

Advance Monthly Retail Sales

July 1990



U.S. Department of Commerce
BUREAU OF THE CENSUS

CB-90-146

FOR WIRE TRANSMISSION 8:30 A.M. EDT., Tuesday, August 14, 1990

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for July adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$149.5 billion, an increase of 0.1 percent ($\pm 1.2\%$) from the previous month but 2.8 percent above July 1989. Total sales in the May through July period were 2.9 percent above the same period a year ago.

Durable goods increased 0.3 percent ($\pm 2.8\%$) from the previous month. Building materials increased 3.9 percent from June.

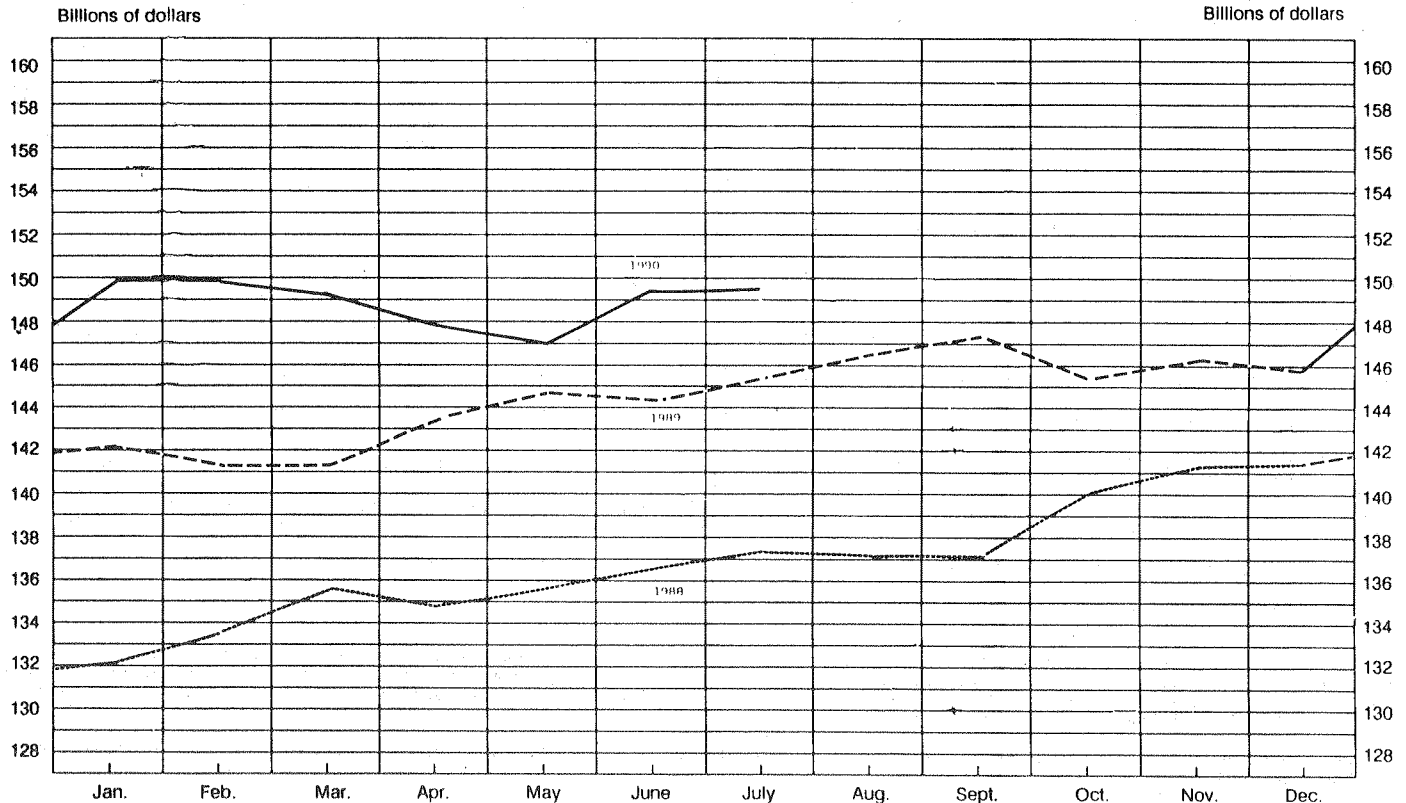
Nondurable goods were unchanged from the previous month but were 5.0 percent above last year. General merchandise stores increased 0.8 percent from June and were 5.5 percent above July 1989. Food stores were up 4.9 percent from the previous year.

