

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 1978 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 February after adjusting for seasonal variations and trading-day differences, but not for price changes, were estimated at \$90.7 billion. This adjusted figure was 0.4 percent below January but 4.0 percent higher than February a year ago. The adjusted February estimate excluding the automotive group was little changed from January but 3.2 percent above February of last year.

Adjusted sales of durable goods stores were 0.9 percent below January while sales of nondurable goods stores decreased 0.2 percent. Compared with sales for February 1982, durable goods stores sales increased 7.5 percent while nondurable goods stores increased 2.4 percent.

The revised estimate of retail sales for January 1983 based on preliminary results from a full sample of retail stores was \$91.0 billion, \$0.5 billion below the January advance estimate published earlier. Seasonally adjusted preliminary sales for January were 0.5 percent below December but were 6.9 percent above January 1982. Excluding the automotive group, retail sales were 0.2 percent above December and 4.5 percent above January 1982. For nondurable goods stores, adjusted sales were virtually unchanged from December but were 3.8 percent above January 1982. For durable goods stores, January adjusted sales were 1.5 percent below December but were 14.3 percent higher than January 1982.

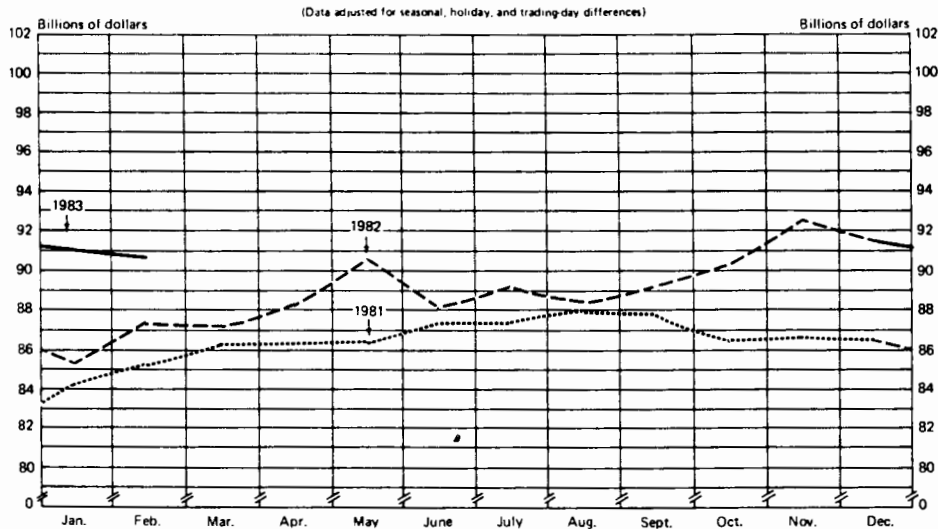
The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. 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 January 1983 and final estimates for December 1982 based on the full sample will be published later this month in the Monthly Retail Trade Report for January (BR-83-01). 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 March is scheduled to be released April 12, 1983, at 2:30 p.m.

ESTIMATED MONTHLY RETAIL SALES January 1981—February 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 for the United States

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted					Adjusted ¹				
		1983		1982			1983		1982		
		Feb. ² adv.	Jan. prel.	Dec. final	Feb. ^c	Jan. ^c	Feb. ² adv.	Jan. prel.	Dec. final	Feb. ^c	Jan. ^c
	Retail trade, total.....	78,622	80,395	112,348	75,557	76,508	90,663	91,033	91,517	87,216	85,125
	Total (excl. automotive group)....	63,559	66,073	96,825	61,645	64,390	74,678	74,655	74,478	72,397	71,448
	Durable goods stores, total.....	25,268	24,631	32,255	23,365	21,704	28,691	28,942	29,392	26,696	25,316
52	Building materials, hardware, garden supply, and mobile home dealers.....	3,356	3,265	3,937	3,055	3,058	4,481	4,314	4,186	4,102	4,046
521,3	Building materials and supply stores.....	(*)	2,283	2,597	1,977	1,916	(*)	3,024	2,941	2,668	2,538
525	Hardware stores.....	(*)	617	881	581	657	(*)	780	733	777	844
55 ex. 554	Automotive dealers.....	15,063	14,322	15,523	13,912	12,118	15,985	16,378	17,039	14,819	13,677
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	13,658	12,849	13,704	12,590	10,742	14,227	14,651	15,295	13,156	12,083
551	Motor vehicle dealers (franchised)....	(*)	11,758	12,631	11,410	9,689	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,473	1,819	1,322	1,376	(*)	1,727	1,744	1,663	1,594
57	Furniture, home furnishings, and equipment stores.....	3,317	3,456	5,055	3,143	3,211	3,821	3,869	3,919	3,634	3,508
571	Furniture and home furnishings stores....	(*)	2,092	2,694	1,893	1,930	(*)	2,335	2,326	2,161	2,112
5722,32	Household appliance, radio, and TV stores	(*)	1,121	1,887	995	1,032	(*)	1,278	1,317	1,180	1,137
5722	Household appliance stores.....	(*)	453	668	419	443	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	53,354	55,764	80,093	52,192	54,804	61,972	62,091	62,125	60,520	59,809
53	General merchandise group stores.....	7,855	7,836	20,974	7,342	7,317	11,257	11,152	11,360	10,553	10,251
531	Department stores.....	6,405	6,450	17,096	6,022	6,037	9,229	9,214	9,276	8,715	8,503
533	Variety stores.....	(*)	553	1,456	519	518	(*)	766	761	711	707
539	Miscellaneous general merchandise stores.	(*)	833	2,422	801	762	(*)	1,172	1,323	1,127	1,041
54	Food stores.....	18,987	20,040	23,398	18,594	19,966	20,834	20,815	21,211	20,390	20,213
541	Grocery stores.....	17,683	18,673	21,541	17,088	18,498	19,432	19,370	19,690	18,737	18,666
554	Gasoline service stations.....	6,939	7,494	8,144	7,460	8,110	7,753	7,998	8,071	8,363	8,628
56	Apparel and accessory stores.....	3,094	3,295	6,848	3,168	3,302	4,175	4,026	4,074	4,334	3,947
561	Men's and boys' clothing and furnishings stores.....	(*)	530	1,235	444	488	(*)	628	633	618	568
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,313	2,602	1,224	1,256	(*)	1,633	1,601	1,661	1,534
565	Family clothing stores.....	(*)	613	1,590	658	682	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	622	1,016	570	625	(*)	740	724	786	722
58	Eating and drinking places.....	8,013	8,261	9,039	7,259	7,279	9,242	9,138	8,941	8,431	7,973
591	Drug stores and proprietary stores.....	2,860	2,901	4,033	2,575	2,590	3,133	3,057	2,912	2,827	2,690
592	Liquor stores.....	(*)	1,273	2,029	1,257	1,333	(*)	1,418	1,424	1,465	1,466
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	326	549	325	293	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAP ³	(*)	17,392	39,549	16,129	16,347	(*)	(NA)	(NA)	(NA)	(NA)
594											

