

Advance Monthly Retail Sales

January 1987

FOR WIRE TRANSMISSION 8:30 A.M. EST, Thursday, February 12, 1987

CB-87-22

INTENTION TO REVISE: The retail sales estimates will be revised utilizing the results from the 1985 Annual Retail Trade Survey and the 1982 Census of Retail Trade. Revised estimates for the period December 1980 through February 1987 are scheduled for release in early April 1987.

Beginning with the March 1987 Advance Monthly Retail Sales publication, the preliminary and final estimates will be based on a new sample of retail firms. Also beginning with the March publication, sales of leased departments and concessions will be tabulated in the kind of business of the leased department and concession, and not as currently tabulated in the kind of business of the stores in which they are located.

For a further description of the changes, please see the November 1986 Monthly Retail Trade Report, page 8.

Advance estimates of U.S. retail sales for January adjusted for seasonal, holiday, and trading-day differences but not for price changes, were \$119.3 billion, 5.8 percent below December but 1.7 percent above January 1986. The revised December showed an increase of 4.6 percent from November. Excluding the automotive group, January sales were virtually unchanged from December. Total sales in the November through January period decreased 1.2 percent from the prior three months but were 5.0 percent above the same period a year ago.

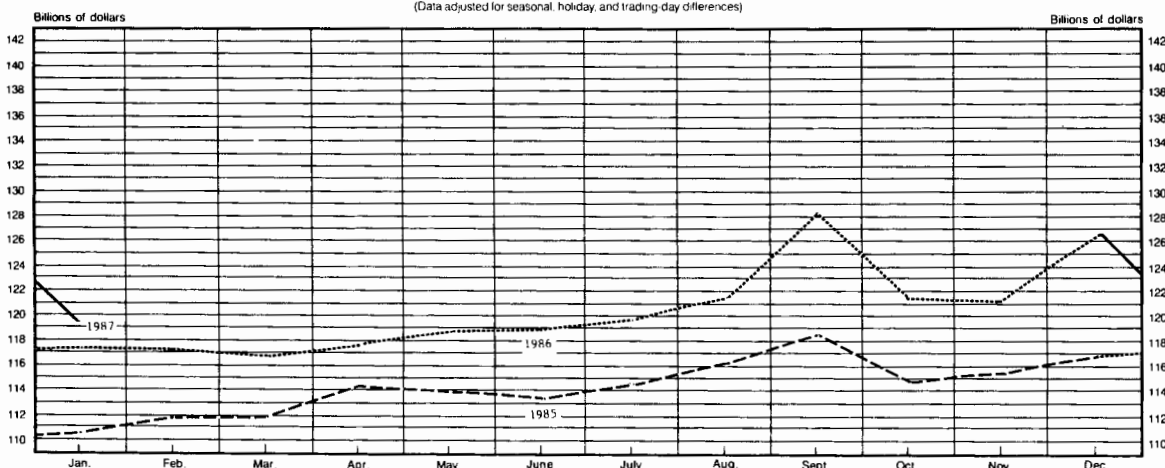
Durable goods decreased 14.1 percent from December. After an increase of 16.1 percent in December, the automotive group decreased 22.4 percent in January and was 5.3 percent below January 1986.

Nondurable goods were virtually unchanged from December but were 2.4 percent above January last year. The general merchandise group showed little change from December but was 5.6 percent above January 1986. Gasoline service stations increased 2.3 percent from last month but were down 16.0 percent from the previous year.

The Advance Monthly Retail Sales report for February is scheduled to be released March 12, 1987, at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES January 1985 - January 1987

(Data adjusted for seasonal, holiday, and trading day differences)



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U.S. Department of Commerce
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The Advance Monthly Retail Sales report, the Monthly Retail Trade report, and the Annual Retail Trade report are available on a single subscription from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, at \$37 per year. Add \$9.25 for each subscription to a foreign address. Postage stamps not acceptable; currency submitted at sender's risk. Remittances from foreign countries must be by international money order or by a draft on a U.S. bank. This report is available electronically in CENDATA, the Bureau's on-line information service, through a commercial vendor. For further information, contact Customer Services, DUSD, Bureau of the Census, Washington, D.C. 20233, or call (301) 763-4100 or (301) 763-7561.

