



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 04.2018

March SalesData Market Report March 2018



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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 March 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 March 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

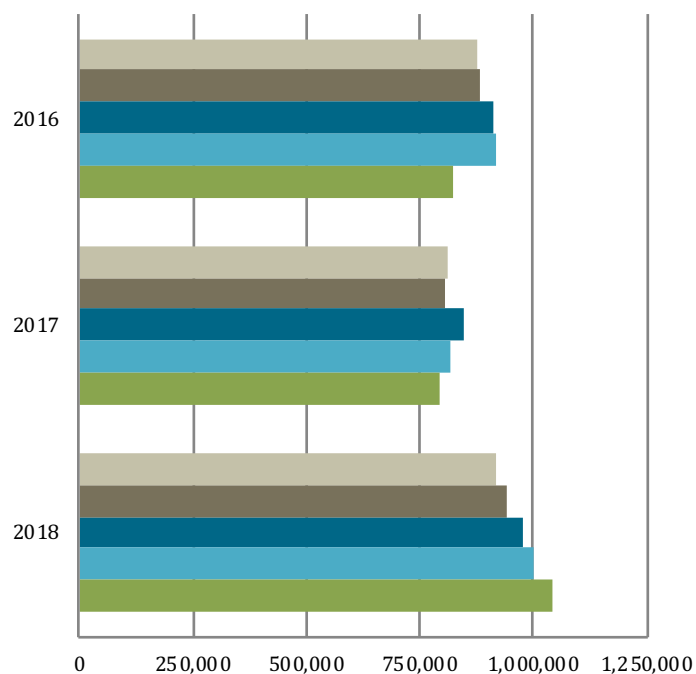
This report aims to encapsulate data from most days in March. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month may also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used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

	2018	2017	2016
Week 1	04-Mar	05-Mar	06-Mar
Week 2	11-Mar	12-Mar	13-Mar
Week 3	18-Mar	19-Mar	20-Mar
Week 4	25-Mar	26-Mar	27-Mar
Week 5	02-Apr	02-Apr	03-Apr

ALL MARKET

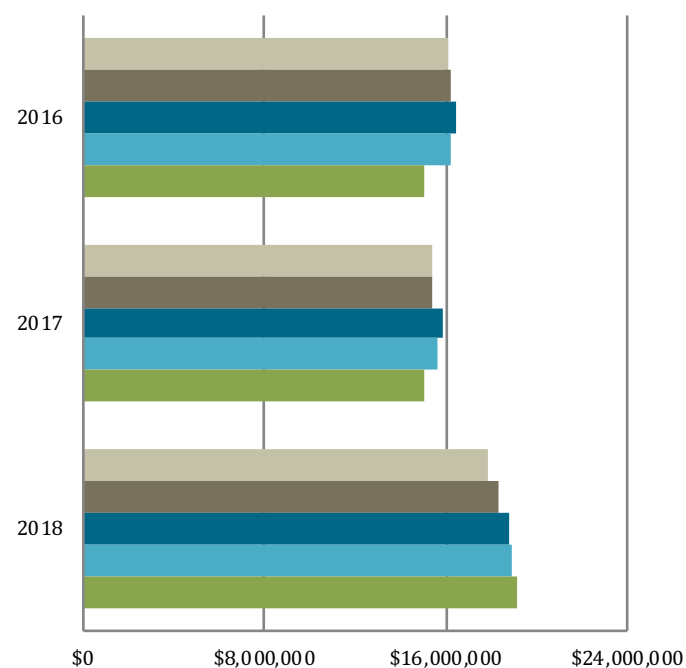
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of March in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for 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
March Week 1	915,601	810,862	877,660
March Week 2	938,298	806,162	879,723
March Week 3	978,111	846,928	911,330
March Week 4	999,235	816,870	919,891
March Week 5	1,043,001	793,691	820,968

Value Sold (in millions of dollars)

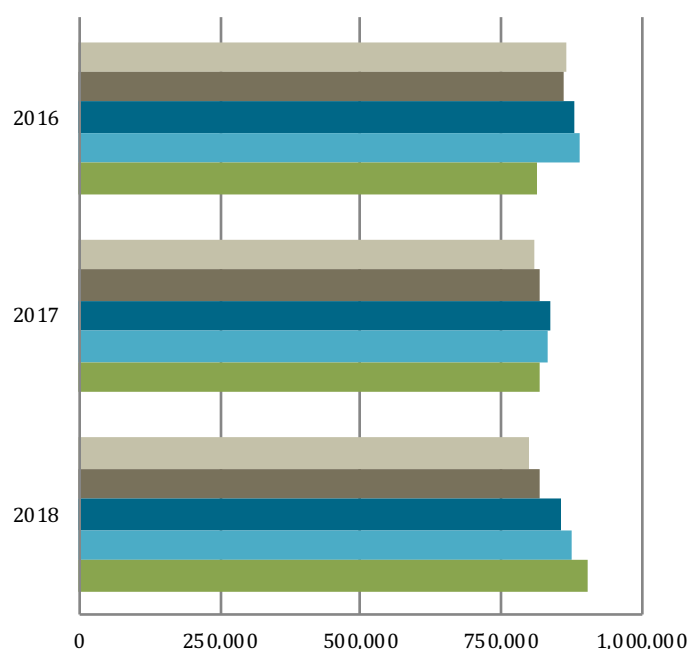


	2018	2017	2016
March Week 1	\$17,804,954.20	\$15,383,166.50	\$16,106,063.01
March Week 2	\$18,306,103.88	\$15,423,912.98	\$16,245,336.71
March Week 3	\$18,738,721.30	\$15,814,316.33	\$16,460,827.75
March Week 4	\$18,870,530.21	\$15,555,657.38	\$16,139,878.06
March Week 5	\$19,078,020.50	\$14,979,141.39	\$15,073,231.65

RING FENCE MARKET

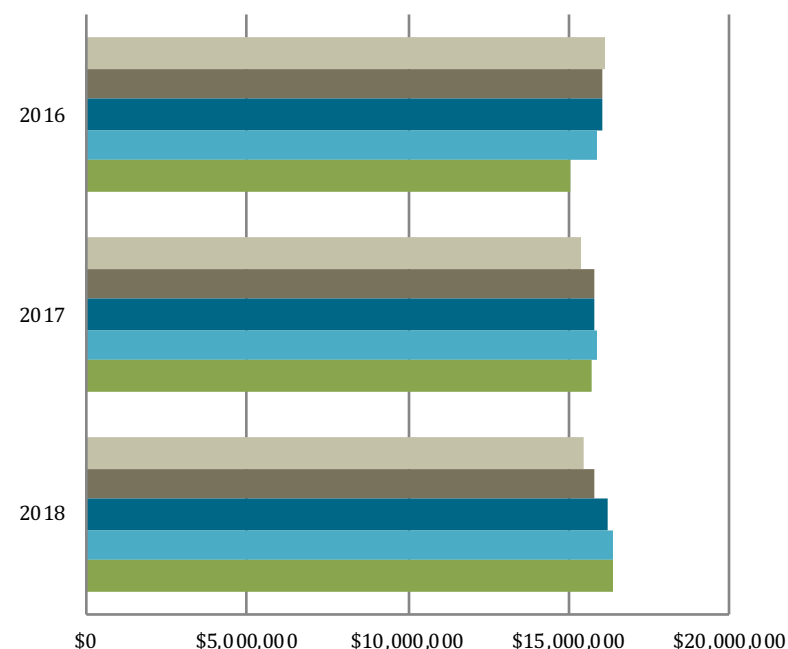
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of March in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold 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
March Week 1	800,461	809,815	866,960
March Week 2	816,497	820,530	861,746
March Week 3	855,125	836,514	881,152
March Week 4	873,533	831,720	890,779
March Week 5	904,623	819,074	812,301

Value Sold (in millions of dollars)

