

# Advance Monthly Retail Sales



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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 \$178.9 billion, an increase of 0.4 percent ( $\pm 1.0\%$ ) from October and were 7.1 percent ( $\pm 1.6\%$ ) above November 1992. Total sales in the September through November period were 6.7 percent ( $\pm 1.6\%$ ) above the same period a year ago. The September to October 1993 percent change was revised from +1.5 percent ( $\pm 1.0\%$ ) as published in the October advance, to +1.8 percent ( $\pm 0.4\%$ ).

Durable goods increased 0.9 percent ( $\pm 2.5\%$ ) from October and were 13.7 percent above the previous year.

Nondurable goods increased 0.1 percent ( $\pm 1.0\%$ ) from October and were 3.3 percent above November 1992.

*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.*

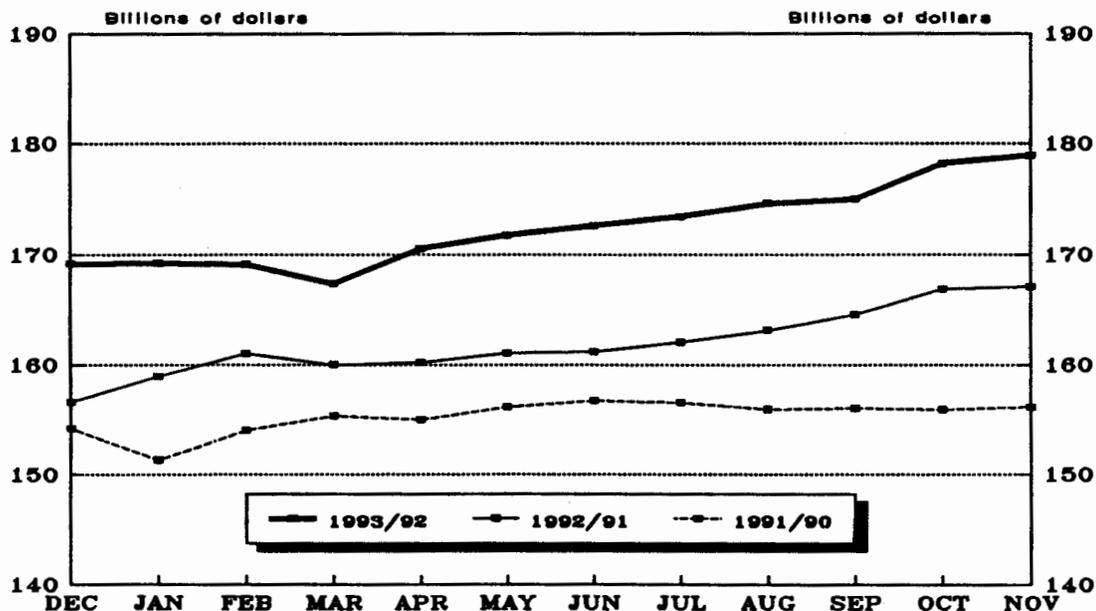
The Advance Monthly Retail Sales Report for December is scheduled to be released January 13, 1994 at 8:30 a.m.

The scheduled release dates for 1994 are as follows: January 13, February 11, March 11, April 13, May 12, June 14, July 14, August 11, September 14, October 14, November 15, and December 13.

