

MasterCard SpendingPulse™ U.S. Apparel

May 2009

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U.S. Apparel Sales Decrease -9.0%

	Unadjusted Year/Year % Change					YTD % Change
	Current Mo. Sales	Prior Mo. Sales	Sales 3 Mo. Avg	Txn. Growth	Price Index	
U.S. Specialty Retail	▼ -8.5%	▼ -7.6%	▼ -9.4%	▼ -5.3%	▼ -3.2%	▼ -9.6%
U.S. Apparel	▼ -9.0%	▼ -8.2%	▼ -10.2%	▼ -6.1%	▼ -2.9%	▼ -10.5%
Women's Apparel	▼ -10.4%	▼ -9.0%	▼ -11.4%	▼ -7.4%	▼ -3.0%	▼ -11.8%
Men's Apparel	▼ -2.9%	▼ -0.8%	▼ -4.9%	▼ -0.4%	▼ -1.8%	▼ -5.9%
Footwear	▼ -4.4%	▼ -2.5%	▼ -3.3%	▼ -5.1%	▲ +1.1%	▼ -3.0%

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Report Highlights

- Year-over-year, apparel sales were off by -9% compared to May 2008. Shopping volume, as measured by the number of transactions, also fell by -6.1% year-over-year. Apparel sales have posted ten consecutive months of year-over-year declines while shopping volume has been in negative territory since May 2008.
- The sub sectors of apparel all continue to post year-over-year decreases with women's apparel sales down -10.4%, footwear sales down -4.4%, and men's apparel sales down -2.9%.
- The regional picture shows a dramatic slowdown in year-over-year sales in the Mountain (-14.5%) and Southeast (-11.3%), and Pacific (-11.0%) regions. While the other regions are still firmly in the red, the Mid-Atlantic region posted the smallest decline, down -2.4%.

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Regional Unadjusted Year/Year % Change in Specialty Apparel Sales

