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## October 2023

Report prepared for ASA by Industry Insights, Inc. If you have any questions or comments, please contact Greg Manns of Industry Insights at 614-389-2100 or Brianna Baresel of ASA at 630-467-0000.

## Summary

The ASA Monthly Sales Report aims to provide a snapshot of industry performance and how it relates to the broader economy. Provided below is a summary of the October 2023 results.

## Demographics

A total of 76 companies responded to the October 2023 ASA Monthly Sales Report. Nearly half (49\%) of the respondents identified their primary business emphasis as Plumbing, Heating and Cooling (PHCP), 17\% indicated Industrial PVF, and 28\% identified their firm's primary business emphasis as PHCP and PVF.

| October 2023 | Primary Business Emphasis |  |  |
| :---: | :---: | :---: | :---: |
| Median Percent Change in |  | Industrial |  |
| Total Dollar Sales for: | PHCP | PVF | PVF |
| Month (Year-over-Year) | $3.8 \%$ | $6.4 \%$ | $1.4 \%$ |
| Year-to-Date (YTD) | $1.7 \%$ | $9.6 \%$ | $2.0 \%$ |
| Trailing Twelve Months (TTM) | $2.8 \%$ | $6.6 \%$ | $2.7 \%$ |

## Detailed Results by Company

Respondents reported median year-over-year sales growth of $3 \%$ for October 2023 vs. 2022. By primary business emphasis, the Industrial PVF firms reported year-over-year monthly growth of over 6\%, while PHCP and PHCP \& PVF firms reported median growth $3.8 \%$ and $1.4 \%$, respectively. On a month-to-month basis (October vs. September 2023), all respondents reported growth of 8\%--this follows a double digit decrease of $-11 \%$ in September vs. August. Year-to-date sales through October 2023 remained in positive territory at 2\% vs. 2022. Additionally, on a Trailing Twelve Months (TTM) basis, respondents reported sales growth of $3 \%$--with half of the respondents reporting TTM sales change between $-2 \%$ to $+10 \%$. Inventory contracted ( $-4.5 \%$ ) for October 2023 vs. October 2022. The median Three-Months Average Days Sales Outstanding edged back up to 41 days in October. Additional detailed performance results by the various demographic categories (Sales Volume, Primary Business Emphasis, and Regions) can be found on page 5.

## Economic Indicators

The Advance "Real" GDP growth for the 3rd quarter 2023 was a strong $4.9 \%$. Total wholesale sales for September edged up nearly $1 \%$ year-overyear, while inventories decreased $-1 \%$ vs. the prior year. The stronger $2.4 \%$ growth in "Real" wholesale sales continues to reinforce a sign that inflation is softening and that we are entering a disinflationary period. Housing starts were up for the second consecutive month in October, but both housing permits and starts continue to remain well below their 2022 levels. The unemployment rate edged up from $3.8 \%$ to $3.9 \%$ in October. After falling to it's lowest level in 2023 for September, initial claims for unemployment edged up in October. Additional economic indicators are reported beginning on page 10.

## What Respondents are Saying...

-"Beating year over year numbers is getting incredibly difficult - we are happy with most of our locations if they can even post flat sales figures."
-"Plumbing sales are doing well while HVAC sales are flat or slightly down. Our margin $\%$ is down from last year, but steady. We attribute that to a higher \% of commercial jobs and more margin pressure from competitors."
-"Retiring workforce. More and more each month."
-"Sales have softened toward the tail end of the year which is not unusual historically for our region. We are heavy in inventory which we hope to push out by year end. Staffing continues to be a challenge, hoping to see improvement in that area in 2024."
-"Staffing difficult still though better than past couple of years. Compensation too high."
-"We are pleasantly surprised that our sales are close to last years as last year was a record year and we really expected a slowdown."
-"While activity was steady during the month, overall sales were lighter than budget and the prior year as several projects have been delayed or adjusted given the impact of high interest rates and persistent inflation. Staffing continues to be a significant challenge with several positions remaining unfilled over the past 6 months."

The statistical information contained in this report are indicators of past performance and in no way should be construed as indicators of future performance in the industry. The statistical information contained in this report is believed to be representative of the companies responding to the survey. All reasonable efforts were taken by Industry Insights, Inc. to assure data comparability within the limitations of reporting procedures. However, the data used in this report are not necessarily based on audited financial statements and the statistical validity of any given number varies depending upon sample sizes and the amount of consistency among responses for that particular figure. Industry Insights and ASA therefore, make no representations or warranties with respect to the results of this study and shall not be liable to clients or anyone else for any information inaccuracies, or errors or omissions in contents, regardless of the cause of such inaccuracy, error or omission. In no event shall Industry Insights and/or ASA be liable for any consequential damages.

