

TRG Research Note: October 2011 Commerce Department Sales Data November 15, 2011

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 +6.0% year-over-year sales improvement in October 2011 versus LY. This represents a modest acceleration versus the +5.8% growth in September 2011.
- The most compelling category specific storylines in October 2011 were:
 - October 2011 represented the 24th consecutive month of positive year-over-year growth for our favorite mall measuring stick.
 - **Electronics & Appliance Stores** reported strong +3.5% year-over-year growth in October 2011 versus LY. This followed a disappointing -0.9% decline in September 2011.
 - **Sporting Goods, Hobby, Book, Music Stores** reported a jaw dropping +9.1% year-over-year growth rate in October 2011 versus LY. This represents the category’s strongest year-over-year growth rate since at least 1998.
 - **Furniture & Home Furnishing Stores** again reported impressive year-over-year growth in October 2011 (+3.4% in October 2011 followed +3.4% in September 2011). That said, the category remains the worst performing category versus calendar 2007 (-17.8% in October 2011 versus October 2007). **Motor Vehicles & Parts Dealers** are down -9.8% over the same timeframe.
 - **Food Services & Drinking Places** continued to report impressive year-over-year sales growth in October 2011 versus LY (+6.7%). The category has now reported 13 consecutive months of year-over-year growth that is greater than +4.0%.
- Monthly “Big Picture – what’s happening at the mall” year-over-year results for the trailing 12 months:

| | |
|------------------|-----------------------|
| ▪ November 2010 | +5.8% (+6.2% 2-year) |
| ▪ December 2010 | +4.9% (+7.7% 2-year) |
| ▪ January 2011 | +5.2% (+7.5% 2-year) |
| ▪ February 2011 | +5.2% (+8.5% 2-year) |
| ▪ March 2011 | +5.3% (+10.4% 2-year) |
| ▪ April 2011 | +6.0% (+10.5% 2-year) |
| ▪ May 2011 | +6.2% (+10.3% 2-year) |
| ▪ June 2011 | +6.0% (+10.7% 2-year) |
| ▪ July 2011 | +6.6% (+11.1% 2-year) |
| ▪ August 2011 | +5.9% (+10.9% 2-year) |
| ▪ September 2011 | +5.8% (+10.9% 2-year) |
| ▪ October 2011 | +6.0% (+11.3% 2-year) |

Quarterly Results

- Below, we show quarterly (calendar) year-over-year results in 2008, 2009, 2010, Q1 – Q3 2011. We've shaded (yellow) those categories that have had a slower growth rate in Q3 2011 than Q2 2011.

General Merchandise & Department Stores

| | <u>Q1 Growth vs. LY</u> | <u>Q2 Growth vs. LY</u> | <u>Q3 Growth vs. LY</u> | <u>Q4 Growth vs. LY</u> |
|------|-------------------------|-------------------------|-------------------------|-------------------------|
| 2008 | +2.6% | +5.0% | +3.6% | +0.9% |
| 2009 | +0.5% | -2.3% | -1.7% | +0.8% |
| 2010 | +2.9% | +2.7% | +2.9% | +3.1% |
| 2011 | +2.1% | +3.8% | +4.3% | |

General Merchandise & Department Stores: Department Stores (Sub-Category of Above)

| | <u>Q1 Growth vs. LY</u> | <u>Q2 Growth vs. LY</u> | <u>Q3 Growth vs. LY</u> | <u>Q4 Growth vs. LY</u> |
|------|-------------------------|-------------------------|-------------------------|-------------------------|
| 2008 | -5.5% | -3.0% | -5.1% | -6.6% |
| 2009 | -6.5% | -7.5% | -5.6% | -3.1% |
| 2010 | +0.2% | -1.0% | -1.5% | -0.9% |
| 2011 | -2.3% | -0.3% | +0.1% | |

Furniture & Home Furnishings Stores

| | <u>Q1 Growth vs. LY</u> | <u>Q2 Growth vs. LY</u> | <u>Q3 Growth vs. LY</u> | <u>Q4 Growth vs. LY</u> |
|------|-------------------------|-------------------------|-------------------------|-------------------------|
| 2008 | -7.5% | -7.5% | -11.7% | -15.0% |
| 2009 | -15.9% | -16.6% | -12.5% | -7.0% |
| 2010 | +0.4% | +2.0% | +2.6% | +1.7% |
| 2011 | -0.1% | +0.7% | +2.1% | |

Clothing & Clothing Accessory Stores

| | <u>Q1 Growth vs. LY</u> | <u>Q2 Growth vs. LY</u> | <u>Q3 Growth vs. LY</u> | <u>Q4 Growth vs. LY</u> |
|------|-------------------------|-------------------------|-------------------------|-------------------------|
| 2008 | -0.2% | +1.4% | -1.1% | -7.9% |
| 2009 | -7.2% | -9.4% | -5.9% | +0.2% |
| 2010 | +2.8% | +4.6% | +3.0% | +5.7% |
| 2011 | +4.8% | +6.3% | +7.3% | |

Electronics & Appliance Stores

| | <u>Q1 Growth vs. LY</u> | <u>Q2 Growth vs. LY</u> | <u>Q3 Growth vs. LY</u> | <u>Q4 Growth vs. LY</u> |
|------|-------------------------|-------------------------|-------------------------|-------------------------|
| 2008 | +0.7% | +3.4% | -0.8% | -8.5% |
| 2009 | -6.2% | -14.4% | -12.7% | -5.6% |
| 2010 | -2.5% | +4.7% | +5.4% | +1.8% |
| 2011 | -0.1% | -0.6% | +0.0% | |

Sporting Goods, Hobby, Book & Music Stores

| | <u>Q1 Growth vs. LY</u> | <u>Q2 Growth vs. LY</u> | <u>Q3 Growth vs. LY</u> | <u>Q4 Growth vs. LY</u> |
|------|-------------------------|-------------------------|-------------------------|-------------------------|
| 2008 | +2.2% | +1.3% | -1.3% | -5.7% |
| 2009 | -4.0% | -5.7% | -3.3% | -0.5% |
| 2010 | +1.7% | +2.6% | +2.6% | +6.2% |
| 2011 | +5.5% | +5.9% | +6.3% | |

