

**PCensus Online Sample Report
Nielsen Retail Market Power**

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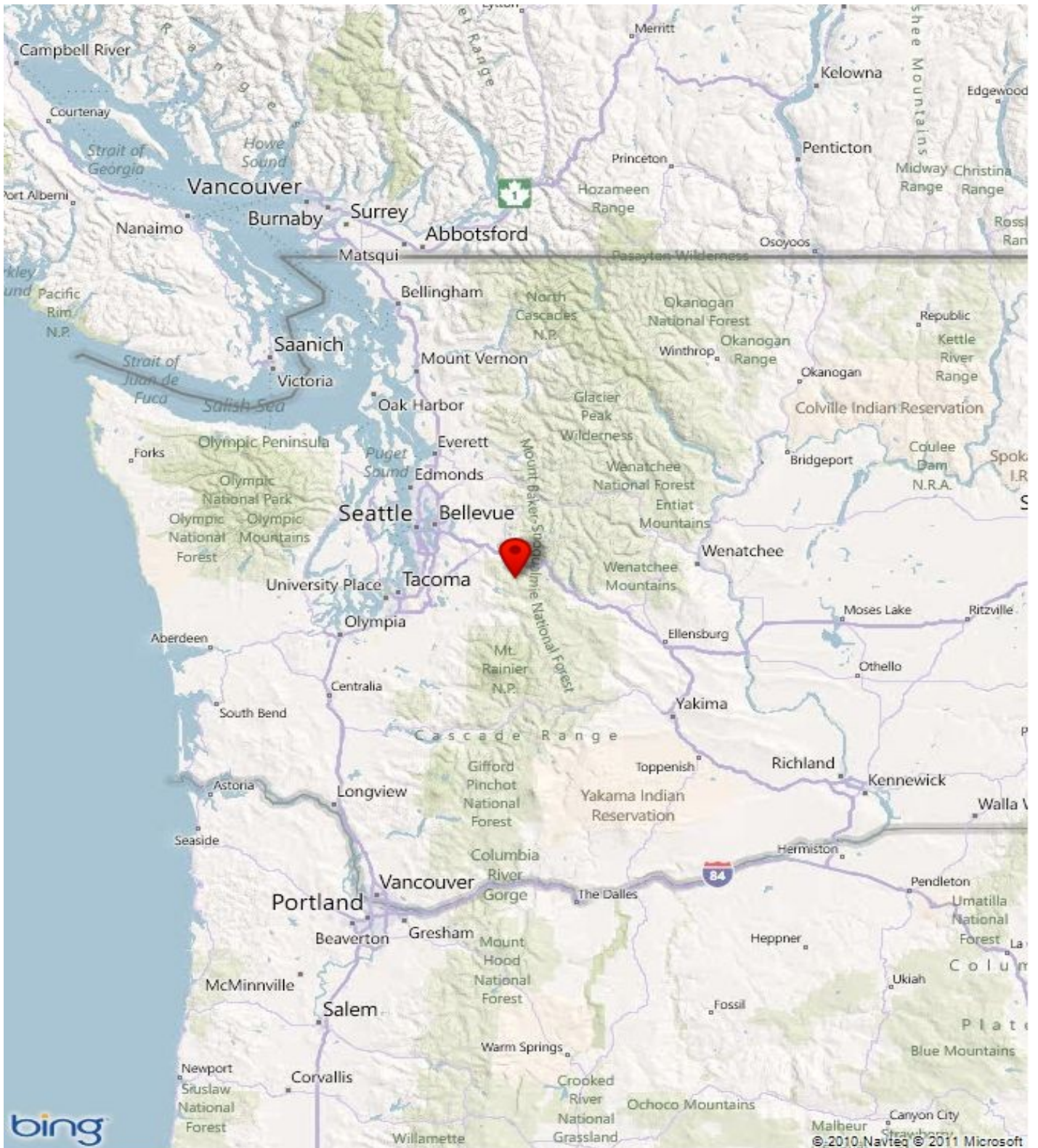
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Study Areas

Washington

PCensus Online Sample Report Nielsen Retail Market Power



**PCensus Online Sample Report
Nielsen Retail Market Power
Retail Market Power Opportunity Gap Report By Merchandise Line Items**

