

# Advance Monthly Retail Sales

CURRENT BUSINESS REPORTS

June 1989

CB-89-113

FOR WIRE TRANSMISSION 8:30 A.M. EDT., Friday, July 14, 1989

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 \$140.8 billion, 4.2 percent above June 1988. Total sales in the second quarter were 5.3 percent above the same quarter a year ago.

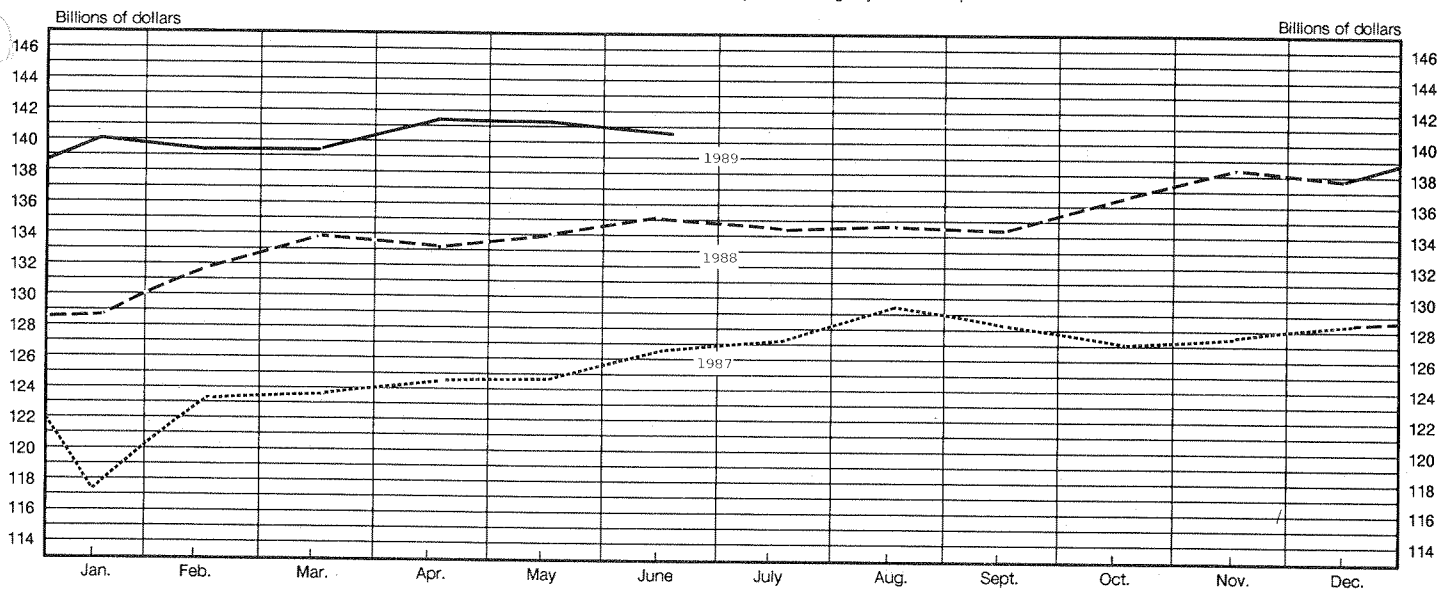
Nondurable goods were 6.1 percent above the previous year. General merchandise stores increased 2.1 percent from May and were 5.6 percent above June last year. Food stores were up 5.7 percent from the previous year while gasoline service stations increased 9.7 percent in the same period.

Note: Since this survey is based on a sample, the estimates will differ from the universe values due to both sampling and nonsampling error. For the year-to-year, and quarter-to-quarter percent changes shown at the total and nondurable levels, the margins of sampling error range from 1.6 to 1.8 percentage points above and below the estimate. See page 4 for a more complete description.

The Advance Monthly Retail Sales Report for July is scheduled to be released August 11, 1989 at 8:30 a.m.

