

Advance Monthly Retail Sales



U.S. Department of Commerce
ECONOMICS AND STATISTICS ADMINISTRATION
BUREAU OF THE CENSUS

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FOR WIRE TRANSMISSION 8:30 A.M. EST., Friday, December 11, 1992

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 \$165.8 billion, an increase of 0.4 percent ($\pm 1.7\%$) from the previous month and were 7.7 percent ($\pm 1.6\%$) above the same period a year ago. Total sales in the September through November period were 6.6 percent ($\pm 1.8\%$) above the same period a year ago. The September to October 1992 percent change was revised from +0.9 percent ($\pm 1.0\%$) as published in the October advance, to +1.9 percent ($\pm 0.4\%$).

Durable goods increased 0.5 percent ($\pm 3.6\%$) from the previous month and were 12.0 percent above the previous year.

Nondurable goods increased 0.3 percent ($\pm 0.5\%$) from October and were 5.3 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.

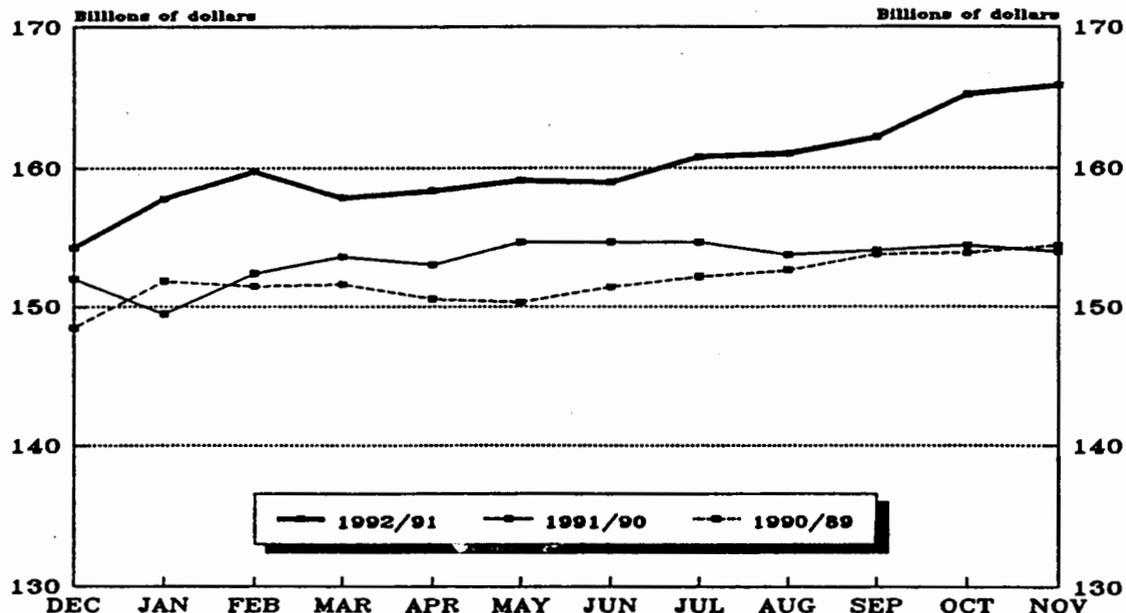
The Advance Monthly Retail Sales Report for December is scheduled to be released January 14, 1993 at 8:30 a.m.

The scheduled release dates for 1993 are as follows: January 14, February 11, March 11, April 13, May 13, June 11, July 14, August 12, September 14, October 14, November 12, and December 14.

ESTIMATED MONTHLY RETAIL SALES

December 1989 - November 1992

(Data adjusted for seasonal, holiday, and trading-day differences)



