

Advance Monthly Retail Sales

July 1985

FOR WIRE TRANSMISSION 8:30 A.M. EDT, Tuesday, August 13, 1985

CB-85-146

Advance estimates of U.S. retail sales for July, adjusted for seasonal, holiday, and trading-day differences but not for price changes, were \$113.7 billion, little changed from June but 5.7 percent above July of last year. The revised June sales were 1.4 percent below May. Sales in the May through July period were up 0.8 percent from the prior three months and were 5.3 percent above the same months a year ago.

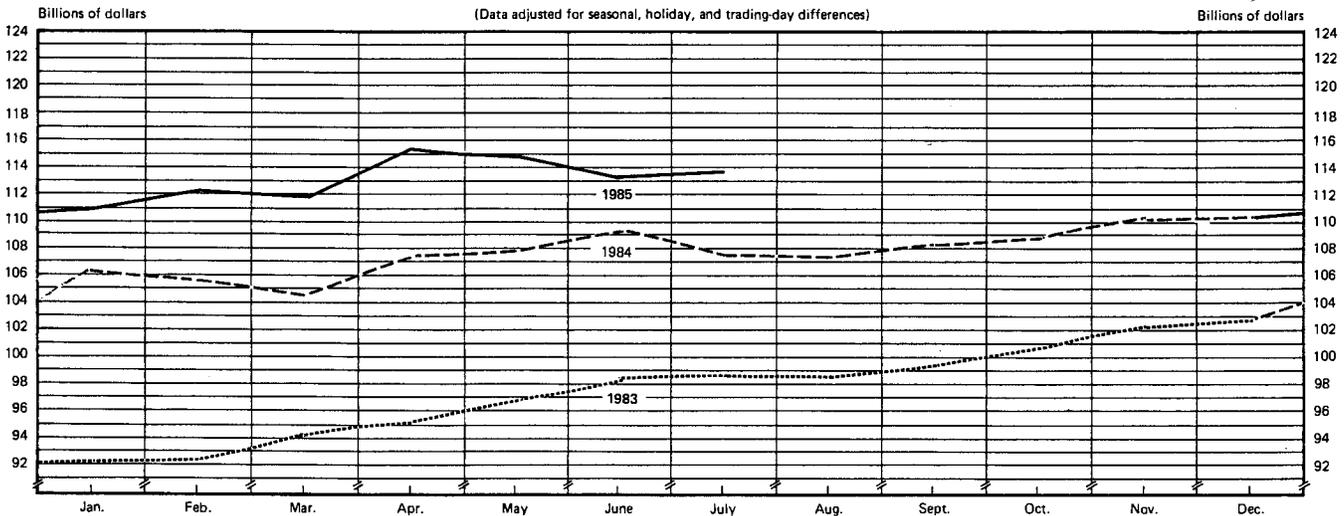
Durable goods sales rose 9.3 percent compared to sales last year. Building material dealers were up 5.0 percent during the month and were 5.5 above sales last year. Automotive dealers and furniture stores both rose about 11 percent when compared with July 1984 sales.

Nondurable goods increased 3.8 percent over last year. After two monthly declines, general merchandise rose 2.1 percent during the month and was 6.6 percent above July 1984. Compared to the previous July, food stores and gasoline service stations both increased about 2.5 percent while apparel and eating and drinking establishments were up, 6.5 and 5.0 percent, respectively. Drug stores rose 7.3 percent from July last year.

For a description of the sample design and reliability of the data, see back page.

The Advance Monthly Retail Sales report for August is scheduled to be released September 13, 1985, at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES January 1983-July 1985



