

Advance Monthly Retail Sales

CURRENT BUSINESS REPORTS

June 1987

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CB-87-114

Advance estimates of U.S. retail sales for June adjusted for seasonal, holiday, and trading-day differences but not for price changes, were \$125.1 billion, up 4.5 percent from June 1986. Total sales in the second quarter increased 1.9 percent from the first quarter and were 4.8 percent above the same quarter a year ago.

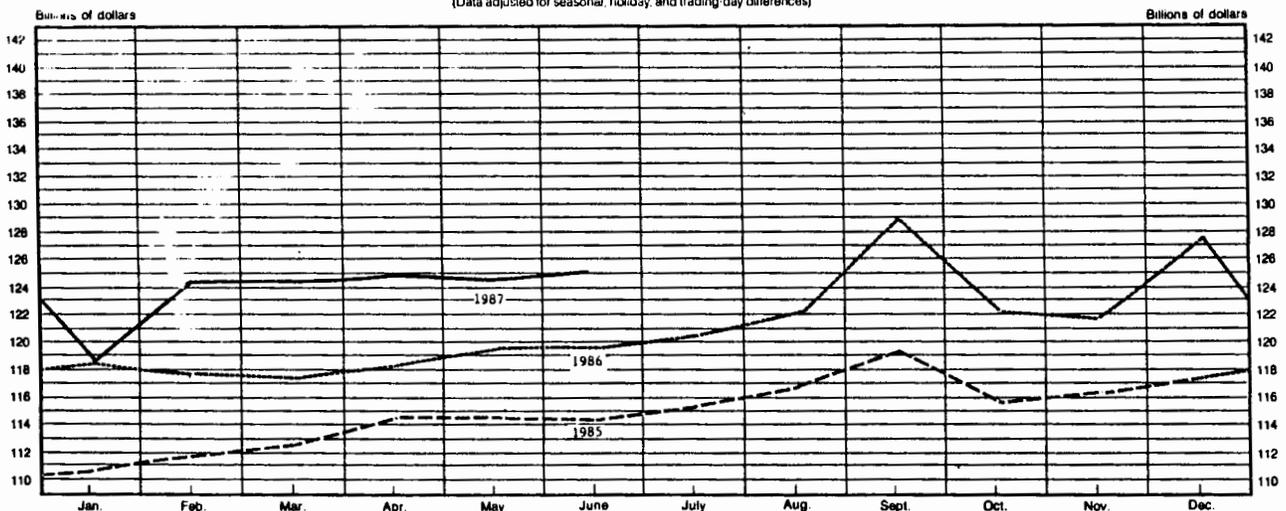
Durable goods sales for June were \$48.1 billion, up 4.6 percent from June 1986. Automotive sales were 4.4 percent above the previous year while building material dealers and furniture stores were up 5.3 percent and 1.0 percent, respectively. Total durable sales in the second quarter increased 3.5 percent from the first quarter and were 4.9 percent above the same quarter a year ago.

Nondurable goods sales for June were \$77.0 billion, up 4.4 percent from June of last year. Compared to sales a year ago, general merchandise sales were up 6.5 percent, food stores up 2.1 percent, apparel up 5.5 percent, and gasoline service stations up 3.9 percent. Total nondurable sales in the second quarter increased 1.0 percent from the first quarter and were 4.8 percent above the same quarter a year ago.

The Advance Monthly Retail Sales report for July is scheduled to be released August 13, 1987, at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES January 1985-June 1987

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



Inquiries concerning this report should be addressed to Ronald Piencykoski, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-5294/7561.



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. 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	
		June ² adv.	May prel.	Apr. final	June	May	June ² adv.	May prel.	Apr. final	June ² adv.	May ²
	Retail trade, total.....	127,666	128,966	125,367	120,973	126,087	125,077	124,546	124,960	119,705	119,507
	Total (excl. auto group)..	96,285	98,807	94,959	91,460	95,703	96,948	96,937	96,859	92,774	92,335
	Durable goods, total.....	52,177	50,740	49,844	49,099	50,194	48,108	47,683	48,135	45,993	46,065
52	Building mat., hardware, garden supply, and mobile home dealers..	8,844	8,654	7,989	8,340	8,358	7,585	7,537	7,452	7,203	7,130
521,3	Building mat. and supply stores.	(*)	6,281	5,934	6,069	6,038	(*)	5,705	5,684	5,352	5,320
525	Hardware stores.....	(*)	1,175	1,091	997	991	(*)	1,049	1,050	900	868
55 ex. 554	Automotive dealers.....	31,381	30,159	30,408	29,513	30,384	28,129	27,609	28,101	26,931	27,172
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	29,004	27,862	28,125	27,196	28,044	25,920	25,398	25,874	24,724	24,950
551	Motor vehicle (franchised)....	(*)	24,514	25,039	24,692	25,585	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,297	2,283	2,317	2,340	(*)	2,211	2,227	2,207	2,222
57	Furniture, home furnishings, and equipment stores.....	6,453	6,408	6,228	6,245	6,251	6,618	6,728	6,777	6,550	6,429
571	Furniture and home furnishings..	(*)	3,605	3,499	3,398	3,490	(*)	3,616	3,664	3,464	3,438
5722,32	Household appliance, radio, and TV stores.....	(*)	2,384	2,298	2,451	2,363	(*)	2,643	2,647	2,644	2,555
5722	Household appliance stores....	(*)	765	723	792	770	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	75,489	78,226	75,523	71,874	75,893	76,969	76,863	76,825	73,712	73,442
53	General merchandise group stores..	12,833	13,698	12,871	11,966	13,153	13,759	13,706	13,521	12,925	12,841
531	Dept. stores (ex. leased depts.)	10,929	11,651	10,907	10,221	11,165	11,664	11,639	11,481	11,002	10,881
531	Dept. stores (in. leased depts.)	(*)	12,535	11,770	11,043	12,062	(*)	12,535	12,403	11,849	11,768
533	Variety stores.....	(*)	719	768	646	740	(*)	723	739	695	729
539	Misc. general mdse. stores.....	(*)	1,328	1,196	1,099	1,248	(*)	1,344	1,301	1,228	1,233
54	Food stores.....	25,006	25,994	24,884	24,384	25,822	25,098	25,100	25,267	24,588	24,510
541	Grocery stores.....	23,610	24,594	23,450	22,961	24,324	23,705	23,739	23,880	23,146	23,078
554	Gasoline service stations.....	7,852	7,646	7,385	7,491	7,482	7,471	7,460	7,497	7,189	7,236
56	Apparel and accessory stores.....	6,587	6,941	7,161	6,115	6,794	7,113	6,945	7,002	6,743	6,679
561	Men's and boys' clothing and furnishings stores.....	(*)	783	776	772	827	(*)	771	787	803	804
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,937	2,960	2,501	2,800	(*)	2,940	2,939	2,826	2,759
565	Family clothing stores.....	(*)	1,595	1,645	1,375	1,521	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,350	1,488	1,160	1,295	(*)	1,301	1,303	1,241	1,231
58	Eating and drinking places.....	13,212	13,523	12,809	12,540	12,663	12,679	12,758	12,745	12,011	11,946
591	Drug and proprietary stores.....	4,305	4,366	4,296	4,006	4,129	4,393	4,401	4,339	4,134	4,084
592	Liquor stores.....	(*)	1,618	1,505	1,663	1,671	(*)	1,638	1,620	1,690	1,669
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	264	266	241	263	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57,594	GAF.....	(*)	31,317	30,211	28,002	29,977	(*)	31,936	31,836	30,192	29,909

