

Advance Monthly Retail Sales



U.S. Department of Commerce
ECONOMICS AND STATISTICS ADMINISTRATION
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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 \$184.8 billion, a decrease of 0.1 percent ($\pm 1.3\%$) from the previous month but were 6.6 percent ($\pm 1.9\%$) above the same month a year ago. Total sales in the May through July period were 6.9 percent ($\pm 1.8\%$) above the same period a year ago. The May to June 1994 percent change was revised from +0.6 percent ($\pm 1.3\%$) as published in the June advance, to +0.8 percent ($\pm 0.4\%$).

Durable goods were up 10.5 percent from the previous year. Building materials were up 14.7 percent from July 1993 while automotive dealers and furniture were up 10.0 percent and 13.4 percent, respectively, in the same period.

Nondurable goods were up 4.3 percent from July 1993. General merchandise stores were up 7.2 percent from the previous year.

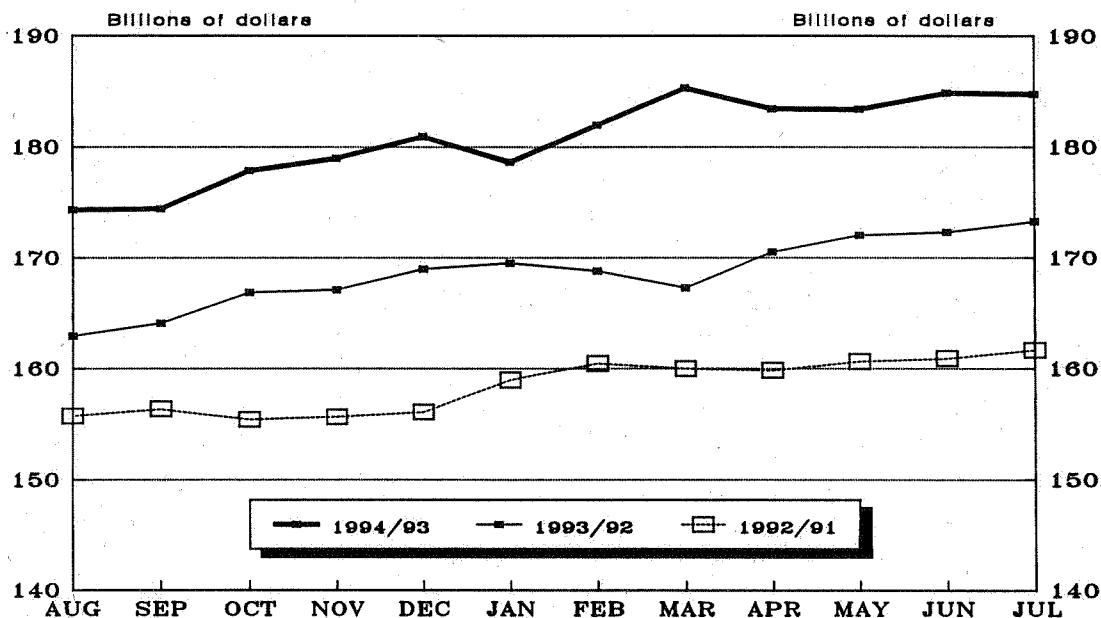
The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.

The Advance Monthly Retail Sales Report for August is scheduled to be released September 14, 1994 at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES

August 1991 - July 1994

(Data adjusted for seasonal, holiday, and trading-day differences, but not for price changes)



