



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 08.2018

July SalesData Market Report



BOOKNET
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 July in the years 2016 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 July 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, 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

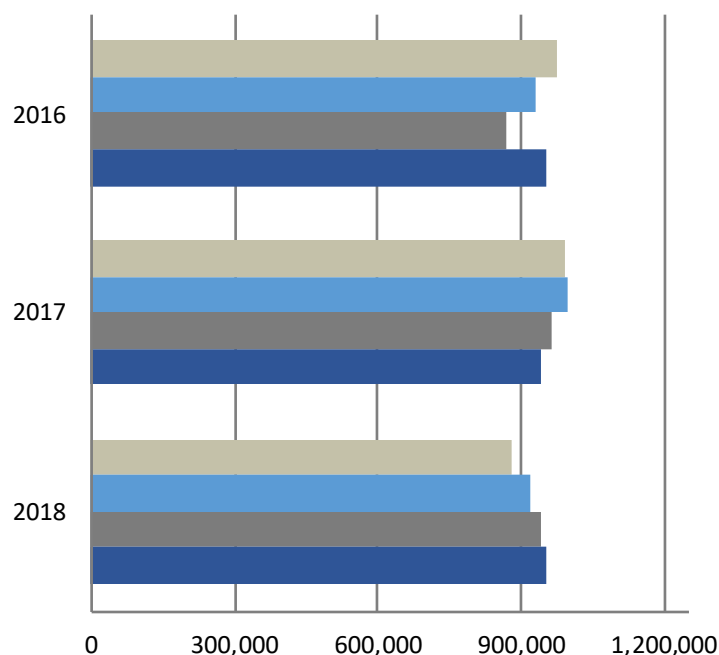
This report aims to encapsulate data from most days in July. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month July also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used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

	2018	2017	2016
Week 1	08-Jul	09-Jul	10-Jul
Week 2	15-Jul	16-Jul	17-Jul
Week 3	22-Jul	23-Jul	24-Jul
Week 4	29-Jul	30-Jul	31-Jul

ALL MARKET

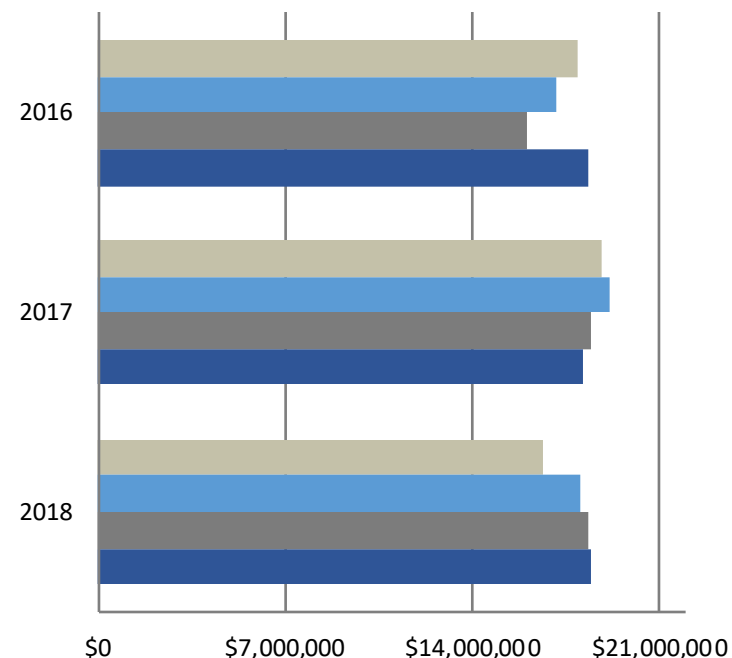
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of July in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for 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
July Week 1	876,723	991,745	976,158
July Week 2	920,722	994,117	931,040
July Week 3	942,888	963,036	867,816
July Week 4	949,154	941,468	953,454
Total	3,689,487	3,890,366	3,728,468

Value Sold (in millions of dollars)

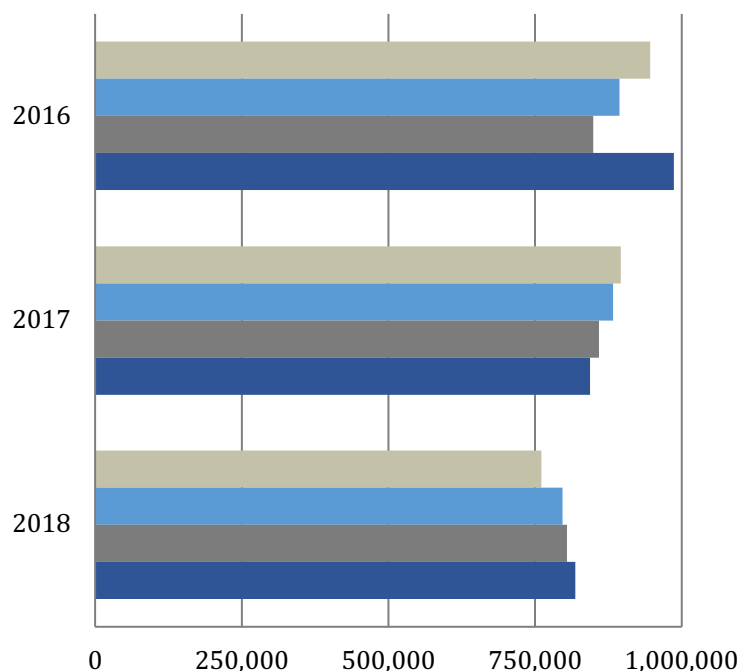


	2018	2017	2016
July Week 1	\$16,678,312.98	\$18,798,663.11	\$17,931,074.37
July Week 2	\$18,059,359.17	\$19,136,147.22	\$17,160,923.73
July Week 3	\$18,316,854.42	\$18,406,966.98	\$15,986,259.45
July Week 4	\$18,404,693.87	\$18,105,308.79	\$18,320,443.74
Total	\$71,459,220.44	\$74,447,086.10	\$69,398,701.29

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 July 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.

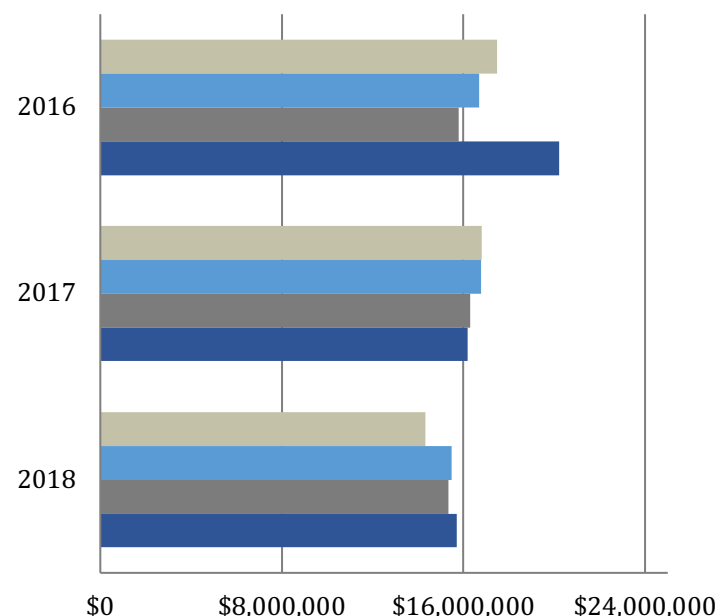
Volume Sold (in units)



	2018	2017	2016
July Week 1	760,794	895,798	946,383
July Week 2	797,139	883,027	893,822
July Week 3	804,016	858,901	849,049
July Week 4	818,121	843,758	986,450

Total	3,180,070	3,481,484	3,675,704
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Value Sold (in millions of dollars)



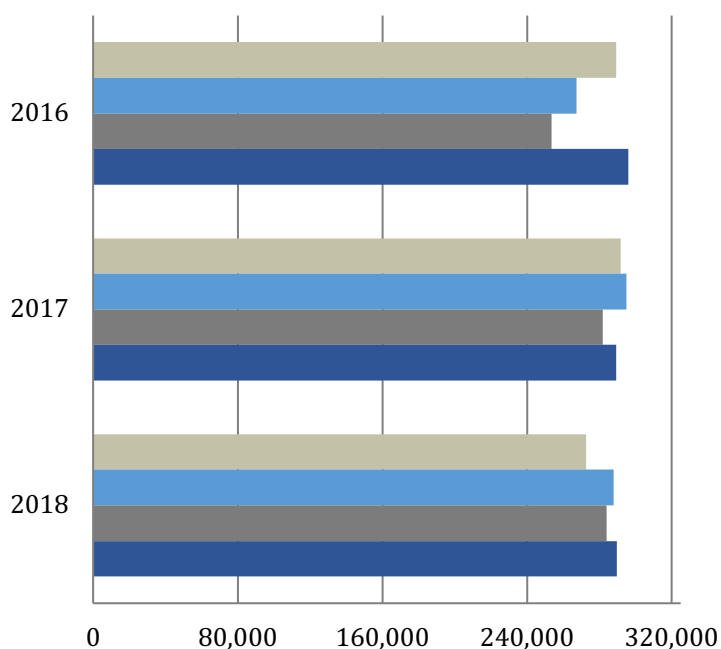
	2018	2017	2016
July Week 1	\$14,336,200.04	\$16,803,870.42	\$17,477,892.25
July Week 2	\$15,487,512.56	\$16,773,654.50	\$16,697,727.97
July Week 3	\$15,349,244.07	\$16,297,548.45	\$15,791,527.55
July Week 4	\$15,696,141.66	\$16,177,312.03	\$20,209,325.60

