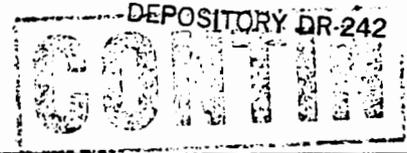


# Advance Monthly Retail Sales

FEB 12 1984

JUNE 1983



FOR WIRE TRANSMISSION 2:30 P.M. EDT, Wednesday, July 13, 1983

CB-83-106

Advance U.S. retail sales for June, adjusted for seasonal variations, holiday, and trading-day differences but not for price changes, were \$99,120 million, an increase of 0.7 percent above the revised May level and 11.9 percent over a year ago. These figures represent the strongest year-to-year gain since mid-1981. The May estimates were revised upward to \$98,423 million, an increase of 3.1 percent above April, which is the largest month-to-month gain since May 1975. The April through June sales were 5.9 percent higher than the January through March sales and 9.4 percent above the same period last year.

Sales of durable goods, led by automotive group sales of \$19,387 million, were up 1.1 percent from May. Automotive sales were 1.5 percent above May and 32.4 percent over depressed sales of June 1982. This is the third consecutive month of record automotive sales, which continue to be influenced by below-market financing. The building materials group sales increased 1.3 percent from the previous month and 18.4 percent from June 1982. Building materials sales have increased for 8 of the last 9 months, reversing a trend of declines experienced from June through September 1982.

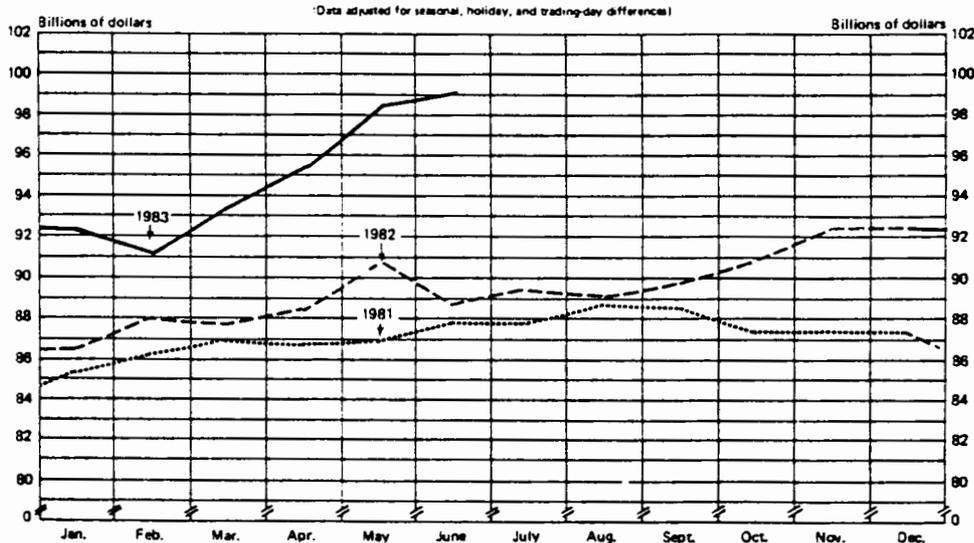
General merchandise group sales combined with apparel group sales to lead total sales of nondurable goods to an increase of 0.5 percent over the May estimates and 6.9 percent over the year-ago levels. Favorable weather across the country affected the sales for these kinds of business.

Gasoline service station sales increased 1.4 percent from May continuing an upward trend which began in April. Both the June and May estimates registered year-to-year increases following 14 consecutive months of year-to-year declines.

For a description of the sample design and reliability of the data, see page 4.

The Advance Monthly Retail Sales Report for July is scheduled to be released August 10, 1983, at 2:30 p.m.

## ESTIMATED MONTHLY RETAIL SALES January 1981—June 1983



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



U.S. Department of Commerce  
BUREAU OF THE CENSUS

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 \$39 per year. Add \$9.75 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. Single copies of the Advance Monthly Retail Sales report are for sale by Subscriber Services (Publications), Bureau of the Census, Washington, D.C. 20233, at \$1.75 each.

