Staff Report

INTERNET BASED RETAIL ANALYSIS PROVIDED BY BUXTON

December 11, 2012

Background:
At the March 6, 2012 meeting, the City Council voted unanimously to share equally with the Ames Economic Development Commission (AEDC) in the cost ($35,000) of hiring Buxton to build the Retail Matching Model, deploy the model, and provide a 12-month access to the data through SCOUT (Buxton's web-based, client specific analytic portal). The purpose of this presentation is to inform the City Council of the type of information that can be generated from this service.

Retail Matching Model:
Buxton has created a retail matching model for Ames which is accessible via the Buxton website. The retail matching model reviews and accesses retail opportunities with the selection by the user of the following items:

Site selection – The Site is selected utilizing Geographic Information Systems (GIS) that is available through the Buxton website.

Geographic area - Three geographic areas are available; State, Regional (Midwest), or National. The geographic area selection identifies which retailers that Scout will use to select from. For instance, if State is chosen, then only those retailers that are located within the State of Iowa would show up.

Type of retail –
The following is the list of retail types that are available to choose from:

Retailer	Movie Theater	Services
Auto Supply	Warehouse Club	Hardware
Printing Photo	Restaurant	Payday Loan
Fast Food	Clothing	Ice Cream Smoothie
Pharmacy	Pet	Coffee
Rent to Own	Flooring	Discount
Furniture	Office	Gym
Grocery	Electronics	Bookstore
Shoes	Jewelry	Sporting Goods
Department Store	Beer Wine Spirits	Discount Department Store

Drive time - The drive times range from one minute to 20 minutes. The 20 minute drive time includes all of Ames and the surrounding area, down to Ankeny. Please see the attached map to view the 20 minute drive time.

Residential or Workplace – The demographic data that is utilized is either from the citizens who live in the drive time area or who work in the drive time area.

Once all of the selections are made, SCOUT produces a document that includes all of the matches for the site that were chosen based upon the parameters that were selected. The Retail Match Report includes all of the available retailers and then further identifies if they are a good match by reviewing the Match Quality and the Consumer Density.

The **Match Quality** is the correlation of the trade area with the retailer's trade area composition. This correlation is based on a scale of 0-100, with 100 being an identical match. The Match Quality also includes a quick way to gauge the match strength by designating the match as Low, Average or High. Typically any match that is Average or High is worth further consideration by assessing the potential sites overall Consumer Density.

The **Consumer Density** is measured whether evaluating based upon households or on workplace populations. Consumer Density is expressed as a percentage as well as Low, Comparable, or High. If the Consumer Density is Comparable or High, this retailer could be a good fit for the Ames community.

Retailers with Match Reports which pass both the Profile Match Quality and Consumer Density criteria are good candidates for successful retail recruitment. As an example, a Retail Matching Model report has been created for a site located at Duff Avenue and Lincoln Way. Restaurant was selected at a national level and the residential demographic was selected. For illustration, the first ten pages of the report has been attached for your review. The results indicate six good matches that would be worth some follow-up due to their score of comparable or average and better.

Comparables Report:
Once a retailer is found that has a Match Quality designation that is Average or High and a Consumer Density that is Comparable or High, a Comparables Report can be created. A Comparables Report is based upon the same criteria that the Retail Match Report is based upon, except that this report allows the user to select the retailer. The end result is an Excel spreadsheet that provides a list of all of the comparable locations that this retailer has on a State, Regional or National level. The Comparables Report and the Retail Matching Report can be provided to the retailer to support their location in Ames.

Retail Leakage and Surplus Analysis:

Another report that is available to assess retail opportunities in Ames is the Retail Leakage and Surplus Analysis Report. This report identifies the following:

- Indicates how well the retail needs of local residents are being met.
- Uncovers unmet demand and possible opportunities.
- Helps to create an understanding of the strengths and weaknesses of the local retail sector.
- Measures the difference between actual and potential retail sales.

Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

Retail surplus means that the Ames trade area is capturing the local market plus attracting non-local shoppers.

Please note that even though this report could indicate retail leakage, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store. Likewise, a retail surplus does not necessarily mean that Ames cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal, such as sporting goods stores and home furnishing stores. It is important to analyze this fully.

The Retail Leakage and Surplus Analysis report is, as are the other reports that have been previously discussed, based upon a selected site and the drive time from that site. The report includes 11 major store types and identifies the leakage/surplus in those primary categories and breaks down those major store types into subcategories. The following includes all of the major store types:

- Motor Vehicle Parts & Dealers
- Furniture & Home Furnishing Stores
- Electronics & Appliance Stores
- Building Material & Garden Equipment & Supply Dealers
- Food & Beverage Stores
- Health & Personal Care Stores
- Clothing & Clothing Accessories Stores
- Sporting Goods, Hobby, Book, & Music Stores
- General Merchandise Stores
- Miscellaneous Store Retailers
- Foodservice & Drinking Places

The attached example of a Retail Leakage and Surplus Analysis is based upon a 10 minute drive time taken from a site located at Duff Avenue and Lincoln Highway. As

shown, there is significant leakage in Electronics & Appliance Stores and Health & Personal Care Stores.

Consumer Propensity Report (CPR):
The CPR report analyzes an area that is determined by a drive time, radius, or by a created shape from point selected on a map. The CPR report then analyzes each pre-selected item and assigns a propensity index score with 100 being average. For example, if the consumers within the selected area score a 120 for a given analysis item you know that those consumers are 20% more likely to participate in or purchase that item than the average American household. A propensity index score of 80 would indicate that those consumers would be 20% less likely than the average American household to participate in or purchase that item. An excerpt of this report, based upon a ten minute drive time, from the intersection of Duff Avenue and Lincoln Way has been attached to this report.

Site Match Report - Au Bon Pain

Date: Wednesday, 28 November, 2012

Site Description: **42.02320, -93.61090**
Latitude: 42.023197 Longitude: -93.610897
State: IA
Region: WNC

Buxton Urban Density Score (BUDS): 2
Drivetime: 10 Minutes
Match Level: National
Profile Match: Households

Au Bon Pain
Number of Matched Locations: **9**

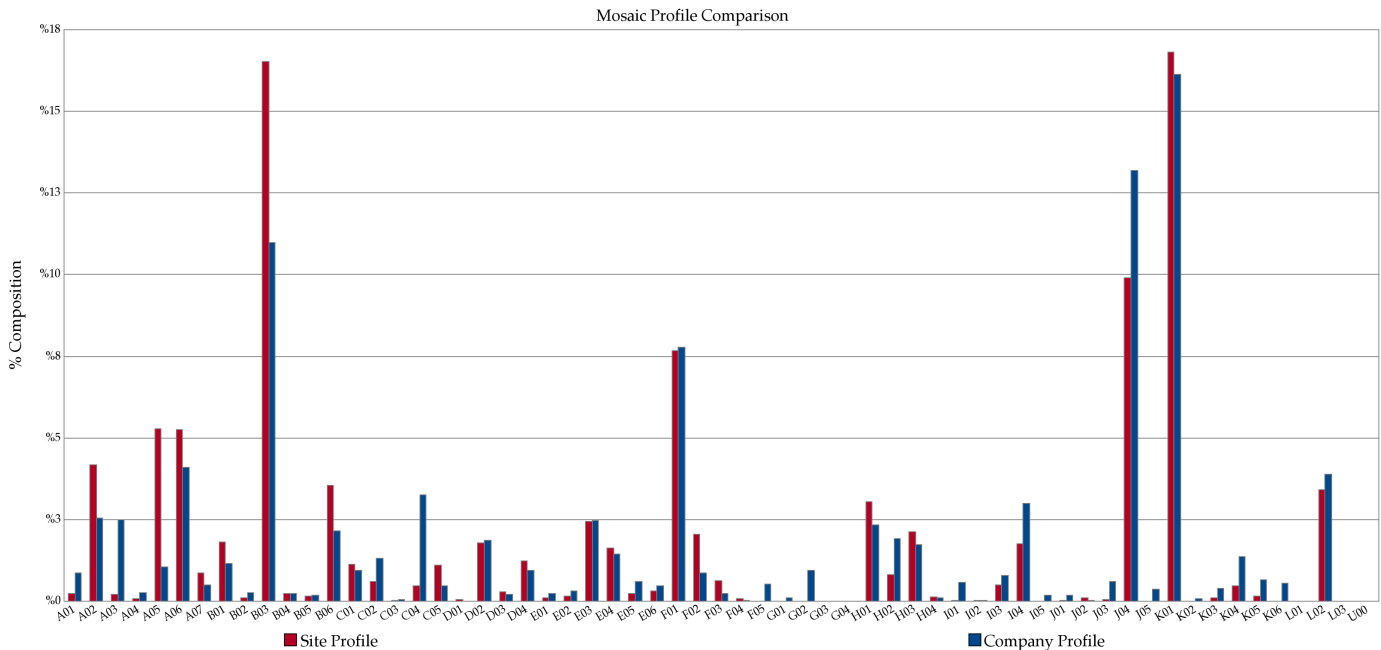**Profile Match Quality**
Match Score: **93.30**   -   Match Quality: **High**

Consumer Density
Consumer Density Score: **140.60** %   -   Density Quality: **High**

Site Consumers: **16,205**
Company Average Consumers: **11,526**

Mosaic Profile Comparison

■ Site Profile   ■ Company Profile

Data Sources: Mosaic® USA is a registered trademark of Experian

Site Match Report - Hu Hot

Date: Wednesday, 28 November, 2012

Site Description: **42.02320, -93.61090**
Latitude: 42.023197 Longitude: -93.610897
State: IA
Region: WNC

