

Advance Monthly Retail Sales

CURRENT BUSINESS REPORTS

July 1987

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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 \$127.6 billion, an increase of 0.8 percent (+1.3%) from the previous month and 6.0 percent above July 1986. The monthly percent change for June sales was revised upward 1.0 percentage point. Total sales in the May through July period increased 1.4 percent from the prior three months and were 5.5 percent above the same period a year ago.

Durable goods increased 1.4 percent (+2.7%) from June and were 7.1 percent above the previous year. Automotive sales were 9.8 percent above July 1986. Furniture stores were 0.9 percent above last year, while building materials were up 2.9 percent from July 1986.

Nondurable goods increased 0.4 percent (+1.0%) from the previous month and 5.4 percent above the previous year. The general merchandise group was 6.2 percent above a year ago. Food stores were 2.8 percent above July 1986, while gasoline service stations were 7.5 percent above last year.

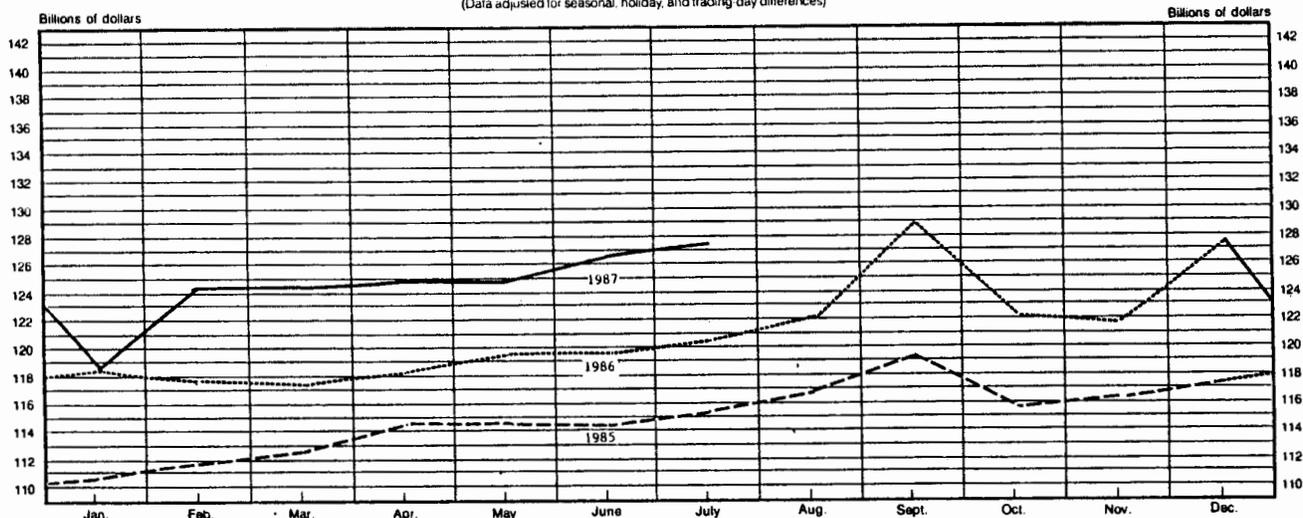
Data in this report are based on a sample and, therefore, are subject to sampling and nonsampling errors. A discussion of the reliability of the data is on page 4.

The Advance Monthly Retail Sales report for August is scheduled to be released September 15, 1987, at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES