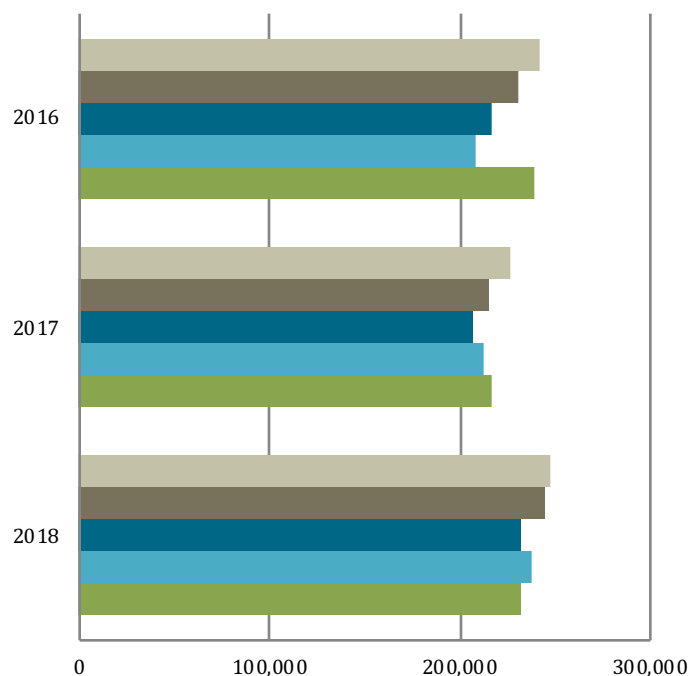


	2018	2017	2016
March Week 1	\$15,449,125.48	\$15,359,032.93	\$16,123,955.52
March Week 2	\$15,770,278.64	\$15,807,953.65	\$16,066,457.49
March Week 3	\$16,205,085.72	\$15,741,867.80	\$16,031,266.80
March Week 4	\$16,327,523.21	\$15,884,357.16	\$15,880,588.86
March Week 5	\$16,386,085.50	\$15,688,683.10	\$15,064,673.01

FICTION: ALL MARKET

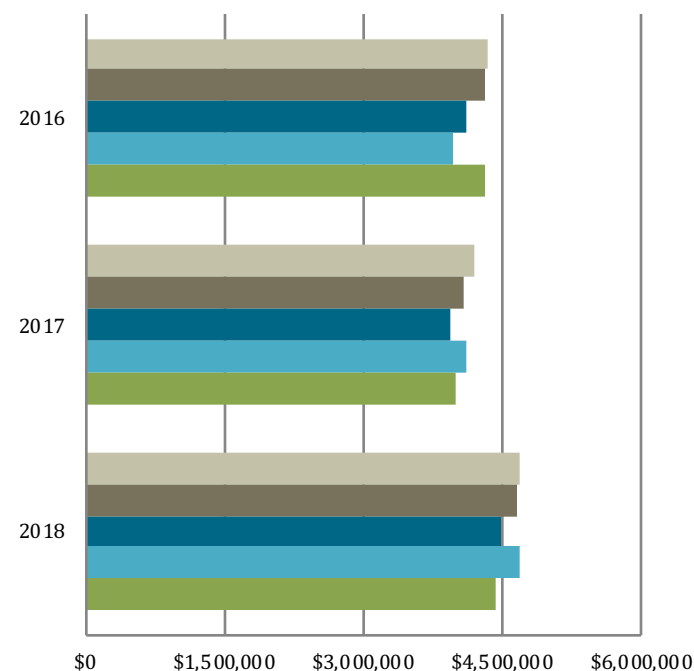
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of March in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
March Week 1	247,995	225,912	242,602
March Week 2	245,134	215,169	231,198
March Week 3	231,792	206,440	216,548
March Week 4	238,023	213,076	208,419
March Week 5	231,859	217,289	238,565

Value Sold (in millions of dollars)

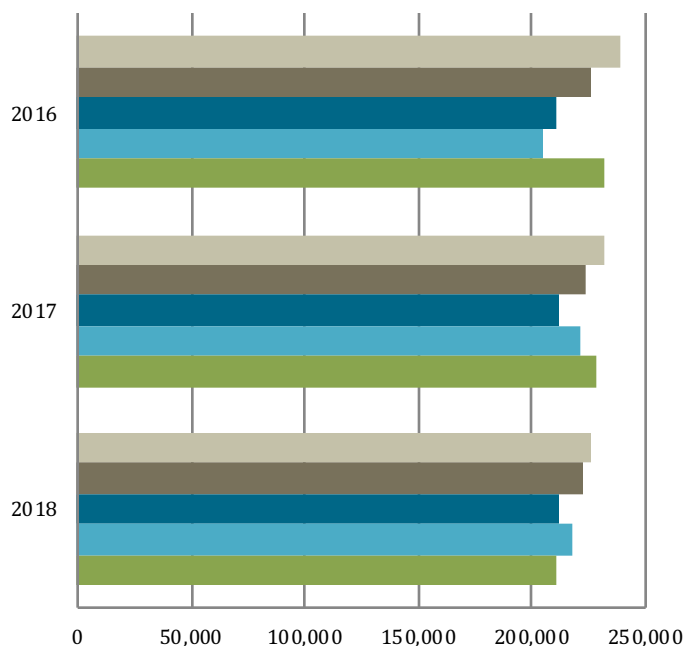


	2018	2017	2016
March Week 1	\$4,679,213.26	\$4,204,591.81	\$4,347,978.39
March Week 2	\$4,665,522.79	\$4,077,803.27	\$4,297,881.68
March Week 3	\$4,470,516.83	\$3,947,990.98	\$4,093,268.70
March Week 4	\$4,673,388.48	\$4,093,140.07	\$3,977,137.63
March Week 5	\$4,435,948.31	\$3,994,501.50	\$4,294,525.09

FICTION: RING FENCE MARKET

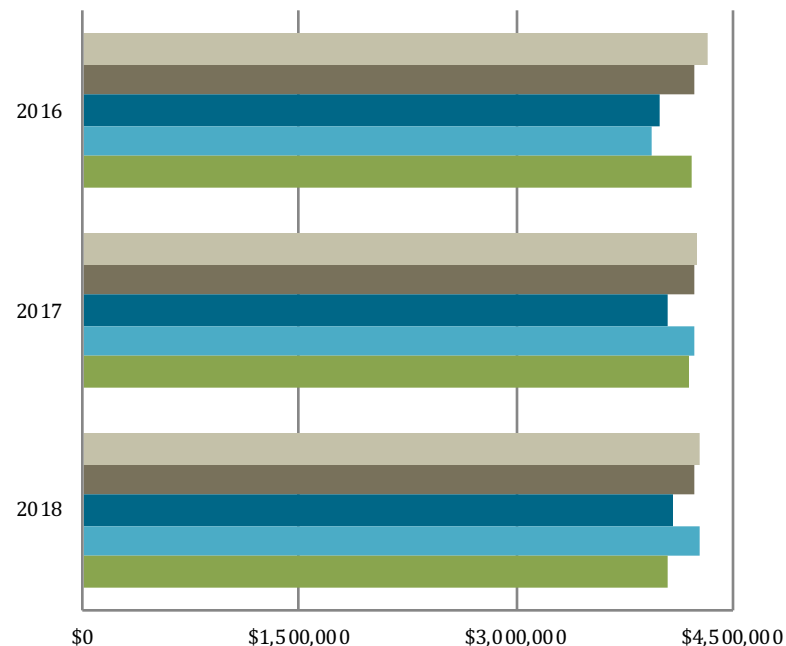
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of March in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
March Week 1	226,136	231,486	238,952
March Week 2	223,045	223,686	225,770
March Week 3	212,375	212,378	210,505
March Week 4	217,850	221,506	205,322
March Week 5	210,851	228,538	231,885

Value Sold (in millions of dollars)

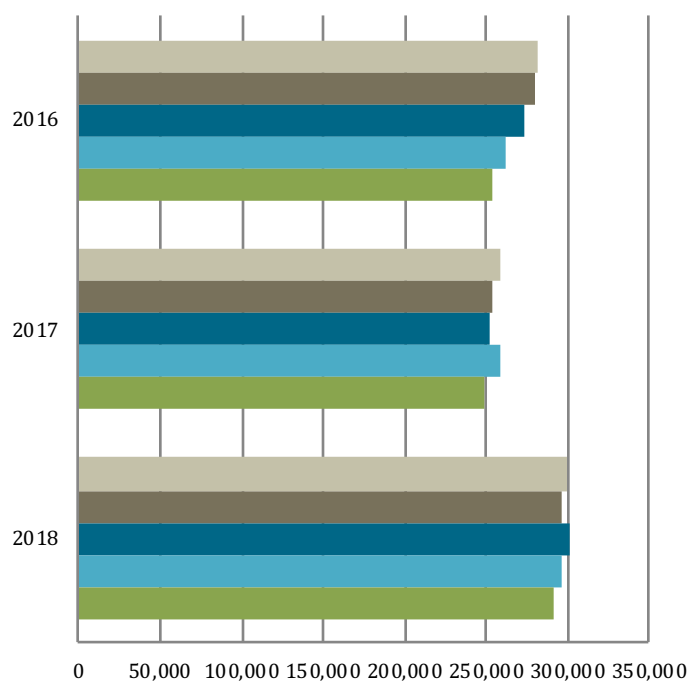


	2018	2017	2016
March Week 1	\$4,276,432.26	\$4,252,415.70	\$4,332,769.20
March Week 2	\$4,240,523.81	\$4,231,706.98	\$4,229,607.60
March Week 3	\$4,096,252.12	\$4,056,811.54	\$4,003,249.29
March Week 4	\$4,277,737.68	\$4,227,727.64	\$3,944,508.18
March Week 5	\$4,041,431.27	\$4,204,729.95	\$4,220,021.42