Building Material & Garden Equipment Stores

| | <u>Q1 Growth vs. LY</u> | <u>Q2 Growth vs. LY</u> | <u>Q3 Growth vs. LY</u> | <u>Q4 Growth vs. LY</u> |
|------|-------------------------|-------------------------|-------------------------|-------------------------|
| 2008 | -6.4% | -3.5% | -3.3% | -8.6% |
| 2009 | -10.7% | -12.7% | -14.0% | -9.4% |
| 2010 | -2.3% | +6.6% | +5.8% | +12.2% |
| 2011 | +8.2% | +3.1% | +7.5% | |

Food & Beverage Stores: Grocery Stores

| | <u>Q1 Growth vs. LY</u> | <u>Q2 Growth vs. LY</u> | <u>Q3 Growth vs. LY</u> | <u>Q4 Growth vs. LY</u> |
|------|-------------------------|-------------------------|-------------------------|-------------------------|
| 2008 | +4.0% | +4.8% | +4.8% | +1.8% |
| 2009 | +0.2% | -0.4% | -1.0% | +0.9% |
| 2010 | +2.6% | +1.5% | +1.7% | +2.7% |
| 2011 | +4.1% | +6.6% | +6.8% | |

Food Services & Drinking Places

| | <u>Q1 Growth vs. LY</u> | <u>Q2 Growth vs. LY</u> | <u>Q3 Growth vs. LY</u> | <u>Q4 Growth vs. LY</u> |
|------|-------------------------|-------------------------|-------------------------|-------------------------|
| 2008 | +2.9% | +3.1% | +2.3% | +0.5% |
| 2009 | +1.3% | -0.6% | -1.6% | -1.0% |
| 2010 | +0.7% | +2.3% | +3.4% | +4.3% |
| 2011 | +5.0% | +5.2% | +6.0% | |

Health & Personal Care Stores

| | <u>Q1 Growth vs. LY</u> | <u>Q2 Growth vs. LY</u> | <u>Q3 Growth vs. LY</u> | <u>Q4 Growth vs. LY</u> |
|------|-------------------------|-------------------------|-------------------------|-------------------------|
| 2008 | +4.0% | +4.0% | +3.2% | +3.6% |
| 2009 | +3.2% | +3.0% | +2.3% | +3.2% |
| 2010 | +2.3% | +3.2% | +4.7% | +5.0% |
| 2011 | +6.5% | +4.5% | +4.3% | |

Gasoline Stations

| | <u>Q1 Growth vs. LY</u> | <u>Q2 Growth vs. LY</u> | <u>Q3 Growth vs. LY</u> | <u>Q4 Growth vs. LY</u> |
|------|-------------------------|-------------------------|-------------------------|-------------------------|
| 2008 | +21.6% | +19.6% | +22.5% | -18.7% |
| 2009 | -32.1% | -31.3% | -26.2% | +8.4% |
| 2010 | +29.0% | +20.3% | +9.8% | +10.9% |
| 2011 | +14.8% | +21.6% | +21.0% | |

Motor Vehicle & Parts Dealers

| | <u>Q1 Growth vs. LY</u> | <u>Q2 Growth vs. LY</u> | <u>Q3 Growth vs. LY</u> | <u>Q4 Growth vs. LY</u> |
|------|-------------------------|-------------------------|-------------------------|-------------------------|
| 2008 | -4.1% | -9.2% | -16.3% | -26.4% |
| 2009 | -24.2% | -20.4% | -9.3% | +3.3% |
| 2010 | +5.9% | +11.8% | +7.8% | +14.3% |
| 2011 | +16.1% | +8.5% | +7.6% | |

Non-Store Retailers

| | <u>Q1 Growth vs. LY</u> | <u>Q2 Growth vs. LY</u> | <u>Q3 Growth vs. LY</u> | <u>Q4 Growth vs. LY</u> |
|------|-------------------------|-------------------------|-------------------------|-------------------------|
| 2008 | +4.7% | +8.2% | +5.4% | -3.8% |
| 2009 | -3.8% | -7.6% | -4.4% | +5.6% |
| 2010 | +11.4% | +12.9% | +13.6% | +13.8% |
| 2011 | +14.1% | +13.7% | +11.1% | |

Commerce Department - The Big Picture - November 15, 2011

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | FY |
|---|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|
| Total Retail & Food Services | | | | | | | | | | | | | |
| 2007 | 364.533 | 365.328 | 368.710 | 367.250 | 371.894 | 368.758 | 370.046 | 371.409 | 375.937 | 374.909 | 378.433 | 377.232 | 4,454.439 |
| 2008 | 376.847 | 372.483 | 373.741 | 375.681 | 376.866 | 377.893 | 375.530 | 373.985 | 368.166 | 353.736 | 342.632 | 333.767 | 4,401.327 |
| 2009 | 338.841 | 337.840 | 332.672 | 333.347 | 336.228 | 340.803 | 341.025 | 349.245 | 341.556 | 343.807 | 348.049 | 349.780 | 4,093.193 |
| 2010 | 351.079 | 352.109 | 359.877 | 361.735 | 359.262 | 358.722 | 359.466 | 363.666 | 366.417 | 370.790 | 374.159 | 376.323 | 4,353.605 |
| 2011 | 379.257 | 384.044 | 386.960 | 387.705 | 387.522 | 388.284 | 389.934 | 391.074 | 395.533 | 397.666 | | | |
| 2007 Growth | 1.6% | 2.8% | 3.4% | 2.2% | 4.2% | 3.2% | 2.7% | 2.8% | 4.5% | 4.2% | 3.4% | 3.0% | 3.2% |
| 2008 Growth | 3.4% | 2.0% | 1.4% | 2.3% | 1.3% | 2.5% | 1.5% | 0.7% | -2.1% | -5.6% | -9.5% | -11.5% | -1.2% |
| 2009 Growth | -10.1% | -9.3% | -11.0% | -11.3% | -10.8% | -9.8% | -9.2% | -6.6% | -7.2% | -2.8% | 1.6% | 4.8% | -7.0% |
| 2010 Growth | 3.6% | 4.2% | 8.2% | 8.5% | 6.9% | 5.3% | 5.4% | 4.1% | 7.3% | 7.8% | 7.5% | 7.6% | 6.4% |
| 2011 Growth | 8.0% | 9.1% | 7.5% | 7.2% | 7.9% | 8.2% | 8.5% | 7.5% | 7.9% | 7.2% | | | |
| 3-Yr Growth % | | | | | | | | | | | -1.1% | -0.2% | -2.3% |
| 4-Yr Growth % | 4.0% | 5.1% | 4.9% | 5.6% | 4.2% | 5.3% | 5.4% | 5.3% | 5.2% | 6.1% | | | |

