

# Advance Monthly Retail Sales

October 1986

FOR WIRE TRANSMISSION 8:30 A.M. EST, Friday, November 14, 1986

CB-86-184

Advance estimates of U.S. retail sales for October adjusted for seasonal, holiday, and trading-day differences but not for price changes, were \$121.6 billion, 5.0 percent below the previous month but 5.8 percent above October 1985. The revised September sales were 5.3 percent above August 1986. Total sales in the August through October period increased 3.8 percent from the May through July period and were 6.1 percent above the same period a year ago.

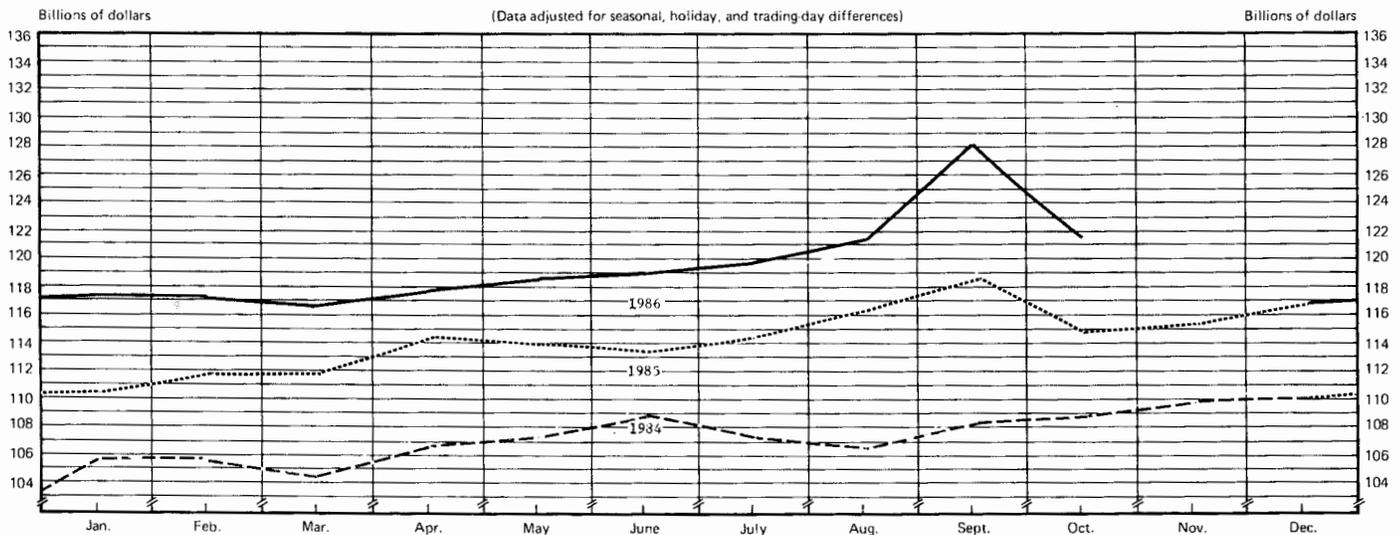
Durable goods decreased 12.1 percent from September but were 12.6 percent above October 1985. Automotive dealers were 18.8 percent below the previous month but were 12.9 percent above the same month a year ago. Compared to October 1985 sales, building material dealers were up 16.3 percent and furniture stores were up 9.6 percent.

Nondurable goods were virtually unchanged from September but were 1.8 percent above sales a year ago. The general merchandise group was up 4.8 percent above sales a year ago. Compared to October 1985 sales, food stores were up 3.5 percent while gasoline service stations were down 19.8 percent.

The Advance Monthly Retail Sales report for November is scheduled to be released December 11, 1986, at 8:30 a.m.

