

Advance Monthly Retail Sales

DECEMBER 1980

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CB-81-4

The Bureau of the Census, U.S. Department of Commerce, announced today that total sales of retail stores in December, after adjusting for seasonal variations and trading-day differences, but not for price changes, were estimated at \$80.8 billion. This adjusted figure was about 1 percent below November and 5 percent higher than December a year ago. The adjusted December estimate excluding the automotive group was little changed from November and 7 percent above December last year. Sales for the full year 1980 amounted to \$942.5 billion, about 6 percent above 1979.

Adjusted sales of durable goods stores were about 4 percent below November while sales of nondurable goods stores were little changed month to month. Compared with sales for December 1979, durable goods stores decreased 1 percent while nondurable goods stores increased 8 percent.

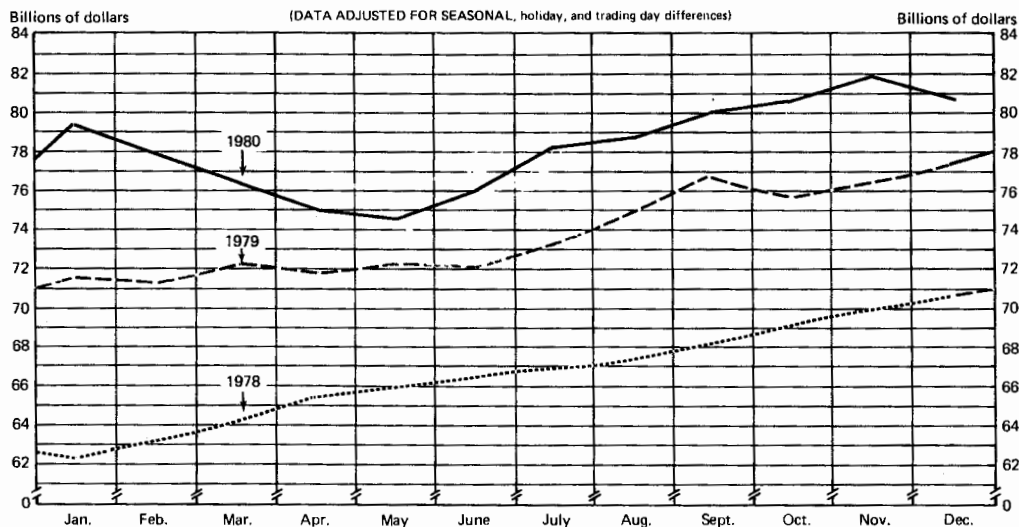
The revised estimate of retail sales for November, based on preliminary results from a full sample of retail stores was about \$81.9 billion, \$0.1 billion above the November advance estimate published earlier. Seasonally adjusted preliminary sales for November were about 2 percent above October and 7 percent over November 1979. Excluding the automotive group, retail sales were about 1 percent above October and 8 percent above November 1979. For nondurable goods stores, adjusted November sales were about 1 percent above October 1980 and 9 percent above the same month a year ago. For durable goods stores, adjusted sales for November were about 4 percent above October and 3 percent above November 1979.

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.

Differences between advance and full-sample estimates of month-to-month percentage change in seasonally adjusted total retail store sales have averaged less than 1 percent during the last 12 months. For individual kind-of-business groups, these differences tend to be higher.

Revised preliminary estimates for November 1980 and final estimates for October 1980 based on the full sample will be published later this month in the Monthly Retail Trade Report for November (BR-80-11). The complete report will provide sales estimates in greater detail and will present a description of the sample design, the basis and methodology used in developing revisions, and the techniques used in developing the estimates. In addition, the completed report will include approximate measures of sampling variability.

