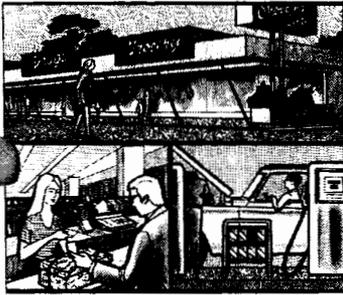


# Advance Monthly Retail Sales



FOR WIRE TRANSMISSION 3:30 P.M. EST  
MONDAY, NOVEMBER 10, 1980

OCTOBER 1980

CB-80-198

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 \$79.9 billion. This adjusted figure was little changed from September but 6 percent higher than October a year ago. The adjusted October estimate excluding the automotive group was also little changed from September but 7 percent above October last year.

Adjusted sales of durable goods stores were about 1 percent below September while sales of nondurable goods stores were little changed. Compared with sales for October 1979, durable goods stores decreased 1 percent while nondurable goods stores increased 9 percent.

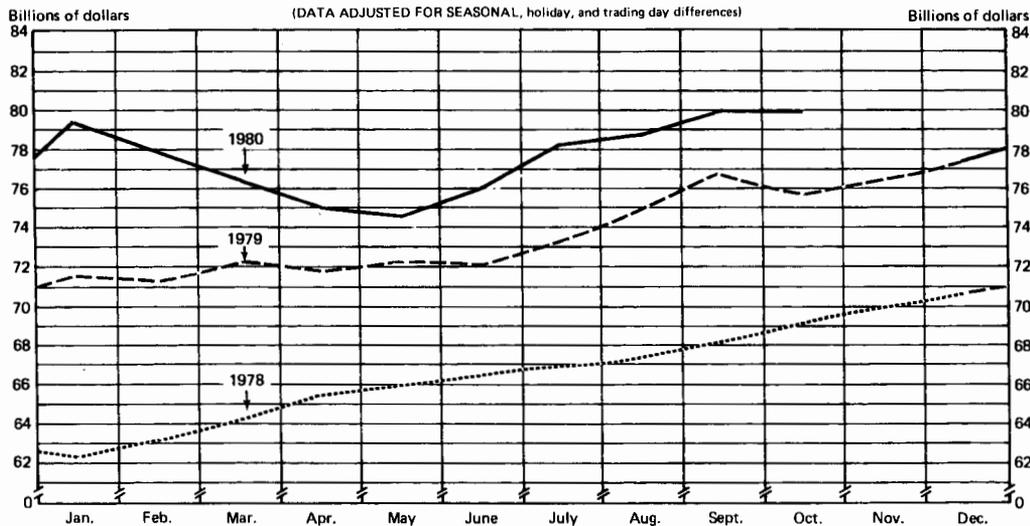
The revised estimate of retail sales for September, based on preliminary results from the full sample of retail stores, was about \$80.0 billion, virtually unchanged from the September advance estimate published earlier. Seasonally adjusted preliminary sales for September were about 2 percent above August and increased 4 percent over September 1979. Excluding the automotive group, retail sales were about 1 percent above August and were 7 percent above September 1979. For nondurable goods stores, adjusted September sales were little changed from August 1980 but 9 percent above the same month a year ago. For durable goods stores, adjusted sales for September were about 4 percent above August but were 5 percent below September 1979.

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.

In the past, differences between advance and full-sample estimates of month-to-month percentage change in seasonally adjusted total retail stores sales have averaged less than 1 percent. However, most modifications being applied to the current advance monthly estimates are based on the relationship between the advance and the redesigned full-sample data for only the months since June 1977. The difference now, therefore, may vary from the past experience.

Revised preliminary estimates for September 1980 and final estimates for August 1980 based on the full sample will be published later this month in the Monthly Retail Trade Report for September (BR-80-9). The complete report will provide sales estimates in greater detail and will present a description of the sample design, the basis and methodology used in developing revisions, and the techniques used in developing the estimates. In addition, the completed report will include approximate measures of sampling variability.

## JANUARY 1978 - OCTOBER 1980



Inquiries concerning this report should be addressed to Mr. Faran Stoetzel, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7288



