

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 unadjusted and adjusted monthly retail sales estimates will be revised based on the results of the 1992 Census of Retail Trade and the 1993 Annual Retail Trade Survey. Revised estimates for January 1987 through February 1995 are scheduled for release the week of March 20, 1995. Estimates shown in this report do not reflect this revision.

FOR WIRE TRANSMISSION 8:30 A.M. EST., Tuesday, February 14, 1995

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 \$193.2 billion, an increase of 0.2 percent ($\pm 1.3\%$) from the previous month and an increase of 8.0 percent ($\pm 1.8\%$) from January 1994. Total sales in the November through January period were 7.6 percent ($\pm 1.8\%$) above the same period a year ago. The November to December 1994 percent change was revised from -0.1 percent ($\pm 1.3\%$) as published in the December advance, to +0.2 percent ($\pm 0.5\%$).

Durable goods decreased 0.4 percent ($\pm 2.5\%$) from December while nondurable goods increased 0.5 percent ($\pm 1.2\%$) in the same period.

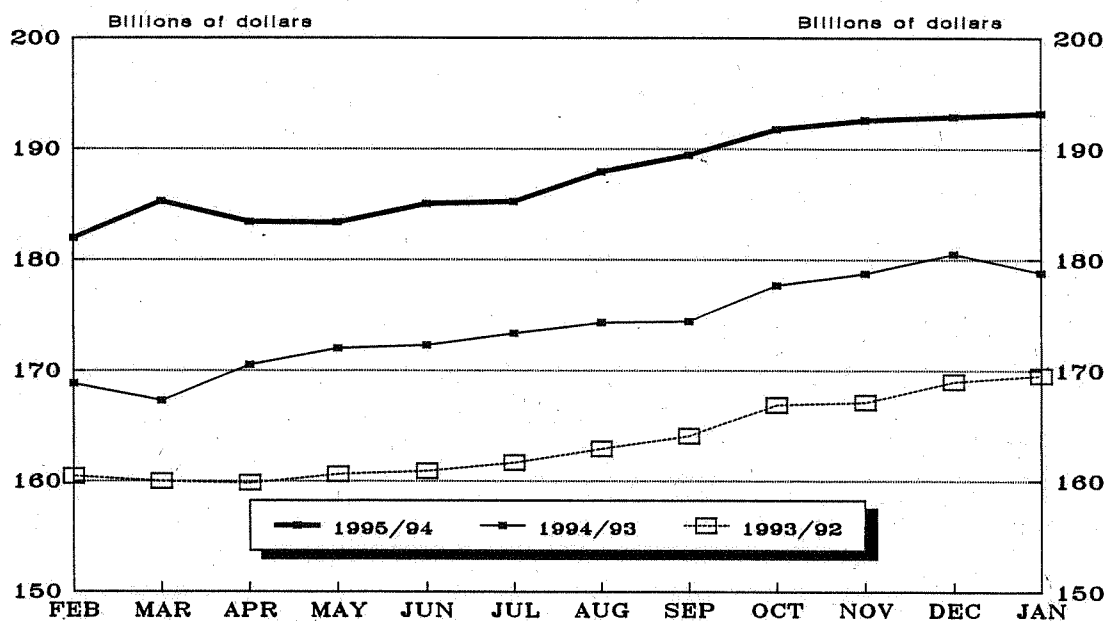
The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.

The Advance Monthly Retail Sales Report for February is scheduled to be released March 14, 1995 at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES

February 1992 - January 1995

(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 (301-457-1214) 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				
		1995	1994			1993	1995	1994			1993
		Jan. ² adv.	Dec. prel.	Nov. final	Jan.	Dec.	Jan. ² adv.	Dec. prel.	Nov. final	Jan. ³	Dec. ³
	Retail trade, total.....	166,835	233,162	194,766	155,452	218,263	193,218	192,913	192,611	178,828	180,516
	Total (excl. auto group)...	128,020	191,845	152,446	120,286	180,598	147,350	146,773	146,571	136,945	138,901
	Durable goods, total.....	64,736	84,629	74,920	58,349	77,608	77,428	77,718	77,944	70,072	70,822
52	Building mat., hardware, garden supply, and mobile home dealers.....	8,460	10,181	10,808	7,547	9,827	11,102	11,060	11,385	10,092	10,585
521,3	Building mat. and supply stores.....	(*)	7,394	8,000	5,659	6,817	(*)	8,383	8,290	7,388	7,703
525	Hardware stores.....	(*)	1,210	1,146	954	1,195	(*)	1,093	1,171	1,149	1,113
55 ex. 554	Automotive dealers.....	38,815	41,317	42,320	35,166	37,665	45,868	46,140	46,040	41,883	41,615
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	35,851	38,099	38,894	32,409	34,666	42,377	42,760	42,600	38,628	38,475
551	Motor vehicle (franchised).....	(*)	34,283	35,012	29,587	31,699	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	3,218	3,426	2,757	2,999	(*)	3,380	3,440	3,255	3,140
57	Furniture, home furnishings, and equipment stores.....	10,386	16,279	12,432	8,885	13,884	11,592	11,676	11,519	9,658	10,101
571	Furniture and home furnishings.....	(*)	6,462	5,921	4,187	5,914	(*)	5,523	5,467	4,611	5,081
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	7,606	5,337	3,845	6,182	(*)	4,978	4,919	4,104	4,070
5722	Household appliance stores.....	(*)	1,203	1,044	746	1,079	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	102,099	148,533	119,846	97,103	140,655	115,790	115,195	114,667	108,756	109,694
53	General merchandise group stores.....	17,923	42,575	28,685	17,114	39,943	24,429	24,155	24,110	22,929	22,787
531	Dept. stores (ex. leased depts).....	13,552	33,545	22,328	12,761	30,954	18,875	18,636	18,622	17,505	17,302
531	Dept. stores (in. leased depts) ³	(*)	34,307	22,870	13,112	31,755	(*)	19,049	19,058	18,036	17,760
533	Variety stores.....	(*)	915	558	369	972	(*)	500	506	518	527
539	Misc. general mdse. stores.....	(*)	8,115	5,799	3,984	8,017	(*)	5,019	4,982	4,906	4,958
54	Food stores.....	32,704	37,850	33,776	31,980	36,375	34,588	34,359	34,397	33,279	33,352
541	Grocery stores.....	30,690	35,114	31,743	30,335	33,870	32,305	32,156	32,292	31,403	31,332
554	Gasoline service stations.....	11,175	11,838	11,594	10,184	10,959	12,042	11,814	11,617	10,974	10,904
56	Apparel and accessory stores.....	6,393	15,295	10,250	6,207	14,568	9,030	9,079	9,163	8,542	8,858
561	Men's and boys' clothing and furnishings stores.....	(*)	1,600	950	640	1,386	(*)	838	859	764	744
562,3	Women's clothing, specialty stores.....	(*)	5,207	3,464	2,199	5,130	(*)	3,163	3,132	2,940	3,184
565	Family clothing stores.....	(*)	5,467	3,608	1,828	5,149	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	2,011	1,498	1,075	1,986	(*)	1,466	1,499	1,416	1,485
58	Eating and drinking places.....	17,626	19,849	18,356	15,872	18,021	19,369	19,479	19,201	17,328	17,860
591	Drug and proprietary stores.....	6,717	8,827	6,863	6,598	8,785	7,004	6,934	7,061	6,887	6,885
592	Liquor stores.....	(*)	2,431	1,769	1,491	2,369	(*)	1,736	1,769	1,714	1,723
5961	Total mail order.....	(*)	4,244	3,739	2,456	3,930	(*)	2,911	2,799	2,593	2,645
53,56,57 594	GAF ⁴	(*)	88,434	58,771	37,214	82,269	(*)	51,570	51,505	47,533	48,190

*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-94-12.