Buxton Urban Density Score (BUDS): 2
Drivetime: 10 Minutes
Match Level: National
Profile Match: Households

Hu Hot
Number of Matched Locations: **6**
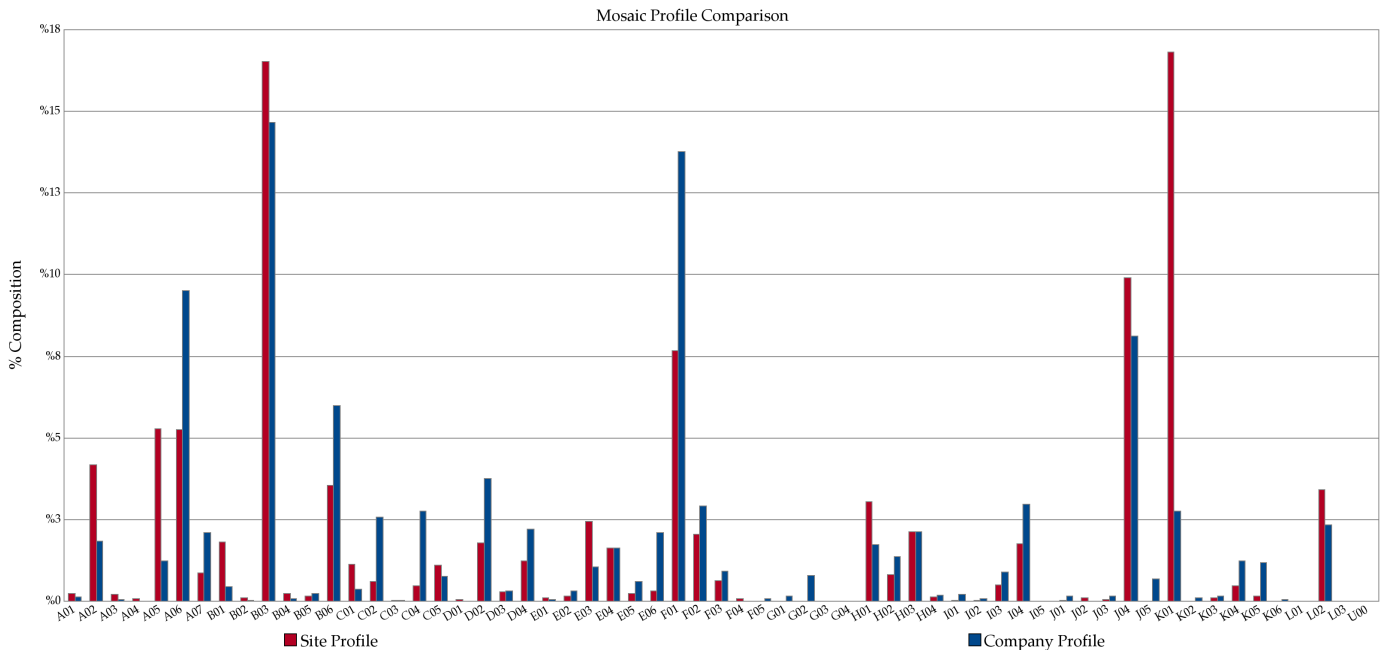
Profile Match Quality
Match Score: **74.47**   -   Match Quality: **Average**

Consumer Density
Consumer Density Score: **105.43** %   -   Density Quality: **Comparable**

Site Consumers: **16,205**
Company Average Consumers: **15,371**

Mosaic Profile Comparison

■ Site Profile   ■ Company Profile

Data Sources: Mosaic® USA is a registered trademark of Experian

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Site Match Report - Cracker Barrel

Date: Wednesday, 28 November, 2012

Site Description: **42.02320, -93.61090**
Latitude: 42.023197 Longitude: -93.610897
State: IA
Region: WNC

Buxton Urban Density Score (BUDS): 2
Drivetime: 10 Minutes
Match Level: National
Profile Match: Households

Gilbert
Ames Iowa Neva
Ames Municipal Airport
Kelley

Cracker Barrel
Number of Matched Locations: **306**
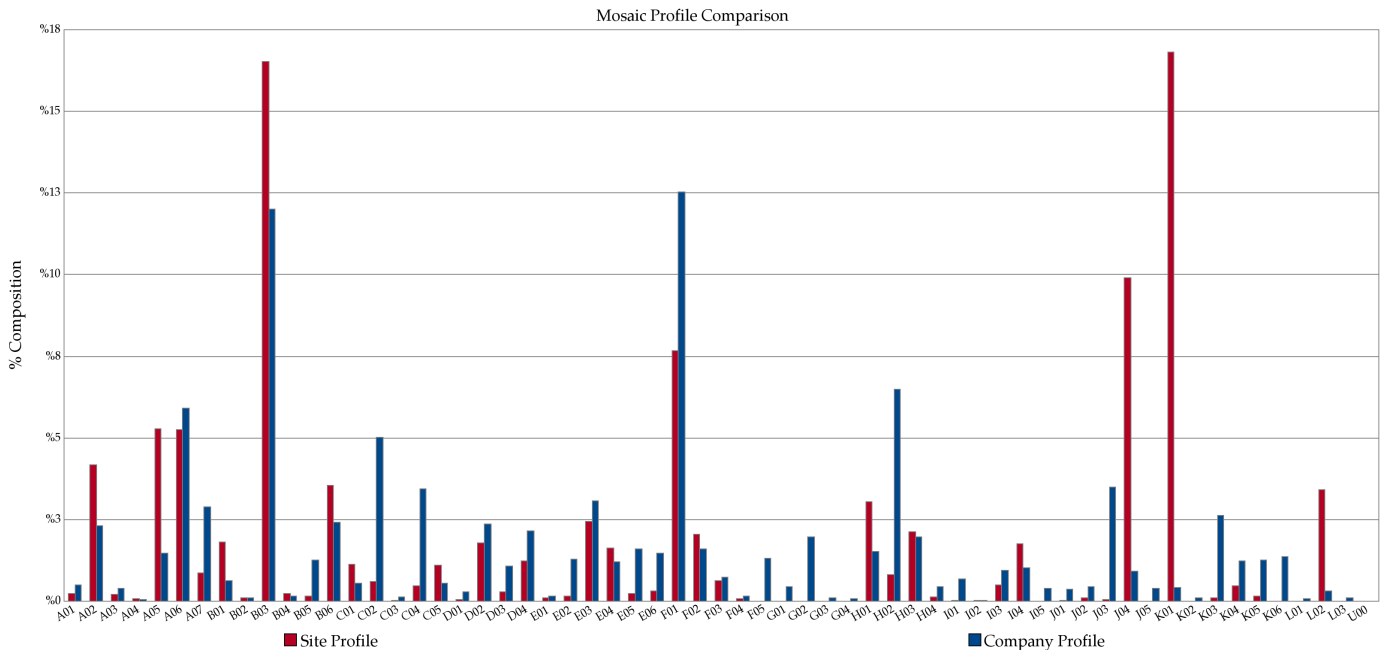
Profile Match Quality
Match Score: **51.86**   -   Match Quality: **Average**

Consumer Density
Consumer Density Score: **103.01** %   -   Density Quality: **Comparable**

Site Consumers: **16,205**
Company Average Consumers: **15,731**

Mosaic Profile Comparison

■ Site Profile   ■ Company Profile

Data Sources: Mosaic® USA is a registered trademark of Experian

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Site Match Report - Round Table

Date: Wednesday, 28 November, 2012

Site Description: **42.02320, -93.61090**
Latitude: 42.023197 Longitude: -93.610897
State: IA
Region: WNC

Buxton Urban Density Score (BUDS): 2
Drivetime: 10 Minutes
Match Level: National
Profile Match: Households

Round Table
Number of Matched Locations: **67**
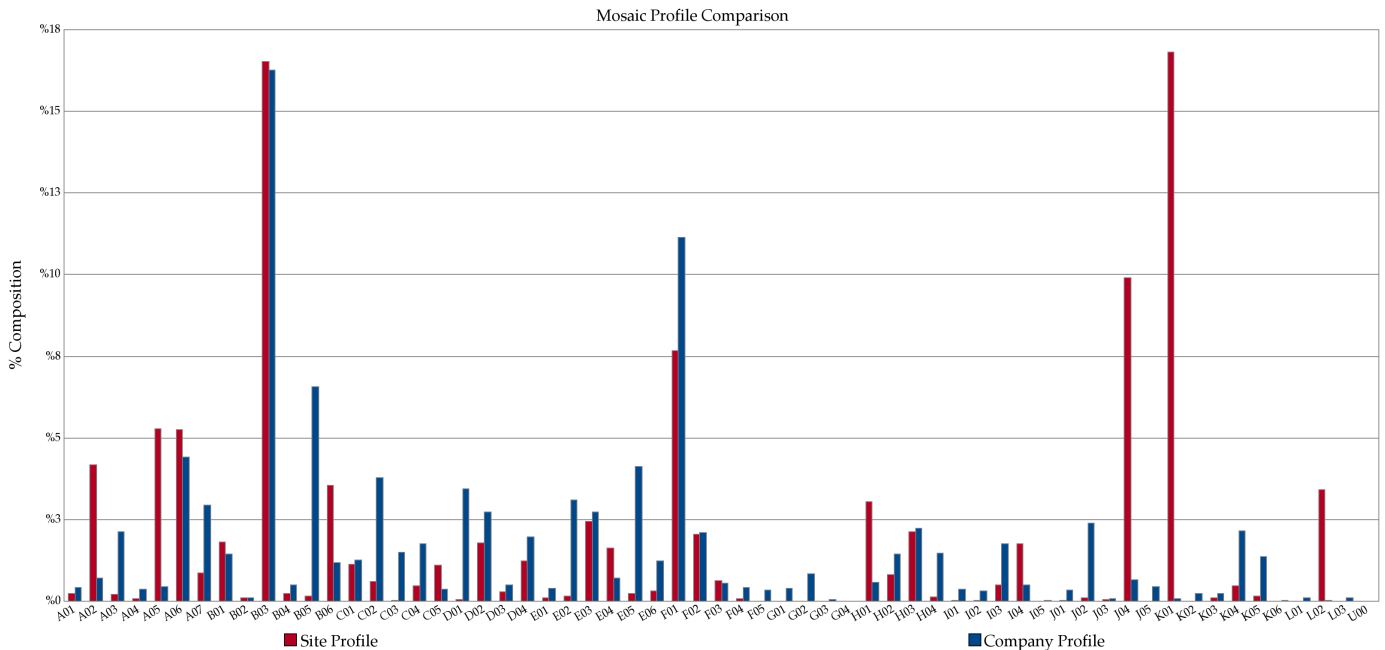
Profile Match Quality
Match Score: **51.43**   -   Match Quality: **Average**