Total	\$60,869,098.33	\$66,052,385.40	\$70,176,473.37
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FICTION: ALL MARKET

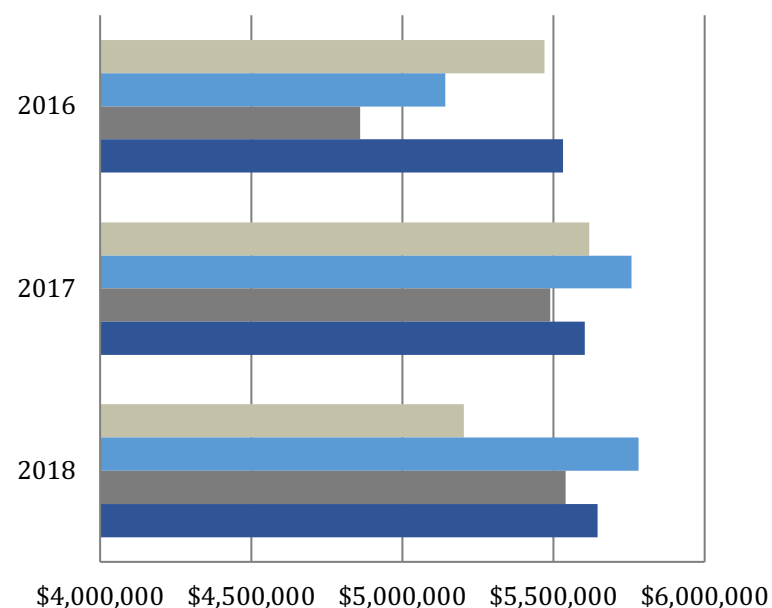
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of July in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number 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
July Week 1	272,801	291,739	289,444
July Week 2	287,878	295,180	267,310
July Week 3	283,877	281,831	253,533
July Week 4	289,859	289,341	296,217

Value Sold (in millions of dollars)



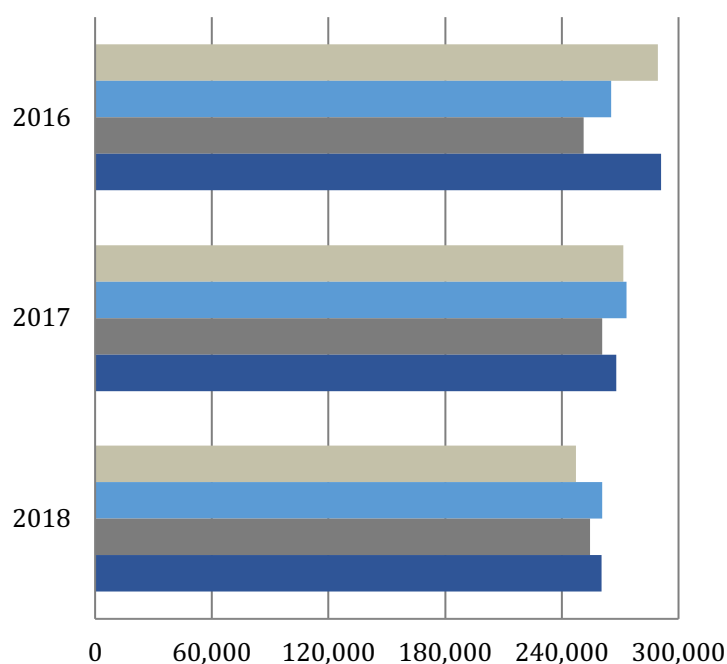
	2018	2017	2016
July Week 1	\$5,202,276.07	\$5,618,337.28	\$5,470,464.60
July Week 2	\$5,780,499.02	\$5,758,715.45	\$5,141,790.73
July Week 3	\$5,539,821.76	\$5,488,773.55	\$4,860,256.74
July Week 4	\$5,645,441.54	\$5,602,861.96	\$5,530,752.21

Total	1,134,415	1,158,091	1,106,504	Total	\$22,168,038.39	\$22,468,688.24	\$21,003,264.28
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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 July 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.

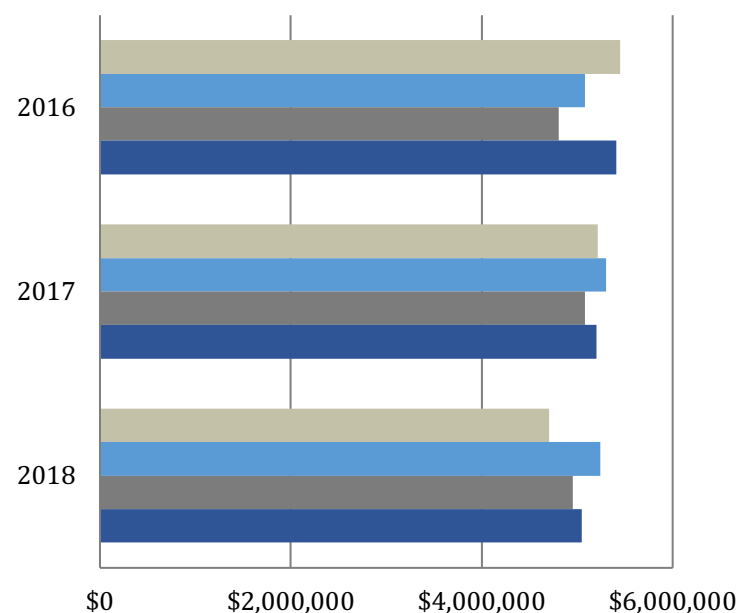
Volume Sold (in units)



	2018	2017	2016
July Week 1	247,103	271,490	289,329
July Week 2	260,782	273,136	265,524
July Week 3	254,531	260,903	251,355
July Week 4	260,325	268,132	290,949

Total	1,022,741	1,073,661	1,097,157
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Value Sold (in millions of dollars)



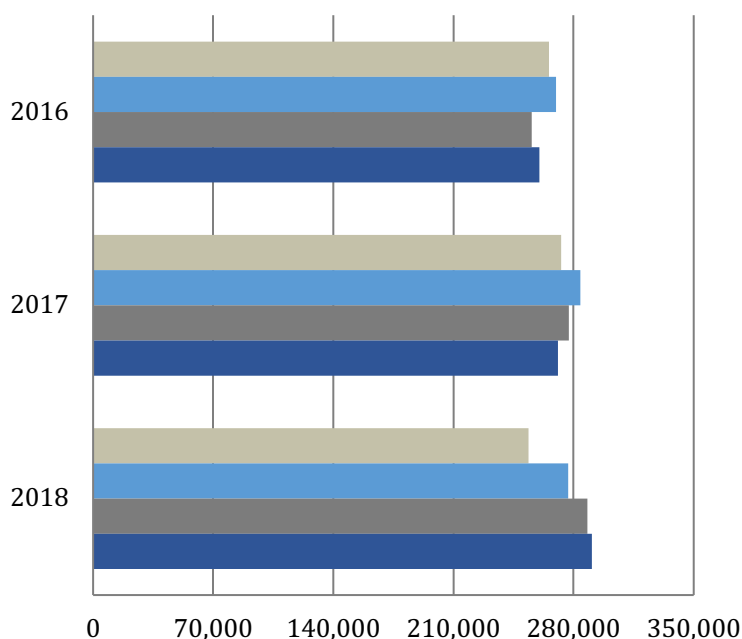
	2018	2017	2016
July Week 1	\$4,704,417.64	\$5,215,148.01	\$5,452,220.13
July Week 2	\$5,240,469.14	\$5,303,961.19	\$5,082,591.10
July Week 3	\$4,955,548.56	\$5,081,645.48	\$4,805,579.67
July Week 4	\$5,050,988.28	\$5,199,391.52	\$5,410,104.48

Total	\$19,951,423.62	\$20,800,146.20	\$20,750,495.38
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NON-FICTION: ALL MARKET