## ESTIMATED MONTHLY RETAIL SALES

December 1990 - November 1993

(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. (1-800-334-2464) 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 <sup>1</sup>					
		1993			1992		1993			1992	
		Nov. <sup>2</sup> adv.	Oct. prel.	Sept. final	Nov.	Oct.	Nov. <sup>2</sup> adv.	Oct. prel.	Sept. final	Nov. <sup>2</sup> adv.	Oct. prel.
	Retail trade, total.....	181,345	178,822	171,806	167,175	168,729	178,926	178,198	175,006	167,117	166,866
	Total (excl. auto group)...	145,300	138,655	133,387	136,560	134,067	139,595	138,837	137,536	132,602	132,232
	Durable goods, total.....	66,536	66,154	66,056	56,691	60,629	68,764	68,117	65,798	60,503	60,704
52	Building mat., hardware, garden supply, and mobile home dealers.....	9,913	10,251	10,088	7,982	9,198	10,084	9,972	9,645	8,616	8,715
521.3	Building mat. and supply stores.....	(*)	7,315	7,309	5,849	6,792	(*)	6,980	6,824	6,222	6,318
525	Hardware stores.....	(*)	1,144	1,094	1,045	1,125	(*)	1,127	1,114	1,076	1,076
55 ex. 554	Automotive dealers.....	36,045	38,167	38,219	30,615	34,662	39,331	39,361	37,470	34,515	34,634
551.2.5, 6.7.9	Motor vehicle and miscellaneous automotive dealers.....	32,942	35,007	35,107	27,778	31,531	36,240	36,314	34,452	31,602	31,689
551	Motor vehicle (franchised).....	(*)	31,293	31,268	24,992	28,073	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	3,160	3,112	2,837	3,131	(*)	3,047	3,018	2,913	2,945
57	Furniture, home furnishings, and equipment stores.....	11,009	9,777	9,634	8,472	8,975	10,347	9,980	9,948	9,098	9,010
571	Furniture and home furnishings.....	(*)	5,047	4,903	4,869	4,728	(*)	5,012	4,973	4,628	4,608
5722.31.4	Household appliance, radio, TV and computer stores.....	(*)	3,823	3,870	3,723	3,436	(*)	4,028	4,069	3,611	3,557
5722	Household appliance stores.....	(*)	866	865	910	875	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	114,809	110,668	105,550	110,484	108,100	110,162	110,081	109,208	106,614	106,162
53	General merchandise group stores.....	26,708	22,529	20,544	25,086	20,950	22,577	22,811	22,557	21,127	20,934
531	Dept. stores (ex. leased depts).....	20,691	17,214	15,813	19,208	15,891	17,243	17,370	17,176	16,033	15,843
531	Dept. stores (in. leased depts) <sup>3</sup> .....	(*)	17,625	16,026	19,732	16,349	(*)	17,821	17,630	16,457	16,316
533	Variety stores.....	(*)	487	476	600	556	(*)	494	533	544	549
539	Misc. general mdse. stores.....	(*)	4,828	4,455	5,278	4,503	(*)	4,947	4,848	4,550	4,539
54	Food stores.....	32,583	33,156	32,426	31,450	32,497	33,303	33,284	32,805	32,241	32,128
541	Grocery stores.....	30,584	31,145	30,524	29,817	30,590	31,240	31,207	30,801	30,345	30,168
554	Gasoline service stations.....	11,181	11,515	11,021	11,087	11,670	11,038	11,030	10,869	11,054	11,104
56	Apparel and accessory stores.....	10,197	9,056	8,728	8,815	9,114	9,211	9,082	9,035	9,024	8,954
561	Men's and boys' clothing and furnishings stores.....	(*)	780	684	838	775	(*)	774	759	760	755
562.3.8	Women's clothing, specialty stores, furriers.....	(*)	3,235	3,128	3,561	3,328	(*)	3,232	3,252	3,288	3,250
565	Family clothing stores.....	(*)	3,023	2,742	3,352	2,944	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,374	1,505	1,416	1,441	(*)	1,452	1,484	1,433	1,476
58	Eating and drinking places.....	17,148	18,599	17,872	16,578	17,658	18,032	18,145	18,126	17,377	17,227
591	Drug and proprietary stores.....	6,577	6,512	6,331	6,134	6,405	6,718	6,666	6,664	6,350	6,450
592	Liquor stores.....	(*)	1,932	1,869	2,173	2,212	(*)	1,953	1,943	2,193	2,205
5961 (pt)	Mail-order houses (department store merchandise).....	(*)	228	176	488	372	(*)	(NA)	(NA)	(NA)	(NA)
53.56.57 594	GAF <sup>4</sup> .....	(*)	47,411	45,153	51,319	44,969	(*)	48,557	48,453	45,716	45,341

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

NA Not available.

<sup>†</sup>Revised.

<sup>1</sup>Data 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-93-10.