## ESTIMATED MONTHLY RETAIL SALES January 1987-June 1989

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



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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. 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 <sup>1</sup>				
		1989			1988		1989			1988	
		June <sup>2</sup> adv.	May prel.	Apr. final	June	May	June <sup>2</sup> adv.	May prel.	Apr. final	June <sup>r</sup>	May <sup>r</sup>
	Retail trade, total.....	145,009	146,966	137,924	139,051	137,555	140,777	141,295	141,413	135,161	134,003
	Total (excl. auto group)..	111,042	112,006	105,433	104,339	104,228	110,543	110,454	110,006	104,493	103,625
	Durable goods, total.....	57,401	58,554	53,754	57,196	55,300	52,947	53,649	53,901	52,397	51,885
52	Building mat., hardware, garden supply, and mobile home dealers..	8,612	8,915	7,865	8,476	8,678	7,502	7,505	7,481	7,352	7,440
521,3	Building mat. and supply stores.	(*)	6,085	5,405	6,071	5,960	(*)	5,324	5,351	5,270	5,302
525	Hardware stores.....	(*)	1,352	1,228	1,280	1,295	(*)	1,216	1,139	1,170	1,159
55 ex. 554	Automotive dealers.....	33,967	34,960	32,491	34,712	33,327	30,234	30,841	31,407	30,668	30,378
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	31,212	32,277	29,965	31,910	30,744	27,695	28,288	28,868	28,090	27,873
551	Motor vehicle (franchised)....	(*)	28,175	26,371	28,224	27,189	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,683	2,526	2,802	2,583	(*)	2,553	2,539	2,578	2,505
57	Furniture, home furnishings, and equipment stores.....	8,192	8,159	7,596	7,725	7,312	8,411	8,418	8,329	7,893	7,702
571	Furniture and home furnishings..	(*)	4,005	3,818	3,881	3,770	(*)	3,954	3,994	3,866	3,778
5722,32	Household appliance, radio, and TV stores.....	(*)	3,648	3,274	3,336	3,069	(*)	3,902	3,768	3,475	3,387
5722	Household appliance stores....	(*)	823	740	946	818	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	87,608	88,412	84,170	81,855	82,255	87,830	87,646	87,512	82,764	82,118
53	General merchandise group stores..	15,182	15,377	14,657	14,343	14,714	15,949	15,622	15,878	15,108	14,960
531	Dept. stores (ex. leased depts.)	12,826	12,956	12,395	12,035	12,296	13,459	13,180	13,400	12,642	12,509
531	Dept. stores (in. leased depts.)	(*)	13,379	12,812	12,465	12,739	(*)	13,569	13,821	13,149	12,933
533	Variety stores.....	(*)	632	589	616	633	(*)	635	623	664	646
539	Misc. general mdse. stores.....	(*)	1,789	1,673	1,692	1,785	(*)	1,807	1,855	1,802	1,805
54	Food stores.....	29,805	29,962	28,373	27,941	27,695	29,084	29,297	29,243	27,512	27,442
541	Grocery stores.....	27,974	28,086	26,649	26,125	25,870	27,292	27,481	27,445	25,714	25,665
544	Gasoline service stations.....	9,677	9,755	9,113	8,789	8,746	9,323	9,371	9,186	8,500	8,450
56	Apparel and accessory stores.....	6,876	7,009	6,774	6,181	6,397	7,362	7,227	7,248	6,702	6,631
561	Men's and boys' clothing and furnishings stores.....	(*)	753	726	745	734	(*)	772	781	766	756
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,724	2,628	2,372	2,521	(*)	2,788	2,799	2,633	2,602
565	Family clothing stores.....	(*)	1,665	1,594	1,537	1,564	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,342	1,294	1,130	1,196	(*)	1,325	1,314	1,180	1,176
58	Eating and drinking places.....	14,276	14,051	13,648	13,597	13,308	13,506	13,537	13,567	12,974	12,821
591	Drug and proprietary stores.....	5,093	5,186	4,814	4,801	4,856	5,129	5,145	5,057	4,864	4,871
592	Liquor stores.....	(*)	1,644	1,509	1,624	1,593	(*)	1,651	1,633	1,613	1,616
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	274	262	261	278	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF. <sup>4</sup> .....	(*)	35,342	33,328	32,863	32,930	(*)	36,447	36,675	34,659	34,208

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

NA Not available. <sup>r</sup>Revised

<sup>1</sup>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-89-05.