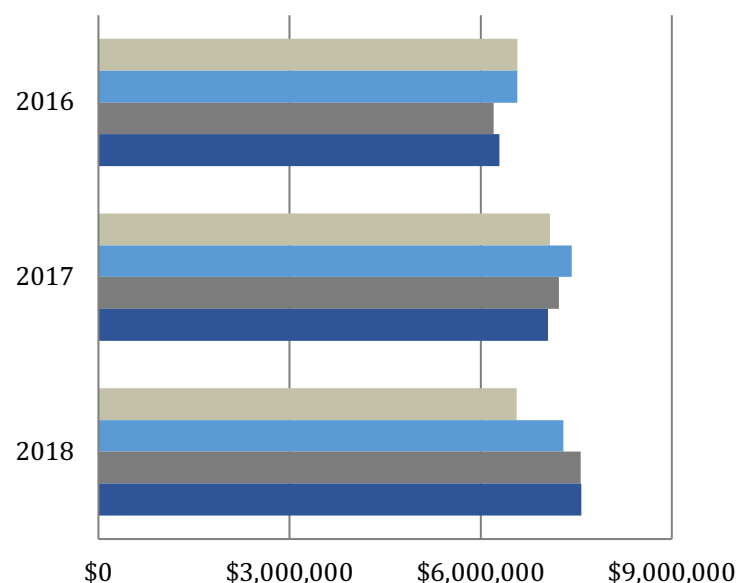
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of July in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
July Week 1	253,669	272,622	265,742
July Week 2	276,936	284,099	269,622
July Week 3	288,128	277,069	255,562
July Week 4	290,674	270,919	260,067

Value Sold (in millions of dollars)



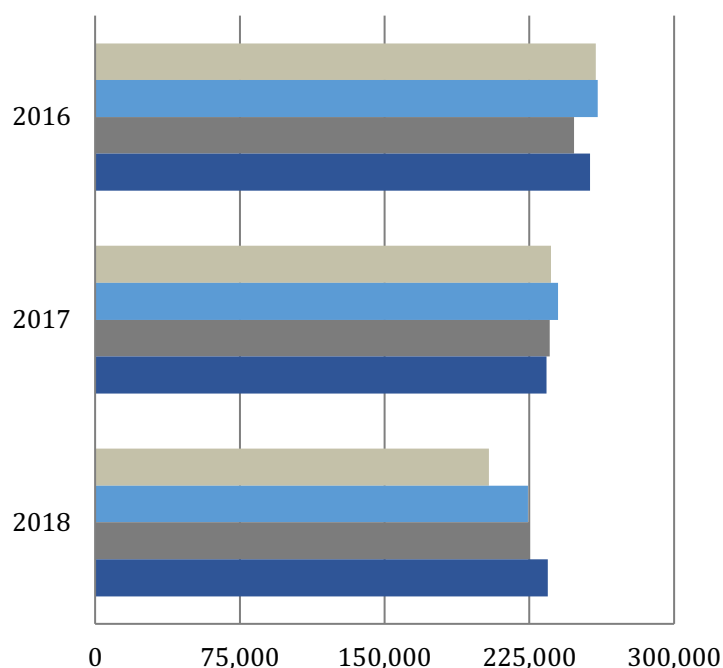
	2018	2017	2016
July Week 1	\$6,568,118.62	\$7,085,056.82	\$6,571,911.69
July Week 2	\$7,302,773.77	\$7,431,078.37	\$6,570,713.04
July Week 3	\$7,565,254.53	\$7,227,148.42	\$6,200,085.82
July Week 4	\$7,577,712.85	\$7,062,278.39	\$6,289,843.49

Total	1,109,407	1,104,709	1,050,993	Total	\$29,013,859.77	\$28,805,562.00	\$25,632,554.04
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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 July 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.

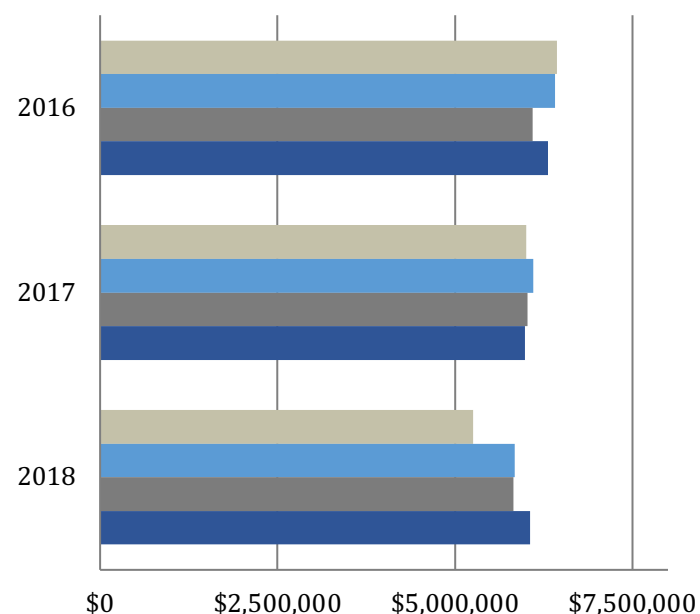
Volume Sold (in units)



	2018	2017	2016
July Week 1	204,051	236,164	259,495
July Week 2	224,119	239,927	260,368
July Week 3	225,287	235,701	248,039
July Week 4	234,518	233,826	256,310

Total	887,975	945,618	1,024,212
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Value Sold (in millions of dollars)



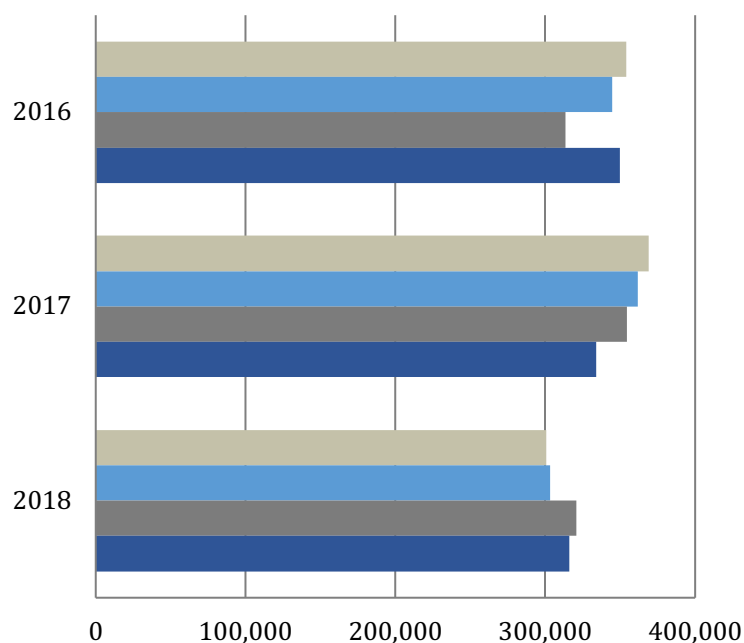
	2018	2017	2016
July Week 1	\$5,254,720.53	\$6,005,381.48	\$6,435,735.31
July Week 2	\$5,844,941.41	\$6,098,944.14	\$6,405,981.50
July Week 3	\$5,818,577.96	\$6,024,895.01	\$6,094,393.05
July Week 4	\$6,057,704.07	\$5,981,416.04	\$6,307,875.77

Total	\$22,975,943.97	\$24,110,636.67	\$25,243,985.63
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JUVENILE: ALL MARKET

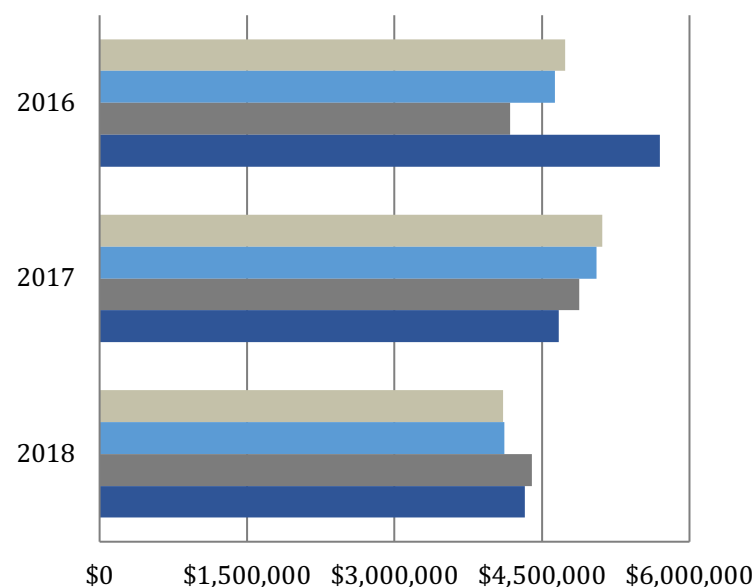
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of July in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
July Week 1	300,739	369,034	353,957
July Week 2	303,263	361,844	344,764
July Week 3	320,717	354,624	313,348
July Week 4	315,922	333,888	349,796