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | FY |
|---|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|
| Retail (Excl. Motor Vehicle & Parts Dealers) | | | | | | | | | | | | | |
| 2007 | 252.378 | 253.160 | 255.798 | 254.501 | 258.020 | 256.682 | 258.253 | 257.797 | 259.386 | 260.170 | 265.487 | 264.308 | 3,095.940 |
| 2008 | 264.781 | 263.041 | 264.264 | 267.343 | 269.512 | 272.363 | 273.636 | 270.167 | 266.731 | 259.096 | 248.759 | 240.887 | 3,160.580 |
| 2009 | 243.704 | 244.966 | 241.068 | 241.769 | 243.896 | 246.539 | 246.147 | 248.718 | 249.661 | 249.512 | 252.374 | 253.950 | 2,962.304 |
| 2010 | 255.314 | 257.346 | 260.224 | 261.708 | 258.790 | 258.953 | 258.941 | 261.781 | 264.008 | 266.723 | 269.001 | 270.223 | 3,143.012 |
| 2011 | 272.234 | 275.188 | 278.627 | 280.111 | 280.617 | 280.891 | 282.061 | 283.559 | 284.728 | 286.443 | | | |
| 2007 Growth | 2.5% | 2.7% | 3.6% | 2.3% | 4.0% | 3.5% | 3.7% | 2.8% | 4.4% | 5.0% | 7.0% | 4.6% | 3.8% |
| 2008 Growth | 4.9% | 3.9% | 3.3% | 5.0% | 4.5% | 6.1% | 6.0% | 4.8% | 2.8% | -0.4% | -6.3% | -8.9% | 2.1% |
| 2009 Growth | -8.0% | -6.9% | -8.8% | -9.6% | -9.5% | -9.5% | -10.0% | -7.9% | -6.4% | -3.7% | 1.5% | 5.4% | -6.3% |
| 2010 Growth | 4.8% | 5.1% | 7.9% | 8.2% | 6.1% | 5.0% | 5.2% | 5.3% | 5.7% | 6.9% | 6.6% | 6.4% | 6.1% |
| 2011 Growth | 6.6% | 6.9% | 7.1% | 7.0% | 8.4% | 8.5% | 8.9% | 8.3% | 7.8% | 7.4% | | | |
| 3-Yr Growth % | | | | | | | | | | | 1.3% | 2.2% | 1.5% |
| 4-Yr Growth % | 7.9% | 8.7% | 8.9% | 10.1% | 8.8% | 9.4% | 9.2% | 10.0% | 9.8% | 10.1% | | | |

| | 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 | 190.863 | 190.934 | 192.110 | 191.416 | 192.566 | 192.814 | 194.414 | 193.994 | 194.471 | 195.196 | 196.894 | 196.817 | 2,322.489 |
| 2008 | 196.508 | 194.820 | 195.780 | 198.265 | 199.351 | 200.116 | 200.681 | 198.907 | 195.751 | 194.216 | 193.045 | 190.067 | 2,357.507 |
| 2009 | 192.041 | 192.206 | 189.804 | 190.493 | 191.003 | 191.029 | 191.216 | 192.188 | 192.965 | 193.698 | 193.924 | 195.148 | 2,305.715 |
| 2010 | 196.242 | 198.161 | 199.145 | 198.602 | 198.489 | 199.564 | 199.137 | 201.282 | 202.355 | 203.289 | 205.099 | 204.762 | 2,406.127 |
| 2011 | 206.491 | 208.521 | 209.620 | 210.571 | 210.709 | 211.462 | 212.355 | 213.230 | 214.052 | 215.568 | | | |
| 2007 Growth | 4.6% | 4.5% | 4.9% | 4.1% | 4.6% | 4.5% | 5.3% | 4.5% | 4.1% | 3.8% | 4.9% | 3.4% | 4.4% |
| 2008 Growth | 3.0% | 2.0% | 1.9% | 3.6% | 3.5% | 3.8% | 3.2% | 2.5% | 0.7% | -0.5% | -2.0% | -3.4% | 1.5% |
| 2009 Growth | -2.3% | -1.3% | -3.1% | -3.9% | -4.2% | -4.5% | -4.7% | -3.4% | -1.4% | -0.3% | 0.5% | 2.7% | -2.2% |
| 2010 Growth | 2.2% | 3.1% | 4.9% | 4.3% | 3.9% | 4.5% | 4.1% | 4.7% | 4.9% | 5.0% | 5.8% | 4.9% | 4.4% |
| 2011 Growth | 5.2% | 5.2% | 5.3% | 6.0% | 6.2% | 6.0% | 6.6% | 5.9% | 5.8% | 6.0% | | | |
| 3-Yr Growth % | | | | | | | | | | | 4.2% | 4.0% | 3.6% |
| 4-Yr Growth % | 8.2% | 9.2% | 9.1% | 10.0% | 9.4% | 9.7% | 9.2% | 9.9% | 10.1% | 10.4% | | | |

July 2011 was the strongest year-over-year growth rate for our "mall" measuring stick since March 2006.

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' initially declined on a year-over-year basis in October 2008 and were negative for 13 months before turning positive again in November 2009. Positive results for 24 consecutive months.

Commerce Department Category Sales Data (Major Categories Only)

