New York • London • Boston • Chicago
DECISION ECONOMICS, INC.
Information for Decisions™

New York: 212 884 9440
London: 011 44 20 7814 6706
Boston: 617 994 0500
Email: decisioneconomics@pdeeco.com

Pierre Ellis

August 30, 2011

Weekly Store Sales

Store sales in the fourth and final retail-August week continued to plod along, more-or-less in line with plans, showing no striking new developments--and certainly no lurch commensurate with the Conference Board Consumer Confidence plunge.

Full-month forecasts from the survey groups were unaltered, though perhaps with a creep towards the lower end of the expected ranges. That slight drift probably had more to do with a bit of excessive optimism at the outset than with any deterioration over the course of the month.

Pre-hurricane purchases clearly displaced back-to-school business in the affected regions, though the picture remained basically satisfactory outside those areas. There is reasonable confidence that the school-related purchases were postponed, rather than lost outright, in the hurricane zone--but, that will put the business into retail September.

Forecasts for August official retail sales results will not be altered much today--sticking in the zone of +0.2% ex-autos-gasoline-and-building materials. However, views are subject to significant change, depending on the full-month sales figures--from many more chains--due Thursday.

© 2010 Decision Economics, Inc. All rights reserved. Reproduction in whole or in part without the written permission of the copyright owner is prohibited.