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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) 377-1986. 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 ¹				
		1992			1991		1992			1991	
		Nov. ² adv.	Oct. prel.	Sept. final	Nov.	Oct.	Nov. ² adv.	Oct. prel.	Sept. final	Nov. ²	Oct. ²
	Retail trade, total.....	165,456	166,084	158,771	157,276	153,920	165,832	165,180	162,171	153,974	154,464
	Total (excl. auto group)...	133,417	130,662	123,595	128,282	121,929	129,740	129,313	127,952	122,018	122,110
	Durable goods, total.....	57,311	60,372	59,727	52,399	54,900	61,249	60,936	59,259	54,693	55,341
52	Building mat., hardware, garden supply, and mobile home dealers.....	7,991	9,238	9,262	7,599	8,592	8,620	8,769	8,769	7,919	8,059
521.3	Building mat. and supply stores.....	(*)	7,018	7,068	5,796	6,684	(*)	6,571	6,587	5,963	6,143
525	Hardware stores.....	(*)	1,138	1,076	1,013	1,007	(*)	1,095	1,097	1,006	985
55 ex. 554	Automotive dealers.....	32,039	35,422	35,176	28,994	31,991	36,092	35,867	34,219	31,956	32,354
551.2.5, 6.7.9	Motor vehicle and miscellaneous automotive dealers.....	29,349	32,430	32,363	26,394	29,172	33,313	33,058	31,512	29,359	29,707
551	Motor vehicle (franchised).....	(*)	28,749	28,650	23,262	25,648	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,992	2,813	2,600	2,819	(*)	2,809	2,707	2,597	2,647
57	Furniture, home furnishings, and equipment stores.....	8,471	7,961	7,643	7,852	7,328	8,098	7,966	7,860	7,293	7,348
571	Furniture and home furnishings.....	(*)	4,334	4,195	4,255	4,018	(*)	4,245	4,263	3,925	3,932
5722.32	Household appliance, radio, and TV stores.....	(*)	2,792	2,645	2,748	2,541	(*)	2,864	2,767	2,549	2,625
5722	Household appliance stores.....	(*)	760	714	721	679	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	108,145	105,712	99,044	104,877	99,020	104,583	104,244	102,912	99,281	99,123
53	General merchandise group stores.....	23,675	19,747	17,659	22,376	17,780	19,915	19,923	19,733	18,335	18,305
531	Dept. stores (ex. leased depts).....	18,849	15,681	13,972	17,822	14,129	15,866	15,728	15,594	14,656	14,491
531	Dept. stores (in. leased depts) ³	(*)	16,178	14,428	18,398	14,622	(*)	16,210	16,085	15,142	14,982
533	Variety stores.....	(*)	561	470	676	578	(*)	552	545	604	586
539	Misc. general mdse. stores.....	(*)	3,505	3,217	3,878	3,073	(*)	3,643	3,594	3,075	3,228
54	Food stores.....	31,781	32,912	31,652	31,978	31,478	32,739	32,507	32,205	31,803	31,810
541	Grocery stores.....	29,674	30,782	29,621	30,039	29,548	30,560	30,327	30,072	29,830	29,816
554	Gasoline service stations.....	10,537	10,942	10,607	10,371	10,685	10,443	10,431	10,419	10,289	10,205
56	Apparel and accessory stores.....	9,445	8,877	8,306	8,903	7,789	8,778	8,755	8,654	7,903	7,870
561	Men's and boys' clothing and furnishings stores.....	(*)	734	638	806	695	(*)	720	710	709	703
562.3.8	Women's clothing, specialty stores, furriers.....	(*)	3,084	2,868	3,125	2,794	(*)	3,015	2,991	2,773	2,777
565	Family clothing stores.....	(*)	2,932	2,643	2,919	2,396	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,422	1,492	1,468	1,362	(*)	1,472	1,489	1,413	1,437
58	Eating and drinking places.....	16,416	17,501	16,402	15,842	16,362	17,244	17,259	16,601	16,366	16,329
591	Drug and proprietary stores.....	6,223	6,299	6,073	6,285	6,309	6,369	6,369	6,413	6,387	6,399
592	Liquor stores.....	(*)	2,050	1,959	1,922	1,797	(*)	2,071	2,049	1,873	1,866
5961 (pt)	Mail-order houses (department store merchandise).....	(*)	457	373	503	391	(*)	(NA)	(NA)	(NA)	(NA)
53.56.57 594	GAF ⁴	(*)	42,171	39,083	45,264	37,976	(*)	42,716	42,290	39,051	39,098

*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. 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-92-10.

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.

