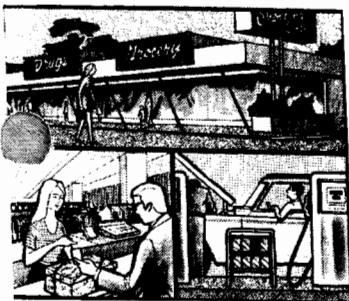


Advance Monthly Retail Sales



DECEMBER 1982

FOR WIRE TRANSMISSION 2:30 P.M. EST, Wednesday, January 12, 1983

CB-83-06

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 \$92.3 billion. This adjusted figure was 0.4 percent below November but 6.6 percent higher than December a year ago. The adjusted December estimate excluding the automotive group was 0.5 percent above November and 3.9 percent above December of last year.

Adjusted sales of durable goods stores were 1.8 percent below November while sales of nondurable goods stores increased 0.3 percent. Compared with sales for December 1981, durable goods stores sales increased 12.6 percent while nondurable goods stores increased 3.9 percent.

The revised estimate of retail sales for November 1982 based on preliminary results from a full sample of retail stores was \$92.6 billion, \$0.7 billion above the November advance estimate published earlier. Seasonally adjusted preliminary sales for November were 2.6 percent above October and 6.8 percent above November 1981. Excluding the automotive group, retail sales were 0.4 percent above October and 3.2 percent above November 1981. For nondurable goods stores, adjusted sales were 0.2 percent higher than October and 3.8 percent above November 1981. For durable goods stores, November adjusted sales were 7.9 percent above October, and were 13.7 percent higher than November 1981.

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.

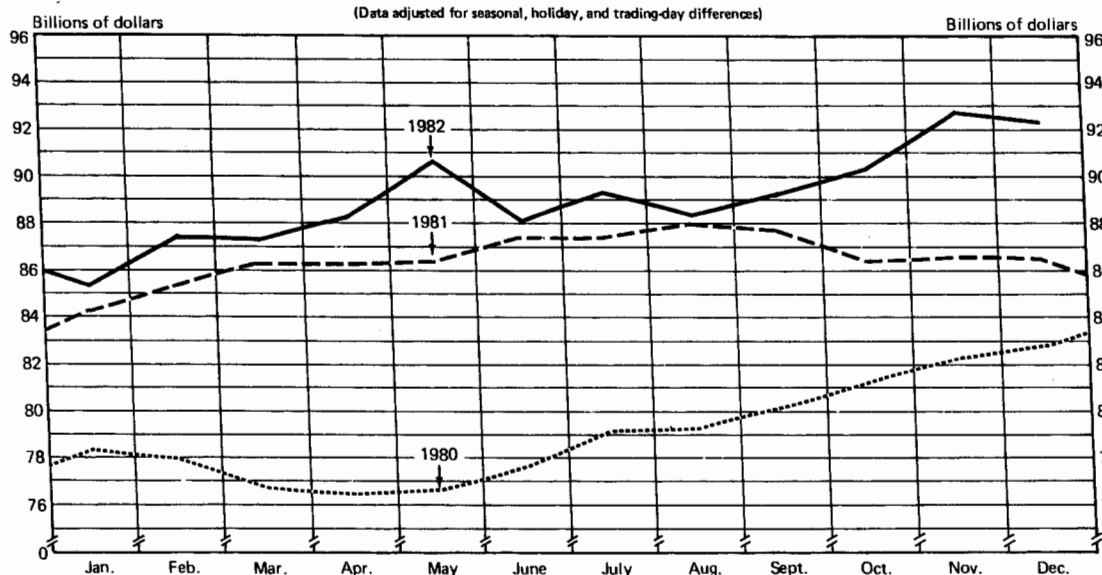
Percentage differences between advance and full sample preliminary estimates of month-to-month percentage change in seasonally adjusted total retail store sales have ranged from approximately -1.7 percent to +1.2 percent with the average of the absolute differences about 0.6 percent for the past 12 months. 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 November 1982 and final estimates for October 1982 based on the full sample will be published later this month in the Monthly Retail Trade Report for November (BR-82-11). 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.

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

The Advance Monthly Retail Sales Report for January is scheduled to be released February 10, 1983, at 2:30 p.m.