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. 1995 advance from—		Dec. 1994 preliminary from—		Nov. 1994 through Jan. 1995 from—	
		Dec. 1994 prelim.	Jan. 1994 final	Nov. 1994 final	Dec. 1993 final	Aug. 1994 through Oct. 1994	Nov. 1993 through Jan. 1994
	Retail trade, total.....	+0.2	+8.0	+0.2	+6.9	+1.7	+7.6
	Total (excl. automotive group).....	+0.4	+7.6	+0.1	+5.7	+1.2	+6.5
	Durable goods, total.....	-0.4	+10.5	-0.3	+9.7	+2.4	+10.9
52	Building materials, hardware, garden supply, and mobile home dealers.....	+0.4	+10.0	-2.9	+4.5	+0.4	+8.7
55 ex. 554	Automotive dealers.....	-0.6	+9.5	+0.2	+10.9	+3.4	+11.0
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-0.9	+9.7	+0.4	+11.1	+3.4	+11.3
57	Furniture, home furnishings, and equipment stores.....	-0.7	+20.0	+1.4	+15.6	+4.1	+17.2
	Nondurable goods, total.....	+0.5	+6.5	+0.5	+5.0	+1.2	+5.4
53	General merchandise group stores.....	+1.1	+6.5	+0.2	+6.0	+0.8	+6.2
531	Dept. stores (ex. leased dept.).....	+1.3	+7.8	+0.1	+7.7	+1.4	+8.0
531	Dept. stores (in. leased dept.) ¹	(NA)	(NA)	0.0	+7.3	(NA)	(NA)
54	Food stores.....	+0.7	+3.9	-0.1	+3.0	+1.2	+3.6
541	Grocery stores.....	+0.5	+2.9	-0.4	+2.6	+0.7	+3.0
554	Gasoline service stations.....	+1.9	+9.7	+1.7	+8.3	+1.5	+7.9
56	Apparel and accessory stores.....	-0.5	+5.7	-0.9	+2.5	+1.1	+3.7
58	Eating and drinking places.....	-0.6	+11.8	+1.4	+9.1	+2.0	+9.4
591	Drug and proprietary stores.....	+1.0	+1.7	-1.8	+0.7	-0.2	+2.1

NA. Not available.

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

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 -1.0 percent to +1.3 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 December 1994 and final estimates for November 1994 based on the full sample are published later this month in the Monthly Retail Trade Report for December (BR-94-12). 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 3. 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.....	0.5	1.3	0.7	1.0	0.8	1.0	-1.0	+1.3	0.0	0.4
	Total (excl. auto).....	0.5	0.9	0.7	1.1	0.8	1.0	-1.6	+0.7	-0.1	0.4
	Durable goods, total.....	1.2	3.4	1.4	2.2	1.7	2.2	-0.9	+1.1	+0.2	0.5
52	Building materials, group stores.....	0.9	2.6	1.6	4.1	2.9	3.4	-4.2	+2.5	-0.4	1.4
55 ex. 554 551,2,5, 6,7,9	Automotive dealers.....	1.6	3.2	2.1	3.4	2.6	3.1	-1.3	+2.2	+0.6	1.1
	Motor vehicle and misc. automotive dealers.....	1.2	3.0	1.5	4.0	2.8	3.2	-1.5	+2.3	+0.5	1.1
57	Furniture, home furn., and equipment stores.....	1.3	3.6	2.1	4.6	3.4	4.1	-3.4	+2.3	-0.1	1.5
	Nondurable goods, total.....	0.4	0.8	0.6	1.1	0.8	1.1	-1.1	+0.5	0.0	0.3
53	General merch. group, total.....	0.2	0.4	0.3	0.4	0.3	0.5	-0.3	+0.7	+0.1	0.2
531	Dept. stores (ex. leased depts.).....	0.0	0.2	0.0	0.1	0.0	0.1	-0.4	+0.6	-0.1	0.2
54	Food stores.....	0.6	1.0	0.7	1.7	0.9	1.7	-0.5	+0.8	+0.1	0.3
541	Grocery stores.....	0.1	0.8	0.3	1.8	0.9	1.7	-0.6	+0.5	0.0	0.2
554	Gasoline service stations.....	0.5	1.9	0.9	2.7	1.8	3.0	-1.4	+1.2	-0.4	0.8
56	Apparel and accessory stores.....	0.8	3.4	1.4	3.3	2.8	2.6	-2.4	+1.3	-0.4	1.1
58	Eating and drinking places.....	0.8	2.0	1.2	4.6	4.0	3.9	-3.6	+2.4	0.0	1.0
591	Drug and proprietary stores.....	0.4	1.8	1.0	2.5	1.5	2.5	-1.0	+1.3	+0.2	0.6

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 April 1993 - March 1994.

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 1994 - December 1994. The ranges for all other totals and kinds of businesses are based on the period April 1993 - February 1994.

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.