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | FY |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| General Merchandise Stores (Department Stores & Discount Stores) | | | | | | | | | | | | | |
| 2007 | 47.929 | 47.318 | 48.166 | 47.717 | 47.844 | 48.012 | 48.402 | 48.539 | 48.449 | 48.532 | 48.885 | 49.467 | 579.260 |
| 2008 | 48.888 | 48.960 | 49.234 | 49.566 | 50.397 | 50.855 | 50.636 | 50.283 | 49.686 | 49.333 | 49.788 | 49.098 | 596.724 |
| 2009 | 49.419 | 49.325 | 49.048 | 49.013 | 49.322 | 49.076 | 48.978 | 49.376 | 49.624 | 50.142 | 49.306 | 49.993 | 592.622 |
| 2010 | 50.351 | 50.875 | 50.834 | 50.682 | 50.336 | 50.440 | 50.515 | 50.858 | 50.868 | 51.154 | 51.728 | 51.202 | 609.843 |
| 2011 | 51.324 | 51.877 | 52.084 | 52.361 | 52.262 | 52.585 | 52.795 | 52.787 | 53.130 | 53.108 | | | |
| 2007 Growth | 4.9% | 3.4% | 5.9% | 3.2% | 4.4% | 4.6% | 5.5% | 5.4% | 3.6% | 3.9% | 4.8% | 4.0% | 4.5% |
| 2008 Growth | 2.0% | 3.5% | 2.2% | 3.9% | 5.3% | 5.9% | 4.6% | 3.6% | 2.6% | 1.7% | 1.8% | -0.7% | 3.0% |
| 2009 Growth | 1.1% | 0.7% | -0.4% | -1.1% | -2.1% | -3.5% | -3.3% | -1.8% | -0.1% | 1.6% | -1.0% | 1.8% | -0.7% |
| 2010 Growth | 1.9% | 3.1% | 3.6% | 3.4% | 2.1% | 2.8% | 3.1% | 3.0% | 2.5% | 2.0% | 4.9% | 2.4% | 2.9% |
| 2011 Growth | 1.9% | 2.0% | 2.5% | 3.3% | 3.8% | 4.3% | 4.5% | 3.8% | 4.4% | 3.8% | | | |
| 3-Yr Growth % | | | | | | | | | | | 5.8% | 3.5% | 5.3% |
| 4-Yr Growth % | 7.1% | 9.6% | 8.1% | 9.7% | 9.2% | 9.5% | 9.1% | 8.8% | 9.7% | 9.4% | | | |

| | 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 | 17.948 | 17.629 | 17.816 | 17.454 | 17.566 | 17.368 | 17.548 | 17.477 | 17.338 | 17.267 | 17.276 | 17.184 | 209.871 |
| 2008 | 16.839 | 16.853 | 16.769 | 16.803 | 16.910 | 17.110 | 16.843 | 16.621 | 16.205 | 16.043 | 16.406 | 15.851 | 199.253 |
| 2009 | 15.848 | 15.699 | 15.657 | 15.706 | 15.767 | 15.541 | 15.549 | 15.682 | 15.636 | 15.717 | 15.467 | 15.606 | 187.875 |
| 2010 | 15.670 | 15.653 | 15.959 | 15.565 | 15.477 | 15.481 | 15.405 | 15.436 | 15.306 | 15.312 | 15.696 | 15.380 | 186.340 |
| 2011 | 15.262 | 15.463 | 15.464 | 15.509 | 15.398 | 15.499 | 15.401 | 15.307 | 15.466 | 15.287 | | | |
| 2007 Growth | -0.6% | -2.0% | -0.2% | -2.8% | -1.0% | -2.6% | -0.2% | -0.5% | -2.7% | -2.2% | -1.8% | -3.1% | -1.7% |
| 2008 Growth | -6.2% | -4.4% | -5.9% | -3.7% | -3.7% | -1.5% | -4.0% | -4.9% | -6.5% | -7.1% | -5.0% | -7.8% | -5.1% |
| 2009 Growth | -5.9% | -6.8% | -6.6% | -6.5% | -6.8% | -9.2% | -7.7% | -5.6% | -3.5% | -2.0% | -5.7% | -1.5% | -5.7% |
| 2010 Growth | -1.1% | -0.3% | 1.9% | -0.9% | -1.8% | -0.4% | -0.9% | -1.6% | -2.1% | -2.6% | 1.5% | -1.4% | -0.8% |
| 2011 Growth | -2.6% | -1.2% | -3.1% | -0.4% | -0.5% | 0.1% | 0.0% | -0.8% | 1.0% | -0.2% | | | |
| 3-Yr Growth % | | | | | | | | | | | -9.1% | -10.5% | -11.2% |
| 4-Yr Growth % | -15.0% | -12.3% | -13.2% | -11.1% | -12.3% | -10.8% | -12.2% | -12.4% | -10.8% | -11.5% | | | |

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | FY |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| Furniture & Home Furnishing Stores | | | | | | | | | | | | | |
| 2007 | 9.598 | 9.420 | 9.418 | 9.425 | 9.352 | 9.264 | 9.325 | 9.321 | 9.149 | 9.151 | 9.150 | 9.015 | 111.588 |
| 2008 | 8.938 | 8.705 | 8.668 | 8.686 | 8.687 | 8.559 | 8.466 | 8.253 | 7.834 | 7.870 | 7.757 | 7.583 | 100.006 |
| 2009 | 7.519 | 7.467 | 7.139 | 7.187 | 7.218 | 7.212 | 7.187 | 7.125 | 7.160 | 7.114 | 7.175 | 7.285 | 86.788 |
| 2010 | 7.315 | 7.435 | 7.456 | 7.386 | 7.348 | 7.314 | 7.328 | 7.375 | 7.328 | 7.273 | 7.316 | 7.345 | 88.219 |
| 2011 | 7.283 | 7.351 | 7.547 | 7.441 | 7.403 | 7.367 | 7.437 | 7.489 | 7.577 | 7.522 | | | |
| 2007 Growth | 0.2% | -0.6% | -0.2% | 0.1% | 0.0% | -2.8% | -1.1% | -1.3% | -4.2% | -2.6% | -1.9% | -3.6% | -1.5% |
| 2008 Growth | -6.9% | -7.6% | -8.0% | -7.8% | -7.1% | -7.6% | -9.2% | -11.5% | -14.4% | -14.0% | -15.2% | -15.9% | -10.4% |
| 2009 Growth | -15.9% | -14.2% | -17.6% | -17.3% | -16.9% | -15.7% | -15.1% | -13.7% | -8.6% | -9.6% | -7.5% | -3.9% | -13.2% |
| 2010 Growth | -2.7% | -0.4% | 4.4% | 2.8% | 1.8% | 1.4% | 2.0% | 3.5% | 2.3% | 2.2% | 2.0% | 0.8% | 1.6% |
| 2011 Growth | -0.4% | -1.1% | 1.2% | 0.7% | 0.7% | 0.7% | 1.5% | 1.5% | 3.4% | 3.4% | | | |
| 3-Yr Growth % | | | | | | | | | | | -20.0% | -18.5% | -20.9% |
| 4-Yr Growth % | -24.1% | -22.0% | -19.9% | -21.1% | -20.8% | -20.5% | -20.2% | -19.7% | -17.2% | -17.8% | | | |

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

Furniture & Home Furnishing Stores - While sales modestly improved in calendar 2010 (+1.7%), the category had reported 3 straight years of declines in 2007 through 2009.

