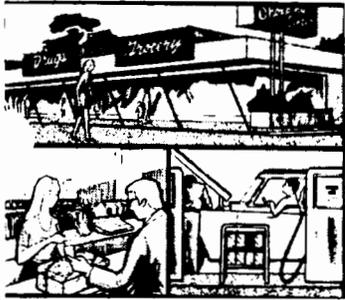


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Advance Monthly Retail Sales

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SEPTEMBER 1983

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Advance U.S. retail sales for September, adjusted for seasonal, holiday, and trading-day differences but not for price changes, were \$99,480 million, up 1.6 percent from the revised August level of \$97,955 and 10.7 percent above year-ago sales. (The revised August estimate represented a decrease of 1.6 percent from July.) Excluding the automotive group, total sales were 0.9 percent above August and 8.8 percent above September 1982 sales.

Sales of durable goods, led by automotive group sales of \$18,206 million, were up 2.9 percent from August. After declines in July (-1.0 percent) and August (-9.8 percent), automotive group sales rebounded 4.5 percent above the previous month and 19.8 percent above September 1982. Building materials sales declined (-1.4 percent) for the third consecutive month but were 18.6 percent above sales of last year.

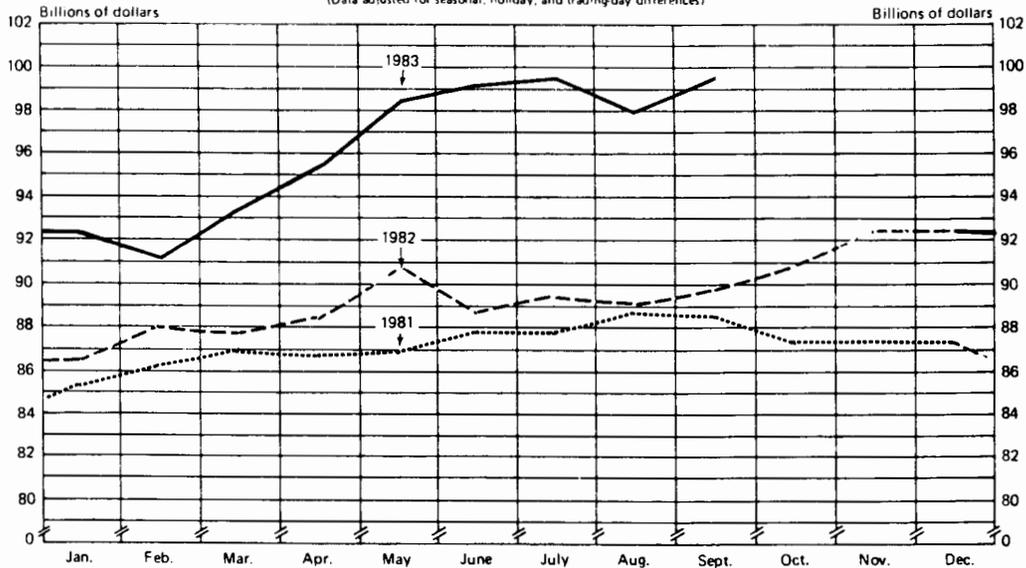
Nondurable goods sales increased 1.0 percent over August with all major kind-of-business groups showing increases. General merchandise group sales were 0.4 percent above August and 8.7 percent above the year-ago level. This is the fourth monthly increase in the last 5 months. Apparel group sales rose for the first time in 4 months with gains of 3.3 percent over August and 8.1 percent above September 1982. Sales of eating and drinking establishments increased 2.1 percent from August and 13.3 percent above September 1982 for the eighth monthly increase in the last 9 months. Food group sales were up 0.8 percent above August and 6.1 percent from September 1982. This is the largest year-to-year gain in sales since December 1981. Drug store sales continued strong in September, rising 1.2 percent above August and 9.3 percent above previous year sales.

For a description of the sample design and reliability of the data, see back page.

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

ESTIMATED MONTHLY RETAIL SALES January 1981—September 1983

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



Inquiries concerning this report should be addressed to Ronald Pienckyoski, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-5294.



