

FOR WIRE TRANSMISSION 8:30 A.M. EDT, Tuesday, July 15, 1997

**ADVANCE MONTHLY RETAIL SALES
 JUNE 1997**

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for June adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$210.3 billion, an increase of 0.5 percent ($\pm 0.7\%$) from the previous month and 3.8 percent ($\pm 0.9\%$) from June 1996. Total sales for the second quarter were 3.3 percent ($\pm 0.7\%$) above the same quarter a year ago. The April to May 1997 percent change was revised from -0.1 percent ($\pm 0.7\%$) to -0.3 percent ($\pm 0.5\%$).

Durable goods increased 0.5 percent ($\pm 1.4\%$) from May and were 3.4 percent above June 1996. Automotive dealers sales were up 3.6 percent from last year.

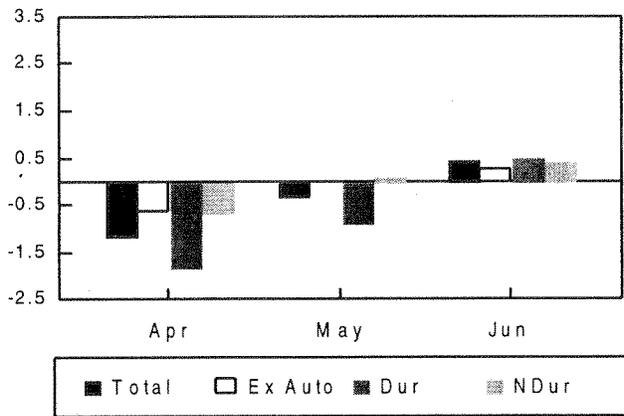
Nondurable goods increased 0.4 percent ($\pm 0.6\%$) from last month and were 4.0 percent above last year. General merchandise sales were up 6.2 percent from June 1996 while food sales were up 2.2 percent in the same period.

The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.

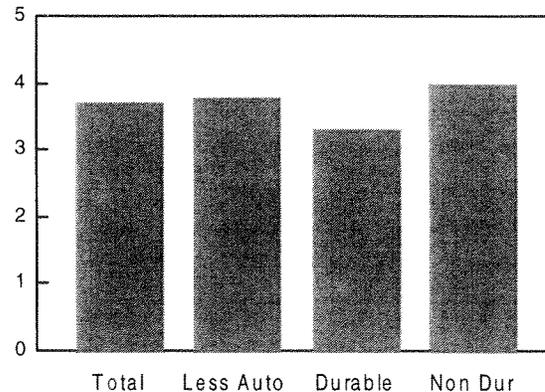
Percent Change in Retail Sales

(Data adjusted for seasonal, holiday, and trading-day differences, but not for price changes)

From Previous Month



From Previous Year



The Advance Monthly Retail Sales Report for July is scheduled to be released August 13, 1997 at 8:30 a.m.

Address inquiries concerning this report to Ronald Pienycoski, Services Division, Bureau of the Census, Washington, D.C. 20233. Telephone: (301) 457-2713 or (301) 457-2666.

This report is available the day of issue through the Department of Commerce's online Economic Bulletin Board. For information call (202) 482-1986. The data are also available on the internet - <http://www.census.gov/svsd/www/advtable.html>.

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

(In Millions of Dollars)

