

TRG Research Note: March 2010 Commerce Dept Sales Data April 14, 2010

Highlights

- Reminder: We like to look at the **Commerce Department** data on a comp basis (year-over-year change). Hey, it's government data, so caveat emptor. See attached.
- Big picture, our favorite measure of "what's happening at the mall" (excludes *Motor Vehicles*, *Gasoline*, and *Building Materials*) suggests a +4.9% year-over-year sales improvement in March 2010. This compares to the +3.3% increase reported in February 2010.

The most compelling category specific storylines in March 2010 were:

- (1) **Grocery** category sales sharply accelerated for the second straight month;
 - (2) **Health & Personal Care** was the only category to report a lower year-over-year result in March 2010 versus February 2010. What's the problem here?;
 - (3) **Non-Store Retailers** continue to outperform and face dramatically easier compares in Q2; and
 - (4) **Motor Vehicles & Parts Dealers** finally delivered a materially improved 2-year run rate in March 2010 than February 2010;
 - (5) In Q2 2010, **Electronics & Appliance Stores** will anniversary a dramatic comp sales decline from a year ago (i.e. -12.6% in Q2 2009 versus -5.5% in Q1 2009).
- Monthly "big picture – what's happening at the mall" year-over-year results in calendar 2009/2010:

▪ January 2009	-1.6% (+1.7% 2-year)
▪ February 2009	-0.4% (+2.1% 2-year)
▪ March 2009	-1.6% (+0.8% 2-year)
▪ April 2009	-2.9% (+1.3% 2-year)
▪ May 2009	-3.4% (+0.5% 2-year)
▪ June 2009	-3.4% (+0.8% 2-year)
▪ July 2009	-4.0% (-0.1% 2-year)
▪ August 2009	-2.3% (+0.7% 2-year)
▪ September 2009	-0.3% (+0.9% 2-year)
▪ October 2009	+0.7% (+0.8% 2-year)
▪ November 2009	+2.1% (+0.7% 2-year)
▪ <u>December 2009</u>	<u>+3.6% (+0.7% 2-year)</u>
▪ January 2010	+3.1% (+1.5% 2-year)
▪ February 2010	+3.3% (+2.9% 2-year)
▪ March 2010	+4.9% (+2.7% 2-year)

Highlights (con't)

- Most categories posted improved year-over-year results in March 2010 versus February 2010. Categories that posted worse year-over-year 'comps' in March 2010 versus February 2010 include:
 - **Health & Personal Care** +1.9% March 2010 vs. +2.5% February 2010
- **Building Material & Garden Equipment Supplies Dealers** reported its first positive year-over-year result in March 2010 since November 2007. The category also reported a sharp improvement in the 2-year run rate.
- Despite deflationary headwinds, **Food & Beverage Stores: Grocery Stores** returned to solidly positive territory in November 2009 through January 2010. The group had gone negative in April 2009 for the first time since December 2002.

In February/March 2010, the category reported a dramatic acceleration in year-over-year results versus January 2010.

- **Motor Vehicles & Parts Dealers** delivered much stronger results on a 2-year basis in March 2010 as it broke-out of its previous -19% to -20% 2-year run rate range.
- **Electronics & Appliance Stores** delivered its first positive year-over-year result in March 2010 since July 2008. While the category's results were negative versus LY in Q1 2010, the category will anniversary a massive degradation in Q2 2010 (i.e. -12.6% in Q2 2009 versus -5.5% in Q1 2009).
- **Non-Store Retailers** have been the 'story' for calendar 2010 thus far. 2-year run rates materially improved in each of December 2009, January 2010, and February 2010. The category faces much easier year-over-year comparisons in Q2 2010 (Apr – Jun) than Q1 2010 (Jan – Mar).
- Below, we show year-over-year results in Q1 2009 (Jan-Mar), Q2 2009 (Apr-Jun), Q3 2009 (Jul-Sep), Q4 2009 (Oct – Dec), and Q1 2010 (Jan – Mar).

Most categories improved in Q1 2010 relative to Q4 2009 (excluding **Sporting Goods** and **Health & Personal Care**).

<u>Category</u>	<u>Q1: Jan – Mar '09</u> <u>'Comp Sales' vs.</u> <u>LY</u>	<u>Q2: Apr – Jun '09</u> <u>'Comp Sales' vs.</u> <u>LY</u>	<u>Q3: Jul – Sep '09</u> <u>'Comp Sales' vs.</u> <u>LY</u>	<u>Q4: Oct – Dec '09</u> <u>'Comp Sales' vs.</u> <u>LY</u>	<u>Q1: Jan – Mar '10</u> <u>'Comp Sales' vs.</u> <u>LY</u>
Department Stores	-7.0%	-7.9%	-6.7%	-3.0%	+0.8%
Furn & Home Furn	-13.8%	-13.8%	-10.5%	-5.3%	+0.9%
Clothing Stores	-6.0%	-7.6%	-4.2%	+1.9%	+2.6%
Electronics & Appl	-5.5%	-12.6%	-10.8%	-4.0%	-1.6%
Sporting Goods, Hobby	-1.4%	-3.3%	-1.1%	+3.2%	+2.3%
Build Matl & Garden Eq	-10.4%	-12.0%	-13.9%	-8.9%	-3.1%
Food & Bev: Groc	+0.8%	-0.4%	-0.9%	+1.0%	+2.8%
Food Services & Drink	+2.7%	+1.2%	-0.4%	+0.0%	+1.5%
Health & Personal Care	+3.9%	+3.5%	+3.0%	+3.9%	+2.6%
Gasoline Stations	-33.0%	-33.2%	-28.5%	+6.7%	+26.7%
Motor Vehicles & Parts	-22.7%	-18.1%	-6.7%	+5.0%	+7.4%
Non-Store Retailers	-3.3%	-6.3%	-2.9%	+8.0%	+12.3%
Total (ex-MV, Gas, Build)	-1.4%	-3.2%	-2.2%	+2.2%	+3.8%

