

Advance Monthly Retail Sales August 1990



U.S. Department of Commerce
BUREAU OF THE CENSUS

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FOR WIRE TRANSMISSION 8:30 A.M. EDT., Friday, September 14, 1990

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for August adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$149.2 billion, a decrease of 0.6 percent ($\pm 1.2\%$) from the previous month but 1.7 percent above August 1989. Total sales in the June through August period were 2.9 percent above the same period a year ago.

Durable goods decreased 2.6 percent ($\pm 2.7\%$) from the previous month.

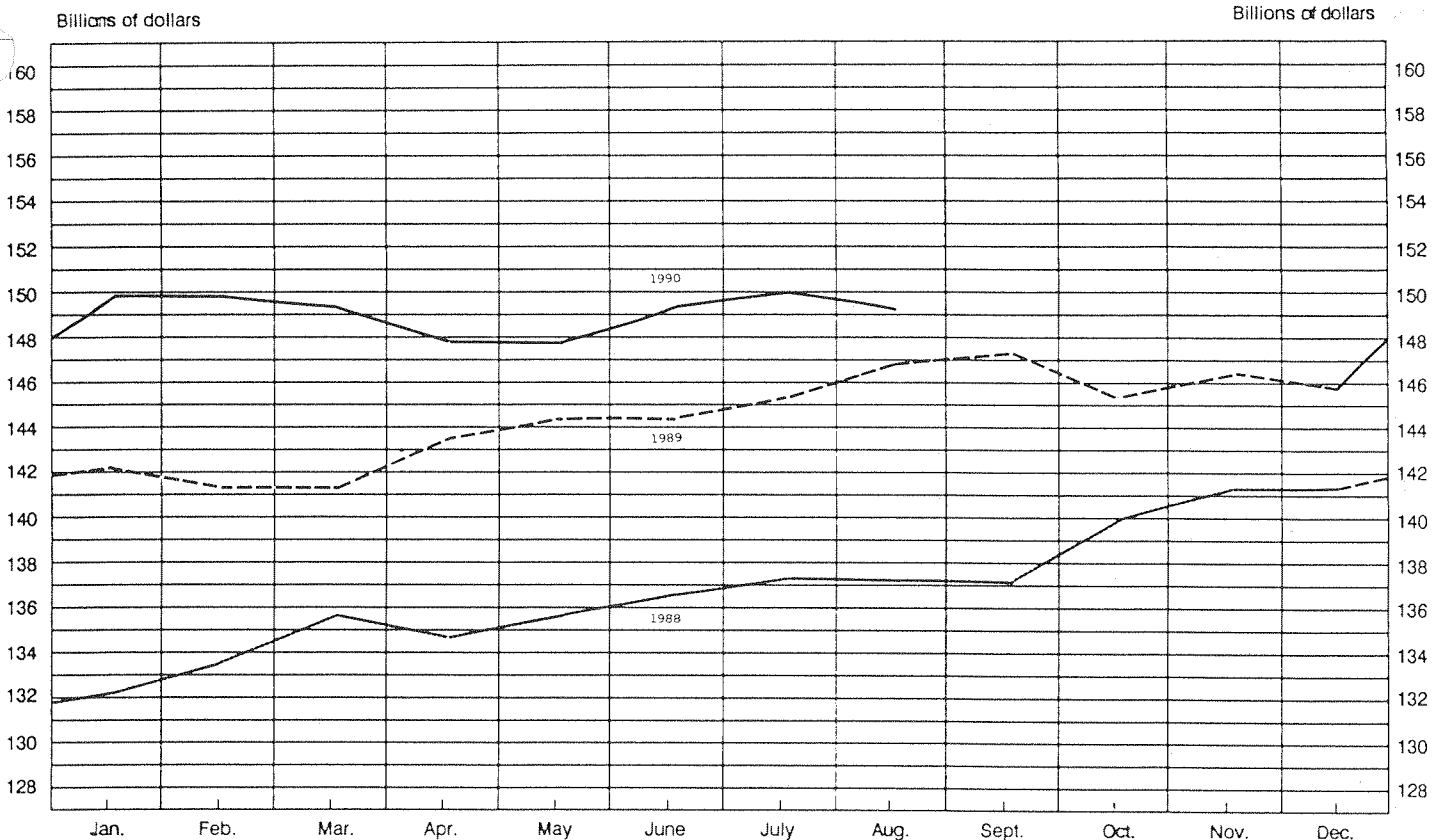
Nondurable goods increased 0.6 percent ($\pm 1.5\%$) from the previous month and were 5.8 percent above last year. General merchandise stores were up 5.0 percent from August 1989 while food stores were up 5.2 percent in the same period. Gasoline service stations increased 6.4 percent from July and were up 11.7 percent from the previous year.

