

Advance Monthly Retail Sales

November 1989



U.S. Department of Commerce
BUREAU OF THE CENSUS

CB-89-197

FOR WIRE TRANSMISSION 8:30 A.M. EST., Wednesday, December 13, 1989

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for November adjusted for seasonal, holiday, and trading-day differences, but not for price changes were \$ 144.6 billion, an increase of 0.8 percent ($\pm 1.0\%$) from the previous month, and 3.6 percent above November 1988. Total sales in the September through November period were 4.8 percent above the same period a year ago.

Durable goods increased 0.7 percent ($\pm 2.8\%$) from the previous month.

Nondurable goods increased 0.9 percent ($\pm 1.2\%$) from the previous month and were 5.2 percent above last year. General merchandise stores were up 4.1 percent from a year ago, while food stores were up 6.9 percent.

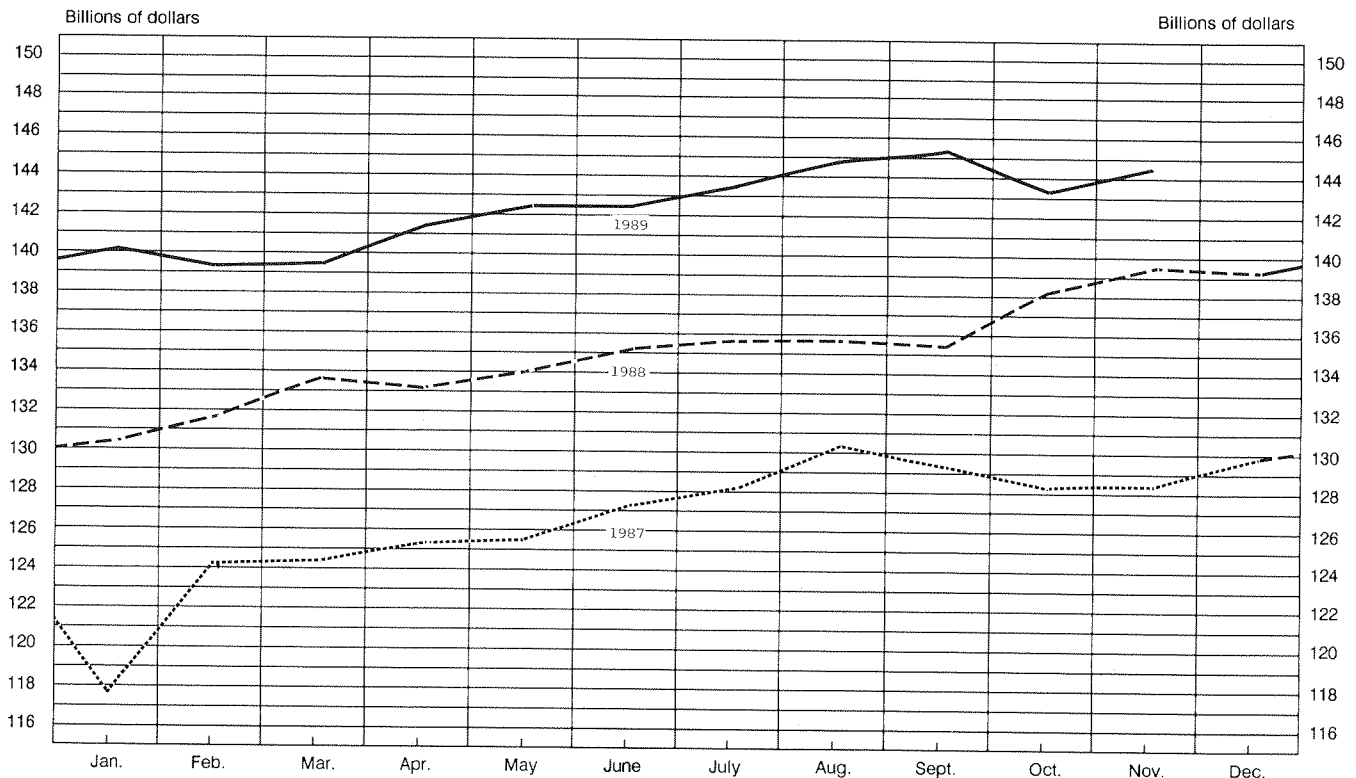
The Advance Monthly Retail Sales Report for December is scheduled to be released January 12, 1990 at 8:30 a.m.

