



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 11.2018

October 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 October 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 October 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

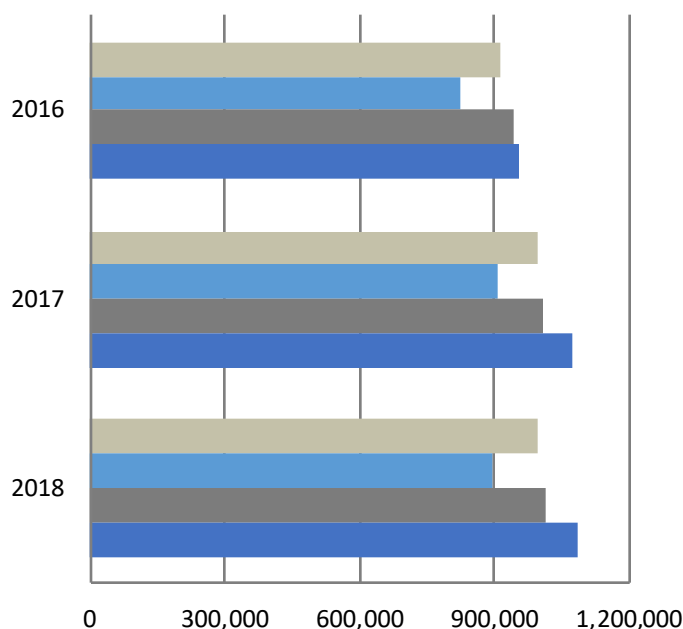
This report aims to encapsulate data from most days in October. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month October also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates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

	2018	2017	2016
Week 1	07-Oct	08-Oct	09-Oct
Week 2	14-Oct	15-Oct	16-Oct
Week 3	21-Oct	22-Oct	23-Oct
Week 4	28-Oct	29-Oct	30-Oct

ALL MARKET

The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of October 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.

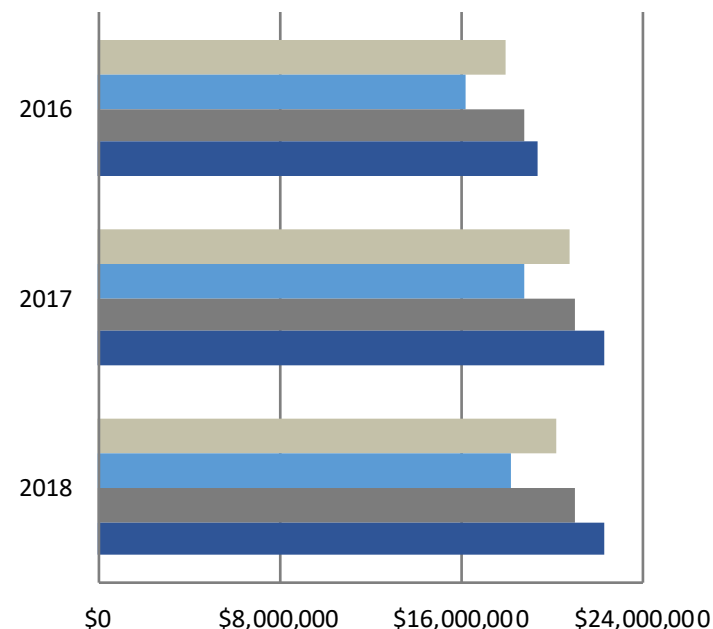
Volume Sold (in units)



	2018	2017	2016
October Week 1	998,113	997,859	914,080
October Week 2	893,860	906,360	824,529
October Week 3	1,013,563	1,009,407	939,858
October Week 4	1,084,069	1,074,333	953,191

Total	3,989,605	3,987,959	3,631,658
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Value Sold (in millions of dollars)



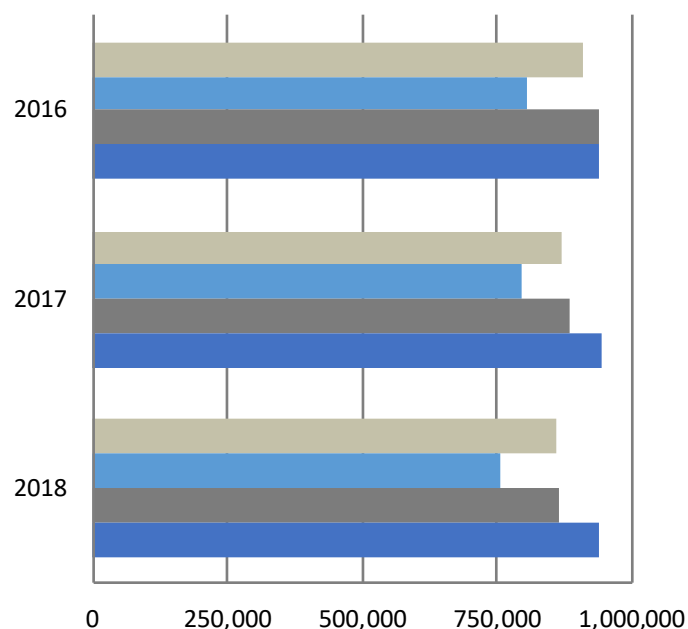
	2018	2017	2016
October Week 1	\$20,170,195.81	\$20,844,438.69	\$18,031,162.05
October Week 2	\$18,264,323.71	\$18,798,522.15	\$16,235,091.82
October Week 3	\$21,084,530.99	\$21,037,474.35	\$18,787,895.93
October Week 4	\$22,313,988.97	\$22,362,958.39	\$19,437,077.82

Total	\$81,833,039.48	\$83,043,393.58	\$72,491,227.62
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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 October 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.

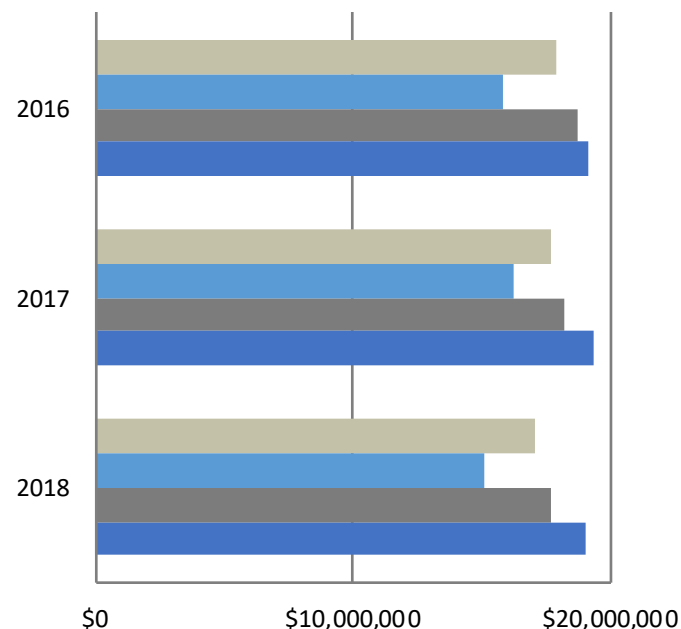
Volume Sold (in units)



	2018	2017	2016
October Week 1	857,118	867,640	908,587
October Week 2	753,418	792,771	805,950
October Week 3	863,695	885,864	939,810
October Week 4	938,059	944,242	940,395

Total	3,412,290	3,490,517	3,594,742
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Value Sold (in millions of dollars)



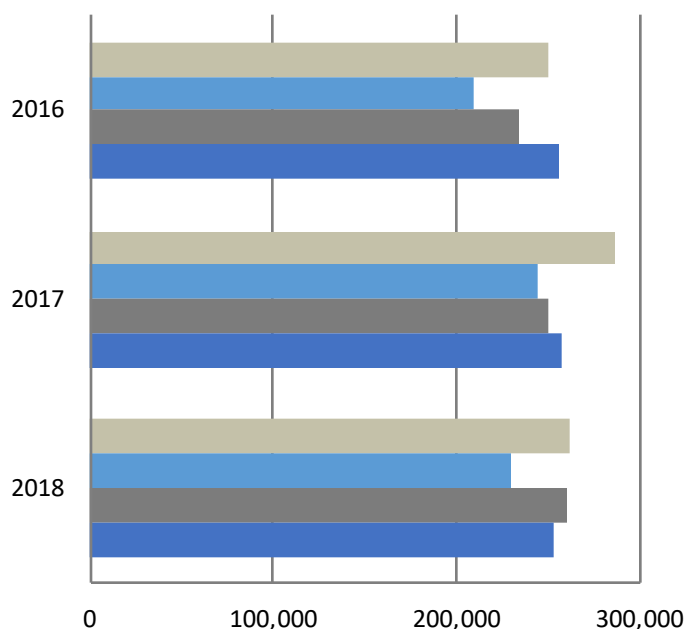
	2018	2017	2016
October Week 1	\$17,079,969.12	\$17,732,275.99	\$17,934,361.06
October Week 2	\$15,156,911.57	\$16,217,648.93	\$15,857,703.50
October Week 3	\$17,720,142.48	\$18,198,522.12	\$18,785,543.86
October Week 4	\$19,066,206.27	\$19,322,186.52	\$19,117,937.44

Total	\$69,023,229.44	\$71,470,633.56	\$71,695,545.86
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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 October 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.