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

<sup>4</sup>GAF 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. 1993 advance from—		Oct. 1993 preliminary from—		Sept. 1993 through Nov. 1993 from—	
		Oct. 1993 prelim.	Nov. 1992 final	Sept. 1993 final	Oct. 1992 final	June 1993 through Aug. 1993	Sept. 1992 through Nov. 1992
	Retail trade, total.....	+0.4	+7.1	+1.8	+6.8	+2.2	+6.7
	Total (excl. automotive group).....	+0.5	+5.3	+0.9	+5.0	+1.8	+5.0
	Durable goods, total.....	+0.9	+13.7	+3.5	+12.2	+3.4	+12.3
52	Building materials, hardware, garden supply, and mobile home dealers.....	+1.1	+17.0	+3.4	+14.4	+6.3	+14.4
55 ex. 554	Automotive dealers.....	-0.1	+14.0	+5.0	+13.8	+3.7	+13.3
551, 2, 5, 6, 7, 9	Motor vehicle and miscellaneous automotive dealers.....	-0.2	+14.7	+5.4	+14.6	+3.9	+14.0
57	Furniture, home furnishings, and equipment stores.....	+3.7	+13.7	+0.3	+10.8	+4.1	+12.3
	Nondurable goods, total.....	+0.1	+3.3	+0.8	+3.7	+1.5	+3.6
53	General merchandise group stores.....	-1.0	+6.9	+1.1	+9.0	+1.8	+7.9
531	Dept. stores (ex. leased dept.).....	-0.7	+7.5	+1.1	+9.6	+2.3	+8.6
531	Dept. stores (in. leased dept.) <sup>1</sup> .....	(NA)	(NA)	+1.1	+9.2	(NA)	(NA)
54	Food stores.....	+0.1	+3.3	+1.5	+3.6	+1.2	+3.2
541	Grocery stores.....	+0.1	+2.9	+1.3	+3.4	+1.0	+3.1
4	Gasoline service stations.....	+0.1	-0.1	+1.5	-0.7	-1.4	-1.0
58	Apparel and accessory stores.....	+1.4	+2.1	+0.5	+1.4	+2.8	+1.9
581	Eating and drinking places.....	-0.6	+3.8	+0.1	+5.3	+2.7	+5.5
591	Drug and proprietary stores.....	+0.5	+5.8	+0.3	+3.7	+0.1	+4.5

NA Not available.

<sup>1</sup>Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 3. Estimated Monthly Retail Sales of Large (Group II) Companies, by Kind of Business

To obtain space for additional charts, this table has been discontinued. These data are published in the Monthly Retail Trade, Sales and Inventories Report.

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 -0.9 percent to +0.4 percent with the average of the absolute differences about 0.3 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 1993 and final estimates for September 1993 based on the full sample are published later this month in the Monthly Retail Trade Report for October (BR-93-10). 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 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 <sup>2</sup>	Mean	Avg. of absolute diff.		
		Range <sup>1</sup>		Median	Median	Median				Median	
		From	To							From	To
	Retail trade, total.....	0.8	1.1	0.9	1.0	0.9	1.0	-0.9	+0.4	-0.1	0.3
	Total (excl. auto).....	0.8	0.9	0.8	1.0	0.8	0.9	-0.7	+1.3	+0.1	0.4
	Durable goods, total.....	1.8	2.8	2.2	2.5	2.2	2.3	-2.5	+2.2	+0.2	0.7
52	Building materials, group stores.....	1.2	2.0	1.7	3.3	2.5	2.5	-3.4	+4.0	+0.4	2.0
55 ex. 554 551,2,5, 6,7,9	Automotive dealers.....	2.2	4.1	3.1	3.4	3.6	3.3	-3.0	+2.6	+0.5	1.0
	Motor vehicle and misc. automotive dealers.....	1.8	4.1	2.9	4.8	3.9	3.5	-3.2	+2.6	+0.5	1.1
57	Furniture, home furn., and equipment stores.....	1.8	4.3	2.4	4.5	4.2	3.1	-2.5	+2.3	-0.2	1.2
	Nondurable goods, total.....	0.7	0.9	0.8	1.0	0.8	0.9	-0.6	+0.9	+0.2	0.4
53	General merch. group, total.....	0.2	0.8	0.4	0.5	0.6	0.5	-1.4	+1.7	+0.1	0.7
531	Dept. stores (ex. leased depts.).....	0.1	0.3	0.2	0.2	0.2	0.1	-1.7	+1.6	+0.1	0.8
54	Food stores.....	0.9	1.5	1.0	1.7	1.4	1.5	-0.5	+0.6	0.0	0.4
541	Grocery stores.....	0.2	0.9	0.3	1.8	1.3	1.5	-0.5	+0.7	0.0	0.3
554	Gasoline service stations.....	1.1	4.7	1.3	3.3	2.6	2.8	-1.4	+1.9	+0.3	0.8
58	Apparel and accessory stores.....	1.1	2.9	2.0	3.0	2.6	2.0	-2.7	+4.8	+0.5	1.5
58	Eating and drinking places.....	0.8	1.3	0.9	3.1	2.7	2.7	-0.9	+2.3	+0.3	0.8
591	Drug and proprietary stores.....	0.5	3.2	0.8	2.4	1.7	2.0	-3.7	+1.1	+0.1	1.0

<sup>1</sup>The 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 November 1990 - March 1991.

<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, November 1992 - October 1993. The ranges for all other totals and kinds of business are based on the 12-month period April 1990 - March 1991.

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.

