

Advance Monthly Retail Sales



U.S. Department of Commerce
ECONOMICS AND STATISTICS ADMINISTRATION
BUREAU OF THE CENSUS

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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 \$194.2 billion, an increase of 1.2 percent ($\pm 1.3\%$) from the previous month and were 8.7 percent ($\pm 2.0\%$) above the same month a year ago. Total sales in the September through November period were 8.4 percent ($\pm 1.8\%$) above the same period a year ago. The September to October 1994 percent change was revised from +1.1 percent ($\pm 1.3\%$) as published in the October advance, to +1.3 percent ($\pm 0.5\%$).

Durable goods were up 14.5 percent from November 1993 while nondurable goods were up 5.0 percent 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.

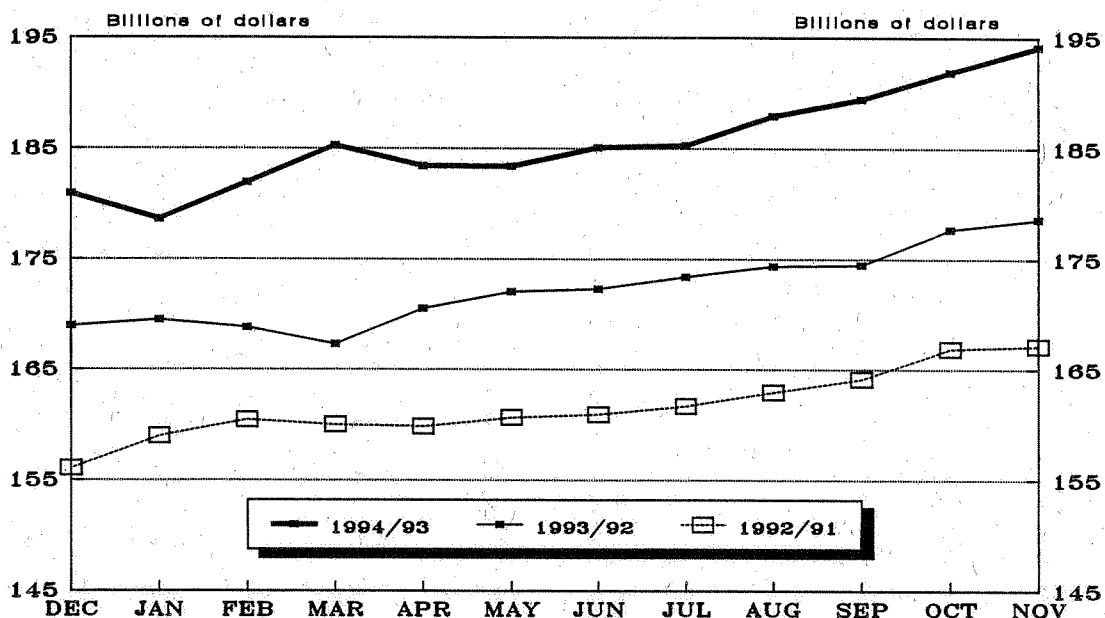
The Advance Monthly Retail Sales Report for December is scheduled to be released January 13, 1995 at 8:30 a.m.

The scheduled release dates for 1995 are as follows: January 13, February 14, March 14, April 13, May 11, June 13, July 14, August 11, September 14, October 13, November 14, and December 13.

