

# Advance Monthly Retail Sales



NOVEMBER 1982

FOR WIRE TRANSMISSION 2:30 P.M. EST, Friday, December 10, 1982

CB-82-183

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 \$91.9 billion. This adjusted figure was 2.3 percent above October and 6.0 percent higher than November a year ago. The adjusted November estimate excluding the automotive group was 0.5 percent above October and 2.8 percent above November of last year.

Adjusted sales of durable goods stores were 6.6 percent above October while sales of nondurable goods stores increased 0.4 percent. Compared with sales for November 1981, durable goods stores sales increased 11.9 percent while nondurable goods stores increased 3.4 percent.

The revised estimate of retail sales for October 1982 based on preliminary results from a full sample of retail stores was \$89.9 billion, \$0.3 billion above the October advance estimate published earlier. Seasonally adjusted preliminary sales for October were 0.6 percent above September and were 4.0 percent above October 1981. Excluding the automotive group, retail sales were 0.2 percent above September and 2.6 percent above October 1981. For nondurable goods stores, adjusted sales were 0.4 percent higher than September and 3.4 percent above October 1981. For durable goods stores, October adjusted sales were 1.0 percent above September, and were 5.3 percent higher than October 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

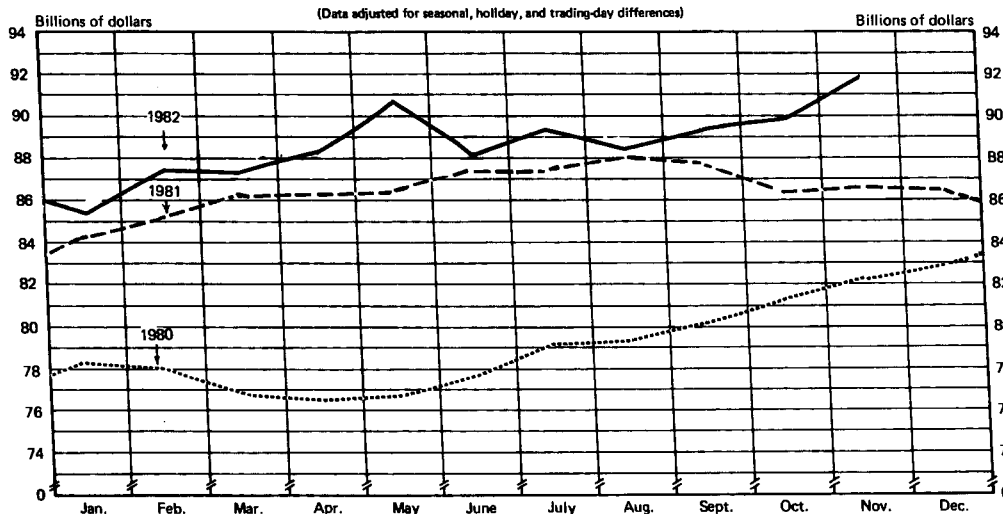
reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. In addition, sampling variability between the subsample used for the advance estimates and the full sample can cause a difference. For most months, 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 -1.7 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 October 1982 and final estimates for September 1982 based on the full sample will be published later this month in the Monthly Retail Trade Report for October (RR-82-10). 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.

The Advance Monthly Retail Sales Report for December is scheduled to be released January 12, 1983, at 2:30 p.m.

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



Inquiries concerning this report should be addressed to Ronald Pienycoski, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-5294.



