



Tetrad Computer Applications Inc.
PCensus Profile Report - Seattle, WA
Claritas Retail Market Power

Retail Market Power Opportunity Gap Report By Merchandise Line Items	Seattle, WA		
	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Including Eating and Drinking Places	\$ 9,504,375,000	\$ 10,699,014,000	\$ -1,194,639,000
Groceries and Other Foods	\$ 1,195,235,000	\$ 1,247,272,000	\$ -52,037,000
Meals and Snacks	\$ 977,154,000	\$ 1,872,291,000	\$ -895,137,000
Alcoholic Drinks	\$ 174,008,000	\$ 291,728,000	\$ -117,720,000
Packaged Liquor/Wine/Beer	\$ 161,136,000	\$ 75,914,000	\$ 85,222,000
Cigars, Cigarettes, Tobacco and Accessories	\$ 105,379,000	\$ 113,840,000	\$ -8,461,000
Drugs, Health Aids and Beauty Aids	\$ 533,514,000	\$ 663,453,000	\$ -129,939,000
Soaps, Detergents and Household Cleaners	\$ 49,990,000	\$ 60,657,000	\$ -10,667,000
Paper and Related Products	\$ 53,620,000	\$ 57,206,000	\$ -3,586,000
Men's Wear	\$ 235,722,000	\$ 277,343,000	\$ -41,621,000
Women's, Juniors' and Misses' Wear	\$ 401,925,000	\$ 438,102,000	\$ -36,177,000
Children's Wear	\$ 77,861,000	\$ 109,068,000	\$ -31,207,000
Footwear	\$ 132,576,000	\$ 142,202,000	\$ -9,626,000
Sewing, Knitting and Needlework Goods	\$ 16,643,000	\$ 32,369,000	\$ -15,726,000
Curtains, Draperies, Blinds, Slipcovers etc.	\$ 80,056,000	\$ 85,551,000	\$ -5,495,000
Major Household Appliances	\$ 69,190,000	\$ 76,097,000	\$ -6,907,000
Small Electric Appliances	\$ 33,874,000	\$ 26,704,000	\$ 7,170,000
Televisions, Video Recorders, Video Cameras	\$ 86,794,000	\$ 70,953,000	\$ 15,841,000
Audio Equipment, Musical Instruments	\$ 131,024,000	\$ 160,800,000	\$ -29,776,000
Furniture and Sleep Equipment	\$ 183,711,000	\$ 250,897,000	\$ -67,186,000
Flooring and Floor Coverings	\$ 63,768,000	\$ 109,056,000	\$ -45,288,000
Computer Hardware, Software and Supplies	\$ 250,371,000	\$ 367,685,000	\$ -117,314,000
Kitchenware and Home Furnishings	\$ 148,106,000	\$ 174,951,000	\$ -26,845,000
Jewelry	\$ 151,695,000	\$ 131,540,000	\$ 20,155,000
Books	\$ 77,676,000	\$ 125,148,000	\$ -47,472,000
Photographic Equipment and Supplies	\$ 22,450,000	\$ 39,107,000	\$ -16,657,000
Toys, Hobby Goods and Games	\$ 77,959,000	\$ 108,037,000	\$ -30,078,000
Optical Goods	\$ 31,456,000	\$ 41,993,000	\$ -10,537,000
Sporting Goods	\$ 161,323,000	\$ 229,767,000	\$ -68,444,000
Hardware, Tools, Plumbing, Electrical	\$ 510,968,000	\$ 458,025,000	\$ 52,943,000
Lumber and Building Materials	\$ 354,720,000	\$ 346,194,000	\$ 8,526,000
Paint and Sundries	\$ 53,241,000	\$ 67,939,000	\$ -14,698,000
Cars, Trucks, Other Powered Transportation	\$ 1,554,791,000	\$ 966,395,000	\$ 588,396,000
Automotive Fuels	\$ 608,128,000	\$ 415,377,000	\$ 192,751,000
Automotive Lubricants	\$ 343,355,000	\$ 522,090,000	\$ -178,735,000
Pets, Pet Foods and Pet Supplies	\$ 36,925,000	\$ 55,198,000	\$ -18,273,000
