

Category	Nov-07	Nov-08	Nov-09
Discount Stores	87.5%	92.0%	90.5%
National Dept Stores	21.2%	30.0%	23.5%
Major Dept Stores	14.9%	18.0%	10.6%
Luxury Dept Stores	NA	NA	3.4%
Home Improvement Stores	24.9%	24.5%	20.3%
Hardware Stores	14.9%	17.8%	7.9%
Appl/Elect/Comp Stores	19.8%	24.3%	17.7%
Apparel Stores	18.6%	11.4%	6.6%
Discount Apparel Stores	27.6%	26.3%	22.3%
Book Stores	15.7%	16.3%	9.2%
Christian Book Stores	9.9%	6.3%	5.6%
Bed & Bath Stores	10.0%	8.6%	9.0%
Membership Whse Clubs	19.8%	21.0%	12.2%
Home Accessories Stores	6.1%	5.0%	6.0%
Garage Sales/Flea Markets	12.9%	9.1%	10.9%
Thrift Store	NA	NA	8.4%
Sporting Goods Stores	13.8%	13.8%	9.6%
Drug Stores	54.4%	47.8%	46.5%
Auto Parts Stores	12.6%	14.6%	10.8%
Shoe Stores	11.0%	8.2%	13.4%
Furniture Stores	5.4%	4.3%	4.1%
Catalogs	4.3%	3.0%	2.9%
Music Stores	12.0%	9.3%	8.9%
Musical Instrument Stores	5.7%	2.7%	2.8%
Toy Stores	14.5%	7.6%	5.8%
Jewelry Stores	5.9%	3.2%	2.2%
Outlet Mall/Factory Outles	7.1%	6.6%	4.0%

Internet

28.0%

23.2%

19.7%