Table 1. Estimated Monthly Retail Sales, by Kind of Business

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted					Adjusted ¹				
		1987		1986		1985	1987		1986		1985
		Jan. ² adv.	Dec. prel.	Nov. final	Jan.	Dec.	Jan. ² adv.	Dec. prel.	Nov. final	Jan. ²	Dec. ²
	Retail trade, total.....	107,074	151,262	120,789	105,642	138,646	119,272	126,590	121,062	117,303	116,687
	Total (excl. auto group)..	85,075	121,859	96,493	81,831	115,553	94,272	94,371	93,313	90,912	90,598
	Durable goods, total.....	38,594	55,766	43,994	38,985	46,346	44,545	51,837	47,019	44,315	43,726
52	Building mat., hardware, garden supply, and mobile home dealers..	5,692	6,728	6,785	5,393	5,993	7,326	7,293	7,162	6,958	6,635
521,3	Building mat. and supply stores.	(*)	4,924	5,067	4,035	4,218	(*)	5,502	5,328	5,147	4,837
525	Hardware stores.....	(*)	1,110	973	779	1,084	(*)	954	979	931	948
55 ex. 554	Automotive dealers.....	21,999	29,403	24,296	23,811	23,093	25,000	32,219	27,749	26,391	26,089
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	20,235	27,419	22,251	22,052	21,054	22,968	30,264	25,724	24,367	24,034
551	Motor vehicle (franchised)....	(*)	25,029	20,070	20,370	19,442	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,984	2,045	1,759	2,039	(*)	1,955	2,025	2,024	2,055
57	Furniture, home furnishings, and equipment stores.....	6,141	9,221	7,099	5,565	8,102	6,603	6,665	6,664	5,983	5,981
571	Furniture and home furnishings..	(*)	4,129	3,740	3,035	3,693	(*)	3,544	3,535	3,263	3,214
5722,32	Household appliance, radio, and TV stores.....	(*)	4,173	2,818	2,105	3,675	(*)	2,576	2,590	2,268	2,319
5722	Household appliance stores....	(*)	1,069	770	676	1,016	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	68,480	95,496	76,795	66,657	92,300	74,727	74,753	74,043	72,988	72,961
53	General merchandise group stores..	10,068	25,920	16,541	9,383	24,720	14,082	14,006	13,775	13,335	13,418
531	Department stores.....	8,652	22,071	14,222	7,954	20,903	12,118	12,015	11,852	11,330	11,422
533	Variety stores.....	(*)	1,286	687	568	1,344	(*)	681	659	757	725
539	Misc. general mdse. stores.....	(*)	2,563	1,632	861	2,473	(*)	1,310	1,264	1,248	1,271
54	Food stores.....	24,692	26,523	24,565	23,948	25,409	24,693	24,987	24,925	24,227	24,243
541	Grocery stores.....	23,438	24,750	23,195	22,749	23,765	23,298	23,549	23,524	22,886	22,895
554	Gasoline service stations.....	6,798	6,923	6,675	8,067	8,618	6,972	6,814	6,846	8,299	8,466
56	Apparel and accessory stores.....	5,262	10,783	7,067	4,694	9,783	6,520	6,511	6,357	5,951	5,950
561	Men's and boys' clothing and furnishings stores.....	(*)	1,487	869	563	1,342	(*)	770	730	699	703
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	4,460	2,994	2,003	3,963	(*)	2,786	2,695	2,510	2,496
565	Family clothing stores.....	(*)	3,080	1,892	1,161	2,885	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,366	1,013	740	1,190	(*)	1,016	977	896	895
58	Eating and drinking places.....	11,550	12,184	11,594	10,338	10,728	12,637	12,509	12,140	11,311	11,037
591	Drug and proprietary stores.....	4,052	5,597	4,033	3,828	5,186	4,177	4,177	4,171	3,946	3,902
592	Liquor stores.....	(*)	1,940	1,452	1,363	2,077	(*)	1,389	1,421	1,501	1,499
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	407	446	260	461	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ³	(*)	55,103	35,362	22,743	50,548	(*)	(NA)	(NA)	(NA)	(NA)

*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. 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, RR-86-12.

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.

³GAF 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)

SIC code	Kind of business	Percent change					
		Jan. 1987 advance from--		Dec. 1986 preliminary from--		Nov. 1986 through Jan. 1987	
		Dec. 1986 prelim.	Jan. 1986 final	Nov. 1986 final	Dec. 1985 final	Aug. 1986 through Oct. 1986	Nov. 1985 through Jan. 1986
	Retail trade, total.....	-5.8	+1.7	+4.6	+8.5	-1.2	+5.0
	Total (excl. automotive group).....	-0.1	+3.7	+1.1	+4.2	+1.1	+3.8
	Durable goods, total.....	-14.1	+0.5	+10.2	+18.5	-4.5	+9.8
52	Building materials, hardware, garden supply, and mobile home dealers.....	+0.5	+5.3	+1.8	+9.9	-0.4	+8.6
55 ex. 554	Automotive dealers.....	-22.4	-5.3	+16.1	+23.5	-8.2	+9.3
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-24.1	-5.7	+17.6	+25.9	-8.6	+10.3
57	Furniture, home furnishings, and equipment stores.....	-0.9	+10.4	0.0	+11.4	+1.9	+11.7
	Nondurable goods, total.....	0.0	+2.4	+1.0	+2.5	+1.0	+2.2
53	General merchandise group stores.....	+0.5	+5.6	+1.7	+4.4	+0.1	+4.0
531	Department stores.....	+0.9	+7.0	+1.4	+5.2	-0.1	+5.2
54	Food stores.....	-1.2	+1.9	+0.2	+3.1	+1.2	+3.0
541	Grocery stores.....	-1.1	+1.8	+0.1	+2.9	+1.2	+2.9
554	Gasoline service stations.....	+2.3	-16.0	-0.5	-19.5	+1.0	-17.9
56	Apparel and accessory stores.....	+0.1	+9.6	+2.4	+9.4	+1.6	+8.5
58	Eating and drinking places.....	+1.0	+11.7	+3.0	+13.3	+3.6	+11.4
591	Drug and proprietary stores.....	0.0	+5.9	+0.1	+7.0	+0.1	+6.6