Consumer Density
Consumer Density Score: **134.44** %   -   Density Quality: **High**

Site Consumers: **16,205**
Company Average Consumers: **12,054**

Mosaic Profile Comparison

Data Sources: Mosaic® USA is a registered trademark of Experian

Site Match Report - Dennys

Date: Wednesday, 28 November, 2012

Site Description: **42.02320, -93.61090**
Latitude: 42.023197 Longitude: -93.610897
State: IA
Region: WNC

Buxton Urban Density Score (BUDS): 2
Drivetime: 10 Minutes
Match Level: National
Profile Match: Households

Gilbert

Ames Iowa   Neva

Ames Municipal Airport

Kelley

Dennys
Number of Matched Locations: **428**

Profile Match Quality

Match Score: **51.35**   -   Match Quality: **Average**

Consumer Density

Consumer Density Score: **115.12** %   -   Density Quality: **Comparable**

Site Consumers: **16,205**
Company Average Consumers: **14,077**

Mosaic Profile Comparison

■ Site Profile   ■ Company Profile

Data Sources: Mosaic® USA is a registered trademark of Experian

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Site Match Report - Ihop

Date: Wednesday, 28 November, 2012

Site Description: **42.02320, -93.61090**
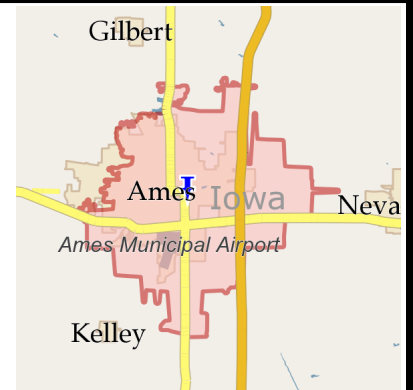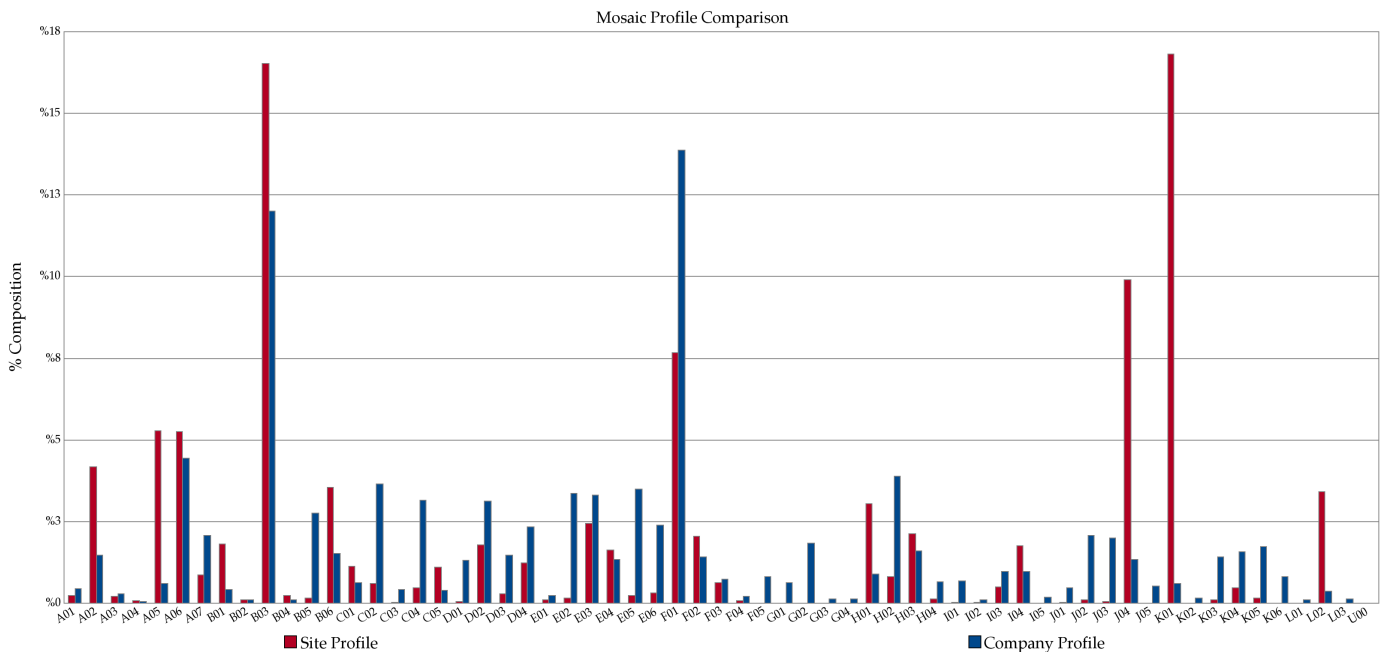Latitude: 42.023197 Longitude: -93.610897
State: IA
Region: WNC

Buxton Urban Density Score (BUDS): 2
Drivetime: 10 Minutes
Match Level: National
Profile Match: Households

Ihop
Number of Matched Locations: **362**

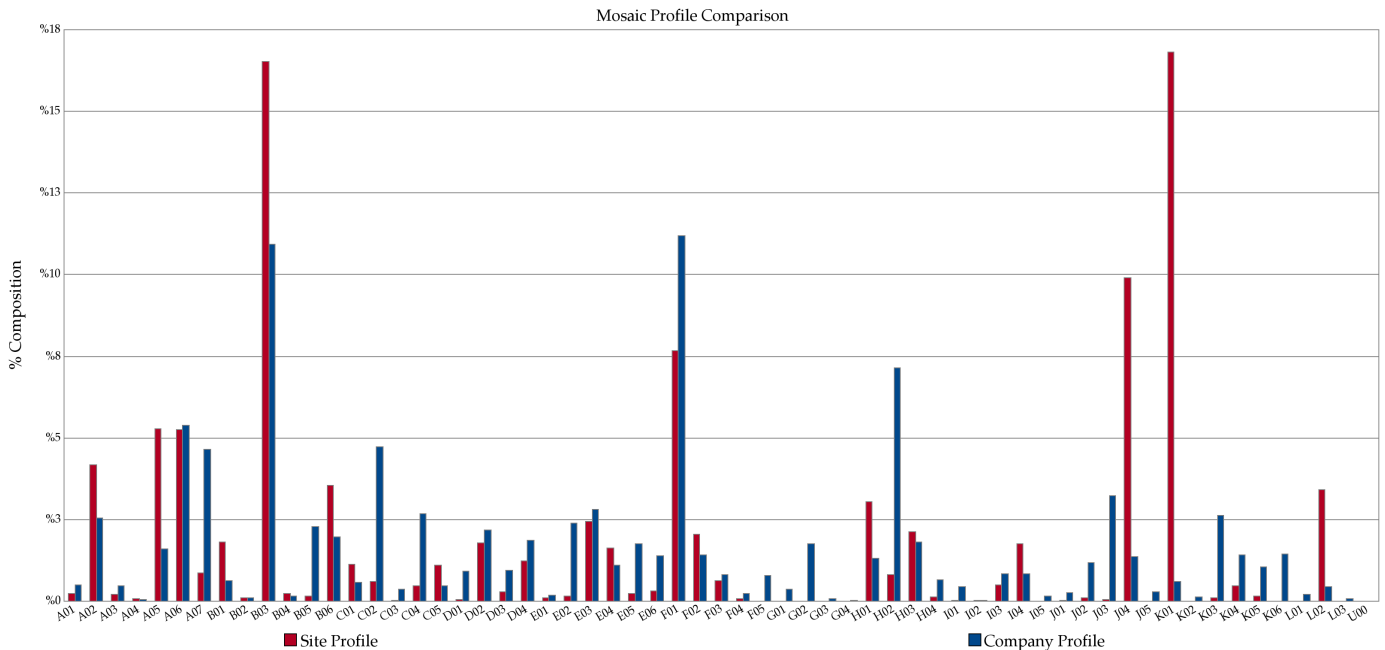## Profile Match Quality
Match Score: **50.48** - Match Quality: **Average**

Consumer Density
Consumer Density Score: **89.59** % - Density Quality: **Comparable**

Site Consumers: **16,205**
Company Average Consumers: **18,088**

Mosaic Profile Comparison

■ Site Profile   ■ Company Profile

Data Sources: Mosaic® USA is a registered trademark of Experian

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Site Match Report - Smashburger

Date: Wednesday, 28 November, 2012

Site Description: **42.02320, -93.61090**
Latitude: 42.023197 Longitude: -93.610897
State: IA
Region: WNC

