

Advance Monthly Retail Sales

July 1986

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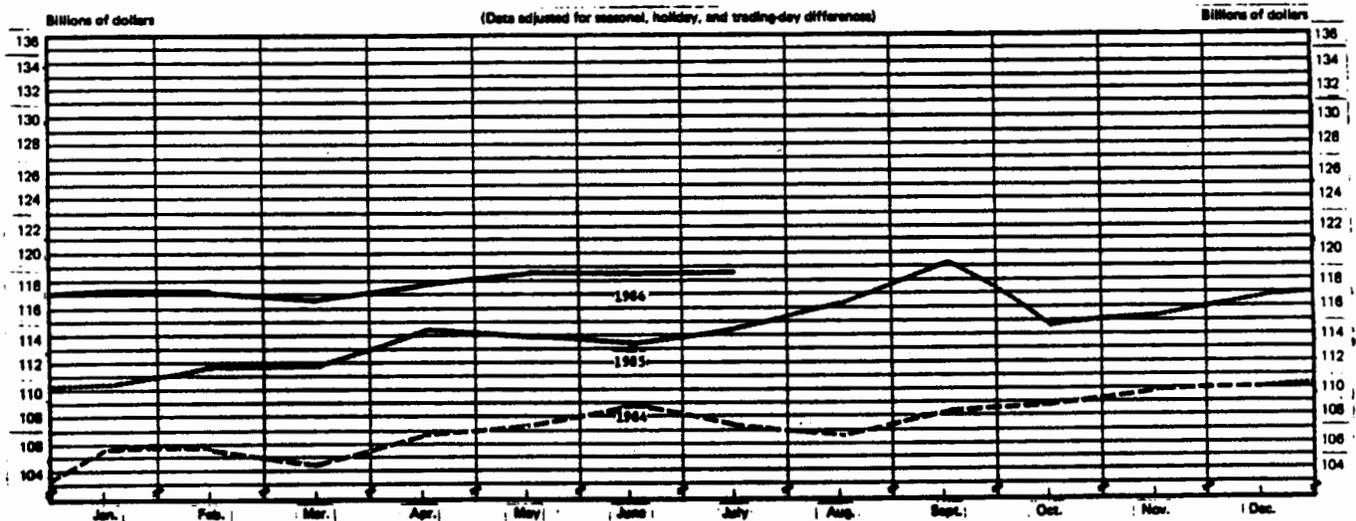
Advance estimates of U.S. retail sales for July adjusted for seasonal, holiday, and trading-day differences but not for price changes, were \$118.7 billion, little changed from June, but 3.6 percent above July 1985. Total sales in the May through July period increased 1.2 percent from the prior three months and were 4.1 percent above the same months a year ago.

Durable goods were 5.3 percent above July 1985. For the May through July period, durable goods increased 2.9 percent from the prior three months and were 6.4 percent above the same months in 1985. Automotive dealers were 0.3 percent above July a year ago while furniture stores were 15.8 percent above the same month last year. Building material dealers increased 2.9 percent from June and were 16.6 percent above year ago sales.

Nondurable goods were 2.5 percent above July a year ago. Compared to July 1985 sales, the general merchandise group was up 4.8 percent and food stores were up 4.6 percent. Gasoline service stations were 2.6 percent below June and 18.3 percent below July 1985.

The Advance Monthly Retail Sales report for August is scheduled to be released September 12, 1986, at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES January 1984-July 1986



