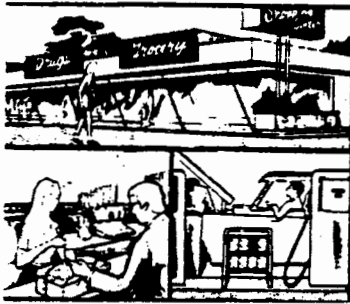


Advance Monthly Retail Sales

June 1985



FOR WIRE TRANSMISSION 8:30 A.M. EDT, Friday, July 12, 1985

CB-85-129

Advance estimates of U.S. retail sales for June, adjusted for seasonal, holiday, and trading-day differences but not for price changes, were \$113.9 billion, 4.4 percent above June of last year. The revised May sales of \$114.8 billion were 0.5 percent below the April sales. Second quarter sales were 2.7 percent above the first quarter and 6.0 percent above the same quarter last year.

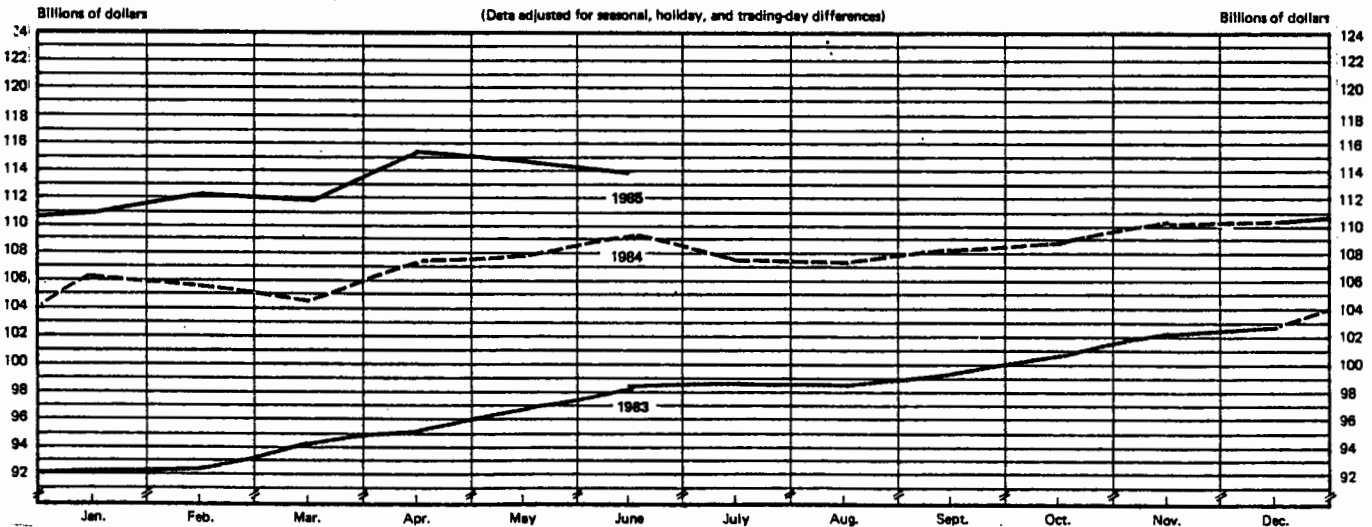
Durable goods sales declined during June, but were 5.4 percent above sales last year. Automotive dealers rose 7.4 percent from year ago sales while furniture stores increased 5.6 percent during the same period.

Nondurable goods sales were virtually unchanged from the previous month but were 3.9 percent above the June 1984 level. General merchandise declined 1.0 percent in June, the fourth decline in the last six months, but were 2.8 above June 1984. Compared to year ago, sales of apparel rose 5.4 percent, food increased 3.9, and drug stores were up 7.9. Eating and drinking establishments increased 8.3 percent from last year while gasoline service stations rose 2.8 percent.

For a description of the sample design and reliability of the data, see back page.