Value Sold (in millions of dollars)



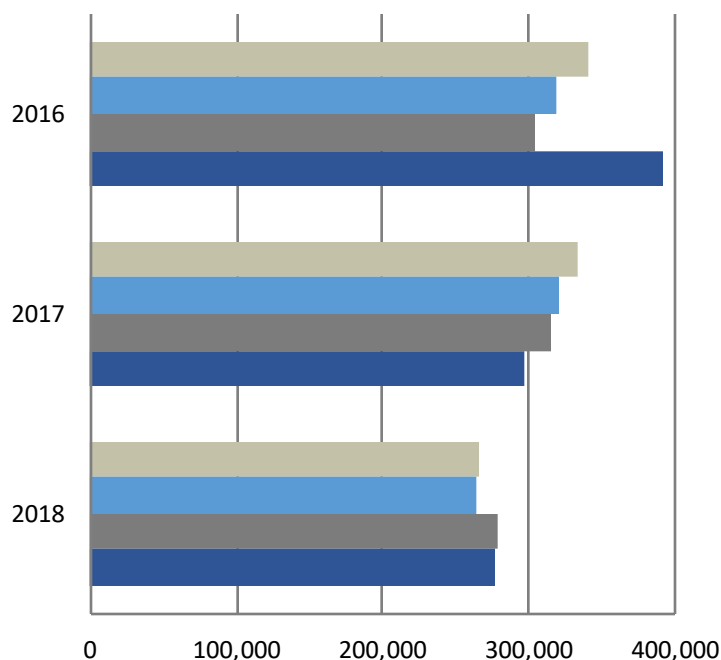
	2018	2017	2016
July Week 1	\$4,102,281.88	\$5,112,814.63	\$4,735,415.47
July Week 2	\$4,118,974.43	\$5,054,988.65	\$4,630,097.43
July Week 3	\$4,393,934.95	\$4,877,366.07	\$4,178,230.67
July Week 4	\$4,328,083.67	\$4,671,574.91	\$5,697,801.96

Total	1,240,641	1,419,390	1,361,865	Total	\$16,943,274.93	\$19,716,744.26	\$19,241,545.53
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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 July 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.

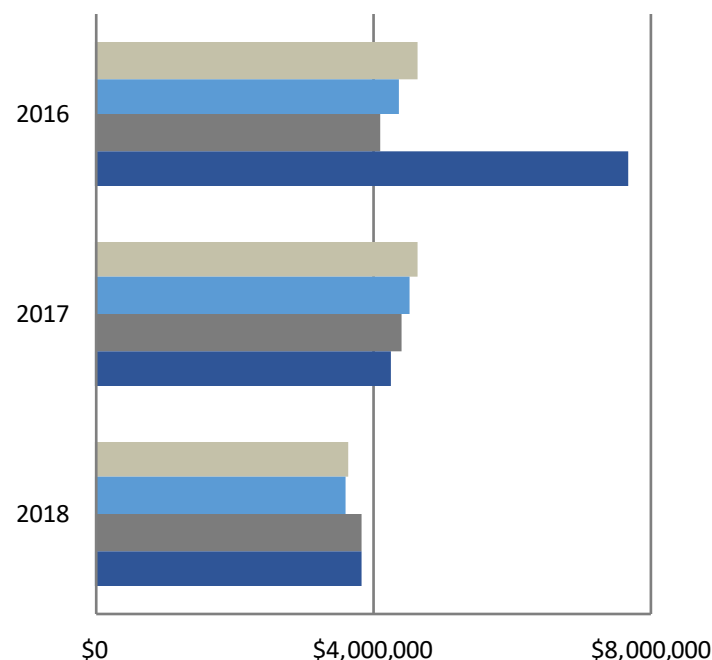
Volume Sold (in units)



	2018	2017	2016
July Week 1	264,841	332,761	339,531
July Week 2	264,479	320,393	318,012
July Week 3	279,032	315,682	303,092
July Week 4	276,182	297,507	391,483

Total	1,084,534	1,266,343	1,352,118
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Value Sold (in millions of dollars)



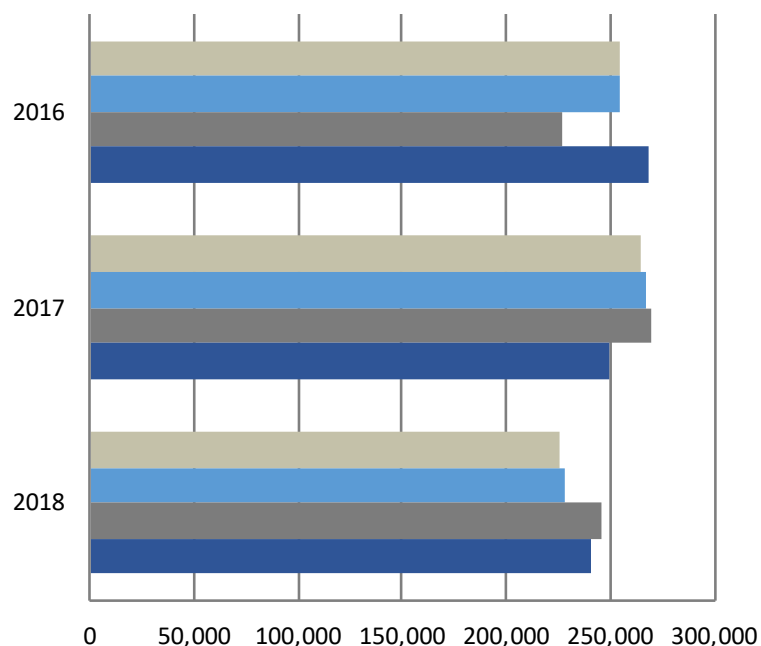
	2018	2017	2016
July Week 1	\$3,637,719.93	\$4,644,623.21	\$4,622,381.84
July Week 2	\$3,613,700.96	\$4,528,210.95	\$4,367,659.92
July Week 3	\$3,830,545.11	\$4,417,045.68	\$4,108,230.77
July Week 4	\$3,813,636.86	\$4,265,056.05	\$7,674,315.34

Total	\$14,895,602.86	\$17,854,935.89	\$20,772,587.87
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JUVENILE FICTION: ALL MARKET

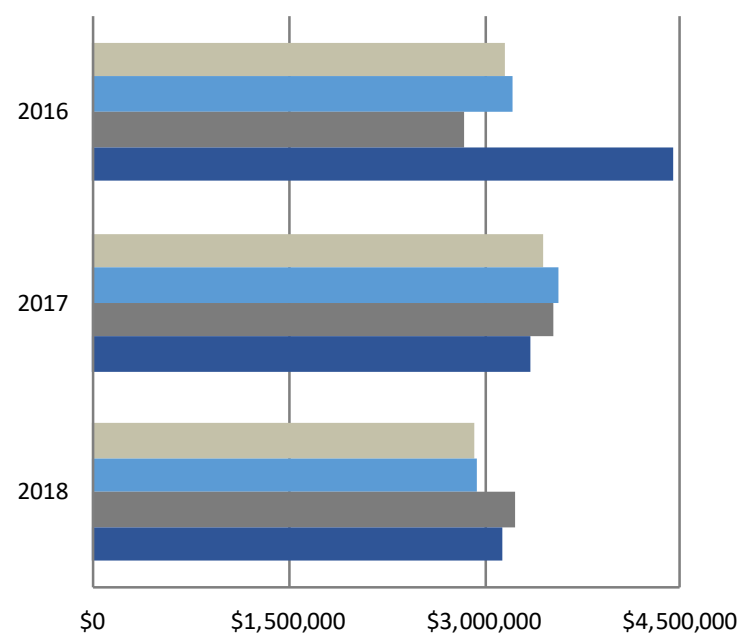
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of July in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
July Week 1	225,034	264,364	254,296
July Week 2	227,638	267,261	254,817
July Week 3	245,927	269,061	227,185
July Week 4	240,584	249,971	268,261

Value Sold (in millions of dollars)



	2018	2017	2016
July Week 1	\$2,928,037.41	\$3,441,873.51	\$3,157,490.05
July Week 2	\$2,948,603.78	\$3,562,890.36	\$3,210,490.01
July Week 3	\$3,240,596.21	\$3,522,199.67	\$2,835,642.68
July Week 4	\$3,140,677.97	\$3,345,421.33	\$4,436,810.71