Buxton Urban Density Score (BUDS): 2
Drivetime: 10 Minutes
Match Level: National
Profile Match: Households

Smashburger
Number of Matched Locations: **13**
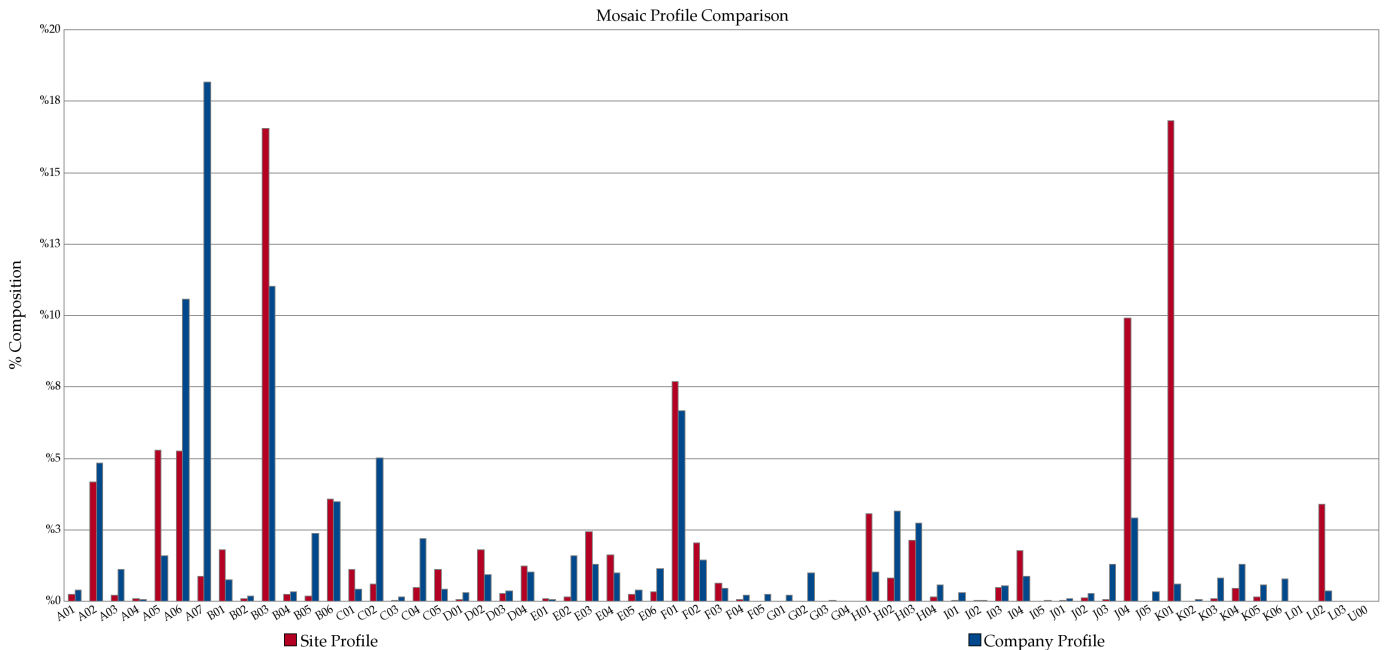
Profile Match Quality
Match Score: **40.75**   -   Match Quality: **Low**

Consumer Density
Consumer Density Score: **80.06** %   -   Density Quality: **Comparable**

Site Consumers: **16,205**
Company Average Consumers: **20,240**

Mosaic Profile Comparison

Data Sources: Mosaic® USA is a registered trademark of Experian

Site Match Report - Macaroni Grill

Date: Wednesday, 28 November, 2012

Site Description: **42.02320, -93.61090**
Latitude: 42.023197   Longitude: -93.610897
State: IA
Region: WNC

Buxton Urban Density Score (BUDS): 2
Drivetime: 10 Minutes
Match Level: National
Profile Match: Households

Macaroni Grill
Number of Matched Locations: **16**
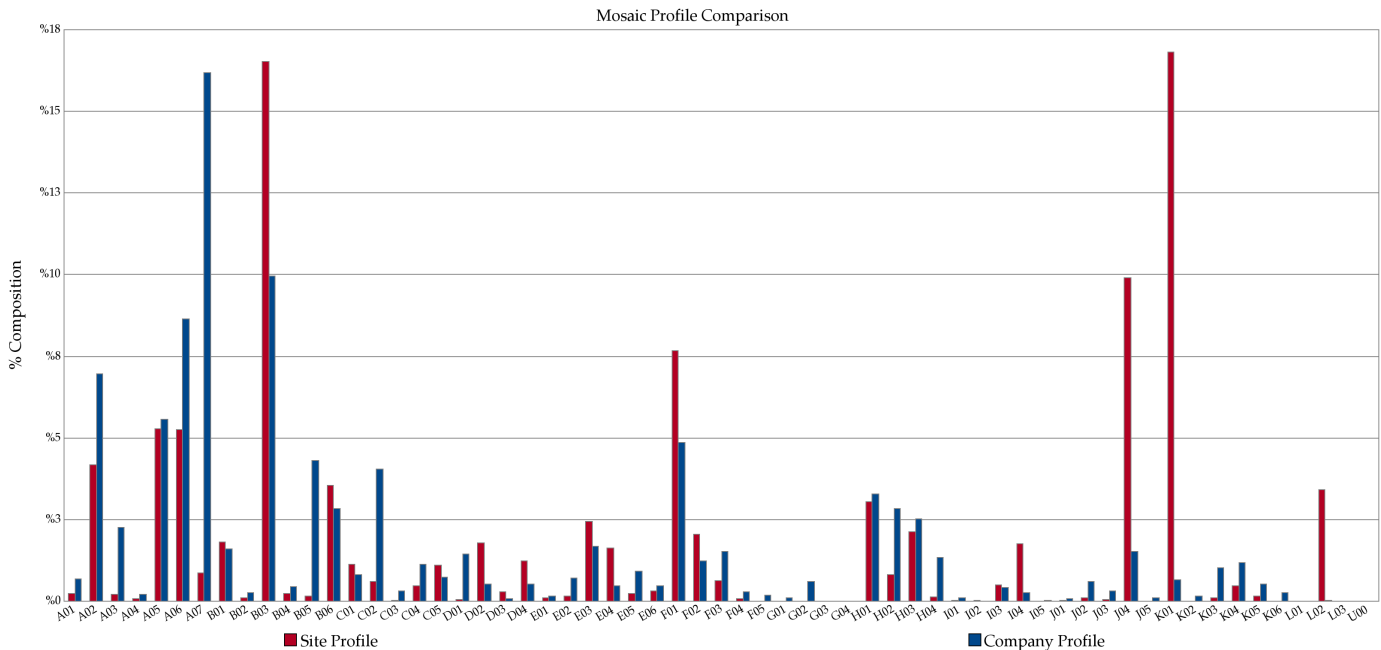
Profile Match Quality
Match Score: **40.49**   -   Match Quality: **Low**

Consumer Density
Consumer Density Score: **66.15** %   -   Density Quality: **Low**

Site Consumers: **16,205**
Company Average Consumers: **24,496**

Mosaic Profile Comparison

■ Site Profile   ■ Company Profile

Data Sources: Mosaic® USA is a registered trademark of Experian

Site Match Report - Cheesecake Factory

Date: Wednesday, 28 November, 2012

Site Description: **42.02320, -93.61090**
Latitude: 42.023197 Longitude: -93.610897
State: IA
Region: WNC

Buxton Urban Density Score (BUDS): 2
Drivetime: 10 Minutes
Match Level: National
Profile Match: Households

Cheesecake Factory
Number of Matched Locations: **3**

Profile Match Quality
Match Score: **24.49**   -   Match Quality: **Low**

Consumer Density
Consumer Density Score: **100.78** %   -   Density Quality: **Comparable**

Site Consumers: **16,205**
Company Average Consumers: **16,080**

Mosaic Profile Comparison

% Composition

■ Site Profile   ■ Company Profile

Data Sources: Mosaic® USA is a registered trademark of Experian

Site Match Report - Yardhouse

Date: Wednesday, 28 November, 2012

Site Description: **42.02320, -93.61090**
Latitude: 42.023197 Longitude: -93.610897
State: IA
Region: WNC

