

# TRADITIONAL HOLIDAY SEASON SPENDING

Billions of Dollars, November-December Periods, Not Seasonally Adjusted

Category	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
GAFO Store Sales	130.1	138.7	150.4	156.0	160.4	166.5	176.2	190.5	197.6	204.3	206.3	216.0	227.2	239.3
% Change	—	6.6	8.4	3.7	2.8	3.9	5.8	8.1	3.7	3.4	1.0	4.7	5.2	5.4
Electronics & Appliances	9.5	11.1	13.5	14.5	14.5	15.4	16.3	17.8	18.0	19.1	19.1	20.9	22.2	23.3
% Change	—	17.4	21.9	7.2	0.1	5.8	6.3	8.9	1.2	6.3	-0.3	9.6	6.1	5.3
Appliances, T.V. & Camera	7.2	8.3	10.1	10.4	10.4	10.5	11.3	13.2	14.2	15.2	15.3	16.7	18.2	19.5
% Change	—	15.7	20.8	3.5	0.1	0.9	7.8	16.5	7.4	7.1	0.4	9.4	8.8	7.3
Computer & Software Stores	2.2	2.8	3.5	4.1	4.1	4.8	4.8	4.3	3.4	3.4	3.2	3.7	3.9	4.0
% Change	—	22.8	25.3	18.0	0.0	18.5	-0.1	-11.1	-21.3	0.1	-3.8	13.2	6.4	1.4
Clothing and Accessory Stores	29.7	30.7	32.4	32.8	32.9	34.4	36.4	39.0	40.6	40.0	41.3	43.3	45.7	48.9
% Change	—	3.5	5.8	1.2	0.2	4.8	5.5	7.3	4.2	-1.7	3.5	4.8	5.4	7.2
Men's Clothing Stores	2.5	2.5	2.5	2.4	2.3	2.5	2.4	2.2	2.2	2.0	1.9	2.0	2.2	2.2
% Change	—	1.7	-0.2	-5.5	-1.2	5.8	-3.8	-6.1	-0.2	-12.0	-4.1	8.6	7.7	1.3
Women's Clothing Stores	7.4	7.1	6.9	6.3	6.3	6.1	6.2	6.2	6.7	6.7	6.7	7.2	7.5	8.1
% Change	—	-3.6	-2.2	-9.7	-0.1	-3.2	1.7	0.7	7.9	-0.7	0.9	7.9	3.4	7.8
Shoe Stores	3.6	3.8	4.0	4.0	4.0	4.2	4.3	4.3	4.3	4.4	4.4	4.5	4.5	4.9
% Change	—	6.4	5.0	0.9	0.0	3.6	2.4	0.0	2.0	0.7	-0.2	3.1	0.7	9.1
Sporting Good, Hobby, Book & Music	13.1	13.9	15.1	15.9	16.7	16.9	17.2	18.2	18.3	19.2	18.9	18.9	19.2	19.7
% Change	—	6.7	8.5	5.0	5.1	1.2	1.7	6.0	0.4	4.7	-1.5	0.1	1.7	2.7
General Merchandise	62.4	66.4	70.8	73.1	75.6	78.0	82.6	89.3	94.7	99.5	100.1	105.2	110.8	116.5
% Change	—	6.4	6.6	3.3	3.4	3.1	6.0	8.1	6.0	5.0	0.6	5.1	5.4	5.1
Dept. Stores (ex. leased depts)	45.4	47.9	50.6	51.7	53.0	54.2	54.8	56.2	57.8	55.9	52.1	51.6	52.6	52.1
% Change	—	5.5	5.5	2.2	2.7	2.1	1.2	2.5	2.8	-3.4	-6.7	-1.0	1.8	-0.9
Other General Merchandise Stores	17.1	18.5	20.3	21.5	22.6	23.8	27.8	33.1	36.9	43.6	48.0	53.5	58.3	64.4
% Change	—	8.5	9.4	6.0	5.3	5.2	16.7	19.2	11.4	18.2	10.0	11.6	8.9	10.5
Warehouse Clubs & Superstores	9.8	11.4	13.7	14.7	16.0	17.5	21.2	26.1	29.8	35.8	40.2	45.0	49.6	55.5
% Change	—	16.9	20.3	7.1	9.0	9.3	21.2	23.1	14.2	19.9	12.6	11.8	10.1	11.9
All Other General Merchandise	7.3	7.1	6.5	6.8	6.6	6.3	6.6	7.0	7.1	7.8	7.7	8.5	8.7	9.0
% Change	—	-2.7	-8.0	3.6	-2.6	-4.7	4.3	6.5	1.1	11.0	-1.7	10.7	2.1	2.8
Electronic Shopping & Mail-Order	8.5	10.5	11.3	13.0	14.5	15.7	18.0	21.5	25.0	23.6	25.5	27.4	31.2	34.8
% Change	—	24.2	7.4	14.9	12.2	8.2	14.3	19.5	16.1	-5.5	8.0	7.5	13.8	11.6
Shopping Center-Inclined Sales	231.7	245.5	262.4	270.6	279.4	290.5	307.1	331.7	341.0	353.2	357.7	376.0	398.4	423.0
% Change	—	6.0	6.9	3.1	3.3	4.0	5.7	8.0	2.8	3.6	1.3	5.1	5.9	6.2
Online & Mail-Orders/ GAFO PLUS (% Share)	3.5	4.1	4.1	4.6	4.9	5.1	5.5	6.1	6.8	6.3	6.6	6.8	7.3	7.6

Sources: U.S. Department of Commerce; International Council of Shopping Centers, Inc. (ICSC)