## ESTIMATED MONTHLY RETAIL SALES

January 1984-October 1986



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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 <sup>1</sup>				
		1986			1985		1986			1985	
		Oct. <sup>2</sup> adv.	Sept. prel.	Aug. final	Oct.	Sept.	Oct. <sup>2</sup> adv.	Sept. prel.	Aug. final	Oct. <sup>2</sup>	Sept. <sup>2</sup>
	Retail trade, total.....	123,269	124,378	124,059	115,750	113,842	121,587	128,003	121,523	114,930	118,499
	Total (excl. auto group)..	94,731	89,354	94,823	90,743	85,298	93,039	92,826	92,750	89,652	89,344
	Durable goods, total.....	48,544	54,251	48,702	42,787	45,165	47,908	54,516	47,912	42,532	46,118
52	Building mat., hardware, garden supply, and mobile home dealers..	8,155	7,834	7,780	6,950	6,541	7,447	7,404	7,205	6,403	6,225
521,3	Building mat. and supply stores.	(*)	5,763	5,785	5,212	4,857	(*)	5,316	5,259	4,666	4,510
525	Hardware stores.....	(*)	954	1,024	1,024	884	(*)	986	995	1,012	929
55 ex. 554	Automotive dealers.....	28,538	35,024	29,236	25,007	28,544	28,548	35,177	28,773	25,278	29,155
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	26,314	32,892	27,076	22,811	26,519	26,473	33,091	26,729	23,229	27,116
551	Motor vehicle (franchised)....	(*)	30,278	24,261	20,792	24,190	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,132	2,160	2,196	2,025	(*)	2,086	2,044	2,049	2,039
57	Furniture, home furnishings, and equipment stores.....	6,509	6,432	6,512	5,983	5,509	6,445	6,560	6,516	5,880	5,775
571	Furniture and home furnishings..	(*)	3,538	3,596	3,245	3,033	(*)	3,538	3,488	3,132	3,114
5722,32	Household appliance, radio, and TV stores.....	(*)	2,349	2,457	2,298	2,058	(*)	2,478	2,538	2,293	2,239
5722	Household appliance stores.....	(*)	715	761	778	696	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	74,725	70,127	75,357	72,963	68,677	73,679	73,487	73,611	72,398	72,381
53	General merchandise group stores..	13,832	12,558	13,922	13,217	12,027	13,967	13,859	14,083	13,321	13,413
531	Department stores.....	11,936	10,871	12,037	11,216	10,154	12,044	11,946	12,134	11,295	11,270
533	Variety stores.....	(*)	582	675	695	670	(*)	664	678	729	767
539	Misc. general mdse. stores.....	(*)	1,105	1,210	1,306	1,203	(*)	1,249	1,271	1,297	1,376
54	Food stores.....	24,904	23,465	25,207	23,709	22,753	24,596	24,456	24,283	23,763	23,846
541	Grocery stores.....	23,521	22,127	23,818	22,408	21,515	23,173	23,049	22,902	22,430	22,529
554	Gasoline service stations.....	6,945	6,883	7,110	8,647	8,380	6,736	6,822	6,759	8,403	8,388
56	Apparel and accessory stores.....	6,403	5,995	6,606	5,881	5,491	6,409	6,317	6,411	5,907	5,890
561	Men's and boys' clothing and furnishings stores.....	(*)	664	699	691	600	(*)	762	760	698	686
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,574	2,639	2,534	2,360	(*)	2,673	2,679	2,470	2,492
565	Family clothing stores.....	(*)	1,502	1,802	1,500	1,391	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	963	1,103	898	892	(*)	953	1,025	888	899
58	Eating and drinking places.....	12,388	11,843	13,140	11,307	10,987	11,992	11,926	11,956	11,085	10,998
591	Drug and proprietary stores.....	4,073	3,928	4,060	3,863	3,595	4,160	4,179	4,168	3,954	3,866
592	Liquor stores.....	(*)	1,358	1,518	1,430	1,491	(*)	1,443	1,464	1,465	1,598
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	298	309	457	336	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57 594	GAF.....	(*)	28,809	31,040	28,627	26,367	(*)	(NA)	(NA)	(NA)	(NA)

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

NA Not available. <sup>2</sup>Revised

<sup>1</sup>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, BR-86-09.

<sup>2</sup>Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.

