

Advance Monthly Retail Sales

August 1986

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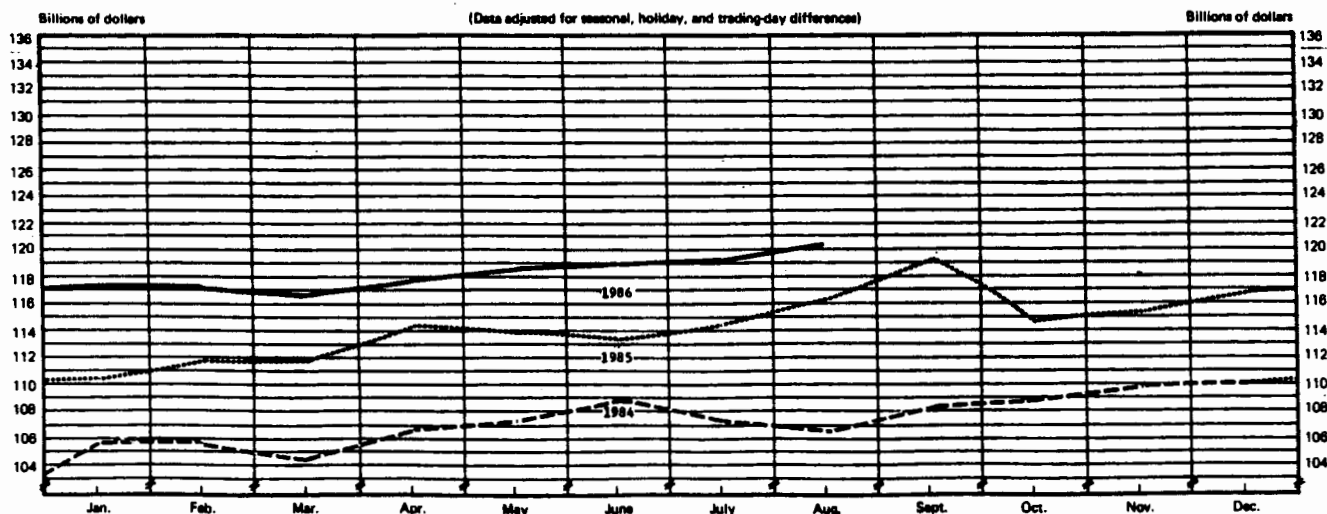
Advance estimates of U.S. retail sales for August adjusted for seasonal, holiday, and trading-day differences but not for price changes, were \$120.2 billion, 3.4 percent above August 1985. Total sales in the June through August period increased 1.5 percent from the prior three months and were 4.1 percent above the same months a year ago.

Durable goods were 5.7 percent above August 1985. For the June through August period, durable goods increased 3.3 percent from the prior three months and 6.8 percent above the same months in 1985. Automotive dealers were 2.2 percent above August a year ago while both furniture stores and building material dealers were up about 14 percent.

Nondurable goods were 2.0 percent above August a year ago. Compared to August 1985 sales, the general merchandise group was up 3.3 percent and food stores were up 4.1 percent. Gasoline service stations were 19.5 percent below August 1985.

The Advance Monthly Retail Sales report for September is scheduled to be released October 15, 1986, at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES January 1984-August 1986