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



Inquiries concerning this report should be addressed to Ronald Pienckyoski, 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 \$39 per year. Add \$9.75 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 \$3.25 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		1982			1981		1982			1981	
		1982	Percent change from 1981	Dec. ² advance	Nov. prelim.	Oct. final	Dec.	Nov.	Dec. ² advance	Nov. prelim.	Oct. final	Dec.	Nov.
	Retail trade, total.....	1,070,227	-3.0	113,158	93,958	90,877	106,069	87,331	92,263	92,613	90,290	86,572	86,733
	Total (excl. automotive group)	880,892	-2.7	97,301	77,130	75,089	92,728	73,887	74,862	74,467	74,167	72,075	72,137
	Durable goods stores, total.....	332,023	+1.7	32,309	29,332	27,710	29,140	25,750	29,517	30,050	27,849	26,206	26,436
52	Building materials, hardware, garden supply, and mobile home dealers.....	50,140	-5.7	3,853	4,179	4,489	3,841	4,190	4,095	4,170	4,116	4,058	4,213
521.3	Building materials and supply stores	(*)	(*)	(*)	2,888	3,143	2,296	2,816	(*)	2,820	2,796	2,586	2,758
525	Hardware stores.....	(-)	(+)	(-)	748	763	943	771	(*)	750	744	783	789
55ex.554	Automotive dealers.....	189,335	-4.8	15,857	16,828	15,788	13,341	13,444	17,401	18,146	16,123	14,497	14,596
551.2.5.	Motor vehicle and miscellaneous												
6.7.9.	automotive dealers.....	168,213	-4.8	13,976	14,980	13,884	11,601	11,721	15,598	16,336	14,313	12,819	12,866
551	Motor vehicle dealers (franchised)	(*)	(*)	(*)	13,789	12,683	10,502	10,648	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(+)	(+)	(+)	1,848	1,904	1,740	1,723	(*)	1,810	1,810	1,678	1,730
57	Furniture, home furnishings, and equipment stores.....	44,005	-3.7	4,874	4,005	3,677	4,836	3,987	3,781	3,700	3,631	3,776	3,775
571	Furniture and home furnishings stores	(+)	(*)	(*)	2,431	2,269	2,642	2,415	(*)	2,245	2,242	2,285	2,270
5722.32	Household appliance, radio, and TV stores.....	(*)	(*)	(*)	1,289	1,140	1,751	1,300	(*)	1,188	1,118	1,236	1,246
5722	Household appliance stores.....	(*)	(*)	(*)	538	490	669	571	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total..	738,204	+3.7	80,849	64,626	63,167	76,929	61,581	62,746	62,563	62,441	60,366	60,297
53	General merchandise group stores.....	131,523	-3.2	20,849	13,296	11,089	19,888	12,622	11,301	11,130	10,891	10,774	10,751
531	Department stores.....	108,372	+4.6	16,945	10,906	9,166	16,094	10,273	9,194	9,088	9,004	8,728	8,721
533	Variety stores.....	(*)	(*)	(*)	791	720	1,410	770	(*)	747	736	738	740
539	Miscellaneous general merchandise stores.....	(-)	(+)	(+)	1,599	1,203	2,384	1,579	(*)	1,295	1,151	1,308	1,290
54	Food stores.....	249,910	-5.2	23,275	20,450	21,300	22,019	19,514	21,109	21,096	21,157	20,487	20,393
541	Grocery stores.....	231,015	-5.3	21,522	18,962	19,813	20,125	18,093	19,673	19,508	19,578	18,950	18,867
554	Gasoline service stations.....	98,090	-3.5	8,302	8,087	8,296	8,555	8,271	8,228	8,269	8,206	8,521	8,536
56	Apparel and accessory stores.....	49,205	-3.0	6,874	4,493	4,157	6,676	4,268	4,072	4,120	4,019	3,984	3,985
561	Men's and boys' clothing and furnishings stores.....	(-)	(*)	(-)	737	642	1,202	722	(*)	633	631	627	630
562.3.8	Women's clothing, specialty stores, furriers.....	(+)	(*)	(+)	1,744	1,652	2,404	1,580	(*)	1,618	1,557	1,471	1,485
565	Family clothing stores.....	(*)	(*)	(*)	967	860	1,629	966	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	(*)	(*)	771	761	1,042	738	(*)	728	714	750	702
58	Eating and drinking places.....	103,582	+10.1	9,161	8,596	9,204	7,888	7,570	9,061	9,106	9,050	7,880	7,935
591	Drug stores and proprietary stores....	34,695	+5.1	4,080	2,911	2,855	3,837	2,725	2,946	2,952	2,943	2,801	2,801
592	Liquor stores.....	(-)	(*)	(-)	1,423	1,434	2,125	1,438	(*)	1,426	1,463	1,500	1,463
5961	Mail-order houses (department store merchandise).....	(*)	(*)	(*)	658	515	560	589	(*)	(NA)	(NA)	(NA)	(NA)
53.56.57.594	GAF ³	(*)	(*)	(*)	25,228	21,844	37,632	24,192	(*)	(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-82-11.)

