

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. Most kinds of retail trade will be revised for the months of January 1991 through February 1994. The U.S. total and some kinds of retail trade will be revised for the months of January 1987 through February 1994.

FOR WIRE TRANSMISSION 8:30 A.M. EST., Thursday, January 13, 1994

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for December adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$180.6 billion, an increase of 0.8 percent ($\pm 1.0\%$) from the previous month and were 6.9 percent ($\pm 1.6\%$) above the same period a year ago. Total sales for the 12 months of 1993 were \$2,084.4 billion, up 6.2 percent ($\pm 1.6\%$) from the 1992 total. The October to November 1993 percent change was revised from +0.4 percent ($\pm 1.0\%$) as published in the November advance, to +0.3 percent ($\pm 0.4\%$).

Durable goods increased 1.7 percent ($\pm 2.3\%$) from November and were 14.3 percent above the previous year.

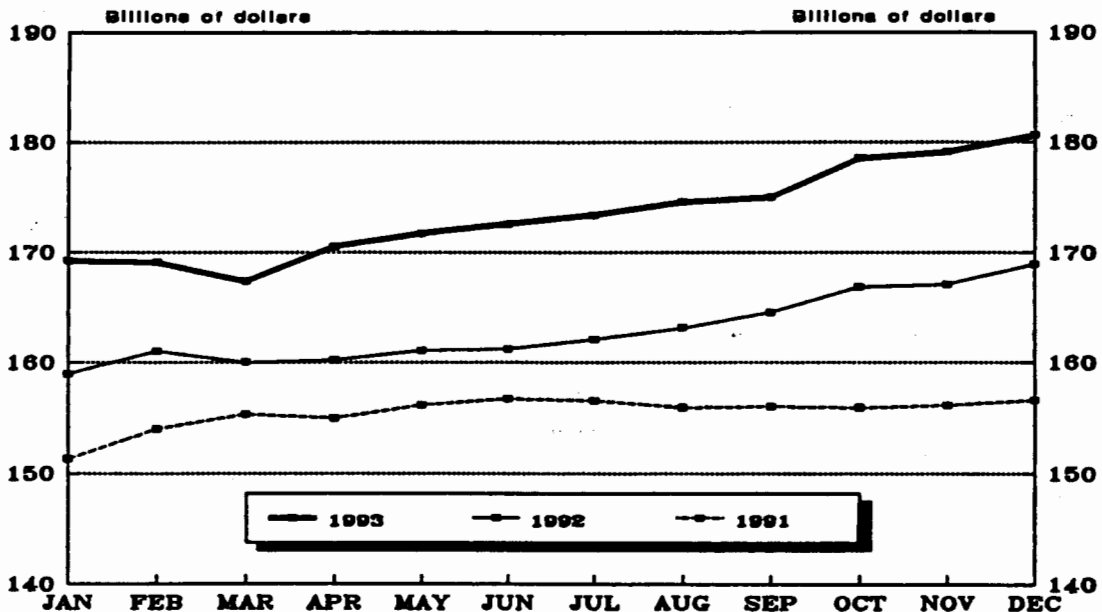
Nondurable goods increased 0.3 percent ($\pm 1.0\%$) from November and were 2.7 percent above December 1992.