Buxton Urban Density Score (BUDS): 2
Drivetime: 10 Minutes
Match Level: National
Profile Match: Households
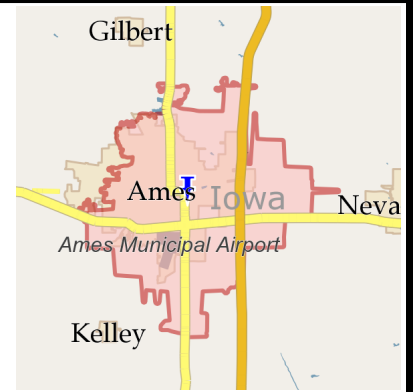
Yardhouse
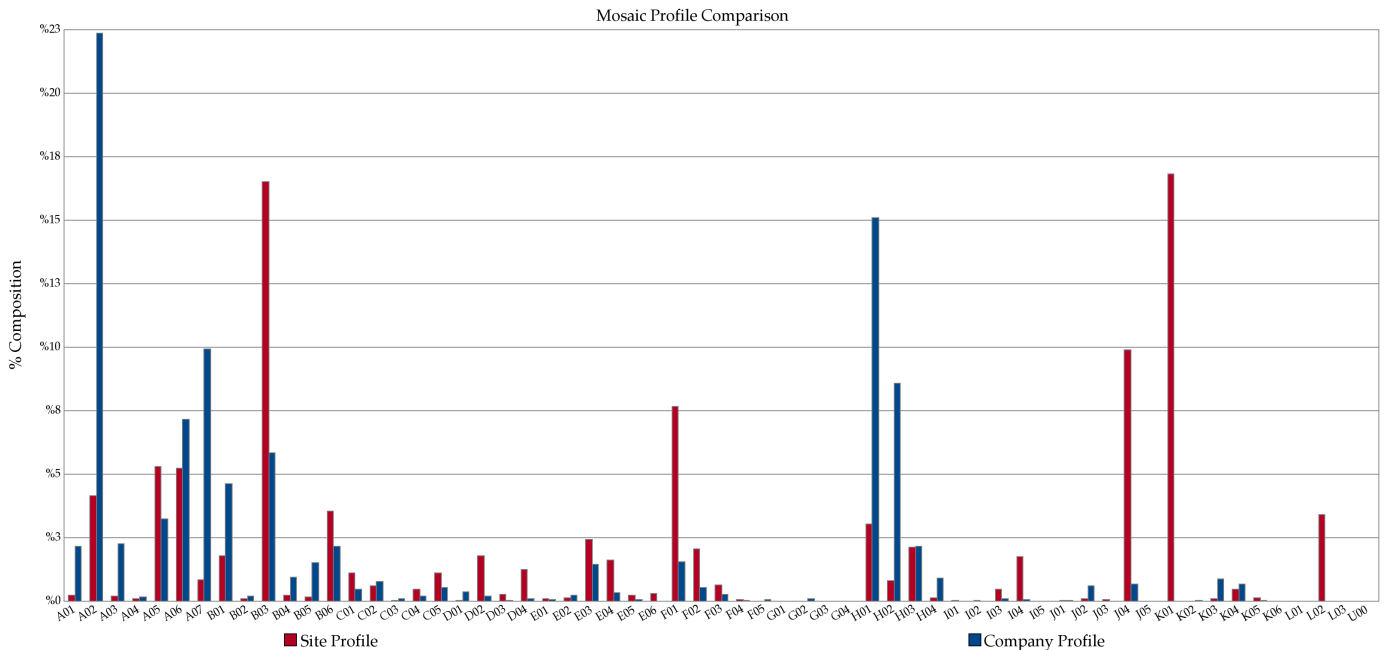Number of Matched Locations: **1**

Profile Match Quality
Match Score: **19.44**   -   Match Quality: **Low**

Consumer Density
Consumer Density Score: **101.82** %   -   Density Quality: **Comparable**

Site Consumers: **16,205**
Company Average Consumers: **15,915**

Mosaic Profile Comparison

■ Site Profile   ■ Company Profile

Data Sources: Mosaic® USA is a registered trademark of Experian

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20 Minute Drive Time Map

Retail Leakage and Surplus Analysis

The Retail Leakage and Surplus Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called "a gap analysis" or "a supply and demand analysis" and can aid in the following:
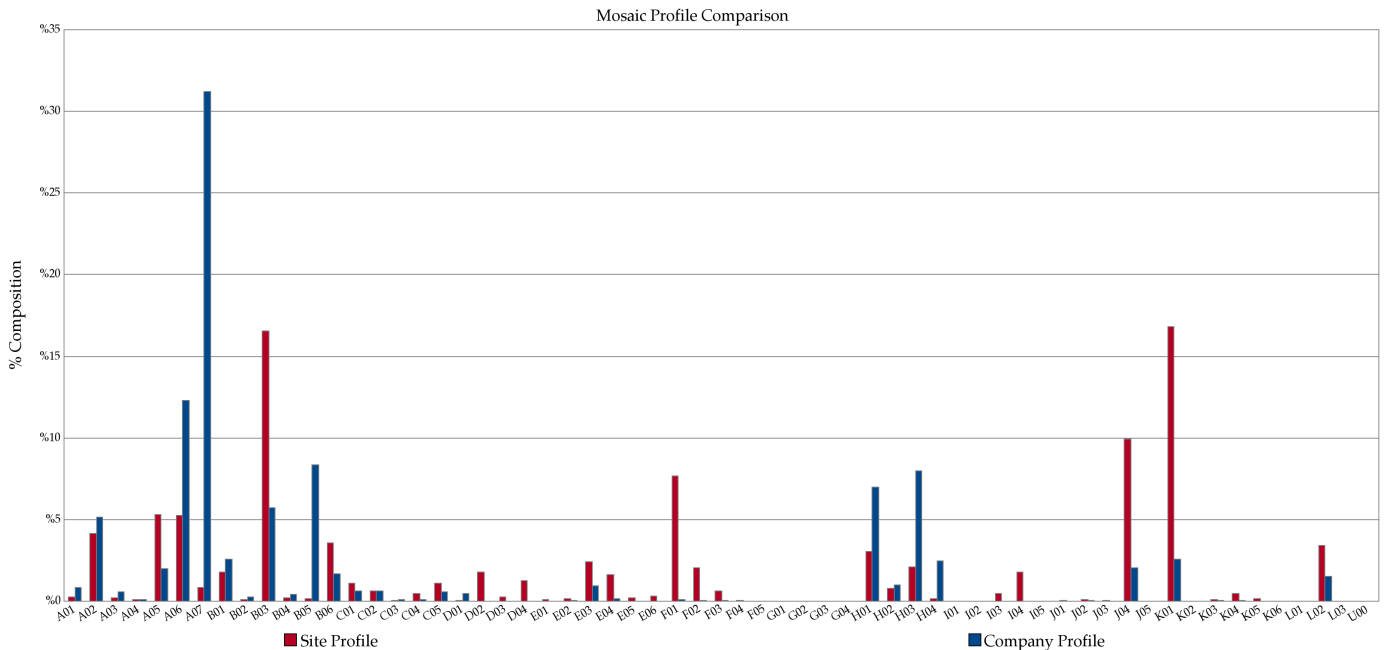
-Indicating how well the retail needs of local residents are being met
-Uncovering unmet demand and possible opportunities
-Understanding the strengths and weaknesses of the local retail sector
-Measuring the difference between actual and potential retail sales

Understanding Retail Leakage

Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

However, retail leakage does not necessarily translate into opportunity. For example, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store.

Understanding Retail Surplus

A retail surplus means that the community's trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal. Examples of these types of retailers include: sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

Examining the quantitative aspects (Leakage/Surplus) is only part of the evaluation of community's retail opportunities. Before any conclusions can be drawn about potential business expansion or recruitment opportunities, qualitative considerations such as trade area psychographics and buying habits must be analyzed in context of other market factors.

Interpreting Leakage Index

1.0 = equilibrium, meaning that demand and sales in the area being analyzed are in balance.

.80 = demand exceeds sales by 20%, meaning that consumers are leaving the area being analyzed.

1.2 = sales exceed demand by 20%, meaning that consumers are coming from outside the area being analyzed.

Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

Figure 1 provides the leakage/surplus indices and following is the sales potential and actual sales for major store types.

Figure 1. Leakage/Surplus Index and Actual and Potential Sales by Major Store Types
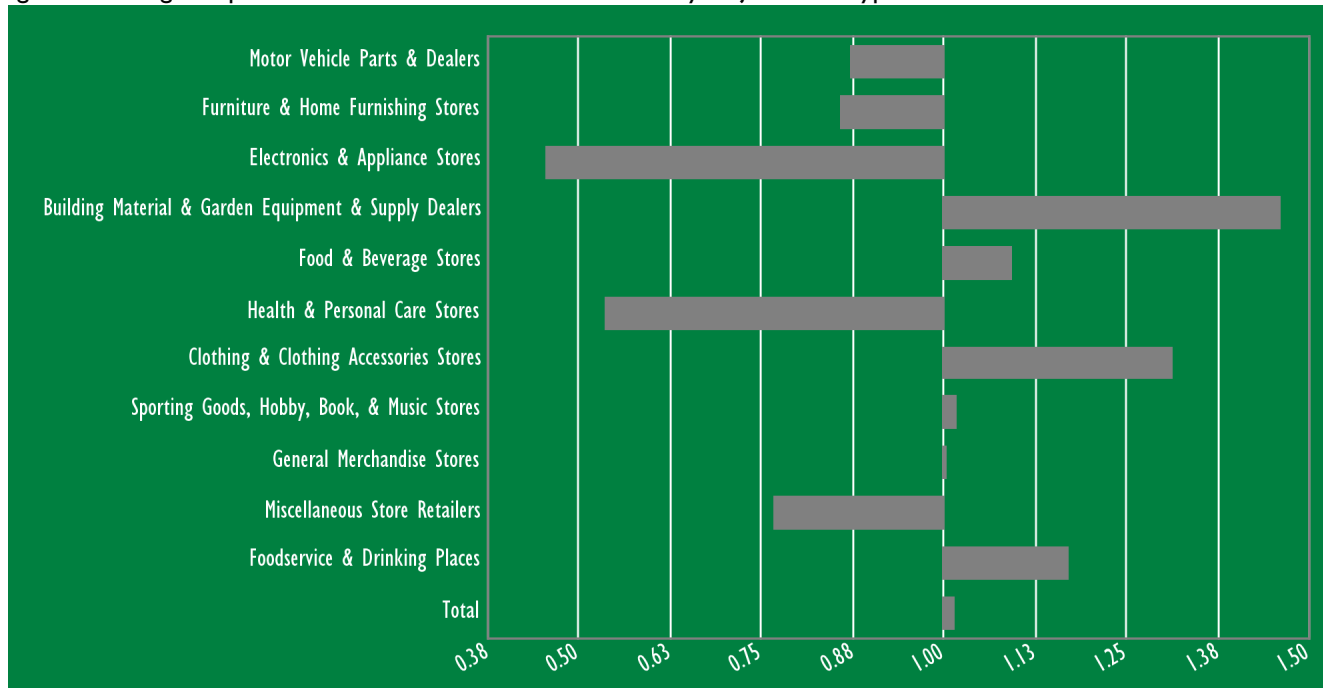
Store Type	Potential	Actual Sales	Leakage
Motor Vehicle Parts & Dealers	136,327,903	119,064,283	0.9
Furniture & Home Furnishing Stores	14,615,921	12,547,203	0.9
Electronics & Appliance Stores	16,991,143	7,749,344	0.5
Building Material & Garden Equipment & Supply Dealers	58,279,824	85,032,073	1.5
Food & Beverage Stores	68,759,806	74,949,878	1.1
Health & Personal Care Stores	30,362,535	16,314,487	0.5
Clothing & Clothing Accessories Stores	34,397,916	45,082,590	1.3
Sporting Goods, Hobby, Book, & Music Stores	18,608,713	18,914,301	1.0
General Merchandise Stores	79,430,063	79,499,581	1.0
Miscellaneous Store Retailers	17,118,837	13,159,616	0.8
Foodservice & Drinking Places	60,042,236	70,113,666	1.2
Total	534,934,897	542,427,022	1.0

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Data Sources: Applied Geographic Solutions, Inc.