Commerce Department Category Sales Data (Major Categories Only)

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | FY |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| Clothing & Clothing Accessory Stores | | | | | | | | | | | | | |
| 2007 | 18.529 | 18.274 | 18.675 | 18.239 | 18.585 | 18.438 | 18.608 | 18.448 | 18.488 | 18.502 | 18.659 | 18.639 | 222.084 |
| 2008 | 18.655 | 18.278 | 18.428 | 18.591 | 18.652 | 18.780 | 18.741 | 18.584 | 17.608 | 17.318 | 17.206 | 16.853 | 217.694 |
| 2009 | 17.236 | 17.487 | 16.671 | 16.807 | 17.075 | 16.900 | 17.053 | 17.328 | 17.295 | 17.318 | 17.030 | 17.121 | 205.321 |
| 2010 | 17.411 | 17.520 | 17.878 | 17.776 | 17.709 | 17.616 | 17.686 | 17.832 | 17.684 | 18.032 | 18.361 | 18.013 | 213.518 |
| 2011 | 18.158 | 18.495 | 18.681 | 18.707 | 18.747 | 18.975 | 18.948 | 18.896 | 19.216 | 19.076 | | | |
| 2007 Growth | 6.6% | 5.0% | 7.6% | 3.2% | 6.2% | 4.3% | 4.8% | 4.4% | 1.5% | 1.7% | 4.6% | 0.6% | 4.2% |
| 2008 Growth | 0.7% | 0.0% | -1.3% | 1.9% | 0.4% | 1.9% | 0.7% | 0.7% | -4.8% | -6.4% | -7.8% | -9.6% | -2.0% |
| 2009 Growth | -7.6% | -4.3% | -9.5% | -9.6% | -8.5% | -10.0% | -9.0% | -6.8% | -1.8% | 0.0% | -1.0% | 1.6% | -5.7% |
| 2010 Growth | 1.0% | 0.2% | 7.2% | 5.8% | 3.7% | 4.2% | 3.7% | 2.9% | 2.2% | 4.1% | 7.8% | 5.2% | 4.0% |
| 2011 Growth | 4.3% | 5.6% | 4.5% | 5.2% | 5.9% | 7.7% | 7.1% | 6.0% | 8.7% | 5.8% | | | |
| 3-Yr Growth % | | | | | | | | | | | -1.6% | -3.4% | -3.9% |
| 4-Yr Growth % | -2.0% | 1.2% | 0.0% | 2.6% | 0.9% | 2.9% | 1.8% | 2.4% | 3.9% | 3.1% | | | |

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | FY |
|---|--------|-------|--------|--------|--------|--------|--------|--------|--------|-------|--------|--------|---------|
| Electronics & Appliance Stores | | | | | | | | | | | | | |
| 2007 | 9.284 | 9.131 | 9.041 | 9.090 | 9.129 | 8.979 | 9.114 | 9.231 | 9.266 | 9.356 | 9.634 | 9.477 | 110.732 |
| 2008 | 9.341 | 9.162 | 9.136 | 9.321 | 9.491 | 9.307 | 9.340 | 9.136 | 8.921 | 8.769 | 8.841 | 8.446 | 109.211 |
| 2009 | 8.943 | 8.833 | 8.138 | 8.094 | 7.987 | 7.998 | 7.899 | 7.999 | 8.010 | 8.034 | 8.405 | 8.169 | 98.509 |
| 2010 | 8.361 | 8.572 | 8.341 | 8.295 | 8.420 | 8.506 | 8.400 | 8.337 | 8.453 | 8.397 | 8.338 | 8.304 | 100.724 |
| 2011 | 8.299 | 8.364 | 8.594 | 8.439 | 8.325 | 8.302 | 8.395 | 8.410 | 8.381 | 8.692 | | | |
| 2007 Growth | 1.6% | 4.0% | 2.2% | 2.7% | 3.5% | 1.1% | 2.5% | 3.3% | 2.9% | 4.6% | 5.9% | 0.2% | 2.8% |
| 2008 Growth | 0.6% | 0.3% | 1.1% | 2.5% | 4.0% | 3.7% | 2.5% | -1.0% | -3.7% | -6.3% | -8.2% | -10.9% | -1.4% |
| 2009 Growth | -4.3% | -3.6% | -10.9% | -13.2% | -15.8% | -14.1% | -15.4% | -12.4% | -10.2% | -8.4% | -4.9% | -3.3% | -9.8% |
| 2010 Growth | -6.5% | -3.0% | 2.5% | 2.5% | 5.4% | 6.4% | 6.3% | 4.2% | 5.5% | 4.5% | -0.8% | 1.7% | 2.2% |
| 2011 Growth | -0.7% | -2.4% | 3.0% | 1.7% | -1.1% | -2.4% | -0.1% | 0.9% | -0.9% | 3.5% | | | |
| 3-Yr Growth % | | | | | | | | | | | -13.5% | -12.4% | -9.0% |
| 4-Yr Growth % | -10.6% | -8.4% | -4.3% | -7.2% | -8.8% | -7.5% | -7.9% | -8.9% | -9.6% | -7.1% | | | |

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | FY |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| Sporting Goods, Hobby, Book & Music Stores | | | | | | | | | | | | | |
| 2007 | 6.868 | 6.847 | 7.074 | 6.989 | 7.178 | 7.153 | 7.325 | 7.181 | 7.069 | 7.183 | 7.188 | 7.125 | 85.180 |
| 2008 | 7.174 | 7.031 | 7.035 | 7.111 | 7.265 | 7.225 | 7.229 | 7.254 | 6.822 | 6.764 | 6.776 | 6.731 | 84.420 |
| 2009 | 6.894 | 6.806 | 6.681 | 6.863 | 6.741 | 6.779 | 6.798 | 6.977 | 6.827 | 6.722 | 6.589 | 6.858 | 81.535 |
| 2010 | 6.912 | 6.851 | 6.958 | 6.928 | 6.968 | 7.011 | 7.059 | 7.041 | 7.030 | 7.053 | 7.182 | 7.176 | 84.169 |
| 2011 | 7.141 | 7.337 | 7.390 | 7.372 | 7.352 | 7.410 | 7.324 | 7.533 | 7.598 | 7.696 | | | |
| 2007 Growth | -4.7% | -3.2% | -0.1% | -0.8% | 3.2% | 3.0% | 6.3% | 4.8% | 0.9% | 3.0% | 5.3% | 2.7% | 1.7% |
| 2008 Growth | 4.5% | 2.7% | -0.6% | 1.8% | 1.2% | 1.0% | -1.3% | 1.0% | -3.5% | -5.8% | -5.7% | -5.5% | -0.9% |
| 2009 Growth | -3.9% | -3.2% | -5.0% | -3.5% | -7.2% | -6.2% | -6.0% | -3.8% | 0.1% | -0.6% | -2.8% | 1.9% | -3.4% |
| 2010 Growth | 0.3% | 0.7% | 4.1% | 0.9% | 3.4% | 3.4% | 3.8% | 0.9% | 3.0% | 4.9% | 9.0% | 4.6% | 3.2% |
| 2011 Growth | 3.3% | 7.1% | 6.2% | 6.4% | 5.5% | 5.7% | 3.8% | 7.0% | 8.1% | 9.1% | | | |
| 3-Yr Growth % | | | | | | | | | | | -0.1% | 0.7% | -1.2% |
| 4-Yr Growth % | 4.0% | 7.2% | 4.5% | 5.5% | 2.4% | 3.6% | 0.0% | 4.9% | 7.5% | 7.1% | | | |

