

Advance Monthly Retail Sales

CURRENT BUSINESS REPORTS

January 1989

INTENTION TO REVISE SALES ESTIMATES. The unadjusted and adjusted monthly retail sales will be revised based on the 1987 Annual Retail Trade Survey estimates. Revised estimates for January 1983 through February 1989 are scheduled for release the week of March 13, 1989. Estimates shown in this report do not reflect this revision.

FOR WIRE TRANSMISSION 8:30 A.M. EST., Tuesday, February 14, 1989

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for January adjusted for seasonal, holiday, and trading-day differences but not for price changes were \$138.9 billion, an increase of 0.6 percent ($\pm 0.8\%$) from the previous month and 7.7 percent ($\pm 1.6\%$) above January 1988. Total sales in the November through January period were 2.4 percent ($\pm 1.7\%$) above the prior three months and were 7.9 percent ($\pm 1.8\%$) above same period a year ago.

Durable goods increased 0.1 percent ($\pm 2.3\%$) from the previous month and were 7.5 percent ($\pm 3.9\%$) above the previous year. Automotive sales were up 4.7 percent ($\pm 5.1\%$) from January 1988. Building materials were up 15.2 percent and furniture stores were up 8.0 percent from the previous year.

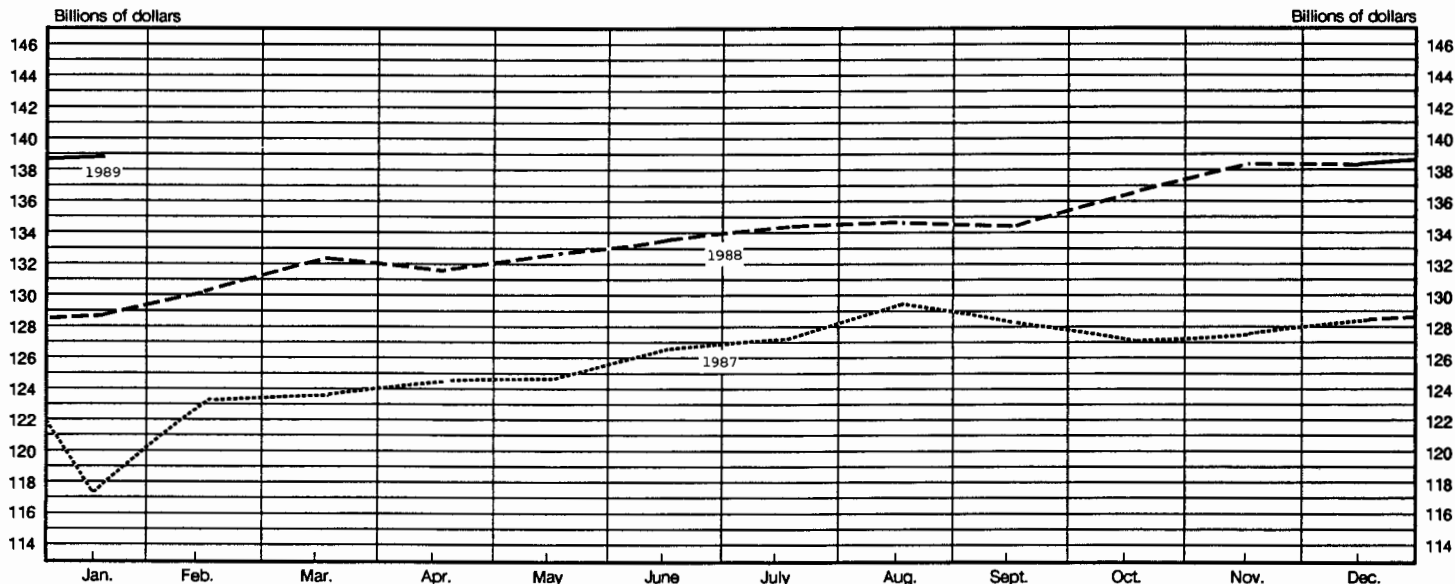
Nondurable goods increased 0.8 percent ($\pm 0.8\%$) from December and were 7.9 percent ($\pm 1.6\%$) above the previous year. General merchandise stores increased 1.7 percent from the previous month and were up 7.3 percent from January last year. Apparel stores were up 9.5 percent from the previous year, while gasoline service stations were up 4.5 percent in the same period.

