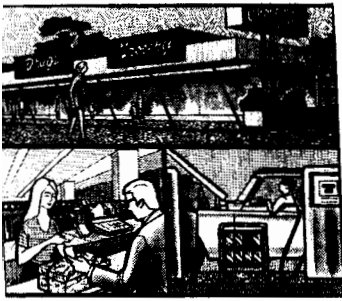


# Advance Monthly Retail Sales



NOVEMBER 1981

FOR WIRE TRANSMISSION 2:30 P.M. EDT, Friday, December 11, 1981

CB-81-215

The Bureau of the Census, U.S. Department of Commerce, announced today that total sales of retail stores in November after adjusting for seasonal variations and trading-day differences, but not for price changes, were estimated at \$87.5 billion. This adjusted figure was 0.8 percent above October and 5.7 percent higher than November a year ago. The adjusted November estimate excluding the automotive group was 0.6 percent above October and 5.9 percent above November of last year.

Adjusted sales of durable goods stores were about 1.4 percent above October while sales of nondurable goods stores increased 0.5 percent. Compared with sales for November 1980, durable goods stores sales increased 2.6 percent while nondurable goods stores increased 7.1 percent.

The revised estimate of retail sales for October based on preliminary results from a full sample of retail stores was about \$86.8 billion, about \$0.4 billion below the October advance estimate published earlier. Seasonally adjusted preliminary sales for October were about 2.1 percent below September but were 6.4 percent above October 1980. Excluding the automotive group, retail sales were 0.4 percent lower than September but 6.7 percent above October 1980. For nondurable goods stores, adjusted October sales were 0.3 percent higher than September, and 7.5 percent above October 1980. For durable goods stores, October adjusted sales were 7.3 percent below September but were 4.1 percent above October 1980.

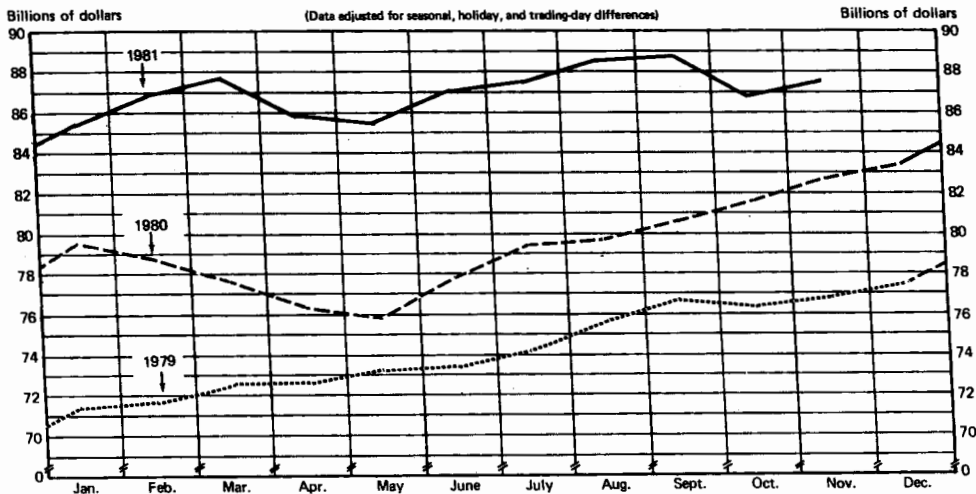
The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. 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 -1.5 percent to +1.6 percent with the average of the absolute differences about 0.8 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 October 1981 and final estimates for September 1981 based on the full sample will be published later this month in the Monthly Retail Trade Report for October BR-81-10). 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. In addition, the completed report will include approximate measures of sampling variability.

The Advance Monthly Retail Sales Report for December is scheduled to be released January 13, 1982 at 2:30 p.m.