SIC code	Kind of business	Not adjusted					Adjusted ¹				
		1997			1996		1997			1996	
		June ² (a)	May (p)	Apr. (r)	June	May	June ² (a)	May (p)	Apr. (r)	June (r)	May (r)
	Retail trade, total	212,114	219,178	204,927	204,705	213,754	210,299	209,311	209,934	202,684	204,177
	Total (excl. auto group)...	157,809	164,245	151,703	152,745	158,666	159,894	159,463	159,486	154,019	154,699
	Durable goods, total.....	89,462	91,107	86,686	85,962	90,210	85,134	84,701	85,472	82,371	83,239
52	Building mat., hardware, garden supply, and mobile home dealers....	13,417	14,153	12,899	12,892	13,348	11,905	12,049	12,066	11,549	11,224
521,3	Building mat. and supply stores.....	(*)	10,839	9,842	9,514	9,830	(*)	9,475	9,400	8,657	8,578
525	Hardware stores.....	(*)	1,501	1,341	1,418	1,479	(*)	1,265	1,283	1,268	1,271
55 ex. 554	Automotive dealers.....	54,305	54,933	53,224	51,960	55,088	50,405	49,848	50,448	48,665	49,478
551,2,5, 6,7,9	Motor vehicle and miscellaneous automotive dealers.....	51,217	51,839	50,220	48,814	51,891	47,467	46,913	47,512	45,663	46,456
551	Motor vehicle (franchised).....	(*)	44,697	43,132	42,613	45,430	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	3,094	3,004	3,146	3,197	(*)	2,935	2,936	3,002	3,022
57	Furniture, home furnishings, and equipment stores.....	11,166	11,166	10,626	10,507	10,639	11,866	11,693	11,640	11,112	11,175
571	Furniture and home furnishings....	(*)	5,927	5,578	5,382	5,489	(*)	5,963	5,928	5,548	5,539
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	4,452	4,309	4,299	4,323	(*)	4,855	4,852	4,648	4,714
5722	Household appliance stores.....	(*)	814	763	788	792	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	122,652	128,071	118,241	118,743	123,544	125,165	124,610	124,462	120,313	120,938
53	General merchandise group stores...	26,178	27,283	24,261	24,866	25,904	27,537	27,331	27,195	25,934	26,130
531	Dept. stores (ex. leased depts).....	20,456	21,353	19,005	19,211	20,098	21,692	21,504	21,402	20,201	20,404
531	Dept. stores (in. leased depts) ³	(*)	21,699	19,318	19,551	20,475	(*)	21,844	21,594	20,569	20,843
533	Variety stores.....	(*)	728	634	651	705	(*)	722	703	699	685
539	Misc. general mdse. stores.....	(*)	5,202	4,622	5,004	5,101	(*)	5,105	5,090	5,034	5,041
54	Food stores.....	35,605	37,566	34,517	35,310	36,348	35,845	35,866	35,826	35,080	35,009
541	Grocery stores.....	33,530	35,444	32,551	33,420	34,399	33,732	33,788	33,767	33,155	33,108
554	Gasoline service stations.....	13,387	13,536	12,889	13,642	14,039	12,677	12,794	13,059	12,955	13,320
56	Apparel and accessory stores.....	8,893	9,624	8,606	8,941	9,435	9,604	9,608	9,494	9,547	9,559
561	Men's and boy's clothing and furnishings stores.....	(*)	876	778	806	826	(*)	894	889	831	861
562,3	Women's clothing, specialty stores.....	(*)	2,863	2,575	2,765	2,967	(*)	2,703	2,713	2,877	2,839
565	Family clothing stores.....	(*)	3,515	3,123	3,165	3,278	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,717	1,512	1,592	1,706	(*)	1,600	1,577	1,608	1,631
58	Eating and drinking places.....	21,099	21,552	20,117	20,219	20,742	20,465	20,237	20,238	19,441	19,661
591	Drug and proprietary stores.....	7,840	8,253	7,844	7,164	7,651	8,108	8,083	8,078	7,463	7,464
592	Liquor stores.....	(*)	2,071	1,821	1,927	1,927	(*)	1,989	1,977	1,910	1,899
5961	Total mail order.....	(*)	4,018	4,152	3,296	3,582	(*)	4,504	4,489	4,054	3,980
53,56,57, 594	GAF(4).....	(*)	55,491	50,272	51,297	53,126	(*)	56,651	56,448	54,395	54,608

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

NA Not available. (a) Advance estimates. (p) Preliminary. (r) Revised.

- (1) Data are concurrently adjusted for seasonal variations, holiday, and trading-day differences, but not for price changes. 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-97-05.
- (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) Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.
- (4) GAF represents stores which specialize in department store types of merchandise (general merchandise, apparel, furniture, and miscellaneous shopping goods stores).

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, but not for price changes)

SIC code	Kind of business	Percent change ¹					
		June 1997 Advance from --		May 1997 Preliminary from --		Apr. 1997 through June 1997 from --	
		May 1997 (p)	June 1996 (r)	Apr. 1997 (r)	May 1996 (r)	Jan. 1997 through Mar. 1997	Apr. 1996 through June 1996
	Retail trade, total	0.5	3.8	-0.3	2.5	-1.0	3.3
	Total (excl. automotive group)	0.3	3.8	0.0	3.1	-0.3	3.5
	Durable goods, total	0.5	3.4	-0.9	1.8	-1.9	3.3
52	Building materials, hardware, garden supply, and mobile home dealers	-1.2	3.1	-0.1	7.4	1.4	6.5
55 ex. 554	Automotive dealers.....	1.1	3.6	-1.2	0.7	-3.0	2.8
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	1.2	4.0	-1.3	1.0	-3.1	3.1
57	Furniture, home furnishings, and equipment stores.....	1.5	6.8	0.5	4.6	2.5	5.4
	Nondurable goods, total.....	0.4	4.0	0.1	3.0	-0.3	3.3
53	General merchandise group stores.....	0.8	6.2	0.5	4.6	-0.3	4.9
531	Dept. stores (ex. leased dept.).....	0.9	7.4	0.5	5.4	-0.1	5.7
531	Dept. stores (in. leased dept.) ²	(NA)	(NA)	1.2	4.8	(NA)	(NA)
54	Food stores.....	-0.1	2.2	0.1	2.4	-0.3	2.2
541	Grocery stores.....	-0.2	1.7	0.1	2.1	-0.4	1.8
554	Gasoline service stations.....	-0.9	-2.1	-2.0	-3.9	-3.8	-2.1
56	Apparel and accessory stores.....	0.0	0.6	1.2	0.5	-0.9	0.0
58	Eating and drinking places.....	1.1	5.3	0.0	2.9	-0.4	3.7
591	Drug and proprietary stores.....	0.3	8.6	0.1	8.3	0.6	8.7

