



**Evan Gold**  
**Vice President, Client Services**  
 Planalytics, Inc.  
 1325 Morris Drive, Suite 201  
 Wayne, PA 19087

## Planalytics WeatherCall<sup>SM</sup> Report

September 2007

*Issue Date: October 9, 2007*

### September Will Go Into the Books as the 8<sup>th</sup> Warmest in 113 Years and Represented the Warmest Year-Over-Year Comp Change Since 1997. Many Retailers Are Likely To Report Significant Challenges Due to Weather.

#### TEMPERATURE

According to the National Weather Service, September 2007 will go into the books as the 8<sup>th</sup> warmest since 1895. September 2007 was a very different month when compared to September 2006, which was the 15<sup>th</sup> coldest September recorded.

Nearly all areas in the eastern two-thirds of the U.S. experienced temperatures 2 to 6 degrees above normal and 3 to 8 degrees greater than September 2006. Retailers with strong store concentrations in this area likely struggled to move seasonal merchandise.

How warm was it? The last week of the month saw near record high temperatures for much of the East. This was true, particularly in the Northeast. On September 26<sup>th</sup>, New York City recorded 90°, the second latest date of 90° recorded in 62 years.

It was a different story along the West Coast, where temperatures averaged slightly below typical levels. Despite strong warmth early month, there was a significant trend change the last 2 weeks of the retail month as a series of strong Pacific storms invaded the West Coast providing cooler than typical temperatures. Even California and the Southwest saw periods with cooler 60s and 70s.

#### PRECIPITATION

September 2007 will go down as the 21<sup>st</sup> driest on record. This compares to September 2006 which was the 22<sup>nd</sup> wettest ever recorded. While most areas had near normal precipitation for the month, there were areas of significant dryness.

Regional differences were stark. Across the West, heavy persistent rains fell during the month, most of which fell in the last part of the month. Cold rains and mountain snows likely improved fall demand for most retailers particularly heading into the Columbus Day weekend. Periods of heavy showers and thunderstorms plagued much of the Plains and Midwest as warm tropical moisture from the south fed into the cooler air to the north and west. Parts of the Gulf Coast experienced heavy rains from tropical disturbances.

With the exception of a wet Florida, much of the East experienced significant dryness, particularly the Mid-Atlantic and Midwest. 2007 will rank as one of the driest Septembers ever for Philadelphia, which recorded 0.55" of precipitation—the 4<sup>th</sup> driest recorded since 1926.

The peak month of the Atlantic Hurricane season saw the formation of three hurricanes and five tropical storms. While activity was high, impact to business was minimal. Hurricane Humberto and Tropical Storm Gabrielle made U.S. landfall providing moderate to heavy rains, but no significant damage.

According to the Planalytics Weather-Driven Demand Indices, national weather favorability performed as follows:

- **Restaurants:** +11%
- **Home Centers:** +8%
- **Softlines:** -17%
- **Broadlines:** -19%

Weather favorability was **negative for 83%** of the 77 publicly traded companies tracked by Planalytics. The biggest **positive comparisons** were seen at **West Marine** (+18%) and **Home Depot** (+8%). The biggest **negative comparisons** were seen at **Stage Stores** (-30%), **Dollar Tree** (-28%) and **Dillard's** (-26%).

#### STATS FOR THE MONTH OF SEPTEMBER 2007

**September Monthly Mean Temperatures** based on the largest 96 metropolitan areas tracked by Planalytics in the U.S.

Normal .....	65.6°F
2006 .....	64.3°F
2007 .....	68.3°F
<b>Year-Over-Year Change.....</b>	<b>+4.0°F</b>

#### Year-Over-Year Monthly Mean Temperature Changes for Select US Census Regions

East North Central Region .....	+7°F
Middle Atlantic Region .....	+6°F
South Atlantic Region.....	+4°F
Pacific Region.....	-1°F

#### National Product-Level Weather-Driven Demand Summary

<b>Fans</b>	<b>+19%</b>
<b>Bottled Water</b>	<b>+7%</b>
<b>Soup</b>	<b>-8%</b>
<b>Rainwear</b>	<b>-8%</b>
<b>Fall Footwear</b>	<b>-9%</b>
<b>Fleece</b>	<b>-16%</b>

**Note:** The values represent the actual year-over-year weather-driven demand measurements for September. Roughly translated, the % change is representative of the % change in demand of the product category, based purely on the yearly change in weather.

**For more information:**  
**David Frieberg**  
**phone: 610.407.2905**  
**email: [dfrieberg@planalytics.com](mailto:dfrieberg@planalytics.com)**