## ESTIMATED MONTHLY RETAIL SALES FOR THE UNITED STATES JANUARY 1979-NOVEMBER 1981



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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 \$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 <sup>1</sup>					
		1981			1980		1981			1980	
		Nov. <sup>2</sup> advance	Oct. prelim.	Sept. final	Nov.	Oct.	Nov. <sup>2</sup> advance	Oct. prelim.	Sept. final	Nov.	Oct.
	Retail trade, total.....	88,222	89,426	86,023	83,816	84,000	87,465	86,803	88,699	82,764	81,552
	Total (excl. automotive group).....	74,020	73,966	70,035	70,569	68,973	72,195	71,790	72,069	68,171	67,294
	Durable goods stores, total.....	26,144	27,311	27,797	25,121	26,698	26,695	26,321	28,380	26,007	25,293
52	Building materials, hardware, garden supply, and mobile home dealers.....	3,932	4,444	4,534	4,152	4,672	3,956	3,910	4,145	4,251	4,084
521,3	Building materials and supply stores.....	(*)	3,143	3,225	2,936	3,398	(*)	2,666	2,834	2,963	2,863
525	Hardware stores.....	(*)	749	731	659	692	(*)	699	723	662	646
55 ex. 554	Automotive dealers.....	14,202	15,460	15,988	13,247	15,027	15,270	15,013	16,630	14,593	14,258
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	13,595	14,181	11,699	13,330	(*)	13,302	14,818	13,042	12,695
551	Motor vehicle dealers (franchised).....	(*)	12,040	12,532	10,492	11,926	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,865	1,807	1,548	1,697	(*)	1,711	1,812	1,551	1,563
57	Furniture, home furnishings, and equipment stores.....	4,112	3,913	3,873	4,048	3,822	3,890	3,800	3,907	3,802	3,682
571	Furniture and home furnishings stores....	(*)	2,333	2,332	2,421	2,309	(*)	2,265	2,372	2,267	2,210
5722,32	Household appliance, radio, and TV stores	(*)	1,256	1,204	1,207	1,126	(*)	1,219	1,197	1,137	1,093
5722	Household appliance stores.....	(*)	557	526	584	553	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	62,078	62,115	58,226	58,695	57,302	60,770	60,482	60,319	56,757	56,259
53	General merchandise group stores.....	12,251	10,877	9,827	11,821	10,105	10,487	10,549	10,507	10,025	9,940
531	Department stores.....	10,036	8,913	8,099	9,642	8,198	8,556	8,628	8,607	8,171	8,045
533	Variety stores.....	(*)	752	668	787	735	(*)	745	738	732	735
539	Miscellaneous general merchandise stores.	(*)	1,212	1,060	1,392	1,172	(*)	1,176	1,162	1,122	1,156
54	Food stores.....	19,485	20,799	19,597	18,485	18,853	20,383	20,227	20,050	18,808	18,592
541	Grocery stores.....	18,134	19,415	18,243	17,195	17,561	18,929	18,813	18,596	17,457	17,267
554	Gasoline service stations.....	8,563	8,799	8,648	7,951	8,244	8,810	8,593	8,683	8,130	8,090
56	Apparel and accessory stores.....	4,310	4,238	3,929	4,179	3,931	3,998	3,995	4,062	3,777	3,771
561	Men's and boys' clothing and furnishings stores.....	(*)	707	623	801	702	(*)	695	706	683	702
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,678	1,561	1,582	1,546	(*)	1,524	1,559	1,438	1,431
565	Family clothing stores.....	(*)	847	770	840	785	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	789	756	750	724	(*)	731	722	687	672
58	Eating and drinking places.....	7,852	8,350	8,073	7,142	7,518	8,222	8,154	8,081	7,416	7,371
591	Drug stores and proprietary stores.....	2,823	2,856	2,714	2,655	2,693	2,910	2,899	2,909	2,760	2,742
592	Liquor stores.....	(*)	1,417	1,343	1,407	1,347	(*)	1,410	1,414	1,371	1,369
53,56,57, 594,5961 (pt.)	GAF <sup>3</sup> plus mail-order houses (department stores mdse.).....	(*)	22,253	20,637	23,560	20,846	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57, 594	GAF.....	(*)	21,626	20,134	22,884	20,215	(*)	(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.