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

Sporting Goods, Hobby, Book & Music Stores - strong growth in both September 2011 & October 2011.

Electronics & Appliance Stores - 19 straight months of year-over-year declines through February 2010.

Sharp acceleration/rebound in October 2011.

Commerce Department Category Sales Data (Major Categories Only)

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | FY |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| Building Material & Garden Equipment Supplies Dealers | | | | | | | | | | | | | |
| 2007 | 27.276 | 27.102 | 27.684 | 26.604 | 27.262 | 26.661 | 26.784 | 26.714 | 26.533 | 26.214 | 26.592 | 25.863 | 321.289 |
| 2008 | 25.781 | 25.744 | 25.286 | 25.748 | 25.851 | 26.089 | 26.213 | 25.693 | 25.484 | 25.086 | 23.720 | 23.081 | 303.776 |
| 2009 | 23.157 | 22.986 | 22.485 | 22.501 | 22.603 | 22.718 | 22.346 | 22.165 | 22.012 | 21.458 | 21.877 | 21.819 | 268.127 |
| 2010 | 21.806 | 21.952 | 23.289 | 25.530 | 23.498 | 23.249 | 23.293 | 23.384 | 23.716 | 24.402 | 24.162 | 24.512 | 282.793 |
| 2011 | 24.113 | 23.865 | 24.580 | 24.676 | 24.753 | 25.102 | 24.943 | 25.351 | 25.388 | 25.770 | | | |
| 2007 Growth | -7.4% | -8.1% | -6.6% | -8.0% | -2.0% | -3.0% | -2.0% | -2.4% | -1.4% | -3.4% | -0.8% | -5.0% | -4.3% |
| 2008 Growth | -5.5% | -5.0% | -8.7% | -3.2% | -5.2% | -2.1% | -2.1% | -3.8% | -4.0% | -4.3% | -10.8% | -10.8% | -5.5% |
| 2009 Growth | -10.2% | -10.7% | -11.1% | -12.6% | -12.6% | -12.9% | -14.8% | -13.7% | -13.6% | -14.5% | -7.8% | -5.5% | -11.7% |
| 2010 Growth | -5.8% | -4.5% | 3.6% | 13.5% | 4.0% | 2.3% | 4.2% | 5.5% | 7.7% | 13.7% | 10.4% | 12.3% | 5.5% |
| 2011 Growth | 10.6% | 8.7% | 5.5% | -3.3% | 5.3% | 8.0% | 7.1% | 8.4% | 7.1% | 5.6% | | | |
| 3-Yr Growth % | | | | | | | | | | | -9.1% | -5.2% | -12.0% |
| 4-Yr Growth % | -11.6% | -11.9% | -11.2% | -7.2% | -9.2% | -5.8% | -6.9% | -5.1% | -4.3% | -1.7% | | | |

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | FY |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| Food & Beverage Stores: Grocery Stores | | | | | | | | | | | | | |
| 2007 | 40.379 | 40.682 | 40.411 | 40.591 | 40.723 | 40.844 | 41.215 | 40.929 | 41.202 | 41.613 | 41.795 | 42.034 | 492.418 |
| 2008 | 42.105 | 42.011 | 42.218 | 42.630 | 42.451 | 42.888 | 43.022 | 43.259 | 42.997 | 42.930 | 42.823 | 41.922 | 511.256 |
| 2009 | 42.484 | 41.929 | 42.120 | 42.282 | 42.476 | 42.660 | 42.534 | 42.543 | 42.936 | 42.816 | 43.113 | 42.899 | 510.792 |
| 2010 | 42.970 | 43.546 | 43.358 | 43.065 | 43.212 | 43.096 | 42.887 | 43.564 | 43.768 | 43.960 | 44.322 | 44.027 | 521.775 |
| 2011 | 44.762 | 45.084 | 45.365 | 45.920 | 45.861 | 46.090 | 46.257 | 46.435 | 46.351 | 46.841 | | | |
| 2007 Growth | 4.9% | 4.6% | 4.1% | 4.2% | 3.8% | 3.7% | 4.6% | 3.0% | 4.9% | 3.4% | 4.7% | 4.3% | 4.2% |
| 2008 Growth | 4.3% | 3.3% | 4.5% | 5.0% | 4.2% | 5.0% | 4.4% | 5.7% | 4.4% | 3.2% | 2.5% | -0.3% | 3.8% |
| 2009 Growth | 0.9% | -0.2% | -0.2% | -0.8% | 0.1% | -0.5% | -1.1% | -1.7% | -0.1% | -0.3% | 0.7% | 2.3% | -0.1% |
| 2010 Growth | 1.1% | 3.9% | 2.9% | 1.9% | 1.7% | 1.0% | 0.8% | 2.4% | 1.9% | 2.7% | 2.8% | 2.6% | 2.2% |
| 2011 Growth | 4.2% | 3.5% | 4.6% | 6.6% | 6.1% | 6.9% | 7.9% | 6.6% | 5.9% | 6.6% | | | |
| 3-Yr Growth % | | | | | | | | | | | 6.0% | 4.7% | 6.0% |
| 4-Yr Growth % | 10.9% | 10.8% | 12.2% | 13.1% | 12.6% | 12.8% | 12.2% | 13.5% | 12.5% | 12.6% | | | |