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U.S. Department of Commerce
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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, at \$37 per year. Add \$9.25 for each subscription to a foreign address. Postage stamps not acceptable; currency submitted at sender's risk. Remittances from foreign countries must be by international money order or by a draft on a U.S. bank. 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				
		1986			1985		1986			1985	
		Aug. ² adv.	July prel.	June final	Aug.	July	Aug. ² adv.	July prel.	June final	Aug. ² adv.	July ²
	Retail trade, total.....	122,655	120,472	120,351	120,772	115,225	120,178	119,258	118,960	116,224	114,620
	Total (excl. auto group)..	94,235	91,647	90,611	92,265	87,134	92,273	92,228	91,859	88,930	88,367
	Durable goods, total.....	47,530	48,047	48,810	46,053	44,919	46,698	45,883	45,596	44,187	42,887
52	Building mat., hardware, garden supply, and mobile home dealers..	7,701	8,089	8,128	6,899	6,973	7,117	7,103	6,998	6,213	6,140
521,3	Building mat. and supply stores.	(*)	6,012	5,819	5,113	5,100	(*)	5,187	5,087	4,521	4,416
525	Hardware stores.....	(*)	1,048	1,083	969	962	(*)	979	984	936	902
55 ex. 554	Automotive dealers.....	28,420	28,825	29,740	28,507	28,091	27,905	27,030	27,101	27,294	26,253
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	26,294	26,667	27,631	26,333	25,883	25,905	25,063	25,096	25,272	24,235
551	Motor vehicle (franchised)....	(*)	23,766	24,651	23,829	23,216	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,158	2,109	2,174	2,208	(*)	1,967	2,005	2,022	2,018
57	Furniture, home furnishings, and equipment stores.....	6,495	6,343	6,089	5,816	5,457	6,476	6,504	6,378	5,679	5,602
571	Furniture and home furnishings..	(*)	3,462	3,346	3,277	3,036	(*)	3,493	3,404	3,115	3,073
5722,32	Household appliance, radio, and TV stores.....	(*)	2,441	2,323	2,138	2,057	(*)	2,530	2,509	2,151	2,127
5722	Household appliance stores....	(*)	791	732	736	755	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	75,125	72,425	71,541	74,719	70,306	73,480	73,375	73,364	72,037	71,733
53	General merchandise group stores..	13,655	12,142	12,755	13,513	11,488	13,870	13,774	13,766	13,427	13,209
531	Department stores.....	11,786	10,458	10,971	11,436	9,717	11,941	11,857	11,784	11,323	11,156
533	Variety stores.....	(*)	628	648	752	674	(*)	683	711	737	739
539	Misc. general mdse. stores.....	(*)	1,056	1,136	1,325	1,097	(*)	1,234	1,271	1,367	1,314
54	Food stores.....	25,419	25,535	24,206	24,837	24,148	24,515	24,530	24,398	23,548	23,508
541	Grocery stores.....	24,112	24,209	22,878	23,473	22,832	23,207	23,211	23,063	22,207	22,189
554	Gasoline service stations.....	7,225	7,403	7,451	9,005	9,070	6,829	6,951	7,144	8,479	8,524
56	Apparel and accessory stores.....	6,409	5,539	5,680	6,172	5,073	6,259	6,254	6,283	5,876	5,771
561	Men's and boys' clothing and furnishings stores.....	(*)	610	724	645	567	(*)	740	754	688	685
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,388	2,331	2,509	2,180	(*)	2,630	2,625	2,484	2,438
565	Family clothing stores.....	(*)	1,395	1,450	1,748	1,314	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	841	892	998	774	(*)	961	955	915	898
58	Eating and drinking places.....	13,095	12,640	12,250	11,979	11,673	11,915	11,802	11,722	10,890	10,940
591	Drug and proprietary stores.....	4,078	4,034	3,994	3,866	3,726	4,187	4,154	4,118	3,901	3,853
592	Liquor stores.....	(*)	1,551	1,489	1,532	1,514	(*)	1,493	1,519	1,462	1,466
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	290	265	357	341	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ³	(*)	27,587	28,206	29,166	25,253	(*)	(NA)	(NA)	(NA)	(NA)
594											

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

NA Not available.

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-86-07.

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

³ GAF 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. 1986 advance from--		July 1986 preliminary from--		June 1986 through Aug. 1986	
		July 1986 prelim.	Aug. 1985 final	June 1986 final	July 1985 final	Mar. 1986 through May 1986	June 1985 through Aug. 1985
	Retail trade, total.....	+0.8	+3.4	+0.3	+4.0	+1.5	+4.1
	Total (excl. automotive group).....	0.0	+3.8	+0.4	+4.4	+0.7	+4.4
	Durable goods, total.....	+1.8	+5.7	+0.6	+7.0	+3.3	+6.8
52	Building materials, hardware, garden supply, and mobile home dealers.....	+0.2	+14.6	+1.5	+15.7	-1.2	+15.9
55 ex. 554	Automotive dealers.....	+3.2	+2.2	-0.3	+3.0	+4.4	+3.2
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+3.4	+2.5	-0.1	+3.4	+4.8	+3.5
57	Furniture, home furnishings, and equipment stores.....	-0.4	+14.0	+2.0	+16.1	+5.1	+15.0
	Nondurable goods, total.....	+0.1	+2.0	0.0	+2.3	+0.4	+2.5
53	General merchandise group stores.....	+0.7	+3.3	+0.1	+4.3	0.0	+4.1
531	Department stores.....	+0.7	+5.5	+0.6	+6.3	+1.1	+6.1
54	Food stores.....	-0.1	+4.1	+0.5	+4.3	+0.9	+4.3
541	Grocery stores.....	0.0	+4.5	+0.6	+4.6	+0.9	+4.6
554	Gasoline service stations.....	-1.8	-19.5	-2.7	-18.5	-4.5	-17.7
56	Apparel and accessory stores.....	+0.1	+6.5	-0.5	+8.4	+1.0	+8.3
58	Eating and drinking places.....	+1.0	+9.4	+0.7	+7.9	+2.0	+8.1
591	Drug and proprietary stores.....	+0.8	+7.3	+0.9	+7.8	+2.7	+7.8

