

Advance Monthly Retail Sales



U.S. Department of Commerce
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 \$151.9 billion, a decrease of 0.2 percent ($\pm 1.5\%$) from the previous month but were 1.1 percent ($\pm 1.7\%$) above June 1990. Total sales in the second quarter were 1.5 percent ($\pm 1.7\%$) above the same quarter a year ago.

Durable goods were unchanged ($\pm 3.0\%$) from the previous month.

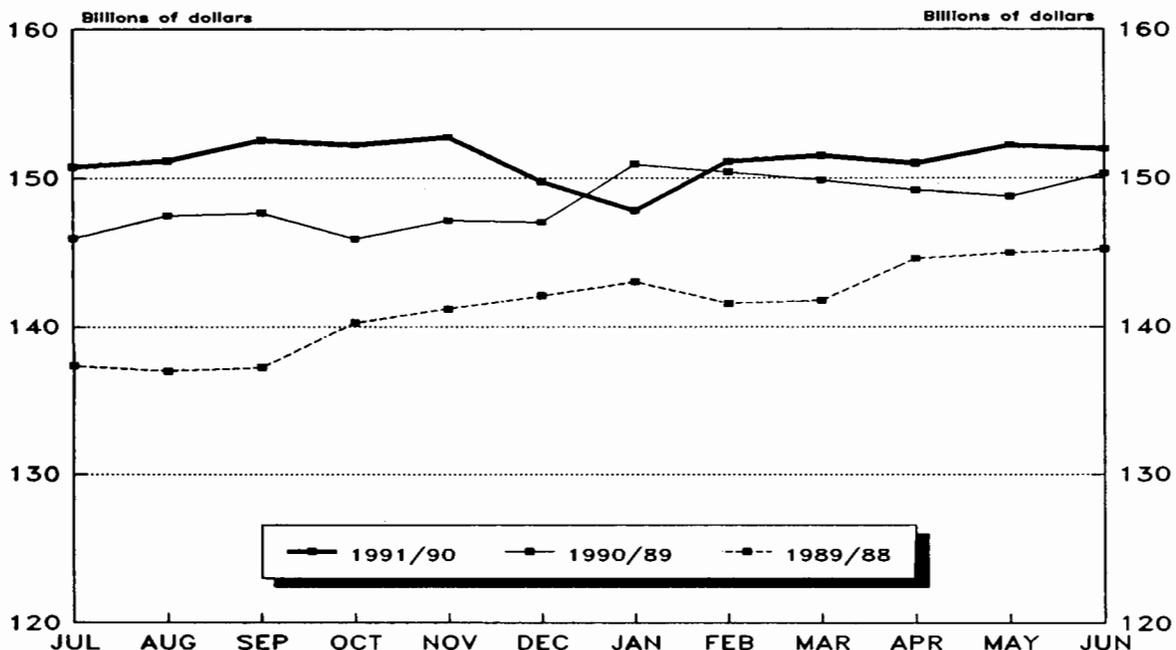
Nondurable goods decreased 0.3 percent ($\pm 1.3\%$) from the previous month but were 2.1 percent above last year. General merchandise stores were up 2.3 percent from June 1990 while drug stores were up 9.8 percent in the same period.

The Advance Monthly Retail Sales Report for July is scheduled to be released August 13, 1991 at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES

July 1988 - June 1991

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



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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) 377-1986. 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				
		1991			1990		1991			1990	
		June ² adv.	May prel.	Apr. final	June	May	June ² adv.	May prel.	Apr. final	June ²	May ²
	Retail trade, total.....	152,813	159,219	148,510	154,371	155,022	151,918	152,180	150,967	150,281	148,743
	Total (excl. auto group)...	119,397	124,591	115,325	119,440	119,835	120,588	121,182	120,118	118,805	117,150
	Durable goods, total.....	56,202	58,631	55,271	58,482	59,037	53,889	53,893	53,490	54,285	54,281
52	Building mat., hardware, garden supply, and mobile home dealers.....	8,672	9,265	8,558	9,052	9,171	7,722	7,851	7,836	7,869	7,630
521.3	Building mat. and supply stores.....	(*)	6,488	6,004	6,351	6,369	(*)	5,701	5,675	5,596	5,524
525	Hardware stores.....	(*)	1,288	1,181	1,269	1,267	(*)	1,129	1,114	1,140	1,104
55 ex. 554	Automotive dealers.....	33,416	34,628	33,185	34,931	35,187	31,330	30,998	30,849	31,476	31,593
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	30,638	31,782	30,463	32,103	32,433	28,687	28,326	28,180	28,870	29,010
551	Motor vehicle (franchised).....	(*)	27,634	26,270	28,027	28,188	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,846	2,722	2,828	2,754	(*)	2,672	2,669	2,606	2,583
57	Furniture, home furnishings, and equipment stores.....	7,459	7,611	7,150	7,731	7,793	7,635	7,697	7,590	7,771	7,900
571	Furniture and home furnishings.....	(*)	4,273	4,019	4,348	4,422	(*)	4,177	4,114	4,296	4,344
5722.32	Household appliance, radio, and TV stores.....	(*)	2,662	2,491	2,765	2,762	(*)	2,764	2,752	2,793	2,865
5722	Household appliance stores.....	(*)	886	793	920	895	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	96,611	100,588	93,239	95,889	95,985	98,029	98,287	97,477	95,996	94,462
53	General merchandise group stores.....	17,191	18,082	16,370	16,913	17,153	18,180	18,285	18,093	17,771	17,313
531	Dept. stores (ex. leased depts).....	13,841	14,585	13,386	13,650	13,700	14,631	14,837	14,710	14,323	13,909
531	Dept. stores (in. leased depts) ³	(*)	15,007	13,824	14,048	14,102	(*)	15,298	15,208	14,741	14,288
533	Variety stores.....	(*)	593	535	557	585	(*)	609	600	609	611
539	Misc. general mdse. stores.....	(*)	2,904	2,449	2,706	2,868	(*)	2,839	2,783	2,839	2,793
54	Food stores.....	31,249	32,414	29,552	31,211	30,950	30,891	30,918	30,660	30,224	29,921
541	Grocery stores.....	29,272	30,302	27,625	29,214	28,910	28,896	28,914	28,686	28,253	27,959
554	Gasoline service stations.....	11,067	11,145	10,382	10,896	10,683	10,724	10,665	10,497	10,477	10,233
56	Apparel and accessory stores.....	7,552	8,000	7,533	7,675	7,789	8,068	8,165	8,103	8,131	7,945
561	Men's and boys' clothing and furnishings stores.....	(*)	773	736	805	794	(*)	795	794	804	810
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,862	2,650	2,710	2,816	(*)	2,851	2,801	2,955	2,810
565	Family clothing stores.....	(*)	2,354	2,168	2,254	2,173	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,506	1,471	1,463	1,485	(*)	1,494	1,501	1,491	1,447
58	Eating and drinking places.....	16,316	16,564	15,506	16,156	15,736	15,584	15,715	15,615	15,256	15,131
591	Drug and proprietary stores.....	5,988	6,336	6,049	5,549	5,653	6,251	6,255	6,243	5,691	5,614
592	Liquor stores.....	(*)	1,806	1,642	1,778	1,693	(*)	1,785	1,783	1,721	1,690
5961 (pt)	Mail-order houses (department store merchandise).....	(*)	371	361	385	381	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ⁴	(*)	38,835	35,621	37,456	37,966	(*)	39,682	39,303	39,275	38,807

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

NA Not available.

[†]Revised.

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-91-05.

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.

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 1991 advance from--		May 1991 preliminary from--		Apr. 1991 through June 1991 from--	
		May 1991 prelim.	June 1990 final	Apr. 1991 final	May 1990 final	Jan. 1991 through Mar. 1991	Apr. 1990 through June 1990
	Retail trade, total.....	-0.2	+1.1	+0.8	+2.3	+1.0	+1.5
	Total (excl. automotive group).....	-0.5	+1.5	+0.9	+3.4	+0.7	+2.4
	Durable goods, total.....	0.0	-0.7	+0.8	-0.7	+2.2	-1.1
52	Building materials, hardware, garden supply, and mobile home dealers.....	-1.6	-1.9	+0.2	+2.9	+4.5	+1.2
55 ex. 554	Automotive dealers.....	+1.1	-0.5	+0.5	-1.9	+2.3	-1.6
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+1.3	-0.6	+0.5	-2.4	+2.1	-2.0
57	Furniture, home furnishings, and equipment stores.....	-0.8	-1.8	+1.4	-2.6	+2.7	-2.8
	Nondurable goods, total.....	-0.3	+2.1	+0.8	+4.0	+0.4	+3.1
53	General merchandise group stores.....	-0.6	+2.3	+1.1	+5.6	+1.7	+3.8
531	Dept. stores (ex. leased dept.) ²	-1.4	+2.2	+0.9	+6.7	+0.9	+4.4
531	Dept. stores (in. leased dept.).....	(NA)	(NA)	+0.6	+7.1	(NA)	(NA)
54	Food stores.....	-0.1	+2.2	+0.8	+3.3	+0.4	+2.4
541	Grocery stores.....	-0.1	+2.3	+0.8	+3.4	+0.4	+2.5
554	Gasoline service stations.....	+0.6	+2.4	+1.6	+4.2	-3.5	+3.1
56	Apparel and accessory stores.....	-1.2	-0.8	+0.8	+2.8	+4.3	+2.1
58	Eating and drinking places.....	-0.8	+2.1	+0.6	+3.9	+0.8	+3.1
591	Drug and proprietary stores.....	-0.1	+9.8	+0.2	+11.4	+2.3	+10.7