Commerce Department - The Big Picture - April 14, 2010

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY
Total Retail & Food Services													
2007	363.236	364.526	368.181	365.657	370.030	366.129	367.715	368.282	372.006	373.893	379.767	376.420	4,435.842
2008	376.262	373.140	374.845	376.009	376.662	376.055	374.103	371.311	365.855	354.744	345.175	335.498	4,399.659
2009	340.439	342.487	337.476	338.344	339.873	342.912	342.489	350.800	343.687	347.641	354.467	353.817	4,134.432
2010	355.606	357.466	363.194										
2002 Comp	1.8%	2.4%	2.8%	2.9%	1.1%	2.4%	3.8%	4.0%	4.4%	-1.7%	1.7%	3.4%	2.4%
2003 Comp	4.1%	2.0%	4.1%	2.3%	3.9%	4.2%	4.1%	4.9%	5.9%	5.1%	5.7%	4.5%	4.2%
2004 Comp	4.6%	6.8%	7.0%	6.0%	7.6%	5.1%	5.1%	3.5%	6.0%	7.0%	6.2%	7.8%	6.1%
2005 Comp	6.6%	6.8%	4.8%	7.7%	4.9%	8.6%	8.8%	7.2%	5.5%	5.4%	5.9%	4.7%	6.4%
2006 Comp	8.5%	6.5%	7.1%	6.0%	6.4%	3.9%	3.5%	5.1%	4.3%	4.1%	3.6%	5.1%	5.3%
2007 Comp	1.5%	2.8%	3.4%	2.2%	4.0%	3.0%	2.6%	2.6%	4.2%	4.5%	5.6%	3.3%	3.3%
2008 Comp	3.6%	2.4%	1.8%	2.8%	1.8%	2.7%	1.7%	0.8%	-1.7%	-5.1%	-9.1%	-10.9%	-0.8%
2009 Comp	-9.5%	-8.2%	-10.0%	-10.0%	-9.8%	-8.8%	-8.5%	-5.5%	-6.1%	-2.0%	2.7%	5.5%	-6.0%
2010 Comp	4.5%	4.4%	7.6%										
3-Yr Stack				-5.0%	-4.0%	-3.1%	-4.1%	-2.1%	-3.5%	-2.7%	-0.8%	-2.1%	-3.6%
4-Yr Stack	0.0%	1.3%	2.9%										

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY
Total Retail & Food Services (Excl. Motor Vehicle & Parts Dealers)													
2007	252.087	253.129	256.230	254.202	257.802	255.796	256.878	255.932	258.170	258.971	266.516	264.099	3,089.812
2008	264.988	263.500	265.590	268.293	269.878	271.214	272.866	268.545	265.553	258.953	250.268	241.553	3,161.201
2009	244.983	247.488	244.517	244.517	245.378	247.486	246.231	248.740	250.760	250.625	256.171	255.959	2,982.855
2010	257.761	259.600	261.269										
2002 Comp	1.3%	1.9%	3.2%	2.9%	1.9%	2.6%	2.9%	2.4%	3.5%	3.7%	4.2%	4.1%	2.9%
2003 Comp	4.5%	3.7%	4.5%	2.4%	2.6%	3.9%	4.9%	6.2%	6.5%	5.3%	5.6%	5.8%	4.7%
2004 Comp	6.0%	6.6%	7.7%	7.9%	9.1%	7.7%	6.7%	5.7%	6.3%	7.8%	7.9%	8.0%	7.3%
2005 Comp	7.2%	7.9%	6.0%	8.0%	6.2%	7.3%	7.2%	8.7%	9.4%	9.5%	7.8%	7.0%	7.7%
2006 Comp	9.4%	8.6%	8.5%	7.8%	8.3%	6.9%	7.0%	6.1%	3.6%	2.1%	3.2%	4.9%	6.3%
2007 Comp	2.4%	2.7%	3.8%	2.3%	3.9%	3.3%	3.5%	2.5%	4.2%	4.8%	7.3%	4.9%	3.8%
2008 Comp	5.1%	4.1%	3.7%	5.5%	4.7%	6.0%	6.2%	4.9%	2.9%	0.0%	-6.1%	-8.5%	2.3%
2009 Comp	-7.5%	-6.1%	-7.9%	-8.9%	-9.1%	-8.7%	-9.8%	-7.4%	-5.6%	-3.2%	2.4%	6.0%	-5.6%
2010 Comp	5.2%	4.9%	6.9%										
3-Yr Stack				-1.0%	-0.5%	0.6%	0.0%	0.0%	1.5%	1.6%	3.6%	2.3%	0.5%
4-Yr Stack	5.2%	5.6%	6.4%										