Retail Market Power Opportunity Gap Report By Merchandise Line Items	Washington		
	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Including Eating and Drinking Places	\$ 107,837,809,463	\$ 103,194,369,012	\$ 4,643,440,451
Groceries and Other Foods	\$ 19,227,768,320	\$ 19,682,601,666	-\$ 454,833,346
Meals and Snacks	\$ 9,373,074,199	\$ 7,673,251,327	\$ 1,699,822,872
Alcoholic Drinks	\$ 456,251,131	\$ 407,090,130	\$ 49,161,001
Packaged Liquor/Wine/Beer	\$ 2,873,233,828	\$ 2,713,188,208	\$ 160,045,620
Cigars, Cigarettes, Tobacco and Accessories	\$ 2,575,220,542	\$ 2,628,227,366	-\$ 53,006,824
Drugs, Health Aids and Beauty Aids	\$ 9,208,121,011	\$ 10,753,887,147	-\$ 1,545,766,136
Soaps, Detergents and Household Cleaners	\$ 249,464,694	\$ 271,049,253	-\$ 21,584,559
Paper and Related Products	\$ 951,208,792	\$ 1,083,965,429	-\$ 132,756,637
Men's Wear	\$ 2,633,938,030	\$ 2,627,386,753	\$ 6,551,277
Women's, Juniors' and Misses' Wear	\$ 3,962,045,870	\$ 3,889,706,583	\$ 72,339,287
Children's Wear	\$ 1,812,393,312	\$ 1,877,103,479	-\$ 64,710,167
Footwear	\$ 1,560,012,489	\$ 1,410,025,250	\$ 149,987,239
Sewing, Knitting and Needlework Goods	\$ 242,615,600	\$ 296,029,745	-\$ 53,414,145
Curtains, Draperies, Blinds, Slipcovers etc.	\$ 1,336,551,010	\$ 1,393,044,133	-\$ 56,493,123
Major Household Appliances	\$ 706,944,721	\$ 637,572,142	\$ 69,372,579
Small Electric Appliances	\$ 203,977,642	\$ 189,611,930	\$ 14,365,712
Televisions, Video Recorders, Video Cameras	\$ 848,108,390	\$ 724,333,017	\$ 123,775,373
Audio Equipment, Musical Instruments	\$ 1,086,676,613	\$ 1,065,963,752	\$ 20,712,861
Furniture and Sleep Equipment	\$ 2,042,356,686	\$ 1,871,761,567	\$ 170,595,119
Flooring and Floor Coverings	\$ 445,217,515	\$ 393,981,029	\$ 51,236,486
Computer Hardware, Software and Supplies	\$ 1,878,639,159	\$ 2,349,861,767	-\$ 471,222,608
Kitchenware and Home Furnishings	\$ 2,189,037,055	\$ 2,074,927,639	\$ 114,109,416
Jewelry	\$ 1,615,132,203	\$ 1,628,858,593	-\$ 13,726,390
Books	\$ 1,477,853,883	\$ 1,823,081,591	-\$ 345,227,708
Photographic Equipment and Supplies	\$ 246,228,849	\$ 243,565,608	\$ 2,663,241
Toys, Hobby Goods and Games	\$ 1,523,062,942	\$ 1,702,855,444	-\$ 179,792,502
Optical Goods	\$ 415,149,716	\$ 430,283,894	-\$ 15,134,178
Sporting Goods	\$ 1,253,305,391	\$ 1,560,987,651	-\$ 307,682,260
Hardware, Tools, Plumbing, Electrical	\$ 627,813,468	\$ 558,906,853	\$ 68,906,615
Lumber and Building Materials	\$ 415,394,985	\$ 363,200,255	\$ 52,194,730
Lawn, Garden, and Farm Equipment & Supplies	\$ 1,173,757,036	\$ 1,195,061,542	-\$ 21,304,506
Paint and Sundries	\$ 187,063,179	\$ 186,046,305	\$ 1,016,874
Cars, Trucks, Other Powered Transportation	\$ 17,151,027,703	\$ 13,171,204,917	\$ 3,979,822,786

**PCensus Online Sample Report
Nielsen Retail Market Power
Retail Market Power Opportunity Gap Report By Merchandise Line Items**

Retail Market Power Opportunity Gap Report By Merchandise Line Items	Washington		
	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
RVs, Campers, Camping & Travel Trailers	\$ 1,210,633,827	\$ 1,404,759,695	-\$ 194,125,868
Automotive Fuels	\$ 7,644,876,225	\$ 5,603,572,607	\$ 2,041,303,618
Automotive Lubricants	\$ 139,173,330	\$ 143,280,091	-\$ 4,106,761
Pets, Pet Foods and Pet Supplies	\$ 1,047,837,814	\$ 1,176,394,983	-\$ 128,557,169
All Other Merchandise	\$ 5,846,642,303	\$ 5,987,739,684	-\$ 141,097,381

**PCensus Online Sample Report
Nielsen Retail Market Power
Retail Market Power Opportunity Gap Report By Merchandise Line Items**

Retail Market Power Opportunity Gap Report By Merchandise Line Items	Washington		
	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Nielsen's 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.			
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.			

