January Week 2	\$2,852,608.06	\$2,396,712.01	\$2,371,657.65
January Week 3	\$3,192,114.81	\$2,895,591.59	\$2,384,042.01
January Week 4	\$3,203,935.28	\$2,810,687.33	\$2,558,332.94
January Week 5	\$3,199,048.22	\$2,737,222.89	\$2,814,494.72

JUVENILE FICTION: RING FENCE MARKET

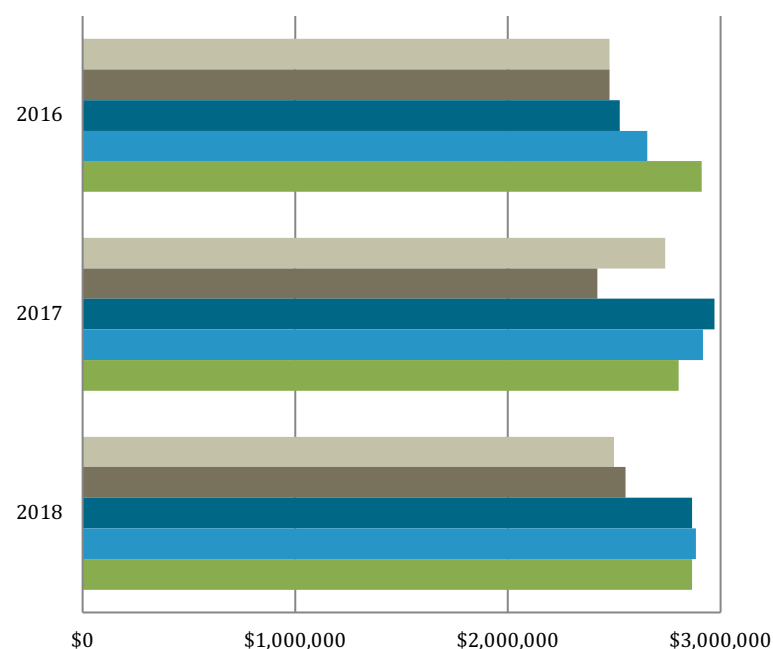
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of January in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2018	2017	2016
January Week 1	177,456	195,500	187,488
January Week 2	184,738	178,775	188,159
January Week 3	215,224	224,338	195,588
January Week 4	214,953	223,913	209,965
January Week 5	214,149	214,061	229,867

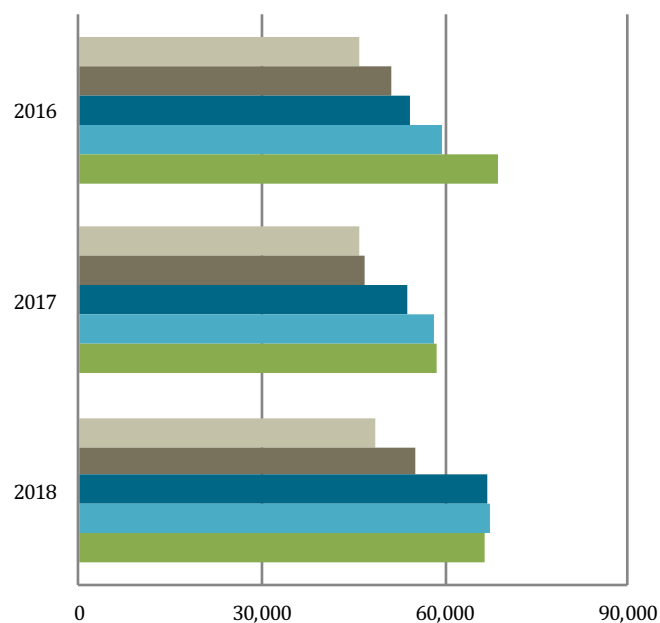
Value Sold (in millions of dollars)



