

Advance Monthly Retail Sales



JANUARY 1982

FOR WIRE TRANSMISSION 2:30 P.M. EST, Wednesday, February 10, 1982

CB-82-21

The Bureau of the Census, U.S. Department of Commerce, announced today that total sales of retail stores in January after adjusting for seasonal variations and trading-day differences, but not for price changes, were estimated at \$86.1 billion. This adjusted figure was 1.1 percent below December and 0.8 percent higher than January a year ago. The adjusted January estimate excluding the automotive group was 0.3 percent below December and 1.5 percent above January of last year.

Adjusted sales of durable goods stores were about 3.4 percent below December while sales of nondurable goods stores decreased 0.1 percent. Compared with sales for January 1981, durable goods stores sales decreased 4.9 percent while nondurable goods stores increased 3.4 percent.

The revised estimate of retail sales for December based on preliminary results from a full sample of retail stores was about \$87.1 billion, about \$0.5 billion below the December advance estimate published earlier. Seasonally adjusted preliminary sales for December were about 0.2 percent below November but 4.3 percent above December 1980. Excluding the automotive group, retail sales were 0.5 percent below November but 4.0 percent above December 1980. For nondurable goods stores, adjusted December sales were 0.5 percent lower than November, but 5.2 percent above December 1980. For durable goods stores, December adjusted sales were 0.6 percent above November and 2.5 percent above December 1980.

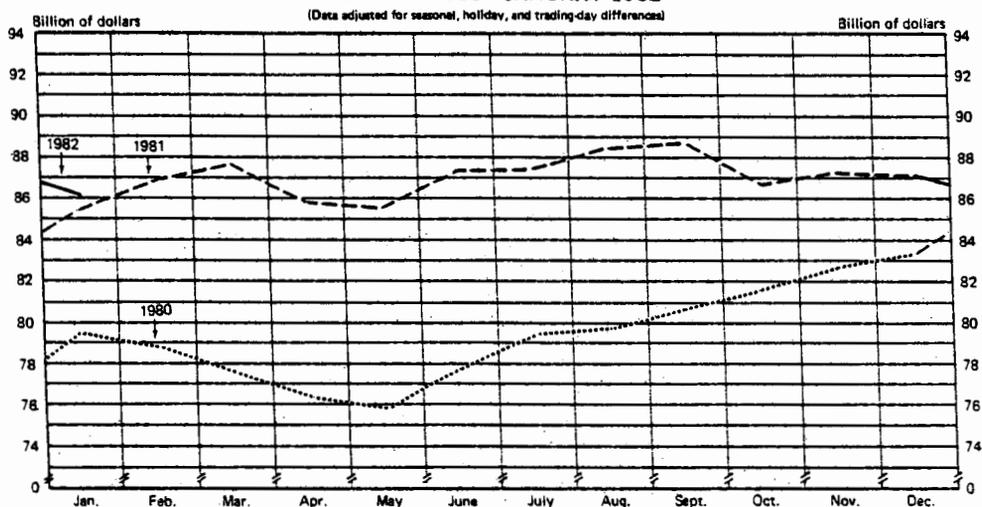
The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. In addition, sampling variability between the subsample used for the advance estimates and the full sample can cause a difference. For most months, such differences have been reduced by modifying the advance estimates prior to publication on the basis of the relationship between the advance and full-sample data for previous months.

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 -1.5 percent to +1.6 percent with the average of the absolute differences about 0.8 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 on the last page of this report.

Preliminary estimates for December 1981 and final estimates for November 1981 based on the full sample will be published later this month in the Monthly Retail Trade Report for December BR-81-12). 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. In addition, the completed report will include approximate measures of sampling variability.

The Advance Monthly Retail Sales Report for February is scheduled to be released March 10, 1982 at 2:30 p.m.

ESTIMATED MONTHLY RETAIL SALES FOR THE UNITED STATES JANUARY 1980—JANUARY 1982



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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 \$25 per year. Add \$6.25 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. Single copies of the Advance Monthly Retail Sales report are for sale by Subscriber Services (Publications), Bureau of the Census, Washington, D.C. 20233, at 70 cents each.

