

Advance Monthly Retail Sales

August 1987

FOR WIRE TRANSMISSION 8:30 A.M. EDT, Tuesday, September 15, 1987

CB-87-150

Advance estimates of U.S. retail sales for August adjusted for seasonal, holiday, and trading-day differences but not for price changes, were \$128.6 billion, an increase of 1.3 percent (+1.3%) from the previous month and 5.6 percent above August 1986. Total sales in the June through August period increased 2.0 percent from the prior three months and were 5.5 percent above the same period a year ago.

Durable goods increased 2.3 percent (+2.7%) from the previous month and were 5.2 percent above the previous year. Automotive sales increased 4.5 percent from July and were 7.6 percent above the previous year. Furniture stores were 0.5 percent above last year, while building materials were 0.8 percent below August 1986.

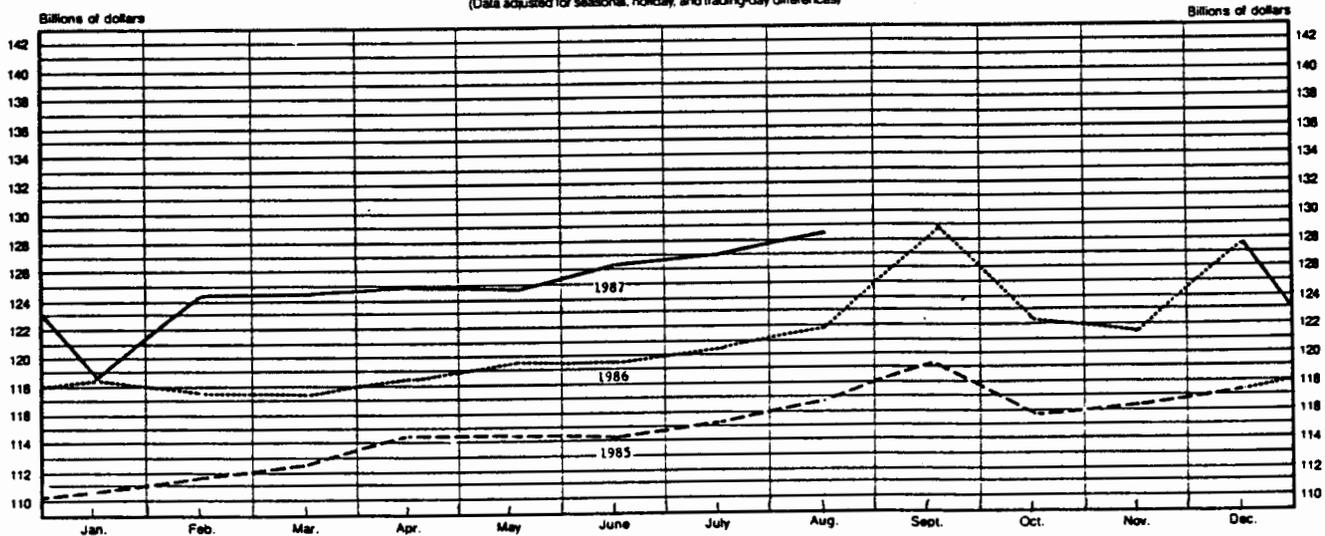
Nondurable goods increased 0.6 percent (+1.0%) from the previous month and 5.8 percent above the previous year. The general merchandise group was 4.7 percent above a year ago while food stores were 5.1 percent above August 1986. Gasoline service stations increased 1.9 percent above July and were 14.0 percent above the previous year.

Data in this report are based on a sample and, therefore, are subject to sampling as well as nonsampling errors. A discussion of the reliability of the data is on page 4.

The Advance Monthly Retail Sales report for September is scheduled to be released October 15, 1987, at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES January 1985-August 1987

(Data adjusted for seasonal, holiday, and trading-day differences)



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The Advance Monthly Retail Sales report, the Monthly Retail Trade report, and the Annual Retail Trade report are available on a single subscription from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. This report is available electronically in CENDATA, the Bureau's on-line information service, through a commercial vendor. For further information, contact Customer Services, DUSD, Bureau of the Census, Washington, D.C. 20233, or call (301) 763-4100 or (301) 763-7561.

