

# Advance Monthly Retail Sales



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

SEPTEMBER 1993

CB-93-180

FOR WIRE TRANSMISSION 8:30 A.M. EDT., Thursday, October 14, 1993

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for September adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$174.4 billion, an increase of 0.1 percent ( $\pm 1.0\%$ ) from the previous month and were 6.1 percent ( $\pm 1.6\%$ ) above September 1992. Total sales in the third quarter were 6.6 percent ( $\pm 1.6\%$ ) above the same quarter a year ago. The July to August 1993 percent change was revised from +0.2 percent ( $\pm 1.0\%$ ) as published in the August advance, to +0.5 percent ( $\pm 0.2\%$ ).

Durable goods decreased 1.0 percent ( $\pm 2.5\%$ ) from August but were up 10.7 percent from the previous year. Automotive dealers and furniture stores were up 11.4 percent and 12.6 percent, respectively, from September 1992.

Nondurable goods increased 0.8 percent ( $\pm 1.0\%$ ) from August and were 3.5 percent above a year ago. General merchandise stores increased 1.0 percent from the previous month and were 8.6 percent above September 1992. Food store sales were up 3.0 percent from last year.

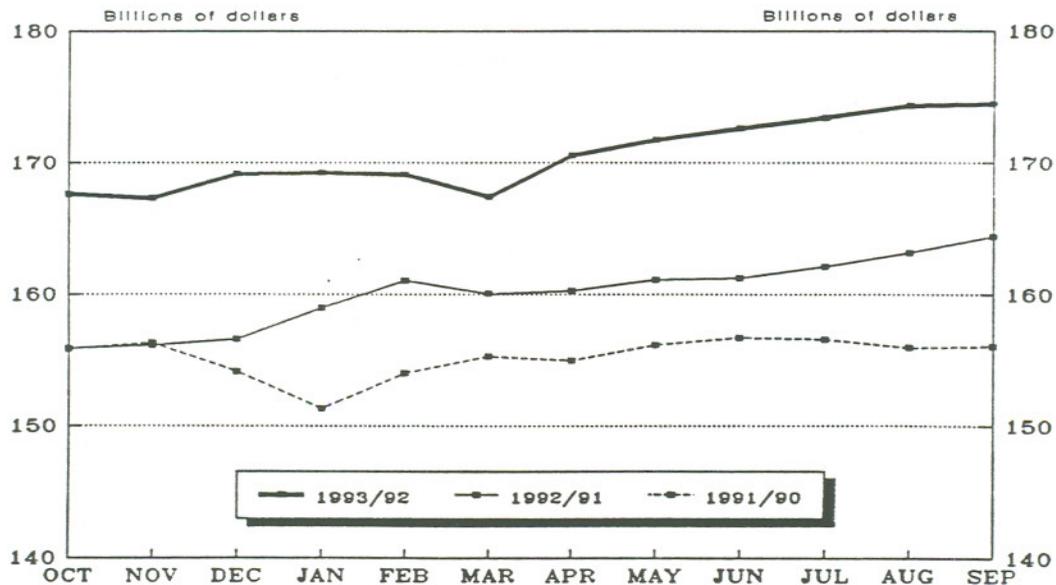
*The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.*

The Advance Monthly Retail Sales Report for October is scheduled to be released November 12, 1993 at 8:30 a.m.