ESTIMATED MONTHLY RETAIL SALES

December 1991 - November 1994

(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				
		1994			1993		1994			1993	
		Nov. ² adv.	Oct. prel.	Sept. final	Nov.	Oct.	Nov. ² adv.	Oct. prel.	Sept. final	Nov. ¹	Oct. ¹
	Retail trade, total.....	196,570	189,762	186,424	180,932	176,363	194,160	191,899	189,465	178,622	177,708
	Total (excl. auto group)...	153,564	145,379	141,441	143,338	137,571	147,409	146,066	145,403	137,825	137,777
	Durable goods, total.....	76,476	75,238	76,077	66,756	66,439	79,330	77,578	75,468	69,271	68,381
52	Building mat., hardware, garden supply, and mobile home dealers.....	11,113	11,612	11,837	9,728	10,401	11,649	11,318	11,151	10,189	10,193
521,3	Building mat. and supply stores.....	(*)	8,811	8,713	7,314	7,552	(*)	8,375	8,143	7,479	7,220
525	Hardware stores.....	(*)	1,179	1,128	1,089	1,100	(*)	1,173	1,141	1,099	1,091
55 ex. 554,	Automotive dealers.....	43,006	44,383	44,983	37,594	38,792	46,751	45,833	44,062	40,797	39,931
551,2,5,	Motor vehicle and miscellaneous automotive dealers.....	39,746	40,933	41,519	34,442	35,507	43,438	42,506	40,705	37,600	36,757
551	Motor vehicle (franchised).....	(*)	36,273	37,190	31,346	32,173	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	3,450	3,464	3,152	3,285	(*)	3,327	3,357	3,197	3,174
57	Furniture, home furnishings, and equipment stores.....	12,490	10,966	10,721	10,662	9,561	11,533	11,271	11,145	9,962	9,803
571	Furniture and home furnishings.....	(*)	5,432	5,326	5,398	4,961	(*)	5,437	5,413	4,998	4,951
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	4,528	4,361	4,301	3,722	(*)	4,746	4,620	4,027	3,910
5722	Household appliance stores.....	(*)	867	850	911	870	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	120,094	114,524	110,347	114,176	109,924	114,830	114,321	113,997	109,351	109,327
53	General merchandise group stores.....	28,728	23,988	22,004	26,863	22,641	24,151	24,186	24,116	22,676	22,829
531	Dept. stores (ex. leased depts).....	22,321	18,417	16,855	20,494	17,187	18,632	18,547	18,481	17,164	17,291
531	Dept. stores (in. leased depts) ³	(*)	18,859	17,295	21,061	17,652	(*)	18,992	18,943	17,639	17,776
533	Variety stores.....	(*)	500	475	617	558	(*)	512	516	570	567
539	Misc. general mdse. stores.....	(*)	5,071	4,674	5,752	4,896	(*)	5,127	5,119	4,942	4,971
54	Food stores.....	33,865	33,882	33,682	32,405	32,907	34,478	34,259	34,105	33,104	33,015
541	Grocery stores.....	31,876	31,844	31,741	30,565	31,062	32,427	32,198	32,094	31,221	31,155
554	Gasoline service stations.....	11,638	11,912	11,817	10,995	11,416	11,638	11,531	11,723	10,973	11,041
56	Apparel and accessory stores.....	10,208	9,098	8,681	9,950	8,944	9,155	9,098	8,900	8,957	8,917
561	Men's and boys' clothing and furnishings stores.....	(*)	852	758	790	716	(*)	857	841	710	722
562,3	Women's clothing, specialty stores.....	(*)	3,122	2,934	3,589	3,318	(*)	3,085	3,056	3,242	3,298
565	Family clothing stores.....	(*)	3,019	2,752	3,424	2,851	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,406	1,512	1,468	1,395	(*)	1,486	1,462	1,462	1,461
58	Eating and drinking places.....	18,398	19,346	18,890	17,101	18,335	19,145	19,079	19,023	17,832	17,888
591	Drug and proprietary stores.....	6,812	6,839	6,641	6,633	6,578	7,044	7,014	6,991	6,796	6,767
592	Liquor stores.....	(*)	1,740	1,743	1,733	1,713	(*)	1,774	1,786	1,733	1,732
5961	Total mail order.....	(*)	3,016	2,658	3,504	2,700	(*)	2,772	2,743	2,639	2,498
53,56,57	GAF ⁴	(*)	50,080	47,546	54,480	46,801	(*)	51,343	50,931	47,986	47,853
594											

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

NA Not available.

¹Revised.

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-94-10.

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 (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					
		Nov. 1994 advance from—		Oct. 1994 preliminary from—		Sept. 1994 through Nov. 1994 from—	
		Oct. 1994 prelim.	Nov. 1993 final	Sept. 1994 final	Oct. 1993 final	June 1994 through Aug. 1994	Sept. 1993 through Nov. 1993
	Retail trade, total.....	+1.2	+8.7	+1.3	+8.0	+3.1	+8.4
	Total (excl. automotive group).....	+0.9	+7.0	+0.5	+6.0	+2.0	+6.5
	Durable goods, total.....	+2.3	+14.5	+2.8	+13.4	+5.7	+14.2
52	Building materials, hardware, garden supply, and mobile home dealers.....	+2.9	+14.3	+1.5	+11.0	+5.0	+13.1
55 ex. 554	Automotive dealers.....	+2.0	+14.6	+4.0	+14.8	+6.5	+15.0
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+2.2	+15.5	+4.4	+15.6	+7.0	+15.9
57	Furniture, home furnishings, and equipment stores.....	+2.3	+15.8	+1.1	+15.0	+6.0	+15.5
	Nondurable goods, total.....	+0.4	+5.0	+0.3	+4.6	+1.4	+4.9
53	General merchandise group stores.....	-0.1	+6.5	+0.3	+5.9	+1.2	+6.4
531	Dept. stores (ex. leased dept.).....	+0.5	+8.6	+0.4	+7.3	+1.4	+8.0
531	Dept. stores (in. leased dept.) ¹	(NA)	(NA)	+0.3	+6.8	(NA)	(NA)
54	Food stores.....	+0.6	+4.2	+0.5	+3.8	+1.8	+4.1
541	Grocery stores.....	+0.7	+3.9	+0.3	+3.3	+1.5	+3.8
554	Gasoline service stations.....	+0.9	+6.1	-1.6	+4.4	+0.9	+6.2
56	Apparel and accessory stores.....	+0.6	+2.2	+2.2	+2.0	+1.4	+1.3
58	Eating and drinking places.....	+0.3	+7.4	+0.3	+6.7	+1.3	+6.6
591	Drug and proprietary stores.....	+0.4	+3.6	+0.3	+3.7	+1.0	+3.5

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 October 1994 and final estimates for September 1994 based on the full sample are published later this month in the Monthly Retail Trade Report for October (BR-94-10). 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 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	+0.1	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	Automotive dealers.....	1.6	3.2	2.1	3.4	2.6	3.1	-1.3	+2.2	+0.6	1.1
551,2,5,6,7,9	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, November 1993 - October 1994. The ranges for all other totals and kinds of business 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.