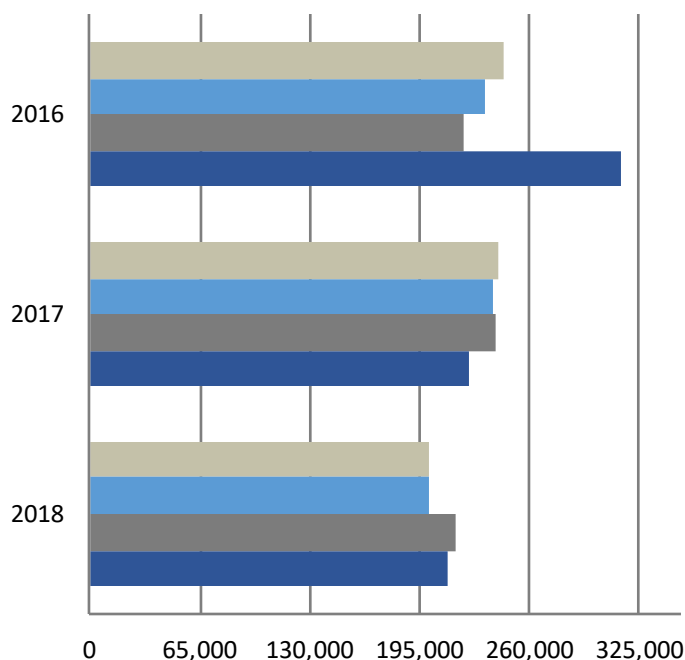
Total	939,183	1,050,657	1,004,559
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Total	\$12,257,915.37	\$13,872,384.87	\$13,640,433.45
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JUVENILE FICTION: RING FENCE MARKET

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 July 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.

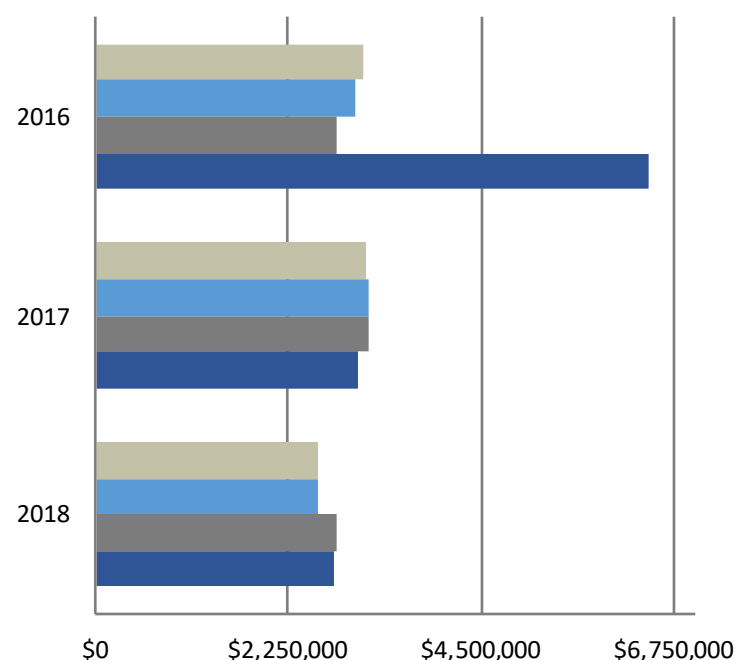
Volume Sold (in units)



	2018	2017	2016
July Week 1	199,895	240,918	244,445
July Week 2	200,166	238,013	233,454
July Week 3	215,538	239,920	220,856
July Week 4	211,610	224,133	313,782

Total	827,209	942,984	1,012,537
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Value Sold (in millions of dollars)



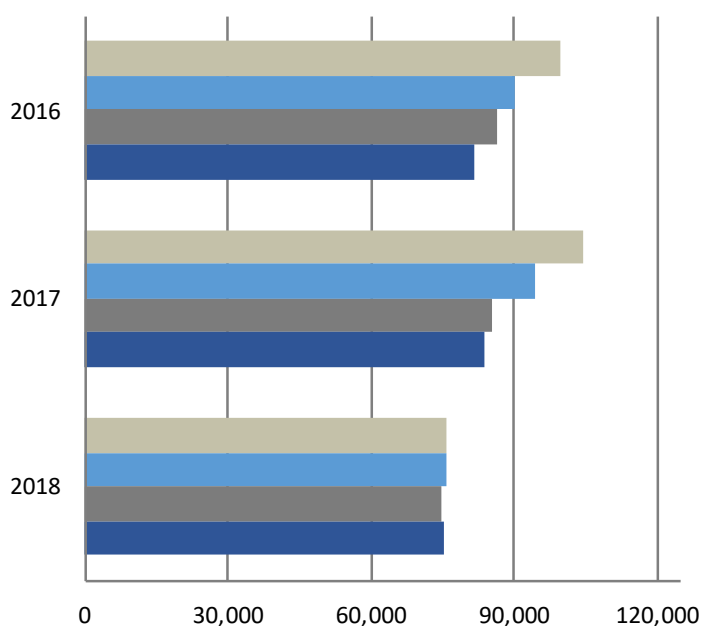
	2018	2017	2016
July Week 1	\$2,607,369.19	\$3,141,739.61	\$3,106,328.82
July Week 2	\$2,593,222.50	\$3,187,379.92	\$3,019,527.21
July Week 3	\$2,821,655.53	\$3,185,855.57	\$2,815,876.30
July Week 4	\$2,764,413.03	\$3,054,705.60	\$6,459,978.03

Total	\$10,786,660.25	\$12,569,680.70	\$15,401,710.36
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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 July 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.

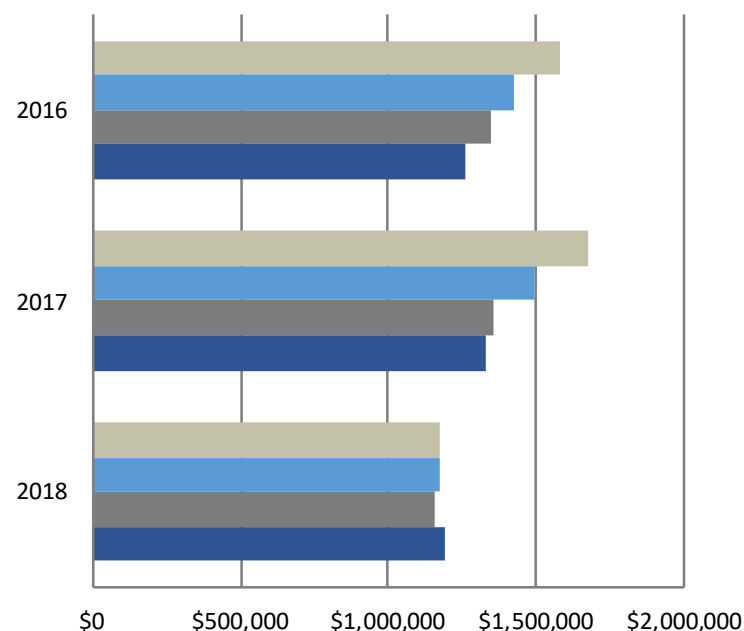
Volume Sold (in units)



	2018	2017	2016
July Week 1	75,705	104,670	99,661
July Week 2	75,625	94,583	89,947
July Week 3	74,790	85,563	86,163
July Week 4	75,338	83,917	81,535

Total	301,458	368,733	357,306
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Value Sold (in millions of dollars)



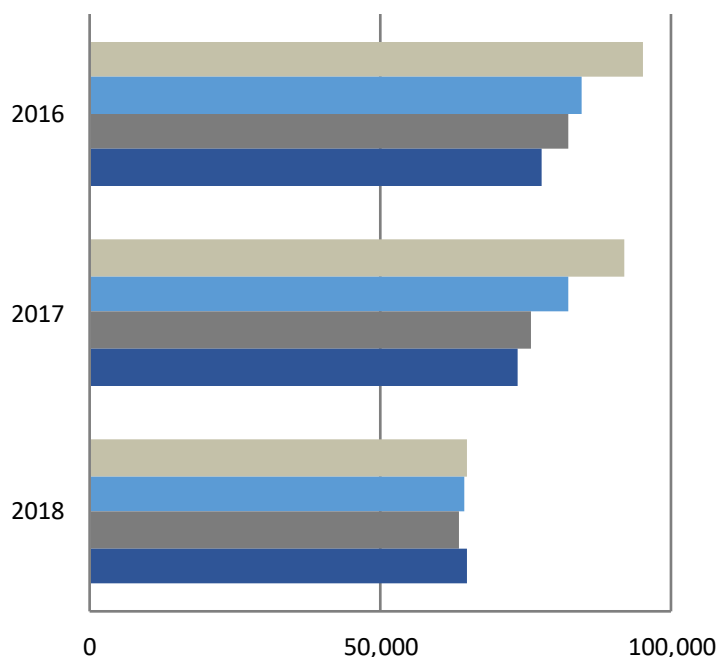
	2018	2017	2016
July Week 1	\$1,174,244.47	\$1,670,941.12	\$1,577,925.42
July Week 2	\$1,170,370.65	\$1,492,098.29	\$1,419,607.42
July Week 3	\$1,153,338.74	\$1,355,166.40	\$1,342,587.99
July Week 4	\$1,187,405.70	\$1,326,153.58	\$1,260,991.25

Total	\$4,685,359.56	\$5,844,359.39	\$5,601,112.08
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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 July 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.