The Advance Monthly Retail Sales Report for September is scheduled to be released October 12, 1990 at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES

January 1988-August 1990

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



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This report is available the day of issue through the Department of Commerce's online Economic Bulletin Board (N-8-1) (202-377-3870) and through the Census Bureau's online information service-CENDATA. CENDATA is available from Dialog Information Services, INC. (1-800-334-2464) and CompuServe (1-800-848-8199). The CENDATA staff at the Bureau of the Census (301-763-2074) can provide content information and general guidance.

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

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted					Adjusted ¹				
		1990			1989		1990			1989	
		Aug. ² adv.	July prel.	June final	Aug.	July	Aug. ² adv.	July prel.	June final	Aug. ² adv.	July ² prel.
	Retail trade, total.....	156,365	148,898	153,472	153,030	144,546	149,198	150,049	149,432	146,767	145,170
	Total (excl. auto group)..	122,966	115,956	119,209	116,864	111,586	119,124	118,639	118,324	113,843	113,456
	Durable goods, total.....	56,889	55,403	57,730	59,703	55,021	52,788	54,191	53,841	55,610	54,092
52	Building mat., hardware, garden supply, and mobile home dealers..	8,569	8,664	9,108	8,808	8,441	7,804	7,999	7,961	7,954	7,817
521,3	Building mat. and supply stores.	(*)	6,314	6,412	6,529	6,187	(*)	5,693	5,679	5,697	5,625
525	Hardware stores.....	(*)	1,134	1,205	1,050	1,076	(*)	1,082	1,088	1,020	1,021
55 ex. 554	Automotive dealers.....	33,399	32,942	34,263	36,166	32,960	30,074	31,410	31,108	32,924	31,714
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	30,463	30,072	31,302	33,301	30,249	27,395	28,695	28,379	30,329	29,142
551	Motor vehicle (franchised)....	(*)	26,482	27,406	29,224	26,469	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,870	2,961	2,865	2,711	(*)	2,715	2,729	2,595	2,572
57	Furniture, home furnishings, and equipment stores.....	7,881	7,372	7,551	7,696	7,181	7,719	7,667	7,613	7,526	7,438
571	Furniture and home furnishings..	(*)	4,030	4,145	4,296	3,952	(*)	4,133	4,104	4,135	4,053
5722,32	Household appliance, radio, and TV stores.....	(*)	2,740	2,774	2,721	2,640	(*)	2,848	2,813	2,707	2,719
5722	Household appliance stores....	(*)	790	803	707	718	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	99,476	93,495	95,742	93,327	89,525	96,410	95,858	95,591	91,157	91,078
53	General merchandise group stores..	17,360	15,263	16,746	16,616	14,790	17,654	17,681	17,577	16,815	16,863
531	Dept. stores (ex. leased depts.)	14,158	12,419	13,600	13,528	12,012	14,315	14,324	14,256	13,610	13,619
531	Dept. stores (in. leased depts.) ³	(*)	12,776	13,975	13,940	12,356	(*)	14,719	14,649	13,996	13,993
533	Variety stores.....	(*)	522	543	575	534	(*)	589	592	593	595
539	Misc. general mdse. stores.....	(*)	2,322	2,603	2,513	2,244	(*)	2,768	2,729	2,612	2,649
54	Food stores.....	32,321	31,485	31,671	30,140	30,285	30,806	30,856	30,646	29,273	29,261
541	Grocery stores.....	30,376	29,606	29,829	28,460	28,649	28,930	28,997	28,820	27,631	27,627
554	Gasoline service stations.....	11,464	10,734	10,633	10,264	10,454	10,674	10,032	10,060	9,557	9,825
56	Apparel and accessory stores.....	8,385	7,130	7,631	8,107	6,814	8,032	8,101	8,067	7,726	7,647
561	Men's and boys' clothing and furnishings stores.....	(*)	662	796	697	658	(*)	801	799	776	777
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,517	2,680	2,702	2,418	(*)	2,870	2,897	2,716	2,699
565	Family clothing stores.....	(*)	2,101	2,240	2,351	1,896	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,323	1,423	1,618	1,257	(*)	1,490	1,452	1,433	1,417
58	Eating and drinking places.....	16,497	16,174	16,152	15,672	15,434	15,135	15,244	15,267	14,525	14,451
591	Drug and proprietary stores.....	5,434	5,291	5,393	5,065	4,840	5,500	5,529	5,509	5,132	5,057
592	Liquor stores.....	(*)	1,756	1,775	1,716	1,768	(*)	1,697	1,715	1,692	1,687
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	322	368	375	329	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ⁴	(*)	34,649	37,038	37,571	33,297	(*)	39,082	38,823	37,456	37,146