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.

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					
		Dec. 1982 advance from--		Nov. 1982 preliminary from--		Oct. 1982 through Dec. 1982	
		Nov. 1982 preliminary	Dec. 1981 final	Oct. 1982 final	Nov. 1981 final	July 1982 through Sept. 1982	Oct. 1981 through Dec. 1981
	Retail trade, total.....	-0.4	+6.6	+2.6	+6.8	+3.0	+5.9
	Total (excl. automotive group).....	+0.5	+3.9	+0.4	+3.2	+1.0	+3.4
	Durable goods stores, total.....	-1.8	+12.6	+7.9	+13.7	+7.2	+10.7
52	Building materials, hardware, garden supply, and mobile home dealers.....	-1.8	+0.9	+1.3	-1.0	-0.2	-0.3
55 ex. 554	Automotive dealers.....	-4.1	+20.0	+12.5	+24.3	+12.1	+18.5
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-4.5	+21.7	+14.1	+27.0	+13.6	+20.2
57	Furniture, home furnishings, and equipment stores.....	+2.2	+0.1	+1.9	-2.0	+1.7	-1.9
	Nondurable goods stores, total.....	+0.3	+3.9	+0.2	+3.8	+1.1	+3.9
53	General merchandise group stores.....	+1.5	+4.9	+2.2	+3.5	+1.7	+3.6
531	Department stores.....	+1.2	+5.3	+0.9	+4.2	+0.8	+4.6
54	Food stores.....	+0.1	+3.0	-0.3	+3.4	+0.4	+3.7
541	Grocery stores.....	+0.8	+3.8	-0.4	+3.4	+0.9	+4.0
554	Gasoline service stations.....	-0.5	-3.4	+0.8	-3.1	+0.5	-3.4
56	Apparel and accessory stores.....	-1.2	+2.2	+2.5	+3.4	-0.4	+2.1
58	Eating and drinking places.....	-0.5	+15.0	+0.6	+14.8	+4.0	+14.3
	Drug stores and proprietary stores.....	-0.2	+5.2	+0.3	+5.4	+1.1	+5.2

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		
		Nov. 1982 preliminary	Oct. 1982 final	Nov. 1981	Nov. 1982 preliminary	Oct. 1982 final	Nov. 1981
	Retail trade, total.....	35,558	33,278	33,310	33,066	32,716	31,391
53	General merchandise group stores.....	12,296	10,179	11,533	10,158	10,016	9,730
531	Department stores.....	10,545	8,847	9,890	8,766	8,699	8,374
533	Variety stores.....	637	570	612	586	587	578
539	Miscellaneous general merchandise stores.....	1,114	762	1,031	(NA)	(NA)	(NA)
54	Food stores.....	11,124	11,521	10,488	(NA)	(NA)	(NA)
541	Grocery stores.....	10,983	11,381	10,339	11,253	11,213	10,725
56	Apparel and accessory stores.....	1,935	1,729	1,729	1,736	1,664	1,567
562,3,8	Women's clothing, specialty stores, furriers.....	803	741	718	729	704	655
566	Shoe stores.....	393	366	359	367	348	337
591	Drug stores and proprietary stores.....	1,612	1,551	1,477	1,638	1,640	1,503

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-82-12).

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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	-0.10	0.56
	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, December 1981-November 1982. The ranges for all other totals and kinds of business are based on the 12-month period January-December 1981.

