

# Advance Monthly Retail Sales



U.S. Department of Commerce  
ECONOMICS AND STATISTICS ADMINISTRATION  
BUREAU OF THE CENSUS

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FOR WIRE TRANSMISSION 8:30 A.M. EDT., Thursday, August 13, 1992

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 \$159.5 billion, an increase of 0.5 percent ( $\pm 1.0\%$ ) from the previous month and were 3.0 percent ( $\pm 1.4\%$ ) above the same period a year ago. Total sales in the May through July period were 2.8 percent ( $\pm 1.5\%$ ) above the same period a year ago. The June from May 1992 percent change was revised from +0.5 percent ( $\pm 1.8\%$ ) as published in the June advance, to -0.3 percent ( $\pm 0.4\%$ ).

Durable goods increased 0.4 percent ( $\pm 2.3\%$ ) from the previous month and were 5.0 percent above the previous year. Building materials dealers were up 6.0 percent from last year.

Nondurable goods increased 0.6 percent ( $\pm 0.8\%$ ) from June and were up 1.9 percent from July 1991. General merchandise stores increased 2.3 percent from last month and were 5.3 percent above the previous year.

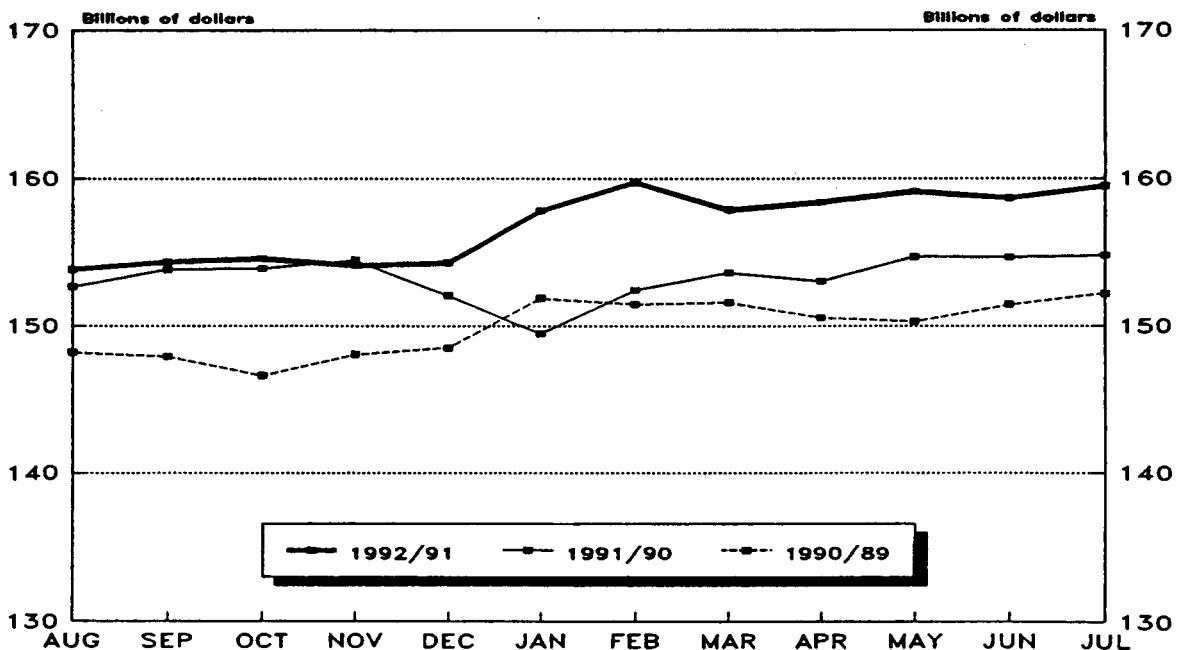
*The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.*

The Advance Monthly Retail Sales Report for August is scheduled to be released September 15, 1992 at 8:30 a.m.