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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>				
		1980			1979		1980			1979	
		Oct. <sup>2</sup> advance	Sept. prelim.	Aug. final	Oct.	Sept.	Oct. <sup>2</sup> advance	Sept. prelim.	Aug. final	Oct.	Sept.
	Retail trade, total.....	82,252	76,571	80,780	76,594	72,730	79,868	79,987	78,770	75,583	76,666
	Total (excl. automotive group).....	67,242	63,114	66,596	61,575	58,847	65,518	65,327	64,832	61,148	60,940
	Durable goods stores, total.....	26,795	24,670	25,492	26,740	25,095	25,519	25,795	24,821	25,656	27,048
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,735	4,563	4,454	5,073	4,756	4,157	4,207	3,993	4,505	4,523
521,3	Building materials and supply stores.....	(*)	3,199	3,043	3,531	3,274	(*)	2,831	2,651	3,023	3,020
525	Hardware stores.....	(*)	732	739	808	781	(*)	733	734	768	787
55 ex. 554	Automotive dealers.....	15,010	13,457	14,184	15,019	13,883	14,350	14,660	13,938	14,435	15,726
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	11,908	12,540	13,484	12,482	(*)	13,143	12,343	12,990	14,298
551	Motor vehicle dealers (franchised).....	(*)	10,521	10,956	12,197	11,032	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,549	1,644	1,535	1,401	(*)	1,517	1,595	1,445	1,428
57	Furniture, home furnishings, and equipment stores.....	3,914	3,665	3,695	3,686	3,503	3,796	3,783	3,620	3,621	3,644
571	Furniture and home furnishings stores....	(*)	2,298	2,333	2,341	2,197	(*)	2,396	2,261	2,297	2,315
5722,32	Household appliance, radio, and TV stores	(*)	1,054	1,085	1,080	1,041	(*)	1,076	1,074	1,061	1,067
5722	Household appliance stores.....	(*)	535	553	552	513	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	55,457	51,901	55,288	49,854	47,635	54,349	54,192	53,949	49,927	49,618
53	General merchandise group stores.....	9,792	8,981	9,675	9,410	8,753	9,672	9,585	9,809	9,454	9,414
531	Department stores.....	8,058	7,360	7,889	7,623	7,105	7,931	7,788	8,034	7,638	7,599
533	Variety stores.....	(*)	597	693	658	611	(*)	672	691	676	685
539	Miscellaneous general merchandise stores.	(*)	1,024	1,093	1,129	1,037	(*)	1,125	1,084	1,140	1,177
54	Food stores.....	18,533	17,283	18,645	16,067	15,905	18,237	18,181	17,906	16,409	16,364
541	Grocery stores.....	17,288	16,030	17,323	14,974	14,839	16,999	16,838	16,561	15,311	15,235
554	Gasoline service stations.....	8,062	7,870	8,300	6,669	6,380	7,881	7,870	7,793	6,570	6,419
56	Apparel and accessory stores.....	4,000	3,673	4,010	3,707	3,506	3,846	3,817	3,917	3,640	3,654
561	Men's and boys' clothing and furnishings stores.....	(*)	676	767	710	647	(*)	788	835	736	754
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,402	1,443	1,396	1,309	(*)	1,402	1,424	1,316	1,316
565	Family clothing stores.....	(*)	752	916	790	764	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	667	693	660	631	(*)	646	651	624	602
58	Eating and drinking places.....	6,959	6,771	7,428	6,407	6,392	6,843	6,778	6,638	6,413	6,285
591	Drug stores and proprietary stores.....	2,460	2,399	2,475	2,263	2,143	2,503	2,544	2,526	2,314	2,319
592	Liquor stores.....	(*)	1,309	1,452	1,283	1,297	(*)	1,381	1,407	1,319	1,358
53,56,57, 594,5961 (pt.)	GAF <sup>3</sup> plus mail-order houses (department stores mdse.).....	(*)	18,841	20,005	19,463	18,197	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57, 594	GAF.....	(*)	18,430	19,615	18,911	17,800	(*)	(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-80-9.)<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					
		Oct. 1980 advance from--		Sept. 1980 preliminary from--		Aug. 1980 through Oct. 1980	
		Sept. 1980 preliminary	Oct. 1979 final	Aug. 1980 final	Sept. 1979 final	May 1980 through July 1980	Aug. 1979 through Oct. 1979
	Retail trade, total.....	0	+6	+2	+4	+4	+5
	Total (excl. automotive group).....	0	+7	+1	+7	+3	+8
	Durable goods stores, total.....	-1	-1	+4	-5	+7	-3
52	Building materials, hardware, garden supply, and mobile home dealers.....	-1	-8	+5	-7	+5	-9
55 ex. 554	Automotive dealers.....	-2	-1	+5	-7	+11	-5
57	Furniture, home furnishings, and equipment stores.....	0	+5	+5	+4	+6	+2
	Nondurable goods stores, total.....	0	+9	0	+9	+3	+10
53	General merchandise group stores.....	+1	+2	-2	+2	+3	+3
531	Department stores.....	+2	+4	-3	+2	+3	+4
54	Food stores.....	0	+11	+2	+11	+4	+11
541	Grocery stores.....	+1	+11	+2	+11	+4	+11
554	Gasoline service stations.....	0	+20	+1	+23	+1	+22
56	Apparel and accessory stores.....	+1	+6	-3	+4	+3	+5
58	Eating and drinking places.....	+1	+7	+2	+8	+3	+7
591	Drug stores and proprietary stores.....	-2	+8	+1	+10	+1	+9

Table 3. Estimated Monthly Retail Sales of Group II Companies by Kind of Business for the United States: SEPTEMBER 1980

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted <sup>1</sup>		
		Sept. 1980 preliminary	Aug. 1980 final	Sept. 1979	Sept. 1980 preliminary	Aug. 1980 final	Sept. 1979
	Retail trade, total.....	25,960	27,678	24,156	27,269	27,444	25,408
53	General merchandise group stores.....	7,852	8,477	7,601	8,420	8,585	8,189
531	Department stores.....	6,920	7,438	6,686	7,362	7,528	7,151
533	Variety stores.....	481	555	469	544	558	531
539	Miscellaneous general merchandise stores.	451	484	446	(NA)	(NA)	(NA)
54	Food stores.....	9,206	9,898	8,460	(NA)	(NA)	(NA)
541	Grocery stores.....	9,101	9,788	8,364	9,580	9,484	8,614
56	Apparel and accessory stores.....	1,234	1,404	1,190	1,244	1,312	1,189
562,3,8	Women's clothing, specialty stores, furriers.....	503	554	481	512	513	475
566	Shoe stores.....	325	345	305	304	319	289
591	Drug stores and proprietary stores.....	1,240	1,292	1,076	1,349	1,324	1,180

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-80-9.)

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