



Michigan Retail Index

March 2014 results

Index figures dating to July 1994 are available at <http://www.retailers.com/mra/news/michigan-retail-index.html>

March Performance

Retailers reporting increased, decreased or unchanged sales, inventory, prices, promotions and hiring compared to the same month a year ago

(numbers in parentheses indicate February results)

	% Increased	% Decreased	% No Change	Index*	Responses
Sales	39 (42)	47 (46)	14 (12)	44.8 (49.0)	83 (91)
Inventory	32 (28)	29 (31)	39 (41)	47.7 (52.4)	82 (90)
Prices	18 (28)	8 (7)	74 (65)	54.0 (59.3)	83 (89)
Promotions	26 (30)	4 (3)	70 (67)	64.3 (61.3)	83 (90)
Hiring	12 (8)	15 (12)	73 (80)	48.2 (47.2)	82 (90)

Outlook for Next 3 Months

Retailers expecting increased, decreased or unchanged sales, inventory, prices, promotions and hiring compared to the same period a year ago

(numbers in parentheses indicate February results)

	% Increased	% Decreased	% No Change	Index*	Responses
Sales	52 (54)	19 (19)	29 (27)	63.3 (61.7)	83 (90)
Inventory	40 (38)	26 (20)	34 (42)	52.4 (52.7)	82 (88)
Prices	21 (24)	8 (2)	71 (74)	54.3 (60.7)	82 (88)
Promotions	42 (38)	2 (1)	56 (61)	67.9 (65.3)	82 (89)
Hiring	17 (14)	7 (9)	76 (77)	52.4 (50.2)	82 (88)

March Sales Performance & Outlook for Next 3 Months, by Region

(the first number indicates sales performance for the month; the number in parentheses indicates outlook for the next three months)

	% Increased	% Decreased	% No Change
North	36 (50)	36 (21)	28 (29)
West	45 (39)	33 (11)	22 (50)
Central	36 (46)	55 (27)	9 (27)
East	50 (50)	33 (17)	17 (33)
Southeast	41 (62)	55 (21)	4 (17)

*Seasonally adjusted diffusion index. A diffusion index, which is the sum of the percent of respondents indicating increase and half the percent indicating no change, is calculated and then seasonally adjusted using the U.S. Census Bureau's X-11 Seasonal Adjustment procedure. Index values above 50 generally indicate an increase in activity, while values below 50 indicate a decrease.