## ASA MONTHLY SALES REPORT

Sales and Inventories Growth

| Overall Company Percent Change -- All Respondents |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Sales |  |  | Inventory |
|  | Oct. 2023 <br> vs. 2022 | Calendar <br> Year-to- <br> Date | $\begin{gathered} \text { TTM* } \\ \text { Oct. } 2023 \\ \text { vs. } 2022 \end{gathered}$ | Oct. 2023 vs. 2022 |
| Lower Quartile | -4.9\% | -1.9\% | -2.1\% | -9.7\% |
| Median | 3.0\% | 2.2\% | 3.0\% | -4.5\% |
| Upper Quartile | 9.1\% | 9.9\% | 10.2\% | 1.8\% |
| *Trailing Twelve Months |  |  |  |  |
| Source: ASA Monthly Sales Report, October 2023 |  |  |  |  |



ASA Sales and Inventories Growth


Wholesale Sales and Inventories Growth


Source: U.S. Department of Commerce

| TOTAL COMPANY INFORMATION | Total Company Annual Gross Sales Volume |  |  |  |  | Primary Business Emphasis |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | All Responding Firms | $\begin{aligned} & \text { Less than } \\ & \$ 15,000,000 \end{aligned}$ | $\begin{gathered} \$ 15,000,000 \\ \text { to } \\ \$ 24,999,999 \end{gathered}$ | $\begin{gathered} \$ 25,000,000 \\ \text { to } \\ \$ 49,999,999 \end{gathered}$ | $\begin{gathered} \$ 50,000,000 \\ \text { or more } \\ \hline \end{gathered}$ | Plumbing, Heating and Cooling (PHCP) | Industrial PVF | PHCP \& PVF |
| Primary Business Emphasis |  |  |  |  |  |  |  |  |
| Number of Responses | 76 | 12 | 9 | 15 | 39 | 37 | 13 | 21 |
| Plumbing-Heating-Cooling-Piping (PHCP) | 48.7\% | 50.0\% | 44.4\% | 33.3\% | 53.9\% | 100.0\% | 0.0\% | 0.0\% |
| Industrial Pipe-Valve-Fitting (PVF) | 17.1\% | 16.7\% | 22.2\% | 26.7\% | 12.8\% | 0.0\% | 100.0\% | 0.0\% |
| PHCP \& PVF | 27.6\% | 16.7\% | 33.3\% | 40.0\% | 25.6\% | 0.0\% | 0.0\% | 100.0\% |
| Other | 6.6\% | 16.7\% | 0.0\% | 0.0\% | 7.7\% | 0.0\% | 0.0\% | 0.0\% |
| Regions |  |  |  |  |  |  |  |  |
| Number of Responses | 70 | 12 | 9 | 15 | 33 | 36 | 13 | 18 |
| Region 1 (SWPD \& WSA) | 17.1\% | 25.0\% | 0.0\% | 6.7\% | 24.2\% | 19.4\% | 30.8\% | 5.6\% |
| Region 2 (ASA Central) | 15.7\% | 16.7\% | 22.2\% | 13.3\% | 15.2\% | 8.3\% | 7.7\% | 33.3\% |
| Region 3 (SWCD) | 7.1\% | 8.3\% | 22.2\% | 6.7\% | 3.0\% | 5.6\% | 15.4\% | 5.6\% |
| Region 4 (NCWA) | 22.9\% | 16.7\% | 33.3\% | 33.3\% | 18.2\% | 27.8\% | 0.0\% | 33.3\% |
| Region 5 (ASA Northeast) | 18.6\% | 16.7\% | 0.0\% | 20.0\% | 21.2\% | 22.2\% | 30.8\% | 5.6\% |
| Region 6 (SWA) | 18.6\% | 16.7\% | 22.2\% | 20.0\% | 18.2\% | 16.7\% | 15.4\% | 16.7\% |
|  |  |  |  |  |  |  |  |  |
| Number of Locations |  |  |  |  |  |  |  |  |
| Number of Responses | 76 | 12 | 9 | 15 | 39 | 37 | 13 | 21 |
| Lower Quartile | 2.0 | 1.0 | 2.0 | 1.5 | 8.5 | 4.0 | 2.0 | 2.0 |
| Average | 19.6 | 3.1 | 3.3 | 5.0 | 34.0 | 14.7 | 7.7 | 27.3 |
| Median | 7.0 | 2.0 | 3.0 | 2.0 | 19.0 | 7.0 | 4.0 | 6.0 |
| Upper Quartile | 21.0 | 3.5 | 4.0 | 7.0 | 35.5 | 21.0 | 9.0 | 12.0 |
| 5 or Less | 43.4\% | 83.3\% | 88.9\% | 60.0\% | 15.4\% | 40.5\% | 53.9\% | 47.6\% |
| 6 to 10 | 19.7\% | 16.7\% | 11.1\% | 33.3\% | 18.0\% | 16.2\% | 23.1\% | 19.1\% |
| 11 or More | 36.8\% | 0.0\% | 0.0\% | 6.7\% | 66.7\% | 43.2\% | 23.1\% | 33.3\% |
|  |  |  |  |  |  |  |  |  |
| Company's Annual Gross Sales Volume |  |  |  |  |  |  |  |  |
| Number of Responses | 76 | 12 | 9 | 15 | 39 | 37 | 13 | 21 |
| Less than \$15,000,000 | 15.8\% | 100.0\% | 0.0\% | 0.0\% | 0.0\% | 16.2\% | 15.4\% | 9.5\% |
| \$15,000,000 to \$24,999,999 | 11.8\% | 0.0\% | 100.0\% | 0.0\% | 0.0\% | 10.8\% | 15.4\% | 14.3\% |
| \$25,000,000 to \$49,999,999 | 19.7\% | 0.0\% | 0.0\% | 100.0\% | 0.0\% | 13.5\% | 30.8\% | 28.6\% |
| \$50,000,000 or more | 52.6\% | 0.0\% | 0.0\% | 0.0\% | 100.0\% | 59.5\% | 38.5\% | 47.6\% |




