

# Advance Monthly Retail Sales

CURRENT BUSINESS REPORTS

June 1988

CB 88-117

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Advance estimates of U.S. retail sales for June adjusted for seasonal, holiday, and trading-day differences but not for price changes, were \$132.8 billion, an increase of 0.5 percent (+1.2%) from the previous month and 5.0 percent (+ 1.5%) above June 1987. Total sales in the second quarter were 1.4 percent (+ 1.7%) above the prior quarter and 5.5 percent (+ 1.7%) above the same quarter a year ago.

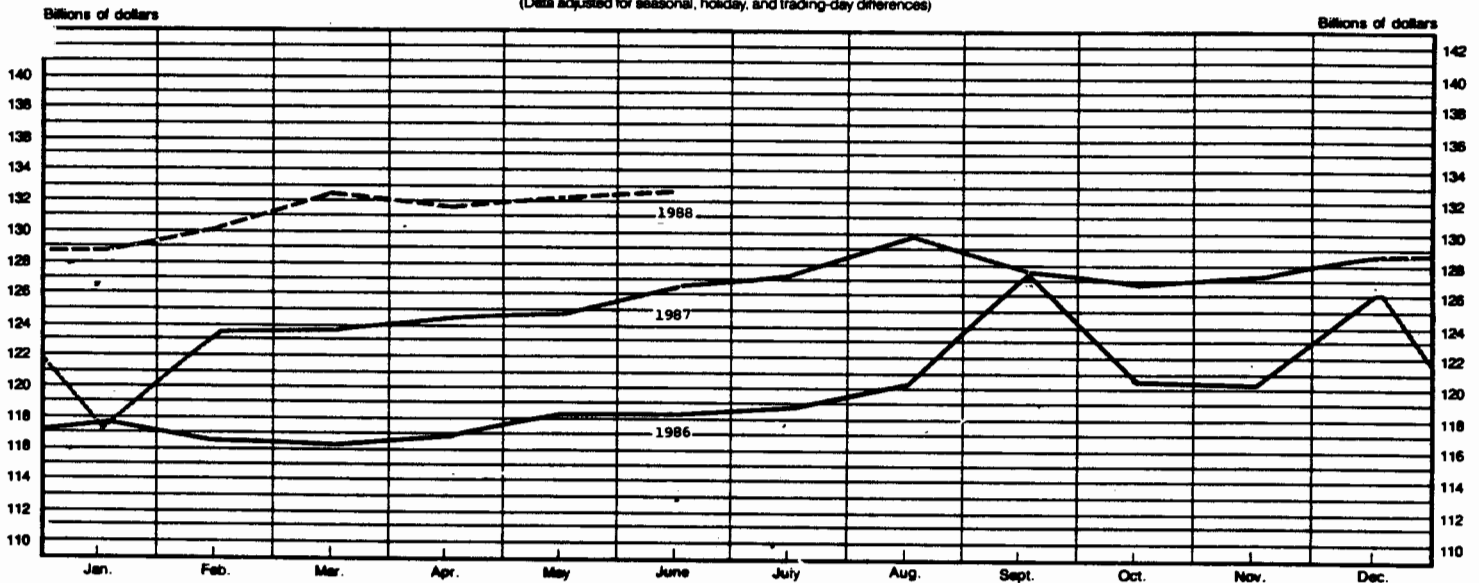
Durable goods increased 0.5 percent (+ 2.6%) from the previous month and were 7.7 percent (+ 4.1%) above the previous year. Automotive sales were up 7.2 percent from June a year ago. Both building materials and furniture stores were up about 10.5 percent from the previous year.

Nondurable goods increased 0.6 percent (+ 0.8%) from the previous month and were up 3.4 percent (+1.5%) above the previous year. General merchandise stores increased 1.9 percent from May and were up 4.2 percent from a year ago.

The Advance Monthly Sales Report for July is scheduled to be released August 11, 1988 at 8:30 a.m.