The Advance Monthly Retail Sales Report for August is scheduled to be released September 14, 1990 at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES

January 1988-July 1990

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



Address inquiries concerning this report to Ronald Plancykoski, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-5294 or 763-7561.

This report is available the day of issue through the Department of Commerce's online Economic Bulletin Board (N-8-1) (202-377-3870) and through the Census Bureau's online information service-CENDATA. CENDATA is available from Dialog Information Services, INC. (1-800-334-2464) and CompuServe (1-800-848-8199). The CENDATA staff at the Bureau of the Census (301-763-2074) can provide content information and general guidance.

Table 1. Estimated Monthly Retail Sales, by Kind of Business

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted					Adjusted ¹				
		1990			1989		1990			1989	
		July ² adv.	June prel.	May final	July	June	July ² adv.	June prel.	May final	July ^r	June ^r
	Retail trade, total.....	148,176	153,537	154,141	144,546	149,003	149,506	149,374	147,781	145,389	144,210
	Total (excl. auto group)..	115,986	119,364	119,635	111,586	113,917	118,644	118,336	116,927	113,471	112,955
	Durable goods, total.....	54,983	57,653	58,331	55,021	58,397	53,892	53,735	53,525	54,287	53,649
52	Building mat., hardware, garden supply, and mobile home dealers..	8,936	9,128	9,277	8,441	9,033	8,251	7,939	7,691	7,824	7,785
521,3	Building mat. and supply stores.	(*)	6,433	6,430	6,187	6,523	(*)	5,678	5,611	5,619	5,657
525	Hardware stores.....	(*)	1,213	1,203	1,076	1,109	(*)	1,095	1,052	1,020	1,007
55 ex. 554	Automotive dealers.....	32,190	34,173	34,506	32,960	35,086	30,862	31,038	30,854	31,918	31,255
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	29,382	31,257	31,622	30,249	32,347	28,198	28,338	28,133	29,339	28,702
551	Motor vehicle (franchised)....	(*)	27,458	27,564	26,469	28,008	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores....	(*)	2,916	2,884	2,711	2,739	(*)	2,700	2,721	2,579	2,553
57	Furniture, home furnishings, and equipment stores.....	7,618	7,588	7,609	7,181	7,485	7,854	7,660	7,767	7,414	7,613
571	Furniture and home furnishings..	(*)	4,203	4,212	3,952	4,106	(*)	4,145	4,158	4,049	4,069
5722,32	Household appliance, radio, and TV stores.....	(*)	2,760	2,775	2,640	2,779	(*)	2,822	2,909	2,702	2,880
5722	Household appliance stores....	(*)	830	781	718	737	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	93,193	95,884	95,810	89,525	90,606	95,614	95,639	94,256	91,102	90,561
53	General merchandise group stores..	15,363	16,802	16,977	14,790	15,911	17,760	17,612	17,009	16,841	16,754
531	Dept. stores (ex. leased depts.)	12,500	13,617	13,648	12,012	12,896	14,384	14,274	13,744	13,588	13,575
531	Dept. stores (in. leased depts.) ³	(*)	13,978	14,027	12,356	13,260	(*)	14,621	14,126	14,009	13,943
533	Variety stores.....	(*)	546	570	534	537	(*)	595	594	597	587
539	Misc. general mdse. stores.....	(*)	2,639	2,759	2,244	2,478	(*)	2,743	2,671	2,656	2,592
54	Food stores.....	31,316	31,634	31,397	30,285	29,905	30,705	30,594	30,392	29,268	29,073
541	Grocery stores.....	29,512	29,780	29,518	28,649	28,236	28,905	28,773	28,575	27,627	27,440
554	Gasoline service stations.....	10,753	10,647	10,426	10,454	10,383	10,021	10,054	9,958	9,807	9,786
56	Apparel and accessory stores.....	7,077	7,709	7,749	6,814	7,114	8,060	8,137	7,970	7,661	7,613
561	Men's and boys' clothing and furnishings stores.....	(*)	794	785	658	767	(*)	798	802	778	786
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,730	2,789	2,418	2,446	(*)	2,945	2,829	2,693	2,685
565	Family clothing stores.....	(*)	2,252	2,159	1,896	1,970	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,441	1,445	1,257	1,388	(*)	1,459	1,413	1,433	1,422
58	Eating and drinking places.....	16,105	16,186	15,728	15,434	15,238	15,222	15,284	15,167	14,478	14,416
591	Drug and proprietary stores.....	5,297	5,405	5,494	4,840	4,935	5,552	5,521	5,434	5,068	5,005
592	Liquor stores.....	(*)	1,749	1,690	1,768	1,717	(*)	1,696	1,678	1,687	1,678
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	372	364	329	342	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ⁴	(*)	37,242	37,551	33,297	35,314	(*)	38,981	38,343	37,132	37,179