Table 1. Estimated Monthly Retail Sales, by Kind of Business

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted					Adjusted ¹				
		1987			1986		1987			1986	
		Aug. ² adv.	July prel.	June final	Aug.	July	Aug. ² adv.	July prel.	June final	Aug. ¹	July ¹
	Retail trade, total.....	130,322	128,900	128,978	124,721	121,446	128,607	126,990	126,307	121,839	120,478
	Total (excl. auto group)..	98,968	97,531	96,670	95,660	92,651	98,117	97,817	97,360	93,514	93,364
	Durable goods, total.....	51,682	51,768	53,118	49,027	48,578	50,482	49,358	48,981	48,008	46,587
52	Building mat., hardware, garden supply, and mobile home dealers..	8,027	8,310	8,629	7,980	8,242	7,337	7,417	7,430	7,396	7,314
521,3	Building mat. and supply stores.	(*)	6,645	6,724	6,030	6,268	(*)	5,829	5,827	5,502	5,446
525	Hardware stores.....	(*)	1,041	1,067	942	958	(*)	986	958	913	904
55 ex. 554	Automotive dealers.....	31,354	31,369	32,308	29,061	28,795	30,490	29,173	28,947	28,325	27,114
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	28,964	28,877	29,845	26,688	26,388	28,203	26,887	26,671	26,088	24,918
551	Motor vehicle (franchised)....	(*)	26,025	26,602	24,257	23,901	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,492	2,463	2,373	2,407	(*)	2,286	2,276	2,237	2,196
57	Furniture, home furnishings, and equipment stores.....	6,639	6,672	6,515	6,681	6,529	6,720	6,822	6,683	6,685	6,663
571	Furniture and home furnishings..	(*)	3,674	3,655	3,656	3,481	(*)	3,704	3,640	3,539	3,513
5722,32	Household appliance, radio, and TV stores.....	(*)	2,574	2,423	2,592	2,634	(*)	2,645	2,564	2,683	2,688
5722	Household appliance stores....	(*)	866	801	823	880	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	78,640	77,132	75,860	75,694	72,868	78,125	77,632	77,326	73,831	73,891
53	General merchandise group stores..	13,484	12,059	12,718	13,055	11,485	13,750	13,685	13,649	13,127	13,045
531	Dept. stores (ex. leased depts.)	11,581	10,331	10,853	11,213	9,799	11,745	11,687	11,607	11,224	11,085
531	Dept. stores (in. leased depts) ³	(*)	11,112	11,683	12,115	10,587	(*)	12,556	12,482	12,176	11,963
533	Variety stores.....	(*)	639	651	672	593	(*)	706	708	679	663
539	Misc. general mdse. stores.....	(*)	1,089	1,214	1,170	1,093	(*)	1,292	1,334	1,224	1
54	Food stores.....	25,862	26,761	25,435	25,396	25,643	25,677	25,429	25,482	24,426	24,744
541	Grocery stores.....	24,449	25,310	24,015	23,904	24,211	24,255	23,968	24,063	22,940	23,302
554	Gasoline service stations.....	8,069	8,142	7,817	7,149	7,430	7,789	7,645	7,459	6,835	6,983
56	Apparel and accessory stores.....	7,337	6,419	6,605	7,106	5,947	7,186	7,217	7,140	6,912	6,706
561	Men's and boys' clothing and furnishings stores.....	(*)	674	790	746	664	(*)	811	813	812	801
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,698	2,684	2,835	2,565	(*)	2,978	2,979	2,864	2,834
565	Family clothing stores.....	(*)	1,565	1,547	1,709	1,332	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,181	1,298	1,433	1,075	(*)	1,364	1,351	1,334	1,227
58	Eating and drinking places.....	13,967	13,801	13,305	13,452	12,952	12,897	12,779	12,769	12,251	12,127
591	Drug and proprietary stores.....	4,298	4,346	4,351	4,072	4,041	4,422	4,444	4,426	4,172	4,145
592	Liquor stores.....	(*)	1,668	1,583	1,695	1,746	(*)	1,584	1,593	1,635	1,669
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	247	247	280	263	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ⁴	(*)	29,390	30,245	30,835	27,532	(*)	32,559	32,206	30,914	30,514

*Advance estimates are not available from the subsample panel for these kinds of business.