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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				
		1986			1985		1986			1985	
		July ² adv.	June prel.	May final	July	June	July ² adv.	June prel.	May final	July	June ^F
	Retail trade, total.....	119,818	120,054	125,421	115,225	114,777	118,690	118,602	118,675	114,598	113,468
	Total (excl. auto group)..	91,748	90,585	94,845	87,134	87,005	92,334	91,793	91,511	88,327	87,485
	Durable goods, total.....	47,274	48,565	49,856	44,919	44,592	45,192	45,237	45,554	42,924	42,335
52	Building mat., hardware, garden supply, and mobile home dealers..	8,162	8,162	8,129	6,973	6,835	7,172	6,971	6,947	6,150	5,952
521,3	Building mat. and supply stores.	(*)	5,869	5,791	5,100	4,927	(*)	5,095	5,107	4,419	4,356
525	Hardware stores.....	(*)	1,067	1,076	962	986	(*)	970	933	904	887
55 ex. 554	Automotive dealers.....	28,070	29,469	30,576	28,091	27,772	26,356	26,809	27,164	26,271	25,983
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	25,866	27,342	28,446	25,883	25,629	24,356	24,789	25,151	24,258	23,975
551	Motor vehicle (franchised)....	(*)	24,376	25,515	23,216	22,600	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,127	2,130	2,208	2,143	(*)	2,020	2,013	2,013	2,008
57	Furniture, home furnishings, and equipment stores.....	6,331	6,129	6,094	5,457	5,381	6,487	6,383	6,262	5,600	5,554
571	Furniture and home furnishings..	(*)	3,373	3,434	3,036	3,014	(*)	3,404	3,373	3,082	3,044
5722,32	Household appliance, radio, and TV stores.....	(*)	2,320	2,239	2,057	2,004	(*)	2,503	2,426	2,114	2,114
5722	Household appliance stores....	(*)	727	712	755	706	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	72,544	71,489	75,565	70,306	70,185	73,498	73,365	73,121	71,674	71,133
53	General merchandise group stores..	12,191	12,782	14,017	11,488	12,343	13,811	13,805	13,730	13,178	13,126
531	Department stores.....	10,480	10,985	11,985	9,717	10,447	11,869	11,799	11,716	11,143	11,067
533	Variety stores.....	(*)	657	742	674	695	(*)	724	737	731	748
539	Misc. general mdse. stores.....	(*)	1,140	1,290	1,097	1,201	(*)	1,282	1,277	1,304	1,311
54	Food stores.....	25,579	24,144	25,635	24,148	23,601	24,569	24,362	24,233	23,484	23,337
541	Grocery stores.....	24,205	22,813	24,235	22,832	22,287	23,207	23,020	22,906	22,167	22,023
554	Gasoline service stations.....	7,423	7,445	7,442	9,070	8,774	6,957	7,145	7,190	8,516	8,428
56	Apparel and accessory stores.....	5,631	5,746	6,313	5,073	5,297	6,334	6,349	6,211	5,753	5,703
561	Men's and boys' clothing and furnishings stores.....	(*)	735	776	567	664	(*)	768	759	678	681
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,348	2,612	2,180	2,162	(*)	2,638	2,553	2,438	2,378
565	Family clothing stores.....	(*)	1,474	1,605	1,314	1,368	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	896	996	774	876	(*)	958	951	899	907
58	Eating and drinking places.....	12,447	12,239	12,377	11,673	11,514	11,644	11,701	11,710	10,950	10,966
591	Drug and proprietary stores.....	4,037	3,977	4,118	3,726	3,675	4,158	4,108	4,089	3,853	3,808
592	Liquor stores.....	(*)	1,455	1,496	1,514	1,450	(*)	1,495	1,497	1,464	1,454
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	265	290	341	317	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ³	(*)	28,300	30,211	25,253	26,476	(*)	(NA)	(NA)	(NA)	(NA)

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

NA Not available. ^F 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-86-06.

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 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