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY
Total Retail & Food (Excl. Motor Vehicle & Parts Dealers, Gasoline Stores, and Building Material & Garden Equipment)													
2007	190.358	190.826	192.450	191.008	191.807	191.685	193.153	192.984	194.121	194.899	197.079	196.545	2,316.915
2008	196.624	195.604	197.173	199.104	199.571	199.900	200.873	198.955	196.508	195.087	194.265	191.013	2,364.677
2009	193.505	194.870	193.039	193.182	192.768	193.199	192.884	194.326	195.933	196.514	198.434	197.953	2,336.607
2010	199.578	201.339	202.410										
2002 Comp	2.7%	3.5%	4.1%	3.6%	3.4%	3.7%	2.9%	2.4%	3.8%	3.1%	2.8%	2.4%	3.2%
2003 Comp	2.5%	1.8%	2.3%	2.0%	2.4%	3.5%	4.6%	5.5%	5.9%	4.7%	4.9%	5.1%	3.8%
2004 Comp	5.8%	5.9%	6.3%	5.9%	6.1%	4.7%	4.4%	3.8%	4.3%	5.1%	5.1%	5.4%	5.2%
2005 Comp	5.0%	6.1%	4.7%	6.5%	5.4%	6.6%	5.6%	6.3%	5.9%	6.8%	6.3%	5.8%	5.9%
2006 Comp	6.7%	6.1%	6.6%	5.6%	6.2%	5.1%	5.5%	5.1%	5.7%	4.7%	4.6%	5.5%	5.6%
2007 Comp	4.6%	4.6%	5.1%	4.1%	4.5%	4.3%	5.0%	4.3%	4.1%	3.9%	5.1%	3.7%	4.4%
2008 Comp	3.3%	2.5%	2.5%	4.2%	4.0%	4.3%	4.0%	3.1%	1.2%	0.1%	-1.4%	-2.8%	2.1%
2009 Comp	-1.6%	-0.4%	-2.1%	-3.0%	-3.4%	-3.4%	-4.0%	-2.3%	-0.3%	0.7%	2.1%	3.6%	-1.2%
2010 Comp	3.1%	3.3%	4.9%										
3-Yr Stack				5.4%	5.1%	5.2%	5.1%	5.1%	5.0%	4.7%	5.8%	4.5%	5.3%
4-Yr Stack	9.5%	10.0%	10.4%										

February 2010 was faced with a relatively tough comparison. The comparisons ease in the March through July timeframe.

TRG's favorite measure of retail sales. Here we exclude motor vehicles, gas stations and building materials to more closely analyze what's happening at the mall.

Notice that 'comps' finally declined on a year-over-year basis in November 2008 and were negative for 10 of 11 months before turning positive again in October 2009.

2-year run rates were flat in December 2009 versus November 2009 (+0.7% each month). That said, 2-year run rates materially improved in January 2010 (+1.4%) and February 2010 (+2.9%).

Commerce Department Category Sales Data

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY
General Merchandise Stores (Department Stores & Discount Stores)													
2007	47.970	47.344	48.341	47.550	47.593	47.628	47.972	48.189	48.221	48.473	48.841	49.289	577.411
2008	49.090	49.227	49.442	49.746	50.325	50.438	50.784	50.076	49.672	49.296	49.601	48.983	596.680
2009	49.336	49.631	49.270	49.413	49.032	48.976	48.966	49.407	49.749	50.099	50.478	50.022	594.379
2010	50.727	51.164	51.453										
2002 Comp	3.2%	6.9%	8.6%	6.1%	5.3%	6.5%	3.9%	3.8%	3.5%	4.4%	2.9%	1.7%	4.7%
2003 Comp	2.4%	2.9%	3.4%	2.1%	3.9%	3.8%	6.1%	7.5%	7.8%	4.8%	5.8%	6.3%	4.7%
2004 Comp	7.4%	6.5%	7.1%	6.3%	7.2%	5.0%	4.6%	3.2%	3.7%	6.0%	5.6%	6.1%	5.7%
2005 Comp	4.8%	6.0%	4.2%	6.9%	4.7%	7.8%	6.1%	6.5%	6.3%	7.2%	6.6%	5.1%	6.0%
2006 Comp	7.2%	6.2%	6.0%	6.1%	5.4%	3.8%	4.4%	4.4%	5.8%	3.6%	3.6%	6.0%	5.2%
2007 Comp	5.4%	3.7%	6.5%	3.1%	4.4%	4.4%	5.1%	5.0%	3.4%	4.0%	5.1%	4.1%	4.5%
2008 Comp	2.3%	4.0%	2.3%	4.6%	5.7%	5.9%	5.9%	3.9%	3.0%	1.7%	1.6%	-0.6%	3.3%
2009 Comp	0.5%	0.8%	-0.3%	-0.7%	-2.6%	-2.9%	-3.6%	-1.3%	0.2%	1.6%	1.8%	2.1%	-0.4%
2010 Comp	2.8%	3.1%	4.4%										
3-Yr Stack				7.1%	7.6%	7.4%	7.4%	7.6%	6.6%	7.3%	8.4%	5.6%	7.5%
4-Yr Stack	11.0%	11.6%	12.9%										