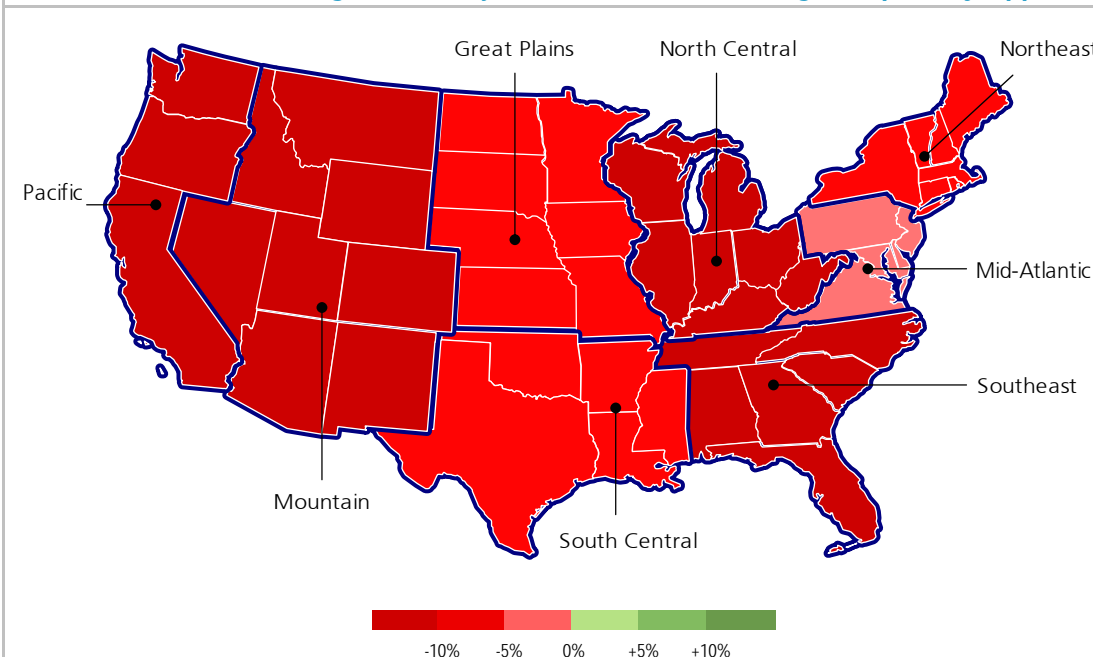


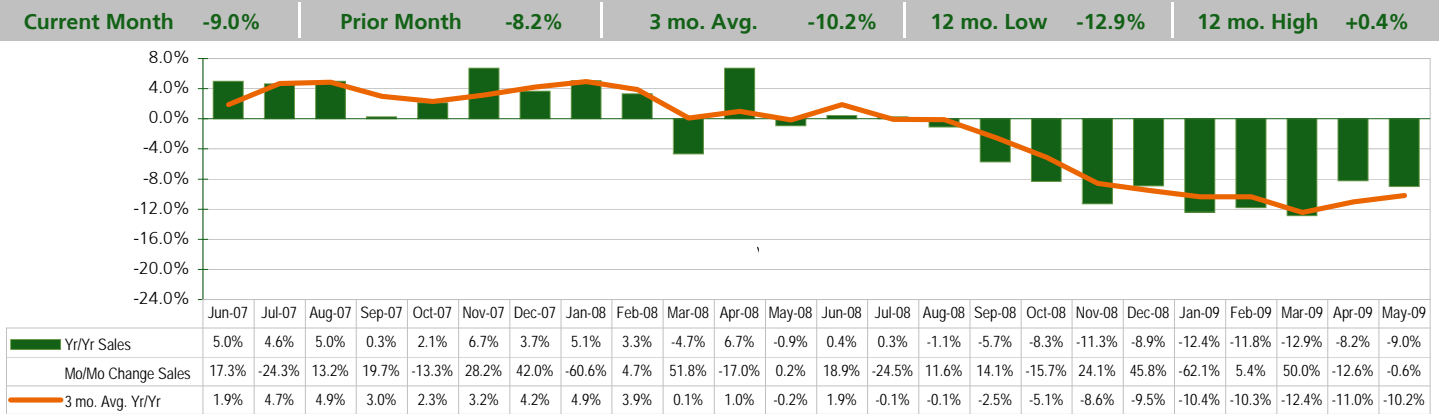
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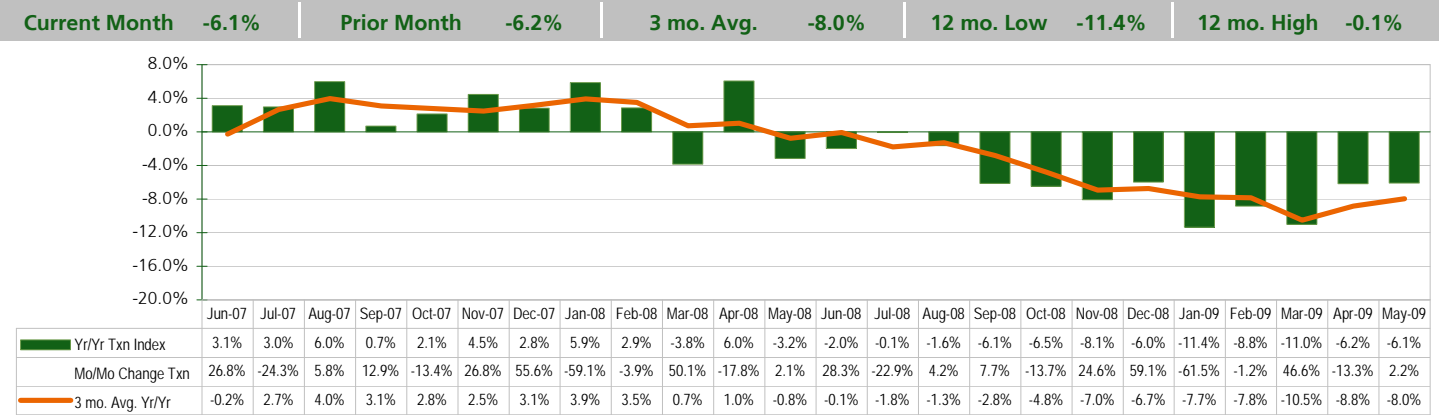
MasterCard SpendingPulse™ Specialty Apparel

