



Advance Monthly Retail Sales

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INTENTION TO REVISE RETAIL SALES ESTIMATES: The unadjusted and adjusted monthly retail sales estimates will be revised utilizing the results from the 1981 Annual Retail Trade survey. Revised estimates for the period January 1977 through February 1983 are scheduled for release the week of March 14, 1983. Estimates shown in this report do not reflect this revision.

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 \$91.6 billion. This adjusted figure was 0.1 percent above December and 7.3 percent higher than January a year ago. The adjusted January estimate excluding the automotive group was 0.8 percent above December and 4.7 percent above January of last year.

Adjusted sales of durable goods stores were 1.0 percent below December while sales of nondurable goods stores increased 0.6 percent. Compared with sales for January 1982, durable goods stores sales increased 14.5 percent while nondurable goods stores increased 4.3 percent.

The revised estimate of retail sales for December 1982 based on preliminary results from a full sample of retail stores was \$91.5 billion, \$0.8 billion below the December advance estimate published earlier. Seasonally adjusted preliminary sales for December were 1.1 percent below November but 5.7 percent above December 1981. Excluding the automotive group, retail sales indicated an increase from November and were 3.3 percent above December 1981. For nondurable goods stores, adjusted sales were 0.3 percent lower than November but 3.0 percent above December 1981. For durable goods stores, December adjusted sales were 3.0 percent below November but were 11.7 percent higher than December 1981.

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.

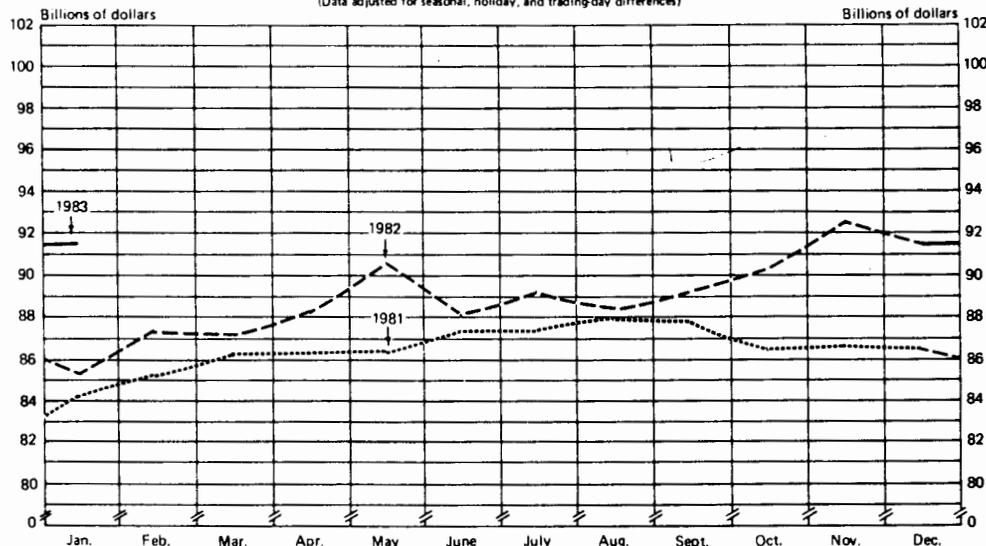
Percentage differences between advance and full sample preliminary estimates of month-to-month percentage change in seasonally adjusted total retail store sales have ranged from approximately -1.7 percent to +1.2 percent with the average of the absolute differences about 0.6 percent for the past 12 months. 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 1982 and final estimates for November 1982 based on the full sample will be published later this month in the Monthly Retail Trade Report for December (BR-82-12). 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. The complete report will include additional measures of sampling variability.

The Advance Monthly Retail Sales Report for February is scheduled to be released March 10, 1983, at 2:30 p.m.

ESTIMATED MONTHLY RETAIL SALES January 1981—January 1983

(Data adjusted for seasonal, holiday, and trading-day differences)



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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 \$39 per year. Add \$9.75 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 \$1.75 each.