The scheduled release dates for 1990 are as follows: January 12, February 13, March 13, April 12, May 11, June 13, July 13, August 14, September 14, October 12, November 14, December 13.

ESTIMATED MONTHLY RETAIL SALES

January 1987-November 1989

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



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This report is available the day of issue through the Department of Commerce's online Economic Bulletin Board (N-8-1) (202-377-3870) and 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				
		1989			1988		1989			1988	
		Nov. ² adv.	Oct. prel.	Sep. final	Nov.	Oct.	Nov. ² adv.	Oct. prel.	Sep. final	Nov. ² adv.	Oct. ² adv.
	Retail trade, total.....	146,617	140,140	142,110	140,249	135,898	144,557	143,358	145,293	139,520	138,259
	Total (excl. auto group)..	117,963	110,435	109,251	111,483	106,238	113,034	112,000	112,321	107,649	106,778
	Durable goods, total.....	52,696	52,084	55,181	51,683	51,113	54,536	54,174	55,861	53,984	53,228
52	Building mat., hardware, garden supply, and mobile home dealers..	7,436	7,944	7,813	7,318	7,876	7,650	7,502	7,583	7,599	7,462
521,3	Building mat. and supply stores.	(*)	5,763	5,608	5,337	5,691	(*)	5,321	5,291	5,474	5,284
525	Hardware stores.....	(*)	1,230	1,203	1,182	1,222	(*)	1,217	1,221	1,195	1,206
55 ex. 554	Automotive dealers.....	28,654	29,705	32,859	28,766	29,660	31,523	31,358	32,972	31,871	31,481
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	25,921	26,861	30,038	26,281	27,073	28,801	28,667	30,280	29,430	29,017
551	Motor vehicle (franchised)....	(*)	23,852	26,911	23,896	24,127	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores....	(*)	2,844	2,821	2,485	2,587	(*)	2,691	2,692	2,441	2,464
57	Furniture, home furnishings, and equipment stores.....	9,173	8,154	8,116	8,643	7,713	8,525	8,389	8,319	7,995	7,862
571	Furniture and home furnishings..	(*)	3,931	3,852	4,236	3,931	(*)	3,888	3,883	3,940	3,896
5722,32	Household appliance, radio, and TV stores.....	(*)	3,633	3,631	3,844	3,237	(*)	3,877	3,802	3,507	3,397
5722	Household appliance stores....	(*)	798	781	935	814	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	93,921	88,056	86,929	88,566	84,785	90,021	89,184	89,432	85,536	85,031
53	General merchandise group stores..	19,944	15,770	14,931	18,800	15,357	16,352	16,236	16,320	15,702	15,556
531	Dept. stores (ex. leased depts.)	16,659	13,285	12,607	15,792	12,990	13,655	13,598	13,674	13,182	13,082
531	Dept. stores (in. leased depts) ³	(*)	13,724	13,034	16,293	13,438	(*)	14,061	14,121	13,634	13,533
533	Variety stores.....	(*)	676	591	715	669	(*)	709	683	700	690
539	Misc. general mdse. stores.....	(*)	1,809	1,733	2,293	1,698	(*)	1,929	1,963	1,820	1,784
54	Food stores.....	29,966	29,384	29,881	27,764	27,927	30,416	30,182	29,949	28,447	28,177
541	Grocery stores.....	28,216	27,582	28,109	26,007	26,199	28,617	28,347	28,137	26,647	26,410
554	Gasoline service stations.....	8,928	9,204	9,072	8,365	8,724	9,110	9,032	9,054	8,518	8,612
56	Apparel and accessory stores.....	8,374	7,225	7,247	7,780	7,018	7,531	7,353	7,377	7,016	7,035
561	Men's and boys' clothing and furnishings stores.....	(*)	765	710	859	799	(*)	774	779	742	788
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,787	2,733	3,068	2,744	(*)	2,779	2,772	2,757	2,688
565	Family clothing stores.....	(*)	1,894	1,864	2,119	1,812	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,241	1,351	1,243	1,184	(*)	1,298	1,328	1,228	1,233
58	Eating and drinking places.....	13,333	13,889	13,913	12,955	13,681	13,918	13,792	13,858	13,565	13,492
591	Drug and proprietary stores.....	5,180	5,108	5,055	4,884	4,796	5,297	5,304	5,344	5,030	4,970
592	Liquor stores.....	(*)	1,561	1,610	1,574	1,508	(*)	1,628	1,656	1,571	1,555
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	328	274	418	333	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ⁴	(*)	36,039	35,272	40,872	34,563	(*)	37,466	37,529	35,770	35,442

