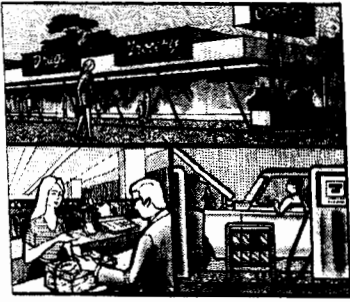


Advance Monthly Retail Sales



OCTOBER 1982

FOR WIRE TRANSMISSION 2:30 P.M. EST, Wednesday, November 10, 1982

CB-82-166

The Bureau of the Census, U.S. Department of Commerce, announced today that total sales of retail stores in October after adjusting for seasonal variations and trading-day differences, but not for price changes, were estimated at \$89.6 billion. This adjusted figure was 0.6 percent above September and 3.6 percent higher than October a year ago. The adjusted October estimate excluding the automotive group was 0.1 percent below September but 2.1 percent above October of last year.

Adjusted sales of durable goods stores were 2.8 percent above September while sales of nondurable goods stores decreased 0.4 percent. Compared with sales for October 1981, durable goods stores sales increased 6.5 percent while nondurable goods stores increased 2.4 percent.

The revised estimate of retail sales for September 1982 based on preliminary results from a full sample of retail stores was \$89.0 billion, \$0.4 billion below the September advance estimate published earlier. Seasonally adjusted preliminary sales for September were 0.6 percent above August and were 1.4 percent above September 1981. Excluding the automotive group, retail sales indicated a decrease from August, but were 1.8 percent above September 1981. For nondurable goods stores, adjusted September sales indicated a decrease when compared to August, but were 2.9 percent above September 1981. For durable goods stores, September adjusted sales were 2.4 percent above August, but were 1.8 percent below September 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

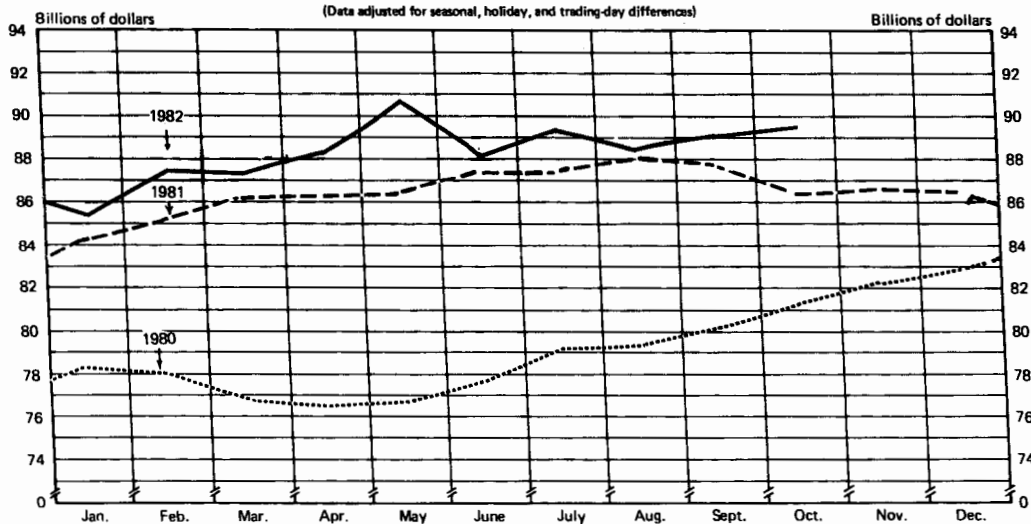
reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. In addition, sampling variability between the subsample used for the advance estimates and the full sample can cause a difference. For most months, 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 September 1982 and final estimates for August 1982 based on the full sample will be published later this month in the Monthly Retail Trade Report for September (BR-82-09). 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 November is scheduled to be released December 10, 1982, at 2:30 p.m.

