

Advance Monthly Retail Sales



U.S. Department of Commerce
ECONOMICS AND STATISTICS ADMINISTRATION
BUREAU OF THE CENSUS

JUNE 1995

CB-95-127

FOR WIRE TRANSMISSION 8:30 A.M. EDT., Friday, July 14, 1995

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 \$196.0 billion, an increase of 0.7 percent ($\pm 1.3\%$) from the previous month and up 5.9 percent ($\pm 1.9\%$) from June 1994. Total sales in the second quarter were 5.8 percent ($\pm 1.8\%$) above the same quarter a year ago. The April to May 1995 percent change was revised from +0.2 percent ($\pm 1.3\%$) to +0.9 percent ($\pm 0.5\%$).

Durable goods increased 1.3 percent ($\pm 2.3\%$) from May and were 8.6 percent above June 1994. Automotive dealers sales were up 11.3 percent from last year.

Nondurable goods increased 0.3 percent ($\pm 1.2\%$) from last month and were 4.1 percent above last year. General merchandise sales were up 5.9 percent from June 1994 while gasoline sales were up 6.7 percent during the same period.

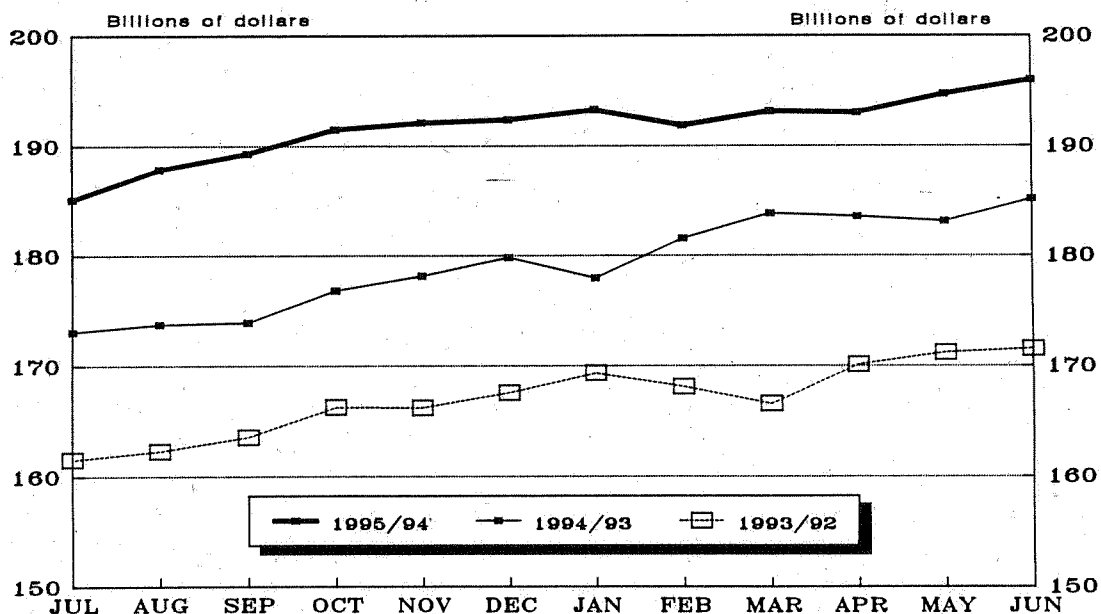
The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.

The Advance Monthly Retail Sales Report for July is scheduled to be released August 11, 1995 at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES

July 1992 - June 1995

(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 (301-457-1214) can provide content information and general guidance.