May 2009

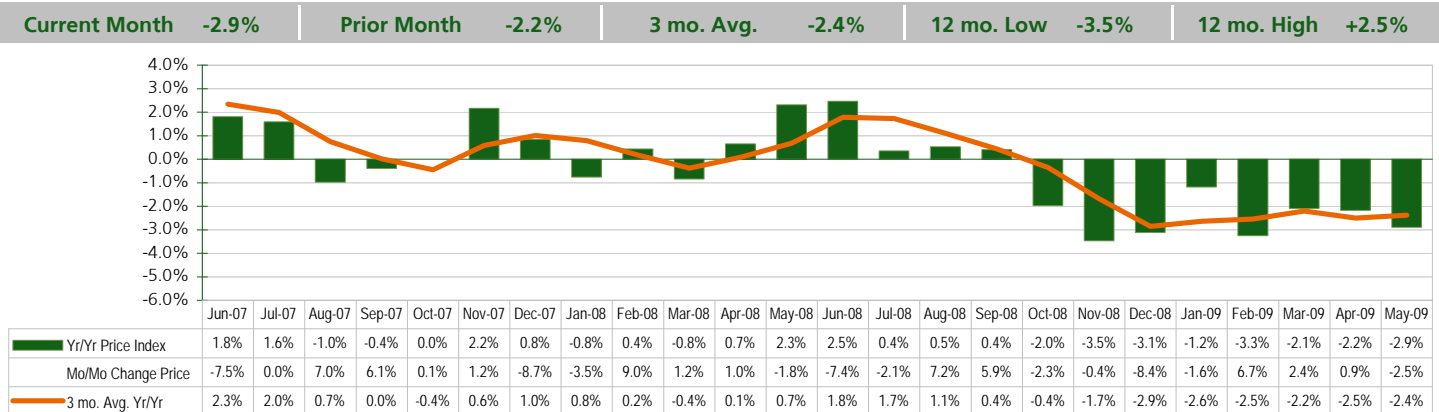
Specialty Apparel Sales Year/Year Decrease -9.0%



Specialty Apparel Year/Year Transaction Index



Specialty Apparel Year/Year Price Index



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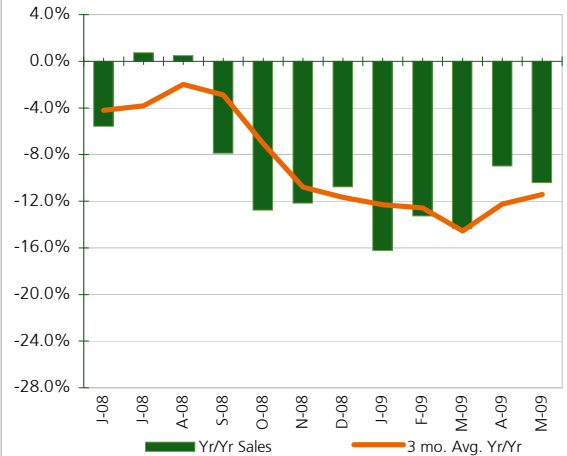
Women's Apparel

May 2009

Women's Apparel Year/Year % Changes

Total Sales

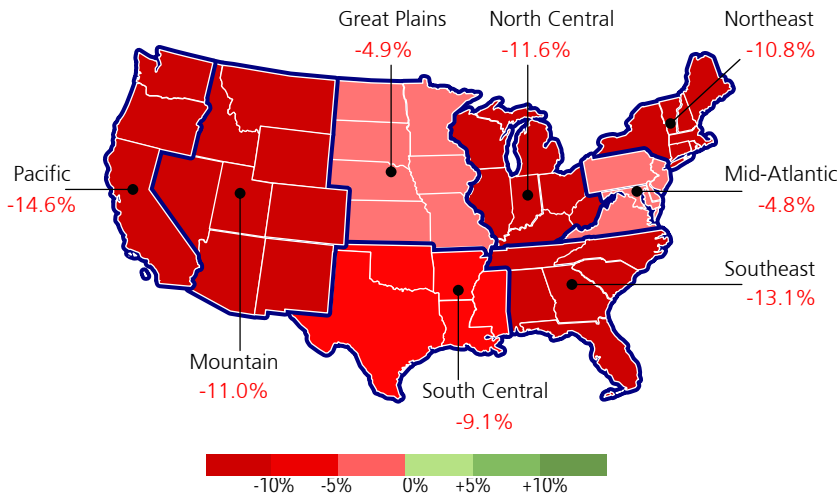
Current Month **-10.4%** | 3 mo. avg. **-11.4%**



Women's Apparel Sales Decrease -10.4%

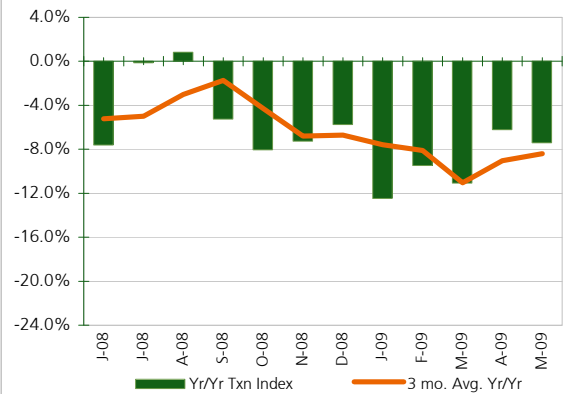
SpendingPulse™ U.S. Women's Apparel Sales