## ESTIMATED MONTHLY RETAIL SALES

August 1989 - July 1992

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



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

This report is available the day of issue through the Department of Commerce's online Economic Bulletin Board. For information call (202) 377-1986. The data are also available through the Census Bureau's online information service - CENDATA. CENDATA is available from Dialog Information Services, INC. (1-800-334-2564) 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 <sup>1</sup>  |            |           |         |         |
|----------------|--|------------------------|------------|-----------|---------|---------|------------------------|------------|-----------|---------|---------|
|                |  | 1992                   |            |           | 1991    |         | 1992                   |            |           | 1991    |         |
|                |  | July <sup>2</sup> adv. | June prel. | May final | July    | June    | July <sup>2</sup> adv. | June prel. | May final | July    | June'   |
|                | Retail trade, total.....   | 162,733                | 162,506    | 163,840   | 156,635 | 155,942 | 159,490                | 158,653    | 159,111   | 154,797 | 154,669 |
|                | Total (excl. auto group)...  | 126,554                | 125,103    | 128,099   | 122,009 | 121,815 | 126,298                | 125,491    | 125,707   | 123,228 | 122,730 |
|                | Durable goods, total.....  | 61,011                 | 62,603     | 60,655    | 58,068  | 57,475  | 57,583                 | 57,382     | 57,643    | 54,830  | 54,962  |
| 52             | Building mat., hardware, garden supply, and mobile home dealers..... | 9,763                  | 9,983      | 10,032    | 9,126   | 9,021   | 8,647                  | 8,583      | 8,721     | 8,160   | 8,045   |
| 521,3          | Building mat. and supply stores.....                                 | (*)                    | 7,397      | 7,130     | 6,946   | 6,787   | (*)                    | 6,338      | 6,452     | 6,104   | 6,065   |
| 525            | Hardware stores.....   | (*)                    | 1,178      | 1,256     | 1,051   | 1,097   | (*)                    | 1,057      | 1,081     | 991     | 999     |
| 55 ex. 554     | Automotive dealers.....  | 36,179                 | 37,403     | 35,741    | 34,626  | 34,127  | 33,192                 | 33,162     | 33,404    | 31,569  | 31,939  |
| 551,2,5, 6,7,9 | Motor vehicle and miscellaneous automotive dealers.....              | 33,260                 | 34,538     | 32,990    | 31,639  | 31,182  | 30,514                 | 30,538     | 30,774    | 28,841  | 29,169  |
| 551            | Motor vehicle (franchised).....                                      | (*)                    | 30,159     | 28,752    | 28,199  | 27,361  | (*)                    | (NA)       | (NA)      | (NA)    | (NA)    |
| 553            | Auto and home supply stores.....                                     | (*)                    | 2,865      | 2,751     | 2,987   | 2,945   | (*)                    | 2,624      | 2,630     | 2,728   | 2,770   |
| 57             | Furniture, home furnishings, and equipment stores.....               | 7,708                  | 7,654      | 7,319     | 7,454   | 7,242   | 7,786                  | 7,684      | 7,549     | 7,577   | 7,392   |
| 571            | Furniture and home furnishings.....                                  | (*)                    | 4,261      | 4,109     | 3,975   | 3,868   | (*)                    | 4,215      | 4,101     | 3,995   | 3,903   |
| 5722,32        | Household appliance, radio, and TV stores.....                       | (*)                    | 2,666      | 2,502     | 2,739   | 2,615   | (*)                    | 2,661      | 2,642     | 2,750   | 2,652   |
| 5722           | Household appliance stores.....                                      | (*)                    | 784        | 686       | 773     | 708     | (*)                    | (NA)       | (NA)      | (NA)    | (NA)    |
