

Advance Monthly Retail Sales



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

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CB-93-11

INTENTION TO REVISE ESTIMATES. The unadjusted and adjusted monthly retail sales estimates will be revised based on the results of the 1991 Annual Retail Trade Survey. Revised estimates for January 1987 through February 1993 are scheduled for release the week of March 15, 1993. Estimates shown in this report do not reflect this revision.

FOR WIRE TRANSMISSION 8:30 A.M. EST., Thursday, January 14, 1993

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for December adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$166.8 billion, an increase of 1.2 percent ($\pm 1.7\%$) from the previous month and were 8.0 percent ($\pm 1.6\%$) above the same period a year ago. Total sales for the 12 months of 1992 were 1936.5 billion, up 5.1 percent from the 1991 total. The October to November 1992 percent change was revised from +0.4 percent ($\pm 1.7\%$) as published in the November advance, to -0.5 percent ($\pm 0.4\%$).

Durable goods increased 2.5 percent ($\pm 3.5\%$) from the previous month and were 12.0 percent above the previous year.

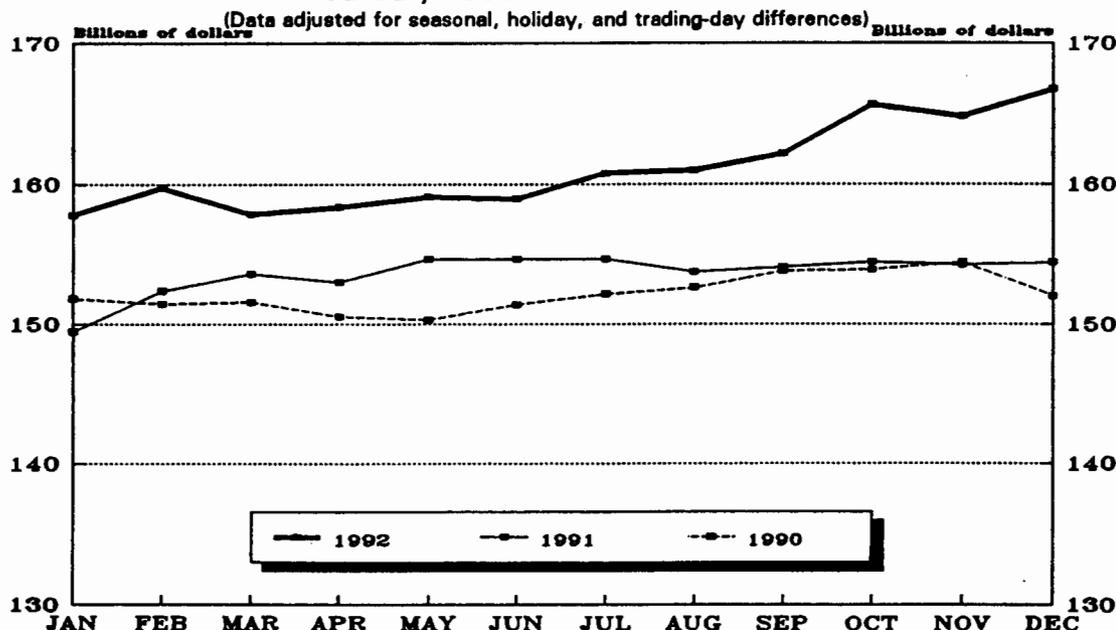
Nondurable goods increased 0.4 percent ($\pm 1.3\%$) from November and were 5.7 percent above last year.

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 January is scheduled to be released February 11, 1993 at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES

January 1990 - December 1992



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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				
		12 month total		1992			1991		1992			1991	
		1992	Percent change from 1991	Dec. ² adv.	Nov. prel.	Oct. final	Dec.	Nov.	Dec. ² adv.	Nov. prel.	Oct. final	Dec. ¹	Nov. ¹
	Retail trade, total.....	1,936,490	+ 5.1	199,729	164,300	166,807	182,744	157,276	166,764	164,832	165,646	154,426	154,254
	Total (ex. auto group).....	1,525,924	+ 4.2	166,953	132,999	131,018	154,593	128,282	130,039	129,255	129,496	122,134	122,102
	Durable goods, total.....	705,810	+ 8.1	67,122	56,367	60,913	58,856	52,399	62,002	60,505	61,278	55,341	54,976
52	Bld. mat., hrdware, garden supply, and mobile home dils..	104,310	+ 8.6	8,055	8,136	9,356	7,268	7,599	8,970	8,691	8,848	8,185	8,011
521,3	Bld. mat. and supply stores..	(*)	(*)	(*)	6,106	7,109	5,315	5,796	(*)	6,475	6,613	6,238	6,088
525	Hardware stores.....	(*)	(*)	(*)	1,075	1,133	1,044	1,013	(*)	1,107	1,093	965	1,007
55 ex 554	Automotive dealers.....	410,566	+ 8.6	32,776	31,301	35,789	28,151	28,994	36,725	35,577	36,150	32,292	32,152
551,2,5,6,7,9	Motor vehicle and misc. automotive dealers.....	378,097	+ 9.4	30,059	28,600	32,831	25,656	26,394	33,927	32,798	33,365	29,660	29,557
551	Motor vehicle (franch.).....	(*)	(*)	(*)	25,618	29,093	22,805	23,262	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply str....	(*)	(*)	(*)	2,701	2,958	2,495	2,600	(*)	2,779	2,785	2,632	2,595
57	Furniture, home furn., and equipment stores.....	93,645	+ 5.3	10,611	8,388	8,006	9,798	7,852	7,984	8,008	7,996	7,464	7,302
571	Furniture and home furn.....	(*)	(*)	(*)	4,443	4,373	4,510	4,255	(*)	4,211	4,258	4,009	3,936
5722,32	Household appliance, radio, and TV stores.....	(*)	(*)	(*)	3,036	2,800	3,878	2,748	(*)	2,925	2,878	2,636	2,654
5722	Household appliance str....	(*)	(*)	(*)	796	771	853	721	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total..	1,230,680	+ 3.4	132,607	107,933	105,894	123,888	104,877	104,762	104,327	104,368	99,085	99,278
53	General mdse. group stores....	233,012	+ 7.1	35,277	23,732	19,760	32,919	22,376	19,647	19,971	19,952	17,995	18,111
531	Dept stores (ex led. depts)....	165,490	+ 7.9	28,591	19,010	15,695	26,050	17,822	15,692	15,802	15,758	14,345	14,345
531	Dept stores (in led. depts) ³ ..	(*)	(*)	(*)	19,581	16,190	26,875	18,398	(*)	16,358	16,271	14,783	15,111
533	Variety stores.....	(*)	(*)	(*)	617	569	1,102	676	(*)	546	575	600	597
539	Misc. general mdse. stores....	(*)	(*)	(*)	4,105	3,496	5,767	3,878	(*)	3,623	3,619	3,050	3,181
54	Food stores.....	388,325	+ 1.9	35,250	31,700	32,891	33,428	31,978	32,929	32,664	32,485	31,976	31,780
541	Grocery stores.....	363,310	+ 1.7	32,761	29,675	30,803	31,033	30,039	30,848	30,561	30,348	29,955	29,801
554	Gasoline service stations.....	124,822	- 1.3	10,426	10,313	10,975	10,300	10,371	10,242	10,303	10,403	10,188	10,319
56	Apparel and accessory stores..	102,649	+ 7.7	14,444	9,655	8,917	12,599	8,903	8,872	8,893	8,790	7,818	7,897
561	Men's and boys' clothing and furnishings stores.....	(*)	(*)	(*)	796	731	1,324	806	(*)	723	717	690	706
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	(*)	(*)	3,326	3,103	4,253	3,125	(*)	3,046	3,030	2,683	2,773
565	Family clothing stores.....	(*)	(*)	(*)	3,401	2,943	4,323	2,918	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	(*)	(*)	1,409	1,438	1,887	1,468	(*)	1,435	1,476	1,419	1,421
58	Eating and drinking places.....	199,256	+ 2.7	16,703	16,296	17,476	16,239	15,842	17,131	17,064	17,218	16,724	16,332
591	Drug and proprietary stores....	77,639	+ 2.6	8,216	6,154	6,424	8,204	6,285	6,394	6,305	6,469	6,455	6,387
592	Liquor stores.....	(*)	(*)	(*)	2,031	2,055	2,325	1,922	(*)	2,070	2,076	1,720	1,875
5961 (pt)	Mail-order houses (dept. store merchandise).....	(*)	(*)	(*)	572	435	482	503	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ⁴	(*)	(*)	(*)	48,373	42,270	66,667	45,264	(*)	42,987	42,811	38,677	39,120

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

NA Not available.