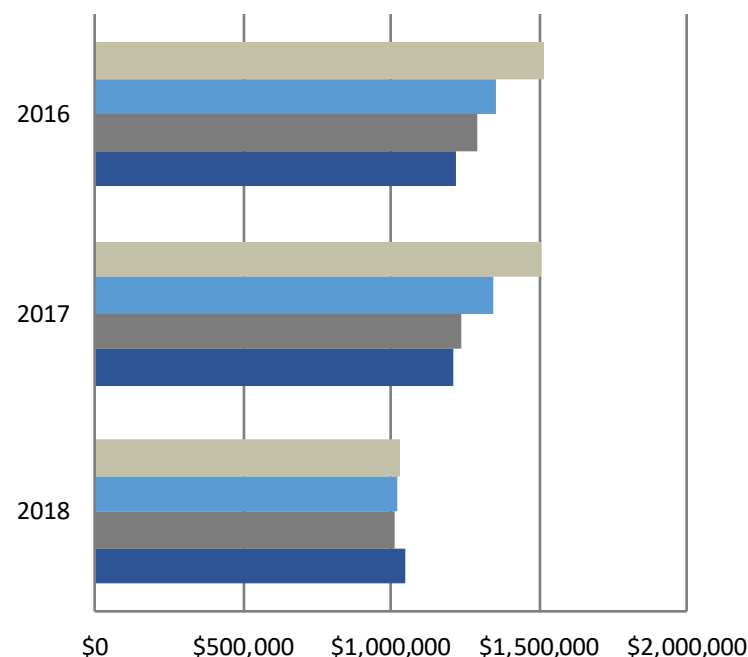
Volume Sold (in units)



	2018	2017	2016
July Week 1	64,946	91,843	95,086
July Week 2	64,313	82,380	84,558
July Week 3	63,494	75,762	82,236
July Week 4	64,572	73,374	77,701

Total	257,325	323,359	339,581
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Value Sold (in millions of dollars)



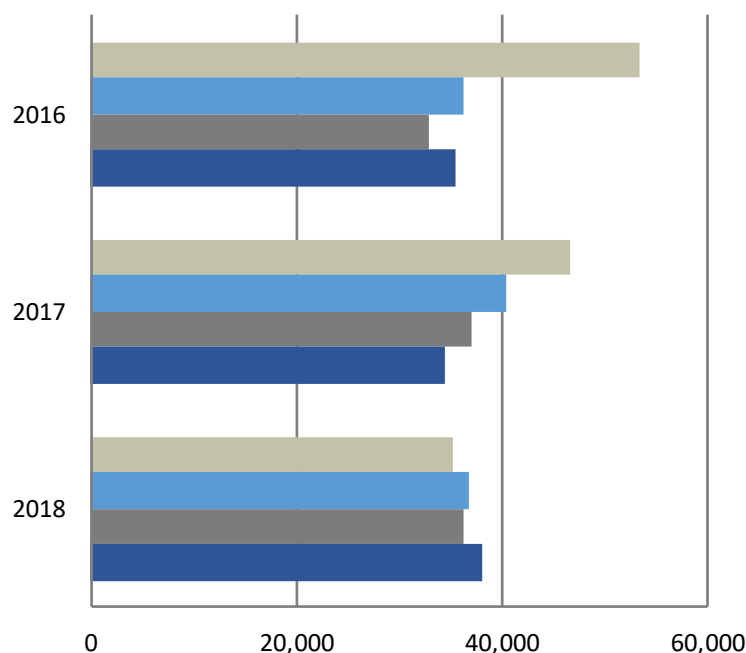
	2018	2017	2016
July Week 1	\$1,030,350.74	\$1,502,883.60	\$1,516,053.02
July Week 2	\$1,020,478.46	\$1,340,831.03	\$1,348,132.71
July Week 3	\$1,008,889.58	\$1,231,190.11	\$1,292,354.47
July Week 4	\$1,049,223.83	\$1,210,350.45	\$1,214,337.31

Total	\$4,108,942.61	\$5,285,255.19	\$5,370,877.51
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YOUNG ADULT: ALL MARKET

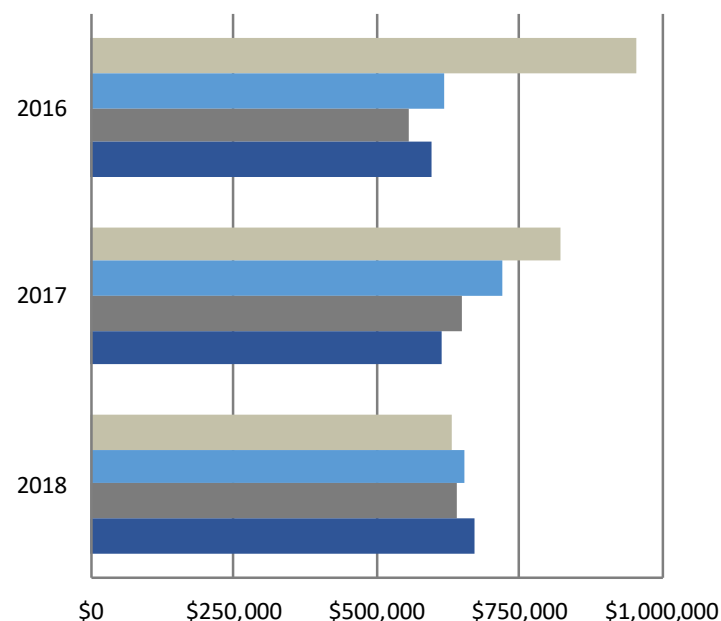
The graphs below show the volume sold and value sold of titles within the Young Adult category in the All Market for the entire month of July in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
July Week 1	35,116	46,495	53,342
July Week 2	36,864	40,400	36,211
July Week 3	36,263	37,016	32,817
July Week 4	38,028	34,351	35,332

Value Sold (in millions of dollars)



	2018	2017	2016
July Week 1	\$629,616.63	\$821,258.01	\$953,005.06
July Week 2	\$652,971.96	\$718,586.58	\$616,300.21
July Week 3	\$640,482.84	\$650,520.48	\$557,579.21
July Week 4	\$668,625.28	\$611,335.07	\$595,356.38

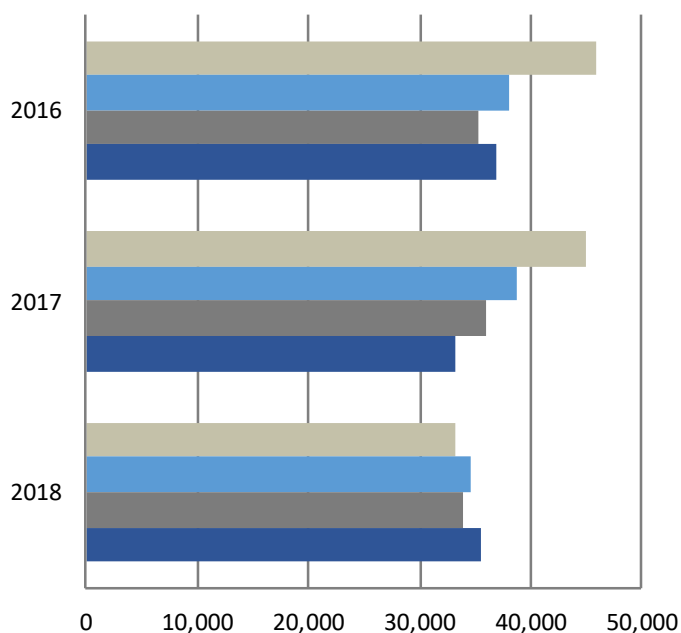
Total	146,271	158,262	157,702
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Total	\$2,591,696.71	\$2,801,700.14	\$2,722,240.86
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YOUNG ADULT: RING FENCE MARKET

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 July 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

