

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 August adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$173.5 billion, an increase of 0.2 percent ($\pm 1.0\%$) from the previous month and were 6.3 percent ($\pm 1.8\%$) above August 1992. Total sales in the June through August period were 6.7 percent ($\pm 1.6\%$) above the same period a year ago. The June to July 1993 percent change was revised from +0.1 percent ($\pm 1.2\%$) as published in the July advance, to +0.3 percent ($\pm 0.2\%$).

Durable goods increased 0.6 percent ($\pm 2.2\%$) from July and were up 12.1 percent from the previous year. Automotive dealers and building materials were 14.3 percent and 11.6 percent, respectively, above August 1992.

Nondurable goods were unchanged from July but were 3.1 percent above a year ago. General merchandise stores were up 8.2 percent from the previous year. Gasoline service stations decreased 2.5 percent from July.

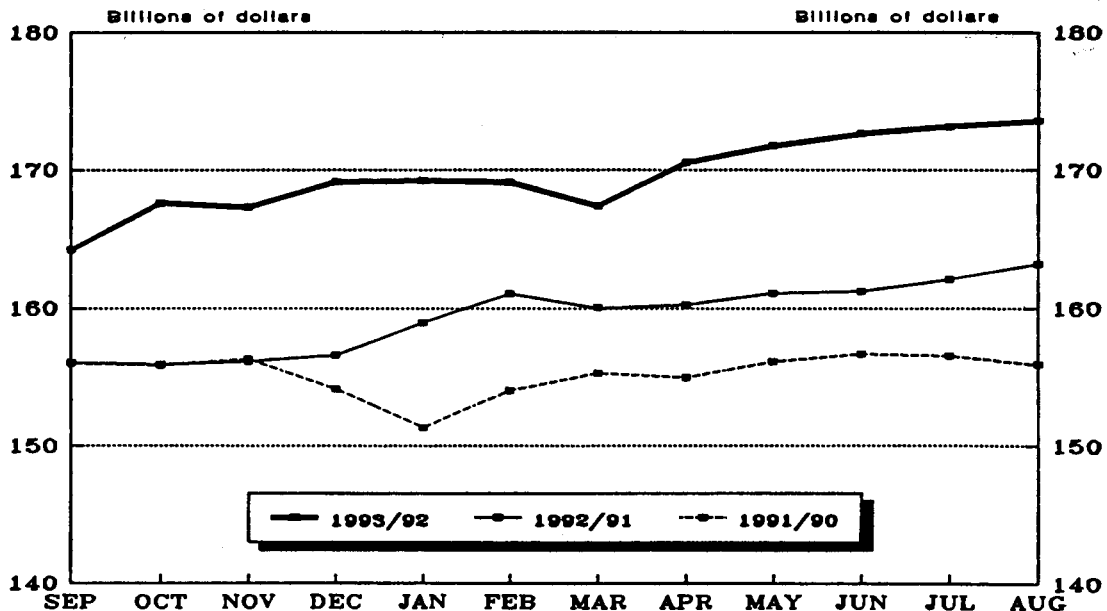
The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.

The Advance Monthly Retail Sales Report for September is scheduled to be released October 14, 1993 at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES

September 1990 - August 1993

(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. (1-800-334-2564) 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				
		1993			1992		1993			1992	
		Aug. ² adv.	July prel.	June final	Aug.	July	Aug. ² adv.	July prel.	June final	Aug. ¹	July ¹
	Retail trade, total.....	176,515	177,850	175,951	166,341	166,011	173,520	173,135	172,596	163,196	162,107
	Total (excl. auto group)...	137,658	137,277	135,054	132,636	129,834	136,045	135,923	135,900	130,409	129,228
	Durable goods, total.....	67,194	68,957	68,667	59,579	62,095	65,395	65,006	64,527	58,345	58,281
52	Building mat., hardware, garden supply, and mobile home dealers.....	10,156	10,300	10,766	8,971	9,503	9,369	9,202	9,233	8,396	8,472
521,3	Building mat. and supply stores.....	(*)	7,539	7,701	6,694	6,955	(*)	6,684	6,633	6,097	6,117
525	Hardware stores.....	(*)	1,202	1,227	1,103	1,154	(*)	1,099	1,115	1,069	1,084
55 ex. 554	Automotive dealers.....	38,857	40,573	40,897	33,705	36,177	37,475	37,212	36,696	32,789	32,679
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	35,651	37,292	37,634	30,709	33,070	34,445	34,213	33,722	29,960	30,036
551	Motor vehicle (franchised).....	(*)	32,826	33,099	26,834	28,813	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	3,281	3,263	2,996	3,107	(*)	2,999	2,974	2,829	2,843
57	Furniture, home furnishings, and equipment stores.....	9,289	9,646	9,444	8,714	8,748	9,459	9,606	9,559	8,812	8,726
571	Furniture and home furnishings.....	(*)	5,009	4,851	4,678	4,657	(*)	4,935	4,841	4,818	4,597
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	3,910	3,689	3,269	3,351	(*)	3,856	3,710	3,395	3,311
5722	Household appliance stores.....	(*)	1,049	910	865	911	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	109,321	108,893	106,284	106,762	103,916	108,125	108,129	108,069	104,853	103,826
53	General merchandise group stores.....	21,940	20,542	20,503	20,507	18,537	22,420	22,320	22,070	20,719	20,394
531	Dept. stores (ex. leased depts).....	16,815	15,427	15,403	15,654	13,900	17,002	16,934	16,742	15,685	15,479
531	Dept. stores (in. leased depts) ³	(*)	15,617	15,809	16,084	14,288	(*)	17,343	17,165	16,149	15,911
533	Variety stores.....	(*)	503	477	506	500	(*)	541	537	529	537
539	Misc. general mdee. stores.....	(*)	4,612	4,623	4,347	4,137	(*)	4,845	4,781	4,505	4,377
54	Food stores.....	33,193	34,793	33,080	32,672	33,656	33,077	32,707	32,667	32,157	31,931
541	Grocery stores.....	31,139	32,743	31,051	30,708	31,598	31,077	30,745	30,693	30,224	29,979
554	Gasoline service stations.....	11,732	11,923	11,668	11,866	11,940	10,893	11,174	11,263	11,077	11,180
56	Apparel and accessory stores.....	9,442	8,415	8,272	9,374	8,100	8,941	8,868	8,872	8,782	8,741
561	Men's and boys' clothing and furnishings stores.....	(*)	662	706	682	628	(*)	776	726	759	758
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	3,057	3,046	3,219	2,897	(*)	3,232	3,282	3,197	3,129
565	Family clothing stores.....	(*)	2,717	2,568	3,020	2,656	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,409	1,432	1,748	1,389	(*)	1,471	1,485	1,494	1,500
58	Eating and drinking places.....	18,476	18,757	18,287	17,808	17,225	17,348	17,465	17,516	16,612	16,113
591	Drug and proprietary stores.....	6,530	6,543	6,532	6,276	6,266	6,704	6,718	6,706	6,450	6,420
592	Liquor stores.....	(*)	2,170	1,995	2,214	2,265	(*)	2,004	2,005	2,162	2,131
5961 (pt)	Mail-order houses (department store merchandise).....	(*)	130	170	316	274	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ⁴	(*)	44,823	44,476	44,796	41,140	(*)	47,697	47,369	44,827	44,288
594											