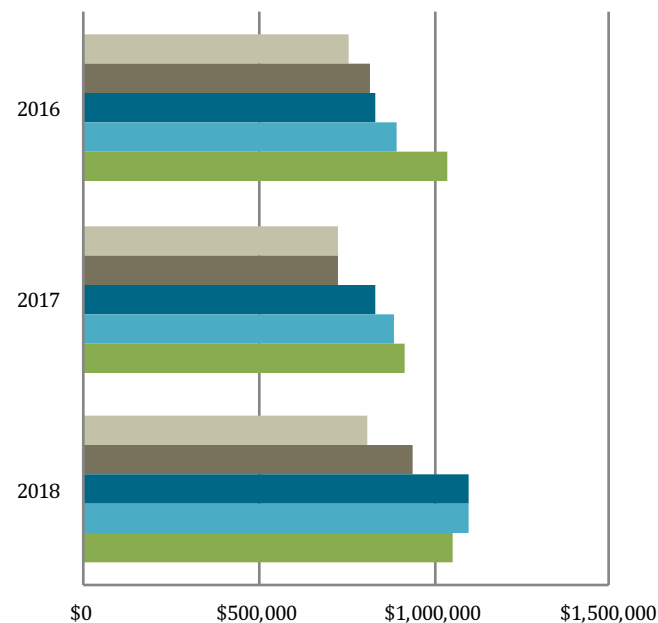
	2018	2017	2016
January Week 1	\$2,497,820.51	\$2,739,064.23	\$2,477,924.72
January Week 2	\$2,553,399.32	\$2,420,789.36	\$2,477,924.72
January Week 3	\$2,866,189.24	\$2,972,017.89	\$2,526,498.62
January Week 4	\$2,884,229.20	\$2,917,269.98	\$2,656,619.49
January Week 5	\$2,865,400.74	\$2,801,701.38	\$2,911,774.87

JUVENILE NON-FICTION: ALL MARKET

The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of January in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)

	2018	2017	2016
January Week 1	48,731	45,944	46,129
January Week 2	55,292	46,755	51,369
January Week 3	67,180	54,061	54,166
January Week 4	67,248	58,253	59,619
January Week 5	66,364	58,485	68,865

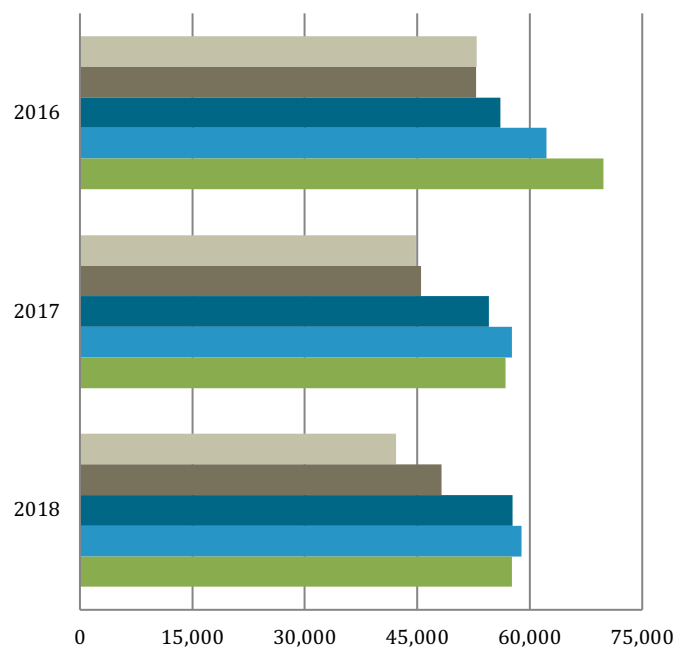
Value Sold (in millions of dollars)

	2018	2017	2016
January Week 1	\$811,651.21	\$729,663.11	\$759,342.23
January Week 2	\$942,482.29	\$728,911.76	\$815,140.36
January Week 3	\$1,100,275.16	\$835,011.33	\$834,834.81
January Week 4	\$1,096,950.55	\$885,399.67	\$890,722.18
January Week 5	\$1,052,201.73	\$913,667.03	\$1,037,169.54