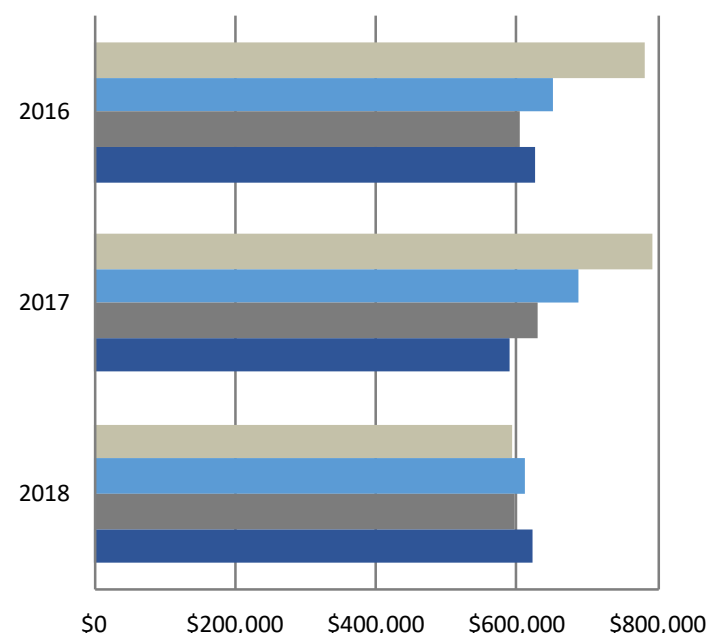
Volume Sold (in units)



	2018	2017	2016
July Week 1	33,119	44,995	45,797
July Week 2	34,577	38,677	38,055
July Week 3	33,804	35,866	35,207
July Week 4	35,498	33,268	36,861

Total	136,998	152,806	155,920
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Value Sold (in millions of dollars)



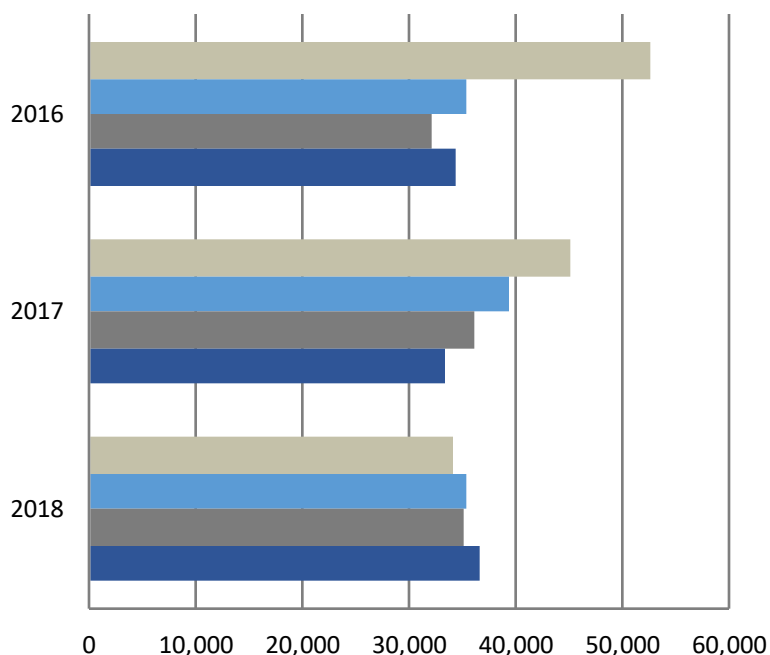
	2018	2017	2016
July Week 1	\$591,907.71	\$792,704.57	\$779,665.77
July Week 2	\$612,758.44	\$687,456.77	\$651,756.52
July Week 3	\$596,896.73	\$628,342.69	\$603,805.31
July Week 4	\$622,719.27	\$591,113.38	\$624,005.60

Total	\$2,424,282.15	\$2,699,617.41	\$2,659,233.20
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YOUNG ADULT FICTION: ALL MARKET

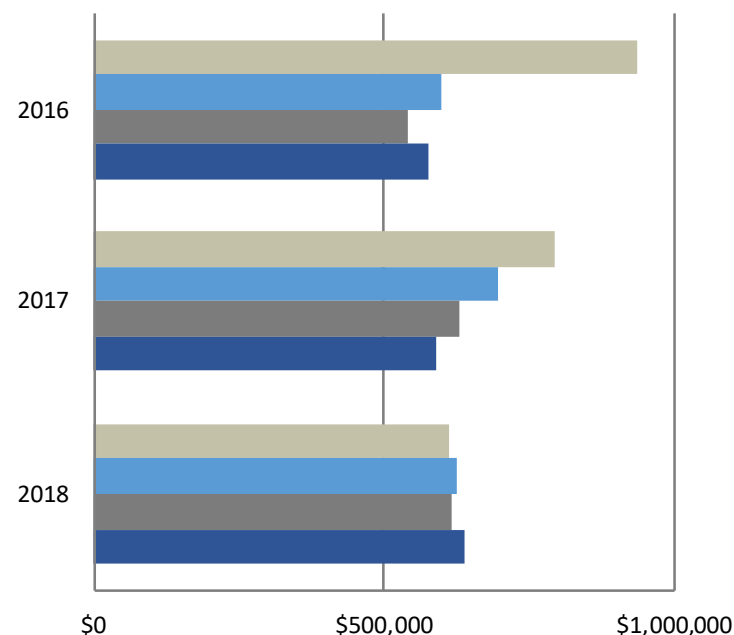
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the All Market for the entire month of July in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
July Week 1	34,217	45,209	52,616
July Week 2	35,466	39,377	35,375
July Week 3	35,014	36,103	32,067
July Week 4	36,704	33,386	34,460

Value Sold (in millions of dollars)



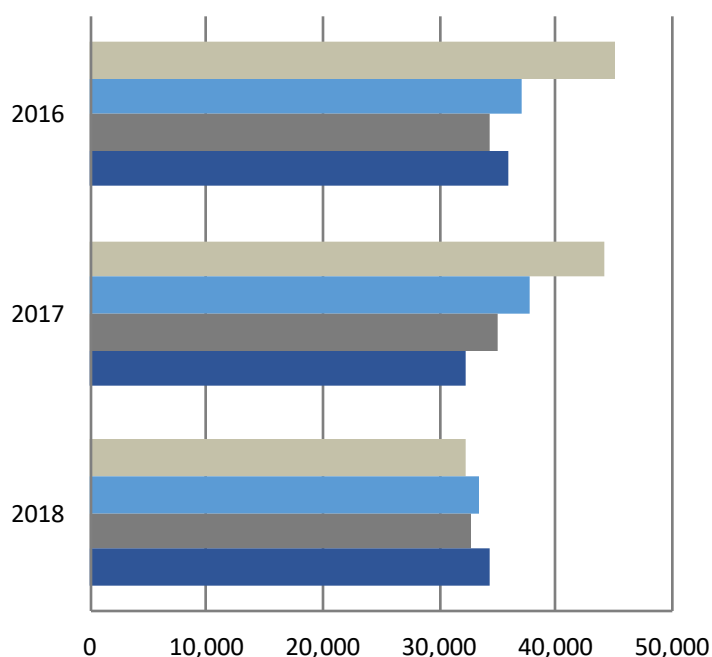
	2018	2017	2016
July Week 1	\$612,239.86	\$791,031.77	\$936,270.08
July Week 2	\$623,168.87	\$694,899.88	\$597,651.53
July Week 3	\$614,381.89	\$629,122.65	\$540,320.81
July Week 4	\$639,034.83	\$588,900.24	\$575,034.06

Total	141,401	154,075	154,518	Total	\$2,488,825.45	\$2,703,954.54	\$2,649,276.48
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YOUNG ADULT FICTION: RING FENCE MARKET

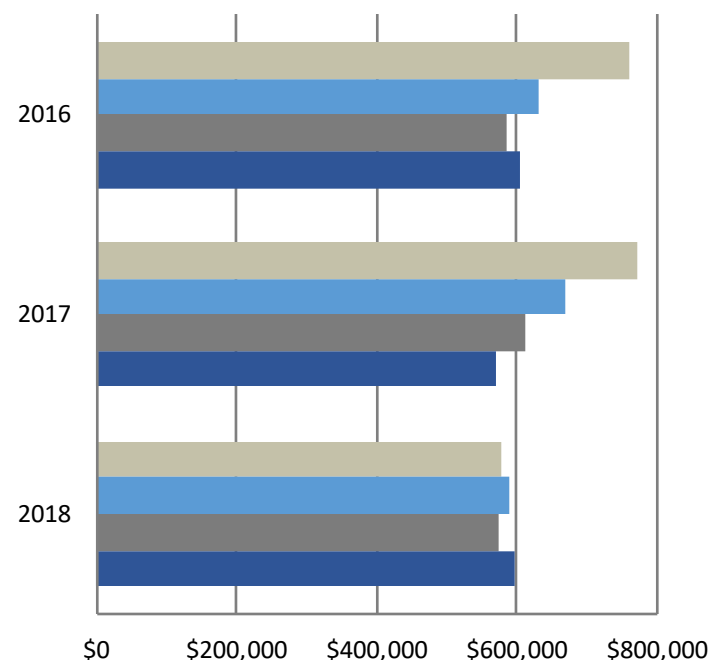
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the Ring Fence Market for the entire month of July in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
July Week 1	32,315	44,095	45,012
July Week 2	33,379	37,778	37,187
July Week 3	32,687	35,098	34,403
July Week 4	34,343	32,390	35,990