Year / Year % Change by Region



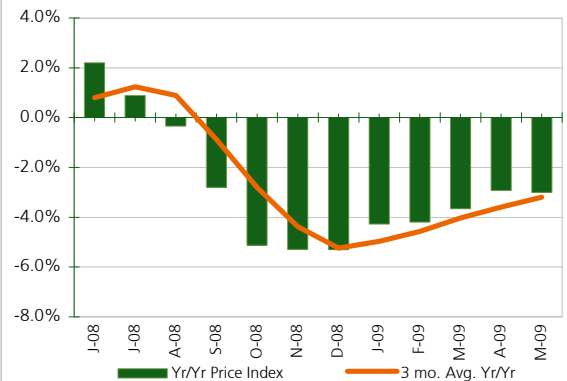
Transaction Index

Current Month **-7.4%** | 3 mo. avg. **-8.4%**



Price Index

Current Month **-3.0%** | 3 mo. avg. **-3.2%**



U.S. Women's Apparel Data	% changes					
	Yr / Yr Sales	Mo / Mo Sales	Yr / Yr Txn Index	Mo / Mo Txn Index	Yr / Yr Price Index	Mo / Mo Price Index
May 2009	-10.4%	+0.4%	-7.4%	+4.7%	-3.0%	-3.9%
April 2009	-9.0%	-11.1%	-6.2%	-11.7%	-2.9%	+0.7%
March 2009	-14.3%	+52.1%	-11.1%	+48.5%	-3.7%	+2.4%
February 2009	-13.3%	+9.5%	-9.5%	-3.8%	-4.2%	+13.8%
January 2009	-16.2%	-61.0%	-12.5%	-61.5%	-4.3%	+1.3%
December 2008	-10.8%	+55.6%	-5.8%	+78.2%	-5.3%	-12.7%
November 2008	-12.2%	+18.0%	-7.3%	+19.4%	-5.3%	-1.2%
October 2008	-12.8%	-23.0%	-8.1%	-17.5%	-5.1%	-6.6%
September 2008	-7.9%	+26.3%	-5.2%	+15.1%	-2.8%	+9.7%
August 2008	+0.5%	+2.8%	+0.8%	-6.2%	-0.3%	+9.5%
July 2008	+0.7%	-26.5%	-0.1%	-22.6%	+0.9%	-5.0%
June 2008	-5.6%	+14.7%	-7.6%	+24.2%	+2.2%	-7.7%
May 2008	-5.4%	+2.0%	-6.1%	+6.0%	+0.7%	-3.8%
April 2008	-1.2%	-16.3%	-1.0%	-16.3%	-0.3%	-0.1%
March 2008	-7.8%	+54.0%	-4.4%	+51.2%	-3.5%	+1.9%
February 2008	-0.2%	+5.8%	+1.3%	-7.0%	-1.5%	+13.7%
January 2008	-2.1%	-58.5%	+0.2%	-58.6%	-2.3%	+0.2%
December 2007	-0.9%	+53.1%	+1.6%	+75.4%	-2.5%	-12.7%
November 2007	+0.9%	+17.2%	+1.0%	+18.3%	-0.1%	-1.0%
October 2007	+1.6%	-18.7%	+3.8%	-15.0%	-2.1%	-4.3%

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U.S. Apparel Additional Data

U.S. Men's Apparel Data	% changes					
	Yr / Yr Sales	Mo / Mo Sales	Yr / Yr Txn Index	Mo / Mo Txn Index	Yr / Yr Price Index	Mo / Mo Price Index
May 2009	-2.9%	+4.7%	-0.4%	+8.0%	-1.8%	-2.4%
April 2009	-0.8%	-1.4%	-2.0%	-4.9%	+1.2%	+3.7%
March 2009	-10.5%	+45.4%	-7.4%	+35.4%	-3.4%	+7.4%
February 2009	-9.9%	-6.8%	-3.0%	-2.4%	-7.1%	-4.6%
January 2009	-8.1%	-61.6%	-5.1%	-63.2%	-3.1%	+4.5%
December 2008	+0.0%	+49.9%	+5.7%	+61.6%	-5.4%	-7.2%
November 2008	-7.9%	+32.1%	-2.1%	+31.6%	-6.0%	+0.3%
October 2008	-4.3%	-15.0%	-1.3%	-10.2%	-3.0%	-5.4%
September 2008	-2.4%	+30.0%	-4.7%	+9.0%	+2.4%	+19.3%
August 2008	-0.6%	+3.8%	-1.3%	+0.4%	+0.7%	+3.4%
July 2008	+0.7%	-32.4%	+1.4%	-26.4%	-0.7%	-8.1%
June 2008	+6.5%	+17.6%	+0.9%	+29.6%	+5.5%	-9.3%
May 2008	+4.9%	+6.9%	-0.4%	+6.2%	+5.3%	+0.7%
April 2008	+9.8%	-11.0%	+9.4%	-10.1%	+0.3%	-1.0%
March 2008	+1.1%	+46.3%	-2.2%	+41.7%	+3.3%	+3.3%
February 2008	+7.9%	-5.0%	+2.2%	-4.5%	+5.6%	-0.5%
January 2008	+9.2%	-58.2%	+4.6%	-59.0%	+4.4%	+2.1%
December 2007	+4.2%	+38.0%	+0.9%	+49.8%	+3.2%	-7.8%
November 2007	+10.2%	+37.3%	+3.7%	+32.6%	+6.2%	+3.5%
October 2007	+2.4%	-13.4%	+0.4%	-13.2%	+1.9%	-0.2%