ISD = Insufficient Data to Report

| TOTAL COMPANY INFORMATION | All <br> Responding Firms | Regions |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Region 1 (SWPD \& WSA) | Region 2 (ASA Central) | Region 3 (SWCD) | Region 4 <br> (NCWA) | Region 5 (ASA <br> Northeast) | Region 6 (SWA) |
| Primary Business Emphasis |  |  |  |  |  |  |  |
| Number of Responses | 76 | 12 | 11 | 5 | 16 | 13 | 13 |
| Plumbing-Heating-Cooling-Piping (PHCP) | 48.7\% | 58.3\% | 27.3\% | 40.0\% | 62.5\% | 61.5\% | 46.2\% |
| Industrial Pipe-Valve-Fitting (PVF) | 17.1\% | 33.3\% | 9.1\% | 40.0\% | 0.0\% | 30.8\% | 15.4\% |
| PHCP \& PVF | 27.6\% | 8.3\% | 54.6\% | 20.0\% | 37.5\% | 7.7\% | 23.1\% |
| Other | 6.6\% | 0.0\% | 9.1\% | 0.0\% | 0.0\% | 0.0\% | 15.4\% |
| Regions |  |  |  |  |  |  |  |
| Number of Responses | 70 | 12 | 11 | 5 | 16 | 13 | 13 |
| Region 1 (SWPD \& WSA) | 17.1\% | 100.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |
| Region 2 (ASA Central) | 15.7\% | 0.0\% | 100.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |
| Region 3 (SWCD) | 7.1\% | 0.0\% | 0.0\% | 100.0\% | 0.0\% | 0.0\% | 0.0\% |
| Region 4 (NCWA) | 22.9\% | 0.0\% | 0.0\% | 0.0\% | 100.0\% | 0.0\% | 0.0\% |
| Region 5 (ASA Northeast) | 18.6\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 100.0\% | 0.0\% |
| Region 6 (SWA) | 18.6\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 100.0\% |
| Number of Locations |  |  |  |  |  |  |  |
| Number of Responses | 76 | 12 | 11 | 5 | 16 | 13 | 13 |
| Lower Quartile | 2.0 | 4.5 | 3.0 | ISD | 2.8 | 1.0 | 4.0 |
| Average | 19.6 | 13.6 | 11.9 | 4.6 | 10.6 | 15.2 | 7.5 |
| Median | 7.0 | 8.5 | 7.0 | 2.0 | 7.0 | 8.0 | 5.0 |
| Upper Quartile | 21.0 | 22.0 | 15.5 | ISD | 10.0 | 21.0 | 9.0 |
| 5 or Less | 43.4\% | 33.3\% | 36.4\% | 80.0\% | 43.8\% | 46.2\% | 61.5\% |
| 6 to 10 | 19.7\% | 25.0\% | 36.4\% | 0.0\% | 31.3\% | 7.7\% | 15.4\% |
| 11 or More | 36.8\% | 41.7\% | 27.3\% | 20.0\% | 25.0\% | 46.2\% | 23.1\% |
| Company's Annual Gross Sales Volume |  |  |  |  |  |  |  |
| Number of Responses | 76 | 12 | 11 | 5 | 16 | 13 | 13 |
| Less than \$15,000,000 | 15.8\% | 25.0\% | 18.2\% | 20.0\% | 12.5\% | 15.4\% | 15.4\% |
| \$15,000,000 to \$24,999,999 | 11.8\% | 0.0\% | 18.2\% | 40.0\% | 18.8\% | 0.0\% | 15.4\% |
| \$25,000,000 to \$49,999,999 | 19.7\% | 8.3\% | 18.2\% | 20.0\% | 31.3\% | 23.1\% | 23.1\% |
| \$50,000,000 or more | 52.6\% | 66.7\% | 45.5\% | 20.0\% | 37.5\% | 61.5\% | 46.2\% |