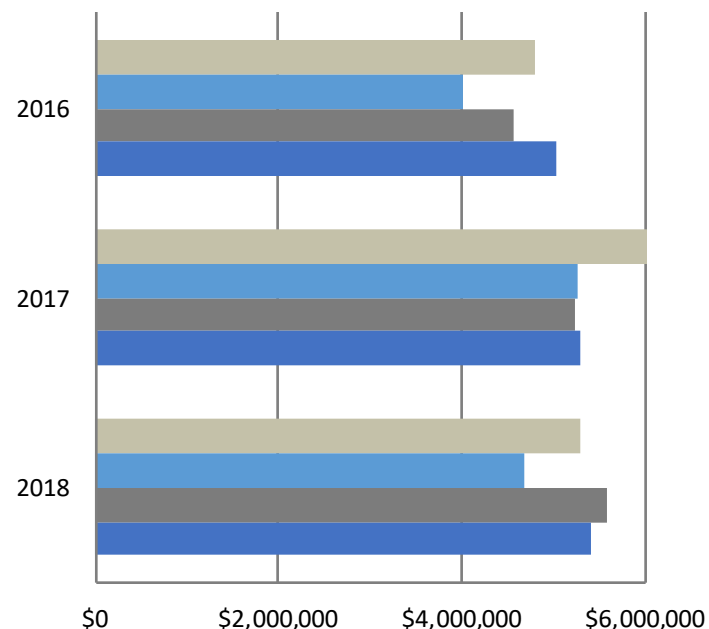
Volume Sold (in units)



	2018	2017	2016
October Week 1	261,901	286,096	249,357
October Week 2	229,351	244,848	209,534
October Week 3	260,714	250,318	233,717
October Week 4	253,587	256,734	255,660

Total	1,005,553	1,037,996	948,268
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Value Sold (in millions of dollars)



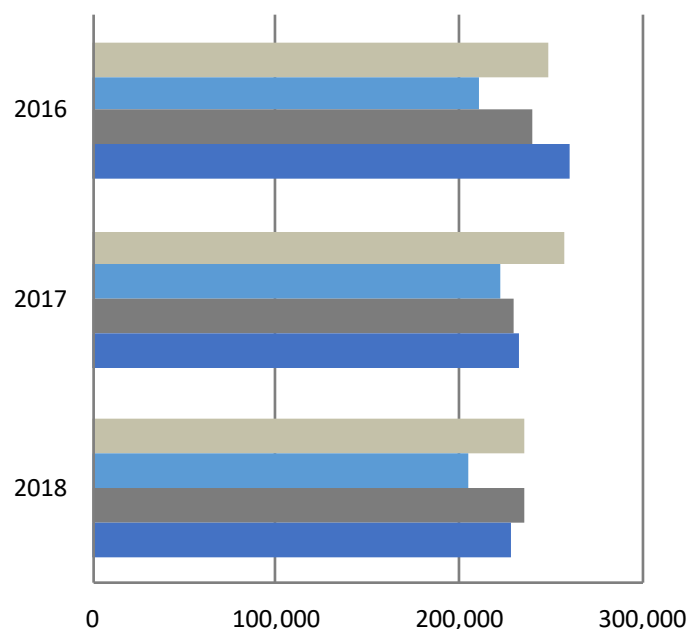
	2018	2017	2016
October Week 1	\$5,296,609.75	\$6,096,967.41	\$4,794,063.51
October Week 2	\$4,683,522.26	\$5,247,600.98	\$4,007,402.61
October Week 3	\$5,568,723.45	\$5,215,972.80	\$4,555,358.61
October Week 4	\$5,402,267.98	\$5,277,618.90	\$5,009,476.35

Total	\$1,005,553.00	\$1,037,996.00	\$18,366,301.08
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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 October 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.

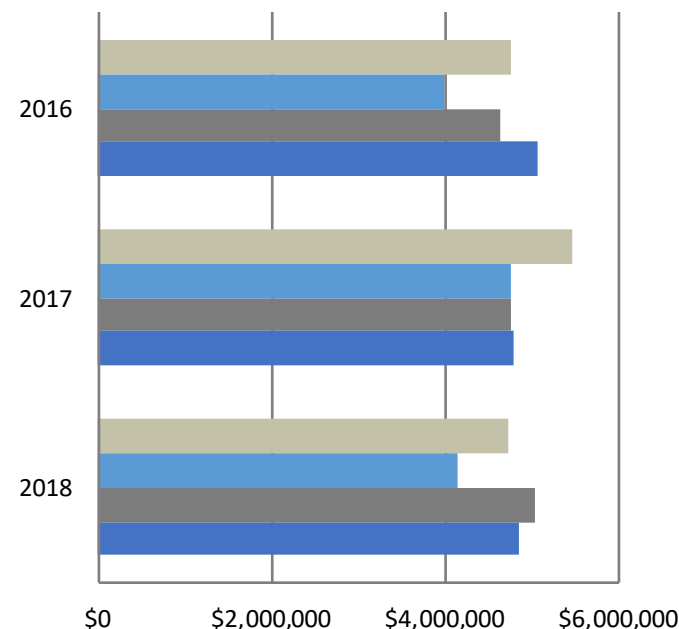
Volume Sold (in units)



	2018	2017	2016
October Week 1	234,902	257,189	248,418
October Week 2	204,383	222,406	210,228
October Week 3	235,678	229,130	239,795
October Week 4	228,272	233,035	260,001

Total	903,235	941,760	958,442
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Value Sold (in millions of dollars)



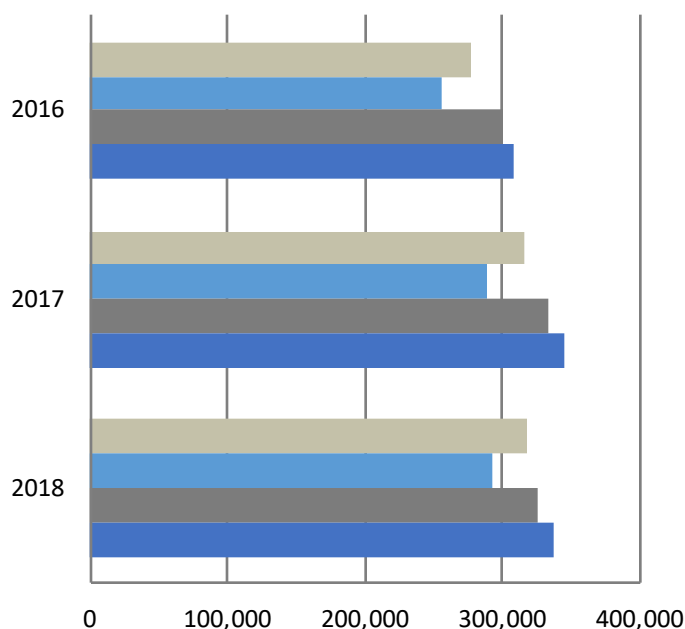
	2018	2017	2016
October Week 1	\$4,730,671.92	\$5,458,806.18	\$4,744,793.30
October Week 2	\$4,137,753.91	\$4,740,354.53	\$4,000,104.06
October Week 3	\$5,033,804.00	\$4,765,514.00	\$4,638,193.66
October Week 4	\$4,850,480.38	\$4,772,364.26	\$5,067,435.14

Total	\$18,752,710.21	\$19,737,038.97	\$18,450,526.16
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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 October 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.