All Other Merchandise	\$ 358,050,000	\$ 488,084,000	\$ -130,034,000



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	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
<p>Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.</p> <p>The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.</p>			



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Retail Market Power Demand Growth Report By Merchandise Line Items	Seattle, WA		
	Current Year Demand	Five Year Demand	Percent Demand Growth
Total Retail Sales Including Eating and Drinking Places	\$ 9,504,375,000	\$ 11,040,243,000	16.16%
Groceries and Other Foods	\$ 1,195,235,000	\$ 1,323,834,000	10.76%
Meals and Snacks	\$ 977,154,000	\$ 1,129,404,000	15.58%
Alcoholic Drinks	\$ 174,008,000	\$ 197,680,000	13.60%
Packaged Liquor/Wine/Beer	\$ 161,136,000	\$ 172,966,000	7.34%
Cigars, Cigarettes, Tobacco, Accessories	\$ 105,379,000	\$ 121,198,000	15.01%
Drugs, Health Aids and Beauty Aids	\$ 533,514,000	\$ 844,407,000	58.27%
Soaps, Detergents and Household Cleaners	\$ 49,990,000	\$ 59,907,000	19.84%
Paper and Related Products	\$ 53,620,000	\$ 68,940,000	28.57%
Men's Wear	\$ 235,722,000	\$ 254,262,000	7.87%
Women's, Juniors' and Misses' Wear	\$ 401,925,000	\$ 455,103,000	13.23%
Children's Wear	\$ 77,861,000	\$ 91,618,000	17.67%
Footwear	\$ 132,576,000	\$ 146,916,000	10.82%
Sewing, Knitting and Needlework Goods	\$ 16,643,000	\$ 17,651,000	6.06%
Curtains, Draperies, Blinds, Slipcovers etc.	\$ 80,056,000	\$ 96,732,000	20.83%
Major Household Appliances	\$ 69,190,000	\$ 70,191,000	1.45%
Small Electric Appliances	\$ 33,874,000	\$ 37,919,000	11.94%
Televisions, Video Recorders, Video Cameras	\$ 86,794,000	\$ 87,753,000	1.10%
Audio Equipment, Musical Instruments	\$ 131,024,000	\$ 156,705,000	19.60%
Furniture and Sleep Equipment	\$ 183,711,000	\$ 202,477,000	10.21%
Flooring and Floor Coverings	\$ 63,768,000	\$ 72,182,000	13.19%
Computer Hardware, Software and Supplies	\$ 250,371,000	\$ 286,195,000	14.31%
Kitchenware and Home Furnishings	\$ 148,106,000	\$ 161,504,000	9.05%
Jewelry	\$ 151,695,000	\$ 171,944,000	13.35%
Books	\$ 77,676,000	\$ 85,433,000	9.99%
Photographic Equipment and Supplies	\$ 22,450,000	\$ 25,607,000	14.06%
Toys, Hobby Goods and Games	\$ 77,959,000	\$ 100,566,000	29.00%
Optical Goods	\$ 31,456,000	\$ 41,426,000	31.70%
Sporting Goods	\$ 161,323,000	\$ 188,999,000	17.16%
Hardware, Tools, Plumbing, Electrical	\$ 510,968,000	\$ 547,523,000	7.15%
Lumber and Building Materials	\$ 354,720,000	\$ 362,995,000	2.33%
Paint and Sundries	\$ 53,241,000	\$ 50,727,000	-4.72%
Cars, Trucks, Other Powered Transportation	\$ 1,554,791,000	\$ 1,752,739,000	12.73%
Automotive Fuels	\$ 608,128,000	\$ 833,783,000	37.11%
Automotive Lubricants	\$ 343,355,000	\$ 361,064,000	5.16%
Pets, Pet Foods and Pet Supplies	\$ 36,925,000	\$ 43,718,000	18.40%
All Other Merchandise	\$ 358,050,000	\$ 418,189,000	16.80%