TITLE OF REPORT: Advance Monthly Retail Sales

INFORMATION TO BE RELEASED: February 14, 1989 at 8:30 a.m. for public use.

ESTIMATED MONTHLY RETAIL SALES January 1987-January 1989

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



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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. 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				
		1989		1988		1987	1989		1988		1987
		Jan. ² adv.	Dec. prel.	Nov. final	Jan.	Dec.	Jan. ² adv.	Dec. prel.	Nov. final	Jan. ²	Dec. ²
	Retail trade, total.....	121,217	169,703	139,085	113,639	157,189	138,913	138,153	138,292	128,940	128,691
	Total (excl. auto group)..	94,842	142,238	111,229	88,697	131,571	108,509	107,469	107,472	99,904	100,443
	Durable goods, total.....	44,717	57,993	50,240	41,293	53,526	52,441	52,378	52,307	48,779	47,965
52	Building mat., hardware, garden supply, and mobile home dealers..	5,742	6,926	7,013	4,852	6,215	7,516	7,412	7,264	6,527	6,593
521,3	Building mat. and supply stores.	(*)	4,983	5,331	3,573	4,350	(*)	5,611	5,485	4,828	4,855
525	Hardware stores.....	(*)	1,493	1,289	961	1,399	(*)	1,294	1,310	1,150	1,218
55 ex. 554	Automotive dealers.....	26,375	27,465	27,856	24,942	25,618	30,404	30,684	30,820	29,036	28,248
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	24,305	25,083	25,416	22,894	23,263	27,969	28,278	28,430	26,621	25,905
551	Motor vehicle (franchised)....	(*)	22,436	23,101	21,047	21,318	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,382	2,440	2,048	2,355	(*)	2,406	2,390	2,415	2,343
57	Furniture, home furnishings, and equipment stores.....	7,041	10,951	8,558	6,577	9,729	7,823	7,791	7,879	7,243	6,954
571	Furniture and home furnishings..	(*)	4,816	4,383	3,385	4,238	(*)	4,068	4,070	3,769	3,592
5722,32	Household appliance, radio, and TV stores.....	(*)	5,174	3,641	2,750	4,656	(*)	3,180	3,289	2,989	2,887
5722	Household appliance stores....	(*)	1,366	1,028	776	1,293	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	76,500	111,710	88,845	72,346	103,663	86,472	85,775	85,985	80,161	80,726
53	General merchandise group stores..	10,883	29,911	18,780	10,318	28,132	15,997	15,722	15,713	14,914	14,980
531	Dept. stores (ex. leased depts.)	9,102	24,937	15,804	8,618	23,314	13,405	13,229	13,214	12,490	12,541
531	Dept. stores (in. leased depts.) ³	(*)	25,701	16,271	8,964	24,049	(*)	13,634	13,627	12,973	12,943
533	Variety stores.....	(*)	1,375	745	521	1,338	(*)	724	734	688	712
539	Misc. general mdse. stores.....	(*)	3,599	2,231	1,179	3,480	(*)	1,769	1,765	1,736	1,727
54	Food stores.....	26,930	31,017	27,755	25,682	28,287	28,414	28,129	28,392	26,260	26,393
541	Grocery stores.....	25,575	29,030	26,159	24,302	26,423	26,864	26,536	26,775	24,697	24,880
554	Gasoline service stations.....	8,707	9,136	8,845	8,316	8,817	9,194	9,100	9,007	8,800	8,747
56	Apparel and accessory stores.....	5,391	12,253	7,915	5,103	11,112	7,150	7,232	7,161	6,528	6,700
561	Men's and boys' clothing and furnishings stores.....	(*)	1,497	852	625	1,498	(*)	759	740	780	775
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	4,672	3,107	2,068	4,246	(*)	2,798	2,799	2,591	2,594
565	Family clothing stores.....	(*)	3,456	2,158	1,135	3,062	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,860	1,295	955	1,735	(*)	1,328	1,275	1,180	1,263
58	Eating and drinking places.....	12,711	13,892	12,936	11,518	12,574	13,983	13,823	13,674	12,506	12,727
591	Drug and proprietary stores.....	4,906	6,657	4,988	4,619	6,342	5,132	4,987	5,126	4,837	4,772
592	Liquor stores.....	(*)	2,296	1,579	1,443	2,314	(*)	1,581	1,573	1,596	1,636
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	383	438	213	409	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ⁴	(*)	64,496	41,146	25,935	59,642	(*)	36,053	36,005	33,669	33,631