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | FY |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| Food Services & Drinking Places | | | | | | | | | | | | | |
| 2007 | 36.491 | 36.149 | 36.787 | 36.724 | 36.893 | 37.128 | 37.383 | 37.293 | 37.562 | 37.809 | 37.647 | 38.477 | 446.343 |
| 2008 | 37.867 | 37.245 | 37.469 | 37.864 | 38.101 | 38.185 | 38.225 | 38.178 | 38.367 | 38.193 | 38.149 | 38.120 | 455.963 |
| 2009 | 38.262 | 38.049 | 37.782 | 37.855 | 37.828 | 37.738 | 37.721 | 37.616 | 37.572 | 37.559 | 37.888 | 37.856 | 453.726 |
| 2010 | 37.775 | 38.428 | 38.690 | 38.712 | 38.629 | 38.677 | 38.699 | 39.094 | 38.966 | 39.200 | 39.491 | 39.469 | 465.860 |
| 2011 | 39.610 | 40.311 | 40.765 | 40.389 | 40.781 | 40.935 | 40.967 | 41.170 | 41.670 | 41.826 | | | |
| 2007 Growth | 3.9% | 4.5% | 5.1% | 5.2% | 5.5% | 6.6% | 7.1% | 5.1% | 5.0% | 5.3% | 4.6% | 3.5% | 5.1% |
| 2008 Growth | 3.8% | 3.0% | 1.9% | 3.1% | 3.3% | 2.8% | 2.3% | 2.4% | 2.1% | 1.0% | 1.3% | -0.9% | 2.2% |
| 2009 Growth | 1.0% | 2.2% | 0.8% | 0.0% | -0.7% | -1.2% | -1.3% | -1.5% | -2.1% | -1.7% | -0.7% | -0.7% | -0.5% |
| 2010 Growth | -1.3% | 1.0% | 2.4% | 2.3% | 2.1% | 2.5% | 2.6% | 3.9% | 3.7% | 4.4% | 4.2% | 4.3% | 2.7% |
| 2011 Growth | 4.9% | 4.9% | 5.4% | 4.3% | 5.6% | 5.8% | 5.9% | 5.3% | 6.9% | 6.7% | | | |
| 3-Yr Growth % | | | | | | | | | | | 4.9% | 2.6% | 4.4% |
| 4-Yr Growth % | 8.5% | 11.5% | 10.8% | 10.0% | 10.5% | 10.3% | 9.6% | 10.4% | 10.9% | 10.6% | | | |

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

Food Service & Drinking Places - 13 consecutive months with +4.0% or greater year-over-year growth through September 2011. Accelerating year-over-year growth in both August 2011 & September 2011.

Building Material & Equipment Supplies Dealers - Prior to March 2010, 42 months with year-over-year declines. 13 consecutive months in positive territory. This winning streak was snapped in April 2011 as the category bumped up against a spike in April 2010.

Commerce Department Category Sales Data (Major Categories Only)

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | FY |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| Health & Personal Care Stores | | | | | | | | | | | | | |
| 2007 | 19.422 | 19.420 | 19.542 | 19.631 | 19.708 | 19.781 | 19.932 | 20.054 | 20.048 | 20.069 | 19.982 | 19.903 | 237.492 |
| 2008 | 20.163 | 20.323 | 20.241 | 20.376 | 20.516 | 20.583 | 20.713 | 20.620 | 20.627 | 20.696 | 20.718 | 20.704 | 246.280 |
| 2009 | 20.606 | 20.960 | 21.075 | 21.074 | 21.089 | 21.129 | 21.064 | 21.012 | 21.312 | 21.329 | 21.403 | 21.343 | 253.396 |
| 2010 | 21.154 | 21.433 | 21.509 | 21.851 | 21.573 | 21.886 | 21.958 | 22.123 | 22.258 | 22.290 | 22.411 | 22.578 | 263.024 |
| 2011 | 22.744 | 22.685 | 22.821 | 22.592 | 22.846 | 22.826 | 22.969 | 23.115 | 23.108 | 23.281 | | | |
| 2007 Growth | 7.6% | 7.0% | 6.7% | 7.6% | 6.4% | 6.3% | 6.9% | 6.6% | 6.4% | 4.9% | 3.4% | 2.7% | 6.0% |
| 2008 Growth | 3.8% | 4.6% | 3.6% | 3.8% | 4.1% | 4.1% | 3.9% | 2.8% | 2.9% | 3.1% | 3.7% | 4.0% | 3.7% |
| 2009 Growth | 2.2% | 3.1% | 4.1% | 3.4% | 2.8% | 2.7% | 1.7% | 1.9% | 3.3% | 3.1% | 3.3% | 3.1% | 2.9% |
| 2010 Growth | 2.7% | 2.3% | 2.1% | 3.7% | 2.3% | 3.6% | 4.2% | 5.3% | 4.4% | 4.5% | 4.7% | 5.8% | 3.8% |
| 2011 Growth | 7.5% | 5.8% | 6.1% | 3.4% | 5.9% | 4.3% | 4.6% | 4.5% | 3.8% | 4.4% | | | |
| 3-Yr Growth % | | | | | | | | | | | 12.2% | 13.4% | 10.8% |
| 4-Yr Growth % | 17.1% | 16.8% | 16.8% | 15.1% | 15.9% | 15.4% | 15.2% | 15.3% | 15.3% | 16.0% | | | |

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | FY |
|--------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| Gasoline Stations | | | | | | | | | | | | | |
| 2007 | 34.239 | 35.124 | 36.004 | 36.481 | 38.192 | 37.207 | 37.055 | 37.089 | 38.382 | 38.760 | 42.001 | 41.628 | 452.162 |
| 2008 | 42.492 | 42.477 | 43.198 | 43.330 | 44.310 | 46.158 | 46.742 | 45.567 | 45.496 | 39.794 | 31.994 | 27.739 | 499.297 |
| 2009 | 28.506 | 29.774 | 28.779 | 28.775 | 30.290 | 32.792 | 32.585 | 34.365 | 34.684 | 34.356 | 36.573 | 36.983 | 388.462 |
| 2010 | 37.266 | 37.233 | 37.790 | 37.576 | 36.803 | 36.140 | 36.511 | 37.115 | 37.937 | 39.032 | 39.740 | 40.949 | 454.092 |
| 2011 | 41.630 | 42.802 | 44.427 | 44.864 | 45.155 | 44.327 | 44.763 | 44.978 | 45.288 | 45.105 | | | |
| 2007 Growth | -0.5% | 2.5% | 5.4% | 1.5% | 5.4% | 3.1% | 0.0% | -2.0% | 10.1% | 19.1% | 25.5% | 19.0% | 7.2% |
| 2008 Growth | 24.1% | 20.9% | 20.0% | 18.8% | 16.0% | 24.1% | 26.1% | 22.9% | 18.5% | 2.7% | -23.8% | -33.4% | 10.4% |
| 2009 Growth | -32.9% | -29.9% | -33.4% | -33.6% | -31.6% | -29.0% | -30.3% | -24.6% | -23.8% | -13.7% | 14.3% | 33.3% | -22.2% |
| 2010 Growth | 30.7% | 25.1% | 31.3% | 30.6% | 21.5% | 10.2% | 12.0% | 8.0% | 9.4% | 13.6% | 8.7% | 10.7% | 16.9% |
| 2011 Growth | 11.7% | 15.0% | 17.6% | 19.4% | 22.7% | 22.7% | 22.6% | 21.2% | 19.4% | 15.6% | | | |
| 3-Yr Growth % | | | | | | | | | | | -5.4% | -1.6% | 0.4% |
| 4-Yr Growth % | 21.6% | 21.9% | 23.4% | 23.0% | 18.2% | 19.1% | 20.8% | 21.3% | 18.0% | 16.4% | | | |