ESTIMATED MONTHLY RETAIL SALES FOR THE UNITED STATES JANUARY 1980—OCTOBER 1982



Inquiries concerning this report should be addressed to Ronald Piencykoski, 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 ¹				
		1982			1981		1982			1981	
		Oct. ² advance	Sept. prelim.	Aug. final	Oct.	Sept.	Oct. ² advance	Sept. prelim.	Aug. final	Oct.	Sept.
	Retail trade, total.....	90,106	87,485	89,130	88,779	85,522	89,554	89,038	88,502	86,413	87,823
	Total (excl. automotive group).....	74,290	71,778	73,250	73,937	70,097	73,403	73,488	73,591	71,907	72,159
	Durable goods stores, total.....	27,907	27,563	27,889	27,165	27,626	28,072	27,298	26,668	26,354	27,810
	Building materials, hardware, garden supply, and mobile home dealers.....	4,383	4,445	4,501	4,662	4,704	4,036	4,047	4,076	4,152	4,313
	Building materials and supply stores.....	(*)	3,116	3,115	3,160	3,186	(*)	2,719	2,742	2,712	2,807
	Hardware stores.....	(*)	706	715	816	787	(*)	701	714	771	782
	Automotive dealers.....	15,816	15,707	15,880	14,842	15,425	16,151	15,550	14,911	14,506	15,664
	Motor vehicle and miscellaneous automotive dealers.....	13,897	13,869	14,017	12,998	13,638	14,327	13,759	13,137	12,806	13,888
	Motor vehicle dealers (franchised).....	(*)	12,621	12,607	11,726	12,279	(*)	(NA)	(NA)	(NA)	(NA)
	Auto and home supply stores.....	(*)	1,838	1,863	1,844	1,787	(*)	1,791	1,774	1,700	1,776
	Furniture, home furnishings, and equipment stores.....	3,729	3,576	3,676	3,887	3,838	3,670	3,599	3,613	3,781	3,864
	Furniture and home furnishings stores....	(*)	2,175	2,255	2,349	2,360	(*)	2,188	2,187	2,289	2,391
	Household appliance, radio, and TV stores	(*)	1,091	1,136	1,267	1,207	(*)	1,101	1,123	1,228	1,200
	Household appliance stores.....	(*)	485	496	545	508	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	62,199	59,922	61,241	61,614	57,896	61,482	61,740	61,834	60,059	60,013
	General merchandise group stores.....	11,052	10,113	10,519	11,014	9,905	10,847	10,832	10,895	10,634	10,651
	Department stores.....	9,139	8,377	8,706	8,965	8,136	8,977	8,921	9,003	8,645	8,683
	Variety stores.....	(*)	653	731	741	654	(*)	726	758	737	732
	Miscellaneous general merchandise stores.	(*)	1,083	1,082	1,308	1,115	(*)	1,185	1,134	1,252	1,236
	Food stores.....	21,179	20,656	20,600	20,723	19,544	21,040	21,023	21,067	20,199	20,053
	Grocery stores.....	19,650	19,133	19,020	19,274	18,117	19,417	19,405	19,428	18,694	18,525
	Gasoline service stations.....	8,060	8,060	8,577	8,664	8,551	7,972	8,092	8,138	8,511	8,551
	Apparel and accessory stores.....	4,140	3,947	4,130	4,227	3,920	3,996	4,035	4,082	3,994	4,035
	Men's and boys' clothing and furnishings stores.....	(*)	593	580	704	605	(*)	652	611	678	672
	Women's clothing, specialty stores, furriers.....	(*)	1,525	1,550	1,592	1,499	(*)	1,517	1,556	1,459	1,505
	Family clothing stores.....	(*)	807	942	900	817	(*)	(NA)	(NA)	(NA)	(NA)
	Shoe stores.....	(*)	768	774	770	733	(*)	747	746	712	708
	Eating and drinking places.....	8,993	8,886	9,427	8,183	7,989	8,843	8,772	8,777	7,999	7,989
	Drug stores and proprietary stores.....	2,781	2,737	2,802	2,760	2,601	2,867	2,921	2,892	2,802	2,791
	Liquor stores.....	(*)	1,400	1,439	1,458	1,396	(*)	1,460	1,449	1,458	1,462
	GAF ³ plus mail-order houses (department stores mdse.).....	(*)	20,944	21,645	22,415	20,753	(*)	(NA)	(NA)	(NA)	(NA)
	GAF ³	(*)	20,505	21,247	21,921	20,356	(*)	(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-82-09).

