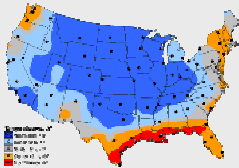




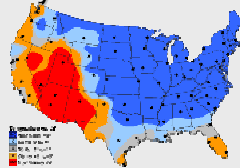
Issued: November 3<sup>RD</sup>, 2009

# OCTOBER 2009

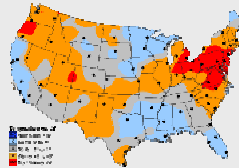
## Weekly ACTUAL Temperature Trends vs Last Year



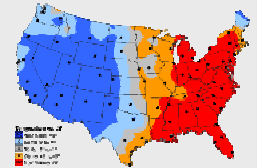
OCT 10, 2009



Columbus Day 12<sup>th</sup>  
OCT 17, 2009

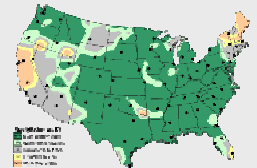
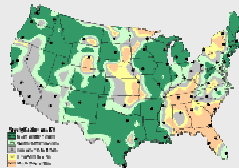
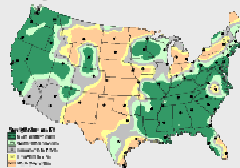
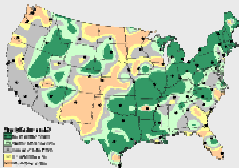


OCT 24, 2009



Halloween 31<sup>st</sup>  
OCT 31, 2009

## Weekly ACTUAL Precipitation Trends vs Last Year



LEGEND: vs LY

- Much Colder ≤ -5°
- Colder -1° to -5°
- Similar -1° to +1°
- Warmer +1° to +5°
- Much Warmer ≥ +5°
- Much Wetter >200%
- Wetter 125% to 200%
- Similar 75% to 125%
- Drier 50% to 75%
- Much Drier < 50%

Dates are weekend Saturday

OCTOBER 2009 SUMMARY (RETAIL MONTH OCTOBER 4-31)

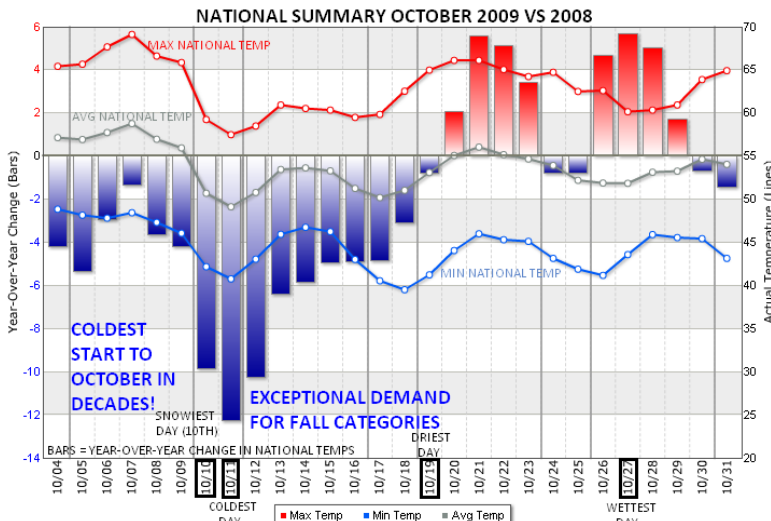
REGION	TEMP VS LY	17 YR TEMP RANK	17 YR TREND	PRCP VS LY	17 YR PRCP RANK	SNOW VS LY	17 YR SNOW TREND
U.S.	-2.0F	2ND COLDEST	COLDEST IN 7 YRS	+85%	1ST WETTEST	+126%	1ST SNOWIEST
NORTHEAST	-0.5F	2ND COLDEST	COLDEST IN 7 YRS	+97%	5TH WETTEST	+8%	MOST IN 3 YRS
SOUTHEAST	+1.4F	6TH COLDEST	WARMEST IN 2 YRS	+37%	WETTEST IN 14 YRS	NA	NA
S. CENTRAL	-2.3F	2ND COLDEST	COLDEST IN 7 YRS	+184%	1ST WETTEST	+170%	MOST IN 12 YRS
N. CENTRAL	-5.3F	2ND COLDEST	COLDEST IN 7 YRS	+63%	1ST WETTEST	+669%	2ND SNOWIEST
N. ROCKY MTNS	-5.3F	2ND COLDEST	COLDEST IN 7 YRS	+53%	WETTEST IN 15 YRS	+20%	1ST SNOWIEST
S. ROCKY MTNS	-3.5F	2ND COLDEST	COLDEST IN 7 YRS	+33%	WETTEST IN 3 YRS	+4360%	MOST IN 12 YRS
SOUTHWEST	-2.8F	4TH COLDEST	COLDEST IN 7 YRS	+173%	WETTEST IN 5 YRS	+490%	2ND SNOWIEST
NORTHWEST	-0.2F	6TH COLDEST	COLDEST IN 2 YRS	+299%	WETTEST IN 5 YRS	-85%	6TH SNOWIEST