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

<sup>4</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**

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

SIC code	Kind of business	Percent change					
		June 1989 advance from--		May 1989 preliminary from--		Apr. 1989 through June 1989	
		May 1989 prelim.	June 1988 final	Apr. 1989 final	May 1988 final	Jan. 1989 through Mar. 1989	Apr. 1988 through June 1988
	Retail trade, total.....	-0.4	+4.2	-0.1	+5.4	+1.1	+5.3
	Total (excl. automotive group).....	+0.1	+5.8	+0.4	+6.6	+1.4	+6.5
	Durable goods, total.....	-1.3	+1.0	-0.5	+3.4	+0.5	+2.8
52	Building materials, hardware, garden supply, and mobile home dealers.....	0.0	+2.0	+0.3	+0.9	+0.2	+1.3
55 ex. 554	Automotive dealers.....	-2.0	-1.4	-1.8	+1.5	-0.2	+1.1
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-2.1	-1.4	-2.0	+1.5	-0.4	+1.2
57	Furniture, home furnishings, and equipment stores.....	-0.1	+6.6	+1.1	+9.3	+1.7	+8.2
	Nondurable goods, total.....	+0.2	+6.1	+0.2	+6.7	+1.5	+6.9
53	General merchandise group stores.....	+2.1	+5.6	-1.6	+4.4	-0.1	+5.8
531	Dept. stores (ex. leased dept.).....	+2.1	+6.5	-1.6	+5.4	+0.5	+6.7
531	Dept. stores (in. leased dept.).....	(NA)	(NA)	-1.8	+4.9	(NA)	(NA)
54	Food stores.....	-0.7	+5.7	+0.2	+6.8	+1.0	+6.9
541	Grocery stores.....	-0.7	+6.1	+0.1	+7.1	+1.2	+7.2
554	Gasoline service stations.....	-0.5	+9.7	+2.0	+10.9	+7.4	+10.1
56	Apparel and accessory stores.....	+1.9	+9.8	-0.3	+9.0	+3.3	+10.0
58	Eating and drinking places.....	-0.2	+4.1	-0.2	+5.6	-1.0	+5.4
591	Drug and proprietary stores.....	-0.3	+5.4	+1.7	+5.6	-1.0	+4.9

**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 <sup>1</sup>		
		May 1989 prelim.	Apr. 1989 final	May 1988	May 1989 prelim.	Apr. 1989 final	May <sup>r</sup> 1988
	Retail trade, total.....	52,650	49,761	48,686	52,577	52,305	48,968
53	General merchandise group stores.....	14,213	13,572	13,606	14,416	14,718	13,819
531	Dept. stores (ex. leased dept.).....	12,507	11,957	11,898	12,672	12,899	12,067
531	Dept. stores (in. leased dept.).....	12,916	12,361	12,315	13,086	13,306	12,503
533	Variety stores.....	499	469	501	498	494	506
539	Miscellaneous general merchandise stores.....	1,207	1,146	1,207	(NA)	(NA)	(NA)
54	Food stores.....	16,769	15,850	15,474	(NA)	(NA)	(NA)
541	Grocery stores.....	16,534	15,632	15,248	16,258	16,132	15,248
56	Apparel and accessory stores.....	3,805	3,644	3,429	3,969	3,952	3,576
562,3,8	Women's clothing, specialty stores, furriers.....	1,526	1,437	1,322	1,593	1,555	1,381
566	Shoe stores.....	836	802	764	820	844	746
591	Drug stores and proprietary stores.....	3,093	2,830	2,846	3,084	3,033	2,866

NA Not available.