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 March 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
March Week 1	298,714	258,247	281,134
March Week 2	295,773	254,279	279,312
March Week 3	301,093	251,872	272,931
March Week 4	296,578	258,269	261,169
March Week 5	291,490	249,384	254,347

Value Sold (in millions of dollars)

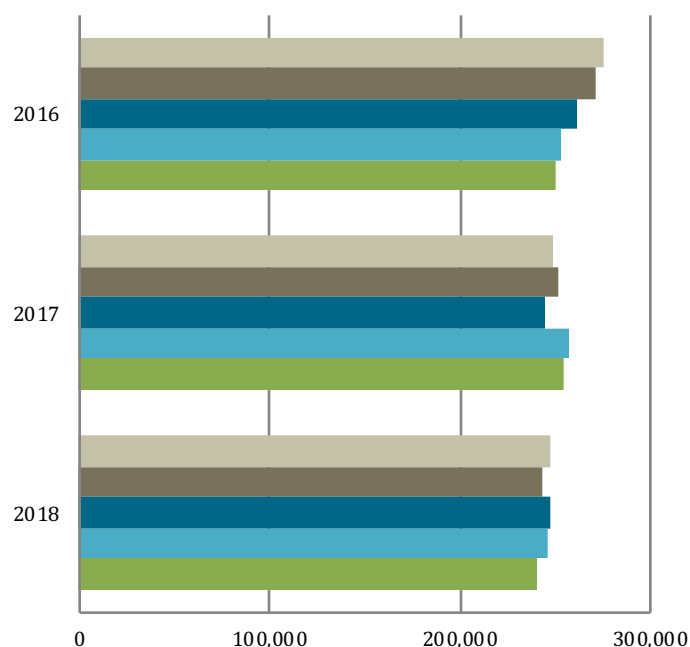


	2018	2017	2016
March Week 1	\$7,966,043.98	\$6,630,329.12	\$6,902,569.62
March Week 2	\$8,005,896.89	\$6,670,377.24	\$6,884,945.90
March Week 3	\$8,098,395.60	\$6,583,319.37	\$6,733,842.37
March Week 4	\$7,979,750.05	\$6,755,135.48	\$6,338,905.50
March Week 5	\$7,799,713.73	\$6,541,077.34	\$6,266,203.73

NON-FICTION: RING FENCE MARKET

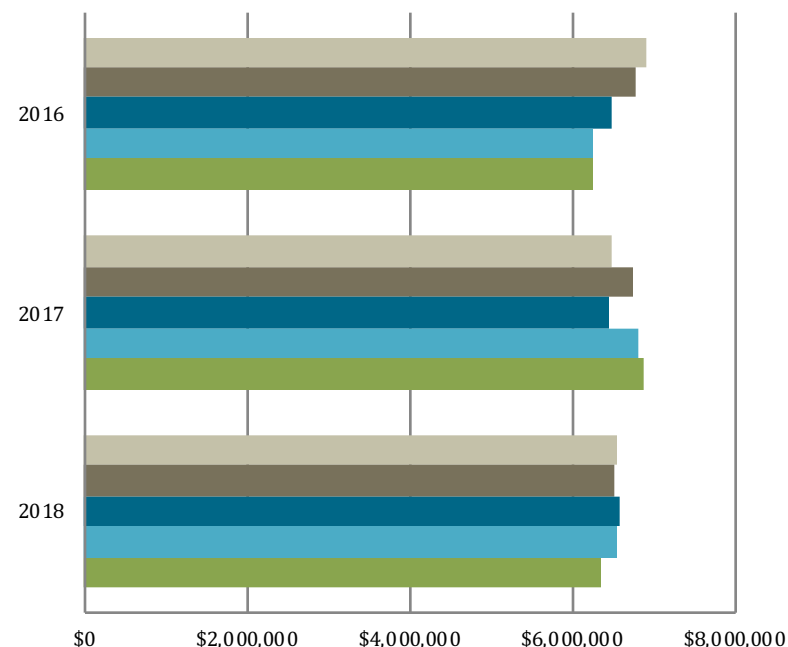
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of March in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
March Week 1	247,208	249,325	276,150
March Week 2	242,677	252,224	271,243
March Week 3	246,909	244,908	261,716
March Week 4	246,429	257,600	253,381
March Week 5	240,408	254,876	249,903

Value Sold (in millions of dollars)

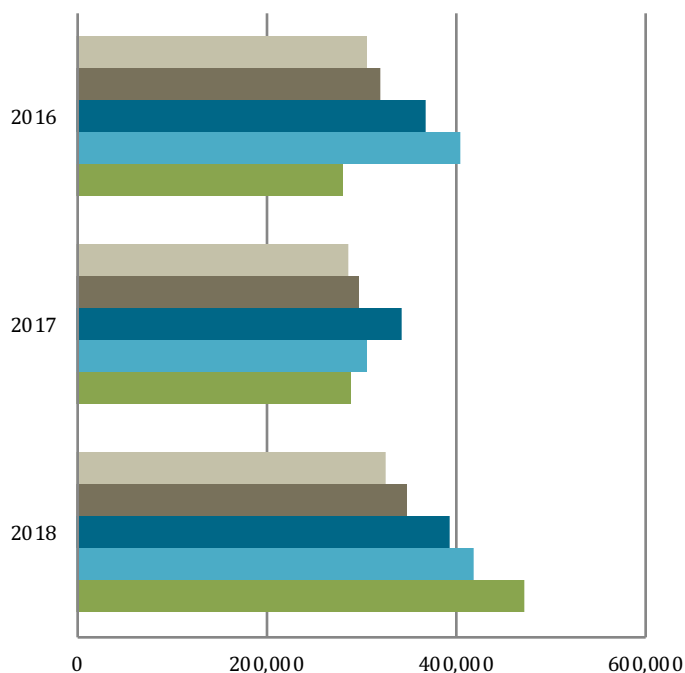


	2018	2017	2016
March Week 1	\$6,552,448.15	\$6,479,832.15	\$6,900,688.01
March Week 2	\$6,506,212.55	\$6,741,203.41	\$6,774,295.30
March Week 3	\$6,594,671.09	\$6,466,154.77	\$6,493,596.44
March Week 4	\$6,544,229.14	\$6,809,024.09	\$6,255,038.99
March Week 5	\$6,349,296.62	\$6,865,220.83	\$6,242,081.19

JUVENILE: ALL MARKET

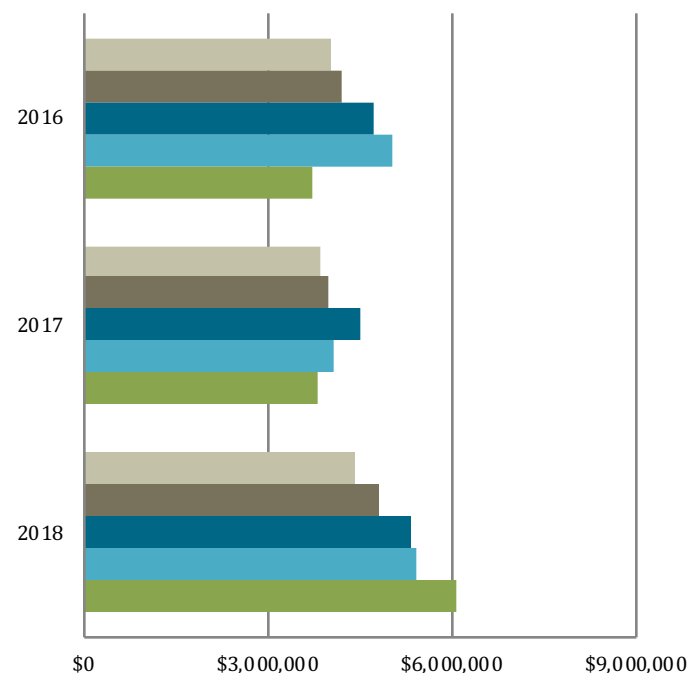
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of March in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
March Week 1	325,412	287,166	305,435
March Week 2	348,427	297,196	319,785
March Week 3	394,248	341,889	368,215
March Week 4	417,633	307,002	403,728
March Week 5	472,417	289,580	282,043

Value Sold (in millions of dollars)

