

JOHNSON[®] REDBOOK INDEX

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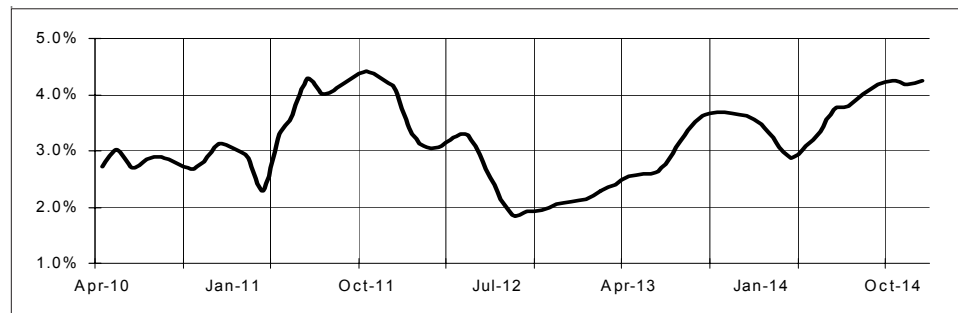
Year-over-year: Week (w/e 01/03/15 vs year-ago)	4.3%
Year-over-year: Month (December 2014 vs December 2013)	4.6%
Month-over-month: (December 2014 vs November 2014)	-0.6%

The **Johnson Redbook Retail Sales Index** was up 4.3% in the fifth and final week of December following a 5.4% gain the prior week. Month-to-date, December was up 4.6% compared to December of last year (relative to a target of a 4.8% gain). Month-over-month showed a 0.6% drop versus November (relative to a target of a 0.4% drop).

Clearance sales of seasonal inventories were certainly a factor in post Christmas buying. There were reports of upside performance surprises at some department stores, which tend to be more promotional than discount stores this time of year. Retailers said the week, like the month, was more promotional than planned, suggesting continuing margin pressure in an already challenging fourth quarter. Looking forward, January is a four-week month on the retail calendar, closings the fiscal year for most retailers. Our preliminary target for the Redbook Index in January is up 3.8% year-over-year, which would result in a month-over-month contraction of 3.1% against December; this target may be revised in next week's report. Stores report December sales on Thursday, January 8th and Redbook will plan as usual to release our Johnson Redbook Same-store Flash Report that morning.

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Johnson Redbook Index
yoy% same-store, 3-month MA



Johnson Redbook Index: Selected Data

	Redbook Index YoY%	Retailer Target YoY%	Sales Base \$bln	MoM Change* %	Target %	Retail #wks	Month End
Dec-12	2.50	2.6	15.27	-0.06	0.1	5	12/29/12
Jan-13	1.78	2.3	15.26	-0.81	-0.3	4	02/02/13
Feb-13	2.58	2.9	15.30	1.06	1.4	4	03/02/13
Mar-13	2.85	3.3	15.41	1.01	1.5	5	04/06/13
Apr-13	2.22	2.6	15.11	-2.57	-2.2	4	05/04/13
May-13	2.69	2.7	14.98	-0.39	-0.4	4	06/01/13
Jun-13	2.99	3.3	14.97	0.20	0.5	5	07/06/13
Jul-13	3.20	3.1	15.04	0.70	0.6	4	08/03/13
Aug-13	3.93	3.9	14.96	0.19	0.1	4	08/31/13
Sep-13	3.73	4.2	14.88	-0.76	-0.3	5	10/05/13
Oct-13	3.38	3.6	14.68	-1.64	-1.5	4	11/02/13
Nov-13	3.87	4.1	14.60	-0.09	0.1	4	11/30/13
Dec-13	3.60	3.8	14.59	-0.34	-0.1	5	01/04/14
Jan-14	2.98	3.4	14.92	1.68	2.1	4	02/01/14
Feb-14	2.90	3.2	14.52	-2.77	-2.5	4	03/01/14
Mar-14	2.71	2.9	14.48	-0.45	-0.3	5	04/05/14
Apr-14	3.62	3.4	14.36	0.03	-0.2	4	05/03/14
May-14	3.71	3.9	14.44	0.67	0.9	4	05/31/14
Jun-14	3.84	3.8	14.25	-1.22	-1.3	5	07/05/14
Jul-14	3.85	3.7	14.20	-0.36	-0.5	4	08/02/14
Aug-14	4.34	4.5	14.22	0.65	0.8	4	08/30/14
Sep-14	4.38	4.4	14.18	-0.29	-0.2	5	10/04/14
Oct-14	4.02	4.2	14.26	0.22	0.4	4	11/01/14
Nov-14	4.17	4.9	14.15	-0.61	0.1	4	11/29/14
Dec-14	4.58	4.8	14.01	-0.61	-0.4	5	01/03/15
Jan-15			13.67			4	01/31/15

* Month-to-month changes are seasonally adjusted. For the current month, the Johnson Redbook Index is the month-to-date average until the month is closed. See notes on page 3.