JANUARY 1978 - DECEMBER 1980



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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 \$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 ¹ | | | | | |
|-------------------------------|--|----------------|-----------------------------------|------------------------------|-----------------|---------------|--------|-----------------------|------------------------------|-----------------|---------------|--------|--------|
| | | 12 month total | | 1980 | | | 1979 | | 1980 | | | 1979 | |
| | | 1980 | Percent change from 1979 | Dec. ² advance | Nov. prelim. | Oct. final | Dec. | Nov. | Dec. ² advance | Nov. prelim. | Oct. final | Dec. | Nov. |
| | Retail trade, total..... | 942,462 | +6 | 97,630 | 82,636 | 82,997 | 91,542 | 79,012 | 80,830 | 81,933 | 80,609 | 77,150 | 76,421 |
| | Total (excl. automotive group)... | 776,282 | +10 | 85,152 | 69,347 | 67,984 | 78,807 | 65,428 | 67,092 | 67,093 | 66,280 | 62,532 | 61,903 |
| | Durable goods stores, total..... | 299,920 | -3 | 27,712 | 25,400 | 26,928 | 26,785 | 25,366 | 25,616 | 26,556 | 25,591 | 25,943 | 25,679 |
| 52 | Building materials, hardware, garden supply, and mobile home dealers..... | 49,969 (*) | -4 (*) | 4,070 (*) | 4,286 | 4,833 | 4,018 | 4,431 | 4,409 (*) | 4,430 | 4,243 | 4,487 | 4,451 |
| 521,3 | Building materials and supply stores... | (*) | (*) | (*) | 2,898 | 3,372 | 2,580 | 3,059 | (*) | 2,948 | 2,853 | 3,060 | 3,011 |
| 525 | Hardware stores..... | (*) | (*) | (*) | 762 | 798 | 868 | 775 | (*) | 759 | 744 | 754 | 758 |
| 55ex.554 | Automotive dealers..... | 166,180 | -6 | 12,478 | 13,289 | 15,013 | 12,735 | 13,584 | 13,738 | 14,840 | 14,329 | 14,618 | 14,518 |
| 551,2,5, 6,7,9, | Motor vehicle and miscellaneous auto- motive dealers..... | (*) | (*) | (*) | 11,709 | 13,281 | 11,266 | 12,109 | (*) | 13,260 | 12,721 | 13,192 | 13,105 |
| 551 | Motor vehicle dealers (franchised)... | (*) | (*) | (*) | 10,690 | 12,054 | 10,245 | 10,968 | (*) | (NA) | (NA) | (NA) | (NA) |
| 553 | Auto and home supply stores..... | (*) | (*) | (*) | 1,580 | 1,732 | 1,469 | 1,475 | (*) | 1,580 | 1,608 | 1,426 | 1,413 |
| 57 | Furniture, home furnishings, and equip- ment stores..... | 43,790 (*) | +5 (*) | 4,922 (*) | 4,050 | 3,801 | 4,414 | 3,872 | 3,857 (*) | 3,804 | 3,654 | 3,568 | 3,570 |
| 571 | Furniture and home furnishings stores.. | (*) | (*) | (*) | 2,517 | 2,402 | 2,552 | 2,482 | (*) | 2,350 | 2,303 | 2,277 | 2,271 |
| 5722,32 | Household appliance, radio, and TV stores.. | (*) | (*) | (*) | 1,185 | 1,092 | 1,411 | 1,104 | (*) | 1,124 | 1,049 | 1,022 | 1,031 |
| 5722 | Household appliance stores..... | (*) | (*) | (*) | 598 | 554 | 656 | 558 | (*) | (NA) | (NA) | (NA) | (NA) |
| | Nondurable goods stores, total..... | 642,542 | +11 | 69,918 | 57,236 | 56,069 | 64,757 | 53,646 | 55,214 | 55,377 | 55,018 | 51,207 | 50,742 |
| 53 | General merchandise group stores..... | 116,559 | +6 | 18,267 | 11,878 | 10,144 | 17,196 | 11,575 | 10,077 | 10,177 | 10,015 | 9,636 | 9,671 |
| 531 | Department stores..... | 94,689 (*) | +6 (*) | 14,826 (*) | 9,690 | 8,255 | 13,930 | 9,367 | 8,146 (*) | 8,310 | 8,125 | 7,700 | 7,819 |
| 533 | Variety stores..... | (*) | (*) | (*) | 743 | 687 | 1,283 | 743 | (*) | 693 | 693 | 679 | 683 |
| 539 | Miscellaneous general merchandise stores | (*) | (*) | (*) | 1,445 | 1,202 | 1,983 | 1,465 | (*) | 1,174 | 1,197 | 1,257 | 1,169 |
| 54 | Food stores..... | 211,962 | +11 | 19,465 | 18,067 | 18,388 | 17,937 | 16,598 | 18,507 | 18,378 | 18,095 | 16,872 | 16,566 |
| 541 | Grocery stores..... | 196,611 | +11 | 18,062 | 16,755 | 17,079 | 16,496 | 15,504 | 17,334 | 17,010 | 16,794 | 15,666 | 15,442 |
| 554 | Gasoline service stations..... | 92,227 | +28 | 7,837 | 7,796 | 8,078 | 6,766 | 6,632 | 7,767 | 7,931 | 7,896 | 6,752 | 6,672 |
| 56 | Apparel and accessory stores..... | 45,622 | +6 | 6,569 | 4,262 | 4,026 | 6,131 | 4,107 | 3,880 | 3,861 | 3,876 | 3,630 | 3,650 |
| 561 | Men's and boys' clothing and furnish- ings stores..... | (*) | (*) | (*) | 886 | 789 | 1,410 | 855 | (*) | 762 | 803 | 719 | 722 |
| 562,3,8 | Women's clothing, specialty stores, furriers..... | (*) | (*) | (*) | 1,568 | 1,519 | 2,157 | 1,507 | (*) | 1,420 | 1,397 | 1,324 | 1,335 |
| 565 | Family clothing stores..... | (*) | (*) | (*) | 925 | 861 | 1,447 | 900 | (*) | (NA) | (NA) | (NA) | (NA) |
| 566 | Shoe stores..... | (*) | (*) | (*) | 708 | 693 | 853 | 661 | (*) | 660 | 645 | 612 | 614 |
| 58 | Eating and drinking places..... | 80,840 | +8 | 6,768 | 6,590 | 7,047 | 6,630 | 6,335 | 6,871 | 6,829 | 6,929 | 6,690 | 6,572 |
| 591 | Drug stores and proprietary stores..... | 30,398 | +12 | 3,554 | 2,572 | 2,601 | 3,127 | 2,335 | 2,600 | 2,682 | 2,646 | 2,313 | 2,368 |
| 592 | Liquor stores..... | (*) | (*) | (*) | 1,406 | 1,377 | 1,974 | 1,375 | (*) | 1,384 | 1,399 | 1,395 | 1,340 |
| 53,56,57 594,5961 (pt.) | GAF ³ plus mail-order houses (department stores mdse.)..... | (*) | (*) | (*) | 23,575 | 20,887 | 33,048 | 22,846 | (*) | (NA) | (NA) | (NA) | (NA) |
| 53,56,57, 594 | GAF ³ | (*) | (*) | (*) | 22,969 | 20,321 | 32,492 | 22,194 | (*) | (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.