January 1985-July 1987

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



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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	
		July ² adv.	June prel.	May. final	July	June	July ³ adv.	June prel.	May. final	July ⁴	June ⁴
	Retail trade, total.....	129,852	129,488	129,073	121,446	120,973	127,574	126,620	124,867	120,301	119,605
	Total (excl. auto group)..	97,826	97,028	98,853	92,651	91,460	97,970	97,581	97,086	93,330	92,702
	Durable goods, total.....	52,462	53,313	50,691	48,578	49,099	49,756	49,085	47,783	46,447	45,965
52	Building mat., hardware, garden supply, and mobile home dealers..	8,487	8,608	8,607	8,242	8,340	7,504	7,418	7,505	7,289	7,228
521,3	Building mat. and supply stores.	(*)	6,662	6,298	6,268	6,069	(*)	5,778	5,736	5,436	5,352
525	Hardware stores.....	(*)	1,080	1,143	958	997	(*)	967	1,019	900	905
55 ex. 554	Automotive dealers.....	32,026	32,460	30,220	28,795	29,513	29,604	29,039	27,781	26,971	26,903
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	29,540	30,020	27,896	26,388	27,196	27,327	26,780	25,546	24,777	24,701
551	Motor vehicle (franchised)....	(*)	26,643	24,596	23,901	24,692	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores....	(*)	2,440	2,324	2,407	2,317	(*)	2,259	2,235	2,194	2,202
57	Furniture, home furnishings, and equipment stores.....	6,585	6,552	6,390	6,529	6,245	6,747	6,698	6,704	6,685	6,553
571	Furniture and home furnishings..	(*)	3,679	3,615	3,481	3,398	(*)	3,653	3,622	3,530	3,457
5722,32	Household appliance, radio, and TV stores.....	(*)	2,426	2,347	2,634	2,451	(*)	2,556	2,602	2,696	2,655
5722	Household appliance stores....	(*)	812	754	880	792	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	77,390	76,175	78,382	72,868	71,874	77,818	77,535	77,084	73,854	73,640
53	General merchandise group stores..	12,201	12,789	13,711	11,485	11,966	13,792	13,718	13,709	12,988	12,933
531	Dept. stores (ex. leased depts.)	10,403	10,882	11,658	9,799	10,221	11,742	11,626	11,635	11,072	11,014
531	Dept. stores (in. leased depts) ⁵	(*)	11,701	12,538	10,587	11,043	(*)	12,501	12,525	11,976	11,900
533	Variety stores.....	(*)	657	721	593	646	(*)	714	720	655	697
539	Misc. general mdse. stores.....	(*)	1,250	1,332	1,093	1,099	(*)	1,378	1,354	1,261	1,222
54	Food stores.....	26,811	25,529	26,215	25,643	24,384	25,444	25,530	25,337	24,740	24,540
541	Grocery stores.....	25,369	24,115	24,783	24,211	22,961	24,001	24,115	23,945	23,302	23,100
554	Gasoline service stations.....	7,988	7,763	7,637	7,430	7,491	7,500	7,400	7,436	6,977	7,189
56	Apparel and accessory stores.....	6,426	6,666	6,961	5,947	6,115	7,236	7,176	6,986	6,723	6,711
561	Men's and boys' clothing and furnishings stores.....	(*)	791	790	664	772	(*)	812	783	801	798
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,719	2,945	2,565	2,501	(*)	3,008	2,957	2,837	2,816
565	Family clothing stores.....	(*)	1,540	1,596	1,332	1,375	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,330	1,349	1,075	1,160	(*)	1,373	1,307	1,231	1,226
58	Eating and drinking places.....	13,733	13,372	13,457	12,952	12,540	12,716	12,796	12,743	12,127	12,000
591	Drug and proprietary stores.....	4,416	4,359	4,360	4,041	4,006	4,515	4,443	4,404	4,145	4,130
592	Liquor stores.....	(*)	1,589	1,625	1,746	1,663	(*)	1,603	1,638	1,669	1,693
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	246	240	263	241	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ⁴	(*)	30,439	31,411	27,532	28,002	(*)	32,342	32,040	30,496	30,171

*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, RR-B7-06.