JUVENILE NON-FICTION: RING FENCE MARKET

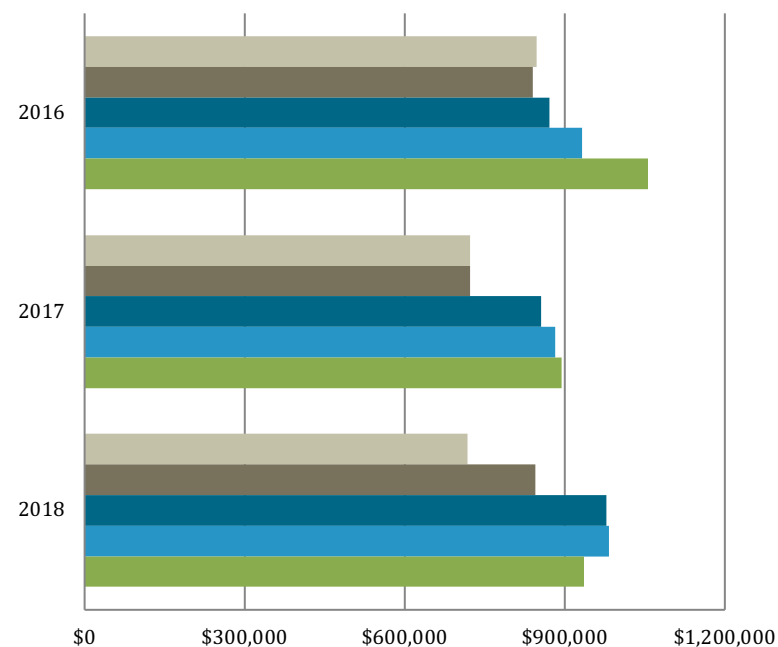
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of January in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2018	2017	2016
January Week 1	42,195	44,795	52,897
January Week 2	48,208	45,478	52,811
January Week 3	57,713	54,525	56,097
January Week 4	58,866	57,626	62,194
January Week 5	57,645	56,790	69,823

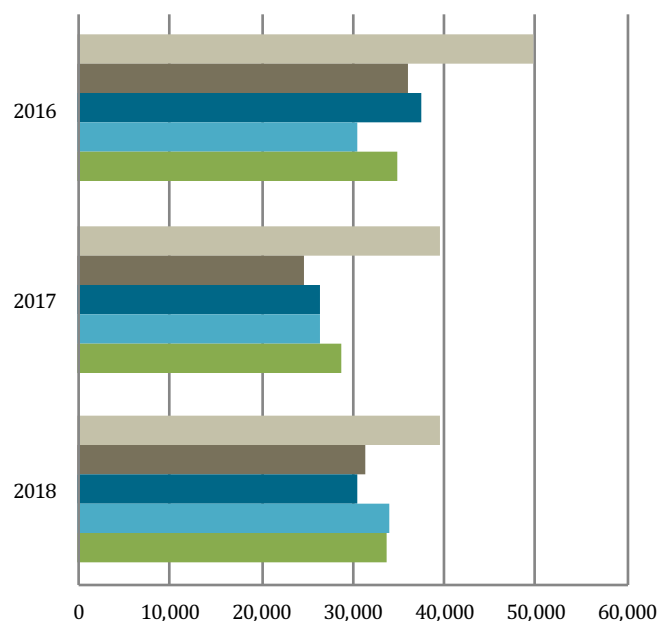
Value Sold (in millions of dollars)



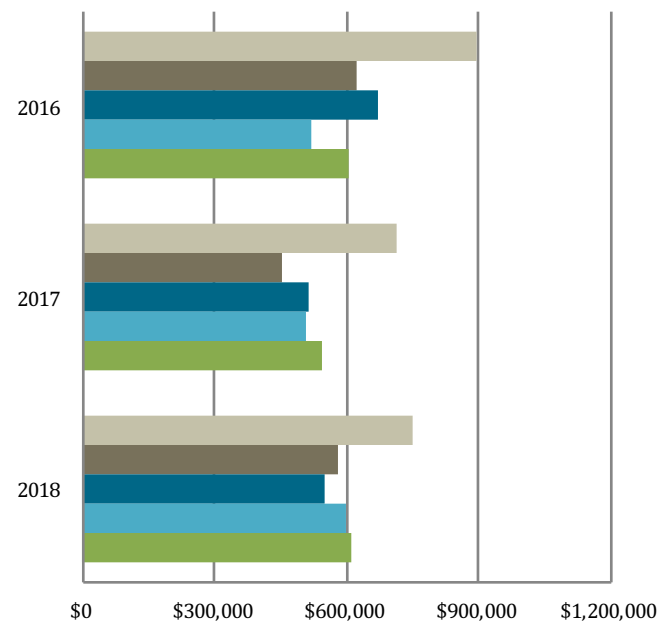
	2018	2017	2016
January Week 1	\$717,399.14	\$722,188.59	\$847,185.57
January Week 2	\$844,395.62	\$722,927.53	\$840,610.03
January Week 3	\$978,201.62	\$855,386.37	\$870,691.08
January Week 4	\$983,015.29	\$881,645.01	\$931,877.50
January Week 5	\$936,419.42	\$893,540.59	\$1,055,996.60

