

Advance Monthly Retail Sales



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FEBRUARY 1981

CB-81-46

INTENTION TO REVISE RETAIL SALES ESTIMATES: The unadjusted and adjusted monthly retail sales estimates will be revised utilizing the results from the 1979 Annual Retail Trade Survey. Revised estimates for the period January 1977 through February 1981 are scheduled for release March 16, 1981. Estimates shown in this report do not reflect this revision.

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.

The Bureau of the Census, U.S. Department of Commerce, announced today that total sales of retail stores in February, after adjusting for seasonal variations and trading-day differences, but not for price changes, were estimated at \$85.8 billion. This adjusted figure was about 1 percent above January and 10 percent higher than February a year ago. The adjusted February estimate excluding the automotive group was also 1 percent above January but 12 percent above February last year.

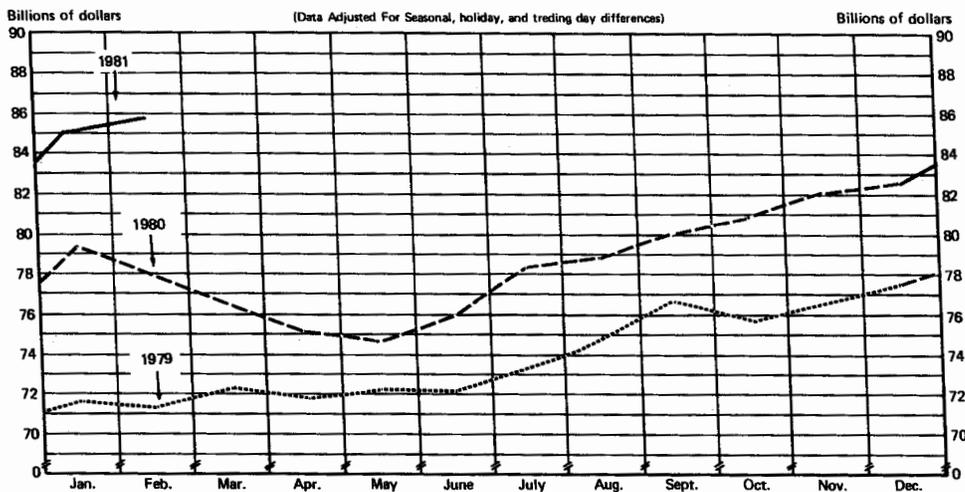
Differences between advance and full-sample preliminary estimates of month-to-month percentage change in seasonally adjusted total retail store sales have ranged from approximately -1.9 percent to +1.3 percent with the absolute average about 0.9 percent for the past 12 months. For individual kind-of-business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

Adjusted sales of both durable and nondurable goods stores were about 1 percent above January. Compared with sales for February 1980, durable goods stores increased 6 percent while nondurable goods stores increased 12 percent.

Revised preliminary estimates for January 1981 and final estimates for December 1980 based on the full sample will be published later this month in the Monthly Retail Trade Report for January (BR-81-1). 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.

The revised estimate of retail sales for January based on preliminary results from a full sample of retail stores was about \$85.1 billion, \$1.1 billion above the January advance estimate published earlier. Seasonally adjusted preliminary sales for January were 3 percent above December and 7 percent over January 1980. Excluding the automotive group, retail sales were about 2 percent above December and 9 percent above January 1980. For nondurable goods stores, adjusted January sales were about 1 percent above December 1980 and 10 percent above the same month a year ago. For durable goods stores, adjusted sales for January were about 6 percent above December and 2 percent above January 1980.