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

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted			Adjusted ¹		
		Dec. 1986 prelim.	Nov. 1986 final	Dec. 1985	Dec. 1986 prelim.	Nov. 1986 final	Dec. ^r 1985
	Retail trade, total.....	60,058	44,490	56,786	41,748	41,215	40,108
53	General merchandise group stores.....	24,388	15,518	23,218	13,051	12,849	12,486
531	Department stores.....	21,163	13,646	20,031	11,495	11,372	10,928
533	Variety stores.....	1,086	558	1,167	556	529	610
539	Miscellaneous general merchandise stores.....	2,139	1,314	2,020	(NA)	(NA)	(NA)
54	Food stores.....	15,016	13,680	14,177	(NA)	(NA)	(NA)
541	Grocery stores.....	14,643	13,511	13,880	13,672	13,661	13,206
56	Apparel and accessory stores.....	4,714	2,981	4,234	2,680	2,619	2,418
562,3,8	Women's clothing, specialty stores, furriers.....	2,103	1,350	1,840	1,222	1,188	1,072
566	Shoe stores.....	752	521	661	514	495	458
591	Drug stores and proprietary stores.....	3,440	2,247	3,174	2,339	2,305	2,175

^r Revised

¹ Data are concurrently adjusted for seasonal variations, holiday, and trading-day differences. 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, RR-86-12.

Note: The Group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multiestablishment files and which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which vary by kind of business).

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Sample Design and Reliability of Data

The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. In addition, sampling variability between the subsample used for the advance estimates and the full sample can cause a difference.

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 -1.1 percent to +0.8 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 1986 and final estimates for November 1986 based on the full sample will be published later this month in the Monthly Retail Trade Report for December (RR-86-12). 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 complete report will include 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 advance-to-preliminary ratio			Preliminary-to-final percent change minus the advance-to-preliminary percent change			
		Range ¹		Median	Range ²		Mean	Average of absolute difference
		From	To		From	To		
	Retail trade, total.....	0.7	0.9	0.8	-1.1	+0.8	+0.1	0.4
	Total (excl. automotive group)....	0.8	0.9	0.8	-0.7	+0.6	0.0	0.4
	Durable goods stores, total.....	1.3	1.7	1.6	-2.1	+0.8	-0.3	0.7
52	Building materials, hardware, garden supply, and mobile home dealers.....	0.9	2.0	1.3	-2.6	+4.2	+0.5	1.7
55 ex. 554	Automotive dealers.....	1.5	2.2	1.7	-2.6	+1.7	-0.5	1.1
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	0.9	1.6	1.2	-2.6	+1.7	-0.5	1.2
57	Furniture, home furnishings, and equipment stores.....	1.8	2.5	2.1	-3.4	+2.7	+0.1	1.5
	Nondurable goods stores, total.....	0.5	0.7	0.6	-0.7	+0.8	0.0	0.3
53	General merchandise group stores.....	0.5	1.0	0.6	-0.6	+1.1	+0.1	0.4
531	Department stores.....	0.2	0.5	0.2	-0.7	+0.6	+0.1	0.3
54	Food stores.....	1.0	1.2	1.0	-0.6	+0.5	-0.1	0.3
541	Grocery stores.....	0.3	0.5	0.4	-0.7	+0.5	-0.1	0.3
554	Gasoline service stations.....	0.6	1.3	0.9	-5.2	+3.1	-0.5	1.8
56	Apparel and accessory stores.....	1.1	3.1	1.7	-1.3	+2.2	+0.6	0.9
58	Eating and drinking places.....	0.8	1.3	0.9	-2.1	+1.5	0.0	1.0
591	Drug stores and proprietary stores.....	0.3	1.8	0.6	-0.8	+1.2	+0.2	0.6

¹The ranges of sampling variability shown are based on sales estimates unadjusted for seasonal variation, holiday, and trading-day differences for the data months of January-December 1983.

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 1986-December 1986. The ranges for all other totals and kinds of business are based on the 12-month period August 1985-July 1986.

Note: See appendix B, Reliability of Data, in the Monthly Retail Trade Report for a discussion on the measures of sampling variability.