YOUNG ADULT: ALL MARKET

The graphs below show the volume sold and value sold of titles within the Young Adult category in the All Market for the entire month of January in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)

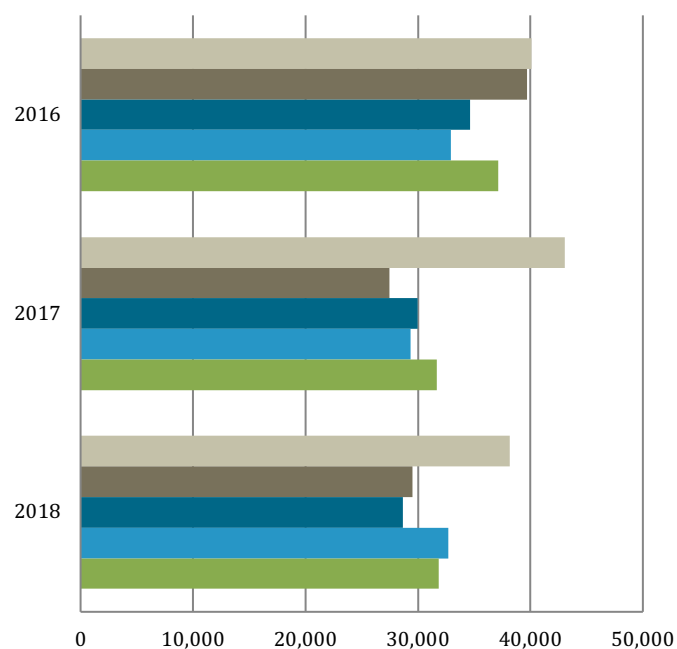
	2018	2017	2016
January Week 1	39,412	39,620	49,790
January Week 2	31,467	24,600	35,899
January Week 3	30,541	26,378	37,620
January Week 4	33,984	26,298	30,440
January Week 5	33,639	28,703	34,938

Value Sold (in millions of dollars)

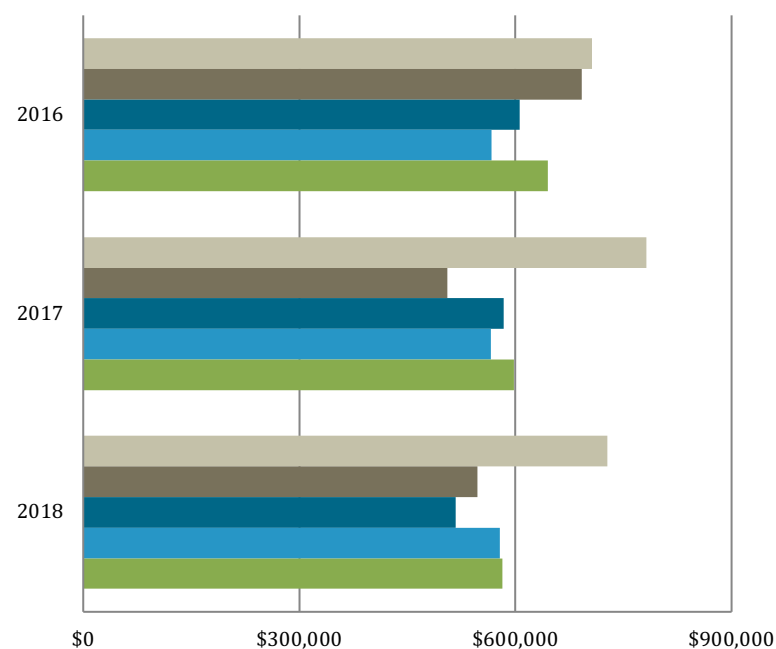
	2018	2017	2016
January Week 1	\$753,633.47	\$714,724.97	\$897,442.50
January Week 2	\$581,494.77	\$453,824.28	\$622,771.00
January Week 3	\$549,009.15	\$511,458.55	\$674,168.27
January Week 4	\$602,297.55	\$507,524.42	\$520,646.83
January Week 5	\$613,671.91	\$543,090.25	\$602,900.73