*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, 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-93-07.

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, but not for price changes).

SIC code	Kind of business	Percent change					
		Aug. 1993 advance from--		July 1993 preliminary from--		June 1993 through Aug. 1993 from--	
		July 1993 prelim.	Aug. 1992 final	June 1993 final	July 1992 final	Mar. 1993 through May 1993	June 1992 through Aug. 1992
	Retail trade, total.....	+0.2	+6.3	+0.3	+6.8	+1.9	+6.7
	Total (excl. automotive group)....	+0.1	+4.3	0.0	+5.2	+1.3	+5.1
	Durable goods, total.....	+0.6	+12.1	+0.7	+11.5	+4.1	+11.7
52	Building materials, hardware, garden supply, and mobile home dealers.....	+1.8	+11.6	-0.3	+8.6	+2.3	+10.0
55 ax. 554	Automotive dealers.....	+0.7	+14.3	+1.4	+13.2	+3.9	+13.3
551,2,5, 6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+0.7	+15.0	+1.5	+13.9	+4.2	+13.9
57	Furniture, home furnishings, and equipment stores.....	-1.5	+7.3	+0.5	+10.1	+2.1	+9.4
	Nondurable goods, total.....	0.0	+3.1	+0.1	+4.1	+0.6	+3.9
53	General merchandise group stores.....	+0.4	+8.2	+1.1	+9.4	+3.4	+9.0
531	Dept. stores (ex. leased dept.).....	+0.4	+8.4	+1.1	+9.4	+4.2	+9.0
531	Dept. stores (in. leased dept.) ²	(NA)	(NA)	+1.0	+9.0	(NA)	(NA)
54	Food stores.....	+1.1	+2.9	+0.1	+2.4	+1.4	+2.7
541	Grocery stores.....	+1.1	+2.8	+0.2	+2.6	+1.5	+2.7
554	Gasoline service stations.....	-2.5	-1.7	-0.8	-0.1	-2.9	-0.3
56	Apparel and accessory stores.....	+0.8	+1.8	0.0	+1.5	+2.3	+2.0
58	Eating and drinking places.....	-0.7	+4.4	-0.3	+8.4	-0.2	+7.3
591	Drug and proprietary stores.....	-0.2	+3.9	+0.2	+4.6	+1.1	+4.4

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		
		July 1993 prelim.	June 1993 final	July 1992	July 1993 prelim.	June 1993 final	July 1992
	Retail trade, total.....	70,189	68,658	65,714	71,307	70,987	67,366
53	General merchandise group stores.....	19,560	19,536	17,558	21,353	21,088	19,471
531	Dept. stores (ex. leased dept.).....	15,232	15,206	13,688	16,702	16,510	15,226
531	Dept. stores (in. leased dept.) ²	15,612	15,601	14,065	17,118	16,939	15,663
533	Variety stores.....	351	329	348	379	371	375
539	Miscellaneous general merchandise stores....	3,977	4,001	3,522	(NA)	(NA)	(NA)
54	Food stores.....	20,361	19,348	19,686	(NA)	(NA)	(NA)
541	Grocery stores.....	20,056	19,050	19,383	19,083	19,146	18,620
56	Apparel and accessory stores.....	5,268	5,275	4,950	5,705	5,710	5,520
562,3,8	Women's clothing, specialty stores, furriers.....	1,839	1,904	1,711	1,999	2,030	1,897
566	Shoe stores.....	961	995	822	1,017	1,026	1,010
591	Drug stores and proprietary stores.....	4,015	4,026	3,781	4,200	4,165	3,951

NA Not available.

²Revised.

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-93-07.

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 updates 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 -0.9 percent to +1.0 percent with the average of the absolute differences about 0.4 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 July 1993 and final estimates for June 1993 based on the full sample are published later this month in the Monthly Retail Trade Report for July (BR-93-07). 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	-0.9	+1.0	0.0	0.4
	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, August 1992 - July 1993. The ranges for all other totals and kinds of business are based on the 12-month period April 1st - 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.

