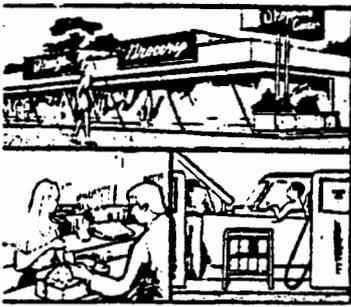


Advance Monthly Retail Sales

January 1986



DR WIRE TRANSMISSION 8:30 A.M. EST, Thursday, February 13, 1986

CB-86-26

ATTENTION TO REVISE RETAIL SALES ESTIMATES: The unadjusted and adjusted monthly retail sales estimates will be revised utilizing the results from the 1984 Annual Retail Trade Survey. Revised estimates for the period January 1983 through February 1986 along with the previously published estimates for the same period are scheduled for release during the week of March 17th.

NOTICE: Beginning with the March 1986 publication, released April 11, seasonal factors to adjust sales estimates will be developed each month (instead of twice a year) using all available unadjusted estimates. Based on extensive research on this procedure, we expect improvements in the seasonally adjusted estimates.

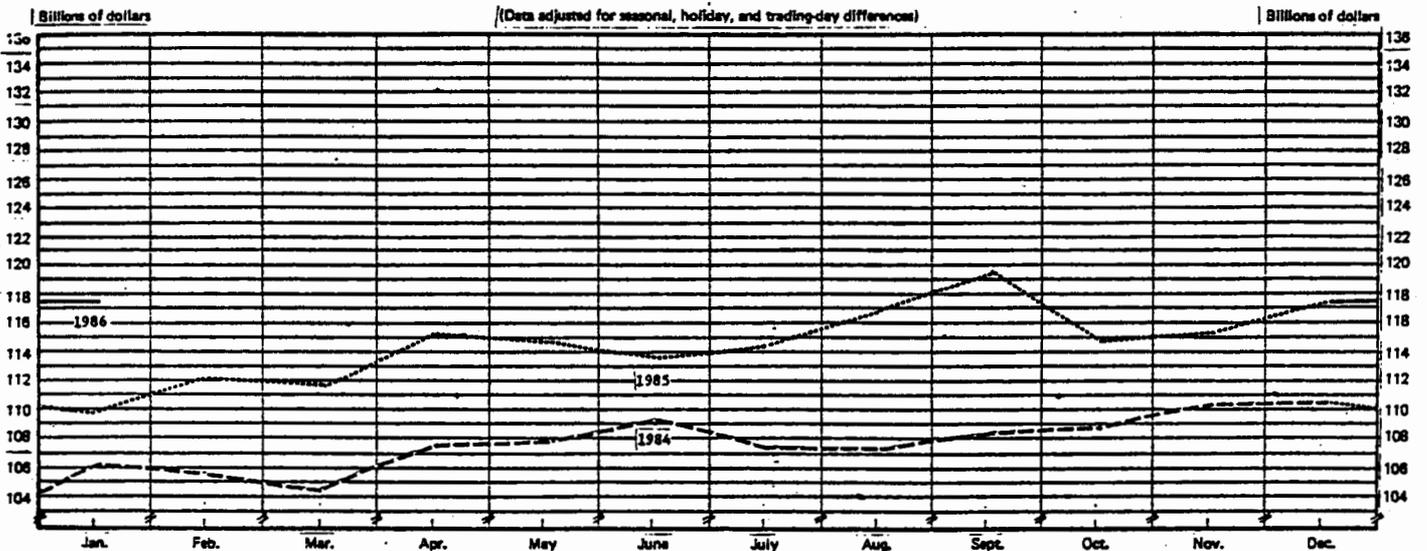
Advance estimates of U.S. retail sales for January adjusted for seasonal, holiday, and trading-day differences but not for price changes, were \$117.5 billion, virtually unchanged from December but 5.9 percent above January 1985. Total sales in the November through January period were 0.3 percent below the prior three months but were 5.6 percent above the same months one year ago.

Compared to January 1985, the durable goods group increased 8.3 percent, with automotive sales up 6.3 percent, and both building materials and furniture up about 14 percent.

Non-durable goods were about the same as December but were 4.5 percent above January 1985. The general merchandise group was 2.0 percent below December but was 3.5 percent above the same month a year ago. Apparel declined 3.8 percent in January but was 9.0 percent above January 1985. Drug stores increased 3.8 percent from December and increased 8.2 percent from the same month a year ago. Eating and drinking establishments increased 2.1 percent in January and increased 0.7 percent from January 1985.

The Advance Monthly Retail Sales report for February is scheduled to be released March 13, 1986, at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES January 1984-January 1986



Inquiries concerning this report should be addressed to Ronald Piencykoski, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-5294/7561.