## ESTIMATED MONTHLY RETAIL SALES January 1986-June 1988

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



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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. 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>				
		1988			1987		1988			1987	
		June <sup>2</sup> adv.	May <sup>2</sup> prel.	Apr. final	June	May	June <sup>2</sup> adv.	May <sup>2</sup> prel.	Apr. final	June <sup>2</sup> adv.	May <sup>2</sup> prel.
	Retail trade, total.....	136,657	135,102	130,884	128,987	128,689	132,767	132,054	131,717	126,463	124,797
	Total (excl. auto group)..	102,855	102,956	99,644	97,865	99,704	103,073	102,723	102,148	98,767	98,111
	Durable goods, total.....	55,133	53,297	51,170	50,834	48,262	50,539	50,280	50,419	46,904	45,775
52	Building mat., hardware, garden supply, and mobile home dealers..	8,092	8,149	7,398	7,372	7,309	7,055	7,128	7,057	6,386	6,426
521,3	Building mat. and supply stores..	(*)	5,975	5,364	5,515	5,153	(*)	5,354	5,259	4,791	4,710
525	Hardware stores.....	(*)	1,417	1,378	1,227	1,306	(*)	1,275	1,285	1,113	1,160
55 ex. 554	Automotive dealers.....	33,802	32,146	31,240	31,122	28,985	29,694	29,331	29,569	27,696	26,686
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	31,154	29,614	28,739	28,723	26,729	27,233	26,873	27,112	25,464	24,500
551	Motor vehicle (franchised)....	(*)	26,157	25,334	25,017	23,032	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores....	(*)	2,532	2,501	2,399	2,256	(*)	2,458	2,457	2,232	2,186
57	Furniture, home furnishings, and equipment stores.....	7,459	7,298	7,106	6,789	6,642	7,706	7,746	7,655	6,967	6,967
571	Furniture and home furnishings..	(*)	3,918	3,811	3,720	3,679	(*)	3,950	3,941	3,701	3,683
5722,32	Household appliance, radio, and TV stores.....	(*)	2,950	2,847	2,659	2,563	(*)	3,307	3,224	2,814	2,835
5722	Household appliance stores....	(*)	925	868	888	834	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	81,524	81,805	79,714	78,153	80,427	82,228	81,774	81,298	79,559	79,022
53	General merchandise group stores..	14,396	14,665	13,814	13,577	14,642	15,167	14,888	14,787	14,560	14,616
531	Dept. stores (ex. leased depts.) <sup>3</sup>	12,044	12,277	11,593	11,308	12,147	12,651	12,464	12,399	12,068	12,123
531	Dept. stores (in. leased depts.) <sup>3</sup>	(*)	12,693	12,022	11,718	12,577	(*)	12,847	12,817	12,519	12,539
533	Variety stores.....	(*)	665	663	632	700	(*)	671	670	691	696
539	Misc. general mdse. stores.....	(*)	1,723	1,558	1,637	1,795	(*)	1,753	1,718	1,801	1,797
54	Food stores.....	27,393	27,238	26,762	26,419	27,125	27,005	27,106	26,869	26,416	26,146
541	Grocery stores.....	25,722	25,620	25,208	24,890	25,597	25,342	25,518	25,309	24,890	24,660
554	Gasoline service stations.....	9,314	9,194	8,817	9,015	8,788	8,973	8,944	8,879	8,643	8,557
56	Apparel and accessory stores.....	6,306	6,448	6,449	6,115	6,416	6,766	6,659	6,621	6,605	6,457
561	Men's and boys' clothing and furnishings stores.....	(*)	720	719	741	739	(*)	734	751	762	735
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,557	2,543	2,347	2,567	(*)	2,644	2,624	2,616	2,588
565	Family clothing stores.....	(*)	1,561	1,540	1,487	1,534	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,226	1,237	1,173	1,217	(*)	1,207	1,200	1,218	1,178
58	Eating and drinking places.....	13,401	13,190	12,874	12,830	12,906	12,726	12,671	12,659	12,278	12,210
591	Drug and proprietary stores.....	4,906	4,966	4,850	4,593	4,599	4,976	5,001	4,985	4,668	4,631
592	Liquor stores.....	(*)	1,590	1,529	1,600	1,635	(*)	1,627	1,616	1,610	1,637
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	290	293	276	267	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57,594	GAF.....	(*)	33,001	31,694	30,906	32,020	(*)	34,309	34,169	32,911	32,715

\*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-88-05.

<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 1988 advance from--		May 1988 preliminary from--		Apr. 1988 through June 1988	
		May 1988 prelim.	June 1987 final	Apr. 1988 final	May 1987 final	Jan. 1988 through Mar. 1988	Apr. 1987 through June 1987
	Retail trade, total.....	+0.5	+5.0	+0.3	+5.8	+1.4	+5.5
	Total (excl. automotive group).....	+0.3	+4.4	+0.6	+4.7	+1.7	+4.5
	Durable goods, total.....	+0.5	+7.7	-0.3	+9.8	+1.6	+9.1
52	Building materials, hardware, garden supply, and mobile home dealers.....	-1.0	+10.5	+1.0	+10.9	+4.3	+11.1
55 ex. 554	Automotive dealers.....	+1.2	+7.2	-0.8	+9.9	+0.3	+9.0
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+1.3	+6.9	-0.9	+9.7	+0.3	+8.8
57	Furniture, home furnishings, and equipment stores.....	-0.5	+10.6	+1.2	+11.2	+4.8	+10.2
	Nondurable goods, total.....	+0.6	+3.4	+0.6	+3.5	+1.2	+3.4
53	General merchandise group stores.....	+1.9	+4.2	+0.7	+1.9	+0.7	+3.0
531	Dept. stores (ex. leased dept.).....	+1.5	+4.8	+0.5	+2.8	+0.7	+3.9
531	Dept. stores (in. leased dept.).....	(NA)	(NA)	+0.2	+2.5	(NA)	(NA)
54	Food stores.....	-0.4	+2.2	+0.9	+3.7	+1.5	+2.9
541	Grocery stores.....	-0.7	+1.8	+0.8	+3.5	+1.3	+2.6
554	Gasoline service stations.....	+0.3	+3.8	+0.7	+4.5	+1.3	+4.0
56	Apparel and accessory stores.....	+1.6	+2.4	+0.6	+3.1	+1.6	+2.5
58	Eating and drinking places.....	+0.4	+3.6	+0.1	+3.8	+0.6	+3.9
591	Drug and proprietary stores.....	-0.5	+6.6	+0.3	+8.0	+1.8	+7.8