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

NA Not available. ²Revised

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-90-07.

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. 1990 advance from--		July 1990 preliminary from--		June 1990 through Aug. 1990	
		July 1990 prelim.	Aug. 1989 final	June 1990 final	July 1989 final	Mar. 1990 through May 1990	June 1989 through Aug. 1989
	Retail trade, total.....	-0.6	+1.7	+0.4	+3.4	+0.8	+2.9
	Total (excl. automotive group)....	+0.4	+4.6	+0.3	+4.6	+1.2	+4.7
	Durable goods, total.....	-2.6	-5.1	+0.7	+0.2	-0.6	-1.5
52	Building materials, hardware, garden supply, and mobile home dealers.....	-2.4	-1.9	+0.5	+2.3	+2.4	+0.9
55 ex. 554	Automotive dealers.....	-4.3	-8.7	+1.0	-1.0	-0.6	-3.4
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-4.5	-9.7	+1.1	-1.5	-0.5	-4.2
57	Furniture, home furnishings, and equipment stores.....	+0.7	+2.6	+0.7	+3.1	-1.6	+1.9
	Nondurable goods, total.....	+0.6	+5.8	+0.3	+5.2	+1.7	+5.5
53	General merchandise group stores.....	-0.2	+5.0	+0.6	+4.9	+1.9	+4.9
531	Dept. stores (ex. leased dept.) ²	-0.1	+5.2	+0.5	+5.2	+1.8	+5.1
531	Dept. stores (in. leased dept.).....	(NA)	(NA)	+0.5	+5.2	(NA)	(NA)
54	Food stores.....	-0.2	+5.2	+0.7	+5.5	+1.1	+5.4
541	Grocery stores.....	-0.2	+4.7	+0.6	+5.0	+1.1	+4.9
554	Gasoline service stations.....	+6.4	+11.7	-0.3	+2.1	+3.2	+5.5
56	Apparel and accessory stores.....	-0.9	+4.0	+0.4	+5.9	+2.3	+5.3
58	Eating and drinking places.....	-0.7	+4.2	-0.2	+5.5	+0.5	+5.2
591	Drug and proprietary stores.....	-0.5	+7.2	+0.4	+9.3	+2.3	+8.8

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 [†]		
		July 1990 prelim.	June 1990 final	July 1989	July 1990 prelim.	June 1990 final	July [†] 1989
	Retail trade, total.....	54,371	56,559	51,803	57,489	57,231	54,182
53	General merchandise group stores.....	13,941	15,379	13,486	16,240	16,161	15,489
531	Dept. stores (ex. leased dept.).....	12,047	13,196	11,625	13,847	13,818	13,165
531	Dept. stores (in. leased dept.) ²	12,392	13,559	11,957	14,276	14,213	13,541
533	Variety stores.....	409	425	415	467	461	470
539	Miscellaneous general merchandise stores.....	1,485	1,758	1,446	(NA)	(NA)	(NA)
54	Food stores.....	17,374	17,599	16,722	(NA)	(NA)	(NA)
541	Grocery stores.....	17,174	17,398	16,537	17,140	17,007	16,165
56	Apparel and accessory stores.....	3,911	4,287	3,632	4,513	4,537	4,140
562,3,8	Women's clothing, specialty stores, furriers.....	1,414	1,547	1,343	1,585	1,639	1,477
566	Shoe stores.....	825	897	786	928	914	890
591	Drug stores and proprietary stores.....	3,186	3,271	2,886	3,382	3,372	3,057