ISD = Insufficient Data to Report


Percent Change in Total Ending Inventory
October 2023 vs. October 2022

| Number of Responses | 73 | 12 | 8 | 14 | 14 | 24 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Lower Quartile | -9.7\% | -12.1\% | -10.5\% | -6.3\% | -9.6\% | -11.2\% |
| Average | -3.3\% | -4.2\% | -3.3\% | -0.3\% | -5.4\% | -3.8\% |
| Median | -4.5\% | -5.1\% | -7.0\% | -1.8\% | -5.9\% | -2.6\% |
| Upper Quartile | 1.8\% | 2.9\% | 4.1\% | 4.5\% | -1.5\% | 1.9\% |
| Three-Months Average Days Sales Outstanding |  |  |  |  |  |  |
| Number of Responses | 67 | 9 | 8 | 14 | 14 | 22 |
| Lower Quartile | 35.2 | 30.0 | 36.5 | 27.8 | 34.9 | 40.3 |
| Average | 41.2 | 38.3 | 46.2 | 37.3 | 39.0 | 44.6 |
| Median | 41.3 | 35.0 | 47.7 | 36.2 | 40.2 | 43.4 |
| Upper Quartile | 47.4 | 46.4 | 49.9 | 44.3 | 44.9 | 49.4 |

Total Number of Full-time Equivalent

| Employees (FTEs) vs. a Year Ago |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Number of Responses | 76 | 12 | 9 | 15 | 15 | 24 |
| Up | 60.5\% | 33.3\% | 44.4\% | 53.3\% | 60.0\% | 83.3\% |
| Even | 25.0\% | 41.7\% | 33.3\% | 26.7\% | 33.3\% | 8.3\% |
| Down | 14.5\% | 25.0\% | 22.2\% | 20.0\% | 6.7\% | 8.3\% |

Percentage of Inventory that is Obsolete

## October 2023 vs. October 2022

| Number of Responses | 75 |
| :--- | ---: |
| Up | $20.0 \%$ |
| Even | $56.0 \%$ |
| Down | 24.0 |

Company's Gross Margin Percentage for the
October 2023 vs. October 2022

| Number of Responses | 75 | 12 | 9 | 15 | 15 | 23 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Up | 41.3\% | 33.3\% | 55.6\% | 33.3\% | 46.7\% | 39.1\% |
| Even | 12.0\% | 25.0\% | 22.2\% | 6.7\% | 13.3\% | 4.4\% |
| Down | 46.7\% | 41.7\% | 22.2\% | 60.0\% | 40.0\% | 56.5\% |
| Company's YTD Gross Margin Percentage as of October 31, 2023 vs. October 31, 2022 |  |  |  |  |  |  |
| Number of Responses | 75 | 12 | 9 | 15 | 15 | 23 |
| Up | 37.3\% | 50.0\% | 44.4\% | 33.3\% | 46.7\% | 21.7\% |
| Even | 16.0\% | 33.3\% | 22.2\% | 6.7\% | 13.3\% | 13.0\% |
| Down | 46.7\% | 16.7\% | 33.3\% | 60.0\% | 40.0\% | 65.2\% |

Company's YTD Profit Before Taxes
as of October 31, 2023 vs. October 31, 2022

|  | 74 | 12 | 9 | 15 | 15 | 22 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Number of Responses | $74 \%$ | $41.7 \%$ | $66.7 \%$ | $26.7 \%$ | $20.0 \%$ | $18.2 \%$ |
| Up | $29.7 \%$ | $16.7 \%$ | $11.1 \%$ | $6.7 \%$ | $20.0 \%$ | $0.0 \%$ |
| Even | $10.8 \%$ | $59.5 \%$ | $41.7 \%$ | $22.2 \%$ | $66.7 \%$ | $60.0 \%$ |
| Down |  |  |  | $81.8 \%$ |  |  |