**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 1988 prelim.	Apr. 1988 final	May 1987	May 1988 prelim.	Apr. 1988 final	May 1987
	Retail trade, total.....	48,817	47,340	47,524	49,112	48,831	46,910
53	General merchandise group stores.....	13,571	12,735	13,476	13,712	13,628	13,414
531	Dept. stores (ex. leased dept.).....	11,876	11,210	11,793	11,996	11,951	11,746
531	Dept. stores (in. leased dept.).....	12,267	11,617	12,197	12,416	12,372	12,148
533	Variety stores.....	522	519	565	517	519	550
539	Miscellaneous general merchandise stores.....	1,173	1,006	1,118	(NA)	(NA)	(NA)
54	Food stores.....	15,476	15,413	15,401	(NA)	(NA)	(NA)
541	Grocery stores.....	15,260	15,182	15,188	15,306	15,167	14,660
56	Apparel and accessory stores.....	3,487	3,417	3,402	3,657	3,566	3,477
562,3,8	Women's clothing, specialty stores, furriers.....	1,358	1,331	1,405	1,431	1,400	1,438
566	Shoe stores.....	787	765	726	779	751	708
591	Drug stores and proprietary stores.....	2,909	2,805	2,686	2,959	2,937	2,721

NA Not available. † 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, 8R-88-05.

<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 -0.8 percent to +1.0 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 1988 and final estimates for April 1988 based on the full sample will be published later this month in the Monthly Retail Trade Report for May (BR-88-5). 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.

Whenever a statement such as "up 0.8 percent (+ 1.0%)" appears in the text, this indicates a range from -0.2 percent to +1.8 percent. All ranges given are 90 percent confidence intervals. 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 advance-to-preliminary ratio			Preliminary-to-final percent change minus the advance-to-preliminary percent change			
		Range <sup>1</sup>		Median	Range <sup>2</sup>		Mean	Average of absolute difference
		From	To		From	To		
	Retail trade, total.....	0.7	0.9	0.8	-0.8	+1.0	+0.1	0.5
	Total (excl. automotive group)...	0.8	0.9	0.8	-1.0	+1.0	0.0	0.4
	Durable goods stores, total.....	1.3	1.7	1.6	-1.6	+1.8	+0.3	1.0
52	Building materials, hardware, garden supply, and mobile home dealers.....	0.9	2.0	1.3	-5.2	+1.5	-0.9	1.6
55 ex. 554	Automotive dealers.....	1.5	2.2	1.7	-2.1	+2.7	+0.4	1.2
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	0.9	1.6	1.2	-2.5	+2.8	+0.3	1.2
57	Furniture, home furnishings, and equipment stores.....	1.8	2.5	2.1	-3.3	+4.4	+0.5	1.5
	Nondurable goods stores, total.....	0.5	0.7	0.6	-0.8	+0.7	0.0	0.4
53	General merchandise group stores, total...	0.5	1.0	0.6	-2.6	+1.8	-0.2	0.8
531	Dept. stores (ex. leased depts.)	0.2	0.5	0.2	-2.1	+2.0	-0.2	0.8
54	Food stores.....	1.0	1.2	1.0	-0.9	+0.8	+0.1	0.3
541	Grocery stores.....	0.3	0.5	0.4	-0.8	+0.9	+0.1	0.3
554	Gasoline service stations.....	0.6	1.3	0.9	-1.4	+2.3	-0.1	1.0
56	Apparel and accessory stores.....	1.1	3.1	1.7	-2.8	+2.2	-0.5	1.3
58	Eating and drinking places.....	0.8	1.3	0.9	-1.7	+1.8	+0.3	0.9
591	Drug stores and proprietary stores.....	0.3	1.8	0.6	-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 January - December 1983.

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

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