Nationally, **TEMPERATURES** were colder than last year for 74% of the U.S. with 86% of the U.S. colder than a typical October. With 1,908 record low temperatures across the country the month ranked the coldest in 7 years and 2<sup>nd</sup> coldest in 33 years. It's very likely the month will rank in the top 10 coldest Octobers in 114 years of records! The chart to the left shows daily year-over-year temperature changes for the nation as a whole with the coldest day on the 11<sup>th</sup> and snowiest on the 10<sup>th</sup>. This corresponded with the Columbus Day holiday weekend which were absolutely perfect conditions for exceptional sales gains for cold/snow categories.

**PRECIPITATION** nationally was one of the top 5 wettest in 114 years with all regions showing significantly more rain than last year. After a year of exceptional drought in Texas the skies opened up with a foot to as much as 20" across the South Central U.S. with flooding. Rain in October is a plus for stronger mall based store traffic.

**SNOWFALL** was again record setting with the most snowfall in 20+ years for the U.S. as a whole. Many ski resorts out West opened up the earliest in 40+ years. See daily national snowfall totals in the chart left.

**RETAIL TRENDS:** Our research shows every 1F colder can bring a +0.7% bounce in retail industry same-store sales. Wet and snow are also positives as it drives early demand for Fall-Winter categories. With very easy comparisons to last year's worst October ever (-4.2%), WTI expects retail industry same-store sales to come in much higher than expected with a potentially blow out, very positive month! Wall Street expectations are flat (0%) but WTI thinks +1% to +2.5% is possible!



Holiday	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su						
Tmax	66	66	68	69	67	66	69	58	59	61	61	60	60	63	65	66	66	68	69	64	65	63	60	60	61	64	65	
Tavg	57	57	58	59	57	56	51	49	51	53	54	53	51	51	53	55	56	59	55	54	52	52	52	53	53	55	54	
Tmin	49	48	48	48	47	46	42	41	33	46	47	46	48	41	40	41	44	46	48	45	43	42	41	44	46	45	44	
Prcp	131	44	35	20	43	131	15	11	36	49	48	40	20	13	131	5.8	8.5	42	63	59	48	14	41	71	44	59	61	22
Snow	19	6.7	0.0	3.6	4.2	26	37	15	17	2.2	4.0	2.5	2.6	1.0	1.0	0.0	2.0	4.1	1.1	1.0	7.0	2.3	0.0	1.1	3.0	2.4	1.1	1.0