*For example, Trailing Twelve Months Sales Percent Change for the month ending October 31, 2023 is the percent change for sales for the twelve months November 1, 2022 to October 31, 2023 vs. the twelve months of November 1, 2021 to October 31, 2022.
ISD = Insufficient Data to Report


[^0]| TOTAL COMPANY INFORMATION | Regions |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Region 1 <br> (SWPD \& WSA) | Region 2 (ASA Central) | Region 3 <br> (SWCD) | Region 4 <br> (NCWA) | Region 5 (ASA <br> Northeast) | Region 6 <br> (SWA) |
| Percent Change in Total Dollar Sales for: |  |  |  |  |  |  |
| October 2023 vs. October 2022 |  |  |  |  |  |  |
| Number of Responses 74 | 11 | 11 | 5 | 15 | 13 | 13 |
| Lower Quartile -4.9\% | 3.6\% | -3.9\% | ISD | -1.3\% | -3.7\% | -8.0\% |
| Average 3.4\% | 9.2\% | 4.7\% | -10.3\% | 6.4\% | 3.0\% | 2.6\% |
| Median 3.0\% | 6.7\% | 5.5\% | -10.2\% | 1.8\% | 6.4\% | -0.2\% |
| Upper Quartile 9.1\% | 14.0\% | 13.5\% | ISD | 8.6\% | 8.6\% | 13.3\% |
| Calendar Year-to-Date October 31, 2023 vs. October 31, 2022 |  |  |  |  |  |  |
| Number of Responses 74 | 11 | 11 | 5 | 15 | 13 | 13 |
| Lower Quartile -1.9\% | -7.2\% | -1.1\% | ISD | -1.3\% | -1.4\% | -1.0\% |
| Average 4.1\% | 2.2\% | 4.5\% | 5.6\% | 4.9\% | 4.0\% | 6.6\% |
| Median 2.2\% | 4.0\% | 5.9\% | 0.1\% | 4.2\% | 3.2\% | 0.4\% |
| Upper Quartile 9.9\% | 8.9\% | 9.5\% | ISD | 13.0\% | 10.0\% | 16.7\% |
| Trailing Twelve Months* October 31, 2023 vs. October 31, 2022 |  |  |  |  |  |  |
| Number of Responses 72 | 12 | 10 | 4 | 15 | 13 | 12 |
| Lower Quartile -2.1\% | -6.6\% | 0.5\% | ISD | -1.2\% | 0.6\% | -0.7\% |
| Average 4.9\% | 1.8\% | 5.6\% | 6.2\% | 5.0\% | 5.9\% | 7.8\% |
| Median 3.0\% | 3.2\% | 5.9\% | -1.3\% | 4.5\% | 3.0\% | 2.7\% |
| Upper Quartile 10.2\% | 8.3\% | 10.0\% | ISD | 12.0\% | 11.3\% | 17.6\% |

Percent Change in Total Ending Inventory
October 2023 vs. October 2022

| Number of Responses | 73 | 12 | 10 | 5 | 15 | 13 | 12 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Lower Quartile | -9.7\% | -4.9\% | -10.1\% | ISD | -9.8\% | -8.5\% | -11.8\% |
| Average | -3.3\% | -0.6\% | -5.4\% | -7.7\% | -2.5\% | -0.7\% | -6.1\% |
| Median | -4.5\% | -2.0\% | -5.1\% | -8.1\% | -0.7\% | -1.6\% | -8.0\% |
| Upper Quartile | 1.8\% | 3.1\% | -3.0\% | ISD | 3.8\% | 6.2\% | -3.4\% |
| Three-Months Average Days Sales Outstanding |  |  |  |  |  |  |  |
| Number of Responses | 67 | 11 | 11 | 4 | 15 | 11 | 10 |
| Lower Quartile | 35.2 | 35.4 | 28.4 | ISD | 37.1 | 40.4 | 31.4 |
| Average | 41.2 | 39.9 | 41.1 | 41.1 | 41.4 | 45.5 | 37.0 |
| Median | 41.3 | 41.3 | 42.2 | 40.0 | 39.3 | 48.0 | 36.0 |
| Upper Quartile | 47.4 | 45.3 | 46.5 | ISD | 48.0 | 52.0 | 41.2 |