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This report is available the day of issue through the Department of Commerce's online Economic Bulletin Board. For information call (202) 482-1986. 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 ¹				
		1994			1993		1994			1993	
		July ² adv.	June prel.	May final	July	June	July ² adv.	June prel.	May final	July ³	June ³
	Retail trade, total.....	185,736	190,080	187,462	177,720	175,701	184,763	184,877	183,395	173,249	172,299
	Total (excl. auto group)...	141,932	142,574	142,063	136,471	134,267	142,968	142,354	141,235	135,246	135,177
	Durable goods, total.....	74,233	78,698	76,316	69,254	69,963	72,262	72,601	71,940	65,420	64,679
52	Building mat., hardware, garden supply, and mobile home dealers.....	11,737	12,303	12,693	10,528	11,019	10,858	10,696	10,567	9,469	9,485
521.3	Building mat. and supply stores.....	(*)	8,955	8,888	7,765	7,963	(*)	7,862	7,776	6,921	6,912
525	Hardware stores.....	(*)	1,272	1,295	1,167	1,190	(*)	1,148	1,117	1,059	1,077
55 ex. 554	Automotive dealers.....	43,804	47,506	45,399	41,249	41,434	41,795	42,523	42,160	38,003	37,122
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	40,389	43,949	42,018	37,825	38,017	38,576	39,275	38,906	34,862	34,004
551	Motor vehicle (franchised).....	(*)	39,181	37,604	33,746	34,072	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	3,557	3,381	3,424	3,417	(*)	3,248	3,254	3,141	3,118
57	Furniture, home furnishings, and equipment stores.....	10,464	10,320	9,889	9,386	9,132	10,656	10,521	10,374	9,395	9,290
571	Furniture and home furnishings.....	(*)	5,140	5,072	4,916	4,751	(*)	5,125	5,077	4,848	4,732
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	4,191	3,897	3,734	3,495	(*)	4,312	4,240	3,715	3,577
5722	Household appliance stores.....	(*)	1,002	839	1,017	888	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	111,503	111,382	111,146	108,466	105,738	112,501	112,276	111,455	107,829	107,620
53	General merchandise group stores.....	21,904	22,578	22,414	20,684	20,632	23,967	23,804	23,381	22,348	22,122
531	Dept. stores (ex. leased depts).....	16,730	17,177	17,022	15,398	15,371	18,445	18,235	17,843	16,810	16,635
531	Dept. stores (in. leased depts) ³	(*)	17,610	17,464	15,836	15,828	(*)	18,635	18,287	17,364	17,111
533	Variety stores.....	(*)	513	506	579	556	(*)	540	532	609	611
539	Misc. general mdse. stores.....	(*)	4,888	4,886	4,707	4,705	(*)	5,029	5,006	4,929	4,876
54	Food stores.....	35,182	34,295	34,000	34,562	32,878	33,678	33,520	33,594	32,565	32,567
541	Grocery stores.....	33,304	32,365	32,010	32,700	31,062	31,839	31,637	31,693	30,762	30,785
554	Gasoline service stations.....	11,987	11,833	11,547	11,875	11,581	11,277	11,334	11,178	11,109	11,125
56	Apparel and accessory stores.....	8,206	8,425	8,427	8,379	8,212	8,871	8,950	8,774	8,815	8,794
561	Men's and boys' clothing and furnishings stores.....	(*)	801	768	605	658	(*)	817	792	697	675
562.3	Women's clothing, specialty stores.....	(*)	2,950	3,085	3,149	3,126	(*)	3,135	3,051	3,329	3,340
565	Family clothing stores.....	(*)	2,632	2,538	2,567	2,425	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,449	1,462	1,432	1,456	(*)	1,485	1,458	1,490	1,506
58	Eating and drinking places.....	20,028	19,464	19,313	18,686	18,161	19,002	18,751	18,570	17,628	17,547
591	Drug and proprietary stores.....	6,515	6,723	6,878	6,636	6,615	6,836	6,825	6,878	6,813	6,778
592	Liquor stores.....	(*)	1,770	1,751	1,922	1,772	(*)	1,777	1,776	1,767	1,790
5961	Total mail order.....	(*)	2,288	2,431	1,834	1,878	(*)	2,682	2,753	2,086	2,196
53,56,57 594	GAF ⁴	(*)	47,373	46,673	44,267	43,779	(*)	49,880	49,089	47,015	46,534

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

NA Not available.

¹Revised.

¹Data are concurrently adjusted for seasonal variations, holiday, and trading-day differences, but not for price changes. 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-94-06.

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 (general merchandise, apparel, furniture, and miscellaneous shopping goods stores).

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, but not for price changes)