**PCensus Online Sample Report
Nielsen Retail Market Power
Retail Market Power Demand Growth Report By Merchandise Line Items**

Retail Market Power Demand Growth Report By Merchandise Line Items	Washington		
	2011 Demand	2016 Demand	Percent Demand Growth
Total Retail Sales Including Eating and Drinking Places	\$ 107,837,809,463	\$ 120,230,839,860	11.49%
Groceries and Other Foods	\$ 19,227,768,320	\$ 20,596,550,871	7.12%
Meals and Snacks	\$ 9,373,074,199	\$ 10,116,315,082	7.93%
Alcoholic Drinks	\$ 456,251,131	\$ 491,569,440	7.74%
Packaged Liquor/Wine/Beer	\$ 2,873,233,828	\$ 3,067,497,611	6.76%
Cigars, Cigarettes, Tobacco, Accessories	\$ 2,575,220,542	\$ 2,904,455,513	12.78%
Drugs, Health Aids and Beauty Aids	\$ 9,208,121,011	\$ 10,503,594,841	14.07%
Soaps, Detergents and Household Cleaners	\$ 249,464,694	\$ 282,101,730	13.08%
Paper and Related Products	\$ 951,208,792	\$ 1,077,301,767	13.26%
Men's Wear	\$ 2,633,938,030	\$ 3,065,961,175	16.40%
Women's, Juniors' and Misses' Wear	\$ 3,962,045,870	\$ 4,583,020,017	15.67%
Children's Wear	\$ 1,812,393,312	\$ 2,111,962,126	16.53%
Footwear	\$ 1,560,012,489	\$ 1,816,484,801	16.44%
Sewing, Knitting and Needlework Goods	\$ 242,615,600	\$ 280,471,212	15.60%
Curtains, Draperies, Blinds, Slipcovers etc.	\$ 1,336,551,010	\$ 1,513,355,429	13.23%
Major Household Appliances	\$ 706,944,721	\$ 801,121,257	13.32%
Small Electric Appliances	\$ 203,977,642	\$ 230,929,387	13.21%
Televisions, Video Recorders, Video Cameras	\$ 848,108,390	\$ 1,310,128,085	54.48%
Audio Equipment, Musical Instruments	\$ 1,086,676,613	\$ 1,639,734,540	50.89%
Furniture and Sleep Equipment	\$ 2,042,356,686	\$ 2,318,153,546	13.50%
Flooring and Floor Coverings	\$ 445,217,515	\$ 502,709,923	12.91%
Computer Hardware, Software and Supplies	\$ 1,878,639,159	\$ 2,852,323,754	51.83%
Kitchenware and Home Furnishings	\$ 2,189,037,055	\$ 2,478,523,901	13.22%
Jewelry	\$ 1,615,132,203	\$ 1,844,968,022	14.23%
Books	\$ 1,477,853,883	\$ 1,673,457,165	13.24%
Photographic Equipment and Supplies	\$ 246,228,849	\$ 333,388,190	35.40%
Toys, Hobby Goods and Games	\$ 1,523,062,942	\$ 1,768,371,766	16.11%
Optical Goods	\$ 415,149,716	\$ 474,694,915	14.34%
Sporting Goods	\$ 1,253,305,391	\$ 1,904,258,757	51.94%
Hardware, Tools, Plumbing, Electrical	\$ 627,813,468	\$ 705,964,915	12.45%
Lumber and Building Materials	\$ 415,394,985	\$ 456,348,171	9.86%
Lawn, Garden, and Farm Equipment & Supplies	\$ 1,173,757,036	\$ 1,328,245,189	13.16%
Paint and Sundries	\$ 187,063,179	\$ 207,847,228	11.11%
Cars, Trucks, Other Powered Transportation	\$ 17,151,027,703	\$ 17,856,131,294	4.11%
RVs, Campers, Camping & Travel Trailers	\$ 1,210,633,827	\$ 1,878,998,751	55.21%