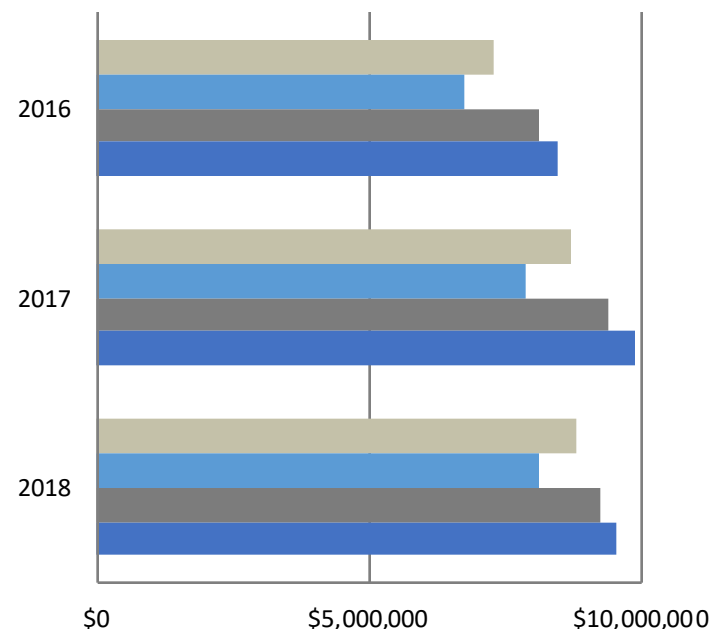
Volume Sold (in units)



	2018	2017	2016
October Week 1	318,433	315,182	276,390
October Week 2	293,208	289,366	256,539
October Week 3	325,669	333,178	299,953
October Week 4	337,497	344,925	307,425

Total	1,274,807	1,282,651	1,140,307
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Value Sold (in millions of dollars)



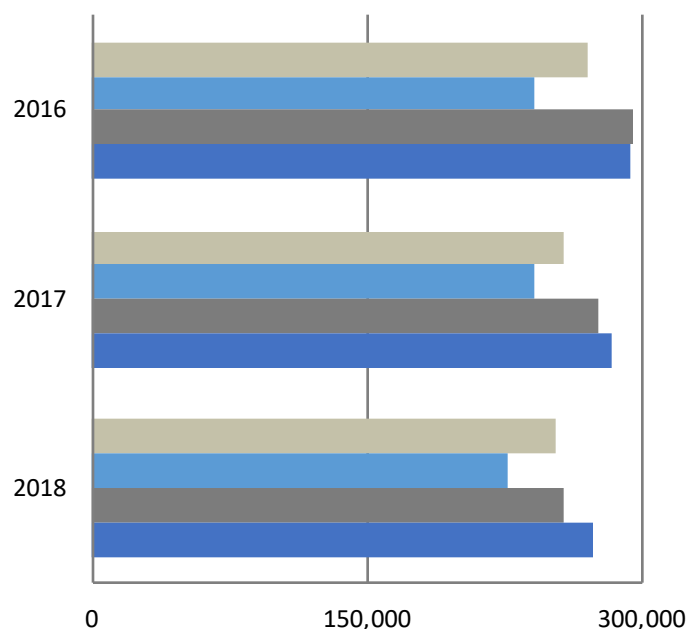
	2018	2017	2016
October Week 1	\$8,809,428.04	\$8,698,505.11	\$7,286,556.45
October Week 2	\$8,128,305.91	\$7,906,517.16	\$6,772,447.84
October Week 3	\$9,258,358.49	\$9,393,720.98	\$8,130,178.14
October Week 4	\$9,536,458.94	\$9,903,057.96	\$8,494,366.85

Total	\$35,732,551.38	\$35,901,801.21	\$30,683,549.28
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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 October 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.

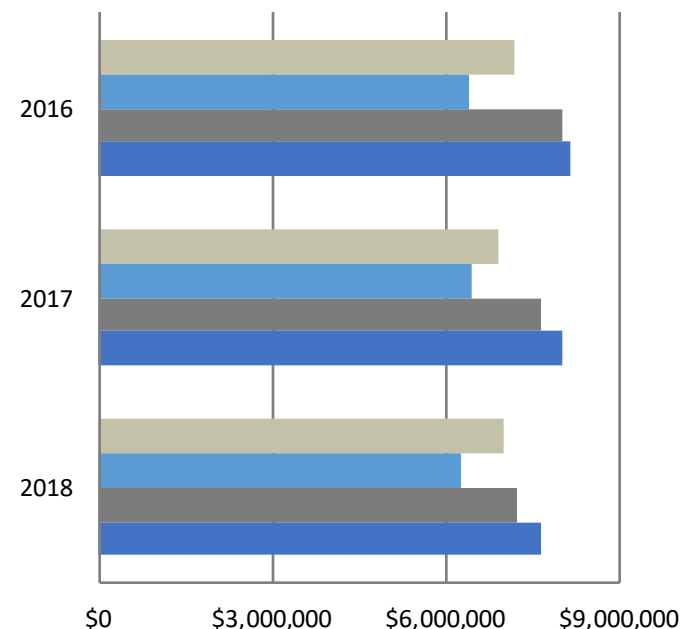
Volume Sold (in units)



	2018	2017	2016
October Week 1	253,633	257,484	271,012
October Week 2	227,315	240,614	241,657
October Week 3	257,775	276,270	294,798
October Week 4	273,015	284,158	294,185

Total	1,011,738	1,058,526	1,101,652
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Value Sold (in millions of dollars)



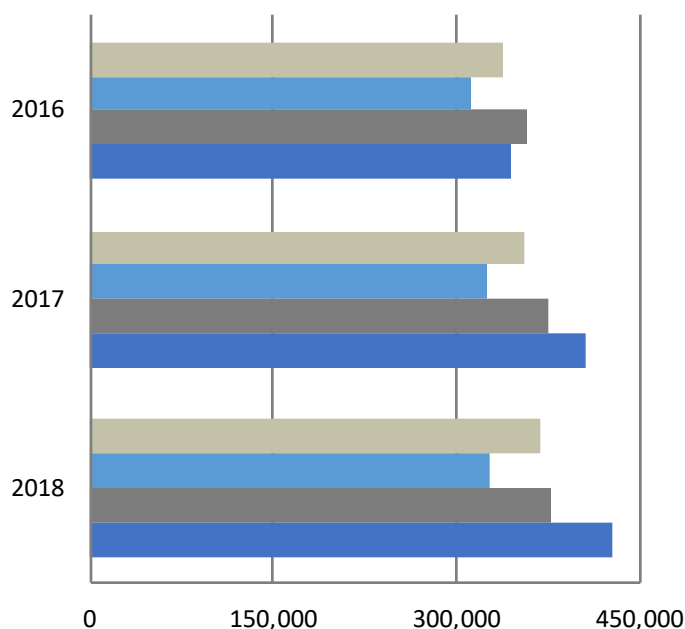
	2018	2017	2016
October Week 1	\$6,986,791.55	\$6,906,328.53	\$7,190,590.97
October Week 2	\$6,260,494.61	\$6,449,592.04	\$6,409,590.91
October Week 3	\$7,227,106.78	\$7,651,054.85	\$7,992,316.54
October Week 4	\$7,647,041.92	\$8,013,422.93	\$8,132,604.00

Total	\$28,121,434.86	\$29,020,398.35	\$29,725,102.42
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JUVENILE: ALL MARKET

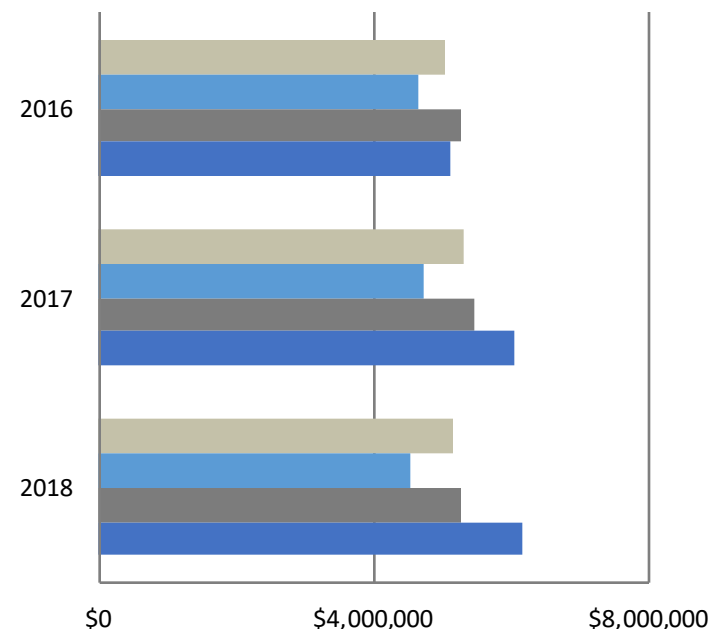
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of October in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
October Week 1	368,503	354,664	338,632
October Week 2	326,142	324,772	311,355
October Week 3	377,266	374,885	358,235
October Week 4	427,212	405,858	345,057
Total	1,499,123	1,460,179	1,353,279