<sup>1</sup>Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, ER-<sup>2</sup>Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.<sup>3</sup>GAF 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					
		Nov. 1981 advance from--		Oct. 1981 preliminary from--		Sept. 1981 through Nov. 1981	
		Oct. 1981 preliminary	Nov. 1980 final	Sept. 1981 final	Oct. 1980 final	June 1981 through Aug. 1981	Sept. 1980 through Nov. 1980
	Retail trade, total.....	+0.8	+5.7	-2.1	+6.4	-0.1	+7.4
	Total (excl. automotive group).....	+0.6	+5.9	-0.4	+6.7	+0.5	+7.0
	Durable goods stores, total.....	+1.4	+2.6	-7.3	+4.1	-2.8	+6.5
52	Building materials, hardware, garden supply, and mobile home dealers.....	+1.2	-6.9	-5.7	-4.3	-6.2	-2.9
55 ex. 554	Automotive dealers.....	+1.7	+4.6	-9.7	+5.3	-2.9	+9.0
57	Furniture, home furnishings, and equipment stores.....	+2.4	+2.3	-2.7	+3.2	+1.1	+3.7
	Nondurable goods stores, total.....	+0.5	+7.1	+0.3	+7.5	+1.1	+7.7
53	General merchandise group stores.....	-0.6	+4.6	+0.4	+6.1	-0.8	+6.5
531	Department stores.....	-0.8	+4.7	+0.2	+7.2	-0.8	+7.2
54	Food stores.....	+0.8	+8.4	+1.0	+8.8	+0.9	+8.4
541	Grocery stores.....	+0.6	+8.4	+1.3	+9.0	+1.0	+8.4
554	Gasoline service stations.....	+2.5	+8.4	-1.0	+6.4	+1.7	+7.7
56	Apparel and accessory stores.....	+0.1	+5.9	-1.6	+5.9	-0.1	+6.9
58	Eating and drinking places.....	+0.8	+10.9	+0.9	+10.6	+4.1	+10.9
591	Drug stores and proprietary stores.....	+0.4	+5.4	-0.3	+5.7	+2.5	+6.7

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

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted <sup>1</sup>		
		Oct. 1981 preliminary	Sept. 1981 final	Oct. 1980	Oct. 1981 preliminary	Sept. 1981 final	Oct. 1980
	Retail trade, total.....	31,031	28,814	28,491	29,848	30,205	27,752
53	General merchandise group stores.....	9,602	8,701	8,837	9,310	9,305	8,707
531	Department stores.....	8,444	7,687	7,757	8,174	8,178	7,620
533	Variety stores.....	572	508	551	574	560	565
539	Miscellaneous general merchandise stores.	586	506	529	(NA)	(NA)	(NA)
54	Food stores.....	11,078	10,327	9,940	(NA)	(NA)	(NA)
541	Grocery stores.....	10,929	10,179	9,832	10,458	10,440	9,630
56	Apparel and accessory stores.....	1,471	1,392	1,354	1,373	1,404	1,291
562,3,8	Women's clothing, specialty stores, furriers.....	607	562	555	556	568	518
566	Shoe stores.....	364	357	332	342	333	313
591	Drug stores and proprietary stores.....	1,388	1,325	1,297	1,446	1,448	1,360

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).

<sup>1</sup>Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-81-10.)

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 <sup>1</sup>		Median	Range <sup>2</sup>		Mean	Average of absolute difference
		From	To		From	To		
	Retail trade, total.....	0.7	0.9	0.85	-1.54	+1.64	0.03	0.76
	Total (excl. automotive group).....	0.7	0.9	0.8	-1.07	+1.19	-0.09	0.63
	Durable goods stores, total.....	0.7	2.2	1.8	-3.59	+4.63	0.73	1.85
52	Building materials, hardware, garden supply, and mobile home dealers.....	1.7	2.5	1.95	-4.10	+7.02	1.01	1.87
55 ex. 554	Automotive dealers.....	1.8	2.8	2.2	-4.62	+7.79	0.56	2.87
57	Furniture, home furnishings, and equipment stores.....	1.3	4.8	2.25	-4.37	+4.53	0.11	2.22
	Nondurable goods stores, total.....	0.5	0.7	0.7	-1.24	+1.33	-0.14	0.71
53	General merchandise group stores.....	0.3	1.0	0.5	-3.03	+3.45	0.43	1.70
531	Department stores.....	0.2	0.4	0.25	-1.81	+3.04	0.69	1.74
54	Food stores.....	1.2	1.4	1.3	-1.65	+0.71	-0.29	0.61
541	Grocery stores.....	0.3	0.6	0.5	-1.81	+0.54	-0.60	0.79
554	Gasoline service stations.....	0.8	1.2	0.95	-2.32	+4.16	-0.51	1.50
56	Apparel and accessory stores.....	1.3	3.2	2.35	-3.60	+2.44	-0.23	1.39
58	Eating and drinking places.....	0.7	1.2	1.0	-2.35	+1.55	-0.25	1.42
591	Drug stores and proprietary stores.....	0.4	0.9	0.5	-1.39	+3.63	0.43	1.20

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

<sup>1</sup>The ranges of sampling variability shown are based on sales estimates unadjusted for seasonal variations, holiday, and trading-day differences for the data months of February-June 1981.

<sup>2</sup>The ranges shown are based on sales estimates adjusted for seasonal variations, holiday, and trading-day differences for the 12-month period, August 1980-July 1981.

