

Advance Monthly Retail Sales



AUGUST 1982

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CB-82-130

The Bureau of the Census, U.S. Department of Commerce, announced today that total sales of retail stores in August after adjusting for seasonal variations and trading-day differences, but not for price changes, were estimated at \$88.3 billion. This adjusted figure was 0.9 percent below July but 0.4 percent higher than August a year ago. The adjusted August estimate excluding the automotive group was 0.1 percent above July and 2.2 percent above August of last year.

Adjusted sales of durable goods stores were 3.5 percent below July while sales of nondurable goods stores increased 0.3 percent. Compared with sales for August 1981, durable goods stores sales decreased 6.2 percent while nondurable goods stores increased 3.5 percent.

The revised estimate of retail sales for July 1982 based on preliminary results from a full sample of retail stores was \$89.1 billion, \$0.4 billion above the July advance estimate published earlier. Seasonally adjusted preliminary sales for July were 1.2 percent above June and 2.1 percent above July 1981. Excluding the automotive group, retail sales were 1.2 percent above June and 2.4 percent above July 1981. For nondurable goods stores, adjusted July sales were 1.5 percent higher than June and 3.7 percent above July 1981. For durable goods stores, July adjusted sales were 0.5 percent above June but 1.6 percent below July 1981.

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

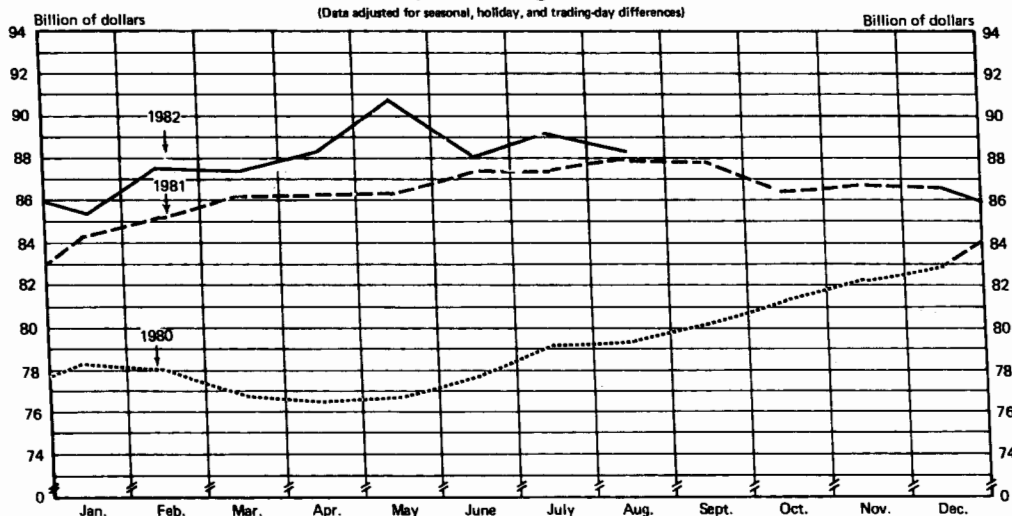
the full sample of retail stores. In addition, sampling variability between the subsample used for the advance estimates and the full sample can cause a difference. For most months, such differences have been reduced by modifying the advance estimates prior to publication on the basis of the relationship 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 -1.8 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 July 1982 and final estimates for June 1982 based on the full sample will be published later this month in the Monthly Retail Trade Report for July (BR-82-07). 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 September is scheduled to be released October 12, 1982, at 2:30 p.m.

ESTIMATED MONTHLY RETAIL SALES FOR THE UNITED STATES January 1980—August 1982



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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)

