

2010 Melaniphy Retail Sales Report

2010 Overall Retail Sales

<u>City</u>	<u>Ranking</u>	<u>Total 2010 sales</u>	<u>Total Change</u>
Aurora	3	\$1.8B	\$110MM

General Merchandise Sales

<u>City</u>	<u>Ranking</u>	<u>Total 2010 sales</u>	<u>Total Change</u>
Aurora	10	\$212MM	\$6.3MM

Food Store Sales

<u>City</u>	<u>Ranking</u>	<u>Total 2010 sales</u>	<u>Total Change</u>
Aurora	6	\$162.2MM	\$1.7MM

Drinking & Eating Sales

<u>City</u>	<u>Ranking</u>	<u>Total 2010 sales</u>	<u>Total Change</u>
Aurora	4	\$173MM	\$4MM

Apparel Store Sales

<u>City</u>	<u>Ranking</u>	<u>Total 2010 sales</u>	<u>Total Change</u>
Aurora	3	\$280MM	\$32.7MM

Furniture & Household Furnishings, Electronics & Appliance Sales

<u>City</u>	<u>Ranking</u>	<u>Total 2010 sales</u>	<u>Total Change</u>
Aurora	8	\$108.1MM	\$12.3MM

Home Improvement Sales

<u>City</u>	<u>Ranking</u>	<u>Total 2010 sales</u>	<u>Total Change</u>
Aurora	18	\$48.3MM	\$38.8MM

Automobile Dealers & Gasoline Service Stations

<u>City</u>	<u>Ranking</u>	<u>Total 2010 sales</u>	<u>Total Change</u>
Aurora	9	\$357.3MM	\$44.1MM

Drugs & Miscellaneous Retail Stores

<u>City</u>	<u>Ranking</u>	<u>Total 2010 sales</u>	<u>Total Change</u>
Aurora	4	\$305.4MM	\$7.7MM