**PCensus Online Sample Report
Nielsen Retail Market Power
Retail Market Power Demand Growth Report By Merchandise Line Items**

Retail Market Power Demand Growth Report By Merchandise Line Items	Washington		
	2011 Demand	2016 Demand	Percent Demand Growth
Automotive Fuels	\$ 7,644,876,225	\$ 7,586,118,862	-0.77%
Automotive Lubricants	\$ 139,173,330	\$ 138,226,465	-0.68%
Pets, Pet Foods and Pet Supplies	\$ 1,047,837,814	\$ 1,186,356,899	13.22%
All Other Merchandise	\$ 5,846,642,303	\$ 6,343,197,263	8.49%

**PCensus Online Sample Report
Nielsen Retail Market Power
Retail Market Power Opportunity Gap Report By Retail Store Types**

Retail Market Power Opportunity Gap Report By Retail Store Types	Washington		
	2011 Demand Consumer Expenditures	2011 Supply Retail Sales	Opportunity Gap Surplus/ Shortage
Total Retail Sales Including Eating and Drinking Places	\$ 107,837,809,463	\$ 103,194,369,012	\$ 4,643,440,451
Motor Vehicle and Parts Dealers-441	\$ 19,524,723,118	\$ 15,793,304,942	\$ 3,731,418,176
Automotive Dealers-4411	\$ 17,002,665,184	\$ 12,776,311,241	\$ 4,226,353,943
Other Motor Vehicle Dealers-4412	\$ 1,157,577,495	\$ 1,462,045,778	-\$ 304,468,283
Auto Parts/Accessories, Tire Stores-4413	\$ 1,364,480,439	\$ 1,554,947,923	-\$ 190,467,484
Furniture and Home Furnishings Stores-442	\$ 2,158,426,421	\$ 1,942,395,113	\$ 216,031,308
Furniture Stores-4421	\$ 1,158,023,890	\$ 952,694,071	\$ 205,329,819
Home Furnishing Stores-4422	\$ 1,000,402,531	\$ 989,701,042	\$ 10,701,489
Electronics and Appliances Stores-443	\$ 2,419,297,395	\$ 1,874,815,241	\$ 544,482,154
Appliances, Televisions, Electronics Stores-44311	\$ 1,803,895,204	\$ 1,316,630,223	\$ 487,264,981
Household Appliances Stores-443111	\$ 419,693,456	\$ 352,228,100	\$ 67,465,356
Radio, Television, Electronics Stores-443112	\$ 1,384,201,748	\$ 964,402,123	\$ 419,799,625
Computer and Software Stores-44312	\$ 507,641,413	\$ 472,975,725	\$ 34,665,688
Camera and Photographic Equipment Stores-44313	\$ 107,760,778	\$ 85,209,293	\$ 22,551,485
Building Material and Garden Equipment Stores-444	\$ 9,701,735,283	\$ 9,030,178,562	\$ 671,556,721
Building Material and Supply Dealers-4441	\$ 8,794,194,688	\$ 7,914,357,533	\$ 879,837,155
Home Centers-44411	\$ 3,540,032,697	\$ 3,218,695,458	\$ 321,337,239
Paint and Wallpaper Stores-44412	\$ 212,883,652	\$ 232,492,875	-\$ 19,609,223
Hardware Stores-44413	\$ 886,304,181	\$ 934,032,217	-\$ 47,728,036
Other Building Materials Dealers-44419	\$ 4,154,974,158	\$ 3,529,136,983	\$ 625,837,175
Building Materials, Lumberyards-444191	\$ 1,636,173,357	\$ 1,379,892,685	\$ 256,280,672
Lawn/Garden Equipment, Supplies Stores-4442	\$ 907,540,595	\$ 1,115,821,029	-\$ 208,280,434
Outdoor Power Equipment Stores-44421	\$ 137,729,662	\$ 125,393,852	\$ 12,335,810
Nursery and Garden Centers-44422	\$ 769,810,933	\$ 990,427,177	-\$ 220,616,244
Food and Beverage Stores-445	\$ 14,552,269,038	\$ 13,698,237,016	\$ 854,032,022
Grocery Stores-4451	\$ 13,243,989,845	\$ 12,552,124,672	\$ 691,865,173
Supermarket, Grocery Excluding Convenience Stores-44511	\$ 12,600,867,541	\$ 12,077,602,986	\$ 523,264,555
Convenience Stores-44512	\$ 643,122,304	\$ 474,521,686	\$ 168,600,618
Specialty Food Stores-4452	\$ 423,586,088	\$ 277,982,416	\$ 145,603,672
Beer, Wine and Liquor Stores-4453	\$ 884,693,105	\$ 868,129,928	\$ 16,563,177
Health and Personal Care Stores-446	\$ 5,655,058,596	\$ 4,264,789,244	\$ 1,390,269,352
Pharmacies and Drug Stores-44611	\$ 4,859,612,796	\$ 3,511,883,295	\$ 1,347,729,501
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$ 199,487,350	\$ 131,814,077	\$ 67,673,273
Optical Goods Stores-44613	\$ 231,131,668	\$ 193,704,394	\$ 37,427,274
Other Health and Personal Care Stores-44619	\$ 364,826,782	\$ 427,387,478	-\$ 62,560,696