NA Not available. (p) Preliminary. (r) Revised.

(1) Percent change rounded to nearest tenth.

(2) Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Official Business

Penalty for Private Use, \$300

Reliability of Data

The Advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the Advance and the subsequent full survey can differ because of the earlier reporting in the Advance and because of sampling variability present in each survey. The margin of sampling error, as used on page 1, gives a range about the estimate which is a 90% confidence interval. If, for example, the trend estimate is +1.2% and the standard error is 0.9%, then the margin of sampling error is $\pm 1.65 \times 0.9\%$ or $\pm 1.5\%$, and the 90% confidence interval is -0.3% to +2.7%. If the interval contains 0, it is uncertain whether there was an increase or decrease. For monthly level, the coefficient of variation (CV) is given. The resulting confidence interval is the estimated value $\pm 1.65 \times CV \times$ (the estimated value).

Estimates of sampling variability are given in Table 3. They are based on two components. The first component is a measure of the average difference

between the Advance and the Preliminary estimates. The second reflects the variability of the Preliminary estimate. Additionally, both the Advance and the full survey are subject to nonsampling errors. Such errors can occur because of nonresponse, insufficient coverage of the universe of retail businesses, and response errors, among others. Precautionary steps are taken to minimize these errors, but their magnitude is not directly measured.

Preliminary estimates for the current month and final estimates for the previous month based on the full sample are published next month in the Monthly Retail Trade Report. This report will provide sales estimates in greater detail and additional measures of sampling variability. It will also present a description of revisions and the techniques used in developing the estimates, and an explanation of confidence intervals and sampling variability (Appendix B, Reliability of Data).

Table 3. Measures of Variability of and Revision to Advance Estimates for Level and Trend

SIC code	Kind of Business	Level of sales: Estimated CV ¹ for Current Mo. (x 100)	Trend (percent change): Estimated standard error ¹ for			Revision for month- to-month change ²	
			Current Mo. to Previous Mo.	Current Qtr. to Previous Qtr.	Current Mo. to Current Mo. Last Yr.	Average revision	Median absolute revision
	Retail trade, total.....	1.0	0.4	0.3	0.6	0.0	0.3
	Total (excl. auto)	1.0	0.6	0.3	0.7	-0.1	0.4
	Durable goods, total	1.4	0.9	0.6	1.1	0.1	0.4
52	Building materials, group stores	3.5	1.9	1.1	2.7	0.1	0.7
55 ex. 554 ¹	Automotive dealers.....	1.6	1.2	0.8	1.5	0.4	0.4
551,2,5,6,7,9	Motor vehicle and misc. automotive dealers.....	1.8	1.3	0.9	1.6	0.4	0.4
57	Furniture, home furn, and equipment stores	2.0	1.4	0.7	1.8	0.1	1.0
	Nondurable goods, total	1.1	0.4	0.2	0.5	0.0	0.3
53	General merch. group, total.....	0.6	0.6	0.2	0.6	0.0	0.2
531	Dept. stores (ex. leased depts.) ...	0.4	0.5	0.1	0.4	0.0	0.2
54	Food stores.....	1.2	0.2	0.3	0.6	0.0	0.1
541	Grocery stores	1.2	0.2	0.3	0.6	0.0	0.1
554	Gasoline service stations	2.2	1.2	1.4	1.4	-0.2	0.8
56	Apparel and accessory stores	1.9	1.5	0.6	1.6	0.1	0.8
58	Eating and drinking places	5.1	1.0	0.9	2.2	-0.1	0.4
591	Drug and proprietary stores	1.7	0.8	0.4	1.2	0.2	0.5

(1) The coefficients of variation (CVs) for level of sales and the standard errors for trends are medians based on estimates for the preceding 12 months.

(2) These columns measure the difference between the Advance/Preliminary ratio and the Preliminary/Final ratio estimates -- i.e., the difference between estimates of trend for the same pair of data months. The revisions for Retail trade total are based on the latest 12 months of data while all other kinds of business are based on the preceding 12 months.