# Weekly Temperature & Precipitation Trends vs NORMAL

## MARKET TRENDS VS LY AND NORMAL

### RETAIL CALENDAR (October 4-31, 2009)

Region	City	St	2009 Actual		2009 vs 2008		2009 vs Nrmal	
			T (°F)	P (in)	T (°F)	P (in)	T (°F)	P (in)
Northeast	Albany	NY	47.5	3.97	0.2	84%	-1.8	134%
	Baltimore	MD	54.9	6.16	-0.2	536%	-0.7	207%
	Boston	MA	51.6	3.99	-1.0	424%	-1.8	131%
	Buffalo	NY	48.3	4.24	-0.9	113%	-2.5	130%
	Burlington	VT	45.5	2.57	-0.1	67%	-2.3	86%
	Cincinnati	OH	51.7	4.88	-4.6	299%	-3.2	156%
	Cleveland	OH	52.1	2.75	0.6	123%	-0.7	94%
	Columbus	OH	51.3	3.85	-3.4	269%	-3.1	153%
	Harrisburg	PA	52.9	6.24	0.2	258%	-1.3	367%
	Hartford	CT	50.4	3.95	0.1	175%	-1.0	106%
	New York	NY	56.4	4.30	-0.2	141%	-1.4	132%
	Philadelphia	PA	56.0	5.47	0.0	351%	-0.9	184%
Pittsburgh	PA	50.3	2.02	-0.8	110%	-1.9	92%	
Roanoke	VA	57.0	2.69	-1.1	144%	-0.5	85%	
Southeast	Atlanta	GA	60.4	8.71	-0.7	250%	-2.9	281%
	Birmingham	AL	61.4	7.88	-0.8	406%	-2.5	234%
	Charleston	SC	67.1	2.68	3.4	24%	0.4	93%
	Charlotte	NC	58.7	3.58	0.9	240%	-1.9	101%
	Columbia	SC	63.0	6.79	2.4	212%	-0.7	245%
	Jackson	MS	63.0	8.52	-0.3	418%	-2.4	236%
	Jacksonville	FL	73.0	2.03	5.5	125%	3.0	57%
	Knoxville	TN	57.6	4.28	-1.2	258%	-2.1	168%
	Memphis	TN	60.1	10.50	-3.0	242%	-3.7	293%
	Miami	FL	82.4	0.99	4.5	26%	3.1	17%
	Nashville	TN	56.3	6.20	-3.6	123%	-4.4	187%
	Orlando	FL	77.6	2.85	4.4	109%	2.8	106%
Raleigh	NC	59.7	1.10	0.8	120%	-0.4	39%	
Tampa	FL	78.3	2.24	3.8	64%	2.5	99%	
South Central	Amarillo	TX	53.1	1.42	-3.9	41%	-4.6	117%
	Brownsville	TX	77.0	3.12	3.0	96%	1.2	97%
	Dallas	TX	62.1	7.13	-6.5	311%	-5.2	187%
	Goodland	KS	43.3	2.79	-7.8	65%	-8.5	289%
	Houston	TX	70.5	12.26	1.6	141%	0.2	268%
	Kansas City	MO	49.9	3.51	-5.1	87%	-6.3	112%
	Little Rock	AR	58.9	16.20	-3.7	329%	-4.6	436%
	New Orleans	LA	71.5	4.67	2.1	262%	0.2	146%
	Oklahoma City	OK	55.0	5.62	-5.2	351%	-6.4	174%
	San Antonio	TX	69.3	11.24	-1.1	4323%	-0.8	333%
	St. Louis	MO	53.1	11.33	-5.1	921%	-5.0	393%
	North Central	Bismarck	ND	38.8	1.99	-5.5	115%	-6.1
Chicago/O'Hare		IL	48.6	4.83	-4.1	234%	-3.9	166%
Des Moines		IA	47.3	5.44	-6.3	146%	-5.5	228%
Detroit		MI	49.6	2.55	-1.1	250%	-2.4	108%
Duluth		MN	38.4	3.90	-6.0	132%	-4.8	175%
Grand Rapids		MI	48.1	7.03	-1.9	280%	-1.9	220%
Green Bay		WI	43.9	4.69	-4.6	301%	-3.7	224%
Indianapolis		IN	51.3	5.13	-4.9	260%	-3.4	174%
Minneapolis		MN	42.7	4.08	-7.4	208%	-6.3	231%
Omaha		NE	46.3	3.27	-7.5	72%	-7.0	209%
Pierre		SD	40.0	3.46	-6.8	256%	-9.5	283%
N. Rocky Mtn		Billings	MT	40.7	1.45	-5.9	87%	-7.2
	Casper	WY	36.7	1.19	-6.6	76%	-8.5	127%
S. Rocky Mtn	Albuquerque	NM	55.8	1.51	-1.6	166%	-1.4	182%
	Denver	CO	42.6	1.36	-8.1	93%	-7.4	192%
	Salt Lake City	UT	49.3	1.17	-2.3	195%	-3.3	88%
Northwest	Boise	ID	48.6	1.32	-3.3	347%	-3.7	172%
	Medford	OR	53.7	0.62	-1.6	221%	-1.1	49%
	Portland	OR	54.6	2.97	2.1	294%	-0.1	109%
	Seattle-Tacoma	WA	52.1	5.32	1.5	330%	0.2	174%
	Spokane	WA	42.9	2.22	-2.7	1057%	-3.5	191%
Southwest	Bakersfield	CA	64.0	0.08	-3.1	40%	-1.9	26%
	Flagstaff	AZ	44.9	0.21	-2.6	225%	-1.2	15%
	Las Vegas	NV	66.8	0.00	-3.1	100%	-1.7	0%
	Los Angeles	CA	64.4	1.31	-4.3	6550%	-0.9	311%
	Palm Springs	CA	72.8	0.00	-4.7	100%	-3.1	0%
	Phoenix	AZ	74.1	0.00	-2.9	100%	-2.0	0%
	Reno	NV	51.8	1.50	-1.6	326%	-1.0	385%
	Sacramento	CA	61.9	3.24	-1.7	128%	-1.3	352%
San Diego	CA	65.2	0.00	-3.5	100%	-0.8	0%	
San Francisco	CA	61.6	2.96	-1.2	199%	0.4	357%	

