

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 October adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$177.3 billion, an increase of 1.5 percent ($\pm 1.0\%$) from the previous month and were 6.2 percent ($\pm 1.6\%$) above October 1992. Total sales in the August through October period were 6.4 percent ($\pm 1.6\%$) above the same period a year ago. The August to September 1993 percent change was unchanged from +0.1 percent ($\pm 1.0\%$) as published in the September advance.

Durable goods increased 2.6 percent ($\pm 2.5\%$) from September and were 10.6 percent above the previous year. Automotive dealers and building materials were up 11.4 percent and 13.5 percent, respectively, from the previous year.

Nondurable goods increased 0.8 percent ($\pm 1.0\%$) from September and were 3.6 percent above a year ago. General merchandise stores increased 1.1 percent from the previous month and were 8.8 percent above October 1992. Gasoline service stations increased 2.9 percent from September.

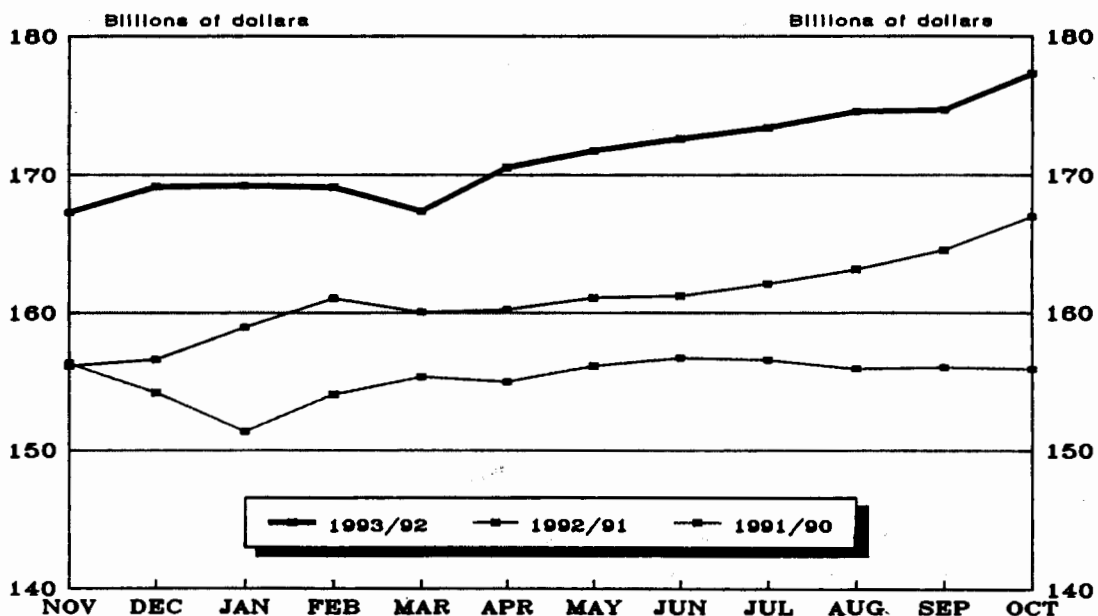
The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.