## ESTIMATED MONTHLY RETAIL SALES

October 1990 - September 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. (1-800-334-2564) 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 <sup>1</sup>				
		1993			1992		1993			1992	
		Sept. <sup>2</sup> adv.	Aug. prel.	July final	Sept.	Aug.	Sept. <sup>2</sup> adv.	Aug. prel.	July final	Sept. <sup>1</sup>	Aug. <sup>1</sup>
	Retail trade, total.....	171,389	177,424	178,155	160,612	166,341	174,448	174,299	173,415	164,405	163,160
	Total (excl. auto group)...	133,239	137,908	137,381	126,515	132,636	137,246	136,408	136,076	131,024	130,490
	Durable goods, total.....	66,020	68,471	69,167	59,501	59,579	65,627	66,310	65,232	59,269	58,201
52	Building mat., hardware, garden supply, and mobile home dealers.....	9,590	10,159	10,328	9,107	8,971	9,248	9,360	9,242	8,646	8,403
521,3	Building mat. and supply stores.....	(*)	7,464	7,522	6,752	6,694	(*)	6,676	6,674	6,287	6,113
525	Hardware stores.....	(*)	1,125	1,201	1,068	1,103	(*)	1,113	1,097	1,089	1,088
55 ex. 554	Automotive dealers.....	38,150	39,516	40,774	34,097	33,705	37,202	37,891	37,339	33,381	32,670
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	35,053	36,249	37,501	31,119	30,709	34,198	34,821	34,342	30,509	29,844
551	Motor vehicle (franchised).....	(*)	32,133	32,811	27,646	26,834	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	3,267	3,273	2,978	2,996	(*)	3,070	2,997	2,872	2,826
57	Furniture, home furnishings, and equipment stores.....	9,677	9,658	9,721	8,565	8,714	9,956	9,772	9,698	8,838	8,806
571	Furniture and home furnishings.....	(*)	4,968	5,023	4,535	4,678	(*)	4,924	4,944	4,613	4,623
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	3,881	3,919	3,248	3,269	(*)	3,976	3,884	3,405	3,374
5722	Household appliance stores.....	(*)	964	1,062	810	865	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	105,369	108,953	108,988	101,111	106,762	108,821	107,989	108,183	105,136	104,959
53	General merchandise group stores.....	20,625	21,789	20,561	18,734	20,507	22,597	22,370	22,317	20,807	20,781
531	Dept. stores (ex. leased depts).....	15,711	16,643	15,428	14,133	15,654	17,227	16,948	16,917	15,738	15,733
531	Dept. stores (in. leased depts) <sup>3</sup> .....	(*)	17,069	15,816	14,555	16,084	(*)	17,329	17,342	16,244	16,149
533	Variety stores.....	(*)	508	504	458	506	(*)	545	543	536	529
539	Misc. general mdse. stores.....	(*)	4,638	4,629	4,143	4,347	(*)	4,877	4,857	4,533	4,519
54	Food stores.....	32,488	33,000	34,776	31,279	32,672	32,817	32,877	32,679	31,874	31,874
541	Grocery stores.....	30,566	31,000	32,698	29,417	30,708	30,813	30,907	30,702	29,926	29,926
554	Gasoline service stations.....	11,172	11,638	11,974	11,279	11,886	10,900	10,866	11,212	11,058	11,108
56	Apparel and accessory stores.....	8,625	9,234	8,430	8,491	9,374	8,947	8,767	8,877	8,875	8,794
561	Men's and boys' clothing and furnishings stores.....	(*)	659	651	676	682	(*)	745	768	750	756
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	3,135	3,068	3,072	3,219	(*)	3,186	3,233	3,220	3,209
565	Family clothing stores.....	(*)	2,981	2,710	2,644	3,020	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,710	1,411	1,496	1,748	(*)	1,463	1,470	1,487	1,491
58	Eating and drinking places.....	17,504	18,842	18,795	16,590	17,808	17,771	17,642	17,533	16,894	16,596
591	Drug and proprietary stores.....	6,430	6,528	6,551	6,056	6,276	6,768	6,716	6,719	6,408	6,457
592	Liquor stores.....	(*)	1,953	2,147	2,109	2,214	(*)	1,932	1,981	2,199	2,166
5961 (pt)	Mail-order houses (department store merchandise).....	(*)	146	130	319	316	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF <sup>4</sup> .....	(*)	47,681	44,977	41,603	44,796	(*)	48,208	47,876	44,929	44,854

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

NA Not available.

<sup>1</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-93-08.

<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.

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					
		Sept. 1993 advance from—		Aug. 1993 preliminary from—		July 1993 through Sept. 1993 from—	
		Aug. 1993 prelim.	Sept. 1992 final	July 1993 final	Aug. 1992 final	Apr. 1993 through June 1993	July 1992 through Sept. 1992
	Retail trade, total.....	+0.1	+6.1	+0.5	+6.8	+1.4	+6.6
	Total (excl. automotive group).....	+0.6	+4.7	+0.2	+4.5	+1.0	+4.9
	Durable goods, total.....	-1.0	+10.7	+1.7	+13.9	+3.2	+12.2
52	Building materials, hardware, garden supply, and mobile home dealers.....	-1.2	+7.0	+1.3	+11.4	+0.9	+9.1
55 ex. 554	Automotive dealers.....	-1.8	+11.4	+1.5	+16.0	+3.0	+13.6
551,2,5, 6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-1.8	+12.1	+1.4	+16.7	+3.1	+14.4
57	Furniture, home furnishings, and equipment stores.....	+1.9	+12.6	+0.8	+11.0	+3.5	+11.6
	Nondurable goods, total.....	+0.8	+3.5	-0.2	+2.9	+0.4	+3.5
53	General merchandise group stores.....	+1.0	+8.6	+0.2	+7.6	+2.7	+8.6
531	Dept. stores (ex. leased dept.).....	+1.6	+9.5	+0.2	+7.7	+3.1	+8.8
531	Dept. stores (in. leased dept.) <sup>1</sup> .....	(NA)	(NA)	-0.1	+7.3	(NA)	(NA)
54	Food stores.....	-0.2	+3.0	+0.6	+2.3	+0.9	+2.5
541	Grocery stores.....	-0.3	+3.0	+0.7	+2.4	+1.0	+2.6
554	Gasoline service stations.....	+0.3	-1.4	-3.1	-2.2	-3.5	-1.1
56	Apparel and accessory stores.....	+2.1	+0.8	-1.2	-0.3	+0.3	+0.7
58	Eating and drinking places.....	+0.7	+5.2	+0.6	+6.3	+0.5	+6.7
591	Drug and proprietary stores.....	+0.8	+5.6	0.0	+4.0	+1.1	+4.8

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 +1.0 percent with the average of the absolute differences about 0.4 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 August 1993 and final estimates for July 1993 based on the full sample are published later this month in the Monthly Retail Trade Report for August (BR-93-08). 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	Range <sup>2</sup>		Mean	Avg. of absolute diff.
		From	To				From	To			
	Retail trade, total.....	0.8	1.1	0.9	1.0	0.9	1.0	-0.9	+1.0	+0.1	0.4
	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

<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, September 1992 - August 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.