*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-87-05.

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					
		June 1987 advance from--		May 1987 preliminary from--		Apr. 1987 through June 1987	
		May 1987 prelim.	June 1986 final	Apr. 1987 final	May 1986 final	Jan. 1987 through Mar. 1987	Apr. 1986 through June 1986
	Retail trade, total.....	+0.4	+4.5	-0.3	+4.2	+1.9	+4.8
	Total (excl. automotive group).....	0.0	+4.5	+0.1	+5.0	+0.6	+4.9
	Durable goods, total.....	+0.9	+4.6	-0.9	+3.5	+3.5	+4.9
52	Building materials, hardware, garden supply, and mobile home dealers.....	+0.6	+5.3	+1.1	+5.7	-0.9	+3.5
55 ex. 554	Automotive dealers.....	+1.9	+4.4	-1.8	+1.6	+6.8	+4.4
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+2.1	+4.8	-1.8	+1.8	+7.6	+4.8
57	Furniture, home furnishings, and equipment stores.....	-1.6	+1.0	-0.7	+4.7	-1.3	+4.4
	Nondurable goods, total.....	+0.1	+4.4	0.0	+4.7	+1.0	+4.8
53	General merchandise group stores.....	+0.4	+6.5	+1.4	+6.7	+2.0	+5.9
531	Dept. stores (ex. leased dept.).....	+0.2	+6.0	+1.4	+7.0	+2.0	+6.0
531	Dept. stores (in. leased dept.).....	(NA)	(NA)	+1.1	+6.5	(NA)	(NA)
54	Food stores.....	0.0	+2.1	-0.7	+2.4	-0.1	+2.8
541	Grocery stores.....	-0.1	+2.4	-0.6	+2.9	+0.1	+3.2
554	Gasoline service stations.....	+0.1	+3.9	-0.5	+3.1	+4.4	+4.3
56	Apparel and accessory stores.....	+2.4	+5.5	-0.8	+4.0	+0.2	+5.0
58	Eating and drinking places.....	-0.6	+5.6	+0.1	+6.8	-1.7	+6.5
591	Drug and proprietary stores.....	-0.2	+6.3	+1.4	+7.8	+1.9	+7.2

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

(Sales in millions of dollars)

SIC	Kind of business code	Not adjusted			Adjusted ¹		
		May 1987 prelim.	Apr. 1987 final	May 1986	May 1987 prelim.	Apr. 1987 final	May ² 1986
	Retail trade, total.....	46,398	44,587	44,218	45,748	45,625	42,772
53	General merchandise group stores.....	12,716	11,941	12,305	12,696	12,693	12,020
531	Dept. stores (ex. leased dept.).....	11,321	10,597	10,835	11,298	11,178	10,581
531	Dept. stores (in. leased dept.).....	12,164	11,421	11,679	12,152	12,047	11,405
533	Variety stores.....	571	614	613	563	585	592
539	Miscellaneous general merchandise stores.....	824	730	857	(NA)	(NA)	(NA)
54	Food stores.....	14,789	14,149	14,359	(NA)	(NA)	(NA)
541	Grocery stores.....	14,591	13,932	14,138	14,084	14,073	13,350
56	Apparel and accessory stores.....	3,712	3,849	3,434	3,785	3,768	3,453
562,3,8	Women's clothing, specialty stores, furriers.....	1,607	1,608	1,415	1,647	1,598	1,434
566	Shoe stores.....	801	902	786	777	788	754
591	Drug stores and proprietary stores.....	2,537	2,529	2,348	2,586	2,581	2,332

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-87-05.

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 +0.8 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 May 1987 and final estimates for April 1987 based on the full sample will be published later this month in the Monthly Retail Trade Report for May (BR-87-05). 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	-1.6	+0.8	0.0	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, June 1986-May 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.

