

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. EDT., Thursday, March 11, 1993

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.

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for February adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$167.8 billion, an increase of 0.3 percent ($\pm 1.5\%$) from the previous month and were 5.3 percent ($\pm 1.7\%$) above February 1992. Total sales in the December through February period were 6.7 percent ($\pm 1.8\%$) above the same period a year ago. The December to January 1993 percent change was revised from +0.3 percent ($\pm 1.5\%$) as published in the January advance, to 0.0 percent ($\pm 0.4\%$).

Durable goods decreased 0.5 percent ($\pm 3.3\%$) from the previous month but were 6.8 percent above February 1992.

Nondurable goods increased 0.7 percent ($\pm 1.3\%$) from January and were 4.4 percent above February 1992.

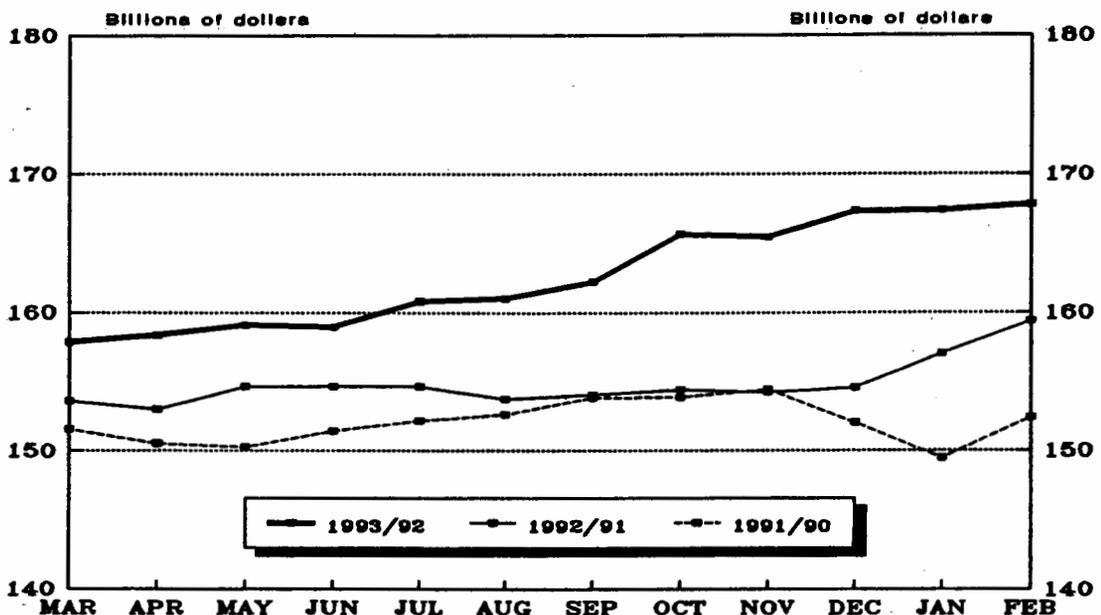
The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.

The Advance Monthly Retail Sales Report for March is scheduled to be released April 13, 1993 at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES

March 1990 - February 1993

(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. (1-800-334-2564) 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				
		1993		1992			1993		1992		
		Feb. ² adv.	Jan. prel.	Dec. final	Feb.	Jan.	Feb. ² adv.	Jan. prel.	Dec. final	Feb. ¹	Jan. ¹
	Retail trade, total.....	144,021	146,630	200,532	141,517	140,023	167,788	167,364	167,299	159,364	157,031
	Total (excl. auto group)...	112,651	115,750	168,369	110,670	110,649	132,358	131,140	131,223	125,299	124,232
	Durable goods, total.....	53,185	52,522	67,224	51,137	49,461	61,937	62,274	61,949	57,989	56,507
52	Building mat., hardware, garden supply, and mobile home dealers.....	7,166	6,937	8,371	6,802	6,629	9,355	9,053	9,187	8,708	8,473
521,3	Building mat. and supply stores.....	(*)	5,269	5,958	5,132	5,080	(*)	6,807	6,809	6,529	6,350
525	Hardware stores.....	(*)	892	1,171	833	857	(*)	1,089	1,080	1,049	1,048
55 ex. 554	Automotive dealers.....	31,370	30,880	32,163	30,847	29,374	35,430	36,214	36,076	34,065	32,799
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	29,038	28,553	29,477	28,558	27,079	32,590	33,434	33,307	31,382	30,121
551	Motor vehicle (franchised).....	(*)	25,449	26,409	24,981	24,000	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,327	2,686	2,289	2,295	(*)	2,780	2,769	2,683	2,678
57	Furniture, home furnishings, and equipment stores.....	7,280	7,631	11,268	6,924	7,010	8,358	8,401	8,412	7,645	7,595
571	Furniture and home furnishings.....	(*)	3,947	5,117	3,752	3,691	(*)	4,381	4,465	4,098	4,016
5722,32	Household appliance, radio, and TV stores.....	(*)	2,755	4,374	2,408	2,545	(*)	3,011	2,941	2,712	2,745
5722	Household appliance stores.....	(*)	666	959	814	641	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	90,836	94,108	133,308	90,380	90,562	105,851	105,080	106,350	101,375	100,524
53	General merchandise group stores.....	15,431	15,129	35,383	15,005	13,858	20,448	20,378	19,976	19,474	18,846
531	Dept. stores (ex. leased depts).....	11,918	11,777	28,594	11,767	10,759	16,215	16,199	15,807	15,422	14,907
531	Dept. stores (in. leased depts) ³	(*)	12,128	29,412	12,176	11,112	(*)	16,659	16,295	15,937	15,422
533	Variety stores.....	(*)	400	1,060	506	475	(*)	544	566	633	633
539	Misc. general mdee. stores.....	(*)	2,952	5,729	2,732	2,424	(*)	3,635	3,603	3,419	3,419
54	Food stores.....	30,028	31,789	35,442	29,993	31,112	33,450	33,031	33,068	31,882	32,055
541	Grocery stores.....	28,088	29,817	32,662	28,156	29,312	31,278	30,835	30,755	29,890	30,064
554	Gasoline service stations.....	9,184	9,802	10,567	9,128	9,545	10,692	10,528	10,411	10,245	10,165
56	Apparel and accessory stores.....	6,340	6,550	14,551	6,359	5,987	8,733	8,881	8,906	8,302	8,105
561	Men's and boys' clothing and furnishings stores.....	(*)	801	1,333	551	587	(*)	728	708	730	723
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,379	4,972	2,204	2,088	(*)	3,143	3,113	2,837	2,758
565	Family clothing stores.....	(*)	1,910	5,304	1,900	1,681	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,102	1,893	1,191	1,137	(*)	1,402	1,411	1,498	1,458
58	Eating and drinking places.....	15,501	15,866	17,073	15,535	15,380	17,300	17,227	17,388	18,740	18,717
591	Drug and proprietary stores.....	5,988	6,084	8,090	6,238	6,312	6,403	6,371	6,310	6,484	6,480
592	Liquor stores.....	(*)	1,727	2,688	1,704	1,668	(*)	1,925	1,982	1,912	1,862
5961 (pt)	Mail-order houses (department store merchandise).....	(*)	342	627	294	299	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ⁴	(*)	34,360	74,150	33,097	31,285	(*)	43,926	43,390	41,160	40,206

*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. The seasonal factors for November 1992 through February 1993 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-93-01.