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY
General Merchandise Stores: Department Stores (Sub-Category of "General Merchandise Stores")													
2007	18.073	17.662	17.842	17.495	17.539	17.256	17.426	17.427	17.314	17.358	17.414	17.303	210.109
2008	17.101	17.044	16.921	16.924	16.971	16.977	17.117	16.571	16.286	16.120	16.517	15.926	200.475
2009	15.851	15.915	15.738	15.798	15.569	15.491	15.419	15.584	15.606	15.667	15.747	15.704	188.089
2010	15.802	15.959	16.120										
2002 Comp	-4.9%	-1.6%	1.9%	-0.7%	-2.4%	-1.6%	-4.3%	-4.3%	-4.2%	-2.3%	-5.9%	-6.0%	-3.0%
2003 Comp	-5.9%	-6.1%	-6.2%	-6.8%	-3.6%	-3.7%	-0.9%	-0.4%	0.8%	-3.5%	-1.5%	-0.7%	-3.3%
2004 Comp	0.0%	1.0%	2.3%	0.7%	0.2%	-1.2%	-1.3%	-1.7%	-1.6%	0.7%	1.1%	2.0%	0.2%
2005 Comp	0.7%	1.4%	-1.7%	1.8%	-0.7%	2.6%	-0.6%	-0.7%	-2.5%	-0.2%	0.4%	-1.9%	-0.1%
2006 Comp	0.6%	-0.7%	-0.1%	-0.5%	-0.2%	-2.1%	-1.5%	-1.2%	2.2%	-1.4%	-2.1%	0.1%	-0.6%
2007 Comp	0.1%	-1.8%	0.1%	-2.7%	-1.1%	-2.8%	-0.6%	-0.7%	-2.9%	-2.1%	-1.4%	-2.8%	-1.6%
2008 Comp	-5.4%	-3.5%	-5.2%	-3.3%	-3.2%	-1.6%	-1.8%	-4.9%	-5.9%	-7.1%	-5.2%	-8.0%	-4.6%
2009 Comp	-7.3%	-6.6%	-7.0%	-6.7%	-8.3%	-8.8%	-9.9%	-6.0%	-4.2%	-2.8%	-4.7%	-1.4%	-6.2%
2010 Comp	-0.3%	0.3%	2.4%										
3-Yr Stack				-12.6%	-12.6%	-13.2%	-12.3%	-11.6%	-13.0%	-12.1%	-11.2%	-12.2%	-12.3%
4-Yr Stack	-12.9%	-11.7%	-9.7%										

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY
Furniture & Home Furnishing Stores													
2007	9.921	9.754	9.797	9.741	9.664	9.532	9.600	9.615	9.570	9.497	9.498	9.389	115.578
2008	9.336	9.136	9.187	9.147	9.119	8.908	8.874	8.724	8.363	8.351	8.212	8.055	105.412
2009	8.013	8.012	7.828	7.843	7.806	7.767	7.783	7.696	7.759	7.687	7.739	7.883	93.815
2010	7.879	8.033	8.154										
2002 Comp	1.2%	4.3%	4.8%	4.3%	5.2%	2.7%	1.0%	2.6%	5.2%	3.5%	3.4%	1.3%	3.3%
2003 Comp	0.0%	-5.0%	-0.4%	0.7%	1.8%	4.0%	5.6%	4.6%	6.0%	6.8%	5.8%	5.8%	3.0%
2004 Comp	7.1%	12.4%	10.2%	8.7%	4.6%	6.6%	9.9%	7.1%	5.4%	7.1%	5.1%	7.8%	7.6%
2005 Comp	6.9%	7.3%	3.9%	6.2%	7.6%	7.7%	3.1%	6.5%	9.1%	6.8%	7.9%	5.2%	6.5%
2006 Comp	9.3%	7.2%	7.6%	5.5%	5.4%	4.6%	4.4%	3.5%	3.7%	1.4%	0.8%	1.2%	4.5%
2007 Comp	0.9%	0.0%	0.6%	0.7%	0.5%	-2.7%	-0.7%	-0.9%	-3.4%	-1.9%	-1.7%	-2.9%	-1.0%
2008 Comp	-5.9%	-6.3%	-6.2%	-6.1%	-5.6%	-6.5%	-7.6%	-9.3%	-12.6%	-12.1%	-13.5%	-14.2%	-8.8%
2009 Comp	-14.2%	-12.3%	-14.8%	-14.3%	-14.4%	-12.8%	-12.3%	-11.8%	-7.2%	-8.0%	-5.8%	-2.1%	-11.0%
2010 Comp	-1.7%	0.3%	4.2%										
3-Yr Stack				-19.7%	-19.6%	-22.0%	-20.5%	-21.9%	-23.2%	-21.9%	-21.0%	-19.3%	-20.8%
4-Yr Stack	-20.8%	-18.4%	-16.3%										

*Amounts above in billions. Data adjusted for seasonal variations, holiday and trading day differences, but not for price changes.

Furniture & Home Furnishing Stores: After reporting 32 straight months of year-over-year declines through Jan 2010, two straight months of year-over-year improvement. Its 2-year run rate improved to -14.0% versus -16.4% in January 2010.

Department & Discount Stores: Had a tough December 2009 on a 2-year run rate basis, but rebounded nicely in Q1 2010. Much easier year-over-year comparisons in Q2/Q3 2010.

Commerce Department Category Sales Data

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY
Clothing & Clothing Accessory Stores													
2007	18.538	18.266	18.760	18.227	18.559	18.295	18.439	18.330	18.522	18.545	18.735	18.441	221.657
2008	18.653	18.346	18.660	18.638	18.602	18.583	18.541	18.443	17.639	17.295	17.312	16.799	217.511
2009	17.285	17.770	17.244	17.238	17.290	17.062	17.208	17.465	17.630	17.600	17.461	17.337	208.590
2010	17.621	17.807	18.224										
2002 Comp	0.9%	1.2%	4.1%	1.9%	1.7%	3.8%	1.6%	1.4%	5.0%	5.0%	3.7%	4.2%	2.9%
2003 Comp	2.4%	-1.6%	0.0%	0.0%	2.9%	3.6%	6.3%	5.0%	8.7%	3.0%	5.6%	4.9%	3.4%
2004 Comp	6.3%	10.6%	10.4%	7.8%	7.1%	4.3%	3.3%	3.6%	3.8%	6.5%	4.8%	4.5%	6.0%
2005 Comp	4.3%	6.7%	2.1%	7.8%	5.4%	8.3%	5.5%	7.2%	4.4%	7.2%	6.9%	6.7%	6.0%
2006 Comp	7.5%	4.2%	6.8%	5.1%	5.7%	4.7%	7.3%	5.1%	11.4%	5.8%	4.2%	6.9%	6.2%
2007 Comp	6.6%	5.0%	7.6%	3.5%	6.1%	3.9%	4.3%	4.1%	1.0%	1.9%	4.8%	0.0%	4.0%
2008 Comp	0.6%	0.4%	-0.5%	2.3%	0.2%	1.6%	0.6%	0.6%	-4.8%	-6.7%	-7.6%	-8.9%	-1.9%
2009 Comp	-7.3%	-3.1%	-7.6%	-7.5%	-7.1%	-8.2%	-7.2%	-5.3%	-0.1%	1.8%	0.9%	3.2%	-4.1%
2010 Comp	1.9%	0.2%	5.7%										
3-Yr Stack				-1.8%	-0.7%	-2.7%	-2.4%	-0.6%	-3.8%	-3.1%	-1.9%	-5.7%	-1.9%
4-Yr Stack	1.8%	2.5%	5.2%										