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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				
		1985			1984		1985			1984	
		July ² adv.	June prel.	May final	July	June	July ² adv.	June prel.	May final	July	June
	Retail trade, total.....	114,699	114,489	120,337	106,875	112,298	113,741	113,278	114,884	107,563	109,085
	Total (excl. auto group)..	87,257	87,238	90,856	82,800	86,324	88,234	87,642	88,754	84,524	85,276
	Durable goods, total.....	44,273	43,869	46,771	39,546	42,357	42,026	41,716	42,789	38,465	39,434
52	Building mat., hardware, garden supply, and mobile home dealers..	6,846	6,666	7,014	6,381	6,707	6,080	5,790	5,953	5,763	5,769
521,3	Building mat. and supply stores.	(*)	4,845	5,024	4,681	4,734	(*)	4,235	4,411	4,135	4,127
525	Hardware stores.....	(*)	904	962	831	911	(*)	817	818	802	807
55 ex. 554	Automotive dealers.....	27,442	27,251	29,481	24,075	25,974	25,507	25,636	26,130	23,039	23,809
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	25,181	25,081	27,252	21,873	23,740	23,446	23,595	24,011	20,991	21,740
551	Motor vehicle (franchised)....	(*)	22,380	24,482	19,743	21,524	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,170	2,229	2,202	2,234	(*)	2,041	2,119	2,048	2,069
57	Furniture, home furnishings, and equipment stores.....	5,656	5,507	5,649	5,000	5,241	5,713	5,660	5,931	5,154	5,265
571	Furniture and home furnishings..	(*)	3,029	3,129	2,819	2,993	(*)	3,041	3,135	2,894	2,958
5722,32	Household appliance, radio, and TV stores.....	(*)	2,097	2,131	1,851	1,897	(*)	2,200	2,365	1,889	1,928
5722	Household appliance stores....	(*)	701	709	701	719	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	70,426	70,620	73,566	67,329	69,941	71,715	71,562	72,095	69,098	69,651
53	General merchandise group stores..	11,777	12,456	13,309	10,991	12,403	13,384	13,111	13,269	12,557	12,858
531	Department stores.....	9,880	10,500	11,194	9,268	10,478	11,240	10,995	11,127	10,592	10,802
533	Variety stores.....	(*)	690	749	670	732	(*)	738	754	736	775
539	Misc. general mdse. stores.....	(*)	1,266	1,366	1,053	1,193	(*)	1,378	1,388	1,229	1,281
54	Food stores.....	23,854	23,387	24,307	22,952	23,341	23,261	23,202	23,284	22,662	22,520
541	Grocery stores.....	22,428	21,967	22,802	21,546	21,899	21,860	21,793	21,820	21,269	21,097
554	Gasoline service stations.....	9,069	8,874	8,966	8,786	8,850	8,460	8,557	8,747	8,234	8,429
56	Apparel and accessory stores.....	5,242	5,524	5,883	4,854	5,429	5,877	5,978	5,945	5,519	5,742
561	Men's and boys' clothing and furnishings stores.....	(*)	678	707	568	695	(*)	692	706	675	707
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,265	2,465	2,063	2,279	(*)	2,494	2,438	2,315	2,458
565	Family clothing stores.....	(*)	1,480	1,543	1,292	1,413	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	890	956	735	844	(*)	936	952	857	876
58	Eating and drinking places.....	11,604	11,547	11,498	11,058	10,867	10,886	10,976	10,971	10,364	10,281
591	Drug and proprietary stores.....	3,794	3,753	3,914	3,501	3,593	3,919	3,877	3,871	3,654	3,655
592	Liquor stores.....	(*)	1,551	1,578	1,689	1,677	(*)	1,560	1,596	1,666	1,651
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	303	367	317	331	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ³	(*)	26,806	28,307	23,870	26,352	(*)	(NA)	(NA)	(NA)	(NA)

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

NA Not available.

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-85-06).

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.

³GAF 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					
		July 1985 advance from--		June 1985 preliminary from--		May 1985 through July 1985	
		June 1985 prelim.	July 1984 final	May 1985 final	June 1984 final	Feb. 1985 through Apr. 1985	May 1984 through July 1984
	Retail trade, total.....	+0.4	+5.7	-1.4	+3.8	+0.8	+5.3
	Total (excl. automotive group).....	+0.7	+4.4	-1.3	+2.8	+0.4	+4.0
	Durable goods, total.....	+0.7	+9.3	-2.5	+5.8	+1.4	+8.5
52	Building materials, hardware, garden supply, and mobile home dealers.....	+5.0	+5.5	-2.7	+0.4	+0.5	+3.5
55 ex. 554	Automotive dealers.....	-0.5	+10.7	-1.9	+7.7	+2.1	+10.2
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-0.6	+11.7	-1.7	+8.5	+2.3	+11.0
57	Furniture, home furnishings, and equipment stores.....	+0.9	+10.8	-4.6	+7.5	+1.8	+11.2
	Nondurable goods, total.....	+0.2	+3.8	-0.7	+2.7	+0.4	+3.5
53	General merchandise group stores.....	+2.1	+6.6	-1.2	+2.0	-1.2	+4.3
531	Department stores.....	+2.2	+6.1	-1.2	+1.8	-1.1	+4.0
54	Food stores.....	+0.3	+2.6	-0.4	+3.0	+0.3	+3.2
541	Grocery stores.....	+0.3	+2.8	-0.1	+3.3	+0.4	+3.4
554	Gasoline service stations.....	-1.1	+2.7	-2.2	+1.5	+1.7	+1.9
56	Apparel and accessory stores.....	-1.7	+6.5	+0.6	+4.1	+0.5	+5.9
58	Eating and drinking places.....	-0.8	+5.0	0.0	+6.8	+2.0	+6.5
591	Drug and proprietary stores.....	+1.1	+7.3	+0.2	+6.1	+0.1	+6.6