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-80-11.)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. 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 | | | | | |
|---------------------|--|-----------------------------|--------------------|---------------------------------|--------------------|------------------------------------|-----------------------------------|
| | | Dec. 1980 advance from-- | | Nov. 1980 preliminary from-- | | Oct. 1980 through Dec. 1980 | |
| | | Nov. 1980 preliminary | Dec. 1979 final | Oct. 1980 final | Nov. 1979 final | July 1980 through Sept. 1980 | Oct. 1979 through Dec. 1979 |
| | Retail trade, total..... | -1 | +5 | +2 | +7 | +3 | +6 |
| | Total (excl. automotive group)..... | 0 | +7 | +1 | +8 | +3 | +8 |
| | Durable goods stores, total..... | -4 | -1 | +4 | +3 | +3 | +1 |
| 52 | Building materials, hardware, garden supply, and mobile home dealers..... | 0 | -2 | +4 | 0 | +8 | -3 |
| 55 ex. 554 | Automotive dealers..... | -7 | -6 | +4 | +2 | 0 | -2 |
| 57 | Furniture, home furnishings, and equipment stores..... | +1 | +8 | +4 | +7 | +3 | +5 |
| | Nondurable goods stores, total..... | 0 | +8 | +1 | +9 | +3 | +9 |
| 53 | General merchandise group stores..... | -1 | +5 | +2 | +5 | +5 | +5 |
| 531 | Department stores..... | -2 | +6 | +2 | +6 | +4 | +6 |
| 54 | Food stores..... | +1 | +10 | +2 | +11 | +2 | +10 |
| 541 | Grocery stores..... | +2 | +11 | +1 | +10 | +3 | +10 |
| 554 | Gasoline service stations..... | -2 | +15 | 0 | +19 | 0 | +18 |
| 56 | Apparel and accessory stores..... | 0 | +7 | 0 | +6 | +1 | +6 |
| 58 | Eating and drinking places..... | +1 | +3 | -1 | +4 | +3 | +5 |
| 591 | Drug stores and proprietary stores..... | -3 | +12 | +1 | +13 | +4 | +13 |

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 ¹ | | |
|---------------------|--|--------------------------|--------------------|--------------|--------------------------|--------------------|--------------|
| | | Nov. 1980 preliminary | Oct. 1980 final | Nov. 1979 | Nov. 1980 preliminary | Oct. 1980 final | Nov. 1979 |
| | Retail trade, total..... | 30,028 | 28,491 | 28,469 | 28,005 | 27,806 | 25,780 |
| 53 | General merchandise group stores..... | 10,443 | 8,837 | 10,120 | 8,936 | 8,749 | 8,423 |
| 531 | Department stores..... | 9,108 | 7,757 | 8,811 | 7,845 | 7,657 | 7,361 |
| 533 | Variety stores..... | 610 | 551 | 590 | 562 | 566 | 531 |
| 539 | Miscellaneous general merchandise stores. | 725 | 529 | 719 | (NA) | (NA) | (NA) |
| 54 | Food stores..... | 9,786 | 9,940 | 8,968 | (NA) | (NA) | (NA) |
| 541 | Grocery stores..... | 9,675 | 9,832 | 8,864 | 9,636 | 9,630 | 8,665 |
| 56 | Apparel and accessory stores..... | 1,458 | 1,354 | 1,396 | 1,291 | 1,295 | 1,221 |
| 562,3,8 | Women's clothing, specialty stores, furriers..... | 597 | 555 | 571 | 530 | 519 | 495 |
| 566 | Shoe stores..... | 330 | 332 | 320 | 303 | 315 | 289 |
| 591 | Drug stores and proprietary stores..... | 1,314 | 1,297 | 1,208 | 1,357 | 1,361 | 1,244 |

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).

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-80-11.)

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