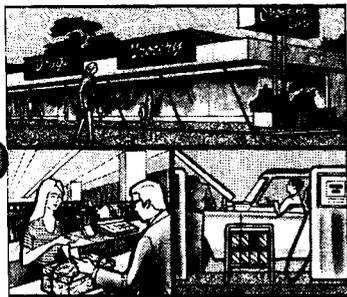


# Advance Monthly Retail Sales



FOR WIRE TRANSMISSION 4:00 P.M., EST  
WEDNESDAY, DECEMBER 10, 1980

NOVEMBER 1980

CB-80-216

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 \$81.8 billion. This adjusted figure was about 2 percent above October and 7 percent higher than November a year ago. The adjusted November estimate excluding the automotive group was about 2 percent above October and 9 percent above November last year.

Adjusted sales of durable goods stores were about 2 percent above October while sales of nondurable goods stores increased 1 percent. Compared with sales for November 1979, durable goods stores increased 1 percent while nondurable goods stores increased 10 percent.

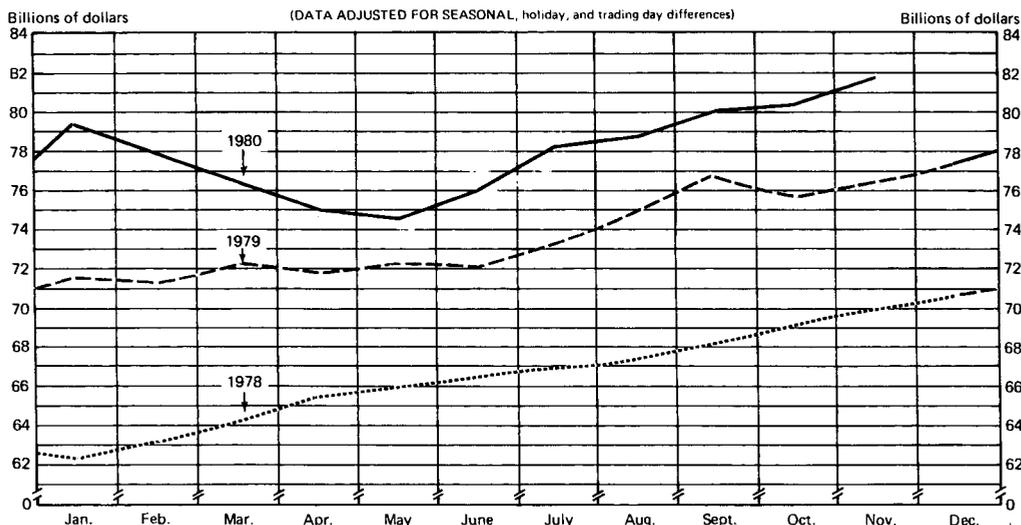
The revised estimate of retail sales for October, based on preliminary results from a full sample of retail stores, was about \$80.5 billion, \$0.7 billion above the October advance estimate published earlier. Seasonally adjusted preliminary sales for October were about 1 percent above September and 7 percent over October 1979. Excluding the automotive group, retail sales were about 1 percent above September and 8 percent above October 1979. For nondurable goods stores, adjusted October sales were about 2 percent above September 1980 and 10 percent above the same month a year ago. For durable goods stores, adjusted sales for October were about 2 percent below September and 1 percent below October 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.

Differences between advance and full-sample estimates of month-to-month percentage change in seasonally adjusted total retail store sales have averaged less than 1 percent during the last 12 months. For individual kind-of-business groups, these differences tend to be higher.

Revised preliminary estimates for October 1980 and final estimates for September 1980 based on the full sample will be published later this month in the Monthly Retail Trade Report for October (BR-80-10). 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 - NOVEMBER 1980