Total Number of Full-time Equivalent

| Employees (FTEs) vs. a Year Ago |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Number of Responses | 76 | 12 | 11 | 5 | 16 | 13 | 13 |
| Up | 60.5\% | 58.3\% | 54.6\% | 20.0\% | 75.0\% | 53.9\% | 61.5\% |
| Even | 25.0\% | 41.7\% | 18.2\% | 80.0\% | 6.3\% | 15.4\% | 30.8\% |
| Down | 14.5\% | 0.0\% | 27.3\% | 0.0\% | 18.8\% | 30.8\% | 7.7\% |

Percentage of Inventory that is Obsolete

## October 2023 vs. October 2022

| Number of Responses | 75 | 12 | 11 | 5 | 16 | 12 |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Up | $20.0 \%$ | $41.7 \%$ | $9.1 \%$ | $0.0 \%$ | $25.0 \%$ | $23.1 \%$ | $8.3 \%$ |
| Even | $56.0 \%$ | $50.0 \%$ | $45.5 \%$ | $60.0 \%$ | $62.5 \%$ | $61.5 \%$ | $66.7 \%$ |
| Down | $24.0 \%$ | $8.3 \%$ | $45.5 \%$ | $40.0 \%$ | $12.5 \%$ | $15.4 \%$ | $25.0 \%$ |

Company's Gross Margin Percentage for the
October 2023 vs. October 2022

| Number of Responses | 75 | 12 | 11 | 5 | 16 | 12 | 13 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Up | 41.3\% | 33.3\% | 45.5\% | 80.0\% | 25.0\% | 33.3\% | 53.9\% |
| Even | 12.0\% | 16.7\% | 9.1\% | 0.0\% | 18.8\% | 8.3\% | 15.4\% |
| Down | 46.7\% | 50.0\% | 45.5\% | 20.0\% | 56.3\% | 58.3\% | 30.8\% |
| Company's YTD Gross Margin Percentage as of October 31, 2023 vs. October 31, 2022 |  |  |  |  |  |  |  |
| Number of Responses | 75 | 12 | 11 | 5 | 16 | 12 | 13 |
| Up | 37.3\% | 58.3\% | 36.4\% | 20.0\% | 31.3\% | 33.3\% | 53.9\% |
| Even | 16.0\% | 25.0\% | 9.1\% | 40.0\% | 6.3\% | 8.3\% | 30.8\% |
| Down | 46.7\% | 16.7\% | 54.6\% | 40.0\% | 62.5\% | 58.3\% | 15.4\% |

Company's YTD Profit Before Taxes
as of October 31, 2023 vs. October 31, 2022

| Number of Responses | 74 | 12 | 11 | 5 | 16 | 11 | 13 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Up | 29.7\% | 33.3\% | 18.2\% | 60.0\% | 18.8\% | 9.1\% | 61.5\% |
| Even | 10.8\% | 16.7\% | 18.2\% | 20.0\% | 0.0\% | 18.2\% | 7.7\% |
| Down | 59.5\% | 50.0\% | 63.6\% | 20.0\% | 81.3\% | 72.7\% | 30.8\% |

*For example, Trailing Twelve Months Sales Percent Change for the month ending October 31, 2023 is the percent change for sales for the twelve months November 1, 2022 to October 31, 2023 vs. the twelve months of November 1, 2021 to October 31, 2022.
ISD = Insufficient Data to Report