Table1. Estimated Monthly Retail Sales, By Kind of Business

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted					Adjusted ¹				
		1995			1994		1995			1994	
		June ² adv.	May prel.	Apr. final	June	May	June ² adv.	May prel.	Apr. final	June ³	May ³
	Retail trade, total.....	202,423	201,961	188,246	190,124	187,150	196,044	194,740	193,022	185,187	183,157
	Total (excl. auto group)...	148,599	149,795	141,156	142,046	141,353	148,138	147,743	146,964	142,152	140,564
	Durable goods, total.....	85,685	84,173	75,576	78,446	75,771	78,615	77,612	76,549	72,415	71,602
52	Building mat., hardware, garden supply, and mobile home dealers.....	11,863	12,281	10,604	11,701	12,022	10,236	10,148	10,278	10,184	10,065
521,3	Building mat. and supply stores.....	(*)	8,999	7,926	8,762	8,667	(*)	7,771	7,871	7,699	7,616
525	Hardware stores.....	(*)	1,341	1,148	1,308	1,335	(*)	1,136	1,117	1,184	1,153
55 ex. 554	Automotive dealers.....	53,824	52,166	47,090	48,078	45,797	47,906	46,997	46,058	43,035	42,593
551,2,5, 6,7,9	Motor vehicle and miscellaneous automotive dealers.....	50,770	49,148	44,270	45,128	43,025	45,089	44,158	43,232	40,329	39,912
551	Motor vehicle (franchised).....	(*)	42,471	38,105	39,365	37,711	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	3,018	2,820	2,950	2,772	(*)	2,839	2,826	2,706	2,681
57	Furniture, home furnishings, and equipment stores.....	10,238	10,137	9,422	9,573	9,145	10,544	10,510	10,410	9,878	9,654
571	Furniture and home furnishings.....	(*)	5,166	4,806	4,966	4,875	(*)	5,110	5,097	4,991	4,919
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	4,196	3,846	3,814	3,519	(*)	4,531	4,457	4,002	3,884
5722	Household appliance stores.....	(*)	807	713	879	744	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	116,738	117,788	112,670	111,678	111,379	117,429	117,128	116,473	112,772	111,555
53	General merchandise group stores.....	23,761	23,871	22,682	22,373	22,200	24,901	24,661	24,493	23,521	23,008
531	Dept. stores (ex. leased depts).....	18,284	18,339	17,588	17,111	16,966	19,307	19,103	19,014	18,126	17,673
531	Dept. stores (in. leased depts) ³	(*)	18,627	17,878	17,420	17,284	(*)	19,387	19,248	18,469	17,972
533	Variety stores.....	(*)	606	587	641	646	(*)	617	601	670	668
539	Misc. general mdse. stores.....	(*)	4,926	4,507	4,621	4,588	(*)	4,941	4,878	4,725	4,667
54	Food stores.....	34,514	34,670	33,296	33,626	33,330	33,792	33,932	33,861	33,027	32,933
541	Grocery stores.....	32,714	32,812	31,442	31,877	31,531	32,010	32,137	32,018	31,283	31,188
554	Gasoline service stations.....	13,108	12,978	11,974	12,274	11,960	12,580	12,491	12,408	11,791	11,589
56	Apparel and accessory stores.....	8,725	8,867	8,789	8,552	8,559	9,194	9,166	8,912	9,097	8,959
561	Men's and boys' clothing and furnishings stores.....	(*)	912	920	988	944	(*)	945	953	1,008	981
562,3	Women's clothing, specialty stores.....	(*)	2,942	2,796	2,748	2,879	(*)	2,848	2,810	2,917	2,856
565	Family clothing stores.....	(*)	2,857	2,854	2,799	2,711	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,591	1,636	1,497	1,515	(*)	1,567	1,523	1,537	1,507
58	Eating and drinking places.....	20,882	20,737	20,015	19,727	19,634	20,002	20,036	19,975	19,060	18,879
591	Drug and proprietary stores.....	7,021	7,135	6,864	6,637	6,759	7,099	7,030	6,990	6,752	6,759
592	Liquor stores.....	(*)	1,818	1,702	1,829	1,805	(*)	1,816	1,807	1,831	1,823
5961	Total mail order.....	(*)	3,575	3,503	3,221	3,372	(*)	3,894	3,976	3,772	3,841
53,56,57 594	GAF ⁴	(*)	49,380	46,737	46,554	45,834	(*)	51,400	50,756	49,151	48,203

*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-95-05.

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 1995 advance from—		May 1995 preliminary from—		Apr. 1995 through June 1995 from—	
		May 1995 prelim.	June 1994 final	Apr. 1995 final	May 1994 final	Jan. 1995 through Mar. 1995	Apr. 1994 through June 1994
	Retail trade, total.....	+0.7	+5.9	+0.9	+6.3	+0.9	+5.8
	Total (excl. automotive group).....	+0.3	+4.2	+0.5	+5.1	+0.6	+4.7
	Durable goods, total.....	+1.3	+8.6	+1.4	+8.4	+1.3	+7.7
52	Building materials, hardware, garden supply, and mobile home dealers.....	+0.9	+0.5	-1.3	+0.8	-2.2	+1.0
55 ex. 554	Automotive dealers.....	+1.9	+11.3	+2.0	+10.3	+1.9	+9.3
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+2.1	+11.8	+2.1	+10.6	+2.1	+9.6
57	Furniture, home furnishings, and equipment stores.....	+0.3	+6.7	+1.0	+8.9	-0.6	+8.2
	Nondurable goods, total.....	+0.3	+4.1	+0.6	+5.0	+0.7	+4.5
53	General merchandise group stores.....	+1.0	+5.9	+0.7	+7.2	+1.4	+6.2
531	Dept. stores (ex. leased dept.).....	+1.1	+6.5	+0.5	+8.1	+1.5	+7.2
531	Dept. stores (in. leased dept.) ¹	(NA)	(NA)	+0.7	+7.9	(NA)	(NA)
54	Food stores.....	-0.4	+2.3	+0.2	+3.0	-0.3	+3.1
541	Grocery stores.....	-0.4	+2.3	+0.4	+3.0	-0.2	+3.0
554	Gasoline service stations.....	+0.7	+6.7	+0.7	+7.8	+1.3	+7.0
56	Apparel and accessory stores.....	+0.3	+1.1	+2.9	+2.3	-0.7	+0.7
58	Eating and drinking places.....	-0.2	+4.9	+0.3	+6.1	+1.8	+5.7
591	Drug and proprietary stores.....	+1.0	+5.1	+0.6	+4.0	+0.6	+4.6

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 +0.7 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 1995 and final estimates for April 1995 based on the full sample are published later this month in the Monthly Retail Trade Report for May (BR-95-05). 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 3. 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	+0.7	+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	0.7	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 1994 - May 1995. 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.