**PCensus Online Sample Report
Nielsen Retail Market Power
Retail Market Power Opportunity Gap Report By Retail Store Types**

Retail Market Power Opportunity Gap Report By Retail Store Types	Washington		
	2011 Demand Consumer Expenditures	2011 Supply Retail Sales	Opportunity Gap Surplus/ Shortage
Gasoline Stations-447	\$ 10,405,510,079	\$ 7,451,119,170	\$ 2,954,390,909
Gasoline Stations with Convenience Stores-44711	\$ 7,764,519,510	\$ 6,100,437,652	\$ 1,664,081,858
Other Gasoline Stations-44719	\$ 2,640,990,569	\$ 1,350,681,518	\$ 1,290,309,051
Clothing & Clothing Accessories Stores-448	\$ 4,929,021,113	\$ 2,825,753,198	\$ 2,103,267,915
Clothing Stores-4481	\$ 3,501,409,712	\$ 2,100,726,923	\$ 1,400,682,789
Men's Clothing Stores-44811	\$ 227,911,041	\$ 86,230,022	\$ 141,681,019
Women's Clothing Stores-44812	\$ 875,357,298	\$ 326,586,606	\$ 548,770,692
Children's, Infants' Clothing Stores-44813	\$ 200,404,164	\$ 79,452,757	\$ 120,951,407
Family Clothing Stores-44814	\$ 1,881,066,090	\$ 1,454,492,928	\$ 426,573,162
Clothing Accessories Stores-44815	\$ 84,474,370	\$ 37,179,189	\$ 47,295,181
Other Clothing Stores-44819	\$ 232,196,749	\$ 116,785,421	\$ 115,411,328
Shoe Stores-4482	\$ 675,648,382	\$ 318,907,362	\$ 356,741,020
Jewelry, Luggage, Leather Goods Stores-4483	\$ 751,963,019	\$ 406,118,913	\$ 345,844,106
Jewelry Stores-44831	\$ 695,486,738	\$ 379,444,429	\$ 316,042,309
Luggage and Leather Goods Stores-44832	\$ 56,476,281	\$ 26,674,484	\$ 29,801,797
Sporting Goods, Hobby, Book, Music Stores-451	\$ 2,196,092,565	\$ 2,266,426,581	-\$ 70,334,016
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$ 1,483,275,546	\$ 1,634,151,153	-\$ 150,875,607
Sporting Goods Stores-45111	\$ 738,786,365	\$ 860,063,768	-\$ 121,277,403
Hobby, Toys & Games Stores-45112	\$ 467,354,280	\$ 441,731,796	\$ 25,622,484
Sew/Needlework/Piece Goods Stores-45113	\$ 123,219,202	\$ 177,637,350	-\$ 54,418,148
Musical Instrument and Supplies Stores-45114	\$ 153,915,699	\$ 154,718,239	-\$ 802,540
Book, Periodical and Music Stores-4512	\$ 712,817,019	\$ 632,275,428	\$ 80,541,591
Book Stores and News Dealers-45121	\$ 488,112,939	\$ 428,944,812	\$ 59,168,127
Book Stores-451211	\$ 464,429,153	\$ 412,058,994	\$ 52,370,159
News Dealers & Newsstands-451212	\$ 23,683,786	\$ 16,885,818	\$ 6,797,968
Prerecorded Tapes, CDs, Record Stores-45122	\$ 224,704,080	\$ 203,330,616	\$ 21,373,464
General Merchandise Stores-452	\$ 14,048,426,551	\$ 16,550,988,323	-\$ 2,502,561,772
Department Stores Excluding Leased Departments-4521	\$ 6,723,936,926	\$ 7,050,249,014	-\$ 326,312,088
Other General Merchandise Stores-4529	\$ 7,324,489,625	\$ 9,500,739,309	-\$ 2,176,249,684
Miscellaneous Store Retailers-453	\$ 2,781,575,311	\$ 2,977,870,997	-\$ 196,295,686
Florists-4531	\$ 206,252,747	\$ 148,079,373	\$ 58,173,374
Office Supplies, Stationery, Gift Stores-4532	\$ 1,118,532,306	\$ 1,133,437,757	-\$ 14,905,451
Office Supplies, Stationery Stores-45321	\$ 634,707,596	\$ 675,201,641	-\$ 40,494,045
Gift, Novelty and Souvenir Stores-45322	\$ 483,824,710	\$ 458,236,116	\$ 25,588,594
Used Merchandise Stores-4533	\$ 240,555,040	\$ 367,372,591	-\$ 126,817,551
Other Miscellaneous Store Retailers-4539	\$ 1,216,235,218	\$ 1,328,981,276	-\$ 112,746,058