YOUNG ADULT: RING FENCE MARKET

The graphs below show the volume sold and value sold of titles within the Young Adult category in the Ring Fence Market for the entire month of January in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)

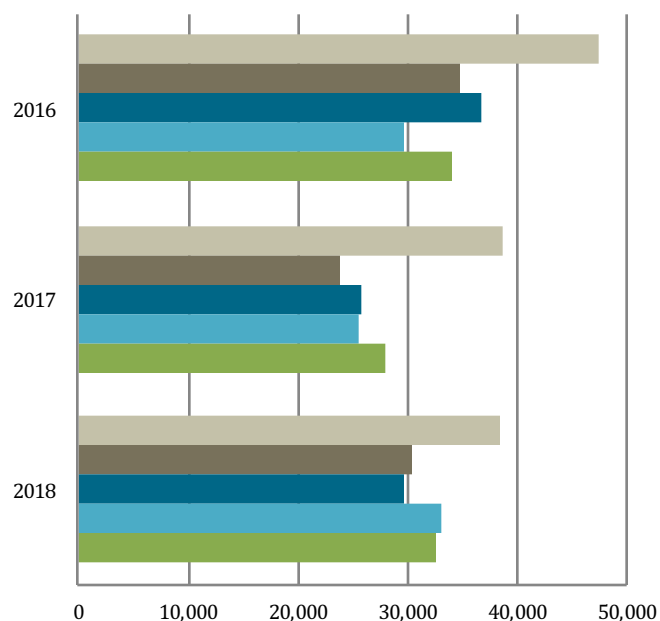
	2018	2017	2016
January Week 1	38,167	43,060	40,108
January Week 2	29,491	27,441	39,703
January Week 3	28,648	29,940	34,629
January Week 4	32,696	29,344	32,900
January Week 5	31,819	31,697	37,140

Value Sold (in millions of dollars)

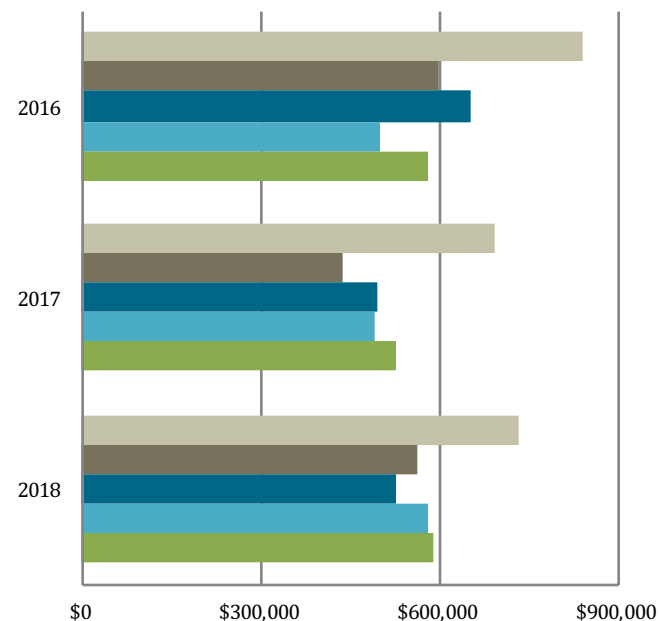
	2018	2017	2016
January Week 1	\$727,970.81	\$781,470.26	\$706,436.10
January Week 2	\$547,055.23	\$505,736.78	\$691,705.99
January Week 3	\$517,191.90	\$583,325.22	\$605,993.70
January Week 4	\$577,989.37	\$566,074.42	\$566,959.92
January Week 5	\$582,142.60	\$597,486.55	\$644,615.60