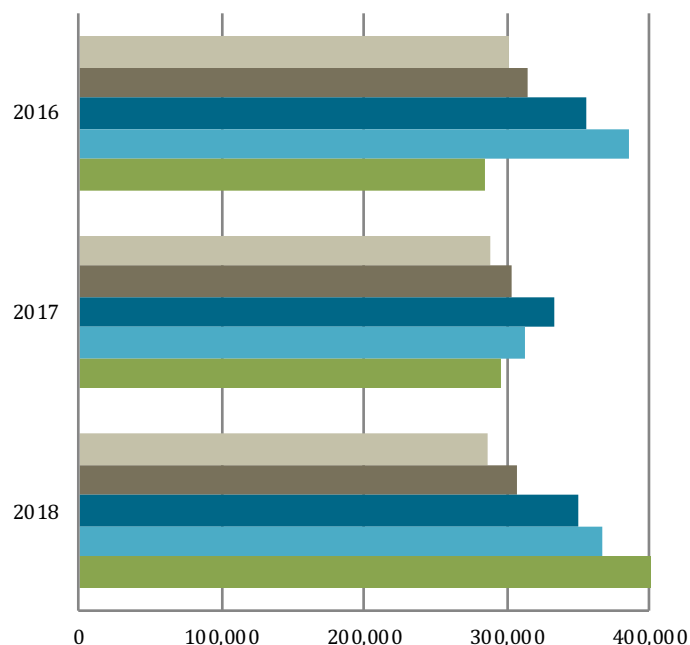


	2018	2017	2016
March Week 1	\$4,428,918.73	\$3,870,901.90	\$4,023,616.40
March Week 2	\$4,816,753.22	\$4,005,739.49	\$4,204,946.15
March Week 3	\$5,325,006.81	\$4,507,444.58	\$4,704,984.11
March Week 4	\$5,437,311.87	\$4,070,541.10	\$5,025,715.26
March Week 5	\$6,071,086.53	\$3,811,844.71	\$3,726,949.97

JUVENILE: RING FENCE MARKET

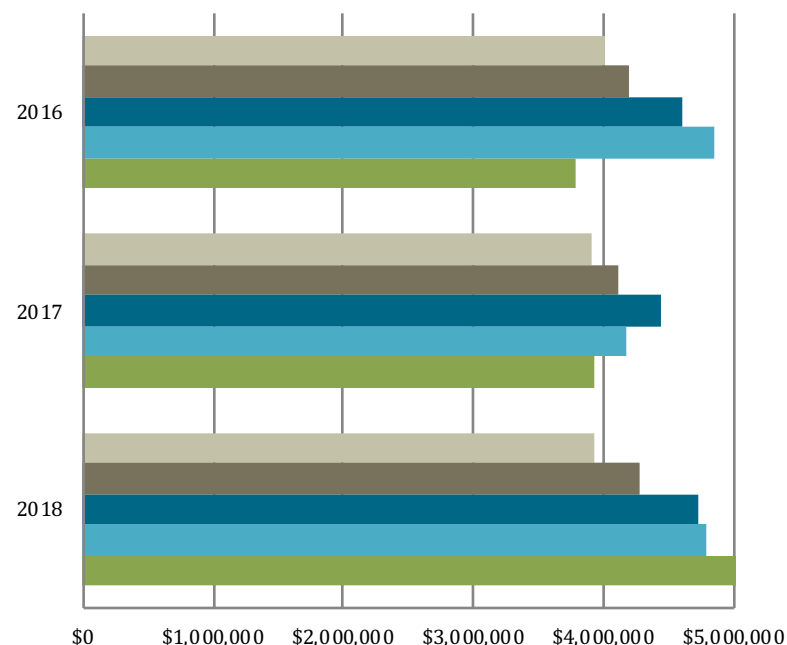
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of March in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
March Week 1	287,008	287,844	301,858
March Week 2	306,464	302,892	314,982
March Week 3	349,134	333,483	356,200
March Week 4	366,665	312,075	385,444
March Week 5	410,741	295,255	283,524

Value Sold (in millions of dollars)

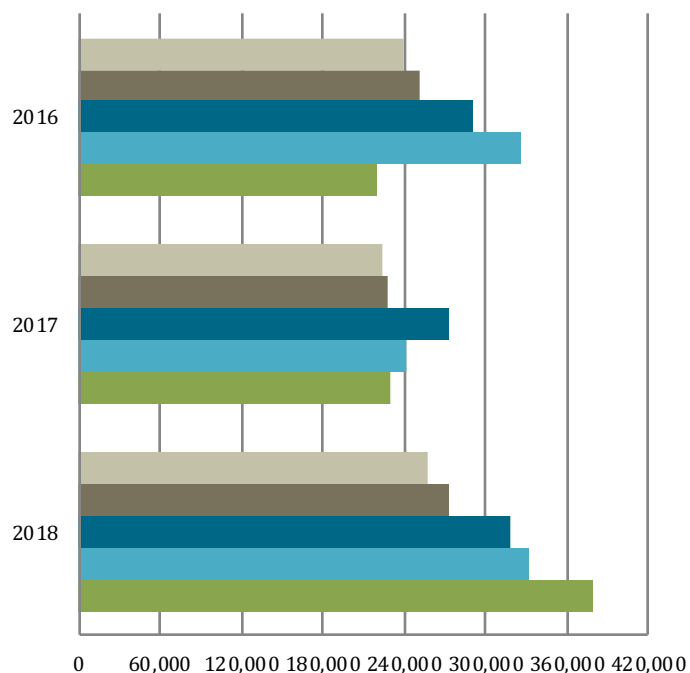


	2018	2017	2016
March Week 1	\$3,936,313.19	\$3,908,301.44	\$4,015,806.08
March Week 2	\$4,271,385.09	\$4,113,679.48	\$4,188,311.79
March Week 3	\$4,731,807.08	\$4,433,796.94	\$4,607,045.29
March Week 4	\$4,787,200.50	\$4,170,137.04	\$4,860,264.99
March Week 5	\$5,289,609.58	\$3,935,335.95	\$3,789,128.40

JUVENILE FICTION: ALL MARKET

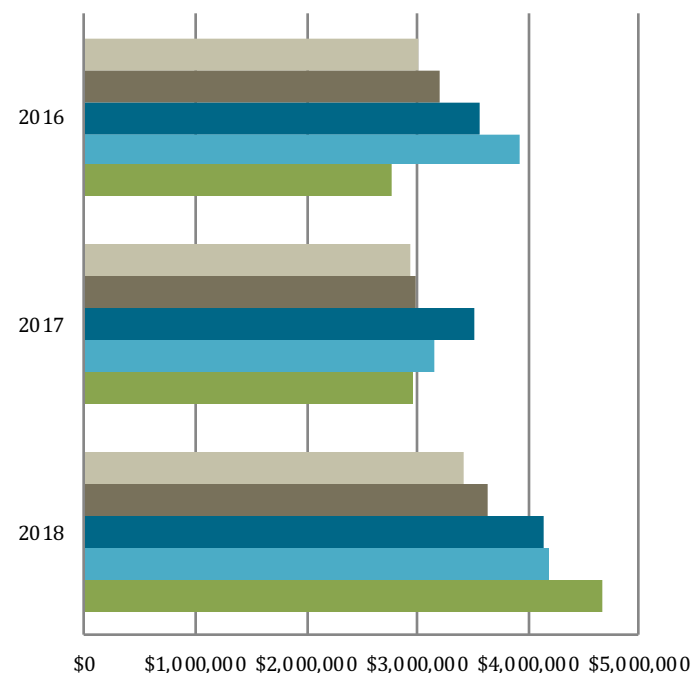
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of March in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
March Week 1	256,932	222,910	238,671
March Week 2	273,022	228,271	251,883
March Week 3	317,254	272,793	290,234
March Week 4	332,600	241,683	325,370
March Week 5	378,994	229,429	220,063

Value Sold (in millions of dollars)