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					
		July 1987 advance from--		June 1987 preliminary from--		May 1987 through July 1987	
		June 1987 prelim.	July 1986 final	May 1987 final	June 1986 final	Feb. 1987 through Apr. 1987	May 1986 through July 1986
	Retail trade, total.....	+0.8	+6.0	+1.4	+5.9	+1.4	+5.5
	Total (excl. automotive group).....	+0.4	+5.0	+0.5	+5.3	+0.6	+5.1
	Durable goods, total.....	+1.4	+7.1	+2.7	+6.8	+2.2	+5.9
52	Building materials, hardware, garden supply, and mobile home dealers.....	+1.2	+2.9	-1.2	+2.6	-1.7	+3.6
55 ex. 554	Automotive dealers.....	+1.9	+9.8	+4.5	+7.9	+4.3	+6.6
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+2.0	+10.3	+4.8	+8.4	+4.7	+7.0
57	Furniture, home furnishings, and equipment stores.....	+0.7	+0.9	-0.1	+2.2	-1.2	+2.5
	Nondurable goods, total.....	+0.4	+5.4	+0.6	+5.3	+0.9	+5.2
53	General merchandise group stores.....	+0.5	+6.2	+0.1	+6.1	+1.5	+6.3
531	Dept. stores (ex. leased dept.).....	+1.0	+6.1	-0.1	+5.6	+1.6	+6.2
531	Dept. stores (in. leased dept.).....	(NA)	(NA)	-0.2	+5.1	(NA)	(NA)
54	Food stores.....	-0.3	+2.8	+0.8	+4.0	+0.7	+3.4
541	Grocery stores.....	-0.5	+3.0	+0.7	+4.4	+0.7	+3.7
554	Gasoline service stations.....	+1.4	+7.5	-0.5	+2.9	+1.2	+4.4
56	Apparel and accessory stores.....	+0.8	+7.6	+2.7	+6.9	+0.4	+6.4
58	Eating and drinking places.....	-0.6	+4.9	+0.4	+6.6	-1.0	+6.0
591	Drug and proprietary stores.....	+1.6	+8.9	+0.9	+7.6	+3.3	+8.1

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		
		June 1987 prelim.	May 1987 final	June 1986	June 1987 prelim.	May 1987 final	June ² 1986
	Retail trade, total.....	44,476	46,286	41,329	45,883	45,646	42,984
53	General merchandise group stores.....	11,846	12,726	11,195	12,695	12,704	12,095
531	Dept. stores (ex. leased dept.).....	10,569	11,318	9,943	11,280	11,295	10,703
531	Dept. stores (in. leased dept.) ²	11,353	12,159	10,717	12,116	12,135	11,536
533	Variety stores.....	526	580	525	569	568	563
539	Miscellaneous general merchandise stores.....	751	828	727	(NA)	(NA)	(NA)
54	Food stores.....	14,191	14,794	13,243	(NA)	(NA)	(NA)
541	Grocery stores.....	13,996	14,597	13,031	14,209	14,103	13,365
56	Apparel and accessory stores.....	3,530	3,692	3,169	3,842	3,765	3,493
562,3,8	Women's clothing, specialty stores, furriers.....	1,472	1,600	1,335	1,630	1,641	1,488
566	Shoe stores.....	795	791	706	826	765	752
591	Drug stores and proprietary stores.....	2,522	2,536	2,280	2,595	2,582	2,370

NA Not available. ² 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-87-06.

²Includes 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 +1.0 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 June 1987 and final estimates for May 1987 based on the full sample will be published later this month in the Monthly Retail Trade Report for June (BR-87-06). 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.

Whenever a statement such as "up 0.8 percent (+ 1.3%)" appears in the text, this indicates a range from -0.5 percent to +2.1 percent. All ranges given are 90 percent confidence intervals. If the range contains 0, it is uncertain whether there was an increase or decrease. The Monthly Retail Trade Report includes explanations of confidence intervals and sampling variability along with 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 ¹		Mean	Average of absolute difference
		From	To		From	To		
	Retail trade, total.....	0.7	0.9	0.8	-1.6	+1.0	+0.1	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, holidays, 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, July 1986-June 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.