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY
Electronics & Appliance Stores													
2007	9.346	9.256	9.173	9.146	9.164	9.056	9.168	9.322	9.399	9.445	9.807	9.492	111.774
2008	9.464	9.375	9.388	9.471	9.678	9.527	9.610	9.323	9.143	9.013	9.064	8.560	111.616
2009	9.129	9.079	8.468	8.431	8.295	8.333	8.240	8.316	8.491	8.435	8.680	8.453	102.350
2010	8.611	8.877	8.761										
2002 Comp	4.0%	6.1%	6.5%	7.7%	8.5%	7.2%	4.6%	3.6%	6.8%	4.3%	-0.3%	-0.3%	4.8%
2003 Comp	-1.0%	-3.5%	-3.0%	-1.6%	0.8%	1.4%	4.8%	7.7%	7.0%	7.5%	9.4%	9.3%	3.2%
2004 Comp	10.3%	12.6%	13.0%	12.8%	10.4%	10.5%	8.6%	6.5%	7.6%	6.6%	6.1%	4.8%	9.0%
2005 Comp	7.6%	9.9%	8.8%	7.6%	6.3%	6.6%	6.6%	7.3%	7.5%	9.0%	7.1%	5.6%	7.5%
2006 Comp	12.0%	5.4%	6.5%	6.4%	6.2%	5.6%	5.9%	5.7%	5.3%	2.8%	6.9%	10.9%	6.6%
2007 Comp	2.3%	4.8%	3.1%	2.9%	3.6%	1.8%	2.6%	3.8%	3.7%	5.2%	6.6%	0.3%	3.4%
2008 Comp	1.3%	1.3%	2.3%	3.6%	5.6%	5.2%	4.8%	0.0%	-2.7%	-4.6%	-7.6%	-9.8%	-0.1%
2009 Comp	-3.5%	-3.2%	-9.8%	-11.0%	-14.3%	-12.5%	-14.3%	-10.8%	-7.1%	-6.4%	-4.2%	-1.3%	-8.3%
2010 Comp	-5.7%	-2.2%	3.5%										
3-Yr Stack				-4.5%	-5.1%	-5.6%	-6.8%	-7.0%	-6.1%	-5.8%	-5.3%	-10.8%	-5.1%
4-Yr Stack	-5.6%	0.7%	-0.9%										

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY
Sporting Goods, Hobby, Book & Music Stores													
2007	6.996	6.985	7.279	7.159	7.297	7.248	7.363	7.304	7.363	7.397	7.390	7.319	87.100
2008	7.394	7.381	7.366	7.367	7.516	7.432	7.449	7.370	7.169	7.018	7.189	7.096	87.647
2009	7.264	7.259	7.124	7.290	7.103	7.196	7.163	7.303	7.282	7.267	7.314	7.412	86.977
2010	7.424	7.499	7.576										
2002 Comp	6.1%	-1.6%	-1.3%	0.3%	0.1%	-0.4%	-1.3%	-2.6%	2.0%	0.4%	-1.4%	-1.9%	-0.2%
2003 Comp	-1.9%	-2.4%	-2.3%	-1.0%	-2.1%	2.8%	1.5%	5.0%	1.4%	-0.6%	-0.5%	2.8%	0.2%
2004 Comp	3.8%	7.2%	6.0%	2.8%	3.5%	0.9%	4.3%	1.3%	3.6%	3.3%	2.3%	2.5%	3.4%
2005 Comp	1.0%	2.2%	3.0%	4.6%	4.6%	2.5%	0.7%	0.8%	-1.4%	3.9%	1.0%	4.6%	2.3%
2006 Comp	7.6%	4.4%	5.3%	4.3%	3.2%	4.2%	2.9%	2.4%	7.7%	2.2%	1.9%	-0.1%	3.8%
2007 Comp	-3.7%	-2.3%	1.4%	0.5%	3.9%	3.5%	6.5%	5.6%	2.2%	4.7%	6.4%	4.1%	2.7%
2008 Comp	5.7%	4.2%	1.2%	2.9%	3.0%	2.3%	1.2%	0.9%	-2.6%	-5.1%	-2.7%	-3.0%	0.6%
2009 Comp	-1.8%	-0.3%	-3.3%	-1.0%	-5.5%	-3.2%	-3.8%	-0.9%	1.6%	3.5%	1.7%	4.5%	-0.8%
2010 Comp	2.2%	3.3%	6.3%										
3-Yr Stack				2.4%	1.4%	2.8%	3.8%	5.6%	1.2%	3.1%	5.4%	5.5%	2.6%
4-Yr Stack	2.4%	4.9%	5.6%										

*Amounts above in billions. Data adjusted for seasonal variations, holiday and trading day differences, but not for price changes.

Clothing & Clothing Accessory Stores - Dramatic improvement in March 2010 versus February 2010.