YOUNG ADULT FICTION: ALL MARKET

The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the All Market for the entire month of January in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)

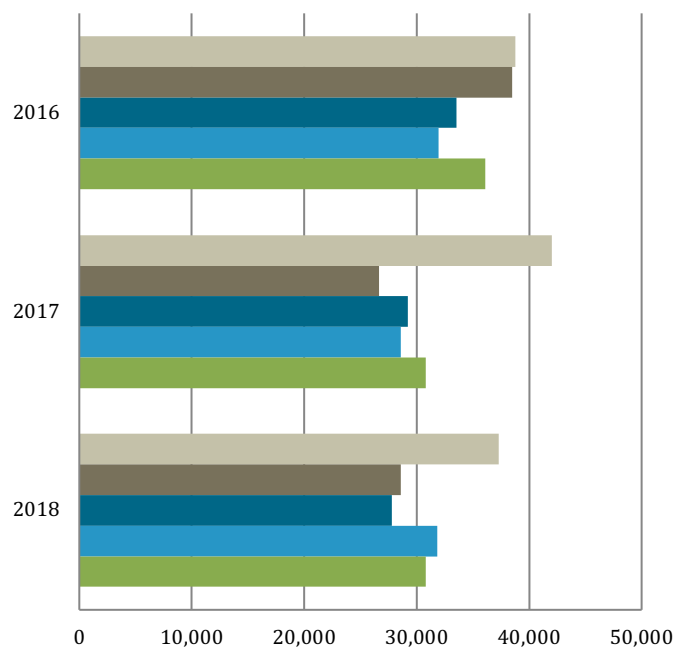
	2018	2017	2016
January Week 1	38,444	38,637	47,365
January Week 2	30,486	23,929	34,788
January Week 3	29,554	25,740	36,678
January Week 4	33,016	25,616	29,622
January Week 5	32,513	27,902	33,945

Value Sold (in millions of dollars)

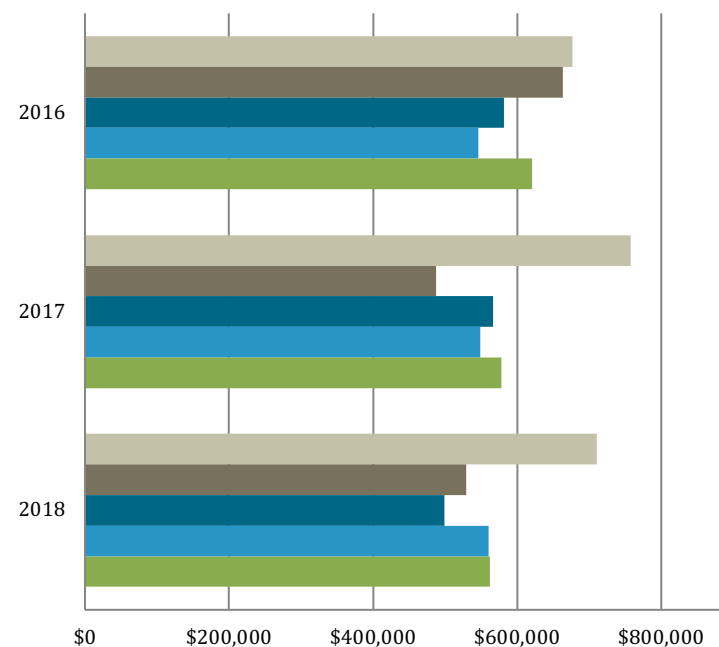
	2018	2017	2016
January Week 1	\$733,453.12	\$692,193.14	\$838,778.62
January Week 2	\$561,915.42	\$438,012.04	\$596,815.76
January Week 3	\$528,172.63	\$497,118.23	\$652,698.80
January Week 4	\$582,537.41	\$491,819.57	\$502,346.87
January Week 5	\$590,913.95	\$525,519.53	\$580,672.08

YOUNG ADULT FICTION: RING FENCE MARKET

The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the Ring Fence Market for the entire month of January in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)