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

ESTIMATED MONTHLY RETAIL SALES

November 1990 - October 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	
		Oct. ² adv.	Sept. prel.	Aug. final	Oct.	Sept.	Oct. ² adv.	Sept. prel.	Aug. final	Oct. ¹	Sept. ¹
	Retail trade, total.....	175,751	171,484	177,649	168,729	160,612	177,322	174,706	174,583	167,026	164,568
	Total (excl. auto group)...	138,361	133,332	138,081	134,067	126,515	138,685	137,408	136,635	132,357	131,160
	Durable goods, total.....	65,204	65,852	68,439	60,629	59,501	67,183	65,484	66,277	60,764	59,331
52	Building mat., hardware, garden supply, and mobile home dealers.....	10,265	10,074	10,256	9,198	9,107	9,927	9,590	9,466	8,750	8,622
521,3	Building mat. and supply stores.....	(*)	7,303	7,503	6,792	6,752	(*)	6,793	6,711	6,346	6,269
525	Hardware stores.....	(*)	1,089	1,118	1,125	1,068	(*)	1,109	1,107	1,077	1,090
55 ex. 554	Automotive dealers.....	37,390	38,152	39,568	34,662	34,097	38,637	37,298	37,948	34,669	33,408
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	34,293	35,064	36,325	31,531	31,119	35,648	34,309	34,894	31,721	30,539
551	Motor vehicle (franchised).....	(*)	31,275	32,220	28,073	27,646	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	3,088	3,243	3,131	2,978	(*)	2,989	3,054	2,948	2,869
57	Furniture, home furnishings, and equipment stores.....	9,618	9,580	9,713	8,975	8,565	9,875	9,907	9,825	9,000	8,841
571	Furniture and home furnishings.....	(*)	4,875	5,005	4,728	4,535	(*)	4,949	4,946	4,608	4,613
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	3,864	3,862	3,436	3,248	(*)	4,076	3,977	3,546	3,401
5722	Household appliance stores.....	(*)	868	948	875	810	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	110,547	105,632	109,210	108,100	101,111	110,139	109,222	108,306	106,262	105,237
53	General merchandise group stores.....	22,479	20,534	21,725	20,950	18,734	22,813	22,555	22,349	20,970	20,894
531	Dept. stores (ex. leased depts).....	17,167	15,606	16,608	15,891	14,133	17,376	17,187	16,964	15,875	15,791
531	Dept. stores (in. leased depts) ³	(*)	16,020	17,030	16,349	14,555	(*)	17,585	17,342	16,382	16,200
533	Variety stores.....	(*)	479	507	556	458	(*)	543	543	542	510
539	Misc. general mds. stores.....	(*)	4,449	4,610	4,503	4,143	(*)	4,825	4,842	4,553	4,500
54	Food stores.....	32,772	32,377	33,005	32,497	31,279	32,953	32,739	32,874	32,144	31,906
541	Grocery stores.....	30,906	30,478	30,993	30,590	29,417	30,998	30,755	30,900	30,168	29,956
554	Gasoline service stations.....	11,782	11,094	11,742	11,670	11,279	11,232	10,919	10,933	11,062	11,101
56	Apparel and accessory stores.....	8,936	8,744	9,246	9,114	8,491	9,035	9,055	8,825	8,973	8,845
561	Men's and boys' clothing and furnishings stores.....	(*)	682	663	775	676	(*)	752	752	758	747
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	3,117	3,134	3,328	3,072	(*)	3,243	3,191	3,250	3,213
566	Family clothing stores.....	(*)	2,749	2,979	2,844	2,644	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,517	1,728	1,441	1,496	(*)	1,500	1,474	1,472	1,481
58	Eating and drinking places.....	18,664	17,877	19,065	17,658	16,590	18,280	18,131	17,851	17,244	16,877
591	Drug and proprietary stores.....	6,434	6,345	6,431	6,405	6,056	6,613	6,665	6,623	6,450	6,402
592	Liquor stores.....	(*)	1,869	1,951	2,212	2,109	(*)	1,939	1,930	2,230	2,197
5961 (pt)	Mail-order houses (department store merchandise).....	(*)	176	156	372	319	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ⁴	(*)	45,048	47,400	44,969	41,603	(*)	48,387	48,002	45,389	45,010

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

NA Not available.

¹Revised.

²Data 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-93-09.

³Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.

⁴Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

⁵GAF 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					
		Oct. 1993 advance from--		Sept. 1993 preliminary from--		Aug. 1993 through Oct. 1993 from--	
		Sept. 1993 prelim.	Oct. 1992 final	Aug. 1993 final	Sept. 1992 final	May 1993 through July 1993	Aug. 1992 through Oct. 1992
	Retail trade, total.....	+1.5	+6.2	+0.1	+6.2	+1.7	+6.4
	Total (excl. automotive group).....	+0.9	+4.8	+0.6	+4.8	+1.4	+4.8
	Durable goods, total.....	+2.6	+10.6	-1.2	+10.4	+2.8	+11.6
52	Building materials, hardware, garden supply, and mobile home dealers.....	+3.5	+13.5	+1.3	+11.2	+4.2	+12.4
55 ex. 554	Automotive dealers.....	+3.6	+11.4	-1.7	+11.6	+3.0	+13.0
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+3.9	+12.4	-1.7	+12.3	+3.2	+13.8
57	Furniture, home furnishings, and equipment stores.....	-0.3	+9.7	+0.8	+12.1	+3.1	+11.1
	Nondurable goods, total.....	+0.8	+3.6	+0.8	+3.8	+1.1	+3.5
53	General merchandise group stores.....	+1.1	+8.8	+0.9	+7.9	+2.3	+8.1
531	Dept. stores (ex. leased dept.).....	+1.1	+9.5	+1.3	+8.8	+2.7	+8.7
531	Dept. stores (in. leased dept.) ¹	(NA)	(NA)	+1.4	+8.5	(NA)	(NA)
54	Food stores.....	+0.7	+2.5	-0.4	+2.6	+0.9	+2.5
541	Grocery stores.....	+0.8	+2.8	-0.5	+2.7	+1.0	+2.6
554	Gasoline service stations.....	+2.9	+1.5	-0.1	-1.6	-2.3	-0.6
56	Apparel and accessory stores.....	-0.2	+0.7	+2.6	+2.4	+1.1	+1.1
58	Eating and drinking places.....	+0.8	+6.0	+1.6	+7.4	+3.0	+7.0
59	Drug and proprietary stores.....	-0.8	+2.5	+0.6	+4.1	-0.8	+3.1

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 -0.9 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 September 1993 and final estimates for August 1993 based on the full sample are published later this month in the Monthly Retail Trade Report for September (BR-93-09). 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, October 1992 - September 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.