NA Not available. ^T Revised

¹Data are concurrently adjusted for seasonal variations, holiday, and trading-day differences. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-11 program and the factors derived from the program are used in calculating all seasonally adjusted data shown in this publication. Factors and explanatory material are contained in the Monthly Retail Trade Report, BR-87-07.

²Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.

³Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

⁴GAF represents stores which specialize in department store types of merchandise.

Note: Totals include data for kinds of business not shown separately.

Table 2. Percent Change in Estimated Monthly Retail Sales, by Kind of Business

(Adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Percent change					
		Aug. 1987 advance from--		July 1987 preliminary from--		June 1987 through Aug. 1987	
		July 1987 prelim.	Aug. 1986 final	June 1987 final	July 1986 final	Mar. 1987 through May 1987	June 1986 through Aug. 1986
	Retail trade, total.....	+1.3	+5.6	+0.5	+5.4	+2.0	+5.5
	Total (excl. automotive group)....	+0.3	+4.9	+0.5	+4.8	+0.9	+4.9
	Durable goods, total.....	+2.3	+5.2	+0.8	+5.9	+3.4	+5.9
52	Building materials, hardware, garden supply, and mobile home dealers.....	-1.1	-0.8	-0.2	+1.4	-2.1	+1.1
55 ex. 554	Automotive dealers.....	+4.5	+7.6	+0.8	+7.6	+5.9	+7.6
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+4.9	+8.1	+0.8	+7.9	+6.3	+8.0
57	Furniture, home furnishings, and equipment stores.....	-1.5	+0.5	+2.1	+2.4	-0.3	+1.6
	Nondurable goods, total.....	+0.6	+5.8	+0.4	+5.1	+1.1	+5.3
53	General merchandise group stores.....	+0.5	+4.7	+0.3	+4.9	+1.1	+5.1
531	Dept. stores (ex. leased dept.).....	+0.5	+4.6	+0.7	+5.4	+1.5	+5.1
531	Dept. stores (in. leased dept.).....	(NA)	(NA)	+0.6	+5.0	(NA)	(NA)
54	Food stores.....	+1.0	+5.1	-0.2	+2.8	+1.0	+3.9
541	Grocery stores.....	+1.2	+5.7	-0.4	+2.9	+0.8	+4.2
554	Gasoline service stations.....	+1.9	+14.0	+2.5	+9.5	+2.6	+9.0
56	Apparel and accessory stores.....	-0.4	+4.0	+1.1	+7.6	+1.6	+6.0
58	Eating and drinking places.....	+0.9	+5.3	+0.1	+5.4	+0.5	+5.7
591	Drug and proprietary stores.....	-0.5	+6.0	+0.4	+7.2	+2.0	+6.8

Table 3. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted			Adjusted ¹		
		July 1987 prelim.	June 1987 final	July 1986	July 1987 prelim.	June 1987 final	July ² 1986
	Retail trade, total.....	44,754	44,455	41,938	46,067	45,900	43,478
53	General merchandise group stores.....	11,151	11,801	10,679	12,681	12,653	12,155
531	Dept. stores (ex. leased dept.).....	10,017	10,526	9,526	11,319	11,246	10,764
531	Dept. stores (in. leased dept.).....	10,763	11,319	10,268	12,148	12,080	11,602
533	Variety stores.....	500	522	465	564	566	530
539	Miscellaneous general merchandise stores.....	634	753	688	(NA)	(NA)	(NA)
54	Food stores.....	15,068	14,187	14,136	(NA)	(NA)	(NA)
541	Grocery stores.....	14,872	13,992	13,925	14,232	14,220	13,572
56	Apparel and accessory stores.....	3,376	3,527	3,033	3,892	3,847	3,512
562,3,8	Women's clothing, specialty stores, furriers.....	1,472	1,473	1,358	1,619	1,629	1,502
566	Shoe stores.....	684	780	648	809	814	767
591	Drug stores and proprietary stores.....	2,504	2,511	2,281	2,587	2,586	2,366

NA Not available. ² Revised

¹ Data are concurrently adjusted for seasonal variations, holiday, and trading-day differences. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-11 program and the factors derived from the program are used in calculating all seasonally adjusted data shown in this publication. Factors and explanatory material are contained in the Monthly Retail Trade Report, BR-87-07.

² Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Note: The Group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multi-establishment files and which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which vary by kind of business).

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Sample Design and Reliability of Data

The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. In addition, sampling variability between the subsample used for the advance estimates and the full sample can cause a difference.

Percentage differences between advance and full sample preliminary estimates of month-to-month percentage change in seasonally adjusted total retail store sales have ranged from approximately -1.6 percent to +1.0 percent with the average of the absolute differences about 0.6 percent for the past 12 months. For individual kind-of-business groups, these differences tend to be higher. Sampling variability of and revisions to advance-to-preliminary estimates are shown in table 4 below.

Preliminary estimates for July 1987 and final estimates for June 1987 based on the full sample will be published later this month in the Monthly Retail Trade Report for July (BR-87-07). The complete report will provide sales estimates in greater detail and will present a description of revisions, and the techniques used in developing the estimates.

Whenever a statement such as "up 0.8 percent ($\pm 1.3\%$)" appears in the text, this indicates a range from -0.5 percent to +2.1 percent. All ranges given are 90 percent confidence intervals. If the range contains 0, it is uncertain whether there was an increase or decrease. The Monthly Retail Trade Report includes explanations of confidence intervals and sampling variability along with additional measures of sampling variability.

Table 4. Sampling Variability of and Revision to Advance-to-Preliminary Estimate

SIC code	Kind of business	Estimated coefficient of variation in percent of the advance-to-preliminary ratio			Preliminary-to-final percent change minus the advance-to-preliminary percent change			
		Range ¹		Median	Range ²		Mean	Average of absolute difference
		From	To		From	To		
	Retail trade, total.....	0.7	0.9	0.8	-1.6	+1.0	+0.1	0.6
	Total (excl. automotive group).....	0.8	0.9	0.8	-0.7	+0.6	0.0	0.4
	Durable goods stores, total.....	1.3	1.7	1.6	-2.1	+0.8	-0.3	0.7
52	Building materials, hardware, garden supply, and mobile home dealers.....	0.9	2.0	1.3	-2.6	+4.2	+0.5	1.7
55 ex. 554	Automotive dealers.....	1.5	2.2	1.7	-2.6	+1.7	-0.5	1.1
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	0.9	1.6	1.2	-2.6	+1.7	-0.5	1.2
57	Furniture, home furnishings, and equipment stores.....	1.8	2.5	2.1	-3.4	+2.7	+0.1	1.5
	Nondurable goods stores, total.....	0.5	0.7	0.6	-0.7	+0.8	0.0	0.3
53	General merchandise group stores.....	0.5	1.0	0.6	-0.6	+1.1	+0.1	0.4
531	Department stores.....	0.2	0.5	0.2	-0.7	+0.6	+0.1	0.3
54	Food stores.....	1.0	1.2	1.0	-0.6	+0.5	-0.1	0.3
541	Grocery stores.....	0.3	0.5	0.4	-0.7	+0.5	-0.1	0.3
554	Gasoline service stations.....	0.6	1.3	0.9	-5.2	+3.1	-0.5	1.8
56	Apparel and accessory stores.....	1.1	3.1	1.7	-1.3	+2.2	+0.6	0.9
58	Eating and drinking places.....	0.8	1.3	0.9	-2.1	+1.5	0.0	1.0
591	Drug stores and proprietary stores.....	0.3	1.8	0.6	-0.8	+1.2	+0.2	0.6

¹The ranges of sampling variability shown are based on sales estimates unadjusted for seasonal variation, holiday, and trading-day differences for the data months of January-December 1983.

²The ranges shown for the retail trade total are based on sales estimates adjusted for seasonal variations, holiday, and trading-day differences for the 12-month period, August 1986-July 1987. The ranges for all other totals and kinds of business are based on the 12-month period August 1985-July 1986.

Note: See appendix B, Reliability of Data, in the Monthly Retail Trade Report for a discussion on the measures of sampling variability.