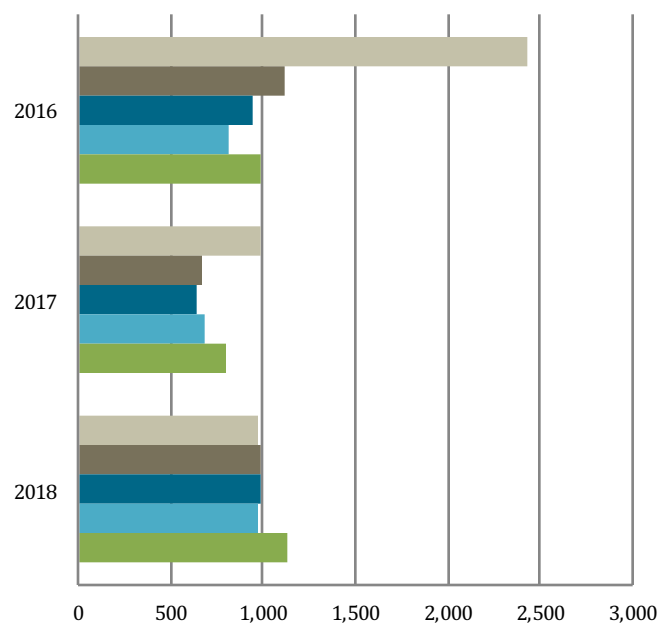
	2018	2017	2016
January Week 1	37,312	41,992	38,791
January Week 2	28,579	26,673	38,482
January Week 3	27,800	29,207	33,545
January Week 4	31,810	28,595	31,958
January Week 5	30,807	30,812	36,081

Value Sold (in millions of dollars)

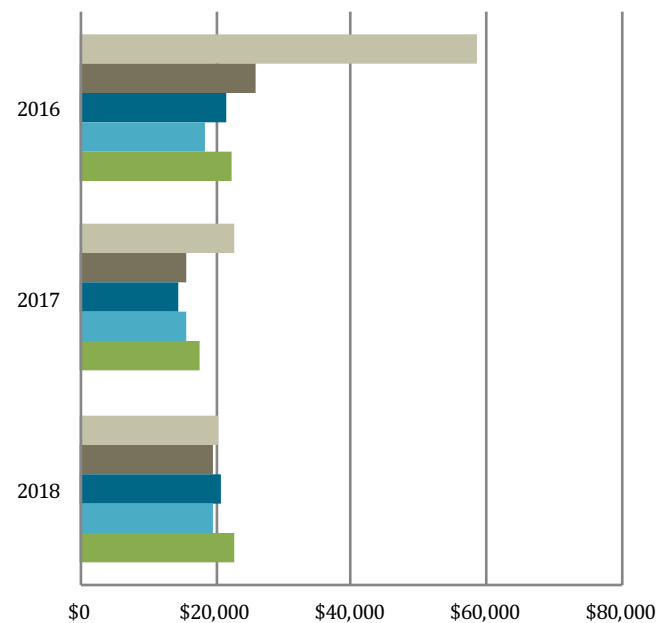
	2018	2017	2016
January Week 1	\$710,378.77	\$757,144.82	\$676,304.63
January Week 2	\$529,004.18	\$487,803.15	\$663,464.53
January Week 3	\$499,432.23	\$566,946.90	\$581,839.47
January Week 4	\$560,000.28	\$548,781.90	\$546,063.59
January Week 5	\$561,796.18	\$578,305.67	\$620,962.78

YOUNG ADULT NON-FICTION: ALL MARKET

The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the All Market for the entire month of January in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)

	2018	2017	2016
January Week 1	968	983	2,425
January Week 2	981	671	1,111
January Week 3	987	638	942
January Week 4	968	682	818
January Week 5	1,126	801	993

