

# Advance Monthly Retail Sales

SEPTEMBER 1982

FOR WIRE TRANSMISSION 2:30 P.M. EDT, Tuesday, October 12, 1982

CB-82-146

The Bureau of the Census, U.S. Department of Commerce, announced today that total sales of retail stores in September after adjusting for seasonal variations and trading-day differences, but not for price changes, were estimated at \$89.5 billion. This adjusted figure was 1.0 percent above August and 1.9 percent higher than September a year ago. The adjusted September estimate excluding the automotive group was 0.4 percent above August and 2.7 percent above September of last year.

Adjusted sales of durable goods stores were 2.4 percent above August while sales of nondurable goods stores increased 0.4 percent. Compared with sales for September 1981, durable goods stores sales decreased 2.1 percent while nondurable goods stores increased 3.8 percent.

The revised estimate of retail sales for August 1982 based on preliminary results from a full sample of retail stores was \$88.6 billion, \$0.3 billion above the August advance estimate published earlier. Seasonally adjusted preliminary sales for August were 1.0 percent below July but 0.7 percent above August 1981. Excluding the automotive group, retail sales were 0.3 percent below July but 2.4 percent above August 1981. For nondurable goods stores, adjusted August sales were 0.1 percent below July but 3.6 percent above August 1981. For durable goods stores, August adjusted sales were 3.0 percent below July and 5.4 percent below August 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.

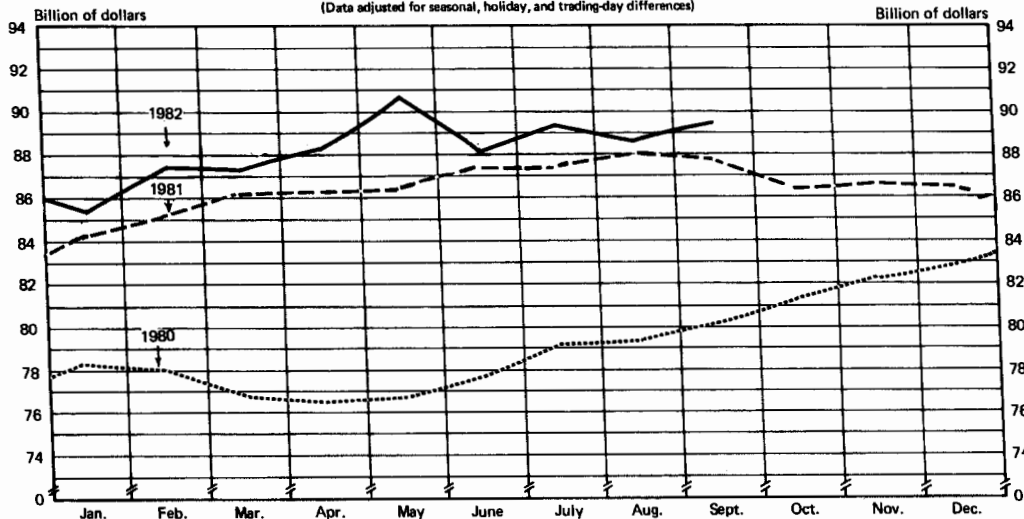
Percentage differences between advance and full sample preliminary estimates of month-to-month percentage change in seasonally adjusted total retail store sales have ranged from approximately -1.7 percent to +1.2 percent with the average of the absolute differences about 0.6 percent for the past 12 months. 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 August 1982 and final estimates for July 1982 based on the full sample will be published later this month in the Monthly Retail Trade Report for August (BR-82-08). 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 October is scheduled to be released November 10, 1982, at 2:30 p.m.

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

(Data adjusted for seasonal, holiday, and trading-day differences)