Electronics & Appliance Stores - 18 straight months of year-over-year declines through February 2010. While positive year-over-year results in March 2010, sales on a 2-year run rate basis worsened in March 2010 versus February 2010.

Commerce Department Category Sales Data

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY
Building Material & Garden Equipment Supplies Dealers													
2007	28.385	28.297	28.892	27.725	28.605	27.880	27.836	27.635	27.564	27.179	28.124	27.294	335.416
2008	27.289	27.363	27.038	27.473	27.442	27.516	27.637	27.113	26.726	26.656	25.482	24.608	322.343
2009	24.680	24.518	24.010	24.163	24.257	24.102	23.679	23.249	23.259	22.908	23.485	23.516	285.826
2010	23.390	23.406	24.136										
2002 Comp	4.3%	3.3%	3.2%	3.7%	2.1%	3.1%	3.5%	4.5%	6.8%	4.0%	5.8%	3.6%	4.0%
2003 Comp	5.1%	-1.8%	5.0%	0.3%	2.6%	6.4%	8.5%	9.0%	9.1%	11.5%	9.9%	12.4%	6.5%
2004 Comp	6.9%	13.8%	18.8%	18.0%	16.2%	12.9%	10.2%	9.9%	11.0%	8.5%	9.4%	13.0%	12.3%
2005 Comp	15.1%	13.6%	4.6%	9.3%	8.8%	9.0%	9.0%	8.7%	9.3%	12.3%	12.4%	8.2%	10.0%
2006 Comp	15.0%	16.0%	14.6%	9.1%	6.1%	3.6%	3.8%	3.8%	0.1%	-1.0%	-2.1%	0.8%	5.7%
2007 Comp	-6.1%	-6.6%	-4.9%	-6.8%	-0.1%	-1.1%	-0.8%	-1.8%	-0.4%	-2.6%	1.0%	-3.8%	-2.9%
2008 Comp	-3.9%	-3.3%	-6.4%	-0.9%	-4.1%	-1.3%	-0.7%	-1.9%	-3.0%	-1.9%	-9.4%	-9.8%	-3.9%
2009 Comp	-9.6%	-10.4%	-11.2%	-12.0%	-11.6%	-12.4%	-14.3%	-14.3%	-13.0%	-14.1%	-7.8%	-4.4%	-11.3%
2010 Comp	-5.2%	-4.5%	0.5%										
3-Yr Stack				-19.8%	-15.7%	-14.8%	-15.8%	-17.9%	-16.4%	-18.6%	-16.2%	-18.1%	-18.1%
4-Yr Stack	-24.7%	-24.8%	-21.9%										

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY
Food & Beverage Stores: Grocery Stores													
2007	40.940	41.300	41.071	41.192	41.382	41.493	41.872	41.626	41.973	42.412	42.755	42.949	500.965
2008	43.124	43.149	43.492	43.879	43.698	44.058	44.210	44.549	44.245	44.208	44.150	43.170	525.932
2009	43.887	43.402	43.502	43.559	43.744	43.842	43.683	43.890	44.197	44.111	44.579	44.199	526.595
2010	44.542	44.933	44.965										
2002 Comp	3.5%	2.6%	2.7%	0.0%	0.2%	0.0%	0.1%	-0.7%	-1.3%	-1.0%	0.2%	-1.0%	0.4%
2003 Comp	1.3%	1.2%	1.0%	2.9%	1.0%	2.7%	3.1%	3.5%	3.5%	2.7%	1.8%	2.2%	2.2%
2004 Comp	2.5%	1.3%	2.8%	2.4%	4.1%	2.8%	1.8%	2.4%	3.5%	3.9%	4.5%	5.1%	3.1%
2005 Comp	4.0%	4.8%	3.9%	4.5%	4.4%	4.4%	4.6%	4.8%	4.5%	4.6%	3.8%	3.6%	4.3%
2006 Comp	2.3%	3.7%	3.0%	3.1%	3.6%	3.6%	3.7%	3.7%	2.1%	4.5%	3.7%	4.2%	3.4%
2007 Comp	5.1%	5.0%	4.6%	4.5%	4.1%	4.2%	5.0%	3.6%	5.4%	3.9%	5.6%	5.3%	4.7%
2008 Comp	5.3%	4.5%	5.9%	6.5%	5.6%	6.2%	5.6%	7.0%	5.4%	4.2%	3.3%	0.5%	5.0%
2009 Comp	1.8%	0.6%	0.0%	-0.7%	0.1%	-0.5%	-1.2%	-1.5%	-0.1%	-0.2%	1.0%	2.4%	0.1%
2010 Comp	1.5%	3.5%	3.4%										
3-Yr Stack				10.8%	9.8%	9.9%	9.4%	9.2%	10.7%	7.9%	9.8%	8.2%	9.8%
4-Yr Stack	13.6%	13.6%	13.9%										