*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-83-01).

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.

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

^cReporting errors by stores in the general merchandise and mail-order kinds of business were corrected.

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					
		Feb. 1983 advance from--		Jan. 1983 preliminary from--		Dec. 1982 through Feb. 1983	
		Jan. 1983 prelim.	Feb. 1982 final	Dec. 1982 final	Jan. 1982 final	Sep. 1982 through Nov. 1982	Dec. 1981 through Feb. 1982
	Retail trade, total.....	-0.4	+4.0	-0.5	+6.9	+0.6	+5.5
	Total (excl. automotive group).....	0.0	+3.2	+0.2	+4.5	+1.0	+3.7
	Durable goods stores, total.....	-0.9	+7.5	-1.5	+14.3	+1.8	+11.3
52	Building materials, hardware, garden supply, and mobile home dealers.....	+3.9	+9.2	+3.1	+6.6	+5.4	+6.3
55 ex. 554	Automotive dealers.....	-2.4	+7.9	-3.9	+19.7	-1.2	+14.9
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-2.9	+8.1	-4.2	+21.3	-0.9	+16.1
57	Furniture, home furnishings, and equipment stores.....	-1.2	+5.1	-1.3	+10.3	+6.2	+6.3
	Nondurable goods stores, total.....	-0.2	+2.4	-0.1	+3.8	+0.1	+3.0
53	General merchandise group stores.....	+0.9	+6.7	-1.8	+8.8	+4.7	+6.9
531	Department stores.....	+0.2	+5.9	-0.7	+8.4	+4.7	+6.8
54	Food stores.....	+0.1	+2.2	-1.9	+3.0	-0.7	+2.9
541	Grocery stores.....	+0.3	+3.7	-1.6	+3.8	-0.1	+3.8
554	Gasoline service stations.....	-3.1	-7.3	-0.9	-7.3	-3.1	-6.6
56	Apparel and accessory stores.....	+3.7	-3.7	-1.2	+2.0	+1.1	+0.1
58	Eating and drinking places.....	+1.1	+9.6	+2.2	+14.6	+1.9	+12.5
591	Drug and proprietary stores.....	+2.5	+10.8	+5.0	+13.6	+2.8	+9.4

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		
		Jan. 1983 prelim.	Dec. 1982 final	Jan. ^c 1982	Jan. 1983 prelim.	Dec. 1982 final	Jan. ^c 1982
	Retail trade, total.....	28,284	47,912	27,055	33,391	33,577	31,116
53	General merchandise group stores.....	7,168	19,437	6,628	10,338	10,489	9,392
531	Department stores.....	6,225	16,479	5,794	8,906	8,961	8,161
533	Variety stores.....	424	1,182	396	600	605	550
539	Miscellaneous general merchandise stores.....	519	1,776	438	(NA)	(NA)	(NA)
54	Food stores.....	11,042	13,050	10,934	(NA)	(NA)	(NA)
541	Grocery stores.....	10,909	12,786	10,797	11,177	11,457	10,733
56	Apparel and accessory stores.....	1,244	3,055	1,160	1,749	1,729	1,598
562,3,8	Women's clothing, specialty stores, furriers.....	530	1,277	475	769	739	674
566	Shoe stores.....	286	545	280	376	369	358
591	Drug stores and proprietary stores.....	1,581	2,442	1,394	1,698	1,614	1,488

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

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).

^cReporting errors by stores in the general merchandise and mail-order kinds of business were corrected.

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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	-0.14	0.60
	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

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

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

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

