

Advance Monthly Retail Sales



FOR WIRE TRANSMISSION 2:30 P.M. WEDNESDAY, FEBRUARY 11, 1981

JANUARY 1981

CB-81-26

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 \$84.0 billion. This adjusted figure was about 2 percent above December and 6 percent higher than January a year ago. The adjusted January estimate excluding the automotive group was 2 percent above December and 8 percent above January last year.

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.

Adjusted sales of durable goods stores were about 3 percent above December while sales of nondurable goods stores increased 2 percent. Compared with sales for January 1980, durable goods stores decreased 1 percent while nondurable goods stores increased 9 percent.

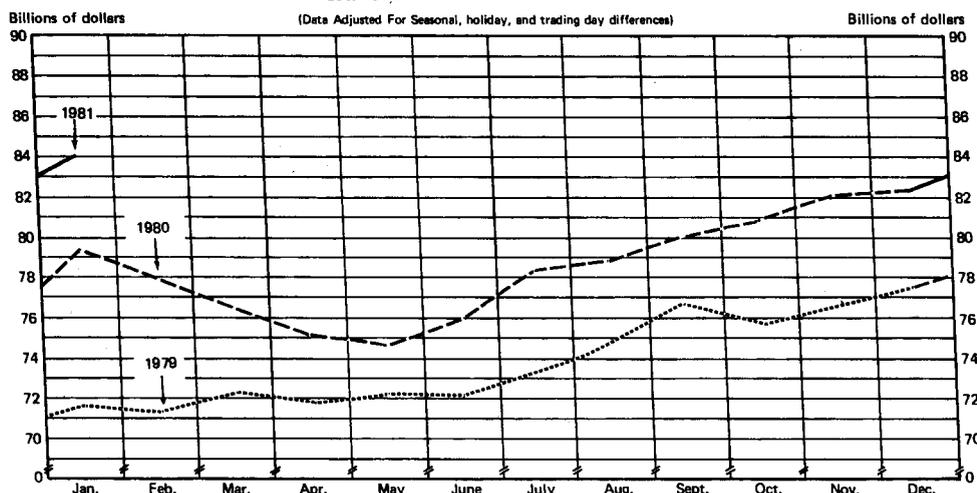
Differences between advance and full-sample preliminary estimates of month-to-month percentage change in seasonally adjusted total retail store sales have ranged from approximately -1.9 percent to +1.3 percent with the absolute average about 0.9 percent for the past 12 months. For individual kind-of-business groups, these differences tend to be higher.

The revised estimate of retail sales for December based on preliminary results from a full sample of retail stores was about \$82.4 billion, \$1.5 billion above the December advance estimate published earlier. Seasonally adjusted preliminary sales for December were virtually unchanged from November and 7 percent over December 1979. Excluding the automotive group, retail sales were about 1 percent above November and 9 percent above December 1979. For nondurable goods stores, adjusted December sales were about 1 percent above November 1980 and 10 percent above the same month a year ago. For durable goods stores, adjusted sales for December were about 1 percent below November but were 1 percent above December 1979.

Revised preliminary estimates for December 1980 and final estimates for November 1980 based on the full sample will be published later this month in the Monthly Retail Trade Report for December (BR-80-12). The complete report will provide sales estimates in greater detail and will present a description of the sample design, the basis and methodology used in developing revisions, and the techniques used in developing the estimates. In addition, the completed report will include approximate measures of sampling variability.