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

NA Not available. ² 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, 8R-88-12.

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					
		Jan. 1989 advance from--		Dec. 1988 preliminary from--		Nov. 1988 through Jan. 1989	
		Dec. 1988 prelim.	Jan. 1988 final	Nov. 1988 final	Dec. 1987 final	Aug. 1988 through Oct. 1988	Nov. 1987 through Jan. 1988
	Retail trade, total.....	+0.6	+7.7	-0.1	+7.4	+2.4	+7.9
	Total (excl. automotive group).....	+1.0	+8.6	0.0	+7.0	+2.0	+7.7
	Durable goods, total.....	+0.1	+7.5	+0.1	+9.2	+3.9	+9.2
52	Building materials, hardware, garden supply, and mobile home dealers.....	+1.4	+15.2	+2.0	+12.4	+5.7	+12.3
55 ex. 554	Automotive dealers.....	-0.9	+4.7	-0.4	+8.6	+3.7	+8.4
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-1.1	+5.1	-0.5	+9.2	+4.2	+9.0
57	Furniture, home furnishings, and equipment stores.....	+0.4	+8.0	-1.1	+12.0	+1.7	+10.8
	Nondurable goods, total.....	+0.8	+7.9	-0.2	+6.3	+1.5	+7.1
53	General merchandise group stores.....	+1.7	+7.3	+0.1	+5.0	+3.2	+6.1
531	Dept. stores (ex. leased dept.).....	+1.3	+7.3	+0.1	+5.5	+3.2	+6.5
531	Dept. stores (in. leased dept.).....	(NA)	(NA)	+0.1	+5.3	(NA)	(NA)
54	Food stores.....	+1.0	+8.2	-0.9	+6.6	+0.9	+7.6
541	Grocery stores.....	+1.2	+8.8	-0.9	+6.7	+1.1	+7.8
554	Gasoline service stations.....	+1.0	+4.5	+1.0	+4.0	-0.1	+3.5
56	Apparel and accessory stores.....	-1.1	+9.5	+1.0	+7.9	+1.6	+8.6
58	Eating and drinking places.....	+1.2	+11.8	+1.1	+8.6	+3.4	+9.7
591	Drug and proprietary stores.....	+2.9	+6.1	-2.7	+4.5	+0.6	+5.7

