

Advance Monthly Retail Sales

June 1984

FOR WIRE TRANSMISSION 8:30 A.M. EDT, Friday, July 13, 1984

CB-84-132

Advance estimates of U.S. retail sales for June, adjusted for seasonal, holiday, and trading-day differences but not for price changes, were \$109.0 billion, up 0.8 percent from the revised May level of \$108.1 billion and 10.5 percent above year-ago sales. Second quarter sales were 2.7 percent above the first quarter and 11.5 percent above the same period last year. Excluding the automotive group, total sales rose 0.4 percent from May and were 8.4 percent above June 1983.

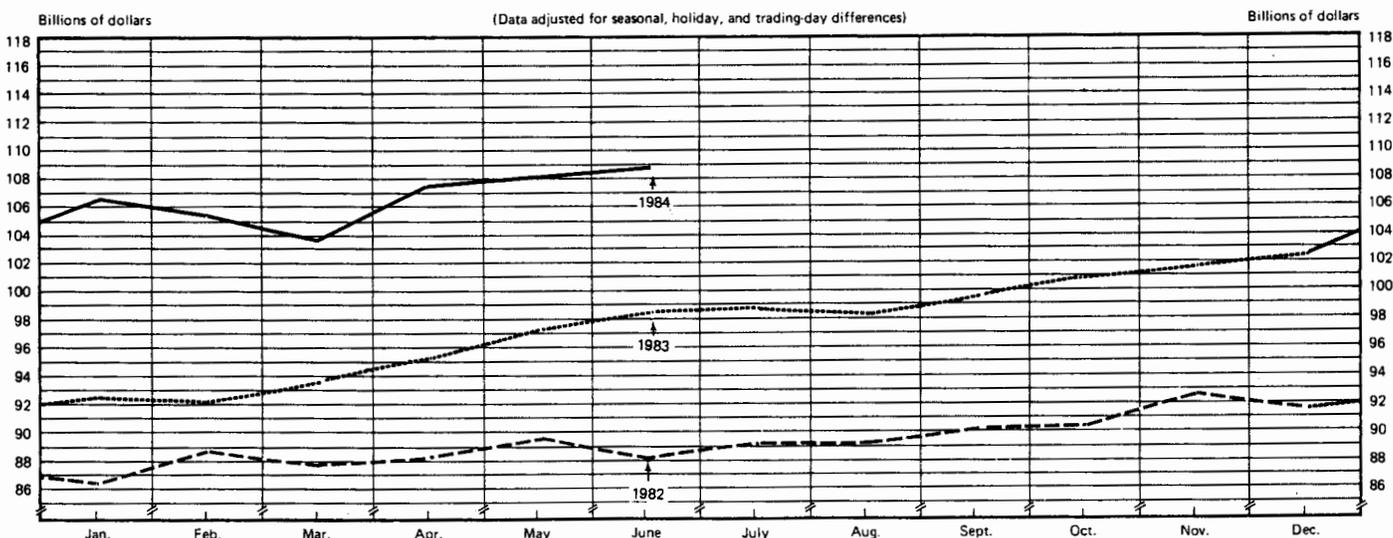
Durable goods rose 2.1 percent from May and were 17.6 percent above a year ago. The automotive group increased for the third consecutive month, up 2.6 percent from the previous month and 19.1 percent above the strong sales of last year. Furniture sales surged 6.3 percent in June which is the largest monthly increase on record. Sales of appliances, which are included in this group, were affected by the unusually warm weather during the month. Building materials declined 1.2 percent during June.

Nondurable goods showed little movement from May, up 0.1 percent, but were 6.9 percent above June 1983. The general merchandise group rose for the third consecutive month, up 1.9 percent from the previous month and 11.5 percent above a year ago. Second quarter sales in this group were 2.8 percent above the first quarter and 11.7 percent above the same period last year. Sales in the apparel group, which have increased 9 out of the last 10 months, rose 2.2 percent from May. Following a 1.9 percent gain in May, gasoline service stations sales declined 1.5 percent but were 2.6 percent above last year. Lower pump prices contributed to the decline. Eating and drinking places fell 1.1 percent, while food stores and drug stores grew 0.4 and 0.5 percent, respectively.

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

The Advance Monthly Retail Sales report for July is scheduled to be released August 14, 1984, at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES January 1982-June 1984



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.



