

Advance Monthly Retail Sales

June 1986

FOR WIRE TRANSMISSION 8:30 A.M. EDT, Tuesday, July 15, 1986

CB-86-110

Advance estimates of U.S. retail sales for June adjusted for seasonal, holiday, and trading-day differences but not for price changes, were \$118.7 billion, little changed from May, but 4.6 percent above June 1985. Total sales in the second quarter increased 1.1 percent from the prior quarter and were 3.9 percent above the same quarter a year ago.

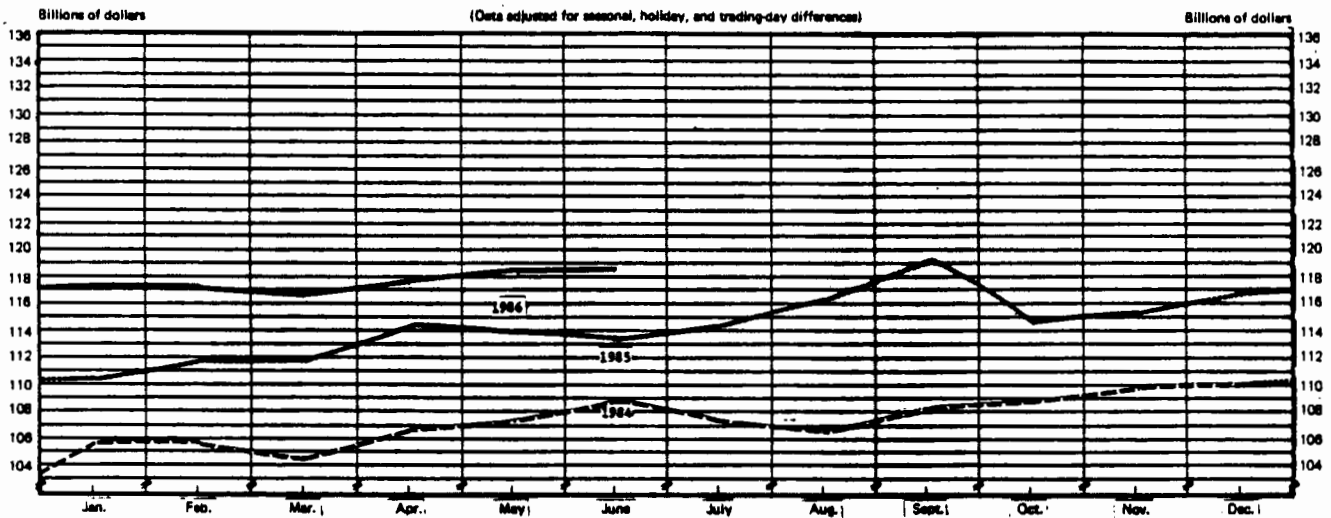
Durable goods were 7.3 percent above June 1985. For the second quarter, durable goods increased 3.2 percent from the first quarter and were 6.2 percent above the second quarter in 1985. Automotive dealers were 4.7 percent above June a year ago while building materials dealers and furniture stores were up 16.3 percent and 10.0 percent, respectively, above the same period last year.

Nondurable goods were 3.0 percent above June a year ago. Compared to June 1985 sales, the general merchandise group was up 5.0 percent and food stores up 4.2 percent. Gasoline service stations were 13.8 percent below June 1985.

The Advance Monthly Retail Sales report for July is scheduled to be released August 13, 1986, at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES

January 1984-June 1986



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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				
		1986			1985		1986			1985	
		June ² adv.	May prel.	Apr. final	June	May	June ² adv.	May prel.	Apr. final	June ²	May ²
	Retail trade, total.....	120,181	125,153	115,710	114,777	120,188	118,700	118,515	117,715	113,472	113,992
	Total (excl. auto group)..	90,281	94,942	87,468	87,005	90,353	91,544	91,563	91,358	87,534	87,998
	Durable goods, total.....	48,780	49,489	46,098	44,592	47,158	45,402	45,330	44,874	42,309	42,587
52	Building mat., hardware, garden supply, and mobile home dealers..	8,100	8,232	7,702	6,835	7,112	6,947	7,028	7,384	5,975	6,033
521,3	Building mat. and supply stores.	(*)	5,875	5,500	4,927	5,051	(*)	5,195	5,451	4,352	4,408
525	Hardware stores.....	(*)	1,057	986	986	1,049	(*)	915	948	895	906
55 ex. 554	Automotive dealers.....	29,900	30,211	28,242	27,772	29,835	27,156	26,952	26,357	25,938	25,994
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	27,772	28,081	26,172	25,629	27,670	25,133	24,939	24,369	23,930	23,957
551	Motor vehicle (franchised)....	(*)	25,138	23,367	22,600	24,526	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores....	(*)	2,130	2,070	2,143	2,165	(*)	2,013	1,988	2,008	2,037
57	Furniture, home furnishings, and equipment stores.....	5,827	6,026	5,684	5,381	5,465	6,134	6,180	6,099	5,575	5,647
571	Furniture and home furnishings..	(*)	3,392	3,208	3,014	3,115	(*)	3,339	3,338	3,051	3,072
5722,32	Household appliance, radio, and TV stores.....	(*)	2,207	2,048	2,004	1,981	(*)	2,376	2,301	2,125	2,175
5722	Household appliance stores....	(*)	699	633	706	692	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	71,401	75,664	69,612	70,185	73,030	73,298	73,185	72,841	71,163	71,405
53	General merchandise group stores..	12,750	13,993	12,498	12,343	13,236	13,753	13,711	13,860	13,104	13,217
531	Department stores.....	10,942	11,959	10,644	10,447	11,171	11,728	11,690	11,774	11,043	11,138
533	Variety stores.....	(*)	748	701	695	752	(*)	741	774	747	750
539	Misc. general mdse. stores.....	(*)	1,286	1,153	1,201	1,313	(*)	1,280	1,312	1,314	1,329
54	Food stores.....	24,150	25,596	23,354	23,601	24,368	24,304	24,202	24,126	23,324	23,370
541	Grocery stores.....	22,781	24,209	22,049	22,287	22,952	22,942	22,882	22,825	22,023	22,006
554	Gasoline service stations.....	7,565	7,483	6,941	8,774	8,794	7,274	7,188	7,112	8,437	8,472
56	Apparel and accessory stores.....	5,537	6,264	5,737	5,297	5,707	6,159	6,157	6,205	5,729	5,763
561	Men's and boys' clothing and furnishings stores.....	(*)	777	692	664	696	(*)	760	770	681	697
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,594	2,405	2,162	2,388	(*)	2,526	2,548	2,394	2,388
565	Family clothing stores.....	(*)	1,598	1,463	1,368	1,445	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	977	914	876	956	(*)	938	941	911	942
58	Eating and drinking places.....	12,139	12,463	11,663	11,514	11,560	11,661	11,769	11,651	10,997	10,947
591	Drug and proprietary stores.....	3,998	4,134	3,865	3,675	3,803	4,126	4,105	4,022	3,808	3,784
592	Liquor stores.....	(*)	1,509	1,366	1,450	1,447	(*)	1,509	1,493	1,456	1,474
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	294	308	317	384	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF.....	(*)	30,053	27,170	26,476	27,953	(*)	(NA)	(NA)	(NA)	(NA)

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

NA Not available. ^FRevised.

¹Data 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-86-05.

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.

³GAF 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 1986 advance from--		May 1986 preliminary from--		Apr. 1986 through June 1986	
		May 1986 prelim.	June 1985 final	Apr. 1986 final	May 1985 final	Jan. 1986 through Mar. 1986	Apr. 1985 through June 1985
	Retail trade, total.....	+0.2	+4.6	+0.7	+4.0	+1.1	+3.9
	Total (excl. automotive group).....	0.0	+4.6	+0.2	+4.1	+0.2	+4.1
	Durable goods, total.....	+0.2	+7.3	+1.0	+6.4	+3.2	+6.2
52	Building materials, hardware, garden supply, and mobile home dealers.....	-1.2	+16.3	-4.8	+16.5	+1.8	+17.0
55 ex. 554	Automotive dealers.....	+0.8	+4.7	+2.3	+3.7	+4.0	+3.1
551, 2, 5, 6, 7, 9	Motor vehicle and miscellaneous automotive dealers.....	+0.8	+5.0	+2.3	+4.1	+4.4	+3.5
57	Furniture, home furnishings, and equipment stores.....	-0.7	+10.0	+1.3	+9.4	+2.4	+10.3
	Nondurable goods, total.....	+0.2	+3.0	+0.5	+2.5	-0.2	+2.5
53	General merchandise group stores.....	+0.3	+5.0	-1.1	+3.7	+1.4	+4.3
531	Department stores.....	+0.3	+6.2	-0.7	+5.0	+1.8	+5.5
54	Food stores.....	+0.4	+4.2	+0.3	+3.6	-0.6	+3.6
541	Grocery stores.....	+0.3	+4.2	+0.2	+4.0	-0.6	+3.8
554	Gasoline service stations.....	+1.2	-13.8	+1.1	-15.2	-10.9	-15.3
56	Apparel and accessory stores.....	0.0	+7.5	-0.8	+6.8	+2.3	+7.9
58	Eating and drinking places.....	-0.9	+6.0	+1.0	+7.5	+3.4	+6.8
591	Drug and proprietary stores.....	+0.5	+8.4	+2.1	+8.5	+3.1	+7.9

