Main Street Holiday Spending Report

8.6%

2011

Clothing Stores

Holiday Spending (23%)

Year-Over-Year Growth

6.2%

2012

Appliance / Elec. / Comp. / Record

Stores Holiday Spending (10%)

13%

CAGR =

4.7%

0.1%

2013

4.0%

2014 Est.

Sporting Good / Toy / Book Store

Holiday Spending (17%)

This report illustrates the Year-Over-Year (YOY) growth of U.S. credit/debit spending during the holiday season (Q4) for retail-related merchant types

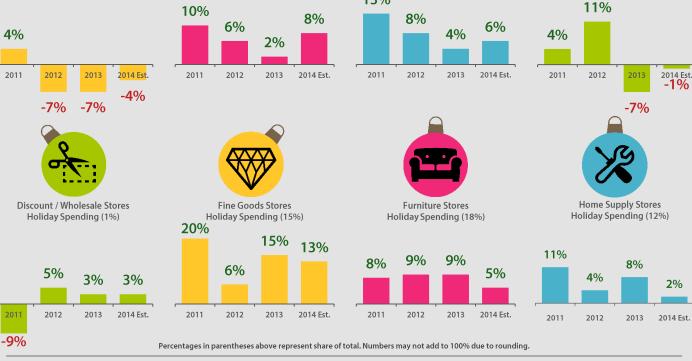
The metrics shown represent the percent change between Q4 U.S. credit/debit spending (in \$ Volume) and Q4 spending in the previous year

For example, the 2014 estimate represents an increase in holiday spending of 4.0% compared to 2013 holiday spending

The data is sourced from The Strawhecker Group database of 2.2 million small and medium merchants (aka "Main Street" Merchants)



Department / Variety / Misc. Stores Holiday Spending (5%)



ETA

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