Table 1. Estimated Monthly Retail Sales, by Kind of Business for the United States

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted					Adjusted <sup>1</sup>				
		1983			1982		1983			1982	
		June <sup>2</sup> adv.	May prel.	Apr. final	June	May	June <sup>2</sup> adv.	May prel.	Apr. final	June	May
	Retail trade, total.....	100548	97,832	93,970	88,965	90,812	99,120	98,423	95,449	88,603	90,813
	Total (excl. automotive group).....	79,442	78,244	75,565	73,276	74,070	79,733	79,324	77,292	73,965	74,383
	Durable goods stores, total.....	34,684	32,539	30,350	27,615	28,488	32,373	32,013	30,668	26,136	28,127
52	Building materials, hardware, garden supply, and mobile home dealers.....	5,646	5,362	4,567	4,704	4,768	4,901	4,837	4,542	4,139	4,281
521,3	Building materials and supply stores.....	(*)	3,763	3,220	3,283	3,129	(*)	3,540	3,330	2,903	2,944
525	Hardware stores.....	(*)	815	719	768	825	(*)	736	680	696	735
55 ex. 554	Automotive dealers.....	21,106	19,588	18,405	15,689	16,742	19,387	19,099	18,157	14,638	16,430
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	19,094	17,663	16,551	13,771	14,957	17,501	17,199	16,371	12,834	14,664
551	Motor vehicle dealers (franchised).....	(*)	15,239	14,330	11,935	13,145	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,925	1,854	1,918	1,785	(*)	1,900	1,786	1,804	1,766
57	Furniture, home furnishings, and equipment stores.....	4,174	3,956	3,937	3,847	3,664	4,242	4,220	4,196	3,865	3,917
571	Furniture and home furnishings stores.....	(*)	2,385	2,338	2,247	2,183	(*)	2,434	2,423	2,218	2,246
5722,32	Household appliance, radio, and TV stores	(*)	1,294	1,301	1,287	1,184	(*)	1,459	1,434	1,290	1,326
5722	Household appliance stores.....	(*)	618	605	634	573	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	65,864	65,293	63,620	61,350	62,324	66,747	66,410	64,781	62,467	62,686
53	General merchandise group stores.....	11,070	11,190	10,490	10,088	10,707	11,798	11,651	11,240	10,796	11,032
531	Department stores.....	9,141	9,159	8,591	8,257	8,757	9,724	9,511	9,208	8,822	9,009
533	Variety stores.....	(*)	729	712	667	720	(*)	765	739	712	738
539	Miscellaneous general merchandise stores.....	(*)	1,302	1,187	1,164	1,230	(*)	1,375	1,293	1,262	1,295
54	Food stores.....	22,221	21,838	21,739	21,020	21,404	22,017	22,020	21,572	21,025	21,113
541	Grocery stores.....	20,829	20,501	20,440	19,585	20,009	20,664	20,687	20,298	19,624	19,733
554	Gasoline service stations.....	9,301	8,867	8,324	9,047	8,619	8,909	8,788	8,391	8,649	8,559
56	Apparel and accessory stores.....	4,297	4,306	4,327	3,846	4,150	4,712	4,669	4,519	4,226	4,417
561	Men's and boys' clothing and furnishings stores.....	(*)	654	625	643	657	(*)	725	698	681	707
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,662	1,651	1,401	1,557	(*)	1,783	1,688	1,560	1,644
565	Family clothing stores.....	(*)	835	827	781	832	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	845	882	738	811	(*)	877	868	792	834
58	Eating and drinking places.....	10,428	10,367	9,942	9,271	9,214	9,913	10,026	9,776	8,863	8,817
591	Drug stores and proprietary stores.....	3,189	3,176	3,114	2,924	2,930	3,254	3,218	3,197	2,999	2,975
592	Liquor stores.....	(*)	1,505	1,495	1,570	1,591	(*)	1,560	1,572	1,583	1,612
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	408	382	369	364	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF <sup>3</sup> .....	(*)	22,385	21,525	20,606	21,305	(*)	(NA)	(NA)	(NA)	(NA)

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

NA Not available.

<sup>1</sup>Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-83-05).

<sup>2</sup>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.

<sup>3</sup>GAF 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 for the United States**

(Adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Percent change					
		June 1983 advance from--		May 1983 preliminary from--		Apr. 1983 through June 1983	
		May 1983 prelim.	June 1982 final	Apr. 1983 final	May 1982 final	Jan. 1983 through Mar. 1983	Apr. 1982 through June 1982
	Retail trade, total.....	+0.7	+11.9	+3.1	+8.4	+5.9	+9.4
	Total (excl. automotive group).....	+0.5	+7.8	+2.6	+6.6	+3.5	+6.7
	Durable goods stores, total.....	+1.1	+23.9	+4.4	+13.8	+11.9	+17.4
52	Building materials, hardware, garden supply, and mobile home dealers.....	+1.3	+18.4	+6.5	+13.0	+9.9	+13.9
55 ex. 554	Automotive dealers.....	+1.5	+32.4	+5.2	+16.2	+17.3	+22.3
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+1.8	+36.4	+5.1	+17.3	+19.1	+24.5
57	Furniture, home furnishings, and equipment stores.....	+0.5	+9.8	+0.6	+7.7	+3.9	+8.5
	Nondurable goods stores, total.....	+0.5	+6.9	+2.5	+5.9	+3.2	+5.9
53	General merchandise group stores.....	+1.3	+9.3	+3.7	+5.6	+2.9	+6.6
531	Department stores.....	+2.2	+10.2	+3.3	+5.6	+3.0	+7.0
54	Food stores.....	0.0	+4.7	+2.1	+4.3	+2.6	+4.3
541	Grocery stores.....	-0.1	+5.3	+1.9	+4.8	+2.5	+4.8
554	Gasoline service stations.....	+1.4	+3.0	+4.7	+2.7	+4.4	+1.8
56	Apparel and accessory stores.....	+0.9	+11.5	+3.3	+5.7	+7.6	+7.6
58	Eating and drinking places.....	-1.1	+11.8	+2.6	+13.7	+2.1	+12.8
591	Drug and proprietary stores.....	+1.1	+8.5	+0.7	+8.2	+0.5	+8.3