Value Sold (in millions of dollars)

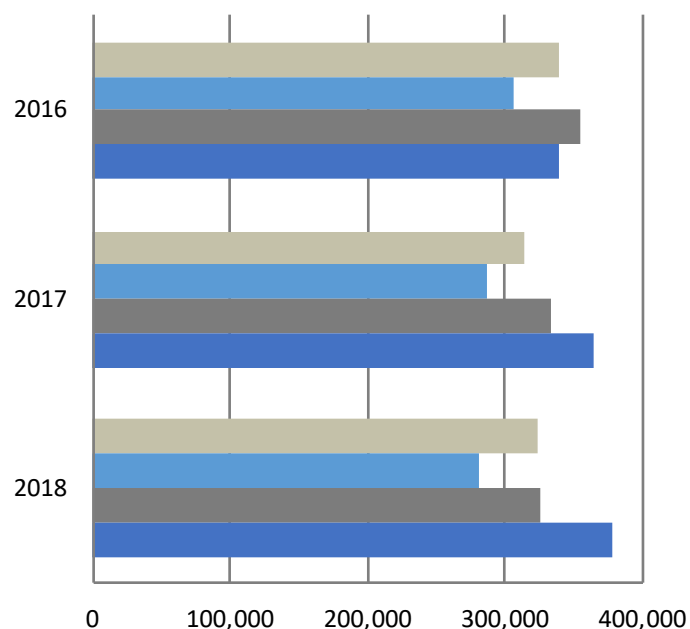


	2018	2017	2016
October Week 1	\$5,133,753.28	\$5,303,837.73	\$5,045,907.87
October Week 2	\$4,540,057.50	\$4,725,008.49	\$4,661,982.95
October Week 3	\$5,258,686.91	\$5,458,780.61	\$5,276,487.60
October Week 4	\$6,164,663.44	\$6,054,137.41	\$5,112,819.73
Total	\$21,097,161.13	\$21,541,764.24	\$20,097,198.15

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 October 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.

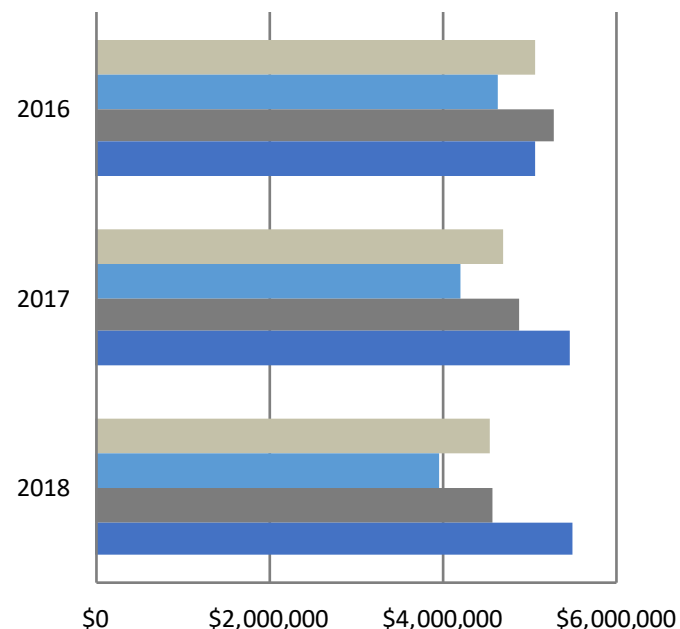
Volume Sold (in units)



	2018	2017	2016
October Week 1	324,563	314,738	338,483
October Week 2	281,471	287,131	305,649
October Week 3	325,589	333,500	355,336
October Week 4	377,367	364,020	339,788

Total	1,308,990	1,299,389	1,339,256
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Value Sold (in millions of dollars)



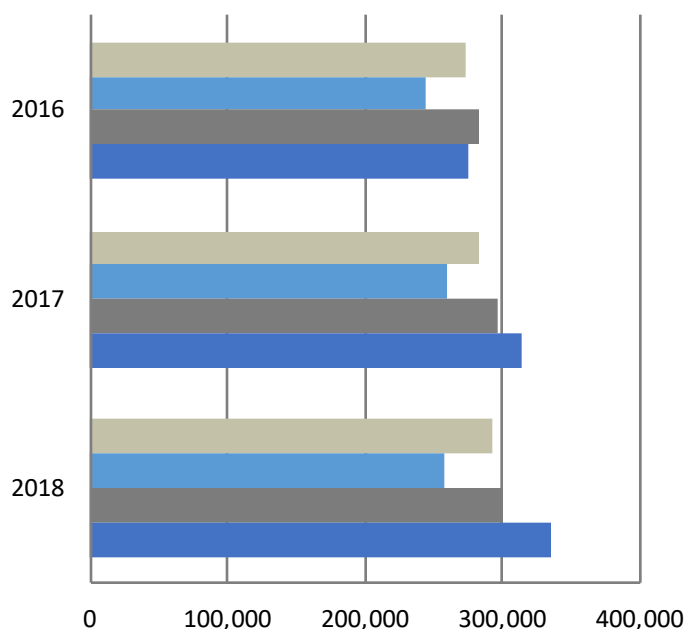
	2018	2017	2016
October Week 1	\$4,543,574.94	\$4,683,352.25	\$5,073,096.23
October Week 2	\$3,944,695.47	\$4,199,557.35	\$4,617,639.25
October Week 3	\$4,566,175.74	\$4,885,352.17	\$5,284,621.21
October Week 4	\$5,491,261.86	\$5,468,350.15	\$5,062,978.22

Total	\$18,545,708.01	\$19,236,611.92	\$20,038,334.91
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JUVENILE FICTION: ALL MARKET

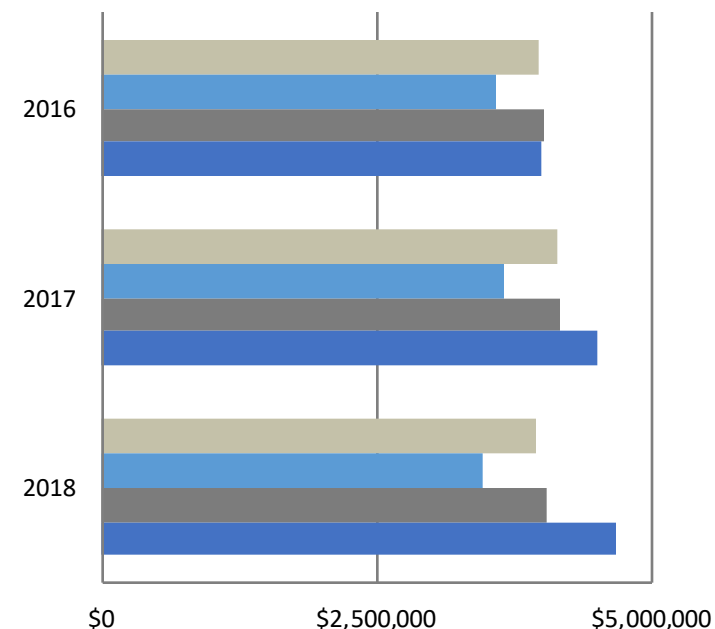
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of October in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
October Week 1	292,706	282,104	273,514
October Week 2	258,104	259,428	245,108
October Week 3	299,864	296,880	283,113
October Week 4	334,761	314,334	275,939
Total	1,185,435	1,152,746	1,077,674

Value Sold (in millions of dollars)