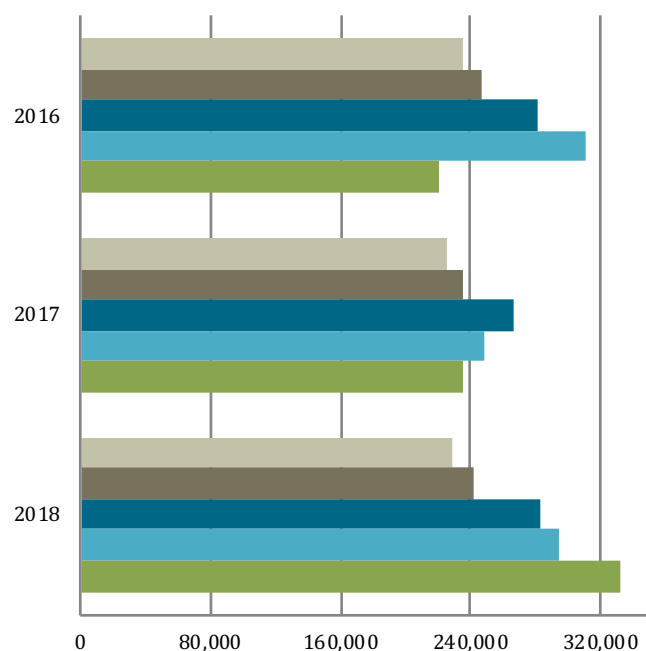


	2018	2017	2016
March Week 1	\$3,406,314.19	\$2,926,481.02	\$3,006,333.19
March Week 2	\$3,634,935.54	\$2,991,727.22	\$3,186,898.78
March Week 3	\$4,144,434.22	\$3,502,162.30	\$3,560,286.11
March Week 4	\$4,177,574.19	\$3,141,288.09	\$3,913,879.66
March Week 5	\$4,676,522.74	\$2,958,229.97	\$2,772,295.82

JUVENILE FICTION: RING FENCE MARKET

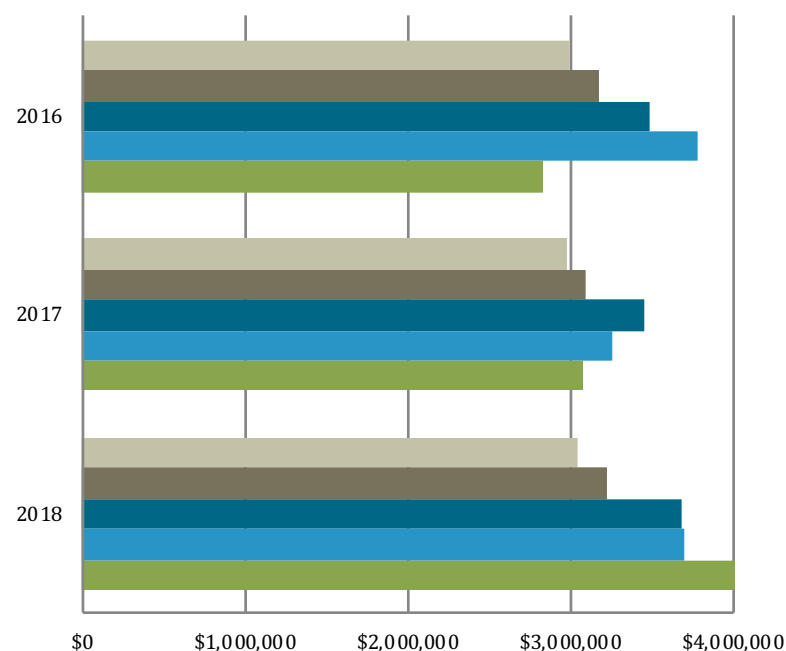
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of March in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
March Week 1	228,576	224,993	234,796
March Week 2	241,374	234,543	247,070
March Week 3	282,799	266,146	280,297
March Week 4	294,449	247,867	310,615
March Week 5	331,233	235,812	220,915

Value Sold (in millions of dollars)

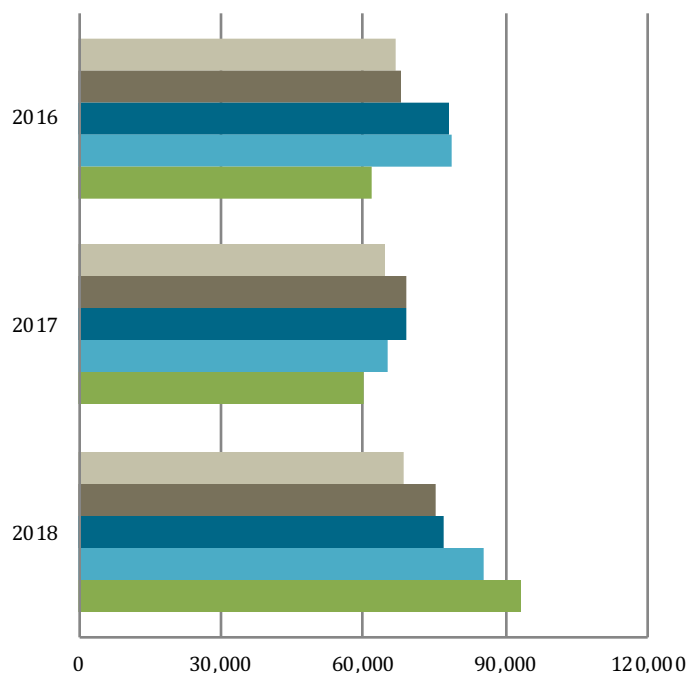


	2018	2017	2016
March Week 1	\$3,033,771.65	\$2,975,283.08	\$2,994,514.79
March Week 2	\$3,223,004.21	\$3,097,823.76	\$3,168,421.17
March Week 3	\$3,687,948.80	\$3,445,821.46	\$3,481,073.60
March Week 4	\$3,692,859.35	\$3,246,485.61	\$3,786,945.25
March Week 5	\$4,074,042.02	\$3,078,598.93	\$2,821,258.92

JUVENILE NON-FICTION: ALL MARKET

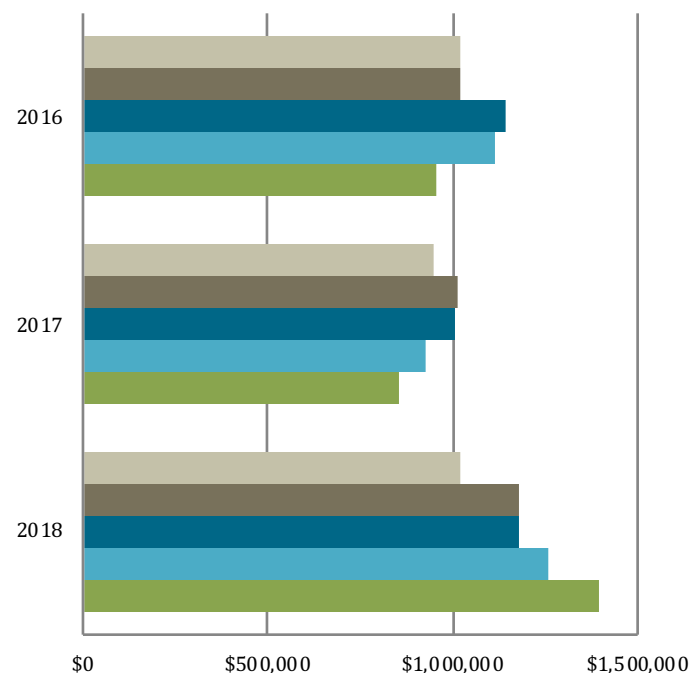
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of March in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
March Week 1	68,480	64,256	66,764
March Week 2	75,405	68,925	67,902
March Week 3	76,994	69,096	77,981
March Week 4	85,033	65,319	78,358
March Week 5	93,423	60,151	61,980

Value Sold (in millions of dollars)

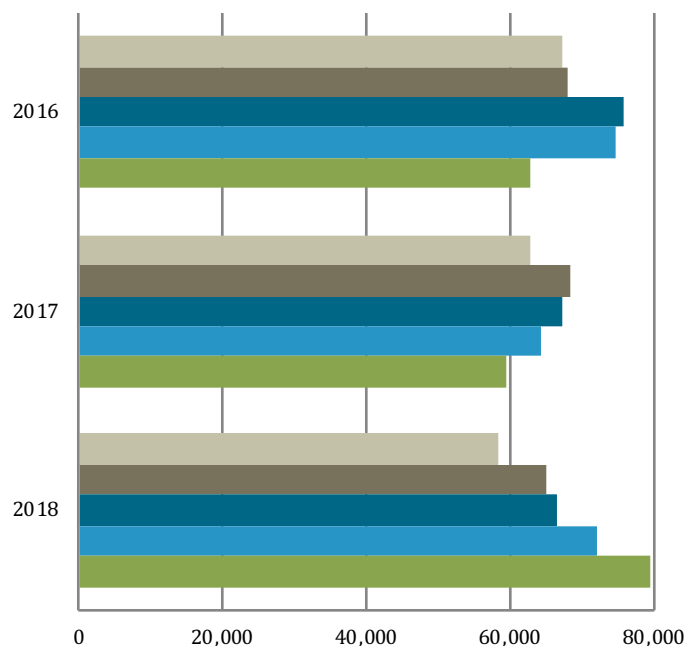


	2018	2017	2016
March Week 1	\$1,022,604.54	\$944,420.88	\$1,017,283.21
March Week 2	\$1,181,817.68	\$1,014,012.27	\$1,018,047.37
March Week 3	\$1,180,572.59	\$1,005,282.28	\$1,144,698.00
March Week 4	\$1,259,737.68	\$929,253.01	\$1,111,835.60
March Week 5	\$1,394,563.79	\$853,614.74	\$954,654.15