The Advance Monthly Retail Sales report for July is scheduled to be released August 13, 1985, at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES January 1983-June 1985



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U.S. Department of Commerce
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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, at \$37 per year. Add \$9.25 for each subscription to a foreign address. Postage stamps not acceptable; currency submitted at sender's risk. Remittances from foreign countries must be by international money order or by a draft on a U.S. bank. 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				
		1985			1984		1985			1984	
		June ² adv.	May prel.	Apr. final	June	May	June ² adv.	May prel.	Apr. final	June	May
	Retail trade, total.....	115,153	120,234	113,107	112,298	111,834	113,935	114,808	115,351	109,085	107,941
	Total (excl. auto group)...	87,966	90,929	85,612	86,324	85,983	88,359	88,833	89,125	85,276	84,648
	Durable goods, total.....	43,781	46,432	43,450	42,357	41,924	41,578	42,482	42,932	39,434	38,667
52	Building mat., hardware, garden supply, and mobile home dealers..	6,683	6,947	6,372	6,707	6,748	5,771	5,904	6,263	5,769	5,696
521,3	Building mat. and supply stores.	(*)	5,034	4,570	4,734	4,694	(*)	4,420	4,607	4,127	4,118
525	Hardware stores.....	(*)	939	877	911	910	(*)	798	861	807	782
55 ex. 554	Automotive dealers.....	27,187	29,305	27,495	25,974	25,851	25,576	25,975	26,226	23,809	23,293
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	24,987	27,072	25,328	23,740	23,697	23,506	23,852	24,076	21,740	21,253
551	Motor vehicle (franchised)....	(*)	24,296	22,575	21,524	21,462	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,233	2,167	2,234	2,154	(*)	2,123	2,150	2,069	2,040
57	Furniture, home furnishings, and equipment stores.....	5,428	5,556	5,271	5,241	4,954	5,561	5,831	5,614	5,265	5,139
571	Furniture and home furnishings..	(*)	3,094	2,885	2,993	2,938	(*)	3,100	2,956	2,958	2,906
5722,32	Household appliance, radio, and TV stores.....	(*)	2,087	2,016	1,897	1,680	(*)	2,316	2,247	1,928	1,856
5722	Household appliance stores....	(*)	698	623	719	592	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	71,372	73,802	69,657	69,941	69,910	72,357	72,326	72,419	69,651	69,274
53	General merchandise group stores..	12,557	13,392	12,398	12,403	12,686	13,215	13,353	13,514	12,858	12,705
531	Department stores.....	10,530	11,226	10,430	10,478	10,700	11,026	11,159	11,349	10,802	10,689
533	Variety stores.....	(*)	753	733	732	740	(*)	758	760	775	745
539	Misc. general mdse. stores.....	(*)	1,413	1,235	1,193	1,246	(*)	1,436	1,405	1,281	1,271
54	Food stores.....	23,587	24,309	22,683	23,341	22,963	23,399	23,287	23,476	22,520	22,391
541	Grocery stores.....	22,126	22,787	21,203	21,899	21,475	21,950	21,806	22,018	21,097	20,951
554	Gasoline service stations.....	8,982	8,983	8,512	8,850	8,800	8,662	8,764	8,784	8,429	8,619
56	Apparel and accessory stores.....	5,575	5,875	5,780	5,429	5,459	6,053	5,937	5,949	5,742	5,551
561	Men's and boys' clothing and furnishings stores.....	(*)	710	670	695	701	(*)	709	729	707	712
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,461	2,407	2,279	2,309	(*)	2,434	2,464	2,458	2,298
565	Family clothing stores.....	(*)	1,540	1,484	1,413	1,378	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	954	996	844	863	(*)	950	948	876	856
58	Eating and drinking places.....	11,711	11,607	10,781	10,867	10,579	11,132	11,075	10,813	10,281	10,172
591	Drug and proprietary stores.....	3,817	3,939	3,811	3,593	3,641	3,943	3,896	3,893	3,655	3,634
592	Liquor stores.....	(*)	1,597	1,500	1,677	1,574	(*)	1,615	1,625	1,651	1,603
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	362	380	331	393	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAP ³	(*)	28,272	26,598	26,352	26,308	(*)	(NA)	(NA)	(NA)	(NA)

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

NA Not available.