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Retail Market Power Opportunity Gap Report By Retail Store Types	Seattle, WA		
	Demand Consumer Expenditures	Supply Retail Sales	Opportunity Gap Surplus/ Shortage
Total Retail Sales Including Eating and Drinking Places	\$ 9,504,375,000	\$ 10,699,014,000	\$ -1,194,639,000
Motor Vehicle and Parts Dealers-441	\$ 2,019,009,000	\$ 1,356,880,000	\$ 662,129,000
Automotive Dealers-4411	\$ 1,683,040,000	\$ 1,017,023,000	\$ 666,017,000
Other Motor Vehicle Dealers-4412	\$ 131,130,000	\$ 189,218,000	\$ -58,088,000
Auto Parts/Accessories, Tire Stores-4413	\$ 204,839,000	\$ 150,639,000	\$ 54,200,000
Furniture and Home Furnishings Stores-442	\$ 252,986,000	\$ 381,023,000	\$ -128,037,000
Furniture Stores-4421	\$ 145,811,000	\$ 202,265,000	\$ -56,454,000
Home Furnishing Stores-4422	\$ 107,175,000	\$ 178,759,000	\$ -71,584,000
Electronics and Appliances Stores-443	\$ 261,188,000	\$ 323,736,000	\$ -62,548,000
Appliances, Televisions, Electronics Stores-44311	\$ 167,483,000	\$ 100,824,000	\$ 66,659,000
Household Appliances Stores-443111	\$ 25,602,000	\$ 24,817,000	\$ 785,000
Radio, Television, Electronics Stores-443112	\$ 141,882,000	\$ 76,007,000	\$ 65,875,000
Computer and Software Stores-44312	\$ 85,576,000	\$ 191,523,000	\$ -105,947,000
Camera and Photographic Equipment Stores-44313	\$ 8,130,000	\$ 31,390,000	\$ -23,260,000
Building Material and Garden Equipment Stores-444	\$ 832,264,000	\$ 743,422,000	\$ 88,842,000
Building Material and Supply Dealers-4441	\$ 743,662,000	\$ 709,956,000	\$ 33,706,000
Home Centers-44411	\$ 308,087,000	\$ 365,568,000	\$ -57,481,000
Paint and Wallpaper Stores-44412	\$ 12,908,000	\$ 25,944,000	\$ -13,036,000
Hardware Stores-44413	\$ 58,734,000	\$ 25,652,000	\$ 33,082,000
Other Building Materials Dealers-44419	\$ 363,934,000	\$ 292,793,000	\$ 71,141,000
Building Materials, Lumberyards-444191	\$ 126,523,000	\$ 99,846,000	\$ 26,677,000
Lawn/Garden Equipment, Supplies Stores-4442	\$ 88,603,000	\$ 33,467,000	\$ 55,136,000
Outdoor Power Equipment Stores-44421	\$ 12,671,000	\$ 7,561,000	\$ 5,110,000
Nursery and Garden Centers-44422	\$ 75,932,000	\$ 25,906,000	\$ 50,026,000
Food and Beverage Stores-445	\$ 1,127,589,000	\$ 1,123,131,000	\$ 4,458,000
Grocery Stores-4451	\$ 933,088,000	\$ 1,001,575,000	\$ -68,487,000
Supermarket, Grocery Excluding Convenience Stores-44511	\$ 890,366,000	\$ 963,791,000	\$ -73,425,000
Convenience Stores-44512	\$ 42,722,000	\$ 37,784,000	\$ 4,938,000
Specialty Food Stores-4452	\$ 128,880,000	\$ 117,547,000	\$ 11,333,000
Beer, Wine and Liquor Stores-4453	\$ 65,622,000	\$ 4,010,000	\$ 61,612,000
Health and Personal Care Stores-446	\$ 427,282,000	\$ 504,274,000	\$ -76,992,000
Pharmacies and Drug Stores-44611	\$ 350,892,000	\$ 405,204,000	\$ -54,312,000
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$ 17,046,000	\$ 12,078,000	\$ 4,968,000