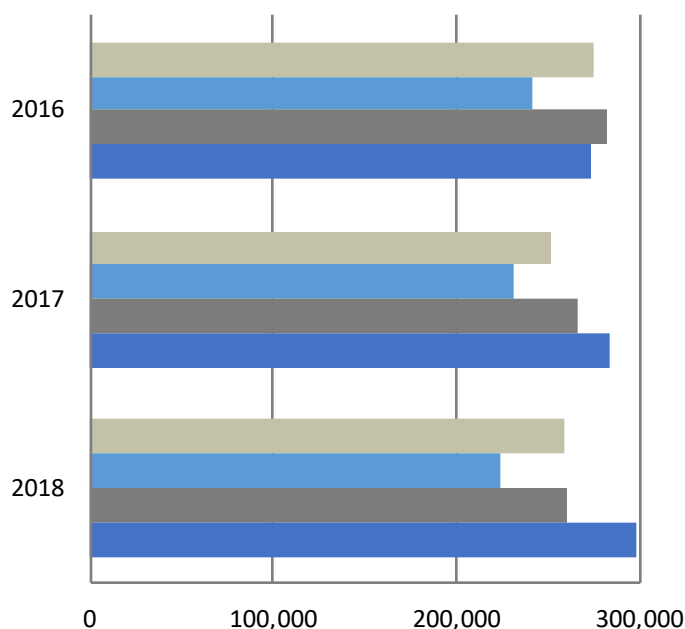


	2018	2017	2016
October Week 1	\$3,938,210.92	\$4,125,773.36	\$3,961,086.08
October Week 2	\$3,468,007.30	\$3,651,844.14	\$3,572,575.84
October Week 3	\$4,043,043.19	\$4,168,948.59	\$4,027,327.82
October Week 4	\$4,667,290.98	\$4,511,387.32	\$3,984,408.00
Total	\$16,116,552.39	\$16,457,953.41	\$15,545,397.74

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 October 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.

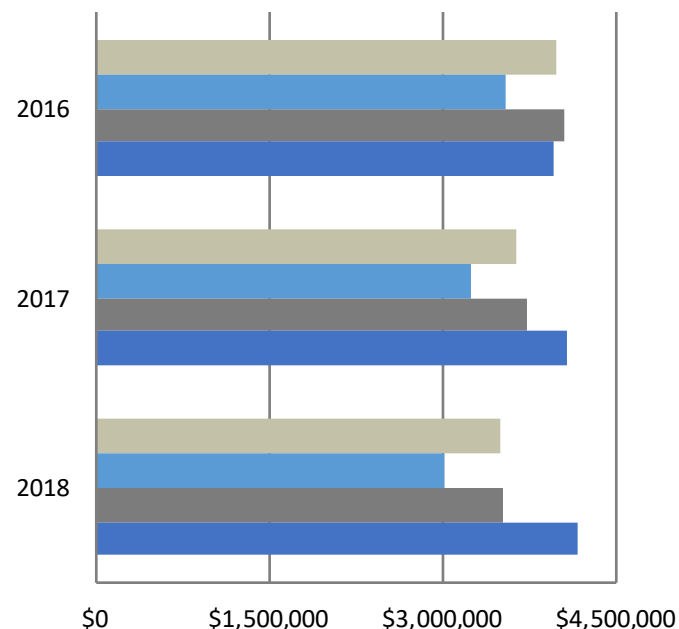
Volume Sold (in units)



	2018	2017	2016
October Week 1	259,334	251,168	274,147
October Week 2	224,381	230,798	241,381
October Week 3	260,703	265,347	281,496
October Week 4	297,492	283,219	272,867

Total	1,041,910	1,030,532	1,069,891
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Value Sold (in millions of dollars)



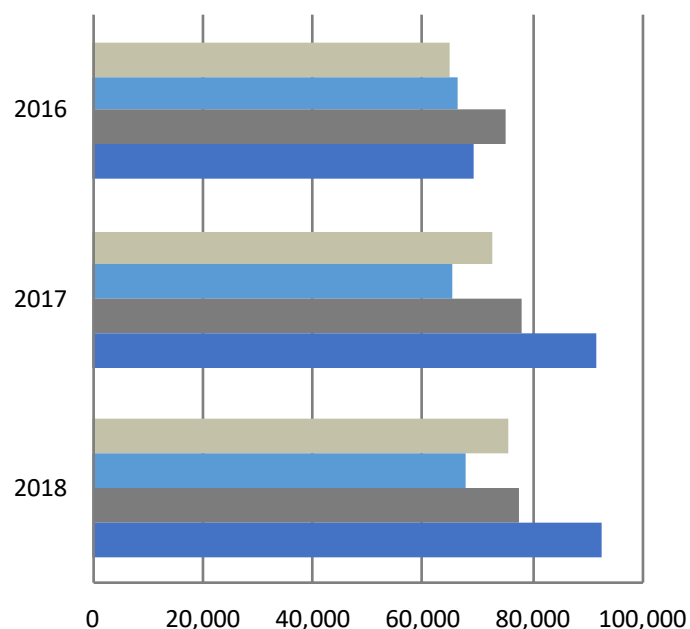
	2018	2017	2016
October Week 1	\$3,487,489.40	\$3,629,426.97	\$3,986,678.53
October Week 2	\$3,018,742.68	\$3,249,973.49	\$3,547,875.34
October Week 3	\$3,518,434.14	\$3,726,397.72	\$4,043,275.86
October Week 4	\$4,161,592.13	\$4,065,582.24	\$3,953,726.24

Total	\$14,186,258.35	\$14,671,380.42	\$15,531,555.97
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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 October 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.

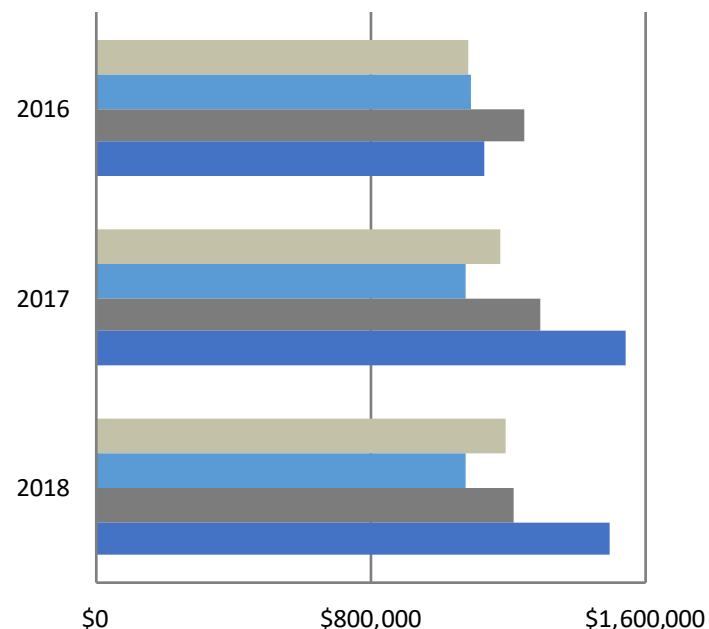
Volume Sold (in units)



	2018	2017	2016
October Week 1	75,797	72,560	65,118
October Week 2	68,038	65,344	66,247
October Week 3	77,402	78,005	75,122
October Week 4	92,451	91,524	69,118

Total	313,688	307,433	275,605
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Value Sold (in millions of dollars)



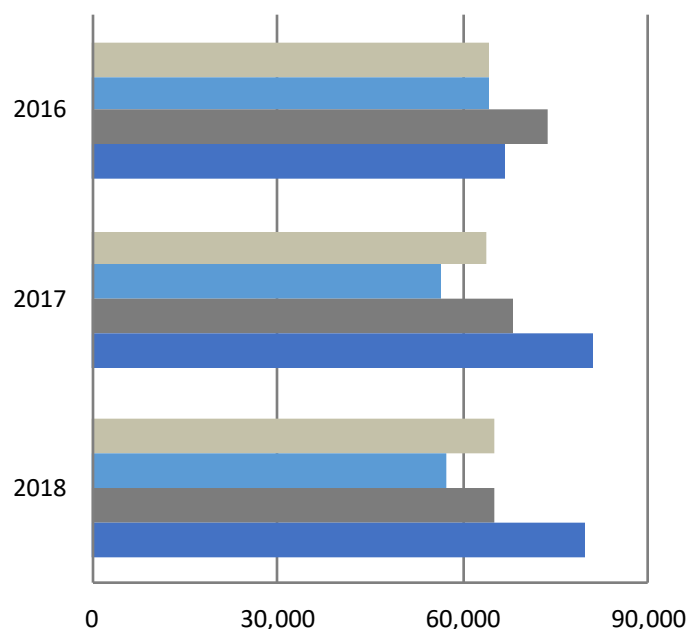
	2018	2017	2016
October Week 1	\$1,195,542.36	\$1,178,064.37	\$1,084,821.79
October Week 2	\$1,072,050.20	\$1,073,164.35	\$1,089,407.11
October Week 3	\$1,215,643.72	\$1,289,832.02	\$1,249,159.78
October Week 4	\$1,497,372.46	\$1,542,750.09	\$1,128,411.73