ESTIMATED MONTHLY RETAIL SALES FOR THE UNITED STATES

JANUARY 1979-JANUARY 1981



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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				
		1981	1980			1979	1981	1980			1979
		Jan. ² advance	Dec. prelim.	Nov. final	Jan.	Dec.	Jan. ² advance	Dec. prelim.	Nov. final	Jan.	Dec.
	Retail trade, total.....	75,055	99,293	82,835	69,449	91,542	84,009	82,362	82,125	79,464	77,150
	Total (excl. automotive group).....	62,182	86,371	69,580	56,083	78,807	69,185	68,121	67,323	63,773	62,532
	Durable goods stores, total.....	22,724	28,204	25,369	22,707	26,785	26,936	26,185	26,524	27,268	25,943
52	Building materials, hardware, garden supply, and mobile home dealers.....	3,309	4,129	4,309	3,400	4,018	4,590	4,454	4,455	4,679	4,487
521,3	Building materials and supply stores.....	(*)	2,580	2,911	2,315	2,580	(*)	2,942	2,961	3,180	3,060
525	Hardware stores.....	(*)	957	761	593	868	(*)	824	758	788	754
55 ex. 554	Automotive dealers.....	12,873	12,922	13,255	13,366	12,735	14,824	14,241	14,802	15,691	14,618
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	11,248	11,675	12,055	11,266	(*)	12,624	13,222	14,182	13,192
551	Motor vehicle dealers (franchised).....	(*)	10,256	10,622	11,031	10,245	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,674	1,580	1,311	1,469	(*)	1,617	1,580	1,509	1,426
57	Furniture, home furnishings, and equipment stores.....	3,562	4,868	4,022	3,317	4,414	3,936	3,853	3,777	3,733	3,568
571	Furniture and home furnishings stores....	(*)	2,689	2,520	2,105	2,552	(*)	2,361	2,353	2,363	2,277
5722,32	Household appliance, radio, and TV stores	(*)	1,581	1,169	938	1,411	(*)	1,125	1,109	1,068	1,022
5722	Household appliance stores.....	(*)	717	584	464	656	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	52,331	71,089	57,466	46,742	64,757	57,073	56,177	55,601	52,196	51,207
53	General merchandise group stores.....	7,540	18,481	11,874	6,817	17,196	10,417	10,201	10,175	9,709	9,636
531	Department stores.....	6,034	14,967	9,709	5,488	13,930	8,357	8,224	8,327	7,851	7,700
533	Variety stores.....	(*)	1,301	736	513	1,283	(*)	691	687	726	679
539	Miscellaneous general merchandise stores.	(*)	2,213	1,429	816	1,983	(*)	1,286	1,161	1,132	1,257
54	Food stores.....	18,577	19,579	18,027	16,349	17,937	18,533	18,587	18,338	16,997	16,872
541	Grocery stores.....	17,278	17,937	16,724	15,204	16,496	17,124	17,214	16,979	15,739	15,666
554	Gasoline service stations.....	7,982	8,165	7,791	6,675	6,766	8,402	8,092	7,926	7,056	6,752
56	Apparel and accessory stores.....	3,339	6,547	4,288	3,061	6,131	3,984	3,892	3,885	3,793	3,630
561	Men's and boys' clothing and furnishings stores.....	(*)	1,426	900	604	1,410	(*)	726	775	696	719
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,317	1,554	1,112	2,157	(*)	1,436	1,408	1,420	1,324
565	Family clothing stores.....	(*)	1,600	921	649	1,447	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	914	718	540	853	(*)	658	669	649	612
58	Eating and drinking places.....	6,458	7,006	6,694	6,023	6,630	7,224	7,113	6,937	6,860	6,690
591	Drug stores and proprietary stores.....	2,628	3,674	2,564	2,326	3,127	2,729	2,688	2,674	2,464	2,313
592	Liquor stores.....	(*)	1,958	1,439	1,294	1,974	(*)	1,418	1,416	1,460	1,395
53,56,57, 594,5961 (pt.)	GAF ³ plus mail-order houses (department stores mdse.).....	(*)	35,768	23,611	15,504	33,048	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57, 594	GAF ³	(*)	35,152	23,005	15,173	32,492	(*)	(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-80-12.)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 within 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. 1981 advance from--		Dec. 1980 preliminary from--		Nov. 1980 through Jan. 1981	
		Dec. 1980 preliminary	Jan. 1980 final	Nov. 1980 final	Dec. 1979 final	Aug. 1980 through Oct. 1980	Nov. 1979 through Jan. 1980
	Retail trade, total.....	+2	+6	0	+7	+4	+7
	Total (excl. automotive group).....	+2	+8	+1	+9	+4	+9
	Durable goods stores, total.....	+3	-1	-1	+1	+4	+1
52	Building materials, hardware, garden supply, and mobile home dealers.....	+3	-2	0	-1	+8	-1
55 ex. 554	Automotive dealers.....	+4	-6	-4	-3	+2	-2
57	Furniture, home furnishings, and equipment stores.....	+2	+5	+2	+8	+5	+6
	Nondurable goods stores, total.....	+2	+9	+1	+10	+3	+10
53	General merchandise group stores.....	+2	+7	0	+6	+5	+6
531	Department stores.....	+2	+6	-1	+7	+4	+7
54	Food stores.....	0	+9	+1	+10	+2	+10
541	Grocery stores.....	-1	+9	+1	+10	+2	+10
554	Gasoline service stations.....	+4	+19	+2	+20	+4	+19
56	Apparel and accessory stores.....	+2	+5	0	+7	+1	+6
58	Eating and drinking places.....	+2	+5	+3	+6	+4	+6
591	Drug stores and proprietary stores.....	+2	+11	+1	+16	+5	+13

Table 3. Estimated Monthly Retail Sales of Group II Companies by Kind of Business for the United States: January 1981

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted ¹		
		Dec. 1980 preliminary	Nov. 1980 final	Dec. 1979	Dec. 1980 preliminary	Nov. 1980 final	Dec. 1979
	Retail trade, total.....	39,719	30,205	36,190	28,486	28,177	26,086
53	General merchandise group stores.....	16,196	10,448	15,073	8,820	8,942	8,339
531	Department stores.....	14,059	9,127	13,068	7,695	7,861	7,292
533	Variety stores.....	1,085	610	1,041	552	562	530
539	Miscellaneous general merchandise stores.	1,052	711	964	(NA)	(NA)	(NA)
54	Food stores.....	10,640	9,764	9,685	(NA)	(NA)	(NA)
541	Grocery stores.....	10,480	9,653	9,526	9,962	9,615	8,903
56	Apparel and accessory stores.....	2,318	1,468	2,111	1,341	1,300	1,210
562,3,8	Women's clothing, specialty stores, furriers.....	930	595	856	542	528	493
566	Shoe stores.....	460	343	421	316	315	284
591	Drug stores and proprietary stores.....	2,098	1,330	1,736	1,382	1,374	1,148

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- 80-12.)

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