| Sales and Inventory Performance by State or Area of Operations | All Responding Firms | California ${ }^{1}$ | Florida | Georgia |  | Illinois ${ }^{1}$ | Indiana ${ }^{1}$ | Indiana - <br> All Other | Iowa | Mass. |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Number of Locations |  |  |  |  |  |  |  |  |  |  |
| Number of Responses | 76 | 6 | 5 | 6 | 7 | 5 | 10 | 6 | 5 | 6 |
| Average | 19.6 | 12.7 | 6.2 | 5.7 | 5.0 | 5.8 | 4.6 | 5.5 | 9.4 | 5.8 |
| Median | 7.0 | 7.0 | 3.0 | 2.5 | 5.0 | 6.0 | 2.5 | 2.5 | 4.0 | 5.0 |
| Percent Change in Total Dollar Sales for: |  |  |  |  |  |  |  |  |  |  |
| Oct. 2023 vs. Oct. 2022 |  |  |  |  |  |  |  |  |  |  |
| Number of Responses | 74 | 6 | 5 | 6 | 7 | 5 | 10 | 6 | 5 | 6 |
| Lower Quartile | -4.9\% | ISD | ISD | ISD | 5.5\% | ISD | 3.6\% | ISD | ISD | ISD |
| Average | 3.4\% | 2.4\% | 8.6\% | -1.2\% | 10.2\% | 13.3\% | 12.8\% | 14.3\% | -7.4\% | 8.6\% |
| Median | 3.0\% | 4.0\% | 7.9\% | -1.2\% | 8.3\% | 13.9\% | 10.4\% | 10.4\% | -9.9\% | 11.5\% |
| Upper Quartile | 9.1\% | ISD | ISD | ISD | 16.9\% | ISD | 19.0\% | ISD | ISD | ISD |
| Calendar Year-to-Date Oct. 2023 vs. Oct. 2022 |  |  |  |  |  |  |  |  |  |  |
| Number of Responses | 74 | 6 | 5 | 6 | 7 | 5 | 9 | 5 | 4 | 6 |
| Lower Quartile | -1.9\% | ISD | ISD | ISD | 4.9\% | ISD | 0.1\% | ISD | ISD | ISD |
| Average | 4.1\% | -4.2\% | 9.0\% | 7.4\% | 5.9\% | 9.1\% | 2.6\% | 4.3\% | -0.7\% | 7.1\% |
| Median | 2.2\% | -5.2\% | 3.4\% | -0.7\% | 7.5\% | 7.5\% | 5.9\% | 17.1\% | 0.0\% | 7.2\% |
| Upper Quartile | 9.9\% | ISD | ISD | ISD | 11.0\% | ISD | 17.1\% | ISD | ISD | ISD |
| Trailing Twelve Months* |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
| Number of Responses | 72 | 6 | 5 | 5 | 7 | 5 | 9 | 5 | 3 | 6 |
| Lower Quartile | -2.1\% | ISD | ISD | ISD | 4.2\% | ISD | 0.3\% | ISD | ISD | ISD |
| Average | 4.9\% | -3.0\% | 9.2\% | 8.9\% | 5.8\% | 9.5\% | 3.7\% | 6.5\% | 0.9\% | 9.5\% |
| Median | 3.0\% | -2.9\% | 5.8\% | 0.9\% | 6.6\% | 9.4\% | 5.8\% | 15.9\% | 1.9\% | 8.6\% |
| Upper Quartile | 10.2\% | ISD | ISD | ISD | 11.2\% | ISD | 15.9\% | ISD | ISD | ISD |
|  |  |  |  |  |  |  |  |  |  |  |
| Percent Change in Total Ending Inventory |  |  |  |  |  |  |  |  |  |  |
| Oct. 2023 vs. Oct. 2022 |  |  |  |  |  |  |  |  |  |  |
| Number of Responses | 73 | 6 | 5 | 6 | 7 | 4 | 10 | 6 | 4 | 6 |
| Lower Quartile | -9.7\% | ISD | ISD | ISD | -14.4\% | ISD | -16.2\% | ISD | ISD | ISD |
| Average | -3.3\% | -2.7\% | 7.2\% | -1.2\% | -9.5\% | -7.7\% | -8.6\% | -5.4\% | -5.5\% | -5.4\% |
| Median | -4.5\% | -3.5\% | -4.9\% | -1.9\% | -5.6\% | -7.8\% | -9.8\% | -4.6\% | -8.3\% | -2.8\% |
| Upper Quartile | 1.8\% | ISD | ISD | ISD | -4.4\% | ISD | -0.7\% | ISD | ISD | ISD |

SD = Insufficient Data to Report
*For example, Trailing Twelve Months Sales Percent Change for the month ending October 31, 2023 is the percent change for sales for the twelve months November 1, 2022 to October 31, 2023 vs. the twelve months of November 1, 2021 to October 31, 2022.
${ }^{1}$ Entire State
${ }^{2}$ Greater Chicago Metro includes Illinois, Indiana (Northwest), and Wisconsin (Southeast).

## Definitions

| Average: | The simple average of all responses for a particular item (e.g., it is the result of summing the values and dividing by the total number of <br> responses). |
| :--- | :--- |
| Median: | The center value of the total distribution of the data that was reported (e.g., it is the value at which $50 \%$ of the responses are above and <br> $50 \%$ are below). This measure is less likely than an average to be distorted by a few outlying responses. |
| Lower Quartile: | The observation point below which $25 \%$ of the responses lie (e.g., $25 \%$ of the respondents were less than this amount and $75 \%$ were <br> more). |
| Upper Quartile: | The observation point below which $75 \%$ of the responses lie (e.g., $75 \%$ of the respondents were less than this amount and $25 \%$ were <br> more). <br> ISD: |