U.S. Department of Commerce
BUREAU OF THE CENSUS

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		1984	1986		1985		1984
		Jan. ² adv.	Dec. prel.	Nov. final	Jan.	Dec.	Jan. ¹ adv.	Dec. prel.	Nov. final	Jan.	Dec.
	Retail trade, total.....	105,668	139,404	119,556	98,817	132,262	117,501	117,405	115,409	110,972	110,519
	Total (excl. auto group)..	82,143	116,569	95,581	77,027	111,367	91,330	91,471	90,563	86,351	86,661
	Durable goods, total.....	38,603	46,011	41,021	35,375	42,373	44,000	43,727	42,187	40,622	40,295
52	Building mat., hardware, garden supply, and mobile home dealers..	5,038	5,844	6,144	4,452	5,311	6,586	6,571	6,367	5,774	5,969
521,3	Building matl and supply stores.	(*)	4,178	4,514	3,252	3,707	(*)	4,898	4,630	4,180	4,403
525	Hardware stores.....	(*)	974	874	691	923	(*)	848	862	836	791
55 ex. 554	Automotive dealers.....	23,525	22,835	22,975	21,790	20,895	26,171	25,934	24,846	24,621	23,858
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	21,615	20,724	20,746	20,044	18,897	23,963	23,821	22,673	22,598	21,846
551	Motor vehicle (franchised)....	(*)	19,283	19,160	18,612	17,442	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,111	2,229	1,746	1,998	(*)	2,113	2,173	2,023	2,012
57	Furniture, home furnishings, and equipment stores.....	5,817	8,479	6,646	5,132	7,534	6,344	6,273	6,112	5,547	5,629
571	Furniture and home furnishings..	(*)	3,706	3,438	2,694	3,438	(*)	3,220	3,151	2,891	3,011
5722,32	Household appliance, radio, and TV stores.....	(*)	3,989	2,733	2,071	3,475	(*)	2,570	2,489	2,254	2,243
5722	Household appliance stores....	(*)	1,062	805	629	919	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	67,065	93,393	77,535	63,442	89,889	73,501	73,678	73,222	70,350	70,224
53	General merchandise group stores..	9,480	25,073	16,518	9,134	24,381	13,339	13,612	13,587	12,893	13,197
531	Department stores.....	8,003	21,004	13,339	7,644	20,348	11,256	11,484	11,501	10,781	11,125
533	Variety stores.....	(*)	1,433	772	541	1,431	(*)	773	710	737	755
539	Misc. general mdse. stores.....	(*)	2,636	1,807	949	2,602	(*)	1,355	1,376	1,375	1,317
54	Food stores.....	23,690	25,299	24,233	22,279	24,425	24,203	24,100	23,910	23,076	22,607
541	Grocery stores.....	22,379	23,532	22,814	21,003	22,733	22,766	22,605	22,455	21,720	21,186
554	Gasoline service stations.....	8,420	8,771	8,448	7,990	8,249	8,716	8,693	8,525	8,349	8,299
56	Apparel and accessory stores.....	4,805	10,158	7,015	4,449	9,519	5,984	6,223	6,182	5,490	5,772
561	Men's and boys' clothing and furnishings stores.....	(*)	1,375	866	564	1,375	(*)	728	733	696	716
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	4,081	2,915	1,853	3,797	(*)	2,601	2,568	2,274	2,400
565	Family clothing stores.....	(*)	3,102	1,991	1,117	2,873	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,213	948	733	1,190	(*)	909	888	855	872
58	Eating and drinking places.....	10,162	10,686	10,693	9,495	10,557	11,118	10,893	11,058	10,515	10,621
591	Drug and proprietary stores.....	4,040	5,358	3,943	3,703	5,107	4,169	4,016	4,028	3,853	3,831
592	Liquor stores.....	(*)	2,238	1,684	1,471	2,306	(*)	1,611	1,619	1,636	1,619
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	487	473	336	510	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF.....	(*)	51,491	34,414	21,662	48,912	(*)	(NA)	(NA)	(NA)	(NA)
594		(*)					(*)	(NA)	(NA)	(NA)	(NA)

¹Advance estimates are not available from the subsample panel for these kinds of business.

NA Not available.

²Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-85-00).

³Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.