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 1986 prelim.	June 1986 final	July 1985	July 1986 prelim.	June 1986 final	July ^F 1985
	Retail trade, total.....	39,252	38,836	37,327	40,848	40,473	39,240
53	General merchandise group stores.....	11,355	11,964	10,636	12,950	12,889	12,281
531	Department stores.....	10,064	10,569	9,318	11,398	11,316	10,674
533	Variety stores.....	519	540	560	578	594	629
539	Miscellaneous general merchandise stores.....	772	855	758	(NA)	(NA)	(NA)
54	Food stores.....	13,949	13,063	13,140	(NA)	(NA)	(NA)
541	Grocery stores.....	13,784	12,897	12,987	13,461	13,269	12,871
56	Apparel and accessory stores.....	2,260	2,340	2,003	2,600	2,578	2,323
562,3,8	Women's clothing, specialty stores, furriers.....	1,061	1,043	939	1,150	1,146	1,036
566	Shoe stores.....	441	467	378	528	508	447
591	Drug stores and proprietary stores.....	2,185	2,185	2,099	2,264	2,260	2,189

^F 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 used in calculating all seasonally adjusted data shown in this publication. Factors and Explanatory material are contained in the Monthly Retail Trade Report, 8R-86-07.

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 -0.9 percent to +0.8 percent with the average of the absolute differences about 0.4 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 1986 and final estimates for June 1986 based on the full sample will be published later this month in the Monthly Retail Trade Report for July (BR-86-07). 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. The complete report will include 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	-0.9	+0.8	-0.2	0.4
	Total (excl. automotive group).....	0.8	0.9	0.8	-0.7	+1.1	-0.1	0.4
	Durable goods stores, total.....	1.3	1.7	1.6	-1.1	+3.8	+0.4	0.9
52	Building materials, hardware, garden supply, and mobile home dealers.....	0.9	2.0	1.3	-3.7	+5.8	-0.1	1.8
55 ex. 554	Automotive dealers.....	1.5	2.2	1.7	-1.8	+4.9	+1.0	1.4
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	0.9	1.6	1.2	-1.8	+5.3	+1.1	1.5
57	Furniture, home furnishings, and equipment stores.....	1.8	2.5	2.1	-3.8	+3.4	-0.1	1.5
	Nondurable goods stores, total.....	0.5	0.7	0.6	-0.8	+1.2	0.0	0.4
53	General merchandise group stores.....	0.5	1.0	0.6	-1.7	+1.6	+0.1	0.6
531	Department stores.....	0.2	0.5	0.2	-1.1	+1.9	+0.2	0.8
54	Food stores.....	1.0	1.2	1.0	-1.0	+1.0	-0.2	0.6
541	Grocery stores.....	0.3	0.5	0.4	-1.3	+0.9	-0.2	0.5
554	Gasoline service stations.....	0.6	1.3	0.9	-2.4	+4.2	+0.2	1.2
56	Apparel and accessory stores.....	1.1	3.1	1.7	-1.6	+2.8	-0.1	1.2
58	Eating and drinking places.....	0.8	1.3	0.9	-2.5	+2.8	0.0	1.1
591	Drug stores and proprietary stores.....	0.3	1.8	0.6	-1.1	+2.2	+0.4	1.1

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 November 1984-July 1985.

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 1985-July 1986. The ranges for all other totals and kinds of business are based on the 12-month period March 1983-February 1984.

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