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					
		Oct. 1982 advance from--		Sept. 1982 preliminary from--		Aug. 1982 through Oct. 1982	
		Sept. 1982 preliminary	Oct. 1981 final	Aug. 1982 final	Sept. 1981 final	May 1982 through July 1982	Aug. 1981 through Oct. 1981
	Retail trade, total.....	+0.6	+3.6	+0.6	+1.4	-0.5	+1.9
	Total (excl. automotive group).....	-0.1	+2.1	-0.1	+1.8	+0.1	+2.0
	Durable goods stores, total.....	+2.8	+6.5	+2.4	-1.8	-2.3	-0.3
52	Building materials, hardware, garden supply, and mobile home dealers.....	-0.3	-2.8	-0.7	-6.2	-6.5	-5.3
55 ex. 554	Automotive dealers.....	+3.9	+11.3	+4.3	-0.7	-3.0	+1.2
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+4.1	+11.9	+4.7	-0.9	-3.3	+0.9
57	Furniture, home furnishings, and equipment stores.....	+2.0	-2.9	-0.4	-6.9	-1.8	-5.2
	Nondurable goods stores, total.....	-0.4	+2.4	-0.2	+2.9	+0.4	+2.8
53	General merchandise group stores.....	+0.1	+2.0	-0.6	+1.7	-1.3	+1.7
531	Department stores.....	+0.6	+3.8	-0.9	+2.7	-1.5	+3.2
54	Food stores.....	+0.1	+4.2	-0.2	+4.8	+0.8	+4.5
541	Grocery stores.....	+0.1	+3.9	-0.1	+4.8	+0.8	+4.3
554	Gasoline service stations.....	-1.5	-6.3	-0.6	-5.4	-0.3	-5.1
56	Apparel and accessory stores.....	-1.0	+0.1	-1.2	0.0	-2.4	+0.5
58	Eating and drinking places.....	+0.8	+10.6	-0.1	+9.8	+2.5	+10.9
591	Drug stores and proprietary stores.....	-1.8	+2.3	+1.0	+4.7	-0.3	+3.5

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 ¹		
		Sept. 1982 preliminary	Aug. 1982 final	Sept. 1981	Sept. 1982 preliminary	Aug. 1982 final	Sept. 1981
	Retail trade, total.....	31,489	31,914	30,017	32,747	32,651	31,412
53	General merchandise group stores.....	9,287	9,686	9,041	9,969	10,020	9,718
531	Department stores.....	8,083	8,420	7,836	8,626	8,680	8,363
533	Variety stores.....	521	583	508	587	604	571
539	Miscellaneous general merchandise stores.....	683	683	697	(NA)	(NA)	(NA)
54	Food stores.....	11,172	10,928	10,487	(NA)	(NA)	(NA)
541	Grocery stores.....	11,023	10,778	10,340	11,191	11,321	10,627
56	Apparel and accessory stores.....	1,619	1,776	1,560	1,639	1,680	1,572
562,3,8	Women's clothing, specialty stores, furriers.....	673	711	661	678	700	665
566	Shoe stores.....	362	387	356	349	357	336
591	Drug stores and proprietary stores.....	1,490	1,521	1,365	1,621	1,575	1,493

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-82-09).

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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	-0.18	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.

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