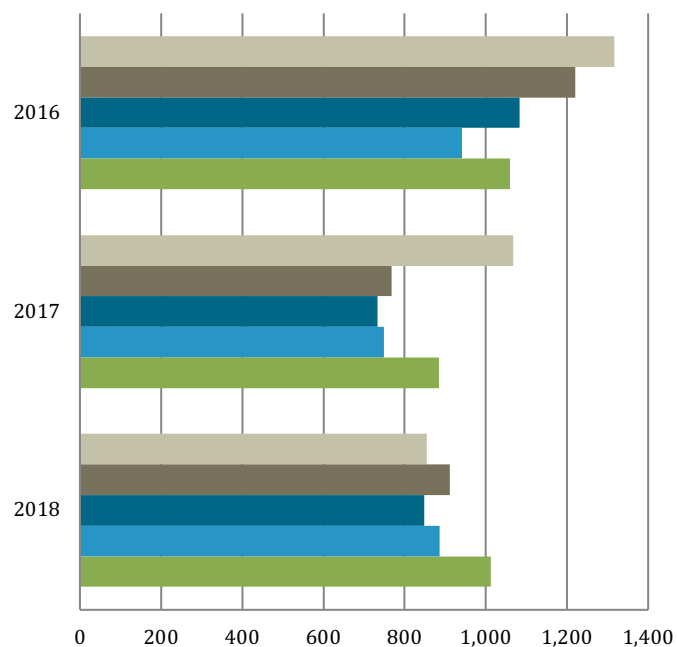
Value Sold (in millions of dollars)

	2018	2017	2016
January Week 1	\$20,180.35	\$22,531.83	\$58,663.88
January Week 2	\$19,579.35	\$15,812.24	\$25,955.24
January Week 3	\$20,836.52	\$14,340.32	\$21,469.47
January Week 4	\$19,760.14	\$15,704.85	\$18,299.96
January Week 5	\$22,757.96	\$17,570.72	\$22,228.65

YOUNG ADULT NON-FICTION: RING FENCE MARKET

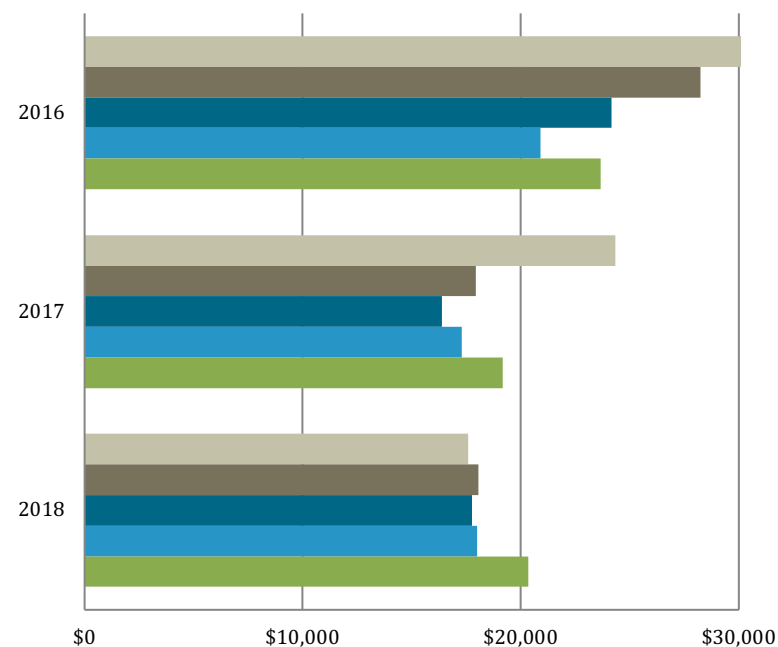
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the Ring Fence Market for the entire month of January in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2018	2017	2016
January Week 1	855	1,068	1,317
January Week 2	912	768	1,221
January Week 3	848	733	1,084
January Week 4	886	749	942
January Week 5	1,012	885	1,059

Value Sold (in millions of dollars)



	2018	2017	2016
January Week 1	\$17,592.04	\$24,325.44	\$30,131.47
January Week 2	\$18,051.05	\$17,933.63	\$28,241.46
January Week 3	\$17,759.67	\$16,378.32	\$24,154.23
January Week 4	\$17,989.09	\$17,292.52	\$20,896.33
January Week 5	\$20,346.42	\$19,180.88	\$23,652.82

YEAR-TO-DATE COMPARISON

The following graphs outline the year-to-date volume and value sold for the year-to-date of 2016, 2016, 2017, and 2018. The graphs compare 2018's year-to-date numbers with the comparable period in 2017. While we are dealing in weekly periods, the weeks do not align exactly, but the same number of weeks is compared for each year. The time periods for this comparison are as follows:

- 2018: Week ending February 4, 2018

- 2017: Week ending February 5, 2018