JUVENILE NON-FICTION: RING FENCE MARKET

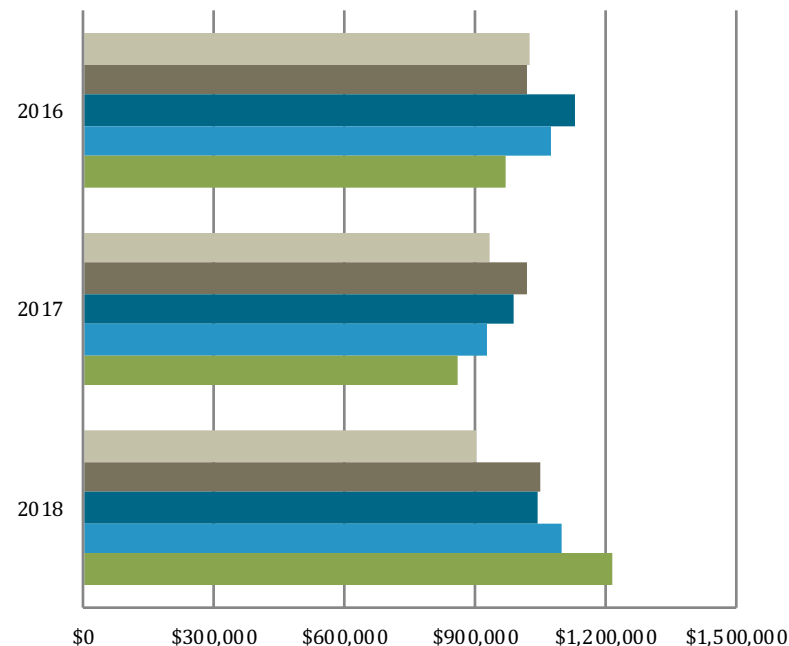
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of March in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
March Week 1	58,432	62,851	67,062
March Week 2	65,090	68,349	67,912
March Week 3	66,335	67,337	75,903
March Week 4	72,216	64,208	74,829
March Week 5	79,508	59,443	62,609

Value Sold (in millions of dollars)

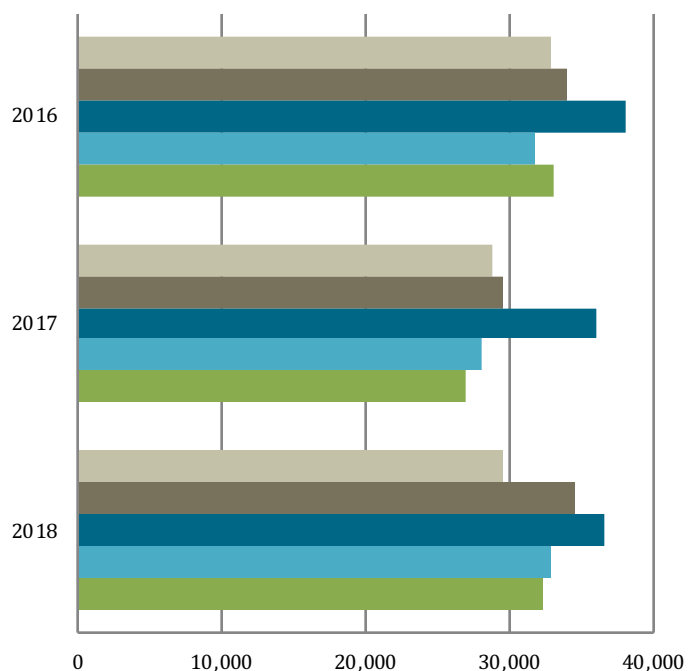


	2018	2017	2016
March Week 1	\$902,541.54	\$933,018.36	\$1,021,291.29
March Week 2	\$1,048,380.88	\$1,015,855.72	\$1,019,890.62
March Week 3	\$1,043,858.28	\$987,975.48	\$1,125,971.69
March Week 4	\$1,094,341.15	\$923,651.43	\$1,073,319.74
March Week 5	\$1,215,567.56	\$856,737.02	\$967,869.48

YOUNG ADULT: ALL MARKET

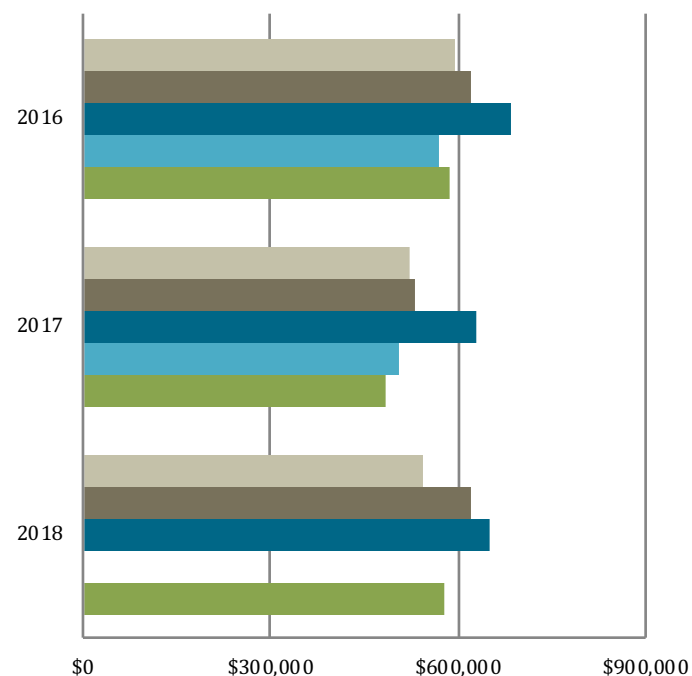
The graphs below show the volume sold and value sold of titles within the Young Adult category in the All Market for the entire month of March in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
March Week 1	29,557	28,709	32,868
March Week 2	34,450	29,471	34,022
March Week 3	36,539	35,946	38,085
March Week 4	32,906	28,113	31,719
March Week 5	32,346	26,915	33,117

Value Sold (in millions of dollars)

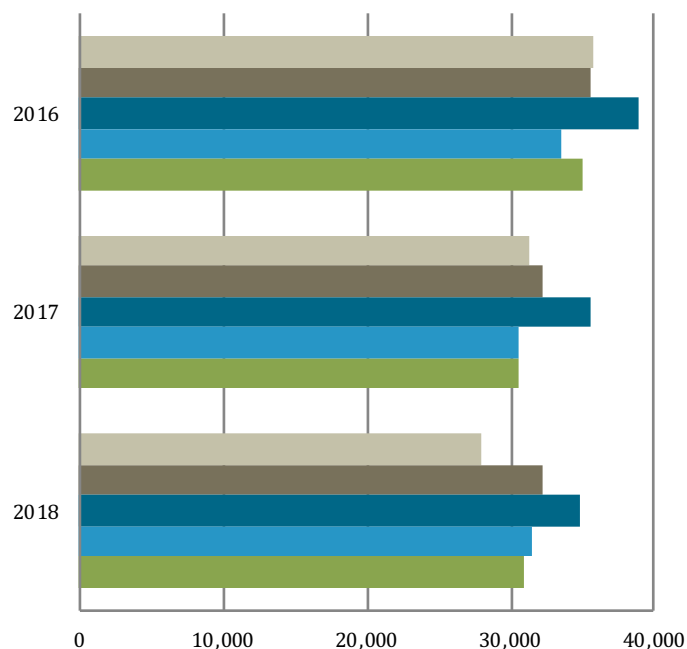


	2018	2017	2016
March Week 1	\$543,244.48	\$522,828.68	\$594,112.70
March Week 2	\$618,818.85	\$531,259.33	\$619,172.52
March Week 3	\$648,412.20	\$629,510.20	\$685,381.66
March Week 4	\$0.00	\$503,579.95	\$570,292.34
March Week 5	\$578,540.26	\$483,914.27	\$586,889.91

