



TABLE 2b "New" Holiday Season Spending
2007 Forecast November-December Period

Category	1999	2000	2001	2002	2003	2004	2005	2006	2007 Forecast
<u>GAFO Store Sales</u>	247.8	258.6	267.6	271.5	286.7	300.4	319.8	335.9	351.4
% Change	7.5	4.4	3.5	1.5	5.6	4.8	6.5	5.0	4.6
<u>Electronics & Appliances</u>	24.4	24.4	25.7	25.6	28.1	29.8	32.4	34.8	36.5
% Change	8.9	-0.1	5.5	-0.5	9.8	6.2	8.6	7.4	5.0
<u>Appliances, T.V. & Camera's</u>	17.8	18.9	20.1	20.3	22.2	24.3	26.2	28.1	-
% Change	16.5	6.6	6.4	0.7	9.7	9.2	7.9	7.2	-
<u>Computer & Software Stores</u>	6.2	4.9	4.8	4.6	5.2	5.5	6.0	6.8	-
% Change	-10.1	-22.0	-0.5	-5.0	12.8	6.2	9.6	12.6	-
<u>Clothing and Accessory Stores</u>	48.5	50.7	50.3	52.2	55.1	57.7	61.9	65.3	68.6
% Change	6.3	4.6	-0.8	3.7	5.6	4.7	7.3	5.5	5.0
<u>Men's Clothing Stores</u>	2.9	2.9	2.5	2.4	2.6	2.8	2.9	3.1	-
% Change	-6.4	-0.7	-12.3	-2.8	8.8	6.6	1.5	8.2	-
<u>Women's Clothing Stores</u>	7.9	8.7	8.6	8.8	9.5	9.8	10.7	11.1	-
% Change	-0.2	9.6	-0.1	1.4	8.3	3.4	8.7	4.3	-
<u>Shoe Stores</u>	5.7	5.8	5.8	5.8	6.0	6.1	6.9	7.1	-
% Change	-0.4	1.6	1.5	-0.9	4.3	1.4	13.0	3.3	-
<u>Sporting Good, Hobby, Book & Music</u>	23.5	23.9	25.2	24.9	25.3	25.5	26.9	27.1	27.6
% Change	4.9	1.6	5.2	-1.0	1.5	1.0	5.3	0.6	2.0
<u>General Merchandise</u>	115.3	123.3	129.5	131.6	139.5	146.9	154.8	162.5	170.6
% Change	7.5	7.0	5.0	1.6	6.0	5.3	5.4	5.0	5.0
<u>Dept Stores (ex. leased depts)</u>	70.9	72.9	70.4	66.1	65.7	66.7	65.9	65.8	-
% Change	2.4	2.8	-3.5	-6.1	-0.7	1.6	-1.1	-0.2	-
<u>Other General Merchandise Stores</u>	44.3	50.4	59.1	65.5	73.9	80.2	88.8	96.6	-
% Change	17.0	13.6	17.4	10.8	12.7	8.5	10.8	8.8	-
<u>Warehouse Clubs & Superstores</u>	35.3	41.0	48.9	55.4	62.7	68.9	76.9	84.4	-
% Change	20.4	16.2	19.2	13.3	13.1	9.9	11.7	9.7	-
<u>All Other General Merchandise</u>	9.1	9.4	10.2	10.1	11.2	11.3	11.9	12.2	-
% Change	5.3	3.3	9.3	-0.9	10.4	1.2	5.1	2.7	-
<u>Electronic Shopping & Mail-order</u>	29.6	34.3	33.5	35.9	39.0	43.5	49.1	53.6	59.0
% Change	20.8	15.9	-2.2	7.1	8.4	11.8	12.8	9.2	10.0
<u>Shopping Center-Inclined Sales</u>	450.6	467.4	485.3	494.6	521.9	549.6	587.6	615.7	643.4
% Change	7.1	3.7	3.8	1.9	5.5	5.4	6.9	4.8	4.5
<u>Online & Mail-Orders/S-C Sales PLUS (% Share)</u>	6.2	6.8	6.5	6.8	6.9	7.3	7.7	8.0	8.4

Billions of Dollars, Not Seasonally Adjusted

HOLIDAY WATCH 2007

Sources: U.S. Department of Commerce; ICSC Research