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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 \$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

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted					Adjusted ¹				
		1984			1983		1984			1983	
		June ² adv.	May prel.	Apr. final	June	May	June ² adv.	May prel.	Apr. final	June	May
	Retail trade, total.....	111,570	111,155	104,344	100,605	97,831	108,969	108,094	107,505	98,638	97,239
	Total (excl. auto group)..	86,824	86,544	81,491	79,312	78,187	86,053	85,752	85,434	79,402	78,889
	Durable goods stores, total.	41,027	40,622	37,277	35,568	33,201	38,565	37,781	37,436	32,790	31,705
52	Building mat., hardware, garden supply, and mobile home dealers..	6,580	6,707	5,735	5,999	5,721	5,737	5,806	5,702	5,131	5,032
521,3	Building mat. and supply stores.	(*)	4,812	4,108	4,267	3,894	(*)	4,331	4,205	3,656	3,582
525	Hardware stores.....	(*)	969	845	907	915	(*)	829	839	816	808
55 ex. 554	Automotive dealers.....	24,746	24,611	22,853	21,293	19,644	22,916	22,342	22,071	19,236	18,350
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	22,650	22,560	20,952	19,375	17,851	20,953	20,398	20,166	17,455	16,590
551	Motor vehicle (franchised)....	(*)	20,167	18,569	17,008	15,458	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,051	1,901	1,918	1,793	(*)	1,944	1,905	1,781	1,760
57	Furniture, home furnishings, and equipment stores.....	5,019	4,626	4,407	4,153	3,953	5,065	4,765	4,873	4,224	4,201
571	Furniture and home furnishings..	(*)	2,892	2,705	2,482	2,422	(*)	2,849	2,902	2,477	2,464
5722,32	Household appliance, radio, and TV stores.....	(*)	1,420	1,383	1,373	1,253	(*)	1,557	1,610	1,420	1,414
5722	Household appliance stores....	(*)	627	585	631	558	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods total.....	70,543	70,533	67,067	65,037	64,630	70,404	70,313	70,069	65,848	65,534
53	General merchandise group stores..	12,721	12,852	11,766	11,263	11,297	13,238	12,992	12,838	11,871	11,694
531	Department stores.....	10,547	10,547	9,671	9,254	9,246	10,918	10,654	10,546	9,721	9,542
533	Variety stores.....	(*)	808	783	721	732	(*)	815	801	762	765
539	Misc. general mdse. stores.....	(*)	1,497	1,312	1,288	1,319	(*)	1,523	1,491	1,388	1,387
54	Food stores.....	23,638	23,310	21,936	21,868	21,505	22,860	22,775	22,908	21,673	21,572
541	Grocery stores.....	22,227	21,855	20,508	20,565	20,206	21,475	21,364	21,497	20,402	20,287
554	Gasoline service stations.....	9,342	9,132	8,615	9,013	8,768	8,897	9,033	8,863	8,675	8,690
56	Apparel and accessory stores.....	4,824	4,824	4,857	4,178	4,264	5,116	5,008	4,988	4,546	4,560
561	Men's and boys' clothing and furnishings stores.....	(*)	706	683	660	652	(*)	752	748	685	706
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,004	1,973	1,586	1,680	(*)	2,045	2,026	1,747	1,770
565	Family clothing stores.....	(*)	1,047	1,018	901	903	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	811	871	732	755	(*)	808	795	781	775
58	Eating and drinking places.....	10,718	10,697	10,248	10,070	9,898	10,121	10,236	10,289	9,581	9,536
591	Drug and proprietary stores.....	3,460	3,506	3,412	3,164	3,147	3,513	3,496	3,525	3,209	3,185
592	Liquor stores.....	(*)	1,631	1,495	1,608	1,555	(*)	1,646	1,637	1,621	1,608
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	402	389	326	348	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ³	(*)	25,647	24,051	22,647	22,458	(*)	(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-84-05).

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.

