



Category	Total Retailers	Total Deals	Average Size (000's)	Total Demand (000's)	% of Demand	Total Demand (000's) 2009	% Change
Apparel	91	280	7.20	2,016.0	3.65%	2,305.7	-12.56%
Automotive	52	192	7.50	1,440.0	2.61%	1,402.5	2.67%
Books & Music	16	24	11.80	283.2	0.51%	440.0	-35.64%
Cards & Gifts	10	36	7.40	266.4	0.48%	276.0	-3.48%
Childrens	33	130	12.70	1,651.0	2.99%	1,048.4	57.48%
Consumer Electronics	21	170	16.30	2,771.0	5.02%	2,608.0	6.25%
Convenience Store	9	62	14.00	868.0	1.57%	1,044.0	-16.86%
Crafts & Fabrics	4	12	16.90	202.8	0.37%	152.1	33.33%
Department Stores	14	28	70.70	1,979.6	3.58%	1,950.0	1.52%
Discount	22	116	32.40	3,758.4	6.81%	3,272.0	14.87%
Drug Store	2	50	14.00	700.0	1.27%	755.0	-7.28%
Entertainment	29	48	44.20	2,121.6	3.84%	2,342.6	-9.43%
Financial	34	162	3.34	541.1	0.98%	573.5	-5.65%
Furniture	42	65	30.30	1,969.5	3.57%	2,151.3	-8.45%
Grocery	42	170	37.90	6,443.0	11.67%	5,156.0	24.96%
Grocery/Discount	4	45	193.80	8,721.0	15.79%	7,425.0	17.45%
Health, Beauty, Fitness	68	315	9.86	3,105.9	5.62%	3,075.2	1.00%
Home & Accessories	40	85	14.40	1,224.0	2.22%	1,296.0	-5.56%
Home Improvement	19	36	36.50	1,314.0	2.38%	1,496.5	-12.20%
Jewelry	7	10	4.50	45.0	0.08%	49.5	-9.09%
Office Supply	4	6	16.10	96.6	0.17%	96.6	0.00%
Optical	12	43	2.51	107.9	0.20%	105.4	2.40%
Pet Care	10	40	12.10	484.0	0.88%	435.6	11.11%
Photographic	9	18	2.31	41.6	0.08%	40.8	1.91%
Restaurant (Quick Serve)	136	1,385	3.12	4,321.2	7.83%	4,240.0	1.92%
Restaurant (Sit Down)	114	340	7.31	2,485.4	4.50%	2,595.1	-4.23%
Self Storage	11	37	57.30	2,120.1	3.84%	2,330.0	-9.01%
Service	22	80	2.91	232.8	0.42%	238.6	-2.43%
Shoes	18	60	6.14	368.4	0.67%	343.8	7.16%
Specialty	31	75	5.30	397.5	0.72%	402.8	-1.32%
Sporting Goods	20	65	35.43	2,303.0	4.17%	2,090.4	10.17%
Warehouse Club	2	7	120.00	840.0	1.52%	960.0	-12.50%
Total Demand	948	4,192	26.76	55,219.9	100.00%	52,698.4	4.8%