Optical Goods Stores-44613	\$ 28,311,000	\$ 37,570,000	\$ -9,259,000
Other Health and Personal Care Stores-44619	\$ 31,034,000	\$ 49,424,000	\$ -18,390,000



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Gasoline Stations-447	\$ 793,119,000	\$ 479,311,000	\$ 313,808,000
Gasoline Stations with Convenience Stores-44711	\$ 507,264,000	\$ 286,065,000	\$ 221,199,000
Other Gasoline Stations-44719	\$ 285,856,000	\$ 193,246,000	\$ 92,610,000
Clothing & Clothing Accessories Stores-448	\$ 476,097,000	\$ 600,822,000	\$ -124,725,000
Clothing Stores-4481	\$ 331,474,000	\$ 488,470,000	\$ -156,996,000
Men's Clothing Stores-44811	\$ 37,233,000	\$ 26,647,000	\$ 10,586,000
Women's Clothing Stores-44812	\$ 99,525,000	\$ 66,339,000	\$ 33,186,000
Children's, Infants' Clothing Stores-44813	\$ 12,020,000	\$ 8,053,000	\$ 3,967,000
Family Clothing Stores-44814	\$ 148,487,000	\$ 358,232,000	\$ -209,745,000
Clothing Accessories Stores-44815	\$ 8,918,000	\$ 10,174,000	\$ -1,256,000
Other Clothing Stores-44819	\$ 25,292,000	\$ 19,028,000	\$ 6,264,000
Shoe Stores-4482	\$ 61,902,000	\$ 43,710,000	\$ 18,192,000
Jewelry, Luggage, Leather Goods Stores-4483	\$ 82,722,000	\$ 68,643,000	\$ 14,079,000
Jewelry Stores-44831	\$ 77,083,000	\$ 61,268,000	\$ 15,815,000
Luggage and Leather Goods Stores-44832	\$ 5,640,000	\$ 7,375,000	\$ -1,735,000
Sporting Goods, Hobby, Book, Music Stores-451	\$ 214,581,000	\$ 448,782,000	\$ -234,201,000
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$ 134,574,000	\$ 273,598,000	\$ -139,024,000
Sporting Goods Stores-45111	\$ 69,995,000	\$ 151,028,000	\$ -81,033,000
Hobby, Toys & Games Stores-45112	\$ 40,153,000	\$ 62,215,000	\$ -22,062,000
Sew/Needlework/Piece Goods Stores-45113	\$ 11,081,000	\$ 28,827,000	\$ -17,746,000
Musical Instrument and Supplies Stores-45114	\$ 13,347,000	\$ 31,529,000	\$ -18,182,000
Book, Periodical and Music Stores-4512	\$ 80,008,000	\$ 175,184,000	\$ -95,176,000
Book Stores and News Dealers-45121	\$ 51,865,000	\$ 109,718,000	\$ -57,853,000
Book Stores-451211	\$ 48,831,000	\$ 102,489,000	\$ -53,658,000
News Dealers & Newsstands-451212	\$ 3,034,000	\$ 7,230,000	\$ -4,196,000
Prerecorded Tapes, CDs, Record Stores-45122	\$ 28,144,000	\$ 65,466,000	\$ -37,322,000
General Merchandise Stores-452	\$ 1,203,460,000	\$ 1,062,760,000	\$ 140,700,000
Department Stores Excluding Leased Departments-4521	\$ 818,334,000	\$ 645,700,000	\$ 172,634,000
Other General Merchandise Stores-4529	\$ 385,127,000	\$ 417,060,000	\$ -31,933,000
Warehouse Clubs and Super Stores-45291	\$ 241,812,000	\$ 228,152,000	\$ 13,660,000
All Other General Merchandise Stores-45299	\$ 143,316,000	\$ 188,909,000	\$ -45,593,000
Miscellaneous Store Retailers-453	\$ 269,414,000	\$ 511,368,000	\$ -241,954,000
Florists-4531	\$ 30,657,000	\$ 37,275,000	\$ -6,618,000
Office Supplies, Stationery, Gift Stores-4532	\$ 120,519,000	\$ 204,692,000	\$ -84,173,000