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					
		June 1984 advance from--		May 1984 preliminary from--		Apr. 1984 through June 1984	
		May 1984 prelim.	June 1983 final	Apr. 1984 final	May 1983 final	Jan. 1984 through Mar. 1984	Apr. 1983 through June 1983
	Retail trade, total.....	+0.8	+10.5	+0.5	+11.2	+2.7	+11.5
	Total (excl. automotive group).....	+0.4	+8.4	+0.4	+8.7	+2.3	+9.1
	Durable goods stores, total.....	+2.1	+17.6	+0.9	+19.2	+4.1	+19.6
52	Building materials, hardware, garden supply, and mobile home dealers.....	-1.2	+11.8	+1.8	+15.4	+3.6	+15.3
55 ex. 554	Automotive dealers.....	+2.6	+19.1	+1.2	+21.8	+4.4	+21.8
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+2.7	+20.0	+1.2	+23.0	+4.7	+22.9
57	Furniture, home furnishings, and equipment stores.....	+6.3	+19.9	-2.2	+13.4	+4.3	+17.0
	Nondurable goods stores, total.....	+0.1	+6.9	+0.3	+7.3	+2.0	+7.6
53	General merchandise group stores.....	+1.9	+11.5	+1.2	+11.1	+2.8	+11.7
531	Department stores.....	+2.5	+12.3	+1.0	+11.7	+3.0	+12.4
54	Food stores.....	+0.4	+5.5	-0.6	+5.6	+2.0	+6.2
541	Grocery stores.....	+0.5	+5.3	-0.6	+5.3	+1.7	+5.9
554	Gasoline service stations.....	-1.5	+2.6	+1.9	+3.9	+2.1	+4.0
56	Apparel and accessory stores.....	+2.2	+12.5	+0.4	+9.8	+6.1	+11.5
58	Eating and drinking places.....	-1.1	+5.6	-0.5	+7.3	-0.2	+7.2
591	Drug and proprietary stores.....	+0.5	+9.5	-0.8	+9.8	+2.9	+10.0

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		
		May 1984 prelim.	Apr. 1984 final	May 1983	May 1984 prelim.	Apr. 1984 final	May 1983
	Retail trade, total.....	37,547	35,196	33,711	37,495	37,183	34,440
53	General merchandise group stores.....	11,639	10,617	10,213	11,767	11,593	10,556
531	Department stores.....	10,104	9,257	8,847	10,216	10,095	9,139
533	Variety stores.....	631	607	584	639	624	605
539	Miscellaneous general merchandise stores.....	904	753	782	(NA)	(NA)	(NA)
54	Food stores.....	12,580	11,833	11,604	(NA)	(NA)	(NA)
541	Grocery stores.....	12,428	11,662	11,456	12,281	12,289	11,678
56	Apparel and accessory stores.....	2,012	2,081	1,704	2,094	2,056	1,811
562,3,8	Women's clothing, specialty stores, furriers.....	903	919	727	924	912	761
566	Shoe stores.....	419	470	386	419	400	392
591	Drug stores and proprietary stores.....	1,990	1,921	1,751	1,986	1,989	1,772

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-84-05).

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).

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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 -0.7 percent to +1.1 percent with the average of the absolute differences about 0.4 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 1984 and final estimates for April 1984 based on the full sample will be published later this month in the Monthly Retail Trade Report for May (BR-84-05). 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	0.7	-0.7	+1.1	0.0	0.4
	Total (excl. automotive group).....	0.6	1.0	0.7	-0.8	+1.3	0.0	0.6
	Durable goods stores, total.....	1.0	2.2	1.4	-1.4	+3.2	-0.4	1.0
52	Building materials, hardware, garden supply, and mobile home dealers.....	1.9	3.1	2.7	-1.5	+5.1	+1.3	2.0
55 ex. 554	Automotive dealers.....	1.4	2.2	1.8	-1.0	+4.2	-0.6	1.1
551,2,5, 6,7,9	Motor vehicle and miscellaneous automotive dealers.....	0.9	1.9	1.3	-1.3	+4.8	+0.7	1.2
57	Furniture, home furnishings, and equipment stores.....	1.2	4.1	2.4	-3.5	-2.5	-0.5	1.5
	Nondurable goods stores, total.....	0.5	0.8	0.6	-0.6	-1.2	0.0	0.4
53	General merchandise group stores.....	0.4	0.9	0.5	-1.3	+1.0	-0.1	0.5
531	Department stores.....	0.1	0.6	0.3	-1.1	+1.0	+0.2	0.5
54	Food stores.....	0.7	1.1	0.9	-0.9	+1.3	-0.2	0.5
541	Grocery stores.....	0.2	0.7	0.5	-0.8	-1.1	-0.2	0.5
554	Gasoline service stations.....	0.6	1.1	1.0	-3.8	+3.0	-0.1	1.6
56	Apparel and accessory stores.....	1.6	3.7	2.0	-3.0	+2.1	0.0	1.4
58	Eating and drinking places.....	0.6	1.4	1.1	-2.4	+3.0	-0.1	1.2
591	Drug stores and proprietary stores.....	0.4	1.6	0.9	-2.1	+1.5	-0.4	0.7

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 1983-May 1984. The ranges for all other totals and kinds of business are based on the 12-month period March 1983-February 1984.

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