Sub-Categories of Motor Vehicle Parts & Dealers

Store Type	Potential	Actual Sales	Leakage
Expenditures at Automotive Dealers	117,230,818	94,606,586	0.8
Expenditures at Other Motor Vehicle Dealers	8,624,024	9,329,107	1.1
Expenditures at Automotive Parts, Accessories, and Tire Stores	10,473,061	15,128,591	1.4
Total Motor Vehicle Parts & Dealers	136,327,903	119,064,283	0.9

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Data Sources: Applied Geographic Solutions, Inc.

Sub-Categories of Furniture & Home Furnishing Stores
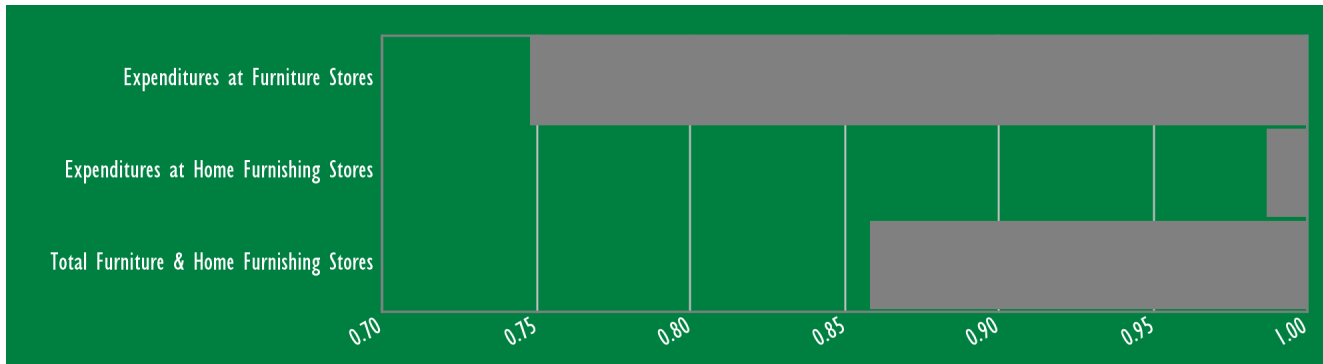
Store Type	Potential	Actual Sales	Leakage
Expenditures at Furniture Stores	7,882,345	5,900,092	0.7
Expenditures at Home Furnishing Stores	6,733,576	6,647,111	1.0
Total Furniture & Home Furnishing Stores	14,615,921	12,547,203	0.9

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Data Sources: Applied Geographic Solutions, Inc.

Sub-Categories of Electronics & Appliance Stores

Store Type	Potential	Actual Sales	Leakage
Expenditures at Appliance, Television, and Other Electronics Stores	12,330,379	5,356,409	0.4
Expenditures at Computer and Software Stores	4,029,577	2,392,935	0.6
Expenditures at Camera and Photographic Equipment Stores	631,187	0	0.0
Total Electronics & Appliance Stores	16,991,143	7,749,344	0.5

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Data Sources: Applied Geographic Solutions, Inc.

Sub-Categories of Building Material & Garden Equipment & Supply Dealers

Store Type	Potential	Actual Sales	Leakage
Expenditures at Home Centers	21,561,241	6,329,506	0.3
Expenditures at Paint and Wallpaper Stores	1,232,692	9,438,876	7.7
Expenditures at Hardware Stores	4,753,999	29,174,875	6.1
Expenditures at Other Building Materials Dealers	25,681,086	34,202,843	1.3
Expenditures at Outdoor Power Equipment Stores	710,018	280,601	0.4
Expenditures at Nursery and Garden Centers	4,340,789	5,605,373	1.3
Total Building Material & Garden Equipment & Supply Dealers	58,279,824	85,032,073	1.5

Sub-Categories of Food & Beverage Stores

Store Type	Potential	Actual Sales	Leakage
Expenditures at Supermarkets and Other Grocery (except Convenience) Stores	58,421,438	68,115,455	1.2
Expenditures at Convenience Stores	3,391,459	2,200,966	0.6
Expenditures at Specialty Food Stores	1,852,573	3,728,179	2.0
Expenditures at Beer, Wine, and Liquor Stores	5,094,336	905,278	0.2
Total Food & Beverage Stores	68,759,806	74,949,878	1.1

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Data Sources: Applied Geographic Solutions, Inc.

Sub-Categories of Health & Personal Care Stores
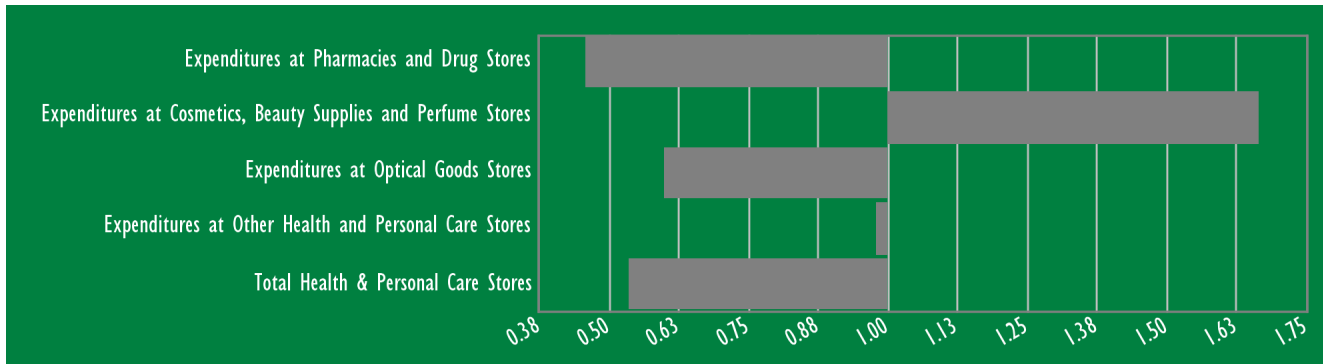
Store Type	Potential	Actual Sales	Leakage
Expenditures at Pharmacies and Drug Stores	26,263,836	12,066,884	0.5
Expenditures at Cosmetics, Beauty Supplies and Perfume Stores	1,027,536	1,712,133	1.7
Expenditures at Optical Goods Stores	1,242,936	745,323	0.6
Expenditures at Other Health and Personal Care Stores	1,828,227	1,790,146	1.0
Total Health & Personal Care Stores	30,362,535	16,314,487	0.5

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Data Sources: Applied Geographic Solutions, Inc.

Sub-Categories of Clothing & Clothing Accessories Stores
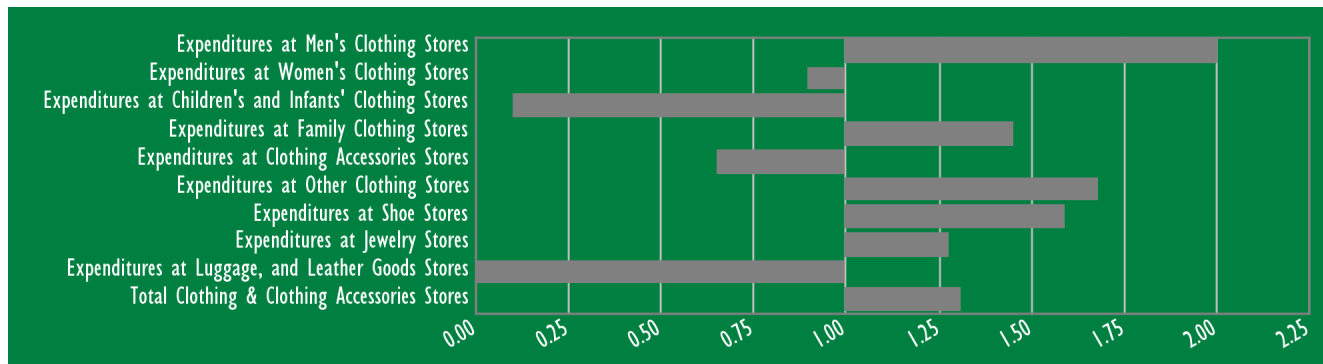
Store Type	Potential	Actual Sales	Leakage
Expenditures at Men's Clothing Stores	1,674,104	3,354,688	2.0
Expenditures at Women's Clothing Stores	7,054,689	6,313,058	0.9
Expenditures at Children's and Infants' Clothing Stores	953,654	97,058	0.1
Expenditures at Family Clothing Stores	13,632,190	19,802,559	1.5
Expenditures at Clothing Accessories Stores	556,426	363,999	0.7
Expenditures at Other Clothing Stores	1,742,193	2,933,671	1.7
Expenditures at Shoe Stores	4,528,768	7,208,345	1.6
Expenditures at Jewelry Stores	3,913,179	5,009,213	1.3
Expenditures at Luggage, and Leather Goods Stores	342,712	0	0.0
Total Clothing & Clothing Accessories Stores	34,397,916	45,082,590	1.3

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Data Sources: Applied Geographic Solutions, Inc.