|                | Nondurable goods, total.....   | 101,722                | 99,903     | 103,185   | 98,567  | 98,467  | 101,907                | 101,271    | 101,468   | 99,967  | 99,707  |
| 53             | General merchandise group stores.....                                | 17,344                 | 17,664     | 18,830    | 16,153  | 16,997  | 19,402                 | 18,967     | 19,053    | 18,417  | 18,098  |
| 531            | Dept. stores (ex. leased depts).....                                 | 13,694                 | 13,973     | 14,952    | 12,710  | 13,305  | 15,301                 | 15,041     | 15,180    | 14,476  | 14,184  |
| 531            | Dept. stores (in. leased depts) <sup>3</sup> .....                   | (*)                    | 14,425     | 15,423    | 13,132  | 13,753  | (*)                    | 15,494     | 15,626    | 15,025  | 14,646  |
| 533            | Variety stores.....  | (*)                    | 509        | 554       | 553     | 548     | (*)                    | 573        | 572       | 612     | 611     |
| 539            | Misc. general mdse. stores.....                                      | (*)                    | 3,182      | 3,324     | 2,890   | 3,144   | (*)                    | 3,353      | 3,301     | 3,329   | 3,303   |
| 54             | Food stores.....   | 33,767                 | 32,283     | 33,262    | 32,890  | 32,541  | 32,021                 | 31,974     | 31,968    | 31,858  | 32,058  |
| 541            | Grocery stores.....  | 31,637                 | 30,159     | 31,067    | 30,820  | 30,443  | 29,959                 | 29,890     | 29,872    | 29,835  | 29,964  |
| 554            | Gasoline service stations.....                                       | 11,284                 | 11,084     | 10,791    | 11,133  | 10,928  | 10,655                 | 10,637     | 10,497    | 10,493  | 10,630  |
| 56             | Apparel and accessory stores.....                                    | 7,788                  | 7,899      | 8,284     | 7,332   | 7,489   | 8,484                  | 8,413      | 8,318     | 8,108   | 7,976   |
| 561            | Men's and boys' clothing and furnishings stores.....                 | (*)                    | 728        | 731       | 577     | 694     | (*)                    | 741        | 730       | 700     | 705     |
| 562,3,8        | Women's clothing, specialty stores, furriers.....                    | (*)                    | 2,733      | 3,082     | 2,611   | 2,590   | (*)                    | 2,964      | 2,992     | 2,847   | 2,809   |
| 565            | Family clothing stores.....  | (*)                    | 2,424      | 2,420     | 2,278   | 2,247   | (*)                    | (NA)       | (NA)      | (NA)    | (NA)    |
| 566            | Shoe stores.....   | (*)                    | 1,465      | 1,510     | 1,342   | 1,398   | (*)                    | 1,504      | 1,482     | 1,489   | 1,444   |
| 58             | Eating and drinking places.....                                      | 17,517                 | 16,843     | 17,323    | 17,220  | 17,229  | 16,219                 | 16,072     | 16,420    | 16,169  | 16,331  |
| 591            | Drug and proprietary stores.....                                     | 6,251                  | 6,289      | 6,439     | 6,133   | 6,056   | 6,424                  | 6,437      | 6,491     | 6,342   | 6,315   |
| 592            | Liquor stores.....   | (*)                    | 1,978      | 2,015     | 1,975   | 1,857   | (*)                    | 1,980      | 1,993     | 1,885   | 1,851   |
| 5961 (pt)      | Mail-order houses (department store merchandise).....                | (*)                    | 360        | 373       | 335     | 345     | (*)                    | (NA)       | (NA)      | (NA)    | (NA)    |
| 53,56,57 594   | GAF <sup>4</sup> .....   | (*)                    | 38,656     | 39,941    | 35,773  | 36,614  | (*)                    | 41,081     | 40,907    | 39,614  | 38,944  |