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. 1992 advance from--		Oct. 1992 preliminary from--		Sept. 1992 through Nov. 1992 from--	
		Oct. 1992 prelim.	Nov. 1991 final	Sept. 1992 final	Oct. 1991 final	June 1992 through Aug. 1992	Sept. 1991 through Nov. 1991
	Retail trade, total.....	+0.4	+7.7	+1.9	+6.9	+2.6	+6.6
	Total (excl. automotive group).....	+0.3	+6.3	+1.1	+5.9	+1.9	+5.7
	Durable goods, total.....	+0.5	+12.0	+2.8	+10.1	+4.0	+9.9
52	Building materials, hardware, garden supply, and mobile home dealers.....	-1.7	+8.9	0.0	+8.8	+2.0	+8.7
55 ex. 554	Automotive dealers.....	+0.6	+12.9	+4.8	+10.9	+5.2	+10.3
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	+0.8	+13.5	+4.9	+11.3	+5.3	+10.8
57	Furniture, home furnishings, and equipment stores.....	+1.7	+11.0	+1.3	+8.4	+2.3	+8.4
	Nondurable goods, total.....	+0.3	+5.3	+1.3	+5.2	+1.8	+4.8
53	General merchandise group stores.....	0.0	+8.6	+1.0	+8.8	+2.3	+8.4
531	Dept. stores (ex. leased dept.).....	+0.9	+8.3	+0.9	+8.5	+2.5	+8.2
531	Dept. stores (in. leased dept.) ²	(NA)	(NA)	+0.8	+8.2	(NA)	(NA)
54	Food stores.....	+0.7	+2.9	+0.9	+2.2	+0.4	+2.1
541	Grocery stores.....	+0.8	+2.4	+0.8	+1.7	+0.3	+1.6
554	Gasoline service stations.....	+0.1	+1.5	+0.1	+2.2	-0.7	+1.7
56	Apparel and accessory stores.....	+0.3	+11.1	+1.2	+11.2	+2.0	+10.4
58	Eating and drinking places.....	-0.1	+5.4	+4.0	+5.7	+6.3	+5.1
591	Drug and proprietary stores.....	0.0	-0.3	-0.7	-0.5	-1.2	+0.1

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

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted			Adjusted ¹		
		Oct. 1992 prelim.	Sept. 1992 final	Oct. 1991	Oct. 1992 prelim.	Sept. 1992 final	Oct. ¹ 1991
	Retail trade, total.....	67,214	62,788	62,000	66,884	66,423	62,708
53	General merchandise group stores.....	18,821	16,825	16,840	19,074	18,927	17,399
531	Dept. stores (ex. leased dept.).....	15,457	13,765	13,916	15,488	15,390	14,258
531	Dept. stores (in. leased dept.) ²	15,941	14,209	14,399	15,973	15,858	14,753
533	Variety stores.....	393	341	363	395	396	372
539	Miscellaneous general merchandise stores...	2,971	2,719	2,561	(NA)	(NA)	(NA)
54	Food stores.....	19,516	18,581	18,763	(NA)	(NA)	(NA)
541	Grocery stores.....	19,194	18,283	18,463	18,781	18,713	18,574
56	Apparel and accessory stores.....	5,503	5,190	4,868	5,503	5,433	5,000
562,3,8	Women's clothing, specialty stores, furniers.....	1,865	1,728	1,694	1,863	1,825	1,725
566	Shoe stores.....	957	1,023	901	1,007	1,006	954
591	Drug stores and proprietary stores.....	3,849	3,714	3,801	3,948	3,964	3,919

NA Not available.

¹Revised.

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-92-10.

²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Note: The large (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 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 -0.8 percent to +1.5 percent with the average of the absolute differences about 0.7 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 1992 and final estimates for September 1992 based on the full sample are published later this month in the Monthly Retail Trade Report for October (BR-92-10). 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 ²	Mean	Avg. of absolute diff.		
		Range ¹		Median	Median	Median				Median	
		From	To							From	To
	Retail trade, total.....	0.8	1.1	0.9	1.0	0.9	1.0	-0.8	+1.5	+0.2	0.7
	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.....	1.6	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
56	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.....	0.6	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

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 November 1990 - March 1991.

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 1991 - October 1992. 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.