Value Sold (in millions of dollars)



	2018	2017	2016
July Week 1	\$576,236.41	\$771,654.23	\$761,647.17
July Week 2	\$586,859.96	\$666,735.33	\$632,339.91
July Week 3	\$573,194.95	\$610,366.01	\$585,363.65
July Week 4	\$596,317.67	\$570,723.38	\$603,863.18

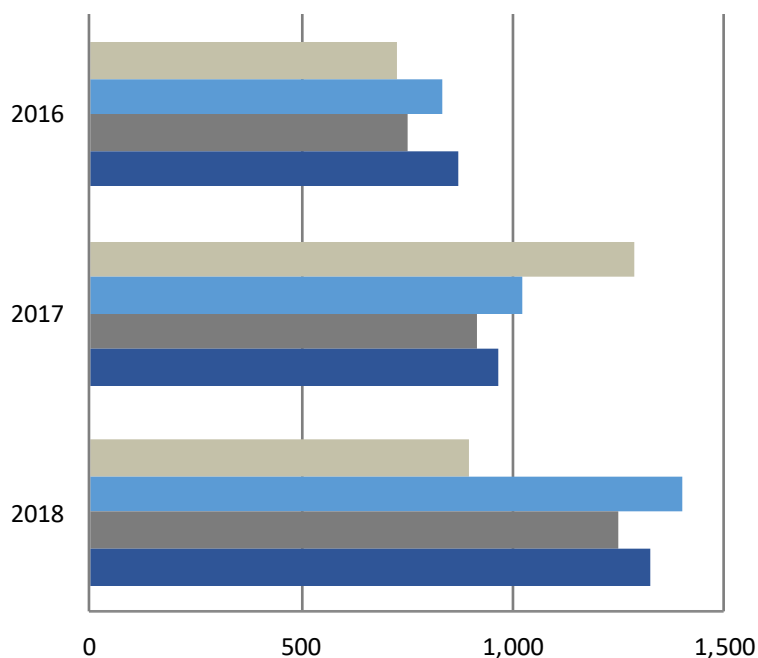
Total	132,724	149,361	152,592
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Total	\$2,332,608.99	\$2,619,478.95	\$2,583,213.91
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YOUNG ADULT NON-FICTION: ALL MARKET

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 July 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.

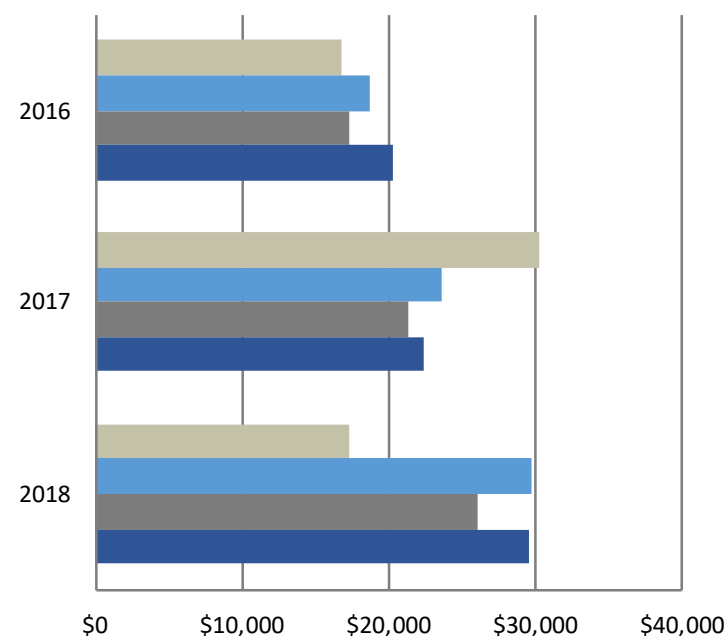
Volume Sold (in units)



	2018	2017	2016
July Week 1	899	1,286	726
July Week 2	1,398	1,023	836
July Week 3	1,249	913	750
July Week 4	1,324	965	872

Total	4,870	4,187	3,184
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Value Sold (in millions of dollars)



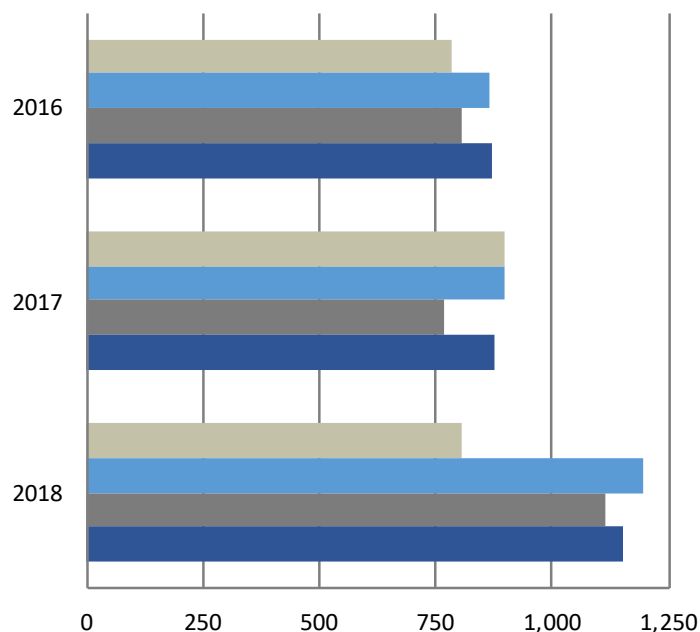
	2018	2017	2016
July Week 1	\$17,376.77	\$30,226.24	\$16,734.98
July Week 2	\$29,803.09	\$23,686.70	\$18,648.68
July Week 3	\$26,100.95	\$21,397.83	\$17,258.40
July Week 4	\$29,590.45	\$22,434.83	\$20,322.32

Total	\$102,871.26	\$97,745.60	\$72,964.38
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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 July 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

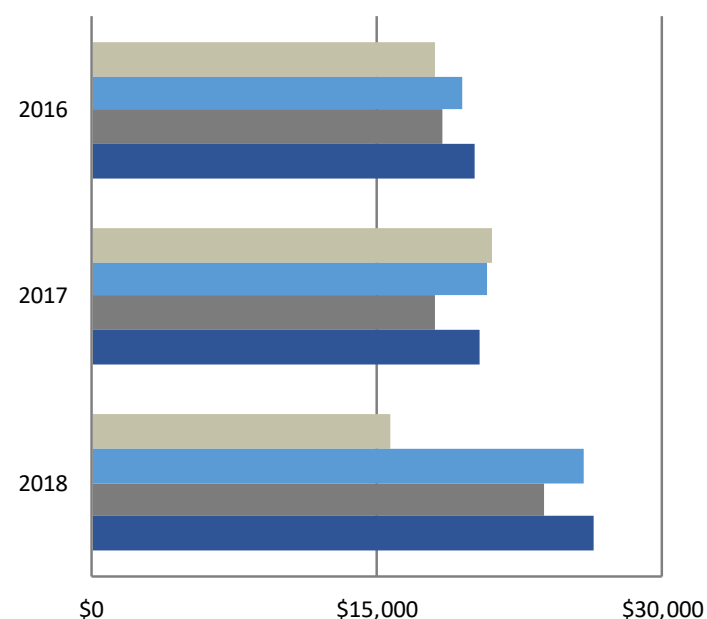
Volume Sold (in units)



	2018	2017	2016
July Week 1	804	900	785
July Week 2	1,198	899	868
July Week 3	1,117	768	804
July Week 4	1,155	878	871

Total	4,274	3,445	3,328
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Value Sold (in millions of dollars)



	2018	2017	2016
July Week 1	\$15,671.30	\$21,050.34	\$18,018.60
July Week 2	\$25,898.48	\$20,721.44	\$19,416.61
July Week 3	\$23,701.78	\$17,976.68	\$18,441.66
July Week 4	\$26,401.60	\$20,390.00	\$20,142.42

Total	\$91,673.16	\$80,138.46	\$76,019.29
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YEAR-TO-DATE COMPARISON

The following graphs outline the year-to-date volume and value sold for the year-to-date of 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 July 29, 2018
- 2017: Week ending July 30, 2017