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-85-05).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.³GAP 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 1985 advance from--		May 1985 preliminary from--		Apr. 1985 through June 1985	
		May 1985 prelim.	June 1984 final	Apr. 1985 final	May 1984 final	Jan. 1985 through Mar. 1985	Apr. 1984 through June 1984
	Retail trade, total.....	-0.6	+4.4	-0.5	+6.4	+2.7	+6.0
	Total (excl. automotive group).....	-0.5	+3.6	-0.3	+4.9	+2.1	+4.7
	Durable goods, total.....	-2.1	+5.4	-1.0	+9.9	+3.7	+9.1
52	Building materials, hardware, garden supply, and mobile home dealers.....	-2.3	0.0	-5.7	+3.7	+4.0	+4.6
55 ex. 554	Automotive dealers.....	-1.5	+7.4	-1.0	+11.5	+5.0	+10.9
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-1.5	+8.1	-0.9	+12.2	+5.1	+11.6
57	Furniture, home furnishings, and equipment stores.....	-4.6	+5.6	+3.9	+13.5	+0.5	+9.3
	Nondurable goods, total.....	0.0	+3.9	-0.1	+4.4	+2.2	+4.3
53	General merchandise group stores.....	-1.0	+2.8	-1.2	+5.1	+1.2	+5.2
531	Department stores.....	-1.2	+2.1	-1.7	+4.4	+1.1	+4.6
54	Food stores.....	+0.5	+3.9	-0.8	+4.0	+1.5	+4.2
541	Grocery stores.....	+0.7	+4.0	-1.0	+4.1	+1.3	+4.4
554	Gasoline service stations.....	-1.2	+2.8	-0.2	+1.7	+5.3	+2.1
56	Apparel and accessory stores.....	+2.0	+5.4	-0.2	+7.0	+4.0	+6.5
58	Eating and drinking places.....	+0.5	+8.3	+2.4	+8.9	+3.5	+7.8
591	Drug and proprietary stores.....	+1.2	+7.9	+0.1	+7.2	+1.0	+7.3

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		
		May 1985 prelim.	Apr. 1985 final	May 1984	May 1985 prelim.	Apr. 1985 final	May 1984
	Retail trade, total.....	40,174	37,434	37,710	39,345	39,361	37,339
53	General merchandise group stores.....	12,376	11,432	11,774	12,311	12,446	11,776
531	Department stores.....	10,737	9,983	10,240	10,662	10,863	10,230
533	Variety stores.....	652	628	632	649	652	632
539	Miscellaneous general merchandise stores.....	987	821	902	(NA)	(NA)	(NA)
54	Food stores.....	13,645	12,592	12,602	(NA)	(NA)	(NA)
541	Grocery stores.....	13,487	12,423	12,449	12,931	12,927	12,193
56	Apparel and accessory stores.....	2,276	2,239	2,023	2,323	2,311	2,090
562,3,8	Women's clothing, specialty stores, furriers.....	1,007	982	900	1,011	1,007	913
566	Shoe stores.....	459	482	421	449	445	421
591	Drug stores and proprietary stores.....	2,150	2,042	2,001	2,133	2,092	1,995

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-85-05).

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 -1.1 percent to +1.6 percent with the average of the absolute differences about 0.5 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 1985 and final estimates for April 1985 based on the full sample will be published late this month in the Monthly Retail Trade Report for May (BR-85-05). 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 complete report will include 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 ²		Mean	Average of absolute difference
		From	To		From	To		
	Retail trade, total.....	0.6	0.8	0.7	-1.1	+1.6	+0.1	0.5
	Total (excl. automotive group).....	0.6	0.9	0.7	-0.9	+1.0	0.0	0.4
	Durable goods stores, total.....	1.0	1.7	1.4	-2.0	+2.7	0.0	1.0
52	Building materials, hardware, garden supply, and mobile home dealers.....	1.3	3.6	2.0	-2.4	+5.0	+0.6	1.6
55 ex. 554	Automotive dealers.....	1.5	2.4	1.8	-2.0	+2.4	+0.1	1.1
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	1.2	2.2	1.4	-2.4	+2.9	+0.2	1.3
57	Furniture, home furnishings, and equipment stores.....	1.3	3.3	2.5	-4.6	+3.4	-0.4	1.6
	Nondurable goods stores, total.....	0.4	0.7	0.5	-0.6	+0.7	0.0	0.3
53	General merchandise group stores.....	0.4	0.6	0.5	-1.3	+1.6	+0.2	0.6
531	Department stores.....	0.1	0.5	0.2	-1.1	+1.9	+0.3	0.7
54	Food stores.....	0.8	1.1	1.0	-1.0	+0.6	+0.1	0.4
541	Grocery stores.....	0.2	0.5	0.4	-1.2	+0.6	0.0	0.3
554	Gasoline service stations.....	0.6	1.3	0.9	-3.8	+3.0	-0.4	1.7
56	Apparel and accessory stores.....	1.1	3.7	2.1	-1.7	+2.2	0.0	1.1
58	Eating and drinking places.....	0.5	1.2	0.9	-2.5	+3.2	+0.1	1.4
591	Drug stores and proprietary stores.....	0.5	1.4	0.6	-2.1	+2.2	-0.1	0.9

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 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, June 1984-May 1985. The ranges for all other totals and kinds of business are based on the 12-month period December 1983-November 1984.

Note: See appendix B, Reliability of Data, in the Monthly Retail Trade Report for a discussion on the measures of sampling variability.

