

Advance Monthly Retail Sales



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ECONOMICS AND STATISTICS ADMINISTRATION
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The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for September adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$197.5 billion, an increase of 0.3 percent ($\pm 1.3\%$) from the previous month and up 4.6 percent ($\pm 1.9\%$) from September 1994. Total sales in the third quarter were 5.0 percent ($\pm 1.7\%$) above the same quarter a year ago. The July to August 1995 percent change was revised from +0.6 percent ($\pm 1.3\%$) to +0.5 percent ($\pm 1.3\%$).

Durable goods decreased 0.3 percent ($\pm 2.3\%$) from August and were 6.6 percent above September 1994.

Nondurable goods increased 0.6 percent ($\pm 1.2\%$) from last month and were 3.3 percent above last year.

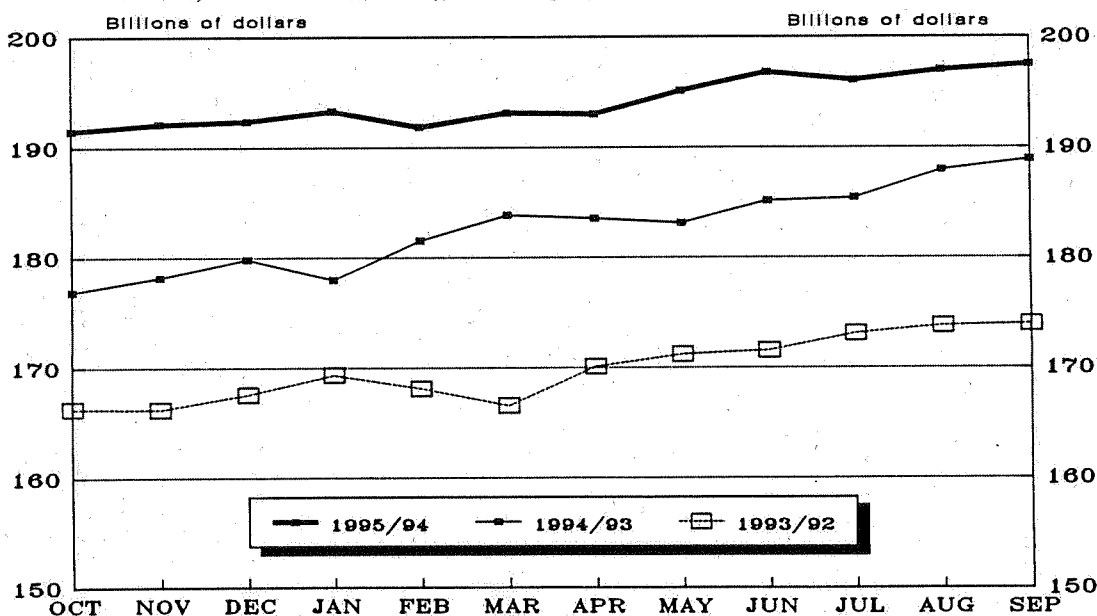
The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.

