

Advance Monthly Retail Sales



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 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 June adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$183.8 billion, an increase of 0.6 percent ($\pm 1.3\%$) from the previous month and were 6.6 percent ($\pm 1.8\%$) above the same month a year ago. Total sales in the second quarter were 6.8 percent ($\pm 1.6\%$) above the same quarter a year ago. The April to May 1994 percent change was revised from -0.2 percent ($\pm 1.3\%$) as published in the May advance, to -0.4 percent ($\pm 0.4\%$).

Durable goods were up 11.4 percent from the previous year. Building materials were up 13.9 percent from June 1993 while automotive dealers and furniture were up 14.6 percent and 10.7 percent, respectively, in the same period.

Nondurable goods were up 3.7 percent from June 1993. General merchandise stores were up 7.2 percent from the previous year.

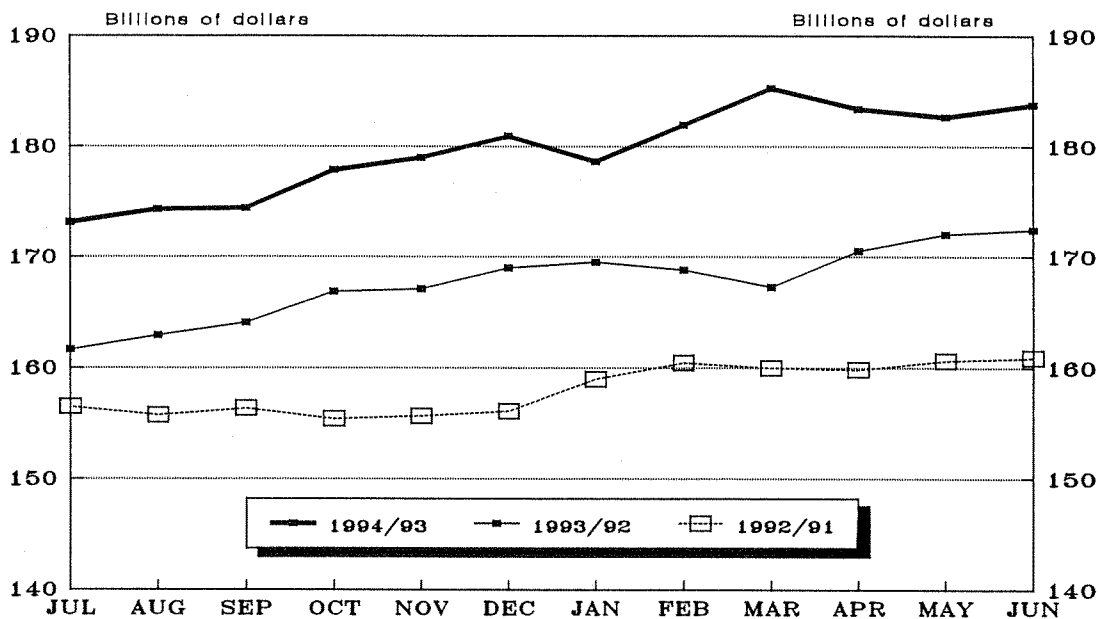
The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.

The Advance Monthly Retail Sales Report for July is scheduled to be released August 11, 1994 at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES

July 1991 - June 1994

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



Address inquiries concerning this report to Ronald Pienycoski, Services 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) 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	
		June ² adv.	May prel.	Apr. final	June	May	June ² adv.	May prel.	Apr. final	June ² adv.	May prel.
	Retail trade, total.....	188,796	186,723	182,108	175,701	176,102	183,814	182,705	183,429	172,434	172,024
	Total (excl. auto group)...	141,357	141,535	136,244	134,267	136,468	141,237	140,666	140,480	135,276	134,702
	Durable goods, total.....	78,160	75,937	74,538	69,963	67,333	72,172	71,604	72,388	64,766	64,209
52	Building mat., hardware, garden supply, and mobile home dealers.....	12,430	12,645	11,406	11,019	11,179	10,790	10,509	10,557	9,472	9,525
521,3	Building mat. and supply stores.....	(*)	8,842	8,162	7,963	7,791	(*)	7,743	7,841	6,882	7,000
525	Hardware stores.....	(*)	1,307	1,230	1,190	1,264	(*)	1,124	1,146	1,080	1,078
55 ex. 554	Automotive dealers.....	47,439	45,188	45,864	41,434	39,634	42,577	42,039	42,949	37,158	37,322
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	43,951	41,818	42,482	38,017	36,419	39,383	38,792	39,666	34,035	34,228
551	Motor vehicle (franchised).....	(*)	37,445	37,903	34,072	32,381	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	3,370	3,382	3,417	3,215	(*)	3,247	3,283	3,123	3,094
57	Furniture, home furnishings, and equipment stores.....	10,121	9,855	9,627	9,132	8,796	10,286	10,318	10,229	9,289	9,180
571	Furniture and home furnishings.....	(*)	5,053	4,900	4,751	4,712	(*)	5,058	5,026	4,732	4,712
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	3,897	3,798	3,495	3,263	(*)	4,227	4,183	3,570	3,539
5722	Household appliance stores.....	(*)	845	803	888	803	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	110,636	110,786	107,570	105,738	108,769	111,642	111,101	111,041	107,668	107,815
53	General merchandise group stores.....	22,513	22,417	21,381	20,632	21,639	23,689	23,345	23,350	22,102	22,046
531	Dept. stores (ex. leased depts).....	17,108	17,023	16,299	15,371	16,177	18,123	17,806	17,774	16,617	16,541
531	Dept. stores (in. leased depts) ³	(*)	17,463	16,752	15,828	16,662	(*)	18,210	18,189	17,186	17,019
533	Variety stores.....	(*)	504	499	556	609	(*)	529	534	614	628
539	Misc. general mdse. stores.....	(*)	4,890	4,583	4,705	4,853	(*)	5,010	5,042	4,871	4,877
54	Food stores.....	34,062	33,956	32,908	32,878	33,421	33,321	33,526	33,281	32,565	32,464
541	Grocery stores.....	32,087	31,959	31,048	31,062	31,588	31,396	31,611	31,393	30,785	30,698
554	Gasoline service stations.....	11,736	11,472	10,959	11,581	11,671	11,241	11,116	11,321	11,125	11,298
56	Apparel and accessory stores.....	8,346	8,413	8,489	8,212	8,699	8,898	8,741	8,817	8,818	8,854
561	Men's and boys' clothing and furnishings stores.....	(*)	771	745	658	671	(*)	793	788	679	671
562,3	Women's clothing, specialty stores.....	(*)	3,099	3,083	3,126	3,481	(*)	3,053	3,108	3,354	3,360
565	Family clothing stores.....	(*)	2,518	2,562	2,425	2,458	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,444	1,456	1,456	1,509	(*)	1,440	1,449	1,512	1,499
58	Eating and drinking places.....	19,000	19,095	18,650	18,161	18,280	18,411	18,378	18,502	17,615	17,510
591	Drug and proprietary stores.....	6,774	6,815	6,712	6,615	6,690	6,863	6,829	6,787	6,771	6,690
592	Liquor stores.....	(*)	1,744	1,683	1,772	1,781	(*)	1,771	1,759	1,788	1,781
5961	Total mail order.....	(*)	2,450	2,533	1,878	2,028	(*)	2,775	2,811	2,156	2,331
53,56,57 594	GAF ⁴	(*)	46,618	45,091	43,779	44,777	(*)	48,945	48,962	46,551	46,288

*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-94-05.

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.

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					
		June 1994 advance from--		May 1994 preliminary from--		Apr. 1994 through June 1994 from--	
		May 1994 prelim.	June 1993 final	Apr. 1994 final	May 1993 final	Jan. 1994 through Mar. 1994	Apr. 1993 through June 1993
	Retail trade, total.....	+0.6	+6.6	-0.4	+6.2	+0.7	+6.8
	Total (excl. automotive group).....	+0.4	+4.4	+0.1	+4.4	+1.1	+4.5
	Durable goods, total.....	+0.8	+11.4	-1.1	+11.5	+1.1	+12.6
52	Building materials, hardware, garden supply, and mobile home dealers.....	+2.7	+13.9	-0.5	+10.3	+4.2	+13.0
55 ex. 554	Automotive dealers.....	+1.3	+14.6	-2.1	+12.6	-0.3	+14.9
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+1.5	+15.7	-2.2	+13.3	-0.1	+15.9
57	Furniture, home furnishings, and equipment stores.....	-0.3	+10.7	+0.9	+12.4	+2.9	+11.8
	Nondurable goods, total.....	+0.5	+3.7	+0.1	+3.0	+0.5	+3.3
53	General merchandise group stores.....	+1.5	+7.2	0.0	+5.9	+1.2	+6.7
531	Dept. stores (ex. leased dept.).....	+1.8	+9.1	+0.2	+7.6	+1.1	+8.5
531	Dept. stores (in. leased dept.) ¹	(NA)	(NA)	+0.1	+7.0	(NA)	(NA)
54	Food stores.....	-0.6	+2.3	+0.7	+3.3	-0.4	+2.6
541	Grocery stores.....	-0.7	+2.0	+0.7	+3.0	-0.5	+2.3
554	Gasoline service stations.....	+1.1	+1.0	-1.8	-1.6	0.0	-0.6
56	Apparel and accessory stores.....	+1.8	+0.9	-0.9	-1.3	0.0	0.0
58	Eating and drinking places.....	+0.2	+4.5	-0.7	+5.0	+2.2	+5.3
591	Drug and proprietary stores.....	+0.5	+1.4	+0.6	+2.1	-0.5	+1.6

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 May 1994 and final estimates for April 1994 based on the full sample are published later this month in the Monthly Retail Trade Report for May (BR-94-05). 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 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	Median	Median	Median	Median	From	To		
	Retail trade, total.....	0.5	1.3	0.7	1.0	0.8	1.0	-1.0	+1.3	0.0	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, June 1993 - May 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.