**PCensus Online Sample Report
Nielsen Retail Market Power
Retail Market Power Opportunity Gap Report By Retail Store Types**

Retail Market Power Opportunity Gap Report By Retail Store Types	Washington		
	2011 Demand Consumer Expenditures	2011 Supply Retail Sales	Opportunity Gap Surplus/ Shortage
Non-Store Retailers-454	\$ 7,975,580,691	\$ 14,976,472,960	-\$ 7,000,892,269
Foodservice and Drinking Places-722	\$ 11,490,093,302	\$ 9,542,017,665	\$ 1,948,075,637
Full-Service Restaurants-7221	\$ 5,182,826,872	\$ 4,359,325,193	\$ 823,501,679
Limited Service Eating Places-7222	\$ 4,841,948,404	\$ 3,958,093,318	\$ 883,855,086
Special Foodservices-7223	\$ 950,820,128	\$ 648,426,698	\$ 302,393,430
Drinking Places Alcoholic Beverages-7224	\$ 514,497,898	\$ 576,172,456	-\$ 61,674,558
GAFO*	\$ 26,869,796,351	\$ 26,593,816,213	\$ 275,980,138
General Merchandise Stores-452	\$ 14,048,426,551	\$ 16,550,988,323	-\$ 2,502,561,772
Clothing and Clothing Accessories Stores-448	\$ 4,929,021,113	\$ 2,825,753,198	\$ 2,103,267,915
Furniture and Home Furnishings Stores-442	\$ 2,158,426,421	\$ 1,942,395,113	\$ 216,031,308
Electronics and Appliance Stores-443	\$ 2,419,297,395	\$ 1,874,815,241	\$ 544,482,154
Sporting Goods, Hobby, Book, Music Stores-451	\$ 2,196,092,565	\$ 2,266,426,581	-\$ 70,334,016
Office Supplies, Stationery, Gift Stores-4532	\$ 1,118,532,306	\$ 1,133,437,757	-\$ 14,905,451
* 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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Nielsen Retail Market Power
Retail Market Power Opportunity Gap Report By Retail Store Types**

Retail Market Power Opportunity Gap Report By Retail Store Types	Washington		
	2011 Demand Consumer Expenditures	2011 Supply Retail Sales	Opportunity Gap Surplus/ Shortage
<p>Nielsen's 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. Additional data sources are incorporated to create both supply and demand estimates.</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 Retail Store Types**

