

Johnson Redbook *Index*

Weekly

Proprietary indicator of growth in retail sales. Based on direct sampling of large broadline retailers. Provides advance estimates of trends in retail sales ahead of official releases and company reports. *Released to subscribers 20 minutes before general release.*

What: 4-page report + conference call.

How: Email or fax; conference call.

When: Every Tuesday.

Premium: Conference call + report at 8:40 am.

Johnson Redbook Consumer Indicators

Monthly

Comprehensive review of consumer/retail economy. Commentary provides analysis of key trends. Supported by detailed easy-to-read charts and tables with up to five years of annual/monthly data on 150+ key consumer indicators. May be used for broad overview or for detail on sub-components of major series, including earnings, spending, employment, confidence, credit, etc. Includes underlying time series data for convenience.

What: 62-page report monthly.

How: Report: **mail or email.**

When: Second week following close of month.

Johnson Redbook Retail Sales Monthly

Monthly

Detailed analysis of same-store sales data reported monthly by broadline and apparel retailers. Reviews key trends and developments, and includes tables showing comps by retailer and format on a monthly, quarterly and annual basis drawn from our proprietary database of same-store data.

What: 14-page report + 4-page flash.

How: Email, mail or fax.

When: Monthly on day sales data are officially released (usually first Thursday after close of retail month). **Flash report** at midday; detailed **follow report** overnight.

Johnson Redbook Full-Service Plan

All products, including *Redbook Average* Premium Release, plus unlimited support from Redbook staff.

Cost: Payable by cash or commissions. Please call for details.