NA Not available. [†] 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-90-07.

²Includes 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 -0.4 percent to +1.2 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 1990 and final estimates for June 1990 based on the full sample are published later this month in the Monthly Retail Trade Report for July (BR-90-07). 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 margin of sampling error, as used on page 1, indicates a range about the estimate which corresponds to a 90 percent confidence interval. If, for example, the estimate is up 0.8 percent and margin of sampling error is 1.2 percentage points above or below the estimate, then the indicated range is -0.4 percent to +2.0 percent. 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						Preliminary-to-final percent change minus the Advance-to-preliminary percent change			
		Advance-to-preliminary ratio		Ratio to same month a year ago	Dollar volume sales est.	Ratio of current quarter to prev. quarter	Range ²		Mean	Aver. of absolute diff.	
		From	To	Median	Median	Median	Median	From	To		
	Retail trade, total.....	0.5	0.6	0.6	0.9	0.8	1.0	-0.4	+1.2	+0.2	0.4
	Total (excl. auto).....	0.5	0.7	0.6	0.8	0.7	0.9	-0.3	+0.5	+0.1	0.2
	Durable goods, total..	1.4	2.0	1.6	2.3	1.8	2.2	-0.9	+1.7	-0.1	0.7
52	Building materials, group stores.....	1.1	3.0	1.7	3.8	3.2	3.1	-1.9	+3.1	0.0	0.7
55 ex.	Automotive dealers.....	1.6	2.4	2.0	3.2	2.6	3.0	-2.1	+2.9	-0.1	0.9
554	Motor vehicle and misc. automotive dealers.....	1.3	2.0	1.6	4.0	2.8	3.3	-2.5	+3.3	-0.1	1.0
551,2,5,6,7,9	Furniture, home furn, and equipment stores.....	1.3	3.8	2.1	4.2	3.9	3.1	-1.9	+5.0	+0.5	1.5
57	Nondur. stores, total...	0.5	0.7	0.6	1.0	0.7	0.9	-0.2	+0.7	+0.1	0.2
53	General merch. group, total.	0.2	0.9	0.4	0.4	0.4	0.5	-0.9	+1.3	0.0	0.4
531	Dept. stores (ex. leased depts.).....	0.1	0.3	0.2	0.2	0.2	0.1	-0.5	+1.2	+0.1	0.4
54	Food stores.....	0.8	1.3	1.0	1.7	1.3	1.6	-0.4	+1.5	+0.2	0.4
541	Grocery stores.....	0.2	0.5	0.3	1.8	1.3	1.6	-0.5	+1.3	+0.2	0.4
554	Gasoline service stations...	0.6	1.0	0.9	2.9	2.1	2.7	-1.8	+1.9	0.0	0.7
56	Apparel and acc. stores.....	1.1	3.6	1.7	2.5	2.0	1.9	-3.9	+3.8	+0.2	1.4
58	Eating and drinking	0.4	1.9	0.8	2.7	2.3	2.6	-1.3	+1.6	+0.2	0.8
591	Drug and proprietary	0.6	1.8	0.7	2.5	1.9	2.1	-1.7	+2.1	+0.3	0.7

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 1988 - October 1989.
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 1989 - July 1990. The ranges for all other totals and kinds of business are based on the 12-month period October 1988 - September 1989.

Note: Coefficients of variation for the ratio of current quarter to current quarter a-year-ago estimates are approximately the same as those for the ratio of current quarter to previous quarter. See appendix B, Reliability of Data, in the Monthly Retail Trade Report for a discussion on the measures of sampling variability.