ESTIMATED MONTHLY RETAIL SALES FOR THE UNITED STATES JANUARY 1979-FEBRUARY 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			1981		1980		
		Feb. ² advance	Jan. prelim.	Dec. final	Feb.	Jan.	Feb. ² advance	Jan. prelim.	Dec. final	Feb.	Jan.
	Retail trade, total.....	73,153	76,336	99,588	69,575	69,449	85,826	85,078	82,646	77,993	79,464
	Total (excl. automotive group).....	59,433	62,972	86,605	55,821	56,083	70,195	69,687	68,338	62,948	63,773
	Durable goods stores, total.....	23,513	23,511	28,271	23,044	22,707	28,051	27,866	26,262	26,369	27,268
52	Building materials, hardware, garden supply, and mobile home dealers.....	3,335	3,467	4,149	3,335	3,400	4,600	4,765	4,479	4,370	4,679
521,3	Building materials and supply stores.....	(*)	2,298	2,596	2,195	2,315	(*)	3,170	2,960	2,862	3,180
525	Hardware stores.....	(*)	665	952	577	593	(*)	865	819	756	788
55 ex. 554	Automotive dealers.....	13,720	13,364	12,983	13,754	13,366	15,631	15,391	14,308	15,045	15,691
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	11,916	11,297	12,508	12,055	(*)	13,760	12,679	13,537	14,182
551	Motor vehicle dealers (franchised).....	(*)	10,891	10,313	11,296	11,031	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,448	1,686	1,246	1,311	(*)	1,631	1,629	1,508	1,509
57	Furniture, home furnishings, and equipment stores.....	3,435	3,603	4,809	3,251	3,317	3,994	4,007	3,812	3,620	3,733
571	Furniture and home furnishings stores.....	(*)	2,244	2,672	2,086	2,105	(*)	2,504	2,346	2,300	2,363
5722,32	Household appliance, radio, and TV stores	(*)	1,047	1,577	906	938	(*)	1,174	1,122	1,016	1,068
5722	Household appliance stores.....	(*)	497	694	456	464	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	49,640	52,825	71,317	46,531	46,742	57,775	57,212	56,384	51,624	52,196
53	General merchandise group stores.....	7,087	7,315	18,433	6,911	6,817	10,222	10,079	10,172	9,426	9,709
531	Department stores.....	5,766	5,958	14,963	5,571	5,488	8,369	8,252	8,221	7,674	7,851
533	Variety stores.....	(*)	522	1,306	517	513	(*)	714	694	682	726
539	Miscellaneous general merchandise stores.	(*)	835	2,164	823	816	(*)	1,113	1,257	1,070	1,132
54	Food stores.....	17,131	18,696	19,732	16,146	16,349	18,764	18,657	18,723	16,749	16,997
541	Grocery stores.....	15,805	17,330	17,999	15,002	15,204	17,292	17,175	17,274	15,514	15,739
554	Gasoline service stations.....	7,672	7,967	8,183	6,702	6,675	8,640	8,386	8,110	7,285	7,056
56	Apparel and accessory stores.....	2,937	3,349	6,539	2,796	3,061	4,023	4,011	3,885	3,671	3,793
561	Men's and boys' clothing and furnishings stores.....	(*)	636	1,440	538	604	(*)	719	734	704	696
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,234	2,300	1,046	1,112	(*)	1,516	1,426	1,339	1,420
565	Family clothing stores.....	(*)	701	1,597	600	649	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	593	902	462	540	(*)	694	649	636	649
58	Eating and drinking places.....	6,404	6,604	7,040	5,871	6,023	7,516	7,387	7,147	6,634	6,860
591	Drug stores and proprietary stores.....	2,507	2,623	3,646	2,329	2,326	2,743	2,724	2,667	2,439	2,464
592	Liquor stores.....	(*)	1,315	1,969	1,258	1,294	(*)	1,392	1,426	1,425	1,460
53,56,57, 594,5961 (pt.)	GAP ³ plus mail-order houses (department stores mdse.).....	(*)	16,718	35,687	15,221	15,504	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57, 594	GAP ³	(*)	16,393	35,071	14,886	15,173	(*)	(NA)	(NA)	(NA)	(NA)

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

²Advance 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-81-1.)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.³GAP 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					
		Feb. 1981 advance from--		Jan. 1981 preliminary from--		Dec. 1980 through Feb. 1981	
		Jan. 1981 preliminary	Feb. 1980 final	Dec. 1980 final	Jan. 1980 final	Sep. 1980 through Nov. 1980	Dec. 1979 through Feb. 1980
	Retail trade, total.....	+1	+10	+3	+7	+4	+8
	Total (excl. automotive group).....	+1	+12	+2	+9	+5	+10
	Durable goods stores, total.....	+1	+6	+6	+2	+5	+3
52	Building materials, hardware, garden supply, and mobile home dealers.....	-3	+5	+6	+2	+7	+2
55 ex. 554	Automotive dealers.....	+2	+4	+8	-2	+3	0
57	Furniture, home furnishings, and equipment stores.....	0	+10	+5	+7	+6	+8
	Nondurable goods stores, total.....	+1	+12	+1	+10	+4	+11
53	General merchandise group stores.....	+1	+8	-1	+4	+2	+6
531	Department stores.....	+1	+9	0	+5	+3	+7
54	Food stores.....	+1	+12	0	+10	+3	+11
541	Grocery stores.....	+1	+11	-1	+9	+2	+10
554	Gasoline service stations.....	+3	+19	+3	+19	+6	+19
56	Apparel and accessory stores.....	0	+10	+3	+6	+3	+7
58	Eating and drinking places.....	+2	+13	+3	+8	+7	+9
591	Drug stores and proprietary stores.....	+1	+12	+2	+11	+3	+13

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

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted ¹		
		Jan. 1981 preliminary	Dec. 1980 final	Jan. 1980	Jan. 1981 preliminary	Dec. 1980 final	Jan. 1980
	Retail trade, total.....	25,082	39,694	22,164	28,522	28,473	26,268
53	General merchandise group stores.....	6,336	16,193	5,879	8,850	8,818	8,432
531	Department stores.....	5,606	14,054	5,161	7,808	7,692	7,352
533	Variety stores.....	415	1,085	387	579	552	565
539	Miscellaneous general merchandise stores.....	315	1,054	331	(NA)	(NA)	(NA)
54	Food stores.....	10,282	10,652	8,756	(NA)	(NA)	(NA)
541	Grocery stores.....	10,151	10,486	8,658	9,798	9,968	8,808
56	Apparel and accessory stores.....	983	2,312	890	1,329	1,336	1,245
562,3,8	Women's clothing, specialty stores, furriers.....	378	912	350	532	531	510
566	Shoe stores.....	260	460	243	326	316	318
591	Drug stores and proprietary stores.....	1,318	2,055	1,150	1,401	1,354	1,246

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-81-1.)

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