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 \$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 <sup>1</sup>				
		1982			1981		1982			1981	
		NOV. <sup>2</sup> ADV.	OCT. PREL.	SEP. FINAL	NOV.	OCT.	NOV. ADV.	OCT. PREL.	SEP. FINAL	NOV.	OCT.
	RETAIL TRADE, TOTAL.....	93,214	90,440	87,755	87,331	88,779	91,911	89,858	89,326	86,733	86,413
	TOTAL (EXCL. AUTOMOTIVE GROUP).....	76,740	74,723	71,927	73,887	73,937	74,152	73,805	73,655	72,137	71,907
	DURABLE GOODS STORES, TOTAL.....	28,940	27,616	27,762	25,750	27,165	29,587	27,761	27,498	26,436	26,354
52	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS.....	4,078	4,471	4,477	4,190	4,662	4,050	4,103	4,077	4,213	4,152
521,3	BUILDING MATERIALS AND SUPPLY STORES.....	(*)	3,120	3,132	2,816	3,160	(*)	2,776	2,733	2,758	2,712
525	HARDWARE STORES.....	(*)	768	714	771	816	(*)	749	709	789	771
55 EX. 554	AUTOMOTIVE DEALERS.....	16,474	15,717	15,828	13,444	14,842	17,759	16,053	15,671	14,596	14,506
551,2,5, 6,7,9	MOTOR VEHICLE AND MISCELLANEOUS AUTO- MOTIVE DEALERS.....	14,619	13,852	14,004	11,721	12,998	15,942	14,280	13,893	12,866	12,806
551	MOTOR VEHICLE DEALERS (FRANCHISED).....	(*)	12,724	12,750	10,648	11,726	(*)	(NA)	(NA)	(NA)	(NA)
553	AUTO AND HOME SUPPLY STORES.....	(*)	1,865	1,824	1,723	1,844	(*)	1,773	1,778	1,730	1,700
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.....	3,963	3,669	3,577	3,987	3,887	3,646	3,623	3,600	3,775	3,781
571	FURNITURE AND HOME FURNISHINGS STORES.....	(*)	2,261	2,167	2,415	2,349	(*)	2,234	2,180	2,270	2,289
5722,32	HOUSEHOLD APPLIANCE, RADIO, AND TV STORES	(*)	1,141	1,099	1,300	1,267	(*)	1,119	1,109	1,246	1,228
5722	HOUSEHOLD APPLIANCE STORES.....	(*)	486	476	571	545	(*)	(NA)	(NA)	(NA)	(NA)
	NONDURABLE GOODS STORES, TOTAL.....	64,274	62,824	59,993	61,581	61,614	62,324	62,097	61,828	60,297	60,059
53	GENERAL MERCHANDISE GROUP STORES.....	13,082	11,076	10,119	12,622	11,014	10,949	10,879	10,838	10,751	10,634
531	DEPARTMENT STORES.....	10,784	9,162	8,380	10,273	8,965	8,987	9,000	8,924	8,721	8,645
533	VARIETY STORES.....	(*)	719	659	770	741	(*)	735	732	740	737
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	(*)	1,195	1,080	1,579	1,308	(*)	1,144	1,182	1,290	1,252
54	FOOD STORES.....	20,594	21,246	20,703	19,514	20,723	21,245	21,104	21,070	20,393	20,199
541	GROCERY STORES.....	19,095	19,747	19,196	18,093	19,274	19,645	19,513	19,469	18,867	18,694
554	GASOLINE SERVICE STATIONS.....	8,066	8,233	8,144	8,271	8,664	8,247	8,143	8,177	8,536	8,511
56	APPAREL AND ACCESSORY STORES.....	4,432	4,142	3,919	4,268	4,227	4,066	4,005	4,007	3,985	3,994
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES.....	(*)	642	595	722	704	(*)	631	654	630	678
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS.....	(*)	1,631	1,511	1,580	1,592	(*)	1,537	1,503	1,485	1,459
565	FAMILY CLOTHING STORES.....	(*)	858	799	966	900	(*)	(NA)	(NA)	(NA)	(NA)
566	SHOE STORES.....	(*)	765	762	738	770	(*)	718	741	702	712
58	EATING AND DRINKING PLACES.....	8,486	9,066	8,812	7,570	8,183	8,989	8,914	8,699	7,935	7,999
591	DRUG STORES AND PROPRIETARY STORES.....	2,878	2,816	2,764	2,725	2,760	2,919	2,903	2,950	2,801	2,802
592	LIQUOR STORES.....	(*)	1,426	1,389	1,438	1,458	(*)	1,455	1,448	1,463	1,458
5961 (PT.)	MAIL-ORDER HOUSES (DEPARTMENT STORE MERCHANDISE).....	(*)	515	438	589	494	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57, 594	GAF <sup>3</sup> .....	(*)	21,829	20,490	24,192	21,921	(*)	(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, BR-82-10).