Table 1. Estimated Monthly Retail Sales by Kind of Business for the United States

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted				Adjusted ¹					
		1982	1981		1980	1982	1981		1980		
		Jan. ² advance	Dec. prelim.	Nov. final	Jan.	Dec.	Jan. ² advance	Dec. prelim.	Nov. final	Jan.	Dec.
	Retail trade, total.....	77,044	105,929	87,813	77,361	100,755	86,119	87,060	87,222	85,463	83,443
	Total (excl. automotive group).....	64,292	92,083	73,881	64,010	87,739	71,558	71,789	72,155	70,498	69,030
	Durable goods stores, total.....	21,895	28,972	25,867	23,239	28,093	25,735	26,640	26,484	27,075	25,983
52	Building materials, hardware, garden supply, and mobile home dealers.....	2,940	3,712	4,048	3,351	3,971	3,989	3,950	4,095	4,596	4,261
521,3	Building materials and supply stores.....	(*)	2,352	2,850	2,360	2,616	(*)	2,658	2,827	3,246	2,963
525	Hardware stores.....	(*)	877	716	565	825	(*)	735	729	731	689
55 ex. 554	Automotive dealers.....	12,752	13,846	13,932	13,351	13,016	14,561	15,271	15,067	14,965	14,413
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	12,079	12,190	11,926	11,365	(*)	13,572	13,337	13,355	12,827
551	Motor vehicle dealers (franchised).....	(*)	10,661	10,868	10,726	10,218	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,767	1,742	1,425	1,651	(*)	1,699	1,730	1,610	1,586
57	Furniture, home furnishings, and equipment stores.....	3,458	4,885	4,016	3,616	4,905	3,783	3,836	3,780	4,016	3,817
571	Furniture and home furnishings stores....	(*)	2,607	2,382	2,152	2,566	(*)	2,287	2,220	2,404	2,241
5722,32	Household appliance, radio, and TV stores	(*)	1,720	1,296	1,074	1,634	(*)	1,218	1,238	1,201	1,151
5722	Household appliance stores.....	(*)	701	590	503	693	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	55,149	76,957	61,946	54,122	72,662	60,384	60,420	60,738	58,388	57,460
53	General merchandise group stores.....	7,643	19,902	12,492	7,279	18,365	10,747	10,790	10,745	9,994	10,146
531	Department stores.....	6,200	16,145	10,203	5,873	14,859	8,757	8,751	8,758	8,078	8,146
533	Variety stores.....	(*)	1,444	787	566	1,397	(*)	756	753	775	738
539	Miscellaneous general merchandise stores.	(*)	2,313	1,502	840	2,109	(*)	1,283	1,234	1,141	1,209
54	Food stores.....	19,920	21,775	19,562	19,195	20,212	20,071	20,318	20,538	19,072	19,098
541	Grocery stores.....	18,612	20,019	18,218	17,830	18,506	18,687	18,886	19,116	17,601	17,709
554	Gasoline service stations.....	8,232	8,641	8,364	8,047	8,350	8,776	8,581	8,578	8,497	8,284
56	Apparel and accessory stores.....	3,271	6,659	4,271	3,279	6,335	3,936	3,980	3,940	3,945	3,789
561	Men's and boys' clothing and furnishings stores.....	(*)	1,236	744	565	1,283	(*)	639	634	642	666
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,518	1,639	1,258	2,339	(*)	1,548	1,525	1,549	1,450
565	Family clothing stores.....	(*)	1,536	910	644	1,456	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,051	761	614	942	(*)	758	710	728	677
58	Eating and drinking places.....	7,140	7,916	7,653	7,065	7,510	7,907	7,940	8,005	7,885	7,563
591	Drug stores and proprietary stores.....	2,848	4,036	2,843	2,722	3,775	2,960	2,944	2,934	2,815	2,755
592	Liquor stores.....	(*)	1,981	1,383	1,275	1,926	(*)	1,417	1,377	1,390	1,386
53,56,57, 594,5961 (pt.)	GAF ³ plus mail-order houses (department stores mdse.).....	(*)	37,934	24,640	16,696	35,596	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57, 594	GAF ³	(*)	37,224	23,892	16,308	34,909	(*)	(NA)	(NA)	(NA)	(NA)

NOTE: Totals include data for kinds of business not shown separately.

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

NA Not available.

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-81-12.)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.³GAF represents stores which specialize in department store types of merchandise. Data for mail-order catalog desks located with department stores of some mail-order firms are included in the department store estimates.

Table 2. Percent Change in Estimated Monthly Retail Sales by Kind of Business for the United States

(Adjusted for seasonal variations, holiday, and trading-day differences)