⁴GAF 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					
		Jan. 1986 advance from--		Dec. 1985 preliminary from--		Nov. 1985 through Jan. 1986	
		Dec. 1985 prelim.	Jan. 1985 final	Nov. 1985 final	Dec. 1984 final	Aug. 1985 through Oct. 1985	Nov. 1984 through Jan. 1985
	Retail trade, total.....	+0.1	+5.9	+1.7	+6.2	-0.3	+5.6
	Total (excl. automotive group).....	-0.2	+5.8	+1.0	+5.6	+1.4	+5.3
	Durable goods, total.....	+0.6	+8.3	+3.7	+8.5	-2.2	+7.5
52	Building materials, hardware, garden supply, and mobile home dealers.....	+0.2	+14.1	+3.2	+10.1	+5.6	+10.7
55 ex. 554	Automotive dealers.....	+0.9	+6.3	+4.4	+8.7	-5.8	+6.6
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+0.6	+6.0	+5.1	+9.0	-6.6	+6.5
57	Furniture, home furnishings, and equipment stores.....	+1.1	+14.4	+2.6	+11.4	+4.1	+11.6
	Nondurable goods, total.....	-0.2	+4.5	+0.6	+4.9	+0.8	+4.5
53	General merchandise group stores.....	-2.0	+3.5	+0.2	+3.1	+0.5	+3.3
531	Department stores.....	-2.0	+4.4	-0.1	+3.2	+0.9	+3.8
54	Food stores.....	+0.4	+4.9	+0.8	+6.6	+1.8	+5.4
541	Grocery stores.....	+0.7	+4.8	+0.7	+6.7	+1.8	+5.5
554	Gasoline service stations.....	+0.3	+4.4	+2.0	+4.7	+0.8	+3.7
56	Apparel and accessory stores.....	-3.8	+9.0	+0.7	+7.8	+1.0	+8.2
58	Eating and drinking places.....	+2.1	+5.7	-1.5	+2.6	+0.5	+4.4
591	Drug and proprietary stores.....	+3.8	+8.2	-0.3	+4.8	+0.8	+6.3

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		
		Dec. 1985 prelim.	Nov. 1985 final	Dec. 1984	Dec. 1985 prelim.	Nov. 1985 final	Dec. 1984
	Retail trade, total.....	57,084	44,020	54,890	40,382	40,046	38,462
53	General merchandise group stores.....	23,416	15,387	22,725	12,590	12,636	12,236
531	Department stores.....	20,087	13,333	19,425	10,977	11,028	10,638
533	Variety stores.....	1,267	660	1,246	660	603	639
539	Miscellaneous general merchandise stores.....	2,062	1,394	2,054	(NA)	(NA)	(NA)
54	Food stores.....	14,199	13,516	13,834	(NA)	(NA)	(NA)
541	Grocery stores.....	13,897	13,340	13,554	13,198	12,926	12,378
56	Apparel and accessory stores.....	4,260	2,849	3,990	2,443	2,455	2,213
562,3,8	Women's clothing, specialty stores, furriers.....	1,844	1,260	1,634	1,079	1,103	952
566	Shoe stores.....	679	495	631	474	450	436
591	Drug stores and proprietary stores.....	3,197	2,147	3,135	2,194	2,169	2,138

¹ Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-85-12).

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).

Official 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 +1.6 percent with the average of the absolute differences about 0.6 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 December 1985 and final estimates for November 1985 based on the full sample will be published late this month in the Monthly Retail Trade Report for December (BR-85-12). 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	-0.9	+1.6	0.0	0.6
	Total (excl. automotive group).....	0.8	0.9	0.8	-0.7	+1.1	-0.1	0.4
	Durable goods stores, total.....	1.3	1.7	1.6	-1.1	+3.8	+0.4	3.9
52	Building materials, hardware, garden supply, and mobile home dealers.....	0.9	2.0	1.3	-3.7	+5.8	-0.1	1.8
55 ex. 554	Automotive dealers.....	1.5	2.2	1.7	-1.8	+4.9	+1.0	1.4
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	0.9	1.6	1.2	-1.8	+5.3	+1.1	1.5
57	Furniture, home furnishings, and equipment stores.....	1.8	2.5	2.1	-3.8	+3.4	-0.1	1.5
	Nondurable goods stores, total.....	0.5	0.7	0.6	-0.8	+1.2	0.0	0.4
53	General merchandise group stores.....	0.5	1.0	0.6	-1.7	+1.6	+0.1	0.6
531	Department stores.....	0.2	0.5	0.2	-1.1	+1.9	+0.2	0.8
54	Food stores.....	1.0	1.2	1.0	-1.0	+1.0	-0.2	0.6
541	Grocery stores.....	0.3	0.5	0.4	-1.3	+0.9	-0.2	0.5
554	Gasoline service stations.....	0.6	1.3	0.9	-2.4	+4.2	+0.2	1.2
56	Apparel and accessory stores.....	1.1	3.1	1.7	-1.6	+2.8	-0.1	1.2
58	Eating and drinking places.....	0.8	1.3	0.9	-2.5	+2.8	0.0	1.1
591	Drug stores and proprietary stores.....	0.3	1.8	0.6	-1.1	+2.2	+0.4	1.1

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 November 1984-July 1985.

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, January 1985-December 1985. The ranges for all other totals and kinds of business are based on the 12-month period August 1984-July 1985.

Note: See appendix B, Reliability of Data, in the Monthly Retail Trade Report for a discussion on the measures of sampling variability.