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY
Food Services & Drinking Places													
2007	35.829	35.729	36.229	36.119	36.220	36.464	36.729	36.606	36.832	37.079	36.995	37.305	438.136
2008	37.277	37.069	37.224	37.580	37.756	37.967	38.024	37.955	38.204	37.951	37.965	37.864	452.786
2009	38.476	38.338	37.983	38.227	38.278	38.184	38.039	37.921	37.822	37.820	38.043	37.890	456.721
2010	37.921	39.060	39.191										
2002 Comp	3.4%	5.0%	4.4%	5.7%	4.3%	4.7%	4.2%	3.0%	6.2%	4.2%	4.9%	2.3%	4.4%
2003 Comp	2.8%	1.8%	4.5%	2.9%	5.6%	5.6%	6.1%	7.5%	5.7%	8.2%	8.0%	5.7%	5.4%
2004 Comp	7.7%	8.6%	7.4%	7.3%	5.4%	5.0%	5.5%	3.7%	6.2%	4.8%	4.3%	6.8%	6.0%
2005 Comp	5.2%	6.3%	4.1%	7.3%	6.3%	6.9%	5.5%	6.6%	5.6%	6.1%	6.9%	5.2%	6.0%
2006 Comp	9.1%	6.2%	8.4%	5.4%	6.2%	4.7%	5.0%	6.0%	6.4%	5.8%	5.1%	8.1%	6.4%
2007 Comp	3.2%	4.1%	4.6%	4.7%	4.8%	6.1%	6.8%	4.8%	4.7%	5.1%	4.6%	3.6%	4.8%
2008 Comp	3.9%	3.8%	2.7%	4.0%	4.2%	4.1%	3.5%	3.7%	3.7%	2.4%	2.6%	1.5%	3.3%
2009 Comp	2.5%	3.4%	2.0%	1.7%	1.4%	0.6%	0.0%	-0.1%	-1.0%	-0.3%	0.2%	0.1%	0.9%
2010 Comp	-0.7%	1.9%	3.2%										
3-Yr Stack				10.5%	10.5%	10.8%	10.4%	8.4%	7.5%	7.1%	7.4%	5.2%	9.0%
4-Yr Stack	9.0%	13.1%	12.6%										

*Amounts above in billions. Data adjusted for seasonal variations, holiday and trading day differences, but not for price changes.

Food Services & Drinking Places - Fairly impressive year-over-year rebound in December 2009 and January 2010. Dramatic upsurge in February 2010 and March 2010.

Building Material & Equipment Supplies Dealers - Prior to March 2010, 39 of 41 months with year-over-year declines.

Commerce Department Category Sales Data

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY
Health & Personal Care Stores													
2007	19.366	19.394	19.545	19.580	19.637	19.633	19.826	19.894	19.910	19.909	19.849	19.889	236.432
2008	20.077	20.197	20.089	20.284	20.325	20.486	20.538	20.556	20.565	20.621	20.720	20.664	245.122
2009	20.726	20.909	21.088	21.051	21.062	21.133	21.012	21.110	21.404	21.409	21.496	21.492	253.892
2010	21.428	21.431	21.482										
2002 Comp	8.9%	8.5%	7.9%	10.0%	7.6%	8.2%	7.9%	7.9%	10.1%	7.1%	7.2%	6.7%	8.1%
2003 Comp	6.0%	5.2%	6.5%	4.5%	5.5%	6.4%	7.7%	7.9%	6.5%	7.2%	7.5%	8.6%	6.6%
2004 Comp	5.3%	3.8%	5.5%	4.9%	4.4%	4.1%	2.0%	1.8%	1.8%	1.5%	1.6%	1.2%	3.1%
2005 Comp	4.6%	6.7%	3.6%	5.0%	5.7%	4.7%	6.0%	5.3%	6.6%	6.4%	6.8%	7.2%	5.7%
2006 Comp	6.5%	5.7%	7.3%	5.8%	6.9%	7.6%	6.5%	7.8%	6.7%	8.0%	7.9%	7.4%	7.0%
2007 Comp	6.9%	6.6%	6.3%	7.0%	5.8%	5.2%	6.4%	5.5%	5.3%	4.0%	2.8%	2.7%	5.3%
2008 Comp	3.7%	4.1%	2.8%	3.6%	3.5%	4.3%	3.6%	3.3%	3.3%	3.6%	4.4%	3.9%	3.7%
2009 Comp	3.2%	3.5%	5.0%	3.8%	3.6%	3.2%	2.3%	2.7%	4.1%	3.8%	3.7%	4.0%	3.6%
2010 Comp	3.4%	2.5%	1.9%										
3-Yr Stack				14.4%	12.9%	12.7%	12.3%	11.6%	12.7%	11.4%	10.9%	10.6%	12.6%
4-Yr Stack	17.2%	16.8%	15.9%										

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY
Gasoline Stations													
2007	33.344	34.006	34.888	35.469	37.390	36.231	35.889	35.313	36.485	36.893	41.313	40.260	437.481
2008	41.075	40.533	41.379	41.716	42.865	43.798	44.356	42.477	42.319	37.210	30.521	25.932	474.181
2009	26.798	28.100	27.468	27.172	28.353	30.185	29.668	31.165	31.568	31.203	34.252	34.490	360.422
2010	34.793	34.855	34.723										
2002 Comp	-10.8%	-10.6%	-3.4%	-2.8%	-8.0%	-5.0%	2.6%	0.9%	-1.2%	7.5%	13.0%	18.0%	-0.4%
2003 Comp	19.4%	24.7%	20.3%	7.6%	4.0%	4.7%	3.6%	8.0%	8.4%	3.4%	6.2%	5.1%	9.4%
2004 Comp	6.9%	5.1%	6.4%	12.1%	23.2%	23.6%	19.3%	15.0%	15.8%	26.2%	25.9%	20.7%	16.5%
2005 Comp	14.3%	14.5%	15.5%	16.7%	8.6%	10.0%	15.4%	23.9%	31.2%	23.3%	12.9%	13.5%	16.6%
2006 Comp	20.1%	16.8%	13.7%	19.3%	22.7%	20.5%	18.6%	12.9%	-4.1%	-8.9%	0.2%	5.2%	10.7%
2007 Comp	-1.9%	1.1%	4.4%	0.5%	4.5%	1.8%	-0.9%	-3.7%	9.0%	16.8%	25.1%	19.1%	6.1%
2008 Comp	23.2%	19.2%	18.6%	17.6%	14.6%	20.9%	23.6%	20.3%	16.0%	0.9%	-26.1%	-35.6%	8.4%
2009 Comp	-34.8%	-30.7%	-33.6%	-34.9%	-33.9%	-31.1%	-33.1%	-26.6%	-25.4%	-16.1%	12.2%	33.0%	-24.0%
2010 Comp	29.8%	24.0%	26.4%										
3-Yr Stack				-16.7%	-14.8%	-8.4%	-10.4%	-10.1%	-0.4%	1.5%	11.2%	16.5%	-9.5%
4-Yr Stack	16.3%	13.6%	15.8%										