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

NA Not available.

<sup>2</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-92-06.

<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          |                 |                             |                 |                                  |                            |
|-----------------|---|-------------------------|-----------------|-----------------------------|-----------------|----------------------------------|----------------------------|
|                 |   | July 1992 advance from— |                 | June 1992 preliminary from— |                 | May 1992 through July 1992 from— |                            |
|                 |   | June 1992 prelim.       | July 1991 final | May 1992 final              | June 1991 final | Feb. 1992 through Apr. 1992      | May 1991 through July 1991 |
|                 | Retail trade, total.....  | +0.5                    | +3.0            | -0.3                        | +2.6            | +0.3                             | +2.8                       |
|                 | Total (excl. automotive group).....                                       | +0.6                    | +2.5            | -0.2                        | +2.2            | +0.5                             | +2.3                       |
|                 | Durable goods, total.....   | +0.4                    | +5.0            | -0.5                        | +4.4            | 0.0                              | +4.9                       |
| 52              | Building materials, hardware, garden supply, and mobile home dealers..... | +0.7                    | +6.0            | -1.6                        | +6.7            | -0.8                             | +6.9                       |
| 55 ax. 554      | Automotive dealers.....   | +0.1                    | +5.1            | -0.7                        | +3.8            | -0.5                             | +4.8                       |
| 551, 2,5, 6,7,9 | Motor vehicle and miscellaneous automotive dealers.....                   | -0.1                    | +5.8            | -0.8                        | +4.7            | -0.5                             | +5.7                       |
| 57              | Furniture, home furnishings, and equipment stores.....                    | +1.3                    | +2.8            | +1.8                        | +4.0            | +0.3                             | +2.4                       |
|                 | Nondurable goods, total.....  | +0.6                    | +1.9            | -0.2                        | +1.6            | +0.4                             | +1.7                       |
| 53              | General merchandise group stores.....                                     | +2.3                    | +5.3            | -0.5                        | +4.8            | -0.5                             | +4.8                       |
| 531             | Dept. stores (ex. leased dept.).....                                      | +1.7                    | +5.7            | -0.9                        | +6.0            | -0.2                             | +5.8                       |
| 531             | Dept. stores (in. leased dept.) <sup>2</sup> .....                        | (NA)                    | (NA)            | -0.8                        | +5.8            | (NA)                             | (NA)                       |
| 54              | Food stores.....  | +0.1                    | +0.5            | 0.0                         | -0.3            | +0.1                             | 0.0                        |
| 541             | Grocery stores.....   | +0.2                    | +0.4            | +0.1                        | -0.2            | -0.2                             | -0.1                       |
| 554             | Gasoline service stations.....  | +0.2                    | +1.5            | +1.3                        | +0.1            | +3.6                             | -0.1                       |
| 56              | Apparel and accessory stores.....   | +0.8                    | +4.6            | +1.1                        | +5.5            | +2.4                             | +4.4                       |
| 58              | Eating and drinking places.....   | +0.9                    | +0.3            | -2.1                        | -1.6            | -2.6                             | +0.1                       |
| 591             | Drug and proprietary stores.....  | -0.2                    | +1.3            | -0.8                        | +1.9            | -1.2                             | +2.1                       |

**Table 3. Estimated Monthly Retail Sales of Large (Group II) Companies, by Kind of Business**

(Sales in millions of dollars)

| SIC code | Kind of business                                   | Not adjusted      |                |           | Adjusted <sup>1</sup> |                |           |
|----------|--|-------------------|----------------|-----------|-----------------------|----------------|-----------|
|          |  | June 1992 prelim. | May 1992 final | June 1991 | June 1992 prelim.     | May 1992 final | June 1991 |
|          | Retail trade, total.....                           | 63,367            | 66,012         | 60,694    | 65,353                | 65,531         | 62,415    |
| 53       | General merchandise group stores.....              | 16,848            | 17,935         | 16,069    | 18,114                | 18,207         | 17,108    |
| 531      | Dept. stores (ex. leased dept.).....               | 13,760            | 14,721         | 13,094    | 14,764                | 14,930         | 13,915    |
| 531      | Dept. stores (in. leased dept.) <sup>2</sup> ..... | 14,199            | 15,179         | 13,533    | 15,251                | 15,379         | 14,412    |
| 533      | Variety stores.....                                | 347               | 378            | 346       | 393                   | 392            | 384       |
| 539      | Miscellaneous general merchandise stores.....      | 2,741             | 2,836          | 2,629     | (NA)                  | (NA)           | (NA)      |
| 54       | Food stores.....                                   | 18,802            | 19,660         | 18,889    | (NA)                  | (NA)           | (NA)      |
| 541      | Grocery stores.....                                | 18,482            | 19,326         | 18,598    | 18,688                | 18,709         | 18,598    |
| 56       | Apparel and accessory stores.....                  | 4,968             | 5,172          | 4,593     | 5,308                 | 5,228          | 4,916     |
| 562, 3,8 | Women's clothing, specialty stores, furriers.....  | 1,702             | 1,883          | 1,629     | 1,826                 | 1,832          | 1,727     |
| 566      | Shoe stores.....                                   | 963               | 991            | 931       | 978                   | 972            | 960       |
| 591      | Drug stores and proprietary stores.....            | 3,874             | 3,989          | 3,628     | 4,015                 | 4,046          | 3,803     |

NA Not available.

<sup>1</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-92-06.

<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 large (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

## Sample Design and Reliability of Data

The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.