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

NA Not available. ² 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, BR-89-10.

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)

SIC code	Kind of business	Percent change					
		Nov. 1989 advance from--		Oct. 1989 preliminary from--		Sep. 1989 through Nov. 1989	
		Oct. 1989 prelim.	Nov. 1988 final	Sep. 1989 final	Oct. 1988 final	June 1989 through Aug. 1989	Sep. 1988 through Nov. 1988
	Retail trade, total.....	+0.8	+3.6	-1.3	+3.7	+0.5	+4.8
	Total (excl. automotive group).....	+0.9	+5.0	-0.3	+4.9	+0.7	+5.3
	Durable goods, total.....	+0.7	+1.0	-3.0	+1.8	0.0	+3.9
52	Building materials, hardware, garden supply, and mobile home dealers.....	+2.0	+0.7	-1.1	+0.5	-0.8	+1.0
55 ex. 554	Automotive dealers.....	+0.5	-1.1	-4.9	-0.4	+0.1	+3.2
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+0.5	-2.1	-5.3	-1.2	-0.3	+2.6
57	Furniture, home furnishings, and equipment stores.....	+1.6	+6.6	+0.8	+6.7	+0.9	+6.8
	Nondurable goods, total.....	+0.9	+5.2	-0.3	+4.9	+0.9	+5.4
53	General merchandise group stores.....	+0.7	+4.1	-0.5	+4.4	+1.6	+5.1
531	Dept. stores (ex. leased dept.).....	+0.4	+3.6	-0.6	+3.9	+1.3	+4.7
531	Dept. stores (in. leased dept.).....	(NA)	(NA)	-0.4	+3.9	(NA)	(NA)
54	Food stores.....	+0.8	+6.9	+0.8	+7.1	+1.4	+7.0
541	Grocery stores.....	+1.0	+7.4	+0.7	+7.3	+1.6	+7.3
554	Gasoline service stations.....	+0.9	+7.0	-0.2	+4.9	-2.1	+6.0
56	Apparel and accessory stores.....	+2.4	+7.3	-0.3	+4.5	+0.4	+6.0
58	Eating and drinking places.....	+0.9	+2.6	-0.5	+2.2	+1.0	+2.8
591	Drug and proprietary stores.....	-0.1	+5.3	-0.7	+6.7	+2.7	+6.7