| Sales and Inventory Performance by State or Area of Operations | All <br> Responding Firms | Michigan | North Carolina | Ohio | Penn. | Texas | Wash. |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Number of Locations |  |  |  |  |  |  |  |
| Number of Responses | 76 | 6 | 4 | 12 | 6 | 6 | 5 |
| Average | 19.6 | 7.3 | 5.5 | 13.8 | 14.2 | 13.2 | 5.6 |
| Median | 7.0 | 5.5 | 5.5 | 7.0 | 6.0 | 3.5 | 6.0 |
| Percent Change in Total Dollar Sales for: |  |  |  |  |  |  |  |
| Oct. 2023 vs. Oct. 2022 |  |  |  |  |  |  |  |
| Number of Responses | 74 | 5 | 4 | 12 | 6 | 6 | 4 |
| Lower Quartile | -4.9\% | ISD | ISD | -4.1\% | ISD | ISD | ISD |
| Average | 3.4\% | 13.1\% | 13.9\% | -0.2\% | 3.1\% | 4.8\% | 11.3\% |
| Median | 3.0\% | 13.4\% | 7.8\% | -0.9\% | -0.4\% | -1.6\% | 13.4\% |
| Upper Quartile | 9.1\% | ISD | ISD | 4.3\% | ISD | ISD | ISD |
| Calendar Year-to-Date Oct. 2023 vs. Oct. 2022 |  |  |  |  |  |  |  |
| Number of Responses | 74 | 5 | 4 | 12 | 6 | 5 | 4 |
| Lower Quartile | -1.9\% | ISD | ISD | -1.9\% | ISD | ISD | ISD |
| Average | 4.1\% | 0.3\% | 2.6\% | 1.7\% | 1.4\% | 5.8\% | 9.5\% |
| Median | 2.2\% | 5.1\% | 2.3\% | 1.4\% | -1.2\% | 2.1\% | 13.3\% |
| Upper Quartile | 9.9\% | ISD | ISD | 4.5\% | ISD | ISD | ISD |
| Trailing Twelve Months* Oct. 31, 2023 vs. Oct. 31, 2022 |  |  |  |  |  |  |  |
| Number of Responses | 72 | 5 | 4 | 12 | 6 | 5 | 5 |
| Lower Quartile | -2.1\% | ISD | ISD | -3.6\% | ISD | ISD | ISD |
| Average | 4.9\% | 1.5\% | 3.4\% | 1.1\% | 2.0\% | 6.6\% | 5.9\% |
| Median | 3.0\% | 3.2\% | 2.7\% | 1.2\% | -1.0\% | 10.6\% | 4.7\% |
| Upper Quartile | 10.2\% | ISD | ISD | 5.5\% | ISD | ISD | ISD |
| Percent Change in Total Ending Inventory |  |  |  |  |  |  |  |
| Oct. 2023 vs. Oct. 2022 |  |  |  |  |  |  |  |
| Number of Responses | 73 | 5 | 4 | 12 | 5 | 6 | 5 |
| Lower Quartile | -9.7\% | ISD | ISD | -6.8\% | ISD | ISD | ISD |
| Average | -3.3\% | -6.1\% | -9.2\% | 2.4\% | 2.3\% | -1.3\% | -4.4\% |
| Median | -4.5\% | -7.0\% | -8.8\% | 3.8\% | 2.8\% | 3.7\% | -5.8\% |
| Upper Quartile | 1.8\% | ISD | ISD | 8.6\% | ISD | ISD | ISD |

SD = Insufficient Data to Report
*For example, Trailing Twelve Months Sales Percent Change for the month ending October 31, 2023 is the percent change for sales for the twelve months November 1,2022 to October 31, 2023 vs. the twelve months of November 1, 2021 to October 31, 2022.
${ }^{1}$ Entire State
${ }^{2}$ Greater Chicago Metro includes Illinois, Indiana (Northwest), and Wisconsin (Southeast).

## Definitions


"Real" GDP Percent Change from Prior Quarter
Seasonally adjusted at annual rates


Source: U.S. Department of Commerce - Bureau of Economic Analysis (BEA)




Source: U.S. Bureau of Labor Statistics


Source: U.S. Department of Commerce


[^1]




[^0]:    *For example, Trailing Twelve Months Sales Percent Change for the month ending October 31, 2023 is the percent change for sales for the twelve months November 1, 2022 to October 31, 2023 vs. the twelve months of November 1, 2021 to October 31, 2022.
    ISD = Insufficient Data to Report

[^1]:    Source: U.S. Department of Commerce