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

ESTIMATED MONTHLY RETAIL SALES

October 1992 - September 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 on the internet - <http://www.census.gov/ftp/pub/svsd/www/fullpub.html>, or 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		1995			1994	
		Sept. ² adv.	Aug. prel.	July final	Sept.	Aug.	Sept. ² adv.	Aug. prel.	July final	Sept. ¹	Aug. ¹
	Retail trade, total.....	193,615	204,159	195,558	185,931	193,782	197,514	196,992	196,070	188,901	187,950
	Total (excl. auto group)...	145,061	151,800	146,355	140,699	146,871	149,114	148,091	148,500	144,488	144,051
	Durable goods, total.....	79,286	84,592	79,647	75,227	78,171	79,609	79,820	78,446	74,712	73,968
52	Building mat., hardware, garden supply, and mobile home dealers.....	10,767	11,204	10,954	11,124	11,466	10,235	10,169	10,284	10,462	10,441
521,3	Building mat. and supply stores.....	(*)	8,646	8,479	8,494	8,853	(*)	7,713	7,858	7,901	7,919
525	Hardware stores.....	(*)	1,165	1,216	1,163	1,222	(*)	1,135	1,145	1,172	1,196
55 ex. 554	Automotive dealers.....	48,554	52,359	49,203	45,232	46,911	48,400	48,901	47,570	44,413	43,899
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	45,636	49,177	46,200	42,392	43,939	45,545	46,003	44,724	41,642	41,180
551	Motor vehicle (franchised).....	(*)	42,400	39,507	37,295	38,426	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	3,182	3,003	2,840	2,972	(*)	2,898	2,846	2,771	2,719
57	Furniture, home furnishings, and equipment stores.....	10,700	11,020	10,258	9,897	10,121	11,065	10,976	10,697	10,321	10,126
571	Furniture and home furnishings.....	(*)	5,520	5,211	5,120	5,313	(*)	5,282	5,242	5,198	5,123
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	4,579	4,231	3,933	3,987	(*)	4,672	4,530	4,197	4,089
5722	Household appliance stores.....	(*)	865	898	754	816	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	114,329	119,567	115,911	110,704	115,611	117,905	117,172	117,624	114,189	113,982
53	General merchandise group stores.....	22,920	24,432	22,991	21,793	23,224	25,062	24,803	25,038	23,848	23,781
531	Dept. stores (ex. leased depts).....	17,806	18,963	17,778	16,799	18,007	19,503	19,252	19,472	18,420	18,393
531	Dept. stores (in. leased depts) ³	(*)	19,265	18,030	17,114	18,324	(*)	19,587	19,749	18,739	18,725
533	Variety stores.....	(*)	591	555	606	615	(*)	599	611	658	639
539	Misc. general mdse. stores.....	(*)	4,878	4,658	4,388	4,602	(*)	4,952	4,955	4,770	4,749
54	Food stores.....	33,815	34,897	35,068	33,023	33,768	34,212	33,979	34,005	33,463	33,255
541	Grocery stores.....	31,981	33,004	33,217	31,255	31,973	32,304	32,105	32,156	31,635	31,469
554	Gasoline service stations.....	12,553	13,200	13,169	12,240	13,077	12,441	12,336	12,447	12,119	12,165
56	Apparel and accessory stores.....	8,992	9,546	8,321	8,819	9,652	9,101	8,952	9,072	9,058	9,159
561	Men's and boys' clothing and furnishings stores.....	(*)	884	813	931	924	(*)	971	953	1,030	1,029
562,3	Women's clothing, specialty stores.....	(*)	2,711	2,523	2,738	2,897	(*)	2,719	2,785	2,846	2,909
565	Family clothing stores.....	(*)	3,370	2,906	2,940	3,258	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,835	1,487	1,566	1,825	(*)	1,524	1,565	1,510	1,536
58	Eating and drinking places.....	20,034	21,358	21,213	19,201	20,310	20,034	20,017	20,164	19,278	19,142
591	Drug and proprietary stores.....	6,744	6,903	6,680	6,526	6,788	7,129	7,030	6,987	6,855	6,891
592	Liquor stores.....	(*)	1,869	1,895	1,797	1,830	(*)	1,827	1,803	1,837	1,808
5961	Total mail order.....	(*)	3,689	3,335	3,713	3,469	(*)	4,178	4,179	3,852	3,854
53,56,57 594	GAF ⁴	(*)	52,010	47,801	46,674	49,718	(*)	51,821	51,888	50,062	49,876

*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-95-08.

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					
		Sept. 1995 advance from—		Aug. 1995 preliminary from—		July 1995 through Sept. 1995 from—	
		Aug. 1995 prelim.	Sept. 1994 final	July 1995 final	Aug. 1994 final	Apr. 1995 through June 1995	July 1994 through Sept. 1994
	Retail trade, total.....	+0.3	+4.6	+0.5	+4.8	+1.0	+5.0
	Total (excl. automotive group)....	+0.7	+3.2	-0.3	+2.8	+0.4	+3.4
	Durable goods, total.....	-0.3	+6.6	+1.8	+7.9	+2.1	+7.6
52	Building materials, hardware, garden supply, and mobile home dealers.....	+0.6	-2.2	-1.1	-2.6	0.0	-1.3
55 ex. 554	Automotive dealers.....	-1.0	+9.0	+2.8	+11.4	+2.8	+10.5
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-1.0	+9.4	+2.9	+11.7	+2.8	+10.9
57	Furniture, home furnishings, and equipment stores.....	+0.8	+7.2	+2.6	+8.4	+3.4	+8.1
	Nondurable goods, total.....	+0.6	+3.3	-0.4	+2.8	+0.2	+3.3
53	General merchandise group stores.....	+1.0	+5.1	-0.9	+4.3	+0.9	+5.3
531	Dept. stores (ex. leased dept.).....	+1.3	+5.9	-1.1	+4.7	+1.2	+5.9
531	Dept. stores (in. leased dept.) ¹	(NA)	(NA)	-0.8	+4.6	(NA)	(NA)
54	Food stores.....	+0.7	+2.2	-0.1	+2.2	+0.5	+2.5
541	Grocery stores.....	+0.6	+2.1	-0.2	+2.0	+0.3	+2.4
554	Gasoline service stations.....	+0.9	+2.7	-0.9	+1.4	-1.5	+2.9
56	Apparel and accessory stores.....	+1.7	+0.5	-1.3	-2.3	-0.6	-0.8
58	Eating and drinking places.....	+0.1	+3.9	-0.7	+4.6	+0.2	+4.3
591	Drug and proprietary stores.....	+1.4	+4.0	+0.6	+2.0	+0.4	+2.7

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 +0.7 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 3 below.

Preliminary estimates for August 1995 and final estimates for July 1995 based on the full sample are published later this month in the Monthly Retail Trade Report for August (BR-95-08). 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	+0.7	+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, September 1994 - August 1995. 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.

