

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 September adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$161.1 billion, an increase of 0.3 percent ($\pm 1.3\%$) from the previous month and were 4.4 percent ($\pm 1.6\%$) above the same month a year ago. Total sales in the third quarter were 4.3 percent ($\pm 1.5\%$) above the same quarter a year ago. The August from July 1992 percent change was revised from -0.5 percent ($\pm 1.0\%$) as published in the August advance, to 0.0 percent ($\pm 0.4\%$).

Durable goods increased 0.8 percent ($\pm 3.0\%$) from the previous month and were 6.5 percent above the previous year. Building materials dealers were up 6.9 percent from last year.

Nondurable goods decreased 0.1 percent ($\pm 0.7\%$) from August but were up 3.3 percent from September 1991. General merchandise stores were up 7.6 percent from last year.

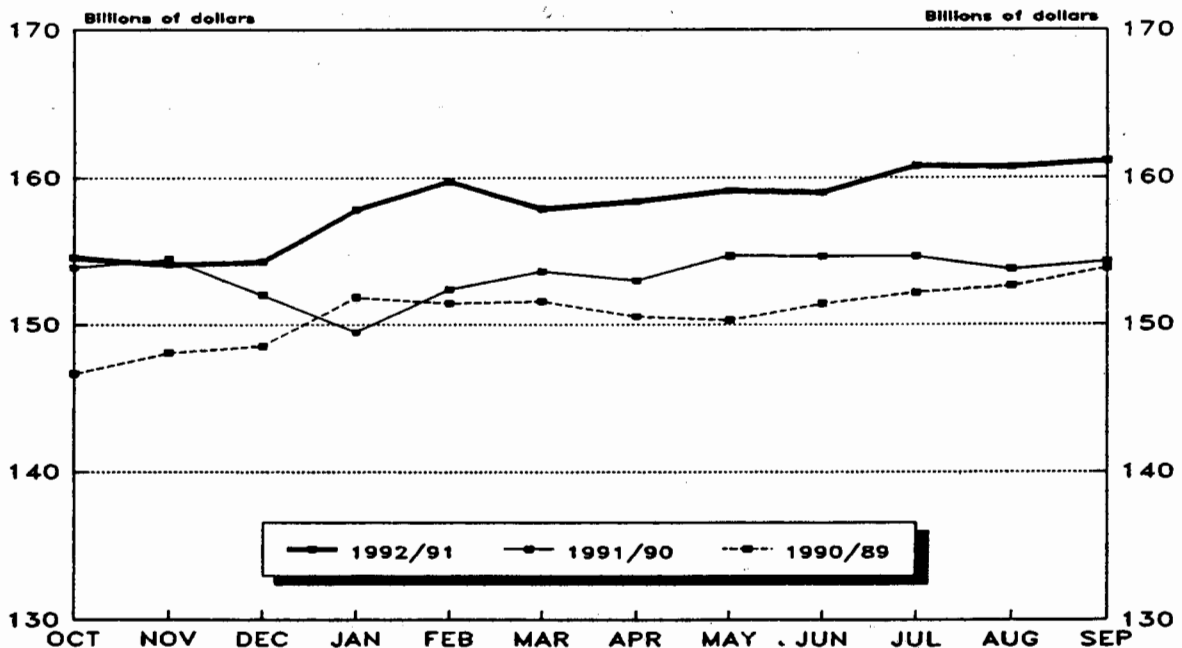
The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.