Total	\$4,980,608.74	\$5,083,810.83	\$4,551,800.41
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JUVENILE NON-FICTION: RING FENCE MARKET

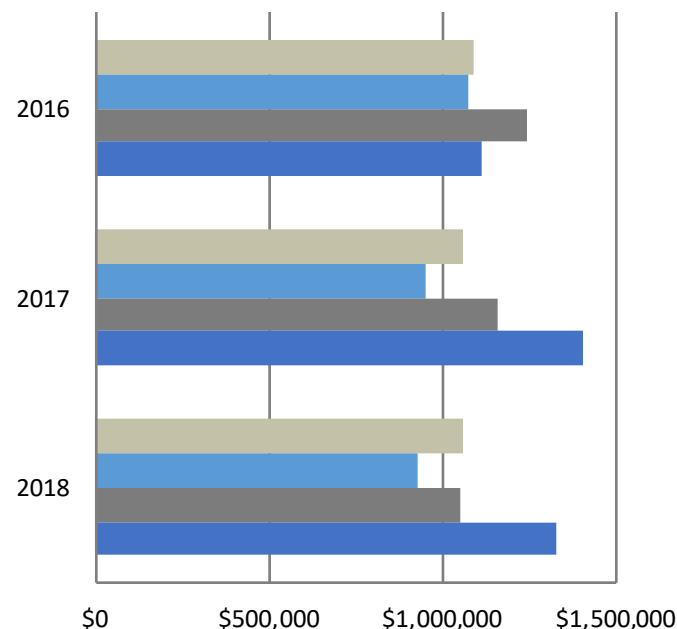
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of October in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
October Week 1	65,229	63,570	64,336
October Week 2	57,090	56,333	64,268
October Week 3	64,886	68,153	73,840
October Week 4	79,875	80,801	66,921
Total	267,080	268,857	269,365

Value Sold (in millions of dollars)

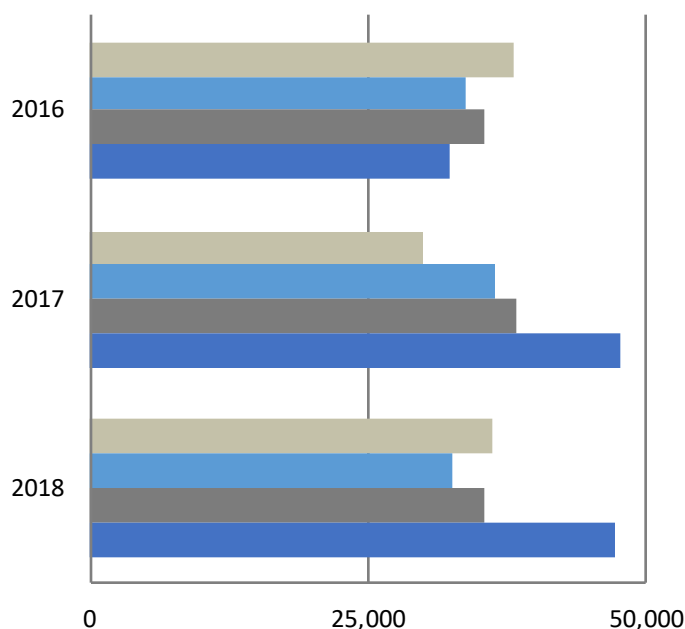


	2018	2017	2016
October Week 1	\$1,056,085.54	\$1,053,925.28	\$1,086,417.70
October Week 2	\$925,952.79	\$949,583.86	\$1,069,763.91
October Week 3	\$1,047,741.60	\$1,158,954.45	\$1,241,345.35
October Week 4	\$1,329,669.73	\$1,402,767.91	\$1,109,251.98
Total	\$4,359,449.66	\$4,565,231.50	\$4,506,778.94

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 October 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.

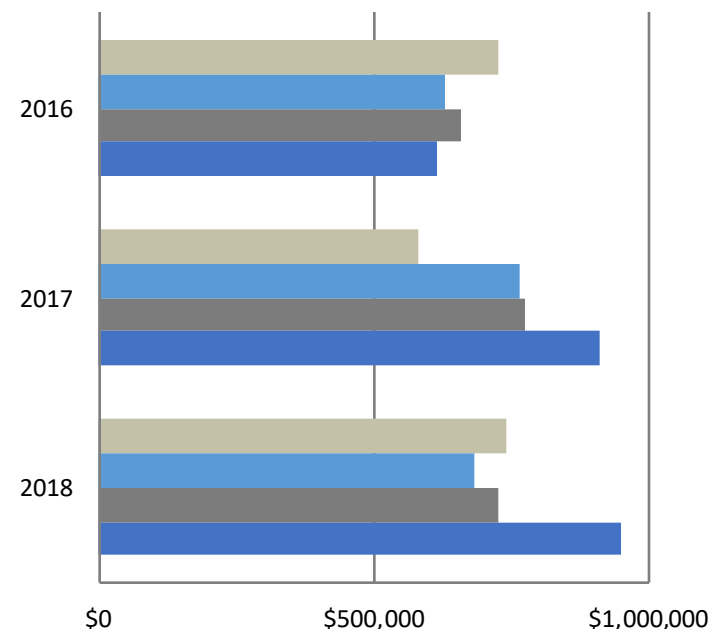
Volume Sold (in units)



	2018	2017	2016
October Week 1	36,025	29,954	38,148
October Week 2	32,565	36,336	33,769
October Week 3	35,362	38,355	35,520
October Week 4	47,120	47,553	32,215

Total	151,072	152,198	139,652
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Value Sold (in millions of dollars)



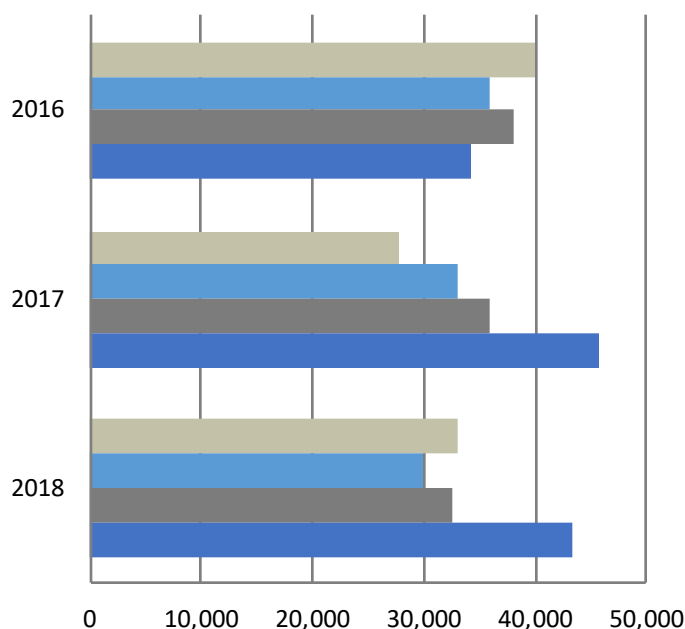
	2018	2017	2016
October Week 1	\$739,556.47	\$578,865.98	\$724,463.31
October Week 2	\$681,133.23	\$764,010.75	\$628,147.83
October Week 3	\$726,520.21	\$774,546.91	\$657,587.82
October Week 4	\$949,362.61	\$909,446.63	\$611,910.95

Total	\$3,096,572.52	\$3,026,870.27	\$2,622,109.91
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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 October 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