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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 <sup>1</sup>				
		1982			1981		1982			1981	
		Sept. <sup>2</sup> advance	Aug. prelim.	July final	Sept.	Aug.	Sept. <sup>2</sup> advance	Aug. prelim.	July final	Sept.	Aug.
	Retail trade, total.....	87,894	89,185	90,600	85,522	89,046	89,482	88,563	89,445	87,823	87,961
	Total (excl. automotive group).....	72,344	73,426	74,604	70,097	72,304	74,086	73,765	73,953	72,159	72,065
	Durable goods stores, total.....	27,518	27,797	28,116	27,626	29,248	27,214	26,571	27,403	27,810	28,098
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,648	4,570	4,665	4,704	4,824	4,206	4,135	4,257	4,313	4,377
521,3	Building materials and supply stores.....	(*)	3,169	3,196	3,186	3,258	(*)	2,790	2,861	2,807	2,876
525	Hardware stores.....	(*)	714	798	787	805	(*)	713	746	782	803
55 ex. 554	Automotive dealers.....	15,550	15,759	15,996	15,425	16,742	15,396	14,798	15,492	15,664	15,896
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	13,764	13,889	14,044	13,638	14,912	13,655	13,017	13,688	13,888	14,148
551	Motor vehicle dealers (franchised).....	(*)	12,479	12,495	12,279	13,205	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,870	1,952	1,787	1,830	(*)	1,781	1,804	1,776	1,748
57	Furniture, home furnishings, and equipment stores.....	3,543	3,686	3,715	3,838	3,881	3,572	3,623	3,717	3,864	3,828
571	Furniture and home furnishings stores....	(*)	2,242	2,215	2,360	2,405	(*)	2,175	2,204	2,391	2,351
5722,32	Household appliance, radio, and TV stores	(*)	1,157	1,234	1,207	1,214	(*)	1,143	1,222	1,200	1,202
5722	Household appliance stores.....	(*)	511	567	508	509	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	60,376	61,388	62,484	57,896	59,798	62,268	61,992	62,042	60,013	59,863
53	General merchandise group stores.....	10,227	10,523	10,124	9,905	10,423	10,961	10,900	11,039	10,651	10,743
531	Department stores.....	8,473	8,690	8,354	8,136	8,492	9,023	8,987	9,140	8,683	8,746
533	Variety stores.....	(*)	729	706	654	741	(*)	756	746	732	756
539	Miscellaneous general merchandise stores.	(*)	1,104	1,064	1,115	1,190	(*)	1,157	1,153	1,236	1,241
54	Food stores.....	20,684	20,708	22,398	19,544	20,121	21,053	21,178	20,990	20,053	20,131
541	Grocery stores.....	19,118	19,099	20,736	18,117	18,651	19,389	19,509	19,361	18,525	18,614
554	Gasoline service stations.....	8,137	8,629	8,852	8,551	8,855	8,170	8,187	8,257	8,551	8,449
56	Apparel and accessory stores.....	4,068	4,105	3,812	3,920	4,126	4,155	4,054	4,175	4,035	4,029
561	Men's and boys' clothing and furnishings stores.....	(*)	552	567	605	631	(*)	581	660	672	656
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,555	1,491	1,499	1,530	(*)	1,561	1,595	1,505	1,518
565	Family clothing stores.....	(*)	936	837	817	936	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	780	666	733	752	(*)	751	754	708	720
58	Eating and drinking places.....	8,930	9,390	9,428	7,989	8,500	8,815	8,743	8,697	7,989	7,813
591	Drug stores and proprietary stores.....	2,754	2,799	2,827	2,601	2,699	2,939	2,889	2,905	2,791	2,797
592	Liquor stores.....	(*)	1,455	1,560	1,396	1,479	(*)	1,465	1,468	1,462	1,459
53,56,57, 594,5961 (pt.)	GAF <sup>3</sup> plus mail-order houses (department stores mdse.).....	(*)	21,644	20,842	20,753	21,607	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57, 594	GAF.....	(*)	21,247	20,463	20,356	21,241	(*)	(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-82-08).<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					
		Sept. 1982 advance from--		Aug. 1982 preliminary from--		July 1982 through Sept. 1982	
		Aug. 1982 preliminary	Sept. 1981 final	July 1982 final	Aug. 1981 final	Apr. 1982 through June 1982	July 1981 through Sept. 1981
	Retail trade, total.....	+1.0	+1.9	-1.0	+0.7	+0.1	+1.7
	Total (excl. automotive group).....	+0.4	+2.7	-0.3	+2.4	+1.5	+2.7
	Durable goods stores, total.....	+2.4	-2.1	-3.0	-5.4	-4.0	-3.0
52	Building materials, hardware, garden supply, and mobile home dealers.....	+1.7	-2.5	-2.9	-5.5	-3.1	-4.4
55 ex. 554	Automotive dealers.....	+4.0	-1.7	-4.5	-6.9	-6.1	-2.8
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	+4.9	-1.7	-4.9	-8.0	-6.8	-3.4
57	Furniture, home furnishings, and equipment stores.....	-1.4	-7.6	-2.5	-5.4	-1.4	-4.5
	Nondurable goods stores, total.....	+0.4	+3.8	-0.1	+3.6	+2.0	+3.8
53	General merchandise group stores.....	+0.6	+2.9	-1.3	+1.5	+0.7	+2.8
531	Department stores.....	+0.4	+3.9	-1.7	+2.8	+0.5	+4.2
54	Food stores.....	-0.6	+5.0	+0.9	+5.2	+1.7	+5.3
541	Grocery stores.....	-0.6	+4.7	+0.8	+4.8	+1.4	+5.0
554	Gasoline service stations.....	-0.2	-4.5	-0.8	-3.1	+3.3	-3.4
56	Apparel and accessory stores.....	+2.5	+3.0	-2.9	+0.6	+1.1	+2.5
58	Eating and drinking places.....	+0.8	+10.3	+0.5	+11.9	+3.3	+11.2
591	Drug stores and proprietary stores.....	+1.7	+5.3	-0.6	+3.3	+0.9	+4.4

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>		
		Aug. 1982 preliminary	July 1982 final	Aug. 1981	Aug. 1982 preliminary	July 1982 final	Aug. 1981
	Retail trade, total.....	31,899	32,491	31,053	32,639	32,932	31,415
53	General merchandise group stores.....	9,685	9,279	9,505	10,019	10,173	9,815
531	Department stores.....	8,419	8,071	8,200	8,679	8,830	8,436
533	Variety stores.....	583	562	571	604	602	589
539	Miscellaneous general merchandise stores.	683	646	734	(NA)	(NA)	(NA)
54	Food stores.....	10,932	12,046	10,708	(NA)	(NA)	(NA)
541	Grocery stores.....	10,771	11,886	10,555	11,314	11,140	10,738
56	Apparel and accessory stores.....	1,759	1,534	1,678	1,664	1,740	1,569
562,3,8	Women's clothing, specialty stores, furriers.....	713	668	686	702	713	666
566	Shoe stores.....	387	314	369	357	379	342
591	Drug stores and proprietary stores.....	1,522	1,554	1,442	1,576	1,604	1,504

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-82-08).

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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	-0.19	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

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

