



First taxable sales report in for 2011

January taxable sales up 6.6 percent statewide; eating and drinking places, accommodations, autos and clothing lead in gains

Statewide, January and fiscal-year-to-date taxable sales comparisons are up 6.6 percent and 5.1 percent, respectively. Both figures appear to confirm expectations for a slow but steady recovery. Unlike past months wherein recovery was partially tied to particular sectors or events, such as equipment purchases in the mining sector, January was an improvement for a broader base of categories. The latest figures also represented the seventh consecutive month of annual increases and the second month the trailing 12 month total turned positive since the recession began.

Mary Lau, President of the Retail Association of Nevada, commented: "Consistent with our outlook for 2011 reported previously, it appears Nevada is on track to realize a gain in taxable sales of around 4.0 percent this year, matching the national expectation. While the leisure and hospitality sector did well in January, it will be encouraging if we see continued improvement, as the health of the tourism industry tends to have a strong effect on retail sales around the state."

Lau continued, "Given the growth in the mining industry, it is not surprising that many rural counties of Nevada experienced double-digit growth in January -- such as the impressive 43 percent growth reported in Humboldt. More modest, yet respectable growth in metropolitan Clark (6.0 percent) and Washoe (0.3 percent) is encouraging, but we still have a long way to go to reach back to peak performance levels. In Clark, for example, January sales are still down 19.2 percent compared to the same month in 2007."

Statewide, the following sectors reported the largest gains in terms of dollar volume (January 2011 compared to the same month prior year):



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Mission Statement:

Our Mission is to strengthen the business environment for Nevada Retailers and Associates by providing a government relationship program which supports retail industry needs through effective lobbying at federal, state and local levels.

Looking out for Business

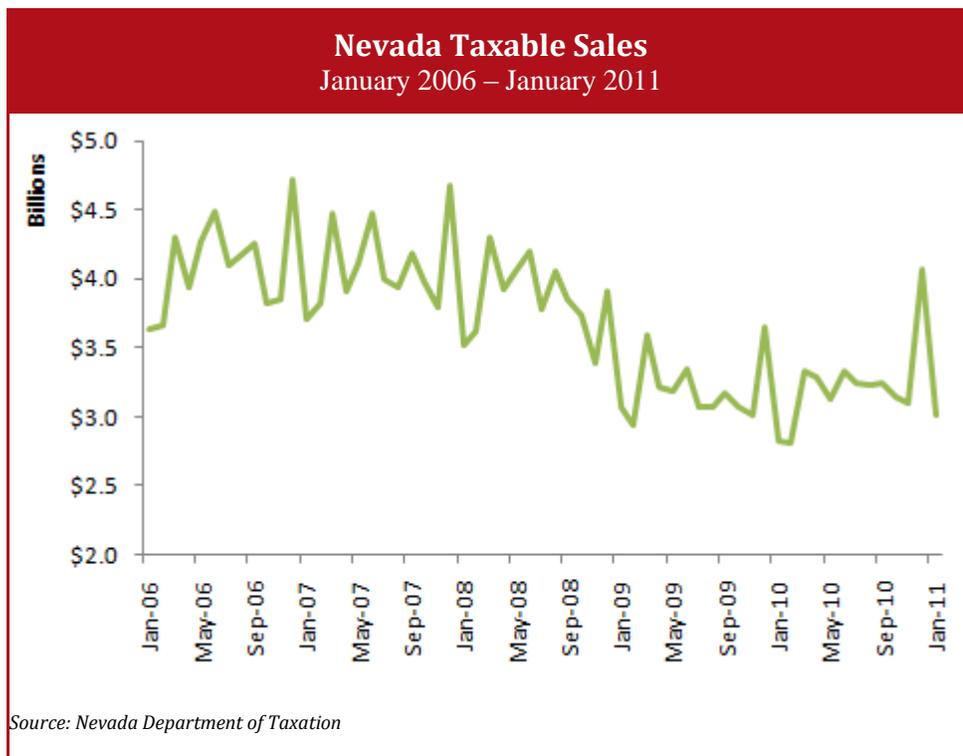
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- ❖ Food services and drinking places: +\$37.2 million (+6.9 percent)
- ❖ Motor vehicle and parts dealers: +\$32.5 million (+12.5 percent)
- ❖ Accommodations: +\$28.0 million (+20.0 percent)
- ❖ Clothing and clothing accessories: +\$24.7 million (12.4 percent)

Results for other major retail trade categories were mixed (January 2011 compared to the same month prior year):

- ❖ Electronics and appliance stores: +\$11.6 million (+11.3 percent)
- ❖ Health and personal care stores: +\$4.7 million (+5.6 percent)
- ❖ Nonstore retailers (online sales): +\$2.0 million (+6.9 percent)
- ❖ Sporting goods, hobby, book and music: +\$2.0 million (+4.1 percent)
- ❖ Building material and garden equipment: +\$0.1 million (+0.1 percent)
- ❖ Furniture and home furnishings: +\$18.8 thousand (no change)
- ❖ Food and beverage stores: -\$1.3 million (-1.1 percent)
- ❖ General merchandise stores: -\$10.9 million (-4.1 percent)



About The Author

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