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY
Motor Vehicle & Parts Dealers													
2007	75.320	75.668	75.722	75.336	76.008	73.869	74.108	75.744	77.004	77.843	76.256	75.016	907.894
2008	74.047	72.571	72.031	70.136	69.028	66.874	63.213	64.811	62.098	57.840	56.942	56.081	785.672
2009	57.280	56.661	54.976	55.365	56.217	57.242	58.219	64.139	55.105	59.196	60.253	59.968	694.621
2010	59.924	58.806	62.734										
2002 Comp	2.5%	3.0%	1.3%	1.9%	-2.5%	0.8%	6.3%	8.9%	6.1%	-16.3%	-6.1%	-1.1%	0.0%
2003 Comp	3.3%	-2.5%	2.9%	1.7%	6.9%	4.3%	1.1%	0.7%	4.3%	3.3%	5.2%	3.3%	2.8%
2004 Comp	-0.8%	6.5%	4.8%	0.3%	4.3%	-2.2%	0.3%	-2.5%	4.9%	5.8%	2.2%	7.5%	2.5%
2005 Comp	5.4%	3.7%	1.5%	6.7%	0.3%	13.2%	15.0%	3.0%	-5.8%	-7.1%	-0.4%	-2.3%	2.6%
2006 Comp	5.3%	0.3%	2.0%	0.6%	0.5%	-5.3%	-7.3%	1.6%	5.9%	10.3%	4.3%	4.3%	1.7%
2007 Comp	-2.2%	2.5%	1.4%	0.6%	3.8%	0.3%	-2.3%	1.9%	3.8%	3.1%	0.4%	-2.2%	0.9%
2008 Comp	-1.7%	-4.1%	-4.9%	-6.9%	-9.2%	-9.5%	-14.7%	-14.4%	-19.4%	-25.7%	-25.3%	-25.2%	-13.5%
2009 Comp	-22.6%	-21.9%	-23.7%	-21.1%	-18.6%	-14.4%	-7.9%	-1.0%	-11.3%	2.3%	5.8%	6.9%	-11.6%
2010 Comp	4.6%	3.8%	14.1%										
3-Yr Stack				-27.4%	-23.9%	-23.6%	-24.9%	-13.6%	-26.9%	-20.3%	-19.1%	-20.5%	-24.2%
4-Yr Stack	-21.9%	-19.8%	-13.0%										

*Amounts above in billions. Data adjusted for seasonal variations, holiday and trading day differences, but not for price changes.

22 straight months of year-over-year declines for Motor Vehicles & Parts Dealers. Finally returns to positive territory in October 2009.

Commerce Department Category Sales Data

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY
Non-Store Retailers													
2007	23.049	24.189	23.740	23.958	23.733	23.838	24.162	23.917	24.167	24.408	25.352	24.778	289.291
2008	24.599	24.266	24.782	25.616	25.400	25.356	25.492	24.935	24.761	24.306	23.397	23.433	296.343
2009	23.649	23.923	23.636	23.675	23.663	24.215	24.150	24.295	24.573	25.008	25.635	26.218	292.640
2010	26.676	26.639	26.684										
2002 Comp	-2.4%	-1.5%	0.6%	3.3%	6.7%	5.1%	7.3%	4.1%	8.4%	6.3%	10.2%	10.9%	4.9%
2003 Comp	8.1%	11.3%	8.1%	4.7%	3.9%	6.1%	4.7%	7.5%	10.2%	9.5%	7.3%	6.6%	7.3%
2004 Comp	9.7%	8.5%	6.8%	9.9%	8.9%	9.6%	10.0%	9.9%	9.7%	9.4%	9.4%	10.6%	9.4%
2005 Comp	10.5%	7.1%	11.5%	12.1%	10.3%	11.7%	9.8%	12.2%	10.2%	11.8%	12.2%	12.6%	11.0%
2006 Comp	8.8%	12.3%	14.4%	9.7%	14.0%	9.7%	11.0%	8.6%	7.8%	6.4%	6.8%	4.1%	9.4%
2007 Comp	6.7%	10.1%	4.7%	7.7%	4.9%	6.3%	7.2%	4.8%	7.1%	7.1%	9.9%	8.7%	7.1%
2008 Comp	6.7%	0.3%	4.4%	6.9%	7.0%	6.4%	5.5%	4.3%	2.5%	-0.4%	-7.7%	-5.4%	2.4%
2009 Comp	-3.9%	-1.4%	-4.6%	-7.6%	-6.8%	-4.5%	-5.3%	-2.6%	-0.8%	2.9%	9.6%	11.9%	-1.2%
2010 Comp	12.8%	11.4%	12.9%										
3-Yr Stack				7.1%	5.1%	8.1%	7.4%	6.4%	8.8%	9.6%	11.8%	15.2%	8.3%
4-Yr Stack	22.3%	20.4%	17.4%										

*Amounts above in billions. Data adjusted for seasonal variations, holiday and trading day differences, but not for price changes.

Non-Store Retailers 2-year run rate has materially improved in December 2009, January 2010, and February 2010. The 2-year run rate took a step back in March 2010.