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 -0.8 percent to +1.5 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 1992 and final estimates for May 1992 based on the full sample are published later this month in the Monthly Retail Trade Report for June (BR-92-06). 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 the 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<br>in percent of the |     |  |                                   |   |                    | Preliminary-to-final<br>percent change<br>minus the<br>Advance-to-preliminary<br>percent change |                              |      |     |
|---------------------------------|---|---|-----|--|-----------------------------------|---|--------------------|---|------------------------------|------|-----|
|                                 |   | Advance-to-<br>preliminary<br>ratio                     |     | Ratio<br>to same<br>month<br>a year<br>ago | Dollar<br>volume<br>sales<br>est. | Ratio of<br>current<br>quarter<br>to prev.<br>quarter | Range <sup>2</sup> | Mean  | Avg. of<br>absolute<br>diff. |      |     |
|                                 |   | Range <sup>1</sup>                                      |     | Median                                     | Median                            | Median  |                    |   |                              |      |     |
|                                 |   | From  | To  | From                                       | To                                |   |                    |   |                              |      |     |
|                                 | Retail trade, total.....                            | 0.8   | 1.1 | 0.9  | 1.0                               | 0.9   | 1.0                | -0.8  | +1.5                         | 0.0  | 0.4 |
|                                 | Total (excl. auto).....                             | 0.8   | 0.9 | 0.8  | 1.0                               | 0.8   | 0.9                | -0.7  | +1.3                         | +0.1 | 0.4 |
|                                 | Durable goods, total.....                           | 1.8   | 2.8 | 2.2  | 2.5                               | 2.2   | 2.3                | -2.5  | +2.2                         | +0.2 | 0.7 |
| 52                              | Building materials, group stores.....               | 1.2   | 2.0 | 1.7  | 3.3                               | 2.5   | 2.5                | -3.4  | +4.0                         | +0.4 | 2.0 |
| 55 ex. 554<br>551,2,5,<br>6,7,9 | Automotive dealers.....                             | 2.2   | 4.1 | 3.1  | 3.4                               | 3.6   | 3.3                | -3.0  | +2.6                         | +0.5 | 1.0 |
|                                 | Motor vehicle and misc.<br>automotive dealers.....  | 1.6   | 4.1 | 2.9  | 4.8                               | 3.9   | 3.5                | -3.2  | +2.6                         | +0.5 | 1.1 |
| 57                              | Furniture, home furn., and<br>equipment stores..... | 1.8   | 4.3 | 2.4  | 4.5                               | 4.2   | 3.1                | -2.5  | +2.3                         | -0.2 | 1.2 |
|                                 | Nondurable goods, total.....                        | 0.7   | 0.9 | 0.8  | 1.0                               | 0.8   | 0.9                | -0.6  | +0.9                         | +0.2 | 0.4 |
| 53                              | General merch. group, total.....                    | 0.2   | 0.8 | 0.4  | 0.5                               | 0.6   | 0.5                | -1.4  | +1.7                         | +0.1 | 0.7 |
| 531                             | Dept. stores (ex. leased depts.).....               | 0.1   | 0.3 | 0.2  | 0.2                               | 0.2   | 0.1                | -1.7  | +1.6                         | +0.1 | 0.8 |
| 54                              | Food stores.....                                    | 0.9   | 1.5 | 1.0  | 1.7                               | 1.4   | 1.5                | -0.5  | +0.6                         | 0.0  | 0.4 |
| 541                             | Grocery stores.....                                 | 0.2   | 0.9 | 0.3  | 1.8                               | 1.3   | 1.5                | -0.5  | +0.7                         | 0.0  | 0.3 |
| 554                             | Gasoline service stations.....                      | 1.1   | 4.7 | 1.3  | 3.3                               | 2.6   | 2.8                | -1.4  | +1.9                         | +0.3 | 0.8 |
| 56                              | Apparel and accessory stores.....                   | 1.1   | 2.9 | 2.0  | 3.0                               | 2.6   | 2.0                | -2.7  | +4.8                         | +0.5 | 1.5 |
| 58                              | Eating and drinking places.....                     | 0.6   | 1.3 | 0.9  | 3.1                               | 2.7   | 2.7                | -0.9  | +2.3                         | +0.3 | 0.8 |
| 591                             | Drug and proprietary stores.....                    | 0.5   | 3.2 | 0.8  | 2.4                               | 1.7   | 2.0                | -3.7  | +1.1                         | +0.1 | 1.0 |

<sup>1</sup>The ranges of sampling variability shown are based on sales estimates not adjusted for seasonal variation, holiday, and trading-day differences for the data months of November 1990 - March 1991.

<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, July 1991 - June 1992. The ranges for all other totals and kinds of business are based on the 12-month period April 1990 - March 1991.

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 of the measures of sampling variability.