<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.

**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. 1982 ADVANCE FROM--		OCT. 1982 PRELIMINARY FROM--		SEP. 1982 THROUGH NOV. 1982	
		OCT. 1982 PRELIM.	NOV. 1981 FINAL	SEP. 1982 FINAL	OCT. 1981 FINAL	JUNE 1982 THROUGH AUG. 1982	SEP. 1981 THROUGH NOV. 1981
	RETAIL TRADE, TOTAL.....	+2.3	+6.0	+0.6	+4.0	+1.9	+3.9
	TOTAL (EXCL. AUTOMOTIVE GROUP).....	+0.5	+2.8	+0.2	+2.6	+0.6	+2.5
	DURABLE GOODS STORES, TOTAL.....	+6.6	+11.9	+1.0	+5.3	+4.4	+5.3
52	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS.....	-1.3	-3.9	+0.6	-1.2	-2.9	-3.5
55 EX. 554 551,2,5, 6,7,9 57	AUTOMOTIVE DEALERS.....	+10.6	+21.7	+2.4	+10.7	+8.3	+10.5
	MOTOR VEHICLE AND MISCELLANEOUS AUTO- MOTIVE DEALERS.....	+11.6	+23.9	+2.8	+11.5	+9.5	+11.5
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.....	+0.6	-3.4	+0.6	-4.2	-0.9	-4.8
	NONDURABLE GOODS STORES, TOTAL.....	+0.4	+3.4	+0.4	+3.4	+0.8	+3.3
53	GENERAL MERCHANDISE GROUP STORES.....	+0.6	+1.8	+0.4	+2.3	-0.2	+2.0
531	DEPARTMENT STORES.....	-0.1	+3.1	+0.9	+4.1	-0.6	+3.3
54	FOOD STORES.....	+0.7	+4.2	+0.2	+4.5	+1.1	+4.6
541	GROCERY STORES.....	+0.7	+4.1	+0.2	+4.4	+1.4	+4.5
554	GASOLINE SERVICE STATIONS.....	+1.3	-3.4	-0.4	-4.3	+0.4	-4.0
56	APPAREL AND ACCESSORY STORES.....	+1.5	+2.0	0.0	+0.3	-1.5	+0.5
58	EATING AND DRINKING PLACES.....	+0.8	+13.3	+2.5	+11.4	+2.2	+11.2
591	DRUG STORES AND PROPRIETARY STORES.....	+0.6	+4.2	-1.6	+3.6	+0.6	+4.5

**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 <sup>1</sup>		
		OCT. 1982 PRELIM.	SEP. 1982 FINAL	OCT. 1981	OCT. 1982 PRELIM.	SEP. 1982 FINAL	OCT. 1981
	RETAIL TRADE, TOTAL.....	33,177	31,507	32,282	32,614	32,768	31,187
53	GENERAL MERCHANDISE GROUP STORES.....	10,180	9,290	9,992	10,017	9,973	9,674
531	DEPARTMENT STORES.....	8,843	8,088	8,619	8,695	8,632	8,328
533	VARIETY STORES.....	569	521	570	586	587	572
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.....	768	681	803	(NA)	(NA)	(NA)
54	FOOD STORES.....	11,499	11,201	11,246	(NA)	(NA)	(NA)
541	GROCERY STORES.....	11,359	11,057	11,098	11,191	11,225	10,640
56	APPAREL AND ACCESSORY STORES.....	1,725	1,611	1,631	1,660	1,631	1,544
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS.....	735	665	699	698	670	651
566	SHOE STORES.....	366	362	357	348	349	337
591	DRUG STORES AND PROPRIETARY STORES.....	1,538	1,507	1,436	1,626	1,640	1,501

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-82-10).

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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 <sup>1</sup>		Median	Range <sup>2</sup>		Mean	Average of absolute difference
		From	To		From	To		
	Retail trade, total.....	0.6	0.8	0.7	-1.73	+1.18	-0.13	0.55
	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.

<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 July-December 1981.

<sup>2</sup>The 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 1981-October 1982. The ranges for all other totals and kinds of business are based on the 12-month period January-December 1981.