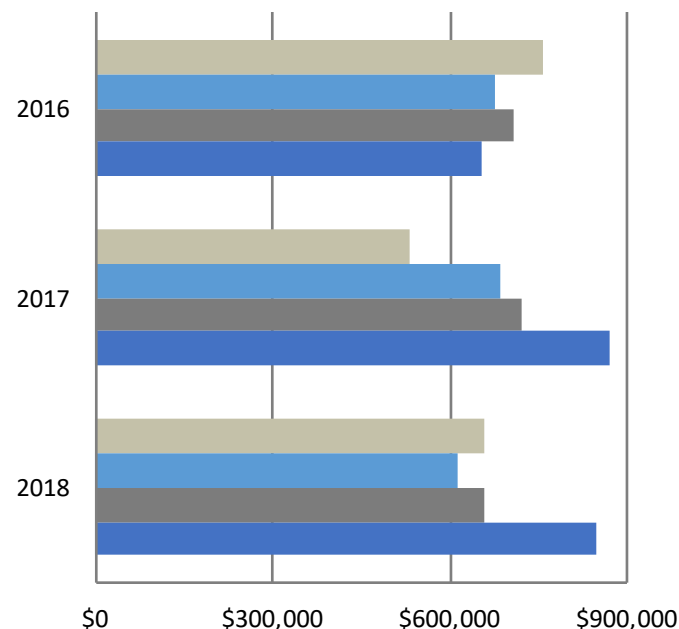
Volume Sold (in units)



	2018	2017	2016
October Week 1	33,139	27,839	39,947
October Week 2	29,930	33,063	36,001
October Week 3	32,569	35,971	38,125
October Week 4	43,215	45,729	34,301

Total	138,853	142,602	148,374
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Value Sold (in millions of dollars)



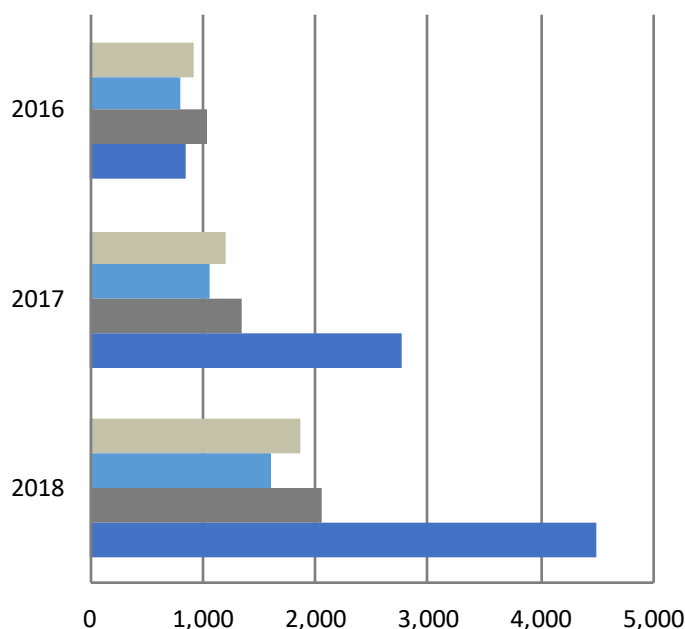
	2018	2017	2016
October Week 1	\$656,614.83	\$533,021.63	\$758,351.94
October Week 2	\$613,388.70	\$687,744.40	\$675,409.39
October Week 3	\$658,439.48	\$720,966.39	\$708,441.77
October Week 4	\$850,496.96	\$870,611.58	\$654,645.52

Total	\$2,778,939.97	\$2,812,344.00	\$2,796,848.62
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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 October 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.

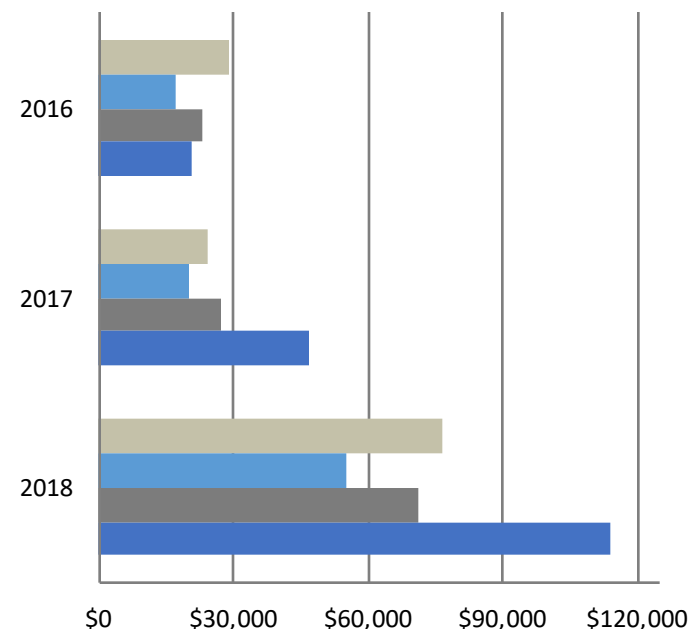
Volume Sold (in units)



	2018	2017	2016
October Week 1	1,856	1,202	925
October Week 2	1,616	1,062	802
October Week 3	2,065	1,337	1,036
October Week 4	4,485	2,775	860

Total	10,022	6,376	3,623
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Value Sold (in millions of dollars)



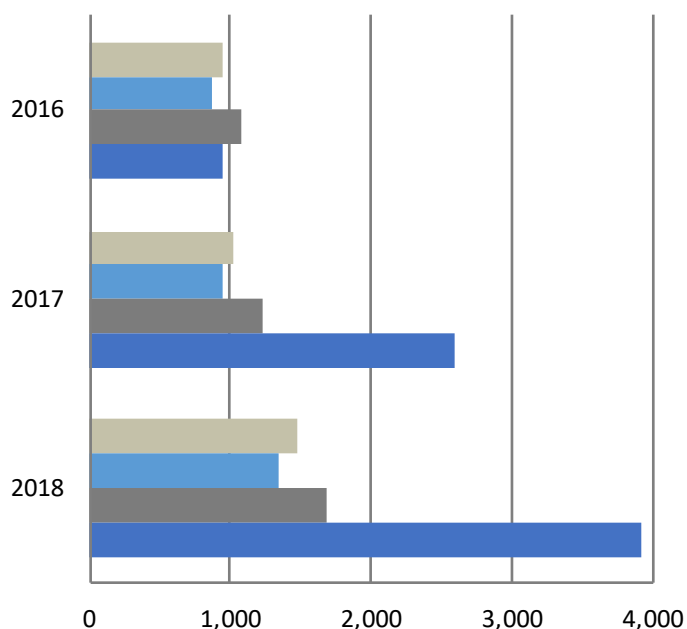
	2018	2017	2016
October Week 1	\$76,701.15	\$24,217.83	\$29,141.90
October Week 2	\$55,268.38	\$20,125.15	\$17,336.84
October Week 3	\$71,038.47	\$26,966.98	\$23,071.93
October Week 4	\$114,003.78	\$47,164.24	\$20,991.00

Total	\$317,011.78	\$118,474.20	\$90,541.67
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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 October 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.