Retail Market Power Demand Growth Report By Retail Store Types	Washington		
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Total Retail Sales Including Eating and Drinking Places	\$ 107,837,809,463	\$ 120,230,839,860	11.49%
Motor Vehicle and Parts Dealers-441	\$ 19,524,723,118	\$ 20,997,956,703	7.55%
Automotive Dealers-4411	\$ 17,002,665,184	\$ 17,791,198,322	4.64%
Other Motor Vehicle Dealers-4412	\$ 1,157,577,495	\$ 1,706,606,860	47.43%
Auto Parts/Accessories, Tire Stores-4413	\$ 1,364,480,439	\$ 1,500,151,521	9.94%
Furniture and Home Furnishings Stores-442	\$ 2,158,426,421	\$ 2,448,937,496	13.46%
Furniture Stores-4421	\$ 1,158,023,890	\$ 1,319,807,114	13.97%
Home Furnishing Stores-4422	\$ 1,000,402,531	\$ 1,129,130,382	12.87%
Electronics and Appliances Stores-443	\$ 2,419,297,395	\$ 3,419,705,219	41.35%
Appliances, Televisions, Electronics Stores-44311	\$ 1,803,895,204	\$ 2,539,273,191	40.77%
Household Appliances Stores-443111	\$ 419,693,456	\$ 537,488,619	28.07%
Radio, Television, Electronics Stores-443112	\$ 1,384,201,748	\$ 2,001,784,572	44.62%
Computer & Software Stores-44312	\$ 507,641,413	\$ 734,341,433	44.66%
Camera and Photographic Equipment Stores-44313	\$ 107,760,778	\$ 146,090,595	35.57%
Building Material and Garden Equipment Stores-444	\$ 9,701,735,283	\$ 11,022,181,199	13.61%
Building Material and Supply Dealers-4441	\$ 8,794,194,688	\$ 9,969,730,320	13.37%
Home Centers-44411	\$ 3,540,032,697	\$ 4,053,282,676	14.50%
Paint and Wallpaper Stores-44412	\$ 212,883,652	\$ 235,638,529	10.69%
Hardware Stores-44413	\$ 886,304,181	\$ 1,033,088,853	16.56%
Other Building Materials Dealers-44419	\$ 4,154,974,158	\$ 4,647,720,262	11.86%
Building Materials, Lumberyards-444191	\$ 1,636,173,357	\$ 1,795,978,336	9.77%
Lawn/Garden Equipment, Supplies Stores-4442	\$ 907,540,595	\$ 1,052,450,879	15.97%
Outdoor Power Equipment Stores-44421	\$ 137,729,662	\$ 198,202,158	43.91%
Nursery and Garden Centers-44422	\$ 769,810,933	\$ 854,248,721	10.97%
Food and Beverage Stores-445	\$ 14,552,269,038	\$ 15,694,816,912	7.85%
Grocery Stores-4451	\$ 13,243,989,845	\$ 14,294,364,396	7.93%
Supermarket, Grocery Excluding Convenience Stores-44511	\$ 12,600,867,541	\$ 13,596,051,215	7.90%
Convenience Stores-44512	\$ 643,122,304	\$ 698,313,181	8.58%
Specialty Food Stores-4452	\$ 423,586,088	\$ 453,913,190	7.16%
Beer, Wine and Liquor Stores-4453	\$ 884,693,105	\$ 946,539,326	6.99%
Health and Personal Care Stores-446	\$ 5,655,058,596	\$ 6,428,521,266	13.68%
Pharmacies and Drug Stores-44611	\$ 4,859,612,796	\$ 5,524,333,242	13.68%
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$ 199,487,350	\$ 227,517,275	14.05%
Optical Goods Stores-44613	\$ 231,131,668	\$ 264,215,251	14.31%
Other Health and Personal Care Stores-44619	\$ 364,826,782	\$ 412,455,498	13.06%

**PCensus Online Sample Report
Nielsen Retail Market Power
Retail Market Power Demand Growth Report By Retail Store Types**

Retail Market Power Demand Growth Report By Retail Store Types	Washington		
	2011 Demand	2016 Demand	Percent Demand Growth

**PCensus Online Sample Report
Nielsen Retail Market Power
Retail Market Power Demand Growth Report By Retail Store Types**