The Advance Monthly Retail Sales Report for October is scheduled to be released November 13, 1992 at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES

October 1989 - September 1992

(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				
		1992			1991		1992			1991	
		Sept. ² adv.	Aug. prel.	July final	Sept.	Aug.	Sept. ² adv.	Aug. prel.	July final	Sept. ¹	Aug. ¹
	Retail trade, total.....	158,266	164,344	164,164	148,509	161,895	161,130	160,722	160,784	154,302	153,767
	Total (excl. auto group)...	123,180	129,433	126,970	116,423	128,379	127,300	127,039	126,888	122,267	122,552
	Durable goods, total.....	59,431	59,977	62,280	54,281	57,510	58,742	58,269	58,580	55,154	54,215
52	Building mat., hardware, garden supply, and mobile home dealers.....	9,117	9,163	9,655	8,301	8,884	8,683	8,463	8,592	8,120	8,017
521,3	Building mat. and supply stores.....	(*)	7,032	7,281	6,384	6,864	(*)	6,347	6,409	6,133	6,064
525	Hardware stores.....	(*)	1,121	1,163	957	1,043	(*)	1,109	1,088	990	1,000
55 ex. 554	Automotive dealers.....	35,086	34,911	37,194	32,086	33,516	33,830	33,683	33,896	32,035	31,215
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	32,329	32,072	34,258	29,360	30,585	31,176	31,017	31,200	29,331	28,531
551	Motor vehicle (franchised).....	(*)	27,791	29,860	26,011	27,245	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,839	2,936	2,726	2,931	(*)	2,666	2,696	2,704	2,684
57	Furniture, home furnishings, and equipment stores.....	7,759	7,806	7,816	7,062	7,586	7,958	7,810	7,886	7,433	7,451
571	Furniture and home furnishings.....	(*)	4,331	4,324	3,800	4,111	(*)	4,254	4,337	3,954	3,957
5722.32	Household appliance, radio, and TV stores.....	(*)	2,685	2,735	2,472	2,673	(*)	2,743	2,716	2,661	2,676
5722	Household appliance stores.....	(*)	771	803	614	716	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	98,835	104,367	101,884	94,228	104,385	102,388	102,453	102,204	99,148	99,552
53	General merchandise group stores.....	17,689	19,366	17,438	16,187	18,583	19,742	19,639	19,581	18,345	18,301
531	Dept. stores (ex. leased depts).....	13,989	15,475	13,714	12,809	14,767	15,613	15,584	15,392	14,457	14,421
531	Dept. stores (in. leased depts) ³	(*)	15,943	14,135	13,250	15,286	(*)	16,039	15,864	14,938	14,913
533	Variety stores.....	(*)	527	512	521	609	(*)	544	551	608	608
539	Misc. general mdse. stores.....	(*)	3,364	3,212	2,857	3,207	(*)	3,511	3,638	3,280	3,272
54	Food stores.....	31,636	33,101	34,037	30,600	33,432	32,133	32,620	32,284	31,844	31,589
541	Grocery stores.....	29,660	30,960	31,817	28,705	31,366	30,051	30,502	30,158	29,839	29,591
554	Gasoline service stations.....	10,887	11,075	11,229	10,406	11,403	10,590	10,389	10,544	10,232	10,578
56	Apparel and accessory stores.....	8,398	9,229	7,936	7,496	8,904	8,730	8,567	8,658	7,961	8,019
561	Men's and boys' clothing and furnishings stores.....	(*)	636	593	646	660	(*)	714	721	726	716
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	3,023	2,703	2,637	2,882	(*)	2,978	2,922	2,782	2,787
565	Family clothing stores.....	(*)	3,063	2,654	2,228	2,874	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,731	1,385	1,410	1,802	(*)	1,496	1,515	1,449	1,489
58	Eating and drinking places.....	15,869	17,324	17,061	15,861	17,881	15,981	16,011	15,930	15,989	16,330
591	Drug and proprietary stores.....	6,176	6,321	6,284	5,947	6,300	6,501	6,503	6,465	6,347	6,332
592	Liquor stores.....	(*)	2,056	2,105	1,733	2,014	(*)	2,008	1,984	1,859	1,893
5961 (pt)	Mail-order houses (department store merchandise).....	(*)	370	320	321	348	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ⁴	(*)	42,256	38,597	35,715	40,452	(*)	42,199	42,228	39,323	39,305

*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. 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-92-08.