**Table 3. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business for the United States**

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted			Adjusted <sup>1</sup>		
		May 1983 prelim.	Apr. 1983 final	May 1982	May 1983 prelim.	Apr. 1983 final	May 1982
	Retail trade, total.....	33,669	32,638	31,992	34,590	33,349	32,390
53	General merchandise group stores.....	10,190	9,531	9,737	10,593	10,187	10,037
531	Department stores.....	8,818	8,263	8,416	9,157	8,800	8,667
533	Variety stores.....	584	566	592	610	593	609
539	Miscellaneous general merchandise stores.....	788	702	729	(NA)	(NA)	(NA)
54	Food stores.....	11,594	11,711	11,321	(NA)	(NA)	(NA)
541	Grocery stores.....	11,447	11,563	11,175	11,765	11,381	11,108
56	Apparel and accessory stores.....	1,700	1,710	1,606	1,829	1,778	1,697
562,3,8	Women's clothing, specialty stores, furriers.....	728	730	678	768	743	705
566	Shoe stores.....	386	404	367	398	390	376
591	Drug stores and proprietary stores.....	1,751	1,696	1,550	1,769	1,774	1,572

<sup>1</sup>Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-83-05).

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).

Official Business  
 Penalty for Private Use, \$300

### 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. For most months, such differences have been reduced by modifying the advance estimates prior to publication on the basis of the relationship between the advance and full sample data for previous months.

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 -1.7 percent to +1.4 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 1983 and final estimates for April 1983 based on the full sample will be published later this month in the Monthly Retail Trade Report for May (BR-83-05). 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 <sup>1</sup>		Median	Range <sup>2</sup>		Mean	Average of absolute difference
		From	To		From	To		
	Retail trade, total.....	0.6	0.8	0.8	-1.7	-1.4	-0.1	0.6
	Total (excl. automotive group).....	0.7	0.9	0.8	-1.1	+0.9	-0.1	0.5
	Durable goods stores, total.....	1.2	2.1	1.5	-3.7	-2.3	-0.2	1.2
52	Building materials, hardware, garden supply, and mobile home dealers.....	1.6	4.2	2.4	-4.7	-4.9	+0.4	2.5
55 ex. 554	Automotive dealers.....	1.5	2.7	2.0	-4.5	-2.7	-0.2	1.6
551,2,5, 6,7,9	Motor vehicle and miscellaneous automotive dealers.....	1.1	2.3	1.6	-4.6	+3.0	-0.2	1.8
57	Furniture, home furnishings, and equipment stores.....	1.6	6.7	2.7	-2.7	+3.9	+0.2	1.9
	Nondurable goods stores, total.....	0.6	0.8	0.7	-0.8	+0.9	-0.1	0.6
53	General merchandise group stores.....	0.4	0.7	0.5	-1.8	+2.2	+0.1	1.1
531	Department stores.....	0.2	0.5	0.3	-1.3	+2.6	+0.1	0.9
54	Food stores.....	0.7	1.6	1.0	-1.6	+1.4	-0.1	0.7
541	Grocery stores.....	0.3	0.7	0.4	-1.6	-1.4	-0.2	0.7
554	Gasoline service stations.....	0.7	1.2	1.0	-3.6	+3.2	-0.1	1.4
56	Apparel and accessory stores.....	1.2	3.0	1.9	-3.6	+8.7	+0.4	2.1
58	Eating and drinking places.....	0.8	1.5	1.0	-3.0	+4.0	-0.5	1.5
591	Drug stores and proprietary stores.....	0.3	2.5	1.1	-1.9	+2.4	-0.2	0.9

<sup>1</sup>The 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 1982.

<sup>2</sup>The 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 1982-May 1983. The ranges for all other totals and kinds of business are based on the 12-month period January-December 1982.

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