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

NA Not available. ^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-90-06.

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 1990 advance from--		June 1990 preliminary from--		May 1990 through July 1990	
		June 1990 prelim.	July 1989 final	May 1990 final	June 1989 final	Feb. 1990 through Apr. 1990	May 1989 through July 1989
	Retail trade, total.....	+0.1	+2.8	+1.1	+3.6	-0.1	+2.9
	Total (excl. automotive group).....	+0.3	+4.6	+1.2	+4.8	+0.2	+4.2
	Durable goods, total.....	+0.3	-0.7	+0.4	+0.2	-1.3	-0.5
52	Building materials, hardware, garden supply, and mobile home dealers.....	+3.9	+5.5	+3.2	+2.0	+1.3	+1.8
55 ex. 554	Automotive dealers.....	-0.6	-3.3	+0.6	-0.7	-1.0	-2.0
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-0.5	-3.9	+0.7	-1.3	-0.9	-2.6
57	Furniture, home furnishings, and equipment stores.....	+2.5	+5.9	-1.4	+0.6	-0.6	+3.4
	Nondurable goods, total.....	0.0	+5.0	+1.5	+5.6	+0.6	+4.9
53	General merchandise group stores.....	+0.8	+5.5	+3.5	+5.1	-0.9	+4.5
531	Dept. stores (ex. leased dept.).....	+0.8	+5.9	+3.9	+5.1	-1.1	+4.6
531	Dept. stores (in. leased dept.) ²	(NA)	(NA)	+3.5	+4.9	(NA)	(NA)
54	Food stores.....	+0.4	+4.9	+0.7	+5.2	+0.5	+4.8
541	Grocery stores.....	+0.5	+4.6	+0.7	+4.9	+0.6	+4.5
554	Gasoline service stations.....	-0.3	+2.2	+1.0	+2.7	+0.5	+1.5
56	Apparel and accessory stores.....	-0.9	+5.2	+2.1	+6.9	+2.8	+5.7
58	Eating and drinking places.....	-0.4	+5.1	+0.8	+6.0	+0.5	+5.5
591	Drug and proprietary stores.....	+0.6	+9.6	+1.6	+10.3	+2.6	+9.5

