



Advance Monthly Retail Sales

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Advance U.S. retail sales for November, adjusted for seasonal, holiday, and trading-day differences but not for price changes, were \$102,457 million, up 1.9 percent from the revised October level of \$100,573 million and 10.8 percent above year-ago sales. This is the eighth monthly increase in the last 9 months and is the largest increase since the gain of 3.1 percent in May of this year. (The revised October estimate represented an increase of 1.4 percent from September.) Excluding the automotive group, total sales were 1.0 percent above October and 8.8 percent above November 1982 sales.

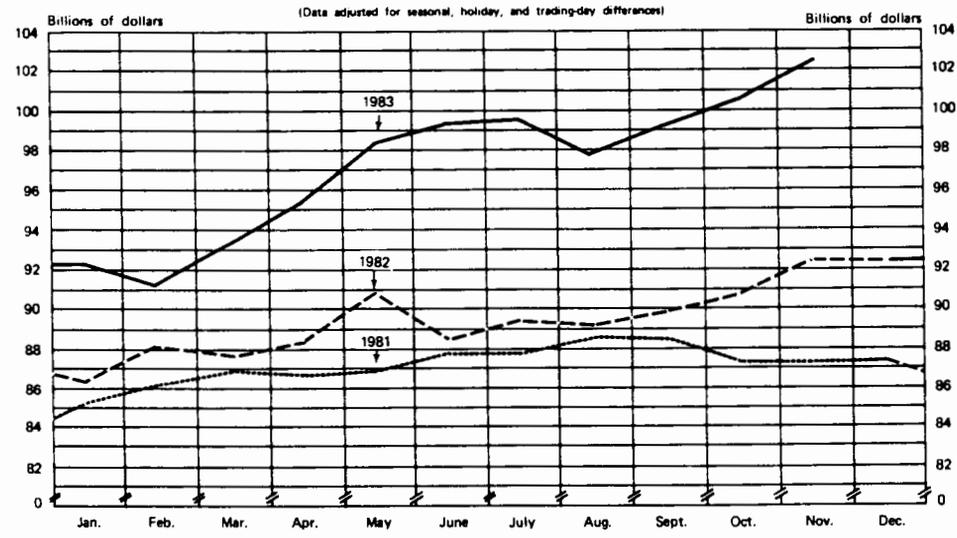
Sales of durable goods rose 4.0 percent above October and 19.8 percent over the year-ago level. Automotive group sales of \$20,402 million established a new record exceeding the previous high set in June 1983. Sales in this group were 5.4 percent above October and 19.3 percent above the strong year-ago level. Furniture stores were the only durable kind-of-business group showing a decline, down 1.9 percent from October but up 13.1 percent from November 1982. This is only the second decline in the last 9 months for this group.

Nondurable goods sales increased 0.9 percent from October. General merchandise group sales were up 2.8 percent from the previous month and 10.7 percent above year-ago sales. Apparel group sales were 1.8 percent above the previous month and 7.4 percent above November 1982. This is the second consecutive monthly increase after 4 months of declines. Sales of eating and drinking places rose 3.1 percent from October and were 12.6 percent above previous year sales. Gasoline service station sales, which showed the only decline in the major nondurable kind-of-business groups, were down for the third consecutive month, 0.5 percent below October, but up 1.2 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 December is scheduled to be released January 13, 1984, at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES January 1981—November 1983



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U.S. Department of Commerce
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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

(Sales in millions of dollars)