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 January is scheduled to be released February 11, 1994 at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES January 1991 - December 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) 482-1988. 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					
		12 month total		1993			1992		1993			1992	
		1993	Percent change from 1992	Dec. ² adv.	Nov. prel.	Oct. final	Dec.	Nov.	Dec. ² adv.	Nov. prel.	Oct. final	Dec. ¹	Nov. ¹
	Retail trade, total.....	2,084,409	+ 6.2	218,258	181,132	177,034	204,100	167,175	180,648	179,144	178,549	168,934	167,128
	Total (ex. auto group).	1,636,903	+ 4.6	181,544	144,102	138,706	172,980	136,560	139,818	138,796	138,917	134,046	132,643
	Durable goods, total.....	782,120	+10.9	77,140	66,615	66,460	67,850	56,691	70,494	69,293	68,507	61,693	60,460
52	Bld. mat., hardware, garden supply, and mobile home dtrs...	113,098	+ 9.8	9,250	9,536	10,288	8,282	7,982	10,255	9,982	10,012	9,090	8,578
521.3	Bld. mat. and supply stores	(*)	(*)	(*)	7,063	7,329	5,691	5,849	(*)	7,156	7,034	6,526	6,112
525	Hardware stores.....	(*)	(*)	(*)	1,130	1,131	1,162	1,045	(*)	1,130	1,120	1,070	1,078
55 ex 554	Automotive dealers.....	447,506	+12.4	36,714	37,030	38,328	31,120	30,615	40,830	40,348	39,632	34,888	34,485
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers.....	411,547	+13.1	33,825	33,995	35,176	28,277	27,778	37,836	37,316	36,604	31,951	31,566
551	Motor vehicle (franch.)....	(*)	(*)	(*)	30,410	31,323	25,483	24,992	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply str	(*)	(*)	(*)	3,035	3,152	2,843	2,837	(*)	3,032	3,028	2,937	2,919
57	Furniture, home furn. and equipment stores.....	117,131	+10.7	14,105	10,968	9,908	12,654	9,472	10,495	10,306	10,113	9,411	9,059
571	Furniture and home furn...	(*)	(*)	(*)	5,441	5,071	5,523	4,869	(*)	5,090	5,036	4,836	4,628
5722,31.4	Household appliance, radio, TV and computer stores...	(*)	(*)	(*)	4,531	3,916	5,400	3,723	(*)	4,239	4,118	3,593	3,573
5722	Household appliance str....	(*)	(*)	(*)	1,002	907	1,088	910	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	1,302,289	+ 3.6	141,118	114,517	110,574	136,290	110,484	110,154	109,851	110,042	107,241	106,468
53	General mds. group stores.	265,578	+ 7.3	39,602	26,761	22,531	37,290	25,086	22,451	22,527	22,733	21,071	21,199
531	Dept stores (ex ind. depts).	201,567	+ 7.4	30,965	20,534	17,225	28,875	19,208	17,155	17,112	17,312	16,051	16,033
531	Dept stores (in ind. depts) ³	(*)	(*)	(*)	21,041	17,636	29,621	19,732	(*)	17,578	17,760	16,456	16,512
533	Variety stores.....	(*)	(*)	(*)	538	487	1,035	600	(*)	498	494	550	544
539	Misc. general mds. stores..	(*)	(*)	(*)	5,689	4,819	7,380	5,278	(*)	4,917	4,927	4,470	4,562
54	Food stores.....	393,846	+ 2.6	36,502	32,616	33,127	34,938	31,450	33,510	33,343	33,288	32,555	32,275
541	Grocery stores.....	369,531	+ 2.4	33,858	30,585	31,092	32,999	29,617	31,350	31,241	31,186	30,422	30,376
554	Gasoline service stations....	133,955	+ 0.7	10,986	11,008	11,532	11,237	11,087	10,899	10,899	11,035	11,148	11,076
56	Apparel and accessory stores.	106,945	+ 1.9	14,678	10,033	9,023	14,876	9,815	9,005	9,085	9,065	9,099	9,029
561	Men's and boys' clothing and furnishings stores.....	(*)	(*)	(*)	849	770	1,412	838	(*)	759	763	748	760
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	(*)	(*)	3,503	3,247	5,336	3,561	(*)	3,193	3,237	3,358	3,300
565	Family clothing stores.....	(*)	(*)	(*)	3,601	3,002	5,307	3,352	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	(*)	(*)	1,435	1,378	1,898	1,416	(*)	1,434	1,451	1,413	1,442
58	Eating and drinking places....	212,676	+ 5.4	18,409	17,189	18,522	17,251	16,578	18,281	18,075	18,123	17,390	17,377
591	Drug and proprietary stores....	79,775	+ 3.2	8,596	6,537	6,304	8,066	6,134	6,726	6,704	6,678	6,326	6,356
592	Liquor stores.....	(*)	(*)	(*)	1,940	1,920	2,893	2,173	(*)	1,928	1,945	2,127	2,188
5961 (pt)	Mail-order houses (dept. store merchandise).....	(*)	(*)	(*)	404	193	536	488	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57 594	GAP ⁴	(*)	(*)	(*)	55,301	47,533	78,523	51,319	(*)	48,847	48,634	46,045	45,713

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

NA Not available. * Revised.

1. Data 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 additional explanatory material are contained in the Monthly Retail Trade Report, BR-93-11.

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

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

4. GAP represents stores which specialize in department store types of merchandise (general merchandise, apparel, furniture, and miscellaneous shopping goods stores).

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					
		Dec. 1993 advance from--		Nov. 1993 preliminary from--		Oct. 1993 through Dec. 1993 from--	
		Nov. 1993 prelim.	Dec. 1992 final	Oct. 1993 final	Nov. 1992 final	July 1993 through Sept. 1993	Oct. 1992 through Dec. 1992
	Retail trade, total.....	+0.8	+6.9	+0.3	+7.2	+2.9	+7.0
	Total (excl. automotive group).....	+0.7	+4.3	-0.1	+4.6	+1.8	+4.7
	Durable goods, total.....	+1.7	+14.3	+1.1	+14.6	+5.6	+13.9
52	Building materials, hardware, garden supply, and mobile home dealers.....	+2.7	+12.8	-0.3	+16.4	+6.7	+14.7
55 ex. 554	Automotive dealers.....	+1.2	+17.0	+1.8	+17.0	+7.1	+16.2
551, 2.5, 6.7, 9	Motor vehicle and miscellaneous automotive dealers.....	+1.4	+18.4	+1.9	+18.2	+7.8	+17.4
57	Furniture, home furnishings, and equipment stores.....	+1.8	+11.5	+1.9	+13.8	+4.9	+12.5
	Nondurable goods, total.....	+0.3	+2.7	-0.2	+3.0	+1.3	+3.1
53	General merchandise group stores.....	-0.3	+6.5	-0.9	+6.6	+0.7	+7.2
531	Dept. stores (ex. leased dept.).....	+0.3	+6.9	-1.2	+6.7	+1.0	+7.6
531	Dept. stores (in. leased dept.) ¹	(NA)	(NA)	-1.0	+6.5	(NA)	(NA)
54	Food stores.....	+0.5	+2.9	+0.2	+3.3	+1.8	+3.3
541	Grocery stores.....	+0.3	+3.1	+0.2	+2.8	+1.5	+3.1
554	Gasoline service stations.....	0.0	-2.2	-1.2	-1.6	-0.5	-1.5
56	Apparel and accessory stores.....	-0.9	-1.0	+0.2	+0.6	+1.6	+0.3
58	Eating and drinking places.....	+1.1	+5.1	-0.3	+4.0	+1.8	+4.8
591	Drug and proprietary stores.....	+0.3	+6.3	+0.4	+5.5	+0.5	+5.1

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 -0.6 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 November 1993 and final estimates for October 1993 based on the full sample are published later this month in the Monthly Retail Trade Report for November (BR-93-11). 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	0.0	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	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
58	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, December 1992 - November 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.