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | FY |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| Motor Vehicle & Parts Dealers | | | | | | | | | | | | | |
| 2007 | 75.664 | 76.019 | 76.125 | 76.025 | 76.981 | 74.948 | 74.410 | 76.319 | 78.989 | 76.930 | 75.299 | 74.447 | 912.156 |
| 2008 | 74.199 | 72.197 | 72.008 | 70.474 | 69.253 | 67.345 | 63.669 | 65.640 | 63.068 | 56.447 | 55.724 | 54.760 | 784.784 |
| 2009 | 56.875 | 54.825 | 53.822 | 53.723 | 54.504 | 56.526 | 57.157 | 62.911 | 54.323 | 56.736 | 57.787 | 57.974 | 677.163 |
| 2010 | 57.990 | 56.335 | 60.963 | 61.285 | 61.843 | 61.092 | 61.806 | 62.791 | 63.443 | 64.867 | 65.667 | 66.631 | 744.713 |
| 2011 | 67.413 | 68.545 | 67.568 | 67.205 | 66.124 | 66.458 | 66.906 | 66.345 | 69.135 | 69.397 | | | |
| 2007 Growth | -2.3% | 2.6% | 1.8% | 0.7% | 4.2% | 0.6% | -2.4% | 1.8% | 4.5% | 2.1% | -0.4% | -2.6% | 0.9% |
| 2008 Growth | -1.9% | -5.0% | -5.4% | -7.3% | -10.0% | -10.1% | -14.4% | -14.0% | -20.2% | -26.6% | -26.0% | -26.4% | -14.0% |
| 2009 Growth | -23.3% | -24.1% | -25.3% | -23.8% | -21.3% | -16.1% | -10.2% | -4.2% | -13.9% | 0.5% | 3.7% | 5.9% | -13.7% |
| 2010 Growth | 2.0% | 2.8% | 13.3% | 14.1% | 13.5% | 8.1% | 8.1% | -0.2% | 16.8% | 14.3% | 13.6% | 14.9% | 10.0% |
| 2011 Growth | 16.2% | 21.7% | 10.8% | 9.7% | 6.9% | 8.8% | 8.3% | 5.7% | 9.0% | 7.0% | | | |
| 3-Yr Growth % | | | | | | | | | | | -12.8% | -10.5% | -18.4% |
| 4-Yr Growth % | -10.9% | -9.8% | -11.2% | -11.6% | -14.1% | -11.3% | -10.1% | -13.1% | -12.5% | -9.8% | | | |

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

23 straight months of year-over-year declines for *Motor Vehicles & Parts Dealers*. Finally returns to positive territory in October 2009. Growth in February 2011 was the strongest since at least 1998.

Commerce Department Category Sales Data (Major Categories Only)

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | FY |
|----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Non-Store Retailers | | | | | | | | | | | | | |
| 2007 | 24.438 | 25.541 | 25.168 | 25.419 | 25.350 | 25.459 | 25.873 | 25.713 | 26.057 | 26.276 | 27.029 | 26.465 | 308.788 |
| 2008 | 26.209 | 25.982 | 26.524 | 27.597 | 27.468 | 27.410 | 27.736 | 27.140 | 26.970 | 26.343 | 25.306 | 25.095 | 319.780 |
| 2009 | 25.195 | 25.416 | 25.105 | 25.304 | 25.294 | 25.627 | 26.033 | 26.065 | 26.121 | 26.550 | 27.023 | 27.483 | 311.216 |
| 2010 | 27.904 | 28.000 | 28.481 | 28.306 | 28.542 | 29.211 | 28.987 | 29.654 | 30.202 | 30.206 | 30.657 | 31.365 | 351.515 |
| 2011 | 31.890 | 32.114 | 32.257 | 32.558 | 32.717 | 32.593 | 32.674 | 32.973 | 33.060 | 33.555 | | | |
| 2007 Growth | 7.8% | 10.7% | 5.6% | 8.3% | 6.4% | 7.4% | 8.5% | 6.0% | 8.4% | 8.6% | 10.6% | 9.1% | 8.1% |
| 2008 Growth | 7.2% | 1.7% | 5.4% | 8.6% | 8.4% | 7.7% | 7.2% | 5.5% | 3.5% | 0.3% | -6.4% | -5.2% | 3.6% |
| 2009 Growth | -3.9% | -2.2% | -5.3% | -8.3% | -7.9% | -6.5% | -6.1% | -4.0% | -3.1% | 0.8% | 6.8% | 9.5% | -2.7% |
| 2010 Growth | 10.8% | 10.2% | 13.4% | 11.9% | 12.8% | 14.0% | 11.3% | 13.8% | 15.6% | 13.8% | 13.4% | 14.1% | 12.9% |
| 2011 Growth | 14.3% | 14.7% | 13.3% | 15.0% | 14.6% | 11.6% | 12.7% | 11.2% | 9.5% | 11.1% | | | |
| 3-Yr Growth % | | | | | | | | | | | | 13.4% | 13.8% |
| 4-Yr Growth % | 30.5% | 25.7% | 28.2% | 28.1% | 29.1% | 28.0% | 26.3% | 28.2% | 26.9% | 27.7% | | | |

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

Non-Store Retailers continue to take a material amount of market share. Wow!

Total Retail & Food Services: 1-Year Growth %



Total Retail & Food Services: 4-Year Growth %



Mall Categories: 1-Year Growth %



Mall Categories: 4-Year Growth %