<sup>r</sup> Revised

<sup>1</sup> 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-89-05.

<sup>2</sup> Includes 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 -0.3 percent to +0.7 percent with the average of the absolute differences about 0.3 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 1989 and final estimates for April 1989 based on the full sample will be published later this month in the Monthly Retail Trade Report for May (BR-89-05). 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 margin of sampling error, as used on page 1, indicates a range about the estimate which corresponds to a 90 percent confidence interval. If, for example, the estimate is up .8 percent and the margin of sampling error is 1.2 percentage points above or below the estimate, then the indicated range is -.4 percent to +2.0 percent. 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						Preliminary-to-final percent change minus the Advance-to-preliminary percent change			
		Advance-to-preliminary ratio		Ratio to same month a year ago	Dollar volume sales est.	Ratio of current quarter to prev. quarter	Range <sup>2</sup>		Mean	Aver. of absolute diff.	
		Range <sup>1</sup>		Median	Median	Median	Median	From	To		
		From	To								
	Retail trade, total.....	0.6	0.7	0.7	0.9	0.8	1.0	-0.3	+0.7	+0.0	0.3
	Total (excl. auto).....	0.5	0.7	0.6	0.8	0.7	0.9	-1.0	+1.8	0.0	0.4
	Durable goods, total..	1.4	1.7	1.6	2.3	1.7	2.2	-1.6	+1.8	+0.3	1.0
52	Building materials, group stores.....	0.6	3.6	1.6	3.9	3.3	3.1	-5.2	+1.5	-0.9	1.6
55 ex. 554	Automotive dealers.....	1.7	2.2	1.9	3.1	2.3	3.0	-2.1	+2.7	+0.4	1.2
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers.....	1.2	2.2	1.5	3.7	2.4	3.2	-2.5	+2.8	+0.3	1.2
57	Furniture, home furn, and equipment stores.....	1.6	2.3	1.9	3.7	3.3	2.7	-3.3	+4.4	+0.5	1.5
	Nondur. stores, total...	0.5	0.7	0.6	1.0	0.7	0.9	-0.8	+0.7	0.0	0.4
53	General merch. group, total	0.2	0.5	0.3	0.4	0.3	0.5	-2.6	+1.8	-0.2	0.8
531	Dept. stores (ex. leased depts.).....	0.0	0.3	0.1	0.2	0.1	0.1	-2.1	+2.0	-0.2	0.8
54	Food stores.....	0.8	1.4	1.0	1.6	1.3	1.6	-0.9	+0.8	+0.1	0.3
541	Grocery stores.....	0.3	1.1	0.5	1.8	1.4	1.6	-0.8	+0.9	+0.1	0.3
554	Gasoline service stations...	0.7	1.2	0.8	3.0	2.2	2.8	-1.4	+2.3	-0.1	1.0
56	Apparel and acc. stores.....	1.2	3.4	1.5	2.4	1.8	1.8	-2.8	+2.2	+0.5	1.3
58	Eating and drinking .....	0.8	1.3	1.1	2.7	2.3	2.6	-1.7	+1.6	+0.3	0.9
591	Drug and proprietary .....	0.4	0.7	0.5	2.3	1.7	2.1	-1.6	+1.3	-0.1	0.7

<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 March - July 1988.

<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 1988 - May 1989. The ranges for all other totals and kinds of business are based on the 12-month period May 1987-April 1988.

Note: Coefficients of variation for the ratio of current quarter to current quarter a-year-ago estimates are approximately the same as those for the ratio of current quarter to previous quarter. See appendix B, Reliability of Data, in the Monthly Retail Trade Report for a discussion on the measures of sampling variability.