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		
		Dec. 1988 prelim.	Nov. 1988 final	Dec. 1987	Dec. 1988 prelim.	Nov. 1988 final	Dec. 1987
	Retail trade, total.....	75,163	54,903	70,238	50,911	51,147	48,411
53	General merchandise group stores.....	28,039	17,555	26,264	14,621	14,608	13,872
531	Dept. stores (ex. leased dept.).....	24,139	15,313	22,574	12,826	12,793	12,150
531	Dept. stores (in. leased dept.).....	24,858	15,755	23,263	13,222	13,184	12,534
533	Variety stores.....	1,130	595	1,110	571	580	568
539	Miscellaneous general merchandise stores.....	2,770	1,647	2,580	(NA)	(NA)	(NA)
54	Food stores.....	17,607	15,639	16,580	(NA)	(NA)	(NA)
541	Grocery stores.....	17,230	15,418	16,199	15,398	15,685	14,985
56	Apparel and accessory stores.....	6,797	4,362	6,277	3,789	3,842	3,567
562,3,8	Women's clothing, specialty stores, furriers.....	2,648	1,709	2,464	1,492	1,507	1,410
566	Shoe stores.....	1,167	816	1,102	788	791	755
591	Drug stores and proprietary stores.....	4,231	2,921	4,037	2,908	3,002	2,790

NA Not available. † 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-88-12.

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

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 -0.6 percent to +0.9 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 4 below.

Preliminary estimates for December 1988 and final estimates for November 1988 based on the full sample will be published later this month in the Monthly Retail Trade Report for December (BR-88-12). 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.

Whenever a statement such as "up 0.8 percent (+1.0%)" appears in the text, this indicates a range from -0.2 percent to +1.8 percent. All ranges given are 90 percent confidence intervals. 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		Mean	Aver. of absolute diff.	
		From	To	Median	Median	Median	From	To			
	Retail trade, total.....	0.6	0.7	0.7	0.9	0.8	1.0	-0.6	+0.9	+0.1	0.3
	Total (excl. auto)..	0.5	0.7	0.6	0.8	0.7	0.9	-1.0	+1.8	0.0	0.4
	Durable goods, total..	1.4	1.7	1.6	2.3	1.7	2.2	-1.6	+1.8	+0.3	1.0
52	Building materials, group stores.....	0.6	3.6	1.6	3.9	3.3	3.1	-5.2	+1.5	-0.9	1.6
55 ex. 554	Automotive dealers.....	1.7	2.2	1.9	3.1	2.3	3.0	-2.1	+2.7	+0.4	1.2
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers.....	1.2	2.2	1.5	3.7	2.4	3.2	-2.5	+2.8	+0.3	1.2
57	Furniture, home furn, and equipment stores.....	1.6	2.3	1.9	3.7	3.3	2.7	-3.3	+4.4	+0.5	1.5
	Nondur. stores, total...	0.5	0.7	0.6	1.0	0.7	0.9	-0.8	+0.7	0.0	0.4
53	General merch. group, total.	0.2	0.5	0.3	0.4	0.3	0.5	-2.6	+1.8	-0.2	0.8
531	Dept. stores (ex. leased depts.).....	0.0	0.3	0.1	0.2	0.1	0.1	-2.1	+2.0	-0.2	0.8
54	Food stores.....	0.8	1.4	1.0	1.6	1.3	1.6	-0.9	+0.8	+0.1	0.3
541	Grocery stores.....	0.3	1.1	0.5	1.8	1.4	1.6	-0.8	+0.9	+0.1	0.3
554	Gasoline service stations...	0.7	1.2	0.8	3.0	2.2	2.8	-1.4	+2.3	-0.1	1.0
56	Apparel and acc. stores.....	1.2	3.4	1.5	2.4	1.8	1.8	-2.8	+2.2	-0.5	1.3
58	Eating and drinking	0.8	1.3	1.1	2.7	2.3	2.6	-1.7	+1.8	+0.3	0.9
591	Drug and proprietary	0.4	0.7	0.5	2.3	1.7	2.1	-1.6	+1.3	-0.1	0.7

The ranges of sampling variability shown are based on sales estimates unadjusted for seasonal variation, holiday, and trading-day differences for the data months of March - July 1988.

The 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, January 1988 - December 1988. The ranges for all other totals and kinds of business are based on the 12-month period May 1987-April 1988.

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 on the measures of sampling variability.