Retail Market Power Demand Growth Report By Retail Store Types	Washington		
	2011 Demand	2016 Demand	Percent Demand Growth
Gasoline Stations-447	\$ 10,405,510,079	\$ 10,652,654,419	2.38%
Gasoline Stations with Convenience Stores-44711	\$ 7,764,519,510	\$ 8,001,489,267	3.05%
Other Gasoline Stations-44719	\$ 2,640,990,569	\$ 2,651,165,152	0.39%
Clothing & Clothing Accessories Stores-448	\$ 4,929,021,113	\$ 5,706,267,154	15.77%
Clothing Stores-4481	\$ 3,501,409,712	\$ 4,061,294,298	15.99%
Men's Clothing Stores-44811	\$ 227,911,041	\$ 265,308,561	16.41%
Women's Clothing Stores-44812	\$ 875,357,298	\$ 1,012,395,608	15.66%
Children's, Infants' Clothing Stores-44813	\$ 200,404,164	\$ 233,489,366	16.51%
Family Clothing Stores-44814	\$ 1,881,066,090	\$ 2,182,861,455	16.04%
Clothing Accessories Stores-44815	\$ 84,474,370	\$ 97,554,977	15.48%
Other Clothing Stores-44819	\$ 232,196,749	\$ 269,684,331	16.14%
Shoe Stores-4482	\$ 675,648,382	\$ 787,229,336	16.51%
Jewelry, Luggage, Leather Goods Stores-4483	\$ 751,963,019	\$ 857,743,520	14.07%
Jewelry Stores-44831	\$ 695,486,738	\$ 794,150,448	14.19%
Luggage and Leather Goods Stores-44832	\$ 56,476,281	\$ 63,593,072	12.60%
Sporting Goods, Hobby, Book, Music Stores-451	\$ 2,196,092,565	\$ 2,810,569,162	27.98%
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$ 1,483,275,546	\$ 1,929,608,758	30.09%
Sporting Goods Stores-45111	\$ 738,786,365	\$ 1,018,149,463	37.81%
Hobby, Toys & Games Stores-45112	\$ 467,354,280	\$ 539,287,751	15.39%
Sew/Needlework/Piece Goods Stores-45113	\$ 123,219,202	\$ 141,626,373	14.94%
Musical Instrument and Supplies Stores-45114	\$ 153,915,699	\$ 230,545,171	49.79%
Book, Periodical and Music Stores-4512	\$ 712,817,019	\$ 880,960,404	23.59%
Book Stores and News Dealers-45121	\$ 488,112,939	\$ 557,125,175	14.14%
Book Stores-451211	\$ 464,429,153	\$ 530,885,954	14.31%
News Dealers & Newsstands-451212	\$ 23,683,786	\$ 26,239,221	10.79%
Prerecorded Tapes, CDs, Record Stores-45122	\$ 224,704,080	\$ 323,835,229	44.12%
General Merchandise Stores-452	\$ 14,048,426,551	\$ 16,058,536,835	14.31%
Department Stores Excluding Leased Departments-4521	\$ 6,723,936,926	\$ 7,838,194,137	16.57%
Other General Merchandise Stores-4529	\$ 7,324,489,625	\$ 8,220,342,698	12.23%
Miscellaneous Store Retailers-453	\$ 2,781,575,311	\$ 3,207,182,647	15.30%
Florists-4531	\$ 206,252,747	\$ 230,489,313	11.75%
Office Supplies, Stationery, Gift Stores-4532	\$ 1,118,532,306	\$ 1,320,573,030	18.06%
Office Supplies, Stationery Stores-45321	\$ 634,707,596	\$ 774,717,203	22.06%
Gift, Novelty and Souvenir Stores-45322	\$ 483,824,710	\$ 545,855,827	12.82%
Used Merchandise Stores-4533	\$ 240,555,040	\$ 280,386,960	16.56%
Other Miscellaneous Store Retailers-4539	\$ 1,216,235,218	\$ 1,375,733,344	13.11%

**PCensus Online Sample Report
Nielsen Retail Market Power
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	2011 Demand	2016 Demand	Percent Demand Growth
Non-Store Retailers-454	\$ 7,975,580,691	\$ 9,385,513,030	17.68%
Foodservice and Drinking Places-722	\$ 11,490,093,302	\$ 12,397,997,818	7.90%
Full-Service Restaurants-7221	\$ 5,182,826,872	\$ 5,592,388,823	7.90%
Limited Service Eating Places-7222	\$ 4,841,948,404	\$ 5,223,900,944	7.89%
Special Foodservices-7223	\$ 950,820,128	\$ 1,025,603,429	7.87%
Drinking Places Alcoholic Beverages-7224	\$ 514,497,898	\$ 556,104,622	8.09%
GAFO	\$ 26,869,796,351	\$ 31,764,588,896	18.22%
General Merchandise Stores-452	\$ 14,048,426,551	\$ 16,058,536,835	14.31%
Clothing and Clothing Accessories Stores-448	\$ 4,929,021,113	\$ 5,706,267,154	15.77%
Furniture and Home Furnishings Stores-442	\$ 2,158,426,421	\$ 2,448,937,496	13.46%
Electronics and Appliance Stores-443	\$ 2,419,297,395	\$ 3,419,705,219	41.35%
Sporting Goods, Hobby, Book, Music Stores-451	\$ 2,196,092,565	\$ 2,810,569,162	27.98%
Office Supplies, Stationery, Gift Stores-4532	\$ 1,118,532,306	\$ 1,320,573,030	18.06%
* 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.			