SIC code	Kind of business	Not Adjusted					Adjusted ¹				
		1983			1982		1983			1982	
		Nov. ² adv.	Oct. prel.	Sep. final	Nov.	Oct.	Nov. ² adv.	Oct. prel.	Sep. final	Nov.	Oct.
	Retail trade, total.....	104,315	100,388	97,970	94,196	91,416	102,457	100,573	99,202	92,492	90,905
	Total (excl. auto group)..	85,224	81,192	79,322	77,963	76,198	82,055	1,216	80,551	75,388	75,192
	Durable goods stores, total.	33,776	33,028	32,201	28,423	26,824	34,401	33,092	32,125	28,721	27,154
52	Building mat., hardware, garden supply, and mobile home dealers..	4,766	5,226	5,154	4,039	4,404	4,829	4,765	4,731	4,057	4,024
521,3	Building mat. and supply stores.	(*)	3,910	3,865	2,901	3,213	(*)	3,460	3,436	2,864	2,848
525	Hardware stores.....	(*)	723	704	687	700	(*)	712	718	682	682
55 ex. 554	Automotive dealers.....	19,091	19,196	18,648	16,233	15,218	20,402	19,357	18,651	17,104	15,713
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	16,998	17,170	16,639	14,395	13,328	18,356	17,431	16,689	15,298	13,927
551	Motor vehicle (franchised)....	(*)	15,586	14,939	13,140	12,052	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores....	(*)	2,026	2,009	1,838	1,890	(*)	1,926	1,962	1,806	1,786
57	Furniture, home furnishings, and equipment stores.....	4,769	4,424	4,373	4,193	3,859	4,375	4,459	4,419	3,868	3,834
571	Furniture and home furnishings..	(*)	2,702	2,586	2,442	2,272	(*)	2,713	2,607	2,249	2,245
5722,32	Household appliance, radio, and TV stores.....	(*)	1,418	1,442	1,421	1,275	(*)	1,432	1,474	1,301	1,264
5722	Household appliance stores....	(*)	654	686	648	603	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods total.....	70,539	67,360	65,769	65,773	64,592	68,056	67,481	67,077	63,771	63,751
53	General merchandise group stores..	14,632	11,925	11,087	13,197	11,036	12,225	11,891	11,815	11,043	10,858
531	Department stores.....	11,889	9,794	9,118	10,705	9,016	9,941	9,755	9,659	8,928	8,865
533	Variety stores.....	(*)	744	680	770	707	(*)	765	767	729	726
539	Misc. general mdse. stores.....	(*)	1,387	1,289	1,722	1,313	(*)	1,371	1,389	1,386	1,267
54	Food stores.....	21,995	22,062	22,245	20,680	21,572	22,495	22,361	22,262	21,333	21,370
541	Grocery stores.....	20,682	20,765	20,940	19,385	20,283	21,104	20,996	20,877	19,964	20,003
554	Gasoline service stations.....	8,726	8,922	8,943	8,585	8,869	8,841	8,886	8,890	8,733	8,747
56	Apparel and accessory stores.....	5,128	4,645	4,385	4,762	4,395	4,675	4,591	4,480	4,354	4,279
561	Men's and boys' clothing and furnishings stores.....	(*)	706	614	787	684	(*)	691	659	680	671
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,859	1,688	1,768	1,680	(*)	1,805	1,695	1,626	1,592
565	Family clothing stores.....	(*)	885	865	997	890	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	914	910	861	848	(*)	890	887	818	805
58	Eating and drinking places.....	9,987	10,395	10,270	8,878	9,548	10,524	10,211	10,148	9,345	9,324
591	Drug and proprietary stores.....	3,284	3,176	3,155	3,021	2,953	3,348	3,301	3,325	3,067	3,041
592	Liquor stores.....	(*)	1,577	1,574	1,559	1,553	(*)	1,629	1,646	1,565	1,577
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	541	444	589	479	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ³	(*)	24,115	22,865	25,448	22,057	(*)	(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-83-10).

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					
		Nov. 1983 advance from--		Oct. 1983 preliminary from--		Sep. 1983 through Nov. 1983	
		Oct. 1983 prelim.	Nov. 1982 final	Sep. 1983 final	Oct. 1982 final	June 1983 through Aug. 1983	Sep. 1982 through Nov. 1982
	Retail trade, total.....	+1.9	+10.8	+1.4	+10.6	+1.9	+10.6
	Total (excl. automotive group).....	+1.0	+8.8	+0.8	+8.0	+1.5	+8.2
	Durable goods stores, total.....	+4.0	+19.8	+3.0	+21.9	+3.7	+20.8
52	Building materials, hardware, garden supply, and mobile home dealers.....	+1.3	+19.0	+0.7	+18.4	-2.1	+18.5
55 ex. 554	Automotive dealers.....	+5.4	+19.3	+3.8	+23.2	+3.6	+21.6
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+5.3	+20.0	+4.4	+25.2	+3.9	+23.0
57	Furniture, home furnishings, and equipment stores.....	-1.9	+13.1	+0.9	+16.3	+1.8	+15.2
	Nondurable goods stores, total.....	+0.9	+6.7	+0.6	+5.9	+1.1	+6.2
53	General merchandise group stores.....	+2.8	+10.7	+0.6	+9.5	+1.7	+9.7
531	Department stores.....	+1.9	+11.3	+1.0	+10.0	+1.3	+10.3
54	Food stores.....	+0.6	+5.4	+0.4	+4.6	+0.8	+4.9
541	Grocery stores.....	+0.5	+5.7	+0.6	+5.0	+0.7	+5.2
554	Gasoline service stations.....	-0.5	+1.2	0.0	+1.6	+0.1	+1.5
56	Apparel and accessory stores.....	+1.8	+7.4	+2.5	+7.3	+0.5	+6.6
58	Eating and drinking places.....	+3.1	+12.6	+0.6	+9.5	+3.1	+11.3
591	Drug and proprietary stores.....	+1.4	+9.2	-0.7	+8.5	+1.5	+9.0

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		
		Oct. 1983 prelim.	Sep. 1983 final	Oct. 1982	Oct. 1983 prelim.	Sep. 1983 final	Oct. 1982
	Retail trade, total.....	35,043	33,989	33,067	35,141	34,941	32,560
53	General merchandise group stores.....	10,825	10,066	9,991	10,836	10,755	9,857
531	Department stores.....	9,407	8,760	8,667	9,388	9,290	8,522
533	Variety stores.....	583	532	570	607	601	588
539	Miscellaneous general merchandise stores.....	835	774	754	(NA)	(NA)	(NA)
54	Food stores.....	11,745	11,883	11,521	(NA)	(NA)	(NA)
541	Grocery stores.....	11,593	11,738	11,381	11,746	11,703	11,224
56	Apparel and accessory stores.....	1,875	1,802	1,729	1,861	1,838	1,678
562,3,8	Women's clothing, specialty stores, furriers.....	820	756	741	805	764	706
566	Shoe stores.....	410	411	366	412	399	356
591	Drug stores and proprietary stores.....	1,733	1,733	1,551	1,850	1,857	1,638

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-83-10).

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 October 1983 and final estimates for September 1983 based on the full sample will be published later this month in the Monthly Retail Trade Report for October (BR-83-10). 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	0.0	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, November 1982-October 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.