

Advance Monthly Retail Sales



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

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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 \$205.2 billion, a decrease of 0.2 percent ($\pm 1.4\%$) from the previous month but up 4.6 percent ($\pm 2.0\%$) from June 1995. Total sales for the second quarter were 5.5 percent ($\pm 1.8\%$) above the same quarter a year ago. The April to May 1996 percent change was unrevised from the +0.8 percent ($\pm 1.3\%$) published in the May Advance Monthly Retail Sales Report.

Durable goods decreased 0.5 percent ($\pm 2.5\%$) from May but were 6.9 percent above last year. Building materials sales were up 8.1 percent from last year.

Nondurable goods decreased 0.1 percent ($\pm 1.3\%$) from last month but were up 3.1 percent from last year. General merchandise sales were up 3.5 percent from June 1995.

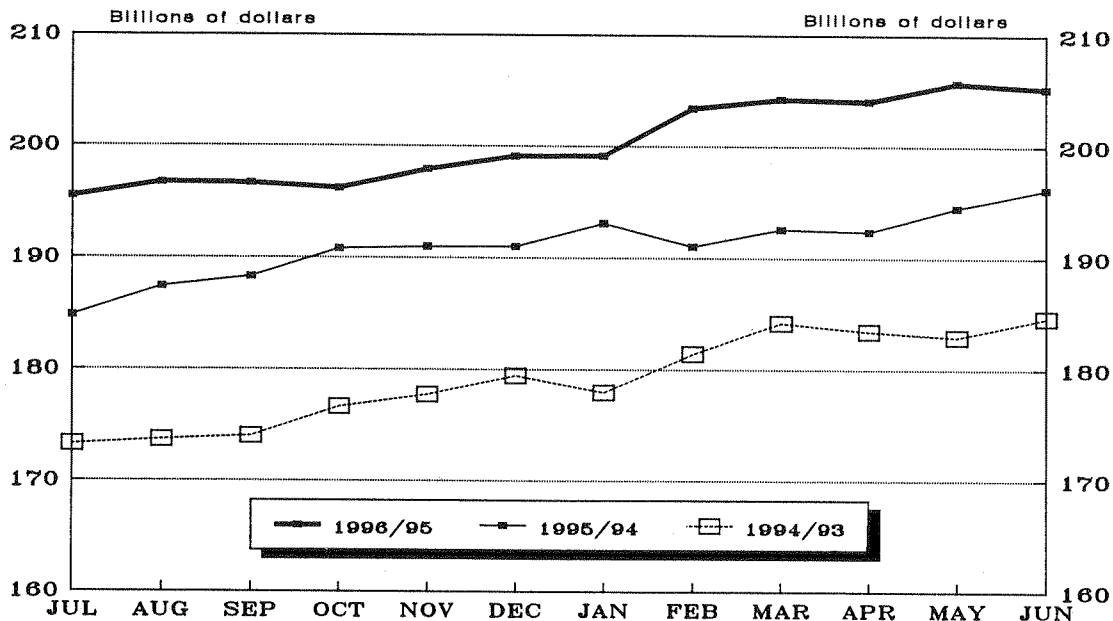
The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.

The Advance Monthly Retail Sales Report for July is scheduled to be released August 13, 1996 at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES

July 1993 - June 1996

(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 on the internet - <http://www.census.gov/ftp/pub/svsd/www/fullpub.html>, or 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 (301-457-1242) 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				
		1996			1995		1996			1995	
		June ² adv.	May prel.	Apr. final	June	May	June ² adv.	May prel.	Apr. final	June ²	May ²
	Retail trade, total.....	206,975	215,368	200,293	202,575	201,372	205,187	205,692	204,031	196,139	194,493
	Total (excl. auto group)...	153,902	159,151	148,020	149,301	150,236	155,519	155,340	154,566	148,793	148,140
	Durable goods, total.....	87,336	91,505	84,116	85,403	83,389	83,785	84,176	82,794	78,393	77,296
52	Building mat., hardware, garden supply, and mobile home dealers.....	12,334	13,163	11,765	11,878	12,293	11,132	11,005	10,856	10,300	10,193
521,3	Building mat. and supply stores.....	(*)	9,847	8,835	9,009	9,039	(*)	8,555	8,311	7,875	7,799
525	Hardware stores.....	(*)	1,419	1,278	1,328	1,333	(*)	1,219	1,226	1,179	1,141
55 ex. 554	Automotive dealers.....	53,073	56,217	52,273	53,274	51,136	49,668	50,352	49,465	47,346	46,353
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	49,833	52,901	49,153	50,182	48,123	46,573	47,233	46,415	44,488	43,511
551	Motor vehicle (franchised).....	(*)	45,771	42,125	43,438	41,811	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	3,316	3,120	3,092	3,013	(*)	3,119	3,050	2,858	2,842
57	Furniture, home furnishings, and equipment stores.....	10,830	10,917	10,382	10,328	10,142	11,448	11,440	11,417	10,693	10,628
571	Furniture and home furnishings.....	(*)	5,592	5,273	5,291	5,273	(*)	5,609	5,592	5,339	5,294
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	4,509	4,309	4,250	4,122	(*)	4,912	4,902	4,483	4,476
5722	Household appliance stores.....	(*)	725	676	782	728	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	119,639	123,863	116,177	117,172	117,983	121,402	121,516	121,237	117,746	117,197
53	General merchandise group stores.....	24,744	25,601	23,214	23,934	23,911	25,845	25,941	25,641	24,983	24,702
531	Dept. stores (ex. leased depts).....	19,013	19,847	18,083	18,439	18,380	20,056	20,231	20,003	19,369	19,126
531	Dept. stores (in. leased depts) ³	(*)	20,228	18,465	18,762	18,715	(*)	20,525	20,372	19,625	19,394
533	Variety stores.....	(*)	692	634	619	622	(*)	678	674	638	637
539	Misc. general mdse. stores.....	(*)	5,062	4,497	4,876	4,909	(*)	5,032	4,964	4,976	4,939
54	Food stores.....	35,287	36,445	34,108	34,722	34,880	34,993	35,004	35,174	34,070	34,112
541	Grocery stores.....	33,385	34,524	32,285	32,976	33,122	33,054	33,132	33,318	32,329	32,377
554	Gasoline service stations.....	13,816	14,170	13,101	13,395	13,152	13,414	13,495	13,355	12,855	12,514
56	Apparel and accessory stores.....	8,873	9,370	8,982	8,761	8,890	9,459	9,583	9,500	9,205	9,192
561	Men's and boys' clothing and furnishings stores.....	(*)	813	752	804	783	(*)	849	821	823	825
562,3	Women's clothing, specialty stores.....	(*)	2,931	2,694	2,813	3,041	(*)	2,810	2,769	2,946	2,941
565	Family clothing stores.....	(*)	3,316	3,210	2,965	2,864	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,684	1,676	1,617	1,628	(*)	1,630	1,640	1,606	1,606
58	Eating and drinking places.....	20,778	20,820	19,639	20,328	20,306	19,921	19,829	19,817	19,434	19,581
591	Drug and proprietary stores.....	7,042	7,515	7,201	6,910	7,155	7,335	7,339	7,266	7,015	7,028
592	Liquor stores.....	(*)	1,976	1,820	1,904	1,846	(*)	1,949	1,949	1,868	1,846
5961	Total mail order.....	(*)	3,529	3,631	3,227	3,442	(*)	3,921	3,921	3,851	3,791
53,56,57 594	GAF ⁴	(*)	53,237	49,234	49,671	49,657	(*)	54,875	54,426	52,155	51,804

*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-96-05.

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 1996 advance from—		May 1996 preliminary from—		Apr. 1996 through June 1996 from—	
		May 1996 prelim.	June 1995 final	Apr. 1996 final	May 1995 final	Jan. 1996 through Mar. 1996	Apr. 1995 through June 1995
	Retail trade, total.....	-0.2	+4.6	+0.8	+5.8	+1.3	+5.5
	Total (excl. automotive group).....	+0.1	+4.5	+0.5	+4.9	+2.3	+4.9
	Durable goods, total.....	-0.5	+6.9	+1.7	+8.9	+1.1	+8.2
52	Building materials, hardware, garden supply, and mobile home dealers.....	+1.2	+8.1	+1.4	+8.0	+5.8	+7.4
55 ex. 554	Automotive dealers.....	-1.4	+4.9	+1.8	+8.6	-1.4	+7.5
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-1.4	+4.7	+1.8	+8.6	-1.6	+7.4
57	Furniture, home furnishings, and equipment stores.....	+0.1	+7.1	+0.2	+7.6	+2.4	+8.1
	Nondurable goods, total.....	-0.1	+3.1	+0.2	+3.7	+1.5	+3.7
53	General merchandise group stores.....	-0.4	+3.5	+1.2	+5.0	+2.2	+4.3
531	Dept. stores (ex. leased dept.).....	-0.9	+3.5	+1.1	+5.8	+2.1	+4.7
531	Dept. stores (in. leased dept.) ¹	(NA)	(NA)	+0.8	+5.8	(NA)	(NA)
54	Food stores.....	0.0	+2.7	-0.5	+2.6	+0.4	+2.9
541	Grocery stores.....	-0.2	+2.2	-0.6	+2.3	+0.2	+2.6
554	Gasoline service stations.....	-0.6	+4.3	+1.0	+7.8	+5.7	+6.7
56	Apparel and accessory stores.....	-1.3	+2.8	+0.9	+4.3	+1.4	+4.1
58	Eating and drinking places.....	+0.5	+2.5	+0.1	+1.3	+0.7	+1.9
591	Drug and proprietary stores.....	-0.1	+4.6	+1.0	+4.4	+1.4	+4.4

NA Not available.

¹Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

FIRST-CLASS MAIL
POSTAGE & FEES PAID
CENSUS
PERMIT No. G-58

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 -0.3 percent to +1.1 percent with the average of the absolute differences about 0.3 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 3 below.

Preliminary estimates for May 1996 and final estimates for April 1996 based on the full sample are published later this month in the Monthly Retail Trade Report for May (BR-96-05). 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	-0.3	+1.1	+0.1	0.3
	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	Automotive dealers.....	1.6	3.2	2.1	3.4	2.6	3.1	-1.3	+2.2	+0.6	1.1
551,2,5,6,7,9	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 1995 - May 1996. 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.