SIC code	Kind of business	Percent change					
		July 1994 advance from—		June 1994 preliminary from—		May 1994 through July 1994 from—	
		June 1994 prelim.	July 1993 final	May 1994 final	June 1993 final	Feb. 1994 through Apr. 1994	May 1993 through July 1993
	Retail trade, total.....	-0.1	+6.6	+0.8	+7.3	+0.4	+6.9
	Total (excl. automotive group)....	+0.4	+5.7	+0.8	+5.3	+1.3	+5.3
	Durable goods, total.....	-0.5	+10.5	+0.9	+12.2	+0.1	+11.6
52	Building materials, hardware, garden supply, and mobile home dealers.....	+1.5	+14.7	+1.2	+12.8	+3.3	+12.8
55 ex. 554	Automotive dealers.....	-1.7	+10.0	+0.9	+14.5	-2.3	+12.5
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	-1.8	+10.7	+0.9	+15.5	-2.2	+13.3
57	Furniture, home furnishings, and equipment stores.....	+1.3	+13.4	+1.4	+13.3	+3.5	+13.2
	Nondurable goods, total.....	+0.2	+4.3	+0.7	+4.3	+0.6	+4.0
53	General merchandise group stores.....	+0.7	+7.2	+1.8	+7.6	+1.9	+7.0
531	Dept. stores (ex. leased dept.).....	+1.2	+9.7	+2.2	+9.6	+2.4	+9.1
531	Dept. stores (in. leased dept.) ¹	(NA)	(NA)	+1.9	+8.9	(NA)	(NA)
54	Food stores.....	+0.5	+3.4	-0.2	+2.9	+0.4	+3.3
541	Grocery stores.....	+0.6	+3.5	-0.2	+2.8	+0.4	+3.2
554	Gasoline service stations.....	-0.5	+1.5	+1.4	+1.9	-0.7	+0.8
56	Apparel and accessory stores.....	-0.9	+0.6	+2.0	+1.8	-0.5	+0.5
58	Eating and drinking places.....	+1.3	+7.8	+1.0	+6.9	+1.9	+6.9
591	Drug and proprietary stores.....	+0.2	+0.3	-0.8	+0.7	+0.4	+1.3

NA Not available.

¹Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

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 -1.0 percent to +1.3 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 1994 and final estimates for May 1994 based on the full sample are published later this month in the Monthly Retail Trade Report for June (BR-94-06). 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 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	Avg. of absolute diff.	
		Range ¹		Median	Median	Median	Median	From			To
		From	To								
	Retail trade, total.....	0.5	1.3	0.7	1.0	0.8	1.0	-1.0	+1.3	+0.1	0.4
	Total (excl. auto).....	0.5	0.9	0.7	1.1	0.8	1.0	-1.6	+0.7	-0.1	0.4
	Durable goods, total.....	1.2	3.4	1.4	2.2	1.7	2.2	-0.9	+1.1	+0.2	0.5
52	Building materials, group stores.....	-0.9	2.6	1.6	4.1	2.9	3.4	-4.2	+2.5	-0.4	1.4
55 ex. 554 551,2,5, 6,7,9	Automotive dealers.....	1.6	3.2	2.1	3.4	2.6	3.1	-1.3	+2.2	+0.6	1.1
	Motor vehicle and misc. automotive dealers.....	1.2	3.0	1.5	4.0	2.8	3.2	-1.5	+2.3	+0.5	1.1
57	Furniture, home furn., and equipment stores.....	1.3	3.6	2.1	4.6	3.4	4.1	-3.4	+2.3	-0.1	1.5
	Nondurable goods, total.....	0.4	0.8	0.6	1.1	0.8	1.1	-1.1	+0.5	0.0	0.3
53	General merch. group, total.....	0.2	0.4	0.3	0.4	0.3	0.5	-0.3	+0.7	+0.1	0.2
531	Dept. stores (ex. leased depts.).....	0.0	0.2	0.0	0.1	0.0	0.1	-0.4	+0.6	-0.1	0.2
54	Food stores.....	0.6	1.0	0.7	1.7	0.9	1.7	-0.5	+0.8	+0.1	0.3
541	Grocery stores.....	0.1	0.8	0.3	1.8	0.9	1.7	-0.6	+0.5	0.0	0.2
554	Gasoline service stations.....	0.5	1.9	0.9	2.7	1.8	3.0	-1.4	+1.2	-0.4	0.8
56	Apparel and accessory stores.....	0.8	3.4	1.4	3.3	2.8	2.6	-2.4	+1.3	-0.4	1.1
58	Eating and drinking places.....	0.8	2.0	1.2	4.6	4.0	3.9	-3.6	+2.4	0.0	1.0
591	Drug and proprietary stores.....	0.4	1.8	1.0	2.5	1.5	2.5	-1.0	+1.3	+0.2	0.6

¹The 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 April 1993 - March 1994.

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 1993 - June 1994. The ranges for all other totals and kinds of business are based on the period April 1993 - February 1994.

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.

