

Advance Monthly Retail Sales

November 1986

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Advance estimates of U.S. retail sales for November adjusted for seasonal, holiday, and trading-day differences but not for price changes, were \$122.3 billion, 5.9 percent above November 1985. Total sales in the September through November period increased 3.3 percent from the June through August period and were 6.7 percent above the same period a year ago.

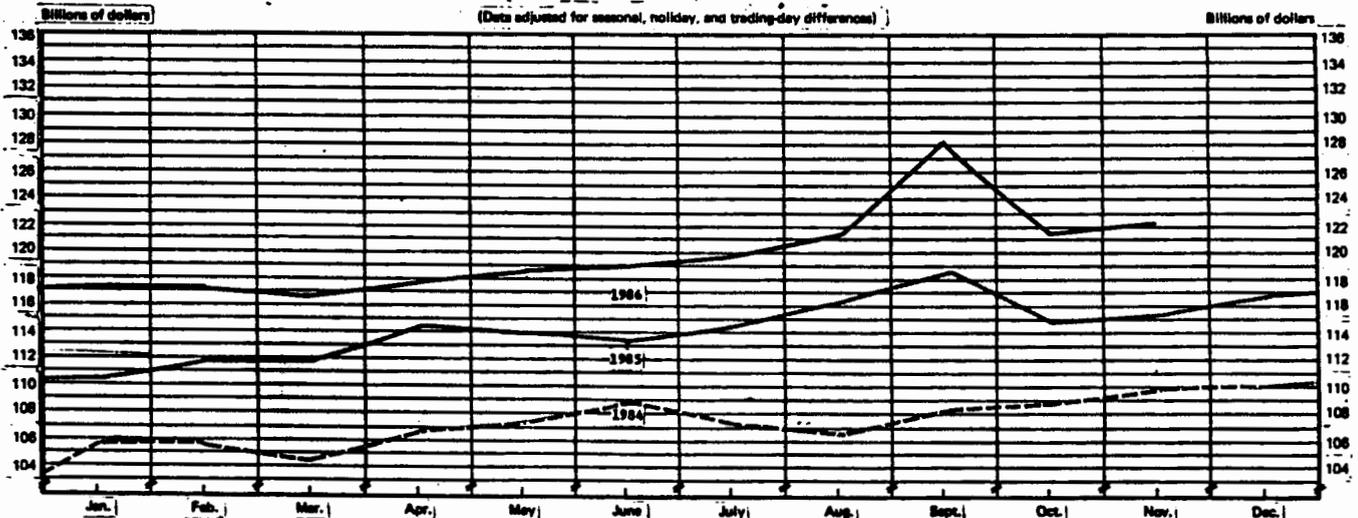
Durable goods were 11.6 percent above November 1985. For the September through November period, durable goods increased 7.2 percent from the prior three months and were 14.1 percent above the same months in 1985. Automotive dealers were 10.5 percent above November a year ago. Furniture stores and building material dealers were up 13.2 percent and 14.3 percent, respectively, from November 1985.

Nondurable goods were 2.5 percent above November a year ago. Compared to November 1985 sales, the general merchandise group was up 3.2 percent and food stores were up 4.9 percent. Gasoline service stations were 18.2 percent below November 1985.

The scheduled release dates for 1987 are as follows: January 14, February 12, March 12, April 14, May 13, June 11, July 14, August 13, September 15, October 14, November 13, and December 11.

ESTIMATED MONTHLY RETAIL SALES

January 1984-November 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 ¹				
		1986			1985		1986			1985	
		Nov. ² adv.	Oct. prel.	Sept. final	Nov.	Oct.	Nov. ² adv.	Oct. prel.	Sept. final	Nov.F	Oct.F
	Retail trade, total.....	122,369	123,313	124,645	118,060	115,750	122,251	121,617	128,331	115,489	114,947
	Total (excl. auto group)..	97,740	94,935	89,544	94,957	90,743	94,150	93,327	93,013	90,049	89,737
	Durable goods, total.....	44,830	48,197	54,332	41,120	42,787	47,721	47,584	54,617	42,744	42,523
52	Building mat., hardware, garden supply, and mobile home dealers..	7,036	7,941	7,780	6,236	6,950	7,391	7,358	7,350	6,467	6,431
521,3	Building mat. and supply stores.	(*)	5,890	5,721	4,538	5,212	(*)	5,287	5,278	4,678	4,683
525	Hardware stores.....	(*)	1,000	955	953	1,024	(*)	997	987	943	1,019
55 ex. 554	Automotive dealers.....	24,629	28,378	35,101	23,103	25,007	28,101	28,290	35,318	25,440	25,210
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	22,636	26,230	32,996	20,938	22,811	26,108	26,283	33,262	23,342	23,158
551	Motor vehicle (franchised)....	(*)	23,648	30,361	19,192	20,792	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores....	(*)	2,148	2,105	2,165	2,196	(*)	2,007	2,056	2,098	2,052
57	Furniture, home furnishings, and equipment stores.....	7,139	6,580	6,414	6,406	5,983	6,660	6,480	6,515	5,883	5,895
571	Furniture and home furnishings..	(*)	3,615	3,512	3,422	3,245	(*)	3,493	3,512	3,151	3,138
5722,32	Household appliance, radio, and TV stores.....	(*)	2,465	2,380	2,533	2,298	(*)	2,475	2,487	2,286	2,303
5722	Household appliance stores....	(*)	729	716	785	778	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	77,539	75,116	70,313	76,940	72,963	74,530	74,033	73,714	72,745	72,424
53	General merchandise group stores..	16,799	13,812	12,540	16,422	13,217	13,904	13,933	13,850	13,467	13,325
531	Department stores.....	14,446	11,890	10,866	13,910	11,216	11,978	11,986	11,941	11,420	11,295
533	Variety stores.....	(*)	661	573	775	695	(*)	691	662	726	730
539	Misc. general mdse. stores.....	(*)	1,261	1,101	1,737	1,306	(*)	1,256	1,247	1,321	1,300
54	Food stores.....	24,838	25,210	23,662	24,297	23,709	25,175	24,891	24,661	23,993	23,782
541	Grocery stores.....	23,451	23,808	22,322	22,964	22,408	23,760	23,456	23,252	22,647	22,453
554	Gasoline service stations.....	6,715	7,017	6,873	8,285	8,647	6,852	6,813	6,839	8,377	8,403
56	Apparel and accessory stores.....	7,051	6,279	5,992	6,809	5,881	6,318	6,302	6,320	5,974	5,918
561	Men's and boys' clothing and furnishings stores.....	(*)	710	661	854	691	(*)	724	756	706	704
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,719	2,571	2,835	2,534	(*)	2,653	2,670	2,496	2,479
565	Family clothing stores.....	(*)	1,596	1,500	1,864	1,500	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	972	967	948	898	(*)	973	960	895	888
58	Eating and drinking places.....	11,631	12,466	11,849	10,754	11,307	12,154	12,068	11,945	11,121	11,085
591	Drug and proprietary stores.....	4,057	4,110	3,899	3,832	3,863	4,195	4,185	4,161	3,906	3,946
592	Liquor stores.....	(*)	1,475	1,387	1,544	1,430	(*)	1,494	1,471	1,482	1,461
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	367	298	494	457	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ³	(*)	30,735	28,762	33,946	28,627	(*)	(NA)	(NA)	(NA)	(NA)
594											