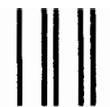
Table 3. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted			Adjusted ¹		
		June 1985 prelim.	May 1985 final	June 1984	June 1985 prelim.	May 1985 final	June 1984
	Retail trade, total.....	38,029	40,027	37,313	38,999	39,200	37,492
53	General merchandise group stores.....	11,518	12,316	11,489	12,112	12,252	11,905
531	Department stores.....	10,056	10,706	10,040	10,519	10,632	10,340
533	Variety stores.....	587	652	614	625	649	644
539	Miscellaneous general merchandise stores.....	875	958	835	(NA)	(NA)	(NA)
54	Food stores.....	12,972	13,574	12,684	(NA)	(NA)	(NA)
541	Grocery stores.....	12,817	13,418	12,533	12,920	12,865	12,180
56	Apparel and accessory stores.....	2,129	2,239	2,036	2,308	2,285	2,154
562,3,8	Women's clothing, specialty stores, furriers.....	943	982	902	1,025	986	962
566	Shoe stores.....	426	459	413	464	449	433
591	Drug stores and proprietary stores.....	2,055	2,150	1,973	2,121	2,133	2,019

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-85-06).

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 -1.1 percent to +1.6 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 June 1985 and final estimates for May 1985 based on the full sample will be published late this month in the Monthly Retail Trade Report for June (BR-85-06). 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.....	0.6	0.8	0.7	-1.1	+1.6	+0.1	0.6
	Total (excl. automotive group).....	0.6	0.9	0.7	-0.9	+1.0	0.0	0.4
	Durable goods stores, total.....	1.0	1.7	1.4	-2.0	+2.7	0.0	1.0
52	Building materials, hardware, garden supply, and mobile home dealers.....	1.3	3.6	2.0	-2.4	+5.0	+0.6	1.6
55 ex. 554	Automotive dealers.....	1.5	2.4	1.8	-2.0	+2.4	+0.1	1.1
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	1.2	2.2	1.4	-2.4	+2.9	+0.2	1.3
57	Furniture, home furnishings, and equipment stores.....	1.3	3.3	2.5	-4.6	+3.4	-0.4	1.6
	Nondurable goods stores, total.....	0.4	0.7	0.5	-0.6	+0.7	0.0	0.3
53	General merchandise group stores.....	0.4	0.6	0.5	-1.3	+1.6	+0.2	0.6
531	Department stores.....	0.1	0.5	0.2	-1.1	+1.9	+0.3	0.7
54	Food stores.....	0.8	1.1	1.0	-1.0	+0.6	+0.1	0.4
541	Grocery stores.....	0.2	0.5	0.4	-1.2	+0.6	0.0	0.3
554	Gasoline service stations.....	0.6	1.3	0.9	-3.8	+3.0	-0.4	1.7
56	Apparel and accessory stores.....	1.1	3.7	2.1	-1.7	+2.2	0.0	1.1
58	Eating and drinking places.....	0.5	1.2	0.9	-2.5	+3.2	+0.1	1.4
591	Drug stores and proprietary stores.....	0.5	1.4	0.6	-2.1	+2.2	-0.1	0.9

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, July 1984-June 1985. The ranges for all other totals and kinds of business are based on the 12-month period December 1983-November 1984.

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