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

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted					Adjusted ¹				
		1983		1982		1981	1983		1982		1981
		Jan. ² adv.	Dec. prel.	Nov. final	Jan.	Dec.	Jan. ² adv.	Dec. prel.	Nov. final	Jan.	Dec.
	Retail trade, total.....	81,012	112382	93,878	76,647	106069	91,575	91,482	92,546	85,320	86,572
	Total (excl. automotive group)....	66,544	96,884	77,016	64,529	92,728	75,030	74,470	74,363	71,643	72,075
	Durable goods stores, total.....	24,667	32,104	29,464	21,704	29,140	28,997	29,276	30,175	25,316	26,206
52	Building materials, hardware, garden supply, and mobile home dealers.....	3,352	3,907	4,133	3,058	3,841	4,416	4,155	4,124	4,046	4,058
521,3	Building materials and supply stores.....	(*)	2,597	2,843	1,916	2,296	(*)	2,941	2,776	2,538	2,586
525	Hardware stores.....	(*)	868	750	657	943	(*)	722	752	844	783
55 ex. 554	Automotive dealers.....	14,468	15,498	16,862	12,118	13,341	16,545	17,012	18,183	13,677	14,497
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	13,002	13,689	15,011	10,742	11,601	14,826	15,278	16,370	12,083	12,819
551	Motor vehicle dealers (franchised).....	(*)	12,583	13,824	9,689	10,502	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,809	1,851	1,376	1,740	(*)	1,734	1,813	1,594	1,678
57	Furniture, home furnishings, and equipment stores.....	3,423	5,027	4,003	3,211	4,836	3,855	3,898	3,698	3,508	3,776
571	Furniture and home furnishings stores....	(*)	2,683	2,445	1,930	2,642	(*)	2,317	2,258	2,112	2,285
5722,32	Household appliance, radio, and TV stores	(*)	1,866	1,275	1,032	1,751	(*)	1,302	1,175	1,137	1,236
5722	Household appliance stores.....	(*)	665	527	443	669	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	56,345	80,278	64,414	54,943	76,929	62,578	62,206	62,371	60,004	60,366
53	General merchandise group stores.....	8,164	21,230	13,243	7,442	19,888	11,606	11,499	11,085	10,427	10,774
531	Department stores.....	6,662	17,349	10,882	6,157	16,094	9,517	9,413	9,068	8,672	8,728
533	Variety stores.....	(*)	1,447	785	518	1,410	(*)	756	741	707	738
539	Miscellaneous general merchandise stores.	(*)	2,434	1,576	767	2,384	(*)	1,330	1,276	1,048	1,308
54	Food stores.....	20,287	23,225	20,440	19,966	22,019	21,075	21,060	21,086	20,213	20,487
541	Grocery stores.....	18,747	21,447	18,936	18,498	20,125	19,447	19,604	19,481	18,666	18,950
554	Gasoline service stations.....	7,509	8,100	8,030	8,110	8,555	8,014	8,028	8,211	8,628	8,521
56	Apparel and accessory stores.....	3,341	6,874	4,495	3,302	6,676	4,099	4,089	4,120	3,947	3,950
561	Men's and boys' clothing and furnishings stores.....	(*)	1,249	739	488	1,202	(*)	640	634	568	627
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,610	1,735	1,256	2,404	(*)	1,606	1,609	1,534	1,471
565	Family clothing stores.....	(*)	1,596	964	682	1,629	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,018	773	625	1,042	(*)	725	730	722	750
58	Eating and drinking places.....	8,353	9,146	8,552	7,279	7,888	9,240	9,046	9,059	7,973	7,880
591	Drug stores and proprietary stores.....	2,838	4,044	2,921	2,590	3,837	2,991	2,920	2,962	2,690	2,801
592	Liquor stores.....	(*)	1,974	1,439	1,333	2,125	(*)	1,385	1,442	1,466	1,500
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	601	630	307	560	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ³	(*)	39,782	25,205	16,472	37,632	(*)	(NA)	(NA)	(NA)	(NA)

*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-82-12).

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.

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

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)