YOUNG ADULT: RING FENCE MARKET

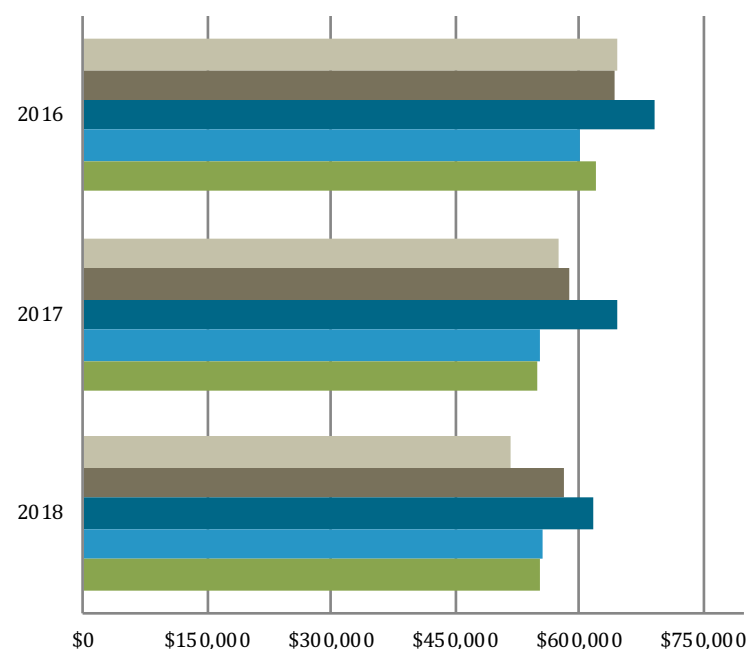
The graphs below show the volume sold and value sold of titles within the Young Adult category in the Ring Fence Market for the entire month of March in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
March Week 1	27,991	31,323	35,668
March Week 2	32,184	32,238	35,537
March Week 3	34,763	35,584	38,828
March Week 4	31,390	30,632	33,587
March Week 5	30,993	30,487	35,030

Value Sold (in millions of dollars)

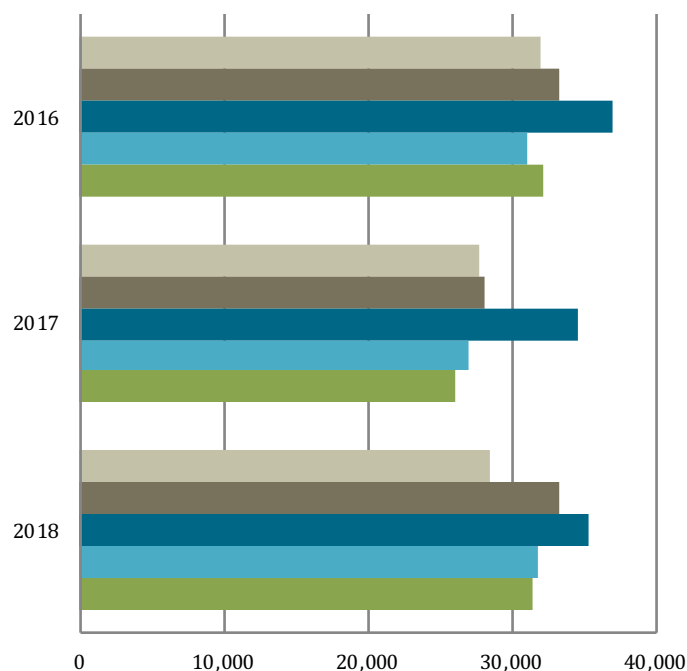


	2018	2017	2016
March Week 1	\$515,107.81	\$574,775.25	\$646,495.02
March Week 2	\$580,530.47	\$587,350.32	\$642,560.20
March Week 3	\$616,260.17	\$646,041.48	\$691,573.95
March Week 4	\$554,577.98	\$551,902.23	\$602,072.43
March Week 5	\$553,586.56	\$548,679.90	\$620,785.24

YOUNG ADULT FICTION: ALL MARKET

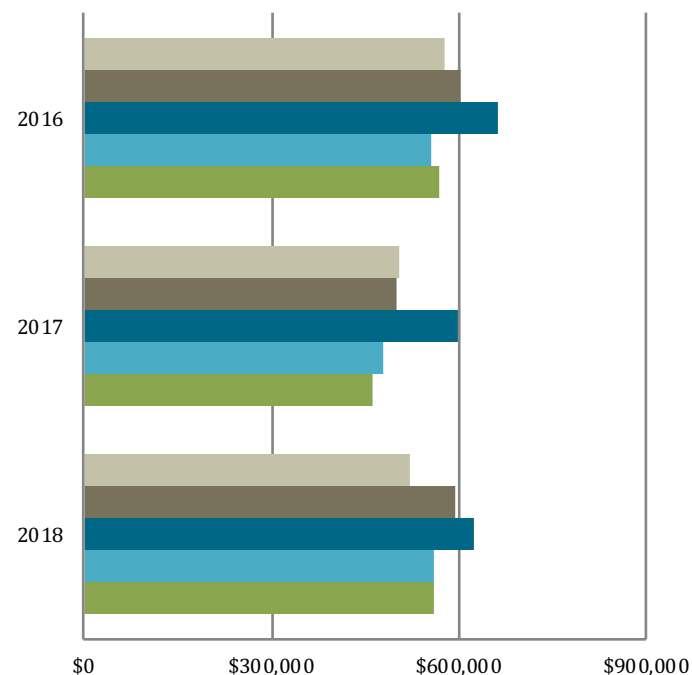
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the All Market for the entire month of March in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
March Week 1	28,591	27,813	32,073
March Week 2	33,298	28,169	33,279
March Week 3	35,382	34,646	37,040
March Week 4	31,908	27,081	31,039
March Week 5	31,391	26,047	32,262

Value Sold (in millions of dollars)

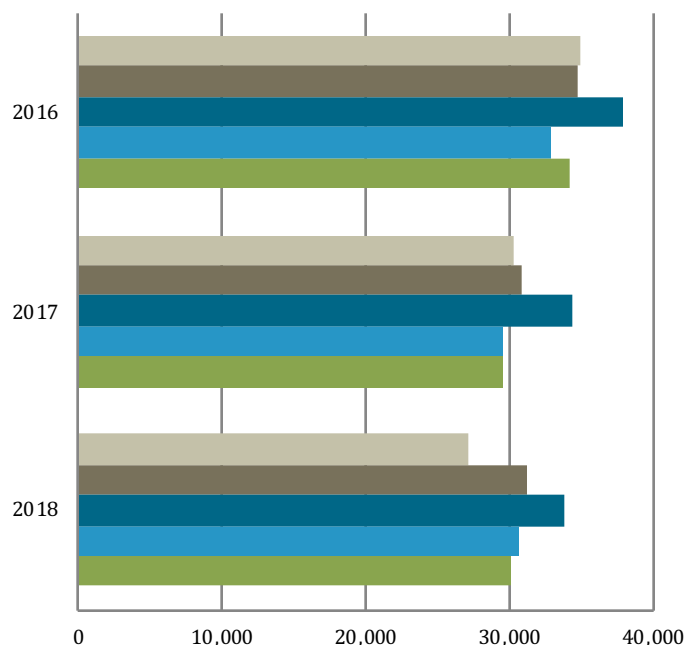


	2018	2017	2016
March Week 1	\$522,345.32	\$502,494.61	\$576,396.24
March Week 2	\$594,152.87	\$500,438.50	\$602,194.10
March Week 3	\$623,807.04	\$597,208.62	\$661,926.21
March Week 4	\$559,778.34	\$479,028.33	\$555,123.82
March Week 5	\$558,349.13	\$462,893.82	\$568,791.54

YOUNG ADULT FICTION: RING FENCE MARKET

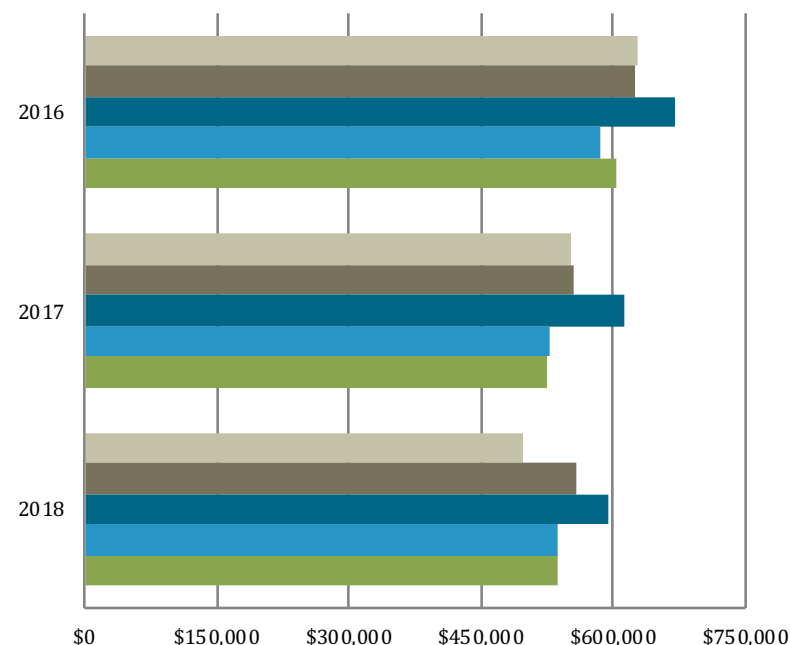
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Volume Sold (in units)