Office Supplies, Stationery Stores-45321	\$ 52,613,000	\$ 89,344,000	\$ -36,731,000
Gift, Novelty and Souvenir Stores-45322	\$ 67,907,000	\$ 115,348,000	\$ -47,441,000
Used Merchandise Stores-4533	\$ 28,483,000	\$ 73,417,000	\$ -44,934,000
Other Miscellaneous Store Retailers-4539	\$ 89,757,000	\$ 195,986,000	\$ -106,229,000



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Non-Store Retailers-454	\$ 558,400,000	\$ 1,080,319,000	\$ -521,919,000
Electronic Shopping, Mail-Order Houses-4541	\$ 359,143,000	\$ 440,398,000	\$ -81,255,000
Vending Machine Operators-4542	\$ 45,799,000	\$ 51,304,000	\$ -5,505,000
Direct Selling Establishments-4543	\$ 153,458,000	\$ 588,618,000	\$ -435,160,000
Foodservice and Drinking Places-722	\$ 1,068,992,000	\$ 2,083,195,000	\$ -1,014,203,000
Full-Service Restaurants-7221	\$ 441,943,000	\$ 901,054,000	\$ -459,111,000
Limited Service Eating Places-7222	\$ 446,620,000	\$ 757,817,000	\$ -311,197,000
Special Foodservices-7223	\$ 79,548,000	\$ 247,515,000	\$ -167,967,000
Drinking Places Alcoholic Beverages-7224	\$ 100,882,000	\$ 176,810,000	\$ -75,928,000
GAFO*	\$ 2,528,829,000	\$ 3,021,812,000	\$ -492,983,000
General Merchandise Stores-452	\$ 1,203,460,000	\$ 1,062,760,000	\$ 140,700,000
Clothing and Clothing Accessories Stores-448	\$ 476,097,000	\$ 600,822,000	\$ -124,725,000
Furniture and Home Furnishings Stores-442	\$ 252,986,000	\$ 381,023,000	\$ -128,037,000
Electronics and Appliance Stores-443	\$ 261,188,000	\$ 323,736,000	\$ -62,548,000
Sporting Goods, Hobby, Book, Music Stores-451	\$ 214,581,000	\$ 448,782,000	\$ -234,201,000
Office Supplies, Stationery, Gift Stores-4532	\$ 120,519,000	\$ 204,692,000	\$ -84,173,000
* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.			



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Total Retail Sales Including Eating and Drinking Places	\$ 9,504,375,000	\$ 11,040,243,000	16.16%
Motor Vehicle and Parts Dealers-441	\$ 2,019,009,000	\$ 2,272,703,000	12.57%
Automotive Dealers-4411	\$ 1,683,040,000	\$ 1,900,868,000	12.94%
Other Motor Vehicle Dealers-4412	\$ 131,130,000	\$ 152,466,000	16.27%
Auto Parts/Accessories, Tire Stores-4413	\$ 204,839,000	\$ 219,369,000	7.09%
Furniture and Home Furnishings Stores-442	\$ 252,986,000	\$ 281,071,000	11.10%
Furniture Stores-4421	\$ 145,811,000	\$ 160,413,000	10.01%
Home Furnishing Stores-4422	\$ 107,175,000	\$ 120,659,000	12.58%
Electronics and Appliances Stores-443	\$ 261,188,000	\$ 291,648,000	11.66%
Appliances, Televisions, Electronics Stores-44311	\$ 167,483,000	\$ 184,657,000	10.25%
Household Appliances Stores-443111	\$ 25,602,000	\$ 26,529,000	3.62%
Radio, Television, Electronics Stores-443112	\$ 141,882,000	\$ 158,129,000	11.45%
Computer & Software Stores-44312	\$ 85,576,000	\$ 97,753,000	14.23%
Camera and Photographic Equipment Stores-44313	\$ 8,130,000	\$ 9,238,000	13.63%