Sub-Categories of Sporting Goods, Hobby, Book, & Music Stores

Store Type	Potential	Actual Sales	Leakage
Expenditures at Sporting Goods Stores	5,279,208	2,021,130	0.4
Expenditures at Hobby, Toys and Games Stores	2,609,596	3,248,975	1.2
Expenditures at Sew/Needlework/Piece Goods Stores	696,925	1,267,054	1.8
Expenditures at Musical Instrument and Supplies Stores	1,012,017	434,016	0.4
Expenditures at Book Stores and News Dealers	7,272,075	8,336,305	1.1
Expenditures at Prerecorded Tape, Compact Disc, and Record Stores	1,738,893	3,606,820	2.1
Total Sporting Goods, Hobby, Book, & Music Stores	18,608,713	18,914,301	1.0

Sub-Categories of General Merchandise Stores
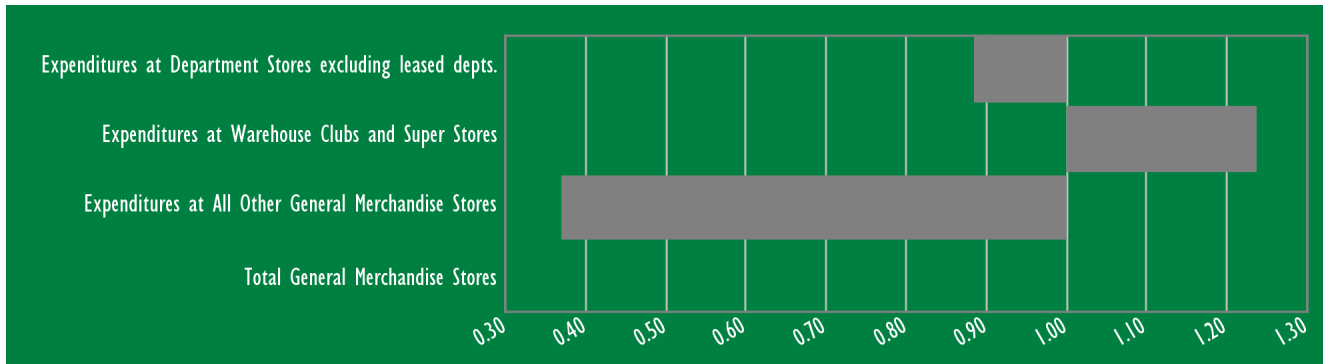
Store Type	Potential	Actual Sales	Leakage
Expenditures at Department Stores excluding leased depts.	39,173,884	34,670,666	0.9
Expenditures at Warehouse Clubs and Super Stores	34,455,802	42,674,864	1.2
Expenditures at All Other General Merchandise Stores	5,800,377	2,154,051	0.4
Total General Merchandise Stores	79,430,063	79,499,581	1.0

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Data Sources: Applied Geographic Solutions, Inc.

Sub-Categories of Miscellaneous Store Retailers
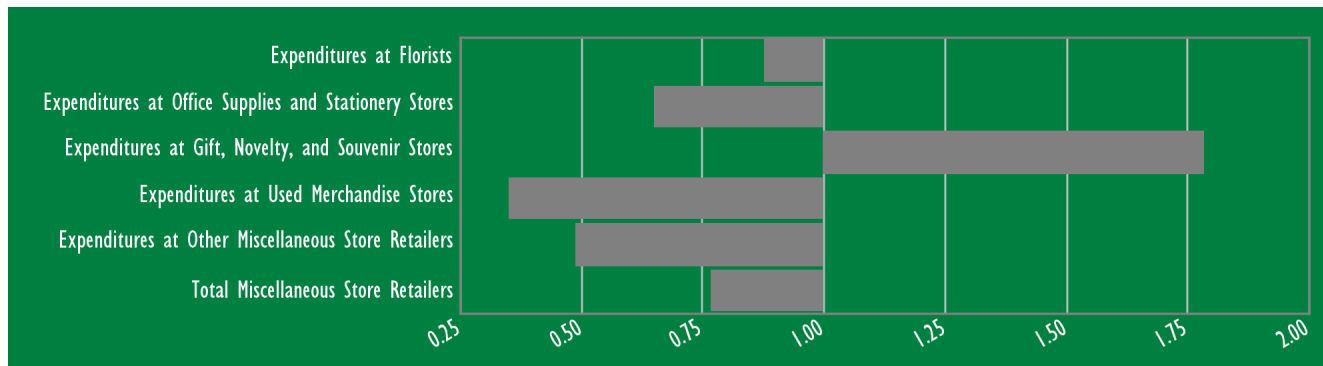
Store Type	Potential	Actual Sales	Leakage
Expenditures at Florists	1,095,650	960,223	0.9
Expenditures at Office Supplies and Stationery Stores	4,023,481	2,623,682	0.7
Expenditures at Gift, Novelty, and Souvenir Stores	3,038,354	5,419,347	1.8
Expenditures at Used Merchandise Stores	1,679,581	592,158	0.4
Expenditures at Other Miscellaneous Store Retailers	7,281,771	3,564,206	0.5
Total Miscellaneous Store Retailers	17,118,837	13,159,616	0.8

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Sub-Categories of Foodservice & Drinking Places
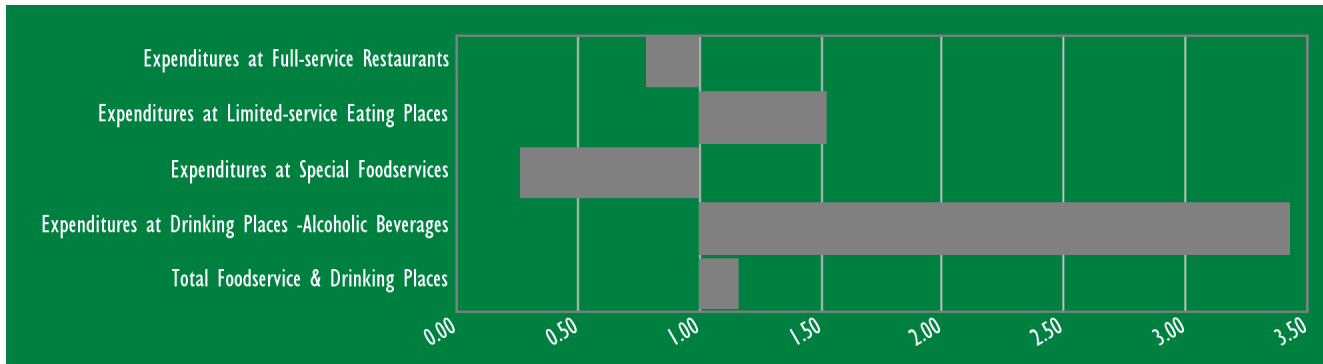
Store Type	Potential	Actual Sales	Leakage
Expenditures at Full-service Restaurants	27,583,757	21,630,700	0.8
Expenditures at Limited-service Eating Places	24,617,927	37,572,512	1.5
Expenditures at Special Foodservices	5,058,327	1,355,488	0.3
Expenditures at Drinking Places -Alcoholic Beverages	2,782,225	9,554,965	3.4
Total Foodservice & Drinking Places	60,042,236	70,113,666	1.2

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Data Sources: Applied Geographic Solutions, Inc.

Sources and Methodology

The primary data sources used in the construction of the database include:

• Current year AGS (Applied Geographic Solutions) Consumer Expenditure Estimates
• Census of Retail Trade, Merchandise Line Sales
• Census Bureau Monthly Retail Trade

The Census of Retail Trade presents a table known as the Merchandise Line summary, which relates approximately 120 merchandise lines (e.g. hardware) to each of the store types. For each merchandise line, the distribution of sales by store type can be computed, yielding a conversion table which apportions merchandise line sales by store type.

The AGS (Applied Geographic Solutions) Consumer Expenditure database was re-computed to these merchandise lines by aggregating both whole and partial categories, yielding, at the block group level, a series of merchandise line estimates which are consistent with the AGS Consumer Expenditure database.

These two components were then combined in order to derive estimated potential by store type. The results were then compared to current retail trade statistics to ensure consistency and completeness.

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Data Sources: Applied Geographic Solutions, Inc.