Table 3. Estimated Monthly Retail Sales of Large (Group II) Companies, by Kind of Business

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted			Adjusted ¹		
		May 1991 prelim.	Apr. 1991 final	May 1990	May 1991 prelim.	Apr. 1991 final	May 1990
	Retail trade, total.....	59,801	54,982	56,718	58,967	58,317	56,203
53	General merchandise group stores.....	16,508	14,934	15,697	16,789	16,592	15,888
531	Dept. stores (ex. leased dept.).....	14,170	12,992	13,279	14,459	14,308	13,481
531	Dept. stores (in. leased dept.) ²	14,579	13,417	13,667	14,786	14,679	13,763
533	Variety stores.....	443	400	455	457	453	477
539	Miscellaneous general merchandise stores.....	1,895	1,542	1,963	(NA)	(NA)	(NA)
54	Food stores.....	18,186	16,488	17,185	(NA)	(NA)	(NA)
541	Grocery stores.....	17,954	16,264	16,960	17,181	16,942	16,498
56	Apparel and accessory stores.....	4,601	4,284	4,291	4,731	4,649	4,412
562,3,8	Women's clothing, specialty stores, furriers.....	1,681	1,531	1,553	1,691	1,652	1,555
566	Shoe stores.....	963	934	944	951	965	933
591	Drug stores and proprietary stores.....	3,821	3,597	3,434	3,787	3,778	3,431

NA Not available.

¹Revised.

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-91-05.

²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Note: The large (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).

Official 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 -1.1 percent to +1.2 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 1991 and final estimates for April 1991 based on the full sample are published later this month in the Monthly Retail Trade Report for May (BR-91-05). 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		
		From	To								
	Retail trade, total.....	0.8	1.1	0.9	1.0	0.9	1.0	-1.1	+1.2	+0.1	0.5
	Total (excl. auto).....	0.8	0.9	0.8	1.0	0.8	0.9	-0.7	+1.3	+0.1	0.4
	Durable goods, total.....	1.8	2.8	2.2	2.5	2.2	2.3	-2.5	+2.2	+0.2	0.7
52	Building materials, group stores.....	1.2	2.0	1.7	3.3	2.5	2.5	-3.4	+4.0	+0.4	2.0
55 ex. 554 551,2,5, 6,7,9	Automotive dealers.....	2.2	4.1	3.1	3.4	3.6	3.3	-3.0	+2.6	+0.5	1.0
	Motor vehicle and misc. automotive dealers.....	1.6	4.1	2.9	4.8	3.9	3.5	-3.2	+2.6	+0.5	1.1
57	Furniture, home furn., and equipment stores.....	1.8	4.3	2.4	4.5	4.2	3.1	-2.5	+2.3	-0.2	1.2
	Nondurable goods, total.....	0.7	0.9	0.8	1.0	0.8	0.9	-0.6	+0.9	+0.2	0.4
53	General merch. group, total.....	0.2	0.8	0.4	0.5	0.6	0.5	-1.4	+1.7	+0.1	0.7
531	Dept. stores (ex. leased depts.).....	0.1	0.3	0.2	0.2	0.2	0.1	-1.7	+1.6	+0.1	0.8
54	Food stores.....	0.9	1.5	1.0	1.7	1.4	1.5	-0.5	+0.6	0.0	0.4
541	Grocery stores.....	0.2	0.9	0.3	1.8	1.3	1.5	-0.5	+0.7	0.0	0.3
554	Gasoline service stations.....	1.1	4.7	1.3	3.3	2.6	2.8	-1.4	+1.9	+0.3	0.8
56	Apparel and accessory stores.....	1.1	2.9	2.0	3.0	2.6	2.0	-2.7	+4.8	+0.5	1.5
58	Eating and drinking places.....	0.6	1.3	0.9	3.1	2.7	2.7	-0.9	+2.3	+0.3	0.8
591	Drug and proprietary stores.....	0.5	3.2	0.8	2.4	1.7	2.0	-3.7	+1.1	+0.1	1.0

¹The ranges of sampling variability shown are based on sales estimates not adjusted for seasonal variation, holiday, and trading-day differences; the data months of November 1990 - March 1991.

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 1990 - May 1991. The ranges for all other totals and kinds of business are based on the 12-month period April 1990 - March 1991.

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.