Building Material and Garden Equipment Stores-444	\$ 832,264,000	\$ 869,441,000	4.47%
Building Material and Supply Dealers-4441	\$ 743,662,000	\$ 770,043,000	3.55%
Home Centers-44411	\$ 308,087,000	\$ 318,218,000	3.29%
Paint and Wallpaper Stores-44412	\$ 12,908,000	\$ 12,735,000	-1.34%
Hardware Stores-44413	\$ 58,734,000	\$ 64,181,000	9.27%
Other Building Materials Dealers-44419	\$ 363,934,000	\$ 374,911,000	3.02%
Building Materials, Lumberyards-444191	\$ 126,523,000	\$ 131,632,000	4.04%
Lawn/Garden Equipment, Supplies Stores-4442	\$ 88,603,000	\$ 99,399,000	12.18%
Outdoor Power Equipment Stores-44421	\$ 12,671,000	\$ 13,274,000	4.76%
Nursery and Garden Centers-44422	\$ 75,932,000	\$ 86,125,000	13.42%
Food and Beverage Stores-445	\$ 1,127,589,000	\$ 1,285,340,000	13.99%
Grocery Stores-4451	\$ 933,088,000	\$ 1,069,937,000	14.67%
Supermarket, Grocery Excluding Convenience Stores-44511	\$ 890,366,000	\$ 1,022,069,000	14.79%
Convenience Stores-44512	\$ 42,722,000	\$ 47,869,000	12.05%
Specialty Food Stores-4452	\$ 128,880,000	\$ 144,643,000	12.23%
Beer, Wine and Liquor Stores-4453	\$ 65,622,000	\$ 70,762,000	7.83%
Health and Personal Care Stores-446	\$ 427,282,000	\$ 626,526,000	46.63%
Pharmacies and Drug Stores-44611	\$ 350,892,000	\$ 516,526,000	47.20%
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$ 17,046,000	\$ 26,172,000	53.54%
Optical Goods Stores-44613	\$ 28,311,000	\$ 37,182,000	31.33%
Other Health and Personal Care Stores-44619	\$ 31,034,000	\$ 46,647,000	50.31%



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Gasoline Stations-447	\$ 793,119,000	\$ 1,027,055,000	29.50%
Gasoline Stations with Convenience Stores-44711	\$ 507,264,000	\$ 647,175,000	27.58%
Other Gasoline Stations-44719	\$ 285,856,000	\$ 379,880,000	32.89%
Clothing & Clothing Accessories Stores-448	\$ 476,097,000	\$ 535,755,000	12.53%
Clothing Stores-4481	\$ 331,474,000	\$ 373,277,000	12.61%
Men's Clothing Stores-44811	\$ 37,233,000	\$ 40,387,000	8.47%
Women's Clothing Stores-44812	\$ 99,525,000	\$ 112,750,000	13.29%
Children's, Infants' Clothing Stores-44813	\$ 12,020,000	\$ 14,270,000	18.72%
Family Clothing Stores-44814	\$ 148,487,000	\$ 167,407,000	12.74%
Clothing Accessories Stores-44815	\$ 8,918,000	\$ 10,103,000	13.29%
Other Clothing Stores-44819	\$ 25,292,000	\$ 28,361,000	12.13%
Shoe Stores-4482	\$ 61,902,000	\$ 68,668,000	10.93%
Jewelry, Luggage, Leather Goods Stores-4483	\$ 82,722,000	\$ 93,812,000	13.41%
Jewelry Stores-44831	\$ 77,083,000	\$ 87,373,000	13.35%
Luggage and Leather Goods Stores-44832	\$ 5,640,000	\$ 6,439,000	14.17%
Sporting Goods, Hobby, Book, Music Stores-451	\$ 214,581,000	\$ 249,271,000	16.17%
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$ 134,574,000	\$ 158,522,000	17.80%
Sporting Goods Stores-45111	\$ 69,995,000	\$ 80,893,000	15.57%
Hobby, Toys & Games Stores-45112	\$ 40,153,000	\$ 49,693,000	23.76%