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					
		Feb. 1993 advance from--		Jan. 1993 preliminary from--		Dec. 1992 through Feb. 1993 from--	
		Jan. 1993 prelim.	Feb. 1992 final	Dec. 1992 final	Jan. 1992 final	Sept. 1992 through Nov. 1992	Dec. 1991 through Feb. 1992
	Retail trade, total.....	+0.3	+5.3	-0.0	+6.6	+1.9	+6.7
	Total (excl. automotive group).....	+0.9	+5.6	-0.1	+5.6	+1.9	+6.2
	Durable goods, total.....	-0.5	+6.8	+0.5	+10.2	+2.7	+9.5
52	Building materials, hardware, garden supply, and mobile home dealers.....	+3.3	+7.4	-1.5	+6.8	+4.7	+8.8
55 ex. 554	Automotive dealers.....	-2.2	+4.0	+0.4	+10.4	+1.5	+6.5
551,2,5, 6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-2.5	+3.8	+0.4	+11.0	+1.5	+6.8
57	Furniture, home furnishings, and equipment stores.....	-0.5	+8.3	-0.1	+10.6	+5.2	+10.9
	Nondurable goods, total.....	+0.7	+4.4	-0.3	+4.5	+1.4	+5.1
53	General merchandise group stores.....	+0.3	+5.0	+2.0	+8.1	+1.6	+7.6
531	Dept. stores (ex. leased dept.).....	+0.1	+5.1	+2.5	+8.7	+2.1	+7.7
531	Dept. stores (in. leased dept.) ²	(NA)	(NA)	+2.2	+8.2	(NA)	(NA)
54	Food stores.....	+1.3	+4.9	-0.1	+3.0	+2.2	+3.8
541	Grocery stores.....	+1.4	+4.6	+0.3	+2.6	+2.0	+3.3
554	Gasoline service stations.....	+1.6	+4.4	+1.1	+3.6	+1.2	+3.4
56	Apparel and accessory stores.....	-1.7	+5.2	-0.3	+9.6	+0.8	+9.4
58	Eating and drinking places.....	+0.4	+3.3	-0.9	+3.1	+1.8	+3.6
591	Drug and proprietary stores.....	+0.5	-1.2	+1.0	-1.7	-0.6	-1.7

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		
		Jan. 1993 prelim.	Dec. 1992 final	Jan. 1992	Jan. 1993 prelim.	Dec. 1992 final	Jan. 1992
	Retail trade, total.....	58,646	95,001	55,494	64,810	66,897	64,200
53	General merchandise group stores.....	14,432	33,992	12,891	16,326	18,887	17,946
531	Dept. stores (ex. leased dept.).....	11,601	28,210	10,586	15,957	15,577	14,682
531	Dept. stores (in. leased dept.) ²	11,944	29,011	10,930	16,429	16,055	15,139
533	Variety stores.....	266	754	290	369	392	398
539	Miscellaneous general merchandise stores.....	2,565	5,028	2,015	(NA)	(NA)	(NA)
54	Food stores.....	19,051	21,101	18,908	(NA)	(NA)	(NA)
541	Grocery stores.....	18,787	20,514	18,599	18,996	18,977	18,636
56	Apparel and accessory stores.....	3,912	9,631	3,560	5,615	5,629	5,151
562,3,8	Women's clothing, specialty stores, furriers.....	1,439	3,351	1,263	1,969	1,948	1,782
566	Shoe stores.....	757	1,367	715	1,017	1,004	965
591	Drug stores and proprietary stores.....	3,769	5,424	3,812	3,951	3,925	3,922

NA Not available.

Revised.

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. The seasonal factors for November 1992 through February 1993 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-93-01.

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 -0.9 percent to +1.0 percent with the average of the absolute differences about 0.5 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 January 1993 and final estimates for December 1992 based on the full sample are published later this month in the Monthly Retail Trade Report for January (BR-93-01). 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								
	Retail trade, total.....	0.8	1.1	0.9	1.0	0.9	1.0	-0.9	+1.0	-0.1	0.5
	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	+1.8	+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 date 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, February 1992 - January 1993. The ranges for all other totals and kinds of business are based on the 12-month period, 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.