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 1986 prelim.	Apr. 1986 final	May 1985	May 1986 prelim.	Apr. 1986 final	[†] May 1985
	Retail trade, total.....	41,671	37,972	40,044	40,254	40,284	39,132
53	General merchandise group stores.....	13,131	11,690	12,316	12,866	12,963	12,275
531	Department stores.....	11,492	10,239	10,706	11,245	11,301	10,663
533	Variety stores.....	631	590	652	616	641	640
539	Miscellaneous general merchandise stores.....	1,008	861	958	(NA)	(NA)	(NA)
54	Food stores.....	14,201	12,835	13,574	(NA)	(NA)	(NA)
541	Grocery stores.....	14,028	12,677	13,418	13,197	13,096	12,816
56	Apparel and accessory stores.....	2,508	2,318	2,239	2,521	2,544	2,295
562, 3, 8	Women's clothing, specialty stores, furriers.....	1,081	1,027	982	1,084	1,101	999
566	Shoe stores.....	519	476	459	503	507	450
591	Drug stores and proprietary stores.....	2,249	2,079	2,150	2,236	2,224	2,144

[†] Revised

¹ 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-86-05.

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 -0.9 percent to +0.8 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 1986 and final estimates for April 1986 based on the full sample will be published late this month in the Monthly Retail Trade Report for May (BR-86-05). 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.....	0.7	0.9	0.8	-0.9	+0.8	-0.2	0.4
	Total (excl. automotive group).....	0.8	0.9	0.8	-0.7	+1.1	-0.1	0.4
	Durable goods stores, total.....	1.3	1.7	1.6	-1.1	+3.8	+0.4	0.9
52	Building materials, hardware, garden supply, and mobile home dealers.....	0.9	2.0	1.3	-3.7	+5.8	-0.1	1.8
55 ex. 554	Automotive dealers.....	1.5	2.2	1.7	-1.8	+4.9	+1.0	1.4
551,2,5, 6,7,9	Motor vehicle and miscellaneous automotive dealers.....	0.9	1.6	1.2	-1.8	+5.3	+1.1	1.5
57	Furniture, home furnishings, and equipment stores.....	1.8	2.5	2.1	-3.8	+3.4	-0.1	1.5
	Nondurable goods stores, total.....	0.5	0.7	0.6	-0.8	+1.2	0.0	0.4
53	General merchandise group stores.....	0.5	1.0	0.6	-1.7	+1.6	+0.1	0.6
531	Department stores.....	0.2	0.5	0.2	-1.1	+1.9	+0.2	0.8
54	Food stores.....	1.0	1.2	1.0	-1.0	+1.0	-0.2	0.6
541	Grocery stores.....	0.3	0.5	0.4	-1.3	+0.9	-0.2	0.5
554	Gasoline service stations.....	0.6	1.3	0.9	-2.4	+4.2	+0.2	1.2
56	Apparel and accessory stores.....	1.1	3.1	1.7	-1.6	+2.8	-0.1	1.2
58	Eating and drinking places.....	0.8	1.3	0.9	-2.5	+2.8	0.0	1.1
591	Drug stores and proprietary stores.....	0.3	1.8	0.6	-1.1	+2.2	+0.4	1.1

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 November 1984-July 1985.

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 1985-May 1986. The ranges for all other totals and kinds of business are based on the 12-month period March 1983-February 1984.

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