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					
		Sept. 1992 advance from--		Aug. 1992 preliminary from--		July 1992 through Sept. 1992 from--	
		Aug. 1992 prelim.	Sept. 1991 final	July 1992 final	Aug. 1991 final	Apr. 1992 through June 1992	July 1991 through Sept. 1991
	Retail trade, total.....	+0.3	+4.4	0.0	+4.5	+1.3	+4.3
	Total (excl. automotive group).....	+0.2	+4.1	+0.1	+3.7	+1.3	+3.6
	Durable goods, total.....	+0.8	+6.5	-0.5	+7.5	+1.6	+7.0
52	Building materials, hardware, garden supply, and mobile home dealers.....	+2.6	+6.9	-1.5	+5.6	-1.1	+6.0
55 ex. 554	Automotive dealers.....	+0.4	+5.6	-0.6	+7.9	+1.3	+6.9
551,2,5, 6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+0.5	+6.3	-0.6	+8.7	+1.3	+7.7
57	Furniture, home furnishings, and equipment stores.....	+1.9	+7.1	-1.0	+4.8	+3.6	+5.6
	Nondurable goods, total.....	-0.1	+3.3	+0.2	+2.9	+1.1	+2.8
53	General merchandise group stores.....	+0.5	+7.6	+0.3	+7.3	+3.4	+7.1
531	Dept. stores (ex. leased dept.).....	+0.2	+8.0	+1.2	+8.1	+3.0	+7.4
531	Dept. stores (in. leased dept.) ²	(NA)	(NA)	+1.1	+7.6	(NA)	(NA)
54	Food stores.....	-1.5	+0.9	+1.0	+3.3	+0.8	+1.8
541	Grocery stores.....	-1.5	+0.7	+1.1	+3.1	+0.8	+1.6
554	Gasoline service stations.....	+1.9	+3.5	-1.5	-1.8	+0.8	+0.9
56	Apparel and accessory stores.....	+1.9	+9.7	-1.1	+6.8	+4.0	+7.9
58	Eating and drinking places.....	-0.2	-0.1	+0.5	-2.0	-1.5	-1.3
591	Drug and proprietary stores.....	0.0	+2.4	+0.6	+2.7	-0.1	+2.4

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		
		Aug. 1992 prelim.	July 1992 final	Aug. 1991	Aug. 1992 prelim.	July 1992 final	Aug. ¹ 1991
	Retail trade, total.....	66,410	64,062	64,803	66,401	66,169	62,784
53	General merchandise group stores.....	18,508	16,599	17,608	18,829	18,886	17,393
531	Dept. stores (ex. leased dept.).....	15,263	13,509	14,542	15,324	15,145	14,187
531	Dept. stores (in. leased dept.) ²	15,720	13,919	15,052	15,799	15,622	14,685
533	Variety stores.....	373	356	386	383	386	385
539	Miscellaneous general merchandise stores.....	2,872	2,734	2,680	(NA)	(NA)	(NA)
54	Food stores.....	19,281	19,839	19,608	(NA)	(NA)	(NA)
541	Grocery stores.....	18,967	19,517	19,308	19,101	18,730	18,441
56	Apparel and accessory stores.....	5,748	4,819	5,570	5,337	5,429	4,948
562,3,8	Women's clothing, specialty stores, furriers.....	1,813	1,603	1,732	1,828	1,760	1,682
566	Shoe stores.....	1,211	920	1,211	1,019	1,018	976
591	Drug stores and proprietary stores.....	3,834	3,792	3,819	3,977	3,971	3,877

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-92-08.

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 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 -0.8 percent to +1.5 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 August 1992 and final estimates for July 1992 based on the full sample are published later this month in the Monthly Retail Trade Report for August (BR-92-08). 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	-0.8	+1.5	+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	Automotive dealers.....	2.2	4.1	3.1	3.4	3.6	3.3	-3.0	+2.6	+0.5	1.0
551,2,5,6,7,9	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 for 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, September 1991 - August 1992. 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.