Sew/Needlework/Piece Goods Stores-45113	\$ 11,081,000	\$ 12,037,000	8.63%
Musical Instrument and Supplies Stores-45114	\$ 13,347,000	\$ 15,900,000	19.13%
Book, Periodical and Music Stores-4512	\$ 80,008,000	\$ 90,749,000	13.42%
Book Stores and News Dealers-45121	\$ 51,865,000	\$ 57,473,000	10.81%
Book Stores-451211	\$ 48,831,000	\$ 54,153,000	10.90%
News Dealers & Newsstands-451212	\$ 3,034,000	\$ 3,321,000	9.46%
Prerecorded Tapes, CDs, Record Stores-45122	\$ 28,144,000	\$ 33,276,000	18.23%
General Merchandise Stores-452	\$ 1,203,460,000	\$ 1,406,629,000	16.88%
Department Stores Excluding Leased Departments-4521	\$ 818,334,000	\$ 958,349,000	17.11%
Other General Merchandise Stores-4529	\$ 385,127,000	\$ 448,280,000	16.40%
Warehouse Clubs and Super Stores-45291	\$ 241,812,000	\$ 280,528,000	16.01%
All Other General Merchandise Stores-45299	\$ 143,316,000	\$ 167,752,000	17.05%
Miscellaneous Store Retailers-453	\$ 269,414,000	\$ 313,772,000	16.46%
Florists-4531	\$ 30,657,000	\$ 35,461,000	15.67%
Office Supplies, Stationery, Gift Stores-4532	\$ 120,519,000	\$ 140,534,000	16.61%
Office Supplies, Stationery Stores-45321	\$ 52,613,000	\$ 61,397,000	16.70%
Gift, Novelty and Souvenir Stores-45322	\$ 67,907,000	\$ 79,138,000	16.54%
Used Merchandise Stores-4533	\$ 28,483,000	\$ 32,494,000	14.08%
Other Miscellaneous Store Retailers-4539	\$ 89,757,000	\$ 105,285,000	17.30%



Tetrad Computer Applications Inc.
 PCensus Profile Report - Seattle, WA
 Claritas Retail Market Power

Retail Market Power Demand Growth Report By Retail Store Types	Seattle, WA		
	Current Year Demand	Five Year Demand	Percent Demand Growth
Non-Store Retailers-454	\$ 558,400,000	\$ 649,506,000	16.32%
Electronic Shoppng, Mail-Order Houses-4541	\$ 359,143,000	\$ 426,224,000	18.68%
Vending Machine Operators-4542	\$ 45,799,000	\$ 51,441,000	12.32%
Direct Selling Establishments-4543	\$ 153,458,000	\$ 171,842,000	11.98%
Foodservice and Drinking Places-722	\$ 1,068,992,000	\$ 1,231,530,000	15.20%
Full-Service Restaurants-7221	\$ 441,943,000	\$ 509,008,000	15.18%
Limited Service Eating Places-7222	\$ 446,620,000	\$ 515,758,000	15.48%
Special Foodservices-7223	\$ 79,548,000	\$ 91,896,000	15.52%
Drinking Places Alcoholic Beverages-7224	\$ 100,882,000	\$ 114,870,000	13.87%
GAFO	\$ 2,528,829,000	\$ 2,904,907,000	14.87%
General Merchandise Stores-452	\$ 1,203,460,000	\$ 1,406,629,000	16.88%
Clothing and Clothing Accessories Stores-448	\$ 476,097,000	\$ 535,755,000	12.53%
Furniture and Home Furnishings Stores-442	\$ 252,986,000	\$ 281,071,000	11.10%
Electronics and Appliance Stores-443	\$ 261,188,000	\$ 291,648,000	11.66%
Sporting Goods, Hobby, Book, Music Stores-451	\$ 214,581,000	\$ 249,271,000	16.17%
Office Supplies, Stationery, Gift Stores-4532	\$ 120,519,000	\$ 140,534,000	16.61%
* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.			