Johnson Redbook Index: Sub-groups

same-store yoy%

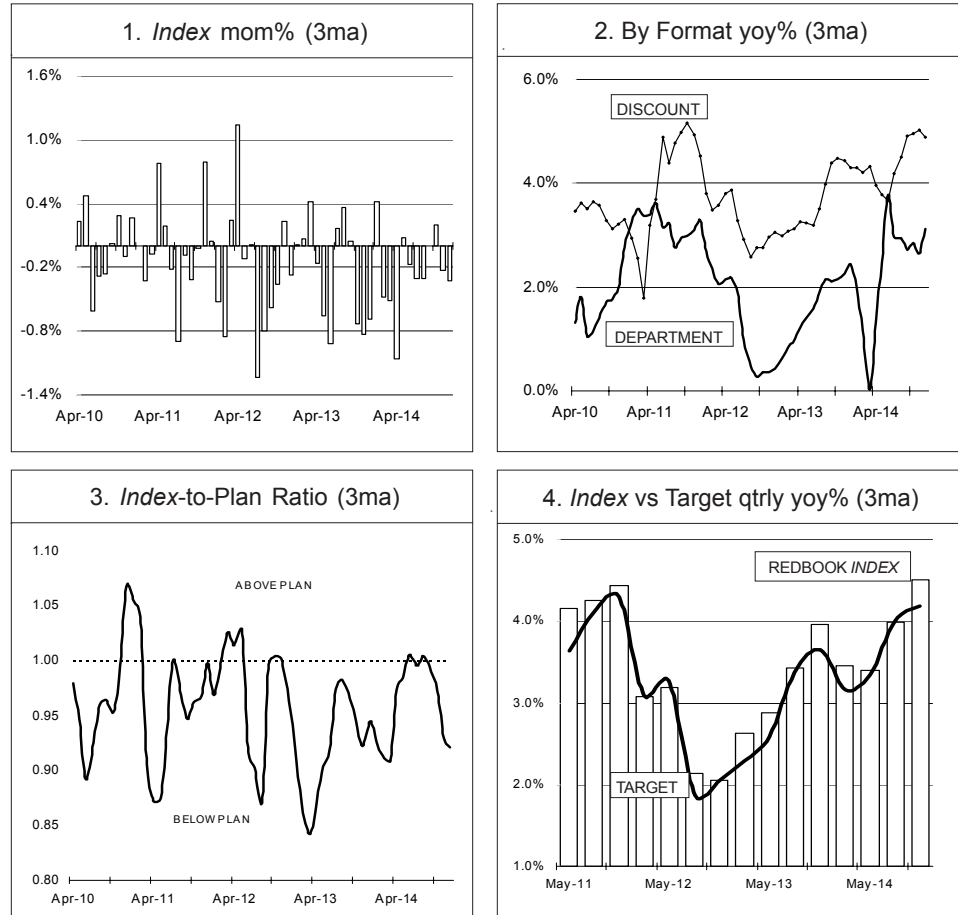
Week ended:	December 2014							Decemberr 2013						
	12/06	12/13	13/20	12/27	01/03	MTH	TGT	12/07	12/14	12/21	12/28	01/04	MTH	
Department	2.7	3.2	4.3	4.4	4.0	3.7	3.5	1.6	1.9	2.6	3.0	3.4	2.5	
Discount	4.6	4.7	5.9	6.0	4.4	5.1	5.6	3.3	3.5	4.7	5.5	4.5	4.3	
Redbook Index	3.9	4.1	5.3	5.4	4.3	4.6	4.8	2.6	2.9	3.9	4.5	4.1	3.6	

Department stores and discount stores are the two constituent sub-groups of the Johnson Redbook Index. See notes on page 3.

Source: Redbook Research

Johnson Redbook Index: Selected Charts

Three-month moving averages (3ma)



About Johnson Redbook Index

1. The Johnson Redbook *Index* is a sales-weighted of year-over-year same-store sales growth in a sample of large US general merchandise retailers representing about 9,000 stores. Same-store sales are sales in stores continuously open for 12 months or longer. By dollar value, the *Index* represents over 80% of the equivalent 'official' retail sales series collected and published by the US Department of Commerce.
2. Redbook compiles the *Index* by collecting and interpreting performance estimates from retailers. The *Index* and its sub-groups are sales-weighted aggregates of these estimates. Weeks are retail weeks (Sunday to Saturday), and equally weighted within the month. Months are retail fiscal months on the National Retail Federation's 4-5-4 calendar, and may start and end on different days than equivalent calendar months.
3. Seasonally adjusted month-to-month changes are derived from dollar sales estimates, which are the product of the *Index* and a base of seasonally adjusted department store sales in US dollars (excluding leased departments) reported by the US Department of Commerce for the equivalent year-ago month. The Commerce Department's frequent revisions to this series are not incorporated into the *Index* except for the annual benchmark revision, which may affect historic monthly changes. Redbook may adjust bases to counter distortions caused by floating holidays.
4. Retailer targets are sales-weighted of individual retailers' sales growth projections for each month or quarter.

Source: Redbook Research

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