	2018	2017	2016
March Week 1	27,112	30,321	34,805
March Week 2	31,146	30,842	34,666
March Week 3	33,681	34,238	37,792
March Week 4	30,553	29,595	32,829
March Week 5	30,141	29,541	34,164

Value Sold (in millions of dollars)

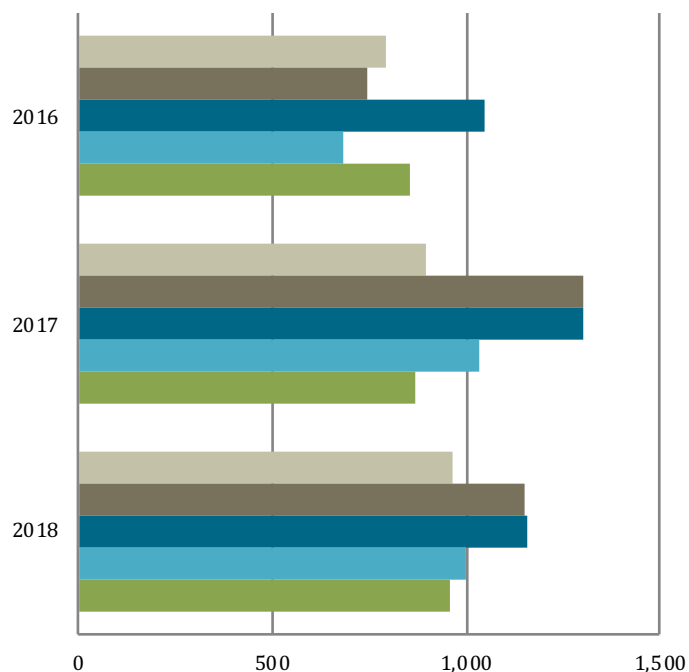


	2018	2017	2016
March Week 1	\$496,025.88	\$551,874.95	\$627,437.22
March Week 2	\$558,182.19	\$554,485.67	\$622,890.68
March Week 3	\$593,324.91	\$612,682.99	\$668,323.94
March Week 4	\$537,116.56	\$526,753.57	\$585,225.27
March Week 5	\$535,576.76	\$525,626.92	\$602,595.46

YOUNG ADULT NON-FICTION: ALL MARKET

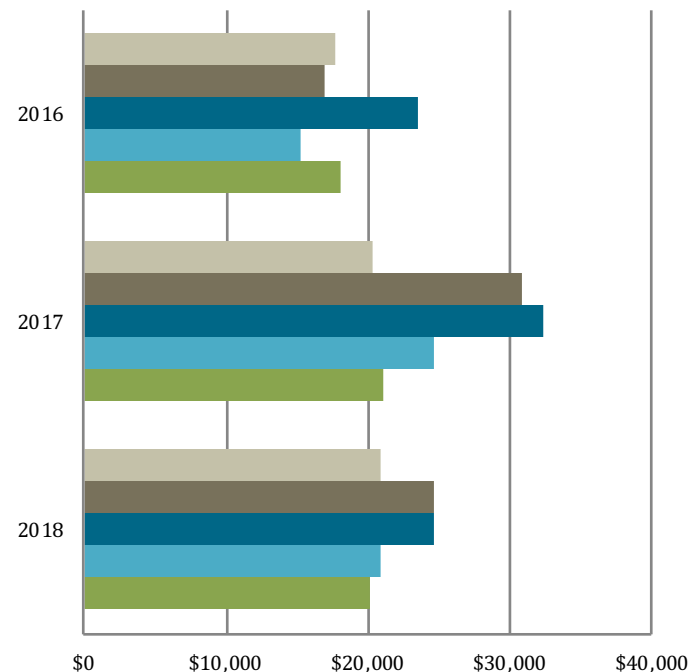
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the All Market for the entire month of March in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
March Week 1	966	896	795
March Week 2	1,152	1,302	743
March Week 3	1,157	1,300	1,045
March Week 4	998	1,032	680
March Week 5	955	868	855

Value Sold (in millions of dollars)

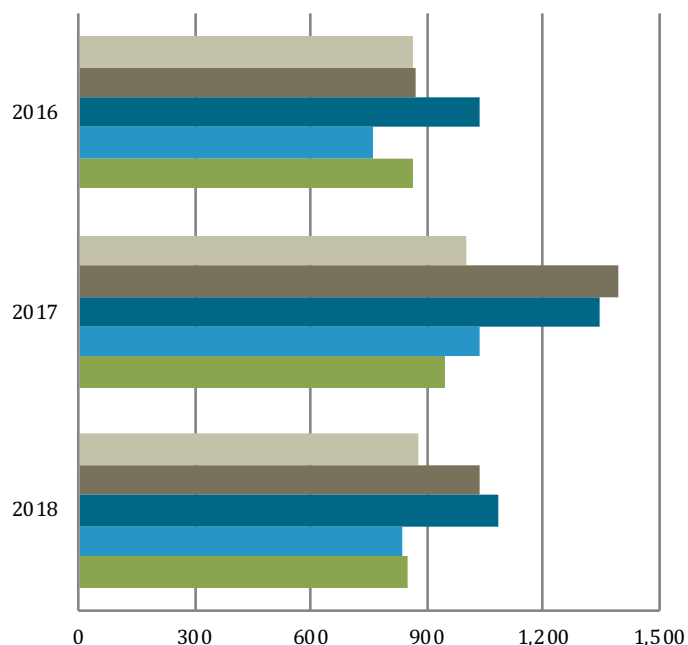


	2018	2017	2016
March Week 1	\$20,899.16	\$20,334.07	\$17,716.46
March Week 2	\$24,665.98	\$30,820.83	\$16,978.42
March Week 3	\$24,605.16	\$32,301.58	\$23,455.45
March Week 4	\$20,841.18	\$24,551.62	\$15,168.52
March Week 5	\$20,191.13	\$21,020.45	\$18,098.37

YOUNG ADULT NON-FICTION: RING FENCE MARKET

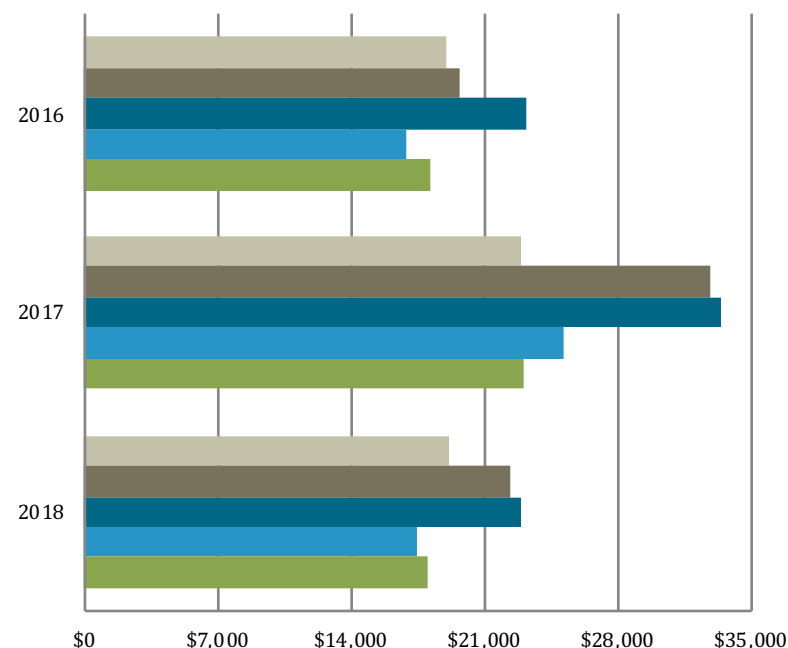
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the Ring Fence Market for the entire month of March in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
March Week 1	879	1,002	863
March Week 2	1,038	1,396	871
March Week 3	1,082	1,346	1,036
March Week 4	837	1,037	758
March Week 5	852	946	866

Value Sold (in millions of dollars)



	2018	2017	2016
March Week 1	\$19,081.93	\$22,900.30	\$19,057.80
March Week 2	\$22,348.28	\$32,864.65	\$19,669.52
March Week 3	\$22,935.26	\$33,358.49	\$23,250.01
March Week 4	\$17,461.42	\$25,148.66	\$16,847.16
March Week 5	\$18,009.80	\$23,052.98	\$18,189.78

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 March 25, 2018
- 2017: Week ending March 26, 2017