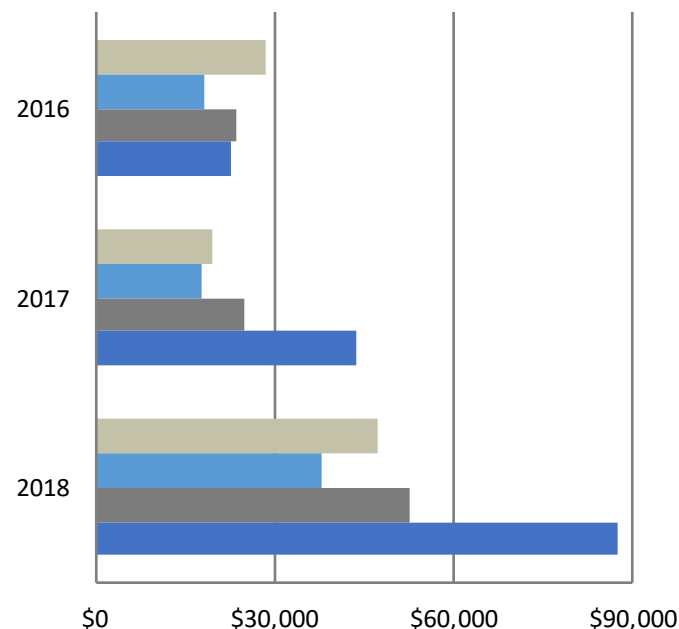
Volume Sold (in units)



	2018	2017	2016
October Week 1	1,473	1,017	935
October Week 2	1,343	946	874
October Week 3	1,673	1,224	1,080
October Week 4	3,917	2,584	946

Total	8,406	5,771	3,835
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Value Sold (in millions of dollars)



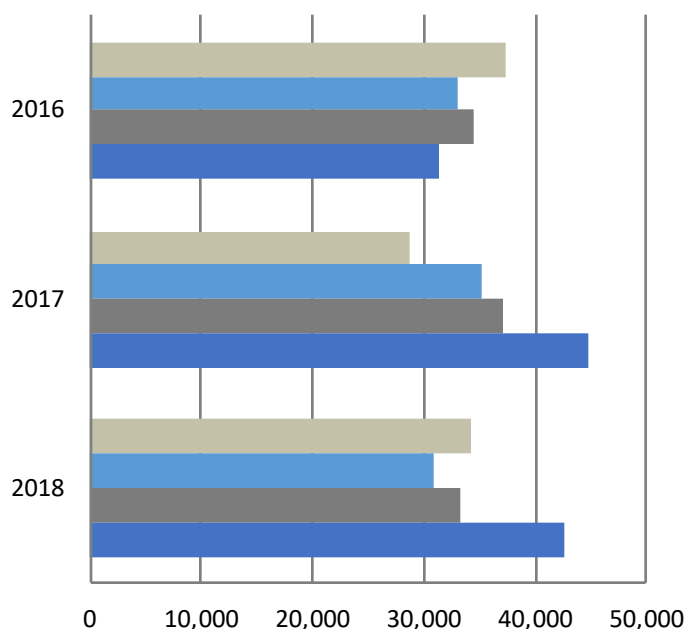
	2018	2017	2016
October Week 1	\$47,023.53	\$19,695.79	\$28,616.84
October Week 2	\$37,846.61	\$17,854.13	\$18,315.53
October Week 3	\$52,695.16	\$24,776.69	\$23,567.47
October Week 4	\$87,303.97	\$43,669.50	\$22,657.15

Total	\$224,869.27	\$105,996.11	\$93,156.99
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YOUNG ADULT NON-FICTION: ALL MARKET

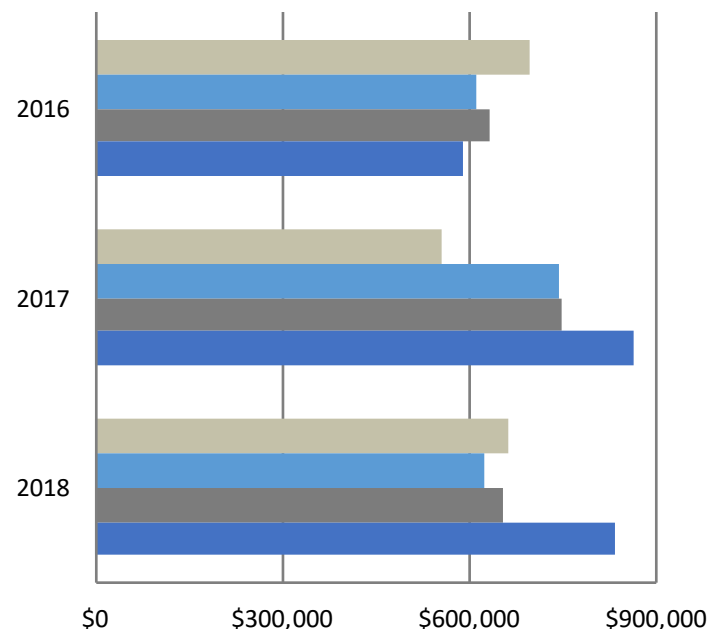
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the All Market for the entire month of October in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
October Week 1	34,169	28,752	37,223
October Week 2	30,949	35,274	32,967
October Week 3	33,297	37,018	34,484
October Week 4	42,635	44,778	31,355
Total	141,050	145,822	136,029

Value Sold (in millions of dollars)

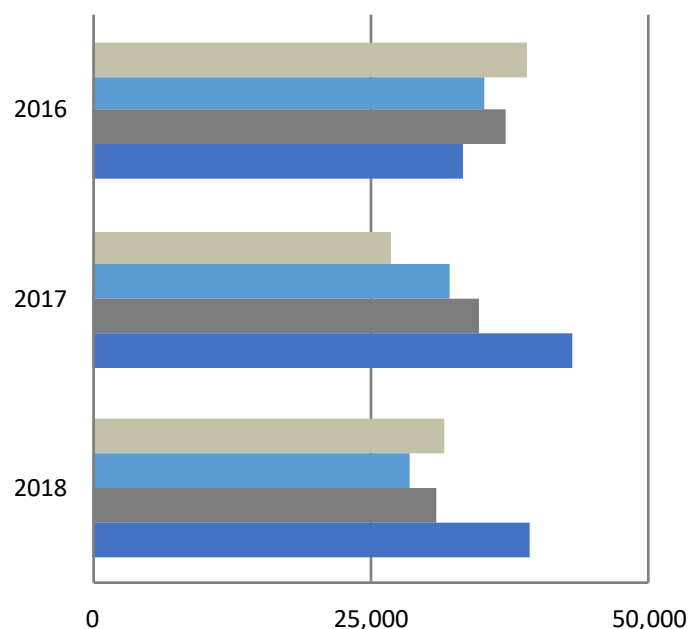


	2018	2017	2016
October Week 1	\$662,855.32	\$554,648.15	\$695,321.41
October Week 2	\$625,864.85	\$743,885.60	\$610,810.99
October Week 3	\$655,481.74	\$747,579.93	\$634,515.89
October Week 4	\$835,358.83	\$862,282.39	\$590,919.95
Total	\$2,779,560.74	\$2,908,396.07	\$2,531,568.24

YOUNG ADULT NON-FICTION: RING FENCE MARKET

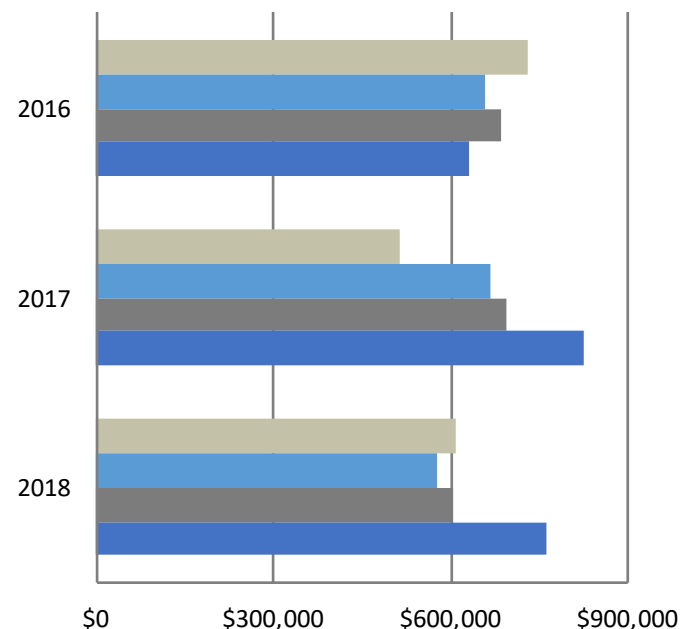
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the Ring Fence Market for the entire month of October in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list 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
October Week 1	31,666	26,822	39,012
October Week 2	28,587	32,117	35,127
October Week 3	30,896	34,747	37,045
October Week 4	39,298	43,145	33,355
Total	130,447	136,831	144,539

Value Sold (in millions of dollars)



	2018	2017	2016
October Week 1	\$609,591.30	\$513,325.84	\$729,735.10
October Week 2	\$575,542.09	\$669,890.27	\$657,093.86
October Week 3	\$605,744.32	\$696,189.70	\$684,874.30
October Week 4	\$763,192.99	\$826,942.08	\$631,988.37
Total	\$2,554,070.70	\$2,706,347.89	\$2,703,691.63

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 October 28, 2018
- 2017: Week ending October 29, 2017