U.S. Department of Commerce
BUREAU OF THE CENSUS

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

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted					Adjusted ¹				
		1983			1982		1983			1982	
		Sep. ² adv.	Aug. prel.	July final	Sep.	Aug.	Sep. ² adv.	Aug. prel.	July final	Sep.	Aug.
	Retail trade, total.....	98,203	100,364	99,563	88,159	89,642	99,480	97,955	99,521	89,897	89,069
	Total (excl. auto group)..	79,998	81,321	79,974	72,898	74,321	81,274	80,528	80,207	74,697	74,606
	Durable goods stores, total.	31,731	32,933	32,861	26,776	26,922	31,679	30,795	32,539	26,619	25,831
52	Building mat., hardware, garden supply, and mobile home dealers..	5,150	5,393	5,290	4,395	4,395	4,747	4,814	4,904	4,004	4,014
521,3	Building mat. and supply stores.	(*)	4,019	3,897	3,208	3,191	(*)	3,489	3,556	2,809	2,821
525	Hardware stores.....	(*)	730	778	655	656	(*)	719	745	663	666
55 ex. 554	Automotive dealers.....	18,205	19,043	19,589	15,261	15,321	18,206	17,427	19,314	15,200	14,463
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	16,164	16,926	17,488	13,451	13,472	16,213	15,458	17,332	13,424	12,709
551	Motor vehicle (franchised)....	(*)	14,904	15,433	12,117	11,978	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,117	2,101	1,810	1,849	(*)	1,969	1,982	1,776	1,754
57	Furniture, home furnishings, and equipment stores.....	4,374	4,566	4,319	3,765	3,865	4,427	4,407	4,374	3,807	3,807
571	Furniture and home furnishings..	(*)	2,710	2,478	2,172	2,261	(*)	2,581	2,516	2,198	2,187
5722,32	Household appliance, radio, and TV stores.....	(*)	1,537	1,550	1,230	1,272	(*)	1,495	1,523	1,256	1,268
5722	Household appliance stores....	(*)	756	781	586	610	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods total.....	66,472	67,431	66,702	61,383	62,720	67,801	67,160	66,982	63,278	63,238
53	General merchandise group stores..	11,056	11,419	10,562	10,066	10,452	11,790	11,738	11,705	10,847	10,841
531	Department stores.....	9,136	9,370	8,637	8,239	8,553	9,678	9,610	9,586	8,821	8,845
533	Variety stores.....	(*)	767	723	647	718	(*)	769	783	724	738
539	Misc. general mdse. stores.....	(*)	1,282	1,202	1,180	1,181	(*)	1,359	1,336	1,302	1,258
54	Food stores.....	22,534	22,467	23,443	20,957	20,838	22,556	22,383	22,357	21,253	21,213
541	Grocery stores.....	21,158	21,095	22,078	19,651	19,471	21,095	20,990	21,007	19,870	19,808
554	Gasoline service stations.....	9,046	9,462	9,479	8,706	9,169	8,992	8,986	8,875	8,750	8,741
56	Apparel and accessory stores.....	4,512	4,601	4,094	4,151	4,374	4,613	4,467	4,551	4,267	4,321
561	Men's and boys' clothing and furnishings stores.....	(*)	610	596	634	618	(*)	646	695	677	667
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,698	1,571	1,535	1,575	(*)	1,678	1,706	1,555	1,575
565	Family clothing stores.....	(*)	1,008	847	827	974	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	920	768	849	863	(*)	869	871	827	829
58	Eating and drinking places.....	10,419	10,819	10,846	9,145	9,778	10,295	10,083	10,071	9,090	9,113
591	Drug and proprietary stores.....	3,155	3,213	3,147	2,859	2,899	3,325	3,285	3,282	3,041	3,001
592	Liquor stores.....	(*)	1,614	1,663	1,505	1,559	(*)	1,608	1,593	1,578	1,573
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	444	364	407	391	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ³	(*)	23,696	21,805	20,671	21,416	(*)	(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-83-08).

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

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

SIC code	Kind of business	Percent change					
		Sep. 1983 advance from--		Aug. 1983 preliminary from--		July 1983 through Sep. 1983	
		Aug. 1983 prelim.	Sep. 1982 final	July 1983 final	Aug. 1982 final	Apr. 1983 through June 1983	July 1982 through Sep. 1982
	Retail trade, total.....	+1.6	+10.7	-1.6	+10.0	+1.3	+10.6
	Total (excl. automotive group)....	+0.9	+8.8	+0.4	+7.9	+2.4	+8.0
	Durable goods stores, total.....	+2.9	+19.0	-5.4	+19.2	-0.5	+20.9
52	Building materials, hardware, garden supply, and mobile home dealers.....	-1.4	+18.6	-1.8	+19.9	+0.6	+19.0
55 ex. 554	Automotive dealers.....	+4.5	+19.8	-9.8	+20.5	-3.2	+24.0
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+4.9	+20.8	-10.8	+21.6	-4.2	+25.7
57	Furniture, home furnishings, and equipment stores.....	+0.5	+16.3	+0.8	+15.8	+4.3	+14.8
	Nondurable goods stores, total.....	+1.0	+7.1	+0.3	+6.2	+2.2	+6.4
53	General merchandise group stores.....	+0.4	+8.7	+0.3	+8.3	+1.3	+8.0
531	Department stores.....	+0.7	+9.7	+0.3	+8.6	+1.2	+8.6
54	Food stores.....	+0.8	+6.1	+0.1	+5.5	+2.5	+5.6
541	Grocery stores.....	+0.5	+6.2	-0.1	+6.0	+2.2	+6.0
554	Gasoline service stations.....	+0.1	+2.8	+1.3	+2.8	+3.6	+2.1
56	Apparel and accessory stores.....	+3.3	+8.1	-1.8	+3.4	-1.6	+5.2
58	Eating and drinking places.....	+2.1	+13.3	+0.1	+10.6	+3.2	+11.8
591	Drug and proprietary stores.....	+1.2	+9.3	+0.1	+9.5	+2.4	+9.4