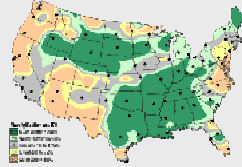
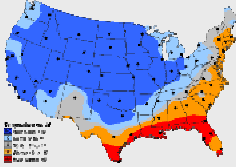
### Temperature Trends vs NORMAL

### Precipitation Trends vs NORMAL

17

October 10, 2009

1

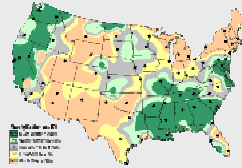
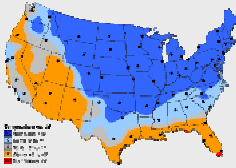


17

October 17, 2009

Columbus Day 12<sup>TH</sup>

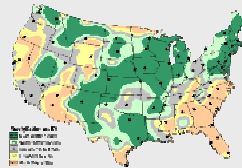
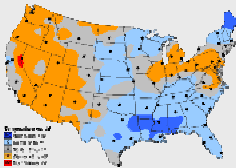
4



12

October 24, 2009

2

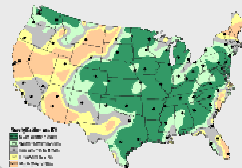
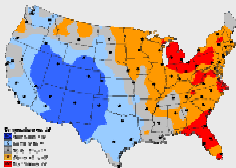


9

October 31, 2009

Halloween 31st

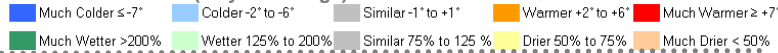
3



Dates are weekending Saturday

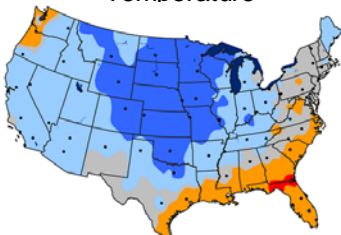
Rankings (colored boxes) are based on the past 17 years for each week. A "1" indicates the hottest week of the past 17 years and a "17" the coldest week of the past 17 years. For precipitation "1" is the wettest week of the past 17 years and "17" is the driest.

#### LEGEND: vs Normal (30-year average)

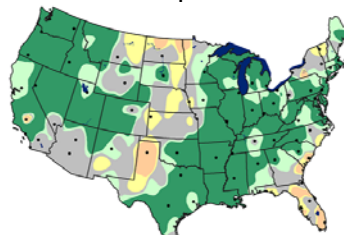


#### Retail October 2009 vs October 2008

##### Temperature



##### Precipitation



October 2009 started off with the coldest conditions in decades and, despite milder trends late in the month, the 4-week retail October ended up as one of the top 10 coldest of the past 114 years of records! It was also in the top 5 wettest of the past 114 years. Snowfall records don't go that far back, but it was at least the snowiest in over 20 years.