1972 SIC code	Kind of business	Percent change					
		Jan. 1982 advance from--		Dec. 1981 preliminary from--		Nov. 1981 through Jan. 1982	
		Dec. 1981 preliminary	Jan. 1981 final	Nov. 1981 final	Dec. 1980 final	Aug. 1981 through Oct. 1981	Nov. 1980 through Jan. 1981
	Retail trade, total.....	-1.1	+0.8	-0.2	+4.3	-1.3	+3.5
	Total (excl. automotive group).....	-0.3	+1.5	-0.5	+4.0	-0.1	+3.8
	Durable goods stores, total.....	-3.4	-4.9	+0.6	-2.5	-5.1	-0.3
52	Building materials, hardware, garden supply, and mobile home dealers.....	-1.0	-13.2	-3.5	-7.3	-1.8	-8.2
55 ex. 554	Automotive dealers.....	-4.6	-2.7	+1.4	+6.0	-7.0	+2.1
57	Furniture, home furnishings, and equipment stores.....	-1.4	-5.8	+1.5	+0.5	-1.7	-2.0
	Nondurable goods stores, total.....	-0.1	+3.4	-0.5	+5.2	+0.4	-5.2
53	General merchandise group stores.....	-0.4	+7.5	+0.4	+6.9	+1.5	+7.2
531	Department stores.....	+0.1	+8.4	-0.1	+7.4	+1.1	+7.7
54	Food stores.....	-1.2	+5.2	-1.1	+6.4	+0.7	+6.9
541	Grocery stores.....	-1.1	+6.2	-1.2	+6.6	+0.8	+7.4
554	Gasoline service stations.....	+2.3	+3.3	0.0	+3.6	+0.8	+4.1
	Apparel and accessory stores.....	-1.1	-0.2	+1.0	+5.0	-2.1	+3.0
	Eating and drinking places.....	-0.4	+0.3	-0.8	+5.0	-0.4	+4.3
551	Drug stores and proprietary stores.....	+0.5	+5.2	-0.3	+6.9	+1.1	+6.1

Table 3. Estimated Monthly Retail Sales of Group II Companies by Kind of Business for the United States:

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted ¹		
		Dec. 1981 preliminary	Nov. 1981 final	Dec. 1980	Dec. 1981 preliminary	Nov. 1981 final	Dec. 1980
	Retail trade, total.....	43,086	32,050	39,694	30,523	30,279	28,359
53	General merchandise group stores.....	17,664	11,040	16,193	9,489	9,505	8,842
531	Department stores.....	15,305	9,678	14,054	8,304	8,365	7,735
533	Variety stores.....	1,145	613	1,085	579	577	557
539	Miscellaneous general merchandise stores.....	1,214	749	1,054	(NA)	(NA)	(NA)
54	Food stores.....	11,695	10,332	10,652	(NA)	(NA)	(NA)
541	Grocery stores.....	11,381	10,718	10,486	10,597	10,580	9,883
56	Apparel and accessory stores.....	2,474	1,539	2,312	1,416	1,391	1,324
562,3,8	Women's clothing, specialty stores, furriers.....	975	612	912	563	557	528
566	Shoe stores.....	504	360	460	349	331	317
	Drug stores and proprietary stores.....	2,221	1,434	2,055	1,458	1,466	1,361

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).

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-81-12.

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	0.85	-1.54	+1.64	0.03	0.76
	Total (excl. automotive group).....	0.7	0.9	0.8	-1.07	-1.19	-0.09	0.63
	Durable goods stores, total.....	0.7	2.2	1.8	-3.59	+4.63	0.73	1.85
52	Building materials, hardware, garden supply, and mobile home dealers.....	1.7	2.5	1.95	-4.10	-7.02	1.01	1.87
55 ex. 554	Automotive dealers.....	1.8	2.8	2.2	-4.62	-7.79	0.56	2.87
57	Furniture, home furnishings, and equipment stores.....	1.3	4.8	2.25	-4.37	-4.53	0.11	2.22
	Nondurable goods stores, total.....	0.5	0.7	0.7	-1.24	+1.33	-0.14	0.71
53	General merchandise group stores.....	0.3	1.0	0.5	-3.03	-3.45	0.43	1.70
531	Department stores.....	0.2	0.4	0.25	-1.81	-3.04	0.69	1.74
54	Food stores.....	1.2	1.4	1.3	-1.65	-0.71	-0.29	0.61
541	Grocery stores.....	0.3	0.6	0.5	-1.81	-0.54	-0.60	0.79
554	Gasoline service stations.....	0.8	1.2	0.95	-2.32	-4.16	-0.51	1.50
56	Apparel and accessory stores.....	1.3	3.2	2.35	-3.60	-2.44	-0.23	1.39
58	Eating and drinking places.....	0.7	1.2	1.0	-2.35	+1.55	-0.25	1.42
591	Drug stores and proprietary stores.....	0.4	0.9	0.5	-1.39	+3.63	0.43	1.20

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

¹The ranges of sampling variability shown are based on sales estimates unadjusted for seasonal variations, holiday, and trading-day differences for the data months of February-June 1981.

²The ranges shown are based on sales estimates adjusted for seasonal variations, holiday, and trading-day differences for the 12-month period, August 1980-July 1981.