¹ 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. The seasonal factors for November and December department stores and general merchandise stores kinds of business have been modified because of observed changes in the seasonal patterns. Factors and additional explanatory material are contained in the Monthly Retail Trade Report, BR-92-11.

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

⁴ 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					
		Dec. 1992 advance from--		Nov. 1992 preliminary from--		Oct. 1992 through Dec. 1992 from--	
		Nov. 1992 prelim.	Dec. 1991 final	Oct. 1992 final	Nov. 1991 final	July 1992 through Sept. 1992	Oct. 1991 through Dec. 1991
	Retail trade, total.....	+1.2	+8.0	-0.5	+6.9	+2.7	+7.4
	Total (excl. automotive group).....	+0.6	+6.5	-0.2	+5.9	+1.7	+6.1
	Durable goods, total.....	+2.5	+12.0	-1.3	+10.1	+4.4	+10.9
52	Building materials, hardware, garden supply, and mobile home dealers.....	+3.2	+9.6	-1.8	+8.5	+2.6	+9.3
55 ex. 554	Automotive dealers.....	+3.2	+13.7	-1.6	+10.7	+6.6	+12.0
551,2,5, 6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+3.4	+14.4	-1.7	+11.0	+6.8	+12.6
57	Furniture, home furnishings, and equipment stores.....	-0.3	+7.0	+0.2	+9.7	+1.8	+8.5
	Nondurable goods, total ¹	+0.4	+5.7	0.0	+5.1	+1.8	+5.4
53	General merchandise group stores.....	-0.6	+10.3	+0.1	+8.6	+1.4	+9.3
531	Dept. stores (ex. leased dept.).....	-0.7	+9.4	+0.3	+8.2	+1.5	+8.8
531	Dept. stores (in. leased dept.) ²	(NA)	(NA)	+0.5	+8.2	(NA)	(NA)
54	Food stores.....	+0.8	+3.0	+0.6	+2.8	+1.0	+2.6
541	Grocery stores.....	+0.9	+3.0	+0.7	+2.6	+1.1	+2.4
554	Gasoline service stations.....	-0.6	+0.5	-1.0	-0.2	-1.4	+0.8
56	Apparel and accessory stores.....	-0.2	+13.5	+1.2	+12.6	+2.6	+12.6
58	Eating and drinking places.....	+0.4	+2.4	-0.9	+4.5	+5.3	+4.1
91	Drug and proprietary stores.....	+1.4	-0.9	-2.5	-1.3	-0.9	-0.4

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		
		Nov. 1992 prelim.	Oct. 1992 final	Nov. 1991	Nov. 1992 prelim.	Oct. 1992 final	Nov. 1991
	Retail trade, total.....	71,313	67,373	68,774	(NA)	67,080	(NA)
53	General merchandise group stores.....	22,739	18,836	21,500	(NA)	19,155	(NA)
531	Dept. stores (ex. leased dept.).....	18,759	15,471	17,538	15,646	15,580	14,411
531	Dept. stores (in. leased dept.) ²	19,316	15,954	18,102	16,151	16,050	14,899
533	Variety stores.....	423	394	432	386	397	385
539	Miscellaneous general merchandise stores.....	3,557	2,971	3,530	(NA)	(NA)	(NA)
54	Food stores.....	18,880	19,512	19,256	(NA)	(NA)	(NA)
541	Grocery stores.....	18,543	19,185	18,928	18,941	18,790	18,593
56	Apparel and accessory stores.....	6,146	5,519	5,814	5,500	5,510	5,016
562,3,8	Women's clothing, specialty stores, furriers.....	2,066	1,861	2,004	1,853	1,861	1,744
566	Shoe stores.....	975	978	991	986	1,018	957
591	Drug stores and proprietary stores.....	3,813	3,936	3,849	3,911	4,008	3,920

NA Not available.

¹Revised.

¹Date 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. The seasonal factors for November and December department stores and miscellaneous general merchandise stores kinds of business have been modified because of observed changes in the seasonal patterns. Factors and additional explanatory material are contained in the Monthly Retail Trade Report, BR-92-11.

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

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 +1.5 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 November 1992 and final estimates for October 1992 based on the full sample are published later this month in the Monthly Retail Trade Report for November (BR-92-11). 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	-0.9	+1.5	+0.2	0.6
	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, December 1991 - November 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.