Table 3. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted			Adjusted ¹		
		Aug. 1983 prelim.	July 1983 final	Aug. 1982	Aug. 1983 prelim.	July 1983 final	Aug. 1982
	Retail trade, total.....	34,446	33,751	31,725	34,675	34,649	32,425
53	General merchandise group stores.....	10,399	9,551	9,497	10,667	10,612	9,824
531	Department stores.....	9,038	8,311	8,239	9,232	9,204	8,494
533	Variety stores.....	597	559	583	607	610	600
539	Miscellaneous general merchandise stores.....	764	681	675	(NA)	(NA)	(NA)
54	Food stores.....	11,745	12,369	10,928	(NA)	(NA)	(NA)
541	Grocery stores.....	11,598	12,220	10,778	11,739	11,739	11,215
56	Apparel and accessory stores.....	1,923	1,624	1,776	1,793	1,844	1,686
562,3,8	Women's clothing, specialty stores, furriers.....	782	725	711	753	775	696
566	Shoe stores.....	424	335	387	388	400	361
591	Drug stores and proprietary stores.....	1,753	1,739	1,521	1,820	1,806	1,579

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-83-8).

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).

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Sample Design and Reliability of Data

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 -0.8 percent to +1.4 percent with the average of the absolute differences about 0.5 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 1983 and final estimates for July 1983 based on the full sample will be published later this month in the Monthly Retail Trade Report for August (RR-83-08). 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 complete report will include 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 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	0.8	-0.8	+1.4	-0.1	0.5
	Total (excl. automotive group).....	0.7	0.9	0.8	-1.1	+0.9	-0.1	0.5
	Durable goods stores, total.....	1.2	2.1	1.5	-3.7	+2.3	-0.2	1.2
52	Building materials, hardware, garden supply, and mobile home dealers.....	1.6	4.2	2.4	-4.7	+4.9	+0.4	2.5
55 ex. 554	Automotive dealers.....	1.5	2.7	2.0	-4.5	+2.7	-0.2	1.6
551,2,5, 6,7,9	Motor vehicle and miscellaneous automotive dealers.....	1.1	2.3	1.6	-4.6	+3.0	-0.2	1.8
57	Furniture, home furnishings, and equipment stores.....	1.6	6.7	2.7	-2.7	+3.9	+0.2	1.9
	Nondurable goods stores, total.....	0.6	0.8	0.7	-0.8	+0.9	-0.1	0.6
53	General merchandise group stores.....	0.4	0.7	0.5	-1.8	+2.2	+0.1	1.1
531	Department stores.....	0.2	0.5	0.3	-1.3	+2.6	+0.1	0.9
54	Food stores.....	0.7	1.6	1.0	-1.6	+1.4	-0.1	0.7
541	Grocery stores.....	0.3	0.7	0.4	-1.6	+1.4	-0.2	0.7
554	Gasoline service stations.....	0.7	1.2	1.0	-3.6	+3.2	-0.1	1.4
56	Apparel and accessory stores.....	1.2	3.0	1.9	-3.6	+8.7	+0.4	2.1
58	Eating and drinking places.....	0.8	1.5	1.0	-3.0	+4.0	+0.5	1.5
591	Drug stores and proprietary stores.....	0.3	2.5	1.1	-1.9	+2.4	-0.2	0.9

¹The ranges of sampling variability shown are based on sales estimates unadjusted for seasonal variation, holiday, and trading-day differences for the data months of January-December 1982.

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, September 1982-August 1983. The ranges for all other totals and kinds of business are based on the 12-month period January-December 1982.

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