

Advance Monthly Retail Sales



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

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INTENTION TO REVISE ESTIMATES. The annual revision of the monthly retail sales estimates will be published in the press release the week of March 13. The U.S. total and some kinds of retail trade will be revised for the months of January 1987 through February 1994. Most kinds of retail trade will be revised for the months of January 1991 through February 1994.

FOR WIRE TRANSMISSION 8:30 A.M. EST., Friday, February 11, 1994

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 \$181.0 billion, a decrease of 0.5 percent ($\pm 1.1\%$) from the previous month but were 7.0 percent ($\pm 1.8\%$) above the same period a year ago. Total sales in the November through January period were 2.8 percent ($\pm 1.7\%$) above the same period a year ago. The November to December 1993 percent change was revised from +0.8 percent ($\pm 1.0\%$) as published in the December advance, to +1.2 percent ($\pm 0.4\%$).

Durable goods declined 1.6 percent ($\pm 2.6\%$) from December but were 12.0 percent above the previous year.

Nondurable goods increased 0.1 percent ($\pm 1.0\%$) from December and were 4.0 percent above January 1993.

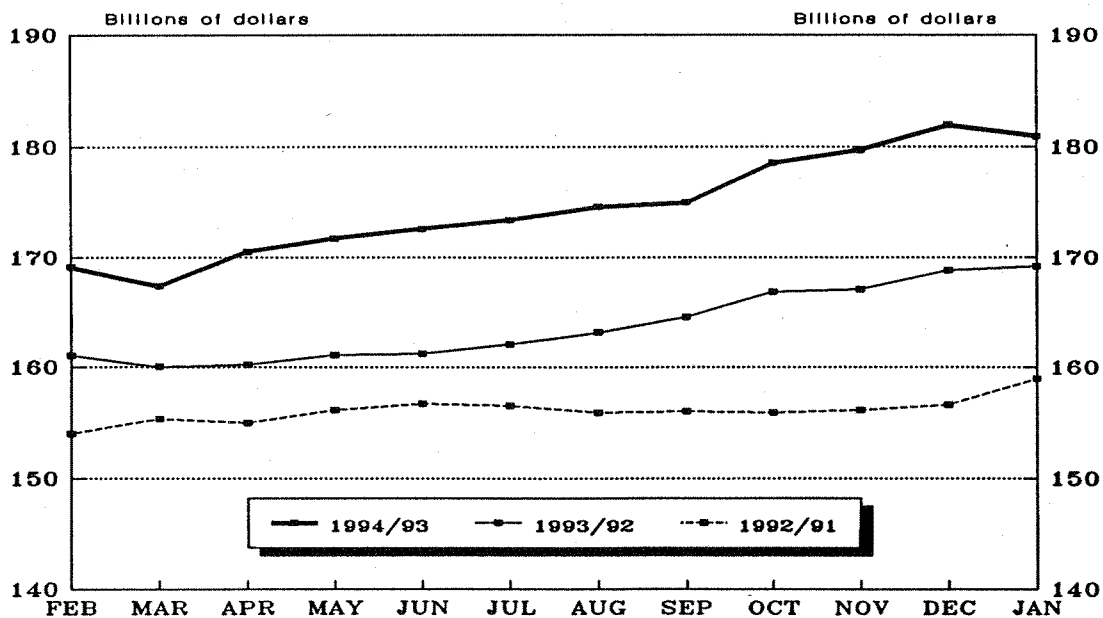
The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.

The Advance Monthly Retail Sales Report for February is scheduled to be released March 11, 1994 at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES

February 1991 - January 1994

(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. (1-800-334-2464) 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				
		1994	1993			1992	1994	1993			1992
		Jan. ² adv.	Dec. prel.	Nov. final	Jan.	Dec.	Jan. ² adv.	Dec. prel.	Nov. final	Jan. ¹	Dec. ¹
	Retail trade, total.....	157,829	219,688	181,662	148,525	204,100	180,964	181,961	179,755	169,187	168,829
	Total (excl. auto group)...	123,385	182,501	144,519	118,357	172,980	140,270	140,722	139,294	133,775	134,007
	Durable goods, total.....	58,545	77,890	66,811	52,647	67,850	69,931	71,046	69,641	62,418	61,500
52	Building mat., hardware, garden supply, and mobile home dealers.....	7,788	9,723	9,560	6,841	8,282	10,315	10,565	10,165	8,924	8,998
521,3	Building mat. and supply stores.....	(*)	6,656	7,101	4,983	5,691	(*)	7,590	7,343	6,471	6,452
525	Hardware stores.....	(*)	1,218	1,119	871	1,162	(*)	1,129	1,122	1,071	1,069
55 ex. 554	Automotive dealers.....	34,444	37,187	37,143	30,168	31,120	40,694	41,239	40,461	35,412	34,822
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	31,935	34,339	34,116	27,706	28,277	37,704	38,282	37,449	32,481	31,879
551	Motor vehicle (franchised).....	(*)	30,910	30,524	24,831	25,483	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,848	3,027	2,462	2,843	(*)	2,957	3,012	2,931	2,943
57	Furniture, home furnishings, and equipment stores.....	9,393	14,254	11,025	8,611	12,654	10,368	10,471	10,381	9,407	9,359
571	Furniture and home furnishings.....	(*)	5,964	5,509	4,330	5,523	(*)	5,186	5,153	4,774	4,815
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	6,417	4,507	3,383	5,400	(*)	4,267	4,228	3,661	3,588
5722	Household appliance stores.....	(*)	1,136	949	754	1,088	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	99,284	141,798	114,851	95,878	136,250	111,033	110,915	110,114	106,769	107,329
53	General merchandise group stores.....	16,872	39,745	26,742	16,098	37,290	22,664	22,550	22,516	21,543	21,112
531	Dept. stores (ex. leased depts).....	12,644	30,991	20,542	11,923	28,875	17,392	17,198	17,133	16,400	16,068
531	Dept. stores (in. leased depts) ³	(*)	31,702	21,048	12,246	29,621	(*)	17,593	17,540	16,938	16,493
533	Variety stores.....	(*)	858	538	393	1,035	(*)	448	489	536	552
539	Misc. general mdse. stores.....	(*)	7,896	5,662	3,782	7,380	(*)	4,904	4,894	4,607	4,492
54	Food stores.....	32,268	36,591	32,634	31,404	34,958	33,580	33,624	33,362	32,438	32,590
541	Grocery stores.....	30,433	33,852	30,607	29,589	32,399	31,504	31,373	31,264	30,410	30,450
554	Gasoline service stations.....	10,520	11,168	11,110	10,402	11,237	11,336	11,101	11,000	11,221	11,159
56	Apparel and accessory stores.....	6,490	14,749	10,055	6,687	14,876	8,854	9,003	9,073	9,087	9,109
561	Men's and boys' clothing and furnishings stores.....	(*)	1,398	849	626	1,412	(*)	746	755	754	751
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	5,093	3,512	2,561	5,336	(*)	3,191	3,187	3,419	3,350
565	Family clothing stores.....	(*)	5,414	3,603	1,931	5,307	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,970	1,450	1,084	1,898	(*)	1,473	1,450	1,397	1,413
58	Eating and drinking places.....	16,551	18,370	17,289	15,947	17,251	18,069	18,297	18,123	17,240	17,408
591	Drug and proprietary stores.....	6,638	8,734	6,560	6,152	8,066	6,958	6,829	6,721	6,469	6,331
592	Liquor stores.....	(*)	2,634	1,943	1,873	2,893	(*)	1,917	1,931	2,090	2,129
5961 (pt)	Mail-order houses (department store merchandise).....	(*)	419	404	328	536	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ⁴	(*)	83,442	55,313	36,745	78,523	(*)	48,929	48,861	46,657	46,050

*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-93-12.

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 (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					
		Jan. 1994 advance from--		Dec. 1993 preliminary from--		Nov. 1993 through Jan. 1994 from--	
		Dec. 1993 prelim.	Jan. 1993 final	Nov. 1993 final	Dec. 1992 final	Aug. 1993 through Oct. 1993	Nov. 1992 through Jan. 1993
	Retail trade, total.....	-0.5	+7.0	+1.2	+7.8	+2.8	+7.4
	Total (excl. automotive group).....	-0.3	+4.9	+1.0	+5.0	+1.7	+5.0
	Durable goods, total.....	-1.6	+12.0	+2.0	+15.5	+5.0	+14.2
52	Building materials, hardware, garden supply, and mobile home dealers.....	-2.4	+15.6	+3.9	+17.4	+6.6	+17.2
55 ex. 554	Automotive dealers.....	-1.3	+14.9	+1.9	+18.4	+6.4	+16.9
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-1.5	+16.1	+2.2	+20.1	+7.1	+18.3
57	Furniture, home furnishings, and equipment stores.....	-1.0	+10.2	+0.9	+11.9	+4.5	+12.2
	Nondurable goods, total.....	+0.1	+4.0	+0.7	+3.3	+1.4	+3.5
53	General merchandise group stores.....	+0.5	+5.2	+0.2	+6.8	+0.1	+6.2
531	Dept. stores (ex. leased dept.).....	+1.1	+6.0	+0.4	+7.0	+0.5	+6.6
531	Dept. stores (in. leased dept.) ¹	(NA)	(NA)	+0.3	+6.7	(NA)	(NA)
54	Food stores.....	-0.1	+3.5	+0.8	+3.2	+1.6	+3.4
541	Grocery stores.....	+0.4	+3.6	+0.3	+3.0	+1.4	+3.2
554	Gasoline service stations.....	+2.1	+1.0	+0.9	-0.5	+1.8	-0.1
56	Apparel and accessory stores.....	-1.7	-2.6	-0.8	-1.2	0.0	-1.1
58	Eating and drinking places.....	-1.2	+4.8	+1.0	+5.1	+0.7	+4.7
591	Drug and proprietary stores.....	+1.9	+7.6	+1.6	+7.9	+2.7	+7.1

NA Not available.

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

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

To obtain space for additional charts, this table has been discontinued. These data are published in the Monthly Retail Trade, Sales and Inventories Report.

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 -0.6 percent to +0.4 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 1993 and final estimates for November 1993 based on the full sample are published later this month in the Monthly Retail Trade Report for December (BR-93-12). 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.

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	-0.6	+0.4	+0.1	0.3
	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 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, January 1993 - December 1993. 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.