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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	
		Nov. <sup>2</sup> advance	Oct. prelim.	Sept. final	Nov.	Oct.	Nov. <sup>2</sup> advance	Oct. prelim.	Sept. final	Nov.	Oct.
	Retail trade, total.....	82,639	82,903	76,650	79,012	76,594	81,826	80,519	80,087	76,421	75,583
	Total (excl. automotive group).....	69,716	67,982	63,160	65,428	61,575	67,338	66,277	65,391	61,903	61,148
	Durable goods stores, total.....	24,853	26,788	24,733	25,366	26,740	26,055	25,460	25,868	25,679	25,656
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,268	4,807	4,587	4,431	5,073	4,414	4,221	4,236	4,451	4,505
521,3	Building materials and supply stores.....	(*)	3,348	3,189	3,059	3,531	(*)	2,832	2,822	3,011	3,023
525	Hardware stores.....	(*)	796	740	775	808	(*)	743	741	758	768
55 ex. 554	Automotive dealers.....	12,923	14,921	13,490	13,584	15,019	14,488	14,242	14,696	14,518	14,435
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	13,200	11,934	12,109	13,484	(*)	12,644	13,172	13,105	12,990
551	Motor vehicle dealers (franchised).....	(*)	12,025	10,562	10,968	12,197	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,721	1,556	1,475	1,535	(*)	1,598	1,524	1,413	1,445
57	Furniture, home furnishings, and equipment stores.....	3,892	3,792	3,603	3,872	3,686	3,675	3,645	3,719	3,570	3,621
571	Furniture and home furnishings stores....	(*)	2,421	2,258	2,482	2,341	(*)	2,321	2,355	2,271	2,297
5722,32	Household appliance, radio, and TV stores	(*)	1,077	1,049	1,104	1,080	(*)	1,035	1,070	1,031	1,061
5722	Household appliance stores.....	(*)	541	517	558	552	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	57,786	56,115	51,917	53,646	49,854	55,771	55,059	54,219	50,742	49,927
53	General merchandise group stores.....	11,727	10,108	8,959	11,575	9,410	10,046	9,979	9,562	9,671	9,454
531	Department stores.....	9,557	8,245	7,350	9,367	7,623	8,196	8,115	7,778	7,819	7,638
533	Variety stores.....	(*)	678	594	743	658	(*)	684	669	683	676
539	Miscellaneous general merchandise stores.	(*)	1,185	1,015	1,465	1,129	(*)	1,180	1,115	1,169	1,144
54	Food stores.....	18,133	18,384	17,281	16,598	16,067	18,445	18,090	18,179	16,566	16,409
541	Grocery stores.....	16,848	17,087	16,022	15,504	14,974	17,105	16,801	16,830	15,442	15,311
554	Gasoline service stations.....	8,012	8,121	7,821	6,632	6,669	8,151	7,938	7,821	6,672	6,570
56	Apparel and accessory stores.....	4,348	4,058	3,664	4,107	3,707	3,949	3,906	3,809	3,650	3,640
561	Men's and boys' clothing and furnishings stores.....	(*)	801	683	855	710	(*)	815	796	722	736
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,545	1,384	1,507	1,396	(*)	1,421	1,384	1,335	1,316
565	Family clothing stores.....	(*)	860	751	900	790	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	684	664	661	660	(*)	636	643	614	624
58	Eating and drinking places.....	6,721	7,072	6,824	6,335	6,407	6,965	6,954	6,831	6,572	6,413
591	Drug stores and proprietary stores.....	2,582	2,575	2,422	2,335	2,263	2,692	2,620	2,568	2,368	2,314
592	Liquor stores.....	(*)	1,379	1,305	1,375	1,283	(*)	1,401	1,377	1,340	1,319
53,56,57, 594,5961 (pt.)	GAF <sup>3</sup> plus mail-order houses (department stores mdse.).....	(*)	20,838	18,812	22,846	19,463	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57, 594	GAF <sup>3</sup> .....	(*)	20,272	18,401	22,194	18,911	(*)	(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-80-10.)<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. 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					
		Nov. 1980 advance from--		Oct. 1980 preliminary from--		Sept. 1980 through Nov. 1980	
		Oct. 1980 preliminary	Nov. 1979 final	Sept. 1980 final	Oct. 1979 final	June 1980 through Aug. 1980	Sept. 1979 through Nov. 1979
	Retail trade, total.....	+2	+7	+1	+7	+4	+6
	Total (excl. automotive group).....	+2	+9	+1	+8	+3	+8
	Durable goods stores, total.....	+2	+1	-2	-1	+6	-1
52	Building materials, hardware, garden supply, and mobile home dealers.....	+5	-1	0	-6	+9	-5
55 ex. 554	Automotive dealers.....	+2	0	-3	-1	+7	-3
57	Furniture, home furnishings, and equipment stores.....	+1	+3	-2	+1	+3	+2
	Nondurable goods stores, total.....	+1	+10	+2	+10	+3	+10
53	General merchandise group stores.....	+1	+4	+4	+6	+3	+4
531	Department stores.....	+1	+5	+4	+6	+3	+4
54	Food stores.....	+2	+11	0	+10	+3	+11
541	Grocery stores.....	+2	+11	0	+10	+3	+10
554	Gasoline service stations.....	+3	+22	+2	+21	+2	+22
56	Apparel and accessory stores.....	+1	+8	+3	+7	+2	+7
58	Eating and drinking places.....	0	+6	+2	+8	+5	+8
591	Drug stores and proprietary stores.....	+3	+14	+2	+13	+5	+13

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

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted <sup>1</sup>		
		Oct. 1980 preliminary	Sept. 1980 final	Oct. 1979	Oct. 1980 preliminary	Sept. 1980 final	Oct. 1979
	Retail trade, total.....	28,472	25,927	25,479	27,787	27,235	25,398
53	General merchandise group stores.....	8,828	7,842	8,166	8,741	8,409	8,229
531	Department stores.....	7,748	6,914	7,167	7,649	7,355	7,196
533	Variety stores.....	551	482	501	566	545	520
539	Miscellaneous general merchandise stores.	529	446	498	(NA)	(NA)	(NA)
54	Food stores.....	9,940	9,209	8,580	(NA)	(NA)	(NA)
541	Grocery stores.....	9,832	9,105	8,480	9,630	9,584	8,627
56	Apparel and accessory stores.....	1,355	1,227	1,235	1,296	1,237	1,204
562,3,8	Women's clothing, specialty stores, furriers.....	557	496	507	521	505	486
566	Shoe stores.....	332	325	304	315	304	295
591	Drug stores and proprietary stores.....	1,293	1,233	1,117	1,357	1,342	1,176

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-80-10.)

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