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		
		Oct. 1989 prelim.	Sep. 1989 final	Oct. 1988	Oct. 1989 prelim.	Sep. 1989 final	Oct. ^r 1988
	Retail trade, total.....	52,297	51,474	50,208	53,582	53,768	50,808
53	General merchandise group stores.....	14,566	13,785	14,270	15,043	15,103	14,497
531	Dept. stores (ex. leased dept.).....	12,855	12,178	12,574	13,171	13,223	12,663
531	Dept. stores (in. leased dept.) ²	13,277	12,587	12,999	13,603	13,652	13,091
533	Variety stores.....	520	459	538	547	533	557
539	Miscellaneous general merchandise stores.....	1,191	1,148	1,158	(NA)	(NA)	(NA)
54	Food stores.....	16,223	16,504	15,694	(NA)	(NA)	(NA)
541	Grocery stores.....	15,991	16,284	15,479	16,503	16,432	15,651
56	Apparel and accessory stores.....	3,925	3,962	3,708	4,027	4,058	3,758
562,3,8	Women's clothing, specialty stores, furriers.....	1,524	1,467	1,443	1,543	1,531	1,443
566	Shoe stores.....	774	860	734	822	847	774
591	Drug stores and proprietary stores.....	3,017	2,989	2,748	3,223	3,214	2,917

NA Not available. ^rRevised

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, BR-89-10.

²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

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 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).

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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 - 0.4 percent to + 0.6 percent with the average of the absolute differences about 0.2 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 October 1989 and final estimates for September 1989 based on the full sample are published later this month in the Monthly Retail Trade Report for October (BR-89-10). 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 .8 percent and the margin of sampling error is 1.2 percentage points above or below the estimate, then the indicated range is - .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	Aver. of absolute diff.	
		Range ¹		Median	Median	Median	Median	From To			
		From	To					From	To		
	Retail trade, total.....	0.5	0.6	0.6	0.9	0.8	1.0	-0.4	+0.6	0.0	0.2
	Total (excl. auto).	0.5	0.7	0.6	0.8	0.7	0.9	-0.3	+0.5	+0.1	0.2
	Durable goods, total..	1.4	2.0	1.6	2.3	1.8	2.2	-0.9	+1.7	-0.1	0.7
52	Building materials, group stores.....	1.1	3.0	1.7	3.8	3.2	3.1	-1.9	+3.1	0.0	0.7
55 ex. 554	Automotive dealers.....	1.6	2.4	2.0	3.2	2.6	3.0	-2.1	+2.9	-0.1	0.9
551,2,5,6,7,9	Motor vehicle and misc. automotive dealers.....	1.3	2.0	1.6	4.0	2.8	3.3	-2.5	+3.3	-0.1	1.0
57	Furniture, home furn. and equipment stores.....	1.3	3.8	2.1	4.2	3.9	3.1	-1.9	+5.0	+0.5	1.5
	Nondur. stores, total...	0.5	0.7	0.6	1.0	0.7	0.9	-0.2	+0.7	+0.1	0.2
53	General merch. group, total.	0.2	0.9	0.4	0.4	0.4	0.5	-0.9	+1.3	0.0	0.4
531	Dept. stores (ex. leased depts.).....	0.1	0.3	0.2	0.2	0.2	0.1	-0.5	+1.2	+0.1	0.4
54	Food stores.....	0.8	1.3	1.0	1.7	1.3	1.6	-0.4	+1.5	+0.2	0.4
541	Grocery stores.....	0.2	0.5	0.3	1.8	1.3	1.6	-0.5	+1.3	+0.2	0.4
554	Gasoline service stations...	0.6	1.0	0.9	2.9	2.1	2.7	-1.8	+1.9	0.0	0.7
56	Apparel and acc. stores....	1.1	3.6	1.7	2.5	2.0	1.9	-3.9	+3.8	+0.2	1.4
58	Eating and drinking	0.4	1.9	0.8	2.7	2.3	2.6	-1.3	+1.6	+0.2	0.8
591	Drug and proprietary	0.6	1.8	0.7	2.5	1.9	2.1	-1.7	+2.1	+0.3	0.7

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 November 1988 - October 1989.
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, November 1988 - October 1989. The ranges for all other totals and kinds of business are based on the 12-month period October 1988 - September 1989.

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 on the measures of sampling variability.