SIC code	Kind of business	Not adjusted					Adjusted ¹				
		1982			1981		1982			1981	
		Aug. ² advance	July prelim.	June final	Aug.	July	Aug. ² advance	July prelim.	June final	Aug.	July
	Retail trade, total.....	88,930	90,233	88,426	89,046	88,248	88,292	89,089	88,042	87,961	87,292
	Total (excl. automotive group).....	73,351	74,240	72,201	72,304	71,941	73,662	73,599	72,754	72,065	71,841
	Durable goods stores, total.....	27,605	28,037	28,502	29,248	28,858	26,361	27,324	27,175	28,098	27,759
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,648	4,657	4,808	4,824	4,952	4,169	4,251	4,261	4,377	4,487
521,3	Building materials and supply stores.....	(*)	3,186	3,203	3,258	3,322	(*)	2,852	2,855	2,876	2,937
525	Hardware stores.....	(*)	812	838	805	845	(*)	759	764	803	794
55 ex. 554	Automotive dealers.....	15,579	15,993	16,225	16,742	16,307	14,630	15,490	15,288	15,896	15,451
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	13,686	14,051	14,293	14,912	14,456	12,827	13,695	13,446	14,148	13,728
551	Motor vehicle dealers (franchised).....	(*)	12,549	12,567	13,205	12,658	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,942	1,932	1,830	1,851	(*)	1,795	1,842	1,748	1,723
57	Furniture, home furnishings, and equipment stores.....	3,679	3,702	3,647	3,881	3,745	3,635	3,704	3,641	3,828	3,734
571	Furniture and home furnishings stores....	(*)	2,211	2,231	2,405	2,309	(*)	2,200	2,187	2,351	2,275
5722,32	Household appliance, radio, and TV stores	(*)	1,227	1,147	1,214	1,182	(*)	1,215	1,136	1,202	1,176
5722	Household appliance stores.....	(*)	563	515	509	563	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	61,325	62,196	59,924	59,798	59,390	61,931	61,765	60,867	59,863	59,533
53	General merchandise group stores.....	10,541	10,108	10,143	10,423	9,600	10,924	11,022	10,795	10,743	10,611
531	Department stores.....	8,740	8,356	8,397	8,492	7,786	9,038	9,142	8,923	8,746	8,631
533	Variety stores.....	(*)	699	680	741	702	(*)	739	717	756	756
539	Miscellaneous general merchandise stores.	(*)	1,053	1,066	1,190	1,112	(*)	1,141	1,155	1,241	1,222
54	Food stores.....	20,729	22,337	20,785	20,121	20,928	21,199	20,936	20,648	20,131	19,881
541	Grocery stores.....	19,089	20,642	19,131	18,651	19,364	19,498	19,274	19,017	18,614	18,337
554	Gasoline service stations.....	8,878	8,790	8,463	8,855	9,069	8,423	8,200	8,075	8,449	8,468
56	Apparel and accessory stores.....	4,004	3,774	3,649	4,126	3,589	3,972	4,135	4,001	4,029	4,013
561	Men's and boys' clothing and furnishings stores.....	(*)	559	603	631	549	(*)	651	644	656	651
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,455	1,382	1,530	1,381	(*)	1,556	1,542	1,518	1,511
565	Family clothing stores.....	(*)	830	755	936	804	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	677	662	752	640	(*)	767	707	720	730
58	Eating and drinking places.....	9,229	9,341	8,934	8,500	8,432	8,593	8,617	8,549	7,813	7,807
591	Drug stores and proprietary stores.....	2,817	2,825	2,827	2,699	2,710	2,907	2,903	2,920	2,797	2,777
592	Liquor stores.....	(*)	1,569	1,450	1,479	1,506	(*)	1,476	1,453	1,459	1,449
53,56,57,594,5961 (pt.)	GAF ³ plus mail-order houses (department stores mdse.).....	(*)	20,785	20,857	21,607	20,058	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57,594	GAF ³	(*)	20,403	20,460	21,241	19,698	(*)	(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-82-07).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)

SIC code	Kind of business	Percent change					
		Aug. 1982 advance from--		July 1982 preliminary from--		June 1982 through Aug. 1982	
		July 1982 preliminary	Aug. 1981 final	June 1982 final	July 1981 final	Mar. 1982 through May 1982	June 1981 through Aug. 1981
	Retail trade, total.....	-0.9	+0.4	+1.2	+2.1	-0.4	+1.1
	Total (excl. automotive group).....	+0.1	+2.2	+1.2	+2.4	+1.0	+1.9
	Durable goods stores, total.....	-3.5	-6.2	+0.5	-1.6	-4.1	-3.3
52	Building materials, hardware, garden supply, and mobile home dealers.....	-1.9	-4.8	-0.2	-5.3	-1.8	-5.7
55 ex. 554	Automotive dealers.....	-5.6	-8.0	+1.3	+0.3	-6.4	-2.8
551,2,5, 6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-6.3	-9.3	+1.9	-0.2	-7.8	-3.9
57	Furniture, home furnishings, and equipment stores.....	-1.9	-5.0	+1.7	-0.8	-0.9	-3.5
	Nondurable goods stores, total.....	+0.3	+3.5	+1.5	+3.7	+1.4	+3.1
53	General merchandise group stores.....	-0.9	+1.7	+2.1	+3.9	+0.1	+2.0
531	Department stores.....	-1.1	+3.3	+2.5	+5.9	0.0	+3.7
54	Food stores.....	+1.3	+5.3	+1.4	+5.3	+1.5	+5.0
541	Grocery stores.....	+1.2	+4.7	+1.4	+5.1	+1.0	+4.6
554	Gasoline service stations.....	+2.7	-0.3	+1.5	-3.2	+3.7	-2.8
56	Apparel and accessory stores.....	-3.9	-1.4	+3.3	+3.0	-2.7	+0.5
58	Eating and drinking places.....	-0.3	+10.0	+0.8	+10.4	+2.2	+9.7
591	Drug stores and proprietary stores.....	+0.1	+3.9	-0.6	+4.5	+1.3	+4.6

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		
		July 1982 preliminary	June 1982 final	July 1981	July 1982 preliminary	June 1982 final	July 1981
	Retail trade, total.....	32,452	31,268	30,489	32,889	32,362	31,270
53	General merchandise group stores.....	9,278	9,334	8,711	10,172	9,950	9,688
531	Department stores.....	8,075	8,108	7,509	8,835	8,626	8,325
533	Variety stores.....	558	538	530	597	571	582
539	Miscellaneous general merchandise stores.....	645	688	672	(NA)	(NA)	(NA)
54	Food stores.....	12,031	11,038	11,149	(NA)	(NA)	(NA)
541	Grocery stores.....	11,888	10,889	10,990	11,142	11,044	10,547
56	Apparel and accessory stores.....	1,524	1,458	1,378	1,728	1,614	1,585
562,3,8	Women's clothing, specialty stores, furriers.....	661	615	620	705	679	675
566	Shoe stores.....	314	322	291	379	353	351
591	Drug stores and proprietary stores.....	1,540	1,518	1,452	1,589	1,588	1,502

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-82-07).

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	-1.80	+1.18	-0.28	0.76
	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

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

¹The ranges of sampling variability shown are based on sales estimates unadjusted for seasonal variations, holiday, and trading-day differences for the data months of July-December 1981.

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, August 1981-July 1982. The ranges for all other totals and kinds of business are based on the 12-month period January-December 1981.