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

NA Not available. ^F 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, BR-86-10.

² 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.

³ 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					
		Nov. 1986 advance from--		Oct. 1986 preliminary from--		Sept 1986 through Nov. 1986	
		Oct. 1986 prelim.	Nov. 1986 final	Sept 1986 final	Oct. 1986 final	June 1986 through Aug. 1986	Sept 1985 through Nov. 1985
	Retail trade, total.....	+0.5	+5.9	-5.2	+5.8	+3.3	+6.7
	Total (excl. automotive group).....	+0.9	+4.6	+0.3	+4.0	+1.3	+4.2
	Durable goods, total.....	+0.3	+11.6	-12.9	+11.9	+7.2	+14.1
52	Building materials, hardware, garden supply, and mobile home dealers.....	+0.4	+14.3	+0.1	+14.4	+3.8	+15.6
55 ex. 554	Automotive dealers.....	-0.7	+10.5	-19.9	+12.2	+10.1	+14.9
551, 2, 5, 6, 7, 9	Motor vehicle and miscellaneous automotive dealers.....	-0.7	+11.8	-21.0	+13.5	+10.9	+16.4
57	Furniture, home furnishings, and equipment stores.....	+2.8	+13.2	-0.5	+9.9	+1.3	+12.0
	Nondurable goods, total.....	+0.7	+2.5	+0.4	+2.2	+0.8	+2.2
53	General merchandise group stores.....	-0.2	+3.2	+0.6	+4.6	-0.1	+3.7
531	Department stores.....	-0.1	+4.9	+0.4	+6.1	+0.2	+5.6
54	Food stores.....	+1.1	+4.9	+0.9	+4.7	+2.1	+4.3
541	Grocery stores.....	+1.3	+4.9	+0.9	+4.5	+2.0	+4.2
554	Gasoline service stations.....	+0.6	-18.2	-0.4	-18.9	-1.6	-18.5
56	Apparel and accessory stores.....	+0.3	+5.8	-0.3	+6.5	-0.1	+6.5
58	Eating and drinking places.....	+0.7	+9.3	+1.0	+8.9	+1.9	+8.9
591	Drug and proprietary stores.....	+0.2	+7.4	+0.6	+6.1	+0.8	+7.0

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. 1986 prelim.	Sept 1986 final	Oct. 1985	Oct. 1986 prelim.	Sept 1986 final	Oct. ^F 1985
	Retail trade, total.....	41,293	38,559	39,527	41,252	41,111	39,668
53	General merchandise group stores.....	12,895	11,721	12,239	13,093	12,974	12,397
531	Department stores.....	11,415	10,447	10,740	11,542	11,480	10,827
533	Variety stores.....	526	454	582	557	529	621
539	Miscellaneous general merchandise stores.....	954	820	917	(NA)	(NA)	(NA)
54	Food stores.....	13,874	13,032	12,979	(NA)	(NA)	(NA)
541	Grocery stores.....	13,705	12,874	12,822	13,583	13,552	12,938
56	Apparel and accessory stores.....	2,547	2,458	2,351	2,601	2,614	2,409
562, 3, 8	Women's clothing, specialty stores, furriers.....	1,155	1,095	1,049	1,167	1,177	1,063
566	Shoe stores.....	482	487	457	485	496	460
591	Drug stores and proprietary stores.....	2,238	2,141	2,122	2,329	2,310	2,215

^FRevised

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-86-10.

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 -0.5 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 October 1986 and final estimates for September 1986 based on the full sample will be published later this month in the Monthly Retail Trade Report for October (BR-86-10). 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 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	-0.5	+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, November 1985-October 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.