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 1990 prelim.	May 1990 final	June 1989	June 1990 prelim.	May 1990 final	June ^F 1989
	Retail trade, total.....	56,507	56,832	53,197	57,109	56,238	53,949
53	General merchandise group stores.....	15,413	15,561	14,620	16,151	15,638	15,403
531	Dept. stores (ex. leased dept.).....	13,214	13,230	12,477	13,808	13,323	13,106
531	Dept. stores (in. leased dept.) ²	13,562	13,595	12,829	14,186	13,691	13,490
533	Variety stores.....	424	443	430	459	460	467
539	Miscellaneous general merchandise stores.....	1,775	1,888	1,713	(NA)	(NA)	(NA)
54	Food stores.....	17,578	17,529	16,494	(NA)	(NA)	(NA)
541	Grocery stores.....	17,375	17,316	16,304	16,984	16,844	16,047
56	Apparel and accessory stores.....	4,291	4,244	3,860	4,532	4,399	4,138
562,3,8	Women's clothing, specialty stores, furriers.....	1,549	1,524	1,366	1,634	1,561	1,469
566	Shoe stores.....	897	918	874	912	891	893
591	Drug stores and proprietary stores.....	3,265	3,337	2,958	3,363	3,324	3,021

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-90-06.

² 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).



Official Business

Penalty for Private Use, \$300

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE

COM-202

First Class Mail

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 -0.4 percent to +1.2 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 1990 and final estimates for May 1990 based on the full sample are published later this month in the Monthly Retail Trade Report for June (BR-90-06). 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 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 0.8 percent and margin of sampling error is 1.2 percentage points above or below the estimate, then the indicated range is -0.4 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 ²		Mean	Aver. of absolute diff.	
		Range ¹		Median	Median	Median	Median	From	To		
		From	To								
	Retail trade, total.....	0.5	0.6	0.6	0.9	0.8	1.0	-0.4	+1.2	+0.1	0.4
	Total (excl. auto).	0.5	0.7	0.6	0.8	0.7	0.9	-0.3	+0.5	+0.1	0.2
	Durable goods, total..	1.4	2.0	1.6	2.3	1.8	2.2	-0.9	+1.7	-0.1	0.7
52	Building materials, group stores.....	1.1	3.0	1.7	3.8	3.2	3.1	-1.9	+3.1	0.0	0.7
55 ex. 554	Automotive dealers.....	1.6	2.4	2.0	3.2	2.6	3.0	-2.1	+2.9	-0.1	0.9
551,2,5,6,7,9	Motor vehicle and misc. automotive dealers.....	1.3	2.0	1.6	4.0	2.8	3.3	-2.5	+3.3	-0.1	1.0
57	Furniture, home furn. and equipment stores.....	1.3	3.8	2.1	4.2	3.9	3.1	-1.9	+5.0	+0.5	1.5
	Nondur. stores, total...	0.5	0.7	0.6	1.0	0.7	0.9	-0.2	+0.7	+0.1	0.2
53	General merch. group, total.	0.2	0.9	0.4	0.4	0.4	0.5	-0.9	+1.3	0.0	0.4
531	Dept. stores (ex. leased depts.).....	0.1	0.3	0.2	0.2	0.2	0.1	-0.5	+1.2	+0.1	0.4
54	Food stores.....	0.8	1.3	1.0	1.7	1.3	1.6	-0.4	+1.5	+0.2	0.4
541	Grocery stores.....	0.2	0.5	0.3	1.8	1.3	1.6	-0.5	+1.3	+0.2	0.4
554	Gasoline service stations...	0.6	1.0	0.9	2.9	2.1	2.7	-1.8	+1.9	0.0	0.7
56	Apparel and acc. stores.....	1.1	3.6	1.7	2.5	2.0	1.9	-3.9	+3.8	+0.2	1.4
58	Eating and drinking	0.4	1.9	0.8	2.7	2.3	2.6	-1.3	+1.6	+0.2	0.8
591	Drug and proprietary	0.6	1.8	0.7	2.5	1.9	2.1	-1.7	+2.1	+0.3	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 November 1988 - October 1989.

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 1989 - May 1990. The ranges for all other totals and kinds of business are based on the 12-month period October 1988 - September 1989.

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.