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

SIC code	Kind of business	Percent change					
		July 1986 advance from--		June 1986 preliminary from--		May 1986 through July 1986	
		June 1986 prelim.	July 1985 final	May 1986 final	June 1985 final	Feb. 1986 through Apr. 1986	May 1985 through July 1985
	Retail trade, total.....	+0.1	+3.6	-0.1	+4.5	+1.2	+4.1
	Total (excl. automotive group)....	+0.6	+4.5	+0.3	+4.9	+0.5	+4.5
	Durable goods, total.....	-0.1	+5.3	-0.7	+6.9	+2.9	+6.4
52	Building materials, hardware, garden supply, and mobile home dealers.....	+2.9	+16.6	+0.3	+17.1	-1.6	+16.3
55 ex. 554	Automotive dealers.....	-1.7	+0.3	-1.3	+3.2	+3.8	+2.7
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-1.7	+0.4	-1.4	+3.4	+4.1	+2.9
57	Furniture, home furnishings, and equipment stores.....	+1.6	+15.8	+1.9	+14.9	+5.6	+13.9
	Nondurable goods, total.....	+0.2	+2.5	+0.3	+3.1	+0.2	+2.7
53	General merchandise group stores.....	0.0	+4.8	+0.5	+5.2	+0.2	+4.6
531	Department stores.....	+0.6	+6.5	+0.7	+6.6	+1.1	+6.1
54	Food stores.....	+0.8	+4.6	+0.5	+4.4	+0.4	+4.2
541	Grocery stores.....	+0.8	+4.7	+0.5	+4.5	+0.3	+4.4
554	Gasoline service stations.....	-2.6	-18.3	-0.6	-15.2	-7.1	-16.2
56	Apparel and accessory stores.....	-0.2	+10.1	+2.2	+11.3	+2.7	+9.7
58	Eating and drinking places.....	-0.5	+6.3	-0.1	+6.7	+2.2	+6.7
591	Drug and proprietary stores.....	+1.2	+7.9	+0.5	+7.9	+3.3	+8.0

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		
		June 1986 prelim.	May 1986 final	June 1985	June 1986 prelim.	May 1986 final	June ^r 1985
	Retail trade, total.....	38,814	41,666	38,011	40,424	40,276	39,014
53	General merchandise group stores.....	11,973	13,158	11,488	12,891	12,886	12,166
531	Department stores.....	10,574	11,518	10,025	11,309	11,270	10,564
533	Variety stores.....	543	631	588	599	616	636
539	Miscellaneous general merchandise stores.....	856	1,009	875	(NA)	(NA)	(NA)
54	Food stores.....	13,062	14,165	12,943	(NA)	(NA)	(NA)
541	Grocery stores.....	12,895	13,992	12,787	13,266	13,175	12,851
56	Apparel and accessory stores.....	2,344	2,533	2,134	2,579	2,542	2,295
562,3,8	Women's clothing, specialty stores, furriers.....	1,043	1,107	942	1,144	1,107	1,013
566	Shoe stores.....	470	519	425	508	503	450
591	Drug stores and proprietary stores.....	2,174	2,251	2,074	2,251	2,238	2,147

^rRevised

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-86-06.

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 -0.9 percent to +0.8 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 June 1986 and final estimates for May 1986 based on the full sample will be published late this month in the Monthly Retail Trade Report for June (BR-86-06). 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.....	0.7	0.9	0.8	-0.9	+0.8	-0.2	0.4
	Total (excl. automotive group).....	0.8	0.9	0.8	-0.7	+1.1	-0.1	0.4
	Durable goods stores, total.....	1.3	1.7	1.6	-1.1	+3.8	+0.4	0.9
52	Building materials, hardware, garden supply, and mobile home dealers.....	0.9	2.0	1.3	-3.7	+5.8	-0.1	1.8
55 ex. 554	Automotive dealers.....	1.5	2.2	1.7	-1.8	+4.9	+1.0	1.4
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	0.9	1.6	1.2	-1.8	+5.3	+1.1	1.5
57	Furniture, home furnishings, and equipment stores.....	1.8	2.5	2.1	-3.8	+3.4	-0.1	1.5
	Nondurable goods stores, total.....	0.5	0.7	0.6	-0.8	+1.2	0.0	0.4
53	General merchandise group stores.....	0.5	1.0	0.6	-1.7	+1.6	+0.1	0.6
531	Department stores.....	0.2	0.5	0.2	-1.1	+1.9	+0.2	0.8
54	Food stores.....	1.0	1.2	1.0	-1.0	+1.0	-0.2	0.6
541	Grocery stores.....	0.3	0.5	0.4	-1.3	+0.9	-0.2	0.5
554	Gasoline service stations.....	0.6	1.3	0.9	-2.4	+4.2	+0.2	1.2
56	Apparel and accessory stores.....	1.1	3.1	1.7	-1.6	+2.8	-0.1	1.2
58	Eating and drinking places.....	0.8	1.3	0.9	-2.5	+2.8	0.0	1.1
591	Drug stores and proprietary stores.....	0.3	1.8	0.6	-1.1	+2.2	+0.4	1.1

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 November 1984-July 1985.

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 1985-June 1986. 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.