<sup>3</sup>GAF 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					
		Oct. 1986 advance from--		Sept. 1986 preliminary from--		Aug. 1986 through Oct. 1986	
		Sept. 1986 prelim.	Oct. 1985 final	Aug. 1986 final	Sept. 1985 final	May 1986 through July 1986	Aug. 1985 through Oct. 1985
	Retail trade, total.....	-5.0	+5.8	+5.3	+8.0	+3.8	+6.1
	Total (excl. automotive group).....	+0.2	+3.8	+0.1	+3.9	+1.0	+4.0
	Durable goods, total.....	-12.1	+12.6	+13.8	+18.2	+9.4	+13.1
52	Building materials, hardware, garden supply, and mobile home dealers.....	+0.6	+16.3	+2.8	+18.9	+4.9	+17.2
55 ex. 554	Automotive dealers.....	-18.8	+12.9	+22.3	+20.7	+13.2	+12.9
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-20.0	+14.0	+23.8	+22.0	+14.0	+13.9
57	Furniture, home furnishings, and equipment stores.....	-1.8	+9.6	+0.7	+13.6	+2.0	+12.5
	Nondurable goods, total.....	+0.3	+1.8	-0.2	+1.5	+0.4	+1.8
53	General merchandise group stores.....	+0.8	+4.8	-1.6	+3.3	+1.3	+4.4
531	Department stores.....	+0.8	+6.6	-1.5	+6.0	+2.0	+6.7
54	Food stores.....	+0.6	+3.5	+0.7	+2.6	+0.3	+3.0
541	Grocery stores.....	+0.5	+3.3	+0.6	+2.3	0.0	+2.9
554	Gasoline service stations.....	-1.3	-19.8	+0.9	-18.7	-4.5	-19.7
56	Apparel and accessory stores.....	+1.5	+8.5	-1.5	+7.2	+2.1	+8.3
58	Eating and drinking places.....	+0.6	+8.2	-0.3	+8.4	+1.8	+8.8
591	Drug and proprietary stores.....	-0.5	+5.2	+0.3	+8.1	+1.2	+6.7

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

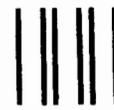
(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted			Adjusted <sup>1</sup>		
		Sept. 1986 prelim.	Aug. 1986 final	Sept. 1985	Sept. 1986 prelim.	Aug. 1986 final	Sept. <sup>†</sup> 1985
	Retail trade, total.....	38,669	41,598	36,963	41,174	41,222	39,683
53	General merchandise group stores.....	11,736	13,026	11,140	12,974	13,185	12,441
531	Department stores.....	10,452	11,598	9,738	11,486	11,680	10,808
533	Variety stores.....	464	537	573	529	544	654
539	Miscellaneous general merchandise stores.....	820	891	829	(NA)	(NA)	(NA)
54	Food stores.....	13,049	13,889	12,408	(NA)	(NA)	(NA)
541	Grocery stores.....	12,891	13,721	12,260	13,541	13,347	13,015
56	Apparel and accessory stores.....	2,484	2,846	2,212	2,636	2,648	2,368
562,3,8	Women's clothing, specialty stores, furriers.....	1,127	1,201	981	1,209	1,174	1,055
566	Shoe stores.....	484	608	438	492	547	452
591	Drug stores and proprietary stores.....	2,143	2,222	2,016	2,309	2,300	2,187

<sup>†</sup>Revised

<sup>1</sup>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, BR-86-09.

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 -0.9 percent to +0.8 percent with the average of the absolute differences about 0.5 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 September 1986 and final estimates for August 1986 based on the full sample will be published later this month in the Monthly Retail Trade Report for September (BR-86-09). 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 <sup>1</sup>		Median	Range <sup>2</sup>		Mean	Average of absolute difference
		From	To		From	To		
	Retail trade, total.....	0.7	0.9	0.8	-0.9	+0.8	-0.1	0.5
	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

<sup>1</sup>The 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.

<sup>2</sup>The 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, October 1985-September 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.