SIC code	Kind of business	Percent change					
		Jan. 1983 advance from--		Dec. 1982 preliminary from--		Nov. 1982 through Jan. 1983	
		Dec. 1982 prelim.	Jan. 1982 final	Nov. 1982 final	Dec. 1981 final	Aug. 1982 through Oct. 1982	Nov. 1981 through Jan. 1982
	Retail trade, total.....	+0.1	+7.3	-1.1	+5.7	+2.8	+6.6
	Total (excl. automotive group).....	+0.8	+4.7	+0.1	+3.3	+1.1	+3.7
	Durable goods stores, total.....	-1.0	+14.5	-3.0	+11.7	+7.8	+13.5
52	Building materials, hardware, garden supply, and mobile home dealers.....	+6.3	+9.1	+0.8	+2.4	+3.5	+3.1
55 ex. 554	Automotive dealers.....	-2.7	+21.0	-6.4	+17.3	+10.8	+21.0
551,2,5, 6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-3.0	+22.7	-6.7	+19.2	+12.4	+23.1
57	Furniture, home furnishings, and equipment stores.....	-1.1	+9.9	+5.4	+3.2	+5.6	+3.5
	Nondurable goods stores, total.....	+0.6	+4.3	-0.3	+3.0	+0.6	+3.6
53	General merchandise group stores.....	+0.9	+11.3	+3.7	+6.7	+4.8	+7.0
531	Department stores.....	+1.1	+9.7	+3.8	+7.8	+4.0	+7.2
54	Food stores.....	+0.1	+4.3	-0.1	+2.8	-0.1	+3.5
541	Grocery stores.....	-0.8	+4.2	+0.6	+3.5	+0.1	+3.6
554	Gasoline service stations.....	-0.2	-7.1	-2.2	-5.8	-1.1	-5.6
56	Apparel and accessory stores.....	+0.2	+3.9	-0.8	+2.6	+1.7	+3.3
58	Eating and drinking places.....	+2.1	+15.9	-0.1	+14.8	+3.1	+15.0
591	Drug and proprietary stores.....	+2.4	+11.2	-1.4	+4.2	+1.0	+7.0

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

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted			Adjusted ¹		
		Dec. 1982 prelim.	Nov. 1982 final	Dec. 1981	Dec. 1982 prelim.	Nov. 1982 final	Dec. 1981
	Retail trade, total.....	48,145	35,521	44,821	33,702	33,046	31,827
53	General merchandise group stores.....	19,695	12,241	18,270	10,630	10,113	9,792
531	Department stores.....	16,734	10,503	15,468	9,100	8,731	8,407
533	Variety stores.....	1,182	633	1,143	605	582	580
539	Miscellaneous general merchandise stores.....	1,779	1,105	1,659	(NA)	(NA)	(NA)
54	Food stores.....	12,996	11,135	12,064	(NA)	(NA)	(NA)
541	Grocery stores.....	12,763	10,987	11,790	11,436	11,257	10,927
56	Apparel and accessory stores.....	3,045	1,934	2,790	1,722	1,736	1,591
562,3,8	Women's clothing, specialty stores, furriers.....	1,266	803	1,124	732	729	655
566	Shoe stores.....	547	393	529	370	367	366
591	Drug stores and proprietary stores.....	2,442	1,625	2,254	1,614	1,651	1,489

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-82-12).

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).

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.....	0.6	0.8	0.7	-1.73	+1.18	-0.12	0.58
	Total (excl. automotive group).....	0.7	0.8	0.7	-3.12	+2.82	-0.38	0.57
	Durable goods stores, total.....	1.2	2.0	1.6	-3.59	+4.63	-0.14	1.55
52	Building materials, hardware, garden supply, and mobile home dealers.....	1.5	3.6	1.8	-4.10	+3.70	-0.39	2.07
55 ex. 554	Automotive dealers.....	1.8	2.3	2.05	-4.62	+7.79	+0.67	2.63
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	1.0	1.8	1.45	-5.47	+4.04	+0.55	2.71
57	Furniture, home furnishings, and equipment stores.....	1.7	4.2	2.25	-4.37	+2.97	-0.61	1.99
	Nondurable goods stores, total.....	0.5	0.7	0.6	-1.24	+0.54	-0.31	0.46
53	General merchandise group stores.....	0.3	0.7	0.45	-3.03	+2.04	-0.05	1.24
531	Department stores.....	0.1	0.4	0.35	-2.36	+3.23	-0.18	1.29
54	Food stores.....	1.2	1.5	1.5	-1.65	+1.54	-0.23	0.77
541	Grocery stores.....	0.4	0.5	0.45	-2.61	+2.50	-0.38	0.86
554	Gasoline service stations.....	0.6	1.5	0.95	-2.32	+0.50	-0.83	1.04
56	Apparel and accessory stores.....	1.2	2.9	1.75	-1.92	+1.19	-0.33	1.06
58	Eating and drinking places.....	0.6	1.2	1.05	-2.35	+2.33	-0.13	1.39
591	Drug stores and proprietary stores.....	0.4	1.9	0.55	-1.09	+0.99	-0.15	0.68

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 July-December 1981.

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, January 1982-December 1982. The ranges for all other totals and kinds of business are based on the 12-month period January-December 1981.