CATEGORY	DESCRIPTION	RESIDENTIAL	WORKPLACE
APPAREL	SPEND $150+ ON OTHER SHOES KID LESS THAN 1 YEAR	31.2494909	30.14579581
APPAREL	USE DRYPERS BRAND DISP DIAPERS/TRAIN PANTS	22.53557544	23.09452386
APPAREL	USE HUGGIES LITTLE SWIMMERS DISP DIAPERS/TRAIN PANTS	39.36649182	41.02391941
APPAREL	USE HUGGIES PULL-UPS DISP DIAPERS/TRAIN PANTS	49.82733724	68.58217019
APPAREL	USE HUGGIES ULTRA TRIM DISP DIAPERS/TRAIN PANTS	52.92012897	54.48055493
APPAREL	USE OTHER BRANDS DISP DIAPERS/TRAIN PANTS	94.46596729	84.41144192
APPAREL	USE STORE BRANDS DISP DIAPERS/TRAIN PANTS	97.41900648	76.91782981
APPAREL	USE HUGGIES OVERNITES DISP DIAPERS/TRAIN PANTS	32.99327368	43.12539397
APPAREL	USE HUGGIES SUPREME DISP DIAPERS/TRAIN PANTS	37.97895711	47.7008667
APPAREL	USE PAMPERS BABY DRY DISP DIAPERS/TRAIN PANTS	95.76377661	84.20762044
APPAREL	USE PAMPERS CRUISERS DISP DIAPERS/TRAIN PANTS	105.8217217	95.10656799
APPAREL	USE LUV'S ULTRA LEAK GUARDS DISP DIAPERS/TRAIN PANTS	106.4070349	98.73716794
APPAREL	BOUGHT MENS JEANS WITHIN LAST 12 MONTHS	109.5904968	108.8072377
APPAREL	BOUGHT MENS ATHLETIC SHOES WITHIN LAST 12 MONTHS	93.48701018	95.89444507
APPAREL	BOUGHT MENS OVERCOAT/TOPCOAT WITHIN LAST 12 MONTHS	165.7115705	133.8582846
APPAREL	BOUGHT MENS LEATHER JACKET WITHIN LAST 12 MONTHS	116.3945079	100.0028703
APPAREL	BOUGHT MENS RAINCOAT OR ALL-WEATHER COAT WITHIN LAST 12 MONTHS	94.39993829	102.5101024
APPAREL	BOUGHT MENS SPORT COAT OR BLAZER WITHIN LAST 12 MONTHS	92.65560012	91.90069226
APPAREL	BOUGHT MENS SWEATER WITHIN LAST 12 MONTHS	102.5727862	110.111259
APPAREL	BOUGHT MENS NECKTIE WITHIN LAST 12 MONTHS	80.64492441	91.45038834
APPAREL	BOUGHT MENS REGULAR OR DRESS SHIRT WITHIN LAST 12 MONTHS	92.54723851	98.88915466
APPAREL	BOUGHT MENS SPORT SHIRT (ALL TYPES)WITHIN LAST 12 MONTHS	89.83239741	97.34784444
APPAREL	BOUGHT MENS UNDERWEAR WITHIN LAST 12 MONTHS	96.52730639	100.6074403
APPAREL	BOUGHT MENS T-SHIRT (OUTERWEAR) WITHIN LAST 12 MONTHS	99.87750694	97.61036695
APPAREL	BOUGHT MENS OTHER GYM/JOGGING/WORKOUT CLOTHES WITHIN LAST 12 MONTHS	132.6680037	114.0709421
APPAREL	BOUGHT MENS UNDERWEAR WITHIN LAST 12 MONTHS	60.3452021	80.16338361
APPAREL	BOUGHT MENS SWIMSUIT WITHIN LAST 12 MONTHS	117.5613699	110.6186403
APPAREL	BOUGHT MENS SUIT WITHIN LAST 12 MONTHS	97.14316569	125.5558588
APPAREL	BOUGHT MENS SLACKS/PANTS (NOT JEANS) WITHIN LAST 12 MONTHS	102.4254243	112.5152803
APPAREL	BOUGHT MENS OTHER SHOES WITHIN LAST 12 MONTHS	110.8388769	99.34725349
APPAREL	BOUGHT MENS BOOTS (EXCLUDING WORK BOOTS) WITHIN LAST 12 MONTHS	70.07837087	86.33656011
APPAREL	BOUGHT MENS JEANS WITHIN PAST 12 MONTHS	92.85430423	94.8829919
APPAREL	BOUGHT WOMENS ATHLETIC SHOES WITHIN PAST 12 MONTHS	86.15914841	97.05743471
APPAREL	BOUGHT WOMENS BOOTS (EXCLUDING WORK BOOTS) WITHIN PAST 12 MONTHS	89.4646714	90.78148919
APPAREL	BOUGHT WOMENS SUIT WITHIN PAST 12 MONTHS	77.69910521	86.03616051
APPAREL	BOUGHT WOMENS OTHER SHOES WITHIN PAST 12 MONTHS	86.02690528	92.35198109
APPAREL	BOUGHT WOMENS OVERCOAT/JACKET WITHIN PAST 12 MONTHS	109.7866091	108.0878827
APPAREL	BOUGHT WOMENS DRESS WITHIN PAST 12 MONTHS	85.37179883	88.30929199
APPAREL	BOUGHT WOMENSSLACKS/PANTS (NOT JEANS) WITHIN PAST 12 MONTHS	88.33755014	99.64357271
APPAREL	BOUGHT WOMENS SWEATS WITHIN PAST 12 MONTHS	80.51589016	92.82960941
APPAREL	BOUGHT WOMENS FUR JACKET OR COAT (REAL) WITHIN PAST 12 MONTHS	102.2518976	93.26452049
APPAREL	BOUGHT WOMENS BLAZER OR JACKET (SUIT TYPE) WITHIN PAST 12 MONTHS	87.41221845	97.77943494
APPAREL	BOUGHT WOMENS RAINCOAT OR ALL-WEATHER COAT WITHIN PAST 12 MONTHS	156.9538414	128.1184151
APPAREL	BOUGHT WOMENS LEATHER JACKET WITHIN PAST 12 MONTHS	82.58531317	68.89537371
APPAREL	BOUGHT WOMENS HEAVY WEIGHT/SKI TYPE JACKET WITHIN PAST 12 MONTHS	109.8974391	110.4128489
APPAREL	BOUGHT WOMENS SWIMSUIT WITHIN PAST 12 MONTHS	87.18648565	87.68417942
APPAREL	BOUGHT WOMENS SKIRT WITHIN PAST 12 MONTHS	96.47349583	102.8462123
APPAREL	BOUGHT WOMENS SWEATER WITHIN PAST 12 MONTHS	99.68997223	103.0492177
APPAREL	BOUGHT WOMENS PURSE/HANDBAG WITHIN PAST 12 MONTHS	86.92798519	95.57721747
APPAREL	BOUGHT WOMENS T-SHIRT WITHIN PAST 12 MONTHS	58.06275841	67.29615038
APPAREL	BOUGHT WOMENS UTILITY/WORK CLOTHES/WORK BOOTS WITHIN PAST 12 MONTHS		

Output

APPAREL			
APPAREL	BOUGHT WOMENS BLOUSE/SHIRT WITHIN PAST 12 MONTHS	88.0028383863	92.29983679
APPAREL	BOUGHT WOMENS OTHER GYM/JOGGING/WORKOUT CLOTHES WITHIN PAST 12 MONTHS	113.25109553	111.07983345
APPAREL	BOUGHT WOMENS NIGHTWEAR (NIGHTGOWN/PAJAMAS) WITHIN PAST 12 MONTHS	82.23579142	88.20528478
APPAREL	BOUGHT WOMENS OTHER LINGERIE WITHIN PAST 12 MONTHS	82.6640543	89.99639802
APPAREL	BOUGHT JEANS WITHIN LAST 12 MONTHS	100.3357606	100.0419293
APPAREL	BOUGHT SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	92.57790805	92.53866502
APPAREL	BOUGHT JOGGING OR RUNNING SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	110.3722925	102.7174696
APPAREL	BOUGHT BASKETBALL SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	59.3498303	68.07398131
APPAREL	BOUGHT CASUAL SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	104.6352977	94.65370329
APPAREL	BOUGHT CROSS TRAINING SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	96.77223079	108.3425259
APPAREL	BOUGHT EXERCISE WALKING SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	78.74526381	87.25664115
APPAREL	BOUGHT HIKING SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	88.21215674	123.0928917
APPAREL	BOUGHT TENNIS SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	76.75674175	80.21972085
APPAREL	BOUGHT NFL (NATIONAL FOOTBALL LEAGUE) TEAM LOGO LICENSED SPORTS CLOTHING WITHIN LAST 12 MONTHS	80.74584261	91.07147681
APPAREL	BOUGHT LICENSED COLLEGE/PROFESSIONAL SPORTS CLOTHING WITHIN LAST 12 MONTHS	91.69077445	101.5245385
APPAREL	BOUGHT NBA (NATIONAL BASKETBALL ASSOCIATION) TEAM LOGO LICENSED SPORTS CLOTHING WITHIN LAST 12 MONTHS	72.66288183	73.62978388
APPAREL	BOUGHT MLB (MAJOR LEAGUE BASEBALL) TEAM LOGO LICENSED SPORTS CLOTHING WITHIN LAST 12 MONTHS	99.62653502	111.9134399
APPAREL	BOUGHT MLS (MAJOR LEAGUE SOCCER) TEAM LOGO LICENSED SPORTS CLOTHING WITHIN LAST 12 MONTHS	55.53699475	54.86793674
APPAREL	USE OTHER HUGGIES DISP DIAPERS/TRAIN PANTS	176.3506325	157.770036
APPAREL	BOUGHT NHL (NATIONAL HOCKEY LEAGUE) TEAM LOGO LICENSED SPORTS CLOTHING WITHIN LAST 12 MONTHS	87.15273064	91.96277015
APPAREL	BOUGHT COLLEGE LICENSED SPORTS TEAM LOGO CLOTHING WITHIN LAST 12 MONTHS	108.4018513	120.2742852
APPAREL	BOUGHT OTHER TEAM LOGO LICENSED SPORTS CLOTHING WITHIN LAST 12 MONTHS	96.1584079	87.7536864