U.S. Footwear Data	% changes					
	Yr / Yr Sales	Mo / Mo Sales	Yr / Yr Txn Index	Mo / Mo Txn Index	Yr / Yr Price Index	Mo / Mo Price Index
May 2009	-4.4%	-6.5%	-5.1%	-4.6%	+1.1%	-1.6%
April 2009	-2.5%	-10.8%	-3.3%	-7.8%	+0.9%	-3.3%
March 2009	-3.0%	+52.9%	-6.4%	+53.4%	+3.7%	-0.4%
February 2009	-1.9%	+11.7%	-3.7%	+12.0%	+1.8%	-0.2%
January 2009	-7.6%	-57.1%	-10.7%	-55.1%	+3.4%	-4.4%
December 2008	+0.1%	+33.1%	-3.9%	+34.7%	+4.2%	-1.2%
November 2008	-3.0%	+8.9%	-5.6%	+8.1%	+2.8%	+0.8%
October 2008	-2.5%	-10.3%	-4.2%	-13.7%	+1.8%	+4.0%
September 2008	-0.9%	+1.3%	-4.4%	-5.5%	+3.6%	+7.2%
August 2008	+3.2%	+27.4%	+0.0%	+21.8%	+3.2%	+4.6%
July 2008	+0.9%	-18.2%	-3.0%	-19.7%	+3.9%	+1.9%
June 2008	-0.3%	+14.0%	-4.4%	+20.4%	+4.2%	-5.3%
May 2008	-1.8%	-4.6%	-7.0%	-2.8%	+5.6%	-1.8%
April 2008	+6.8%	-11.3%	+5.0%	-10.7%	+1.8%	-0.7%
March 2008	-7.2%	+54.5%	-10.2%	+57.9%	+3.3%	-2.1%
February 2008	+1.8%	+5.3%	-0.9%	+3.9%	+2.6%	+1.3%
January 2008	+4.5%	-53.5%	+2.2%	-51.7%	+2.3%	-3.7%
December 2007	+6.4%	+28.9%	+2.9%	+32.3%	+3.4%	-2.5%
November 2007	+8.8%	+9.5%	+5.3%	+9.7%	+3.3%	-0.2%
October 2007	+5.3%	-8.8%	+1.5%	-13.9%	+3.8%	+5.9%

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Definitions

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Seasonal Adjustment: Seasonally adjusted data accounts for variance in the data due to factors such as seasonality and holiday and trading day differences but not for price changes. The SpendingPulse seasonally adjusted data is generated by applying an estimated seasonal adjustment factor to the non-seasonally adjusted national monthly data. This seasonal factor is calculated using a methodology similar to that used by Department of Commerce (US Census Bureau) to calculate its own estimates of seasonal adjustment factors. National data is presented in both seasonally adjusted and unadjusted form. All regional geographic views are not seasonally adjusted.

Data Views in this Report: All data views in this report are based on the 4 5 4 retail calendar (source: National Retail federation) as follows:

		May-08							May-09								
Week		S	M	T	W	T	F	S	S	M	T	W	T	F	S	Week	
14		4	5	6	7	8	9	10	3	4	5	6	7	8	9	14	
15		11	12	13	14	15	16	17	10	11	12	13	14	15	16	15	
16		18	19	20	21	22	23	24	17	18	19	20	21	22	23	16	
17		25	26	27	28	29	30	31	24	25	26	27	28	29	30	17	

Revisions: SpendingPulse occasionally makes adjustments to our statistical estimation techniques and may restate historic data.

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