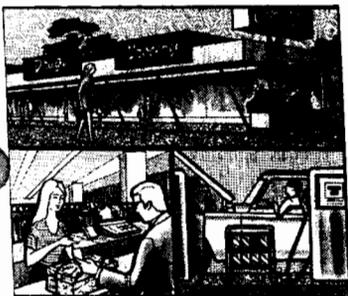


Advance Monthly Retail Sales



DECEMBER 1981

FOR WIRE TRANSMISSION 2:30 P.M. EDT, Wednesday, January 13, 1982

CB-82-7

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 \$87.5 billion. This adjusted figure was 0.4 percent above November and 4.9 percent higher than December a year ago. The adjusted December estimate excluding the automotive group was 0.6 percent above November and 5.1 percent above December of last year. Sales for the full year 1981 amounted to \$1,045.5 billion, about 9.3 percent above 1980.

Adjusted sales of durable goods stores were about 0.4 percent above November while sales of nondurable goods stores increased 0.3 percent. Compared with sales for December 1980, durable goods stores sales increased 2.4 percent while nondurable goods stores increased 6.0 percent.

The revised estimate of retail sales for November based on preliminary results from a full sample of retail stores was about \$87.2 billion, about \$9.2 billion below the November advance estimate published earlier. Seasonally adjusted preliminary sales for November were about 0.7 percent above October and were 5.4 percent above November 1980. Excluding the automotive group, retail sales were 0.6 percent above October and 5.8 percent above November 1980. For nondurable goods stores, adjusted November sales were 0.6 percent higher than October, and 7.0 percent above November 1980. For durable goods stores, November adjusted sales were 0.7 percent above October and were 1.9 percent above November 1980.

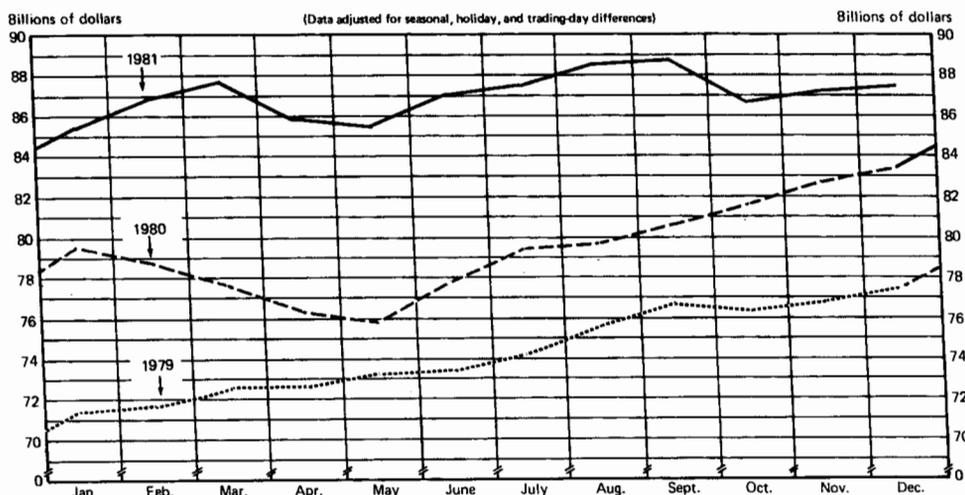
The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. 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 -1.5 percent to +1.6 percent with the average of the absolute differences about 0.8 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 1981 and final estimates for October 1981 based on the full sample will be published later this month in the Monthly Retail Trade Report for November BR-81-11). 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. In addition, the completed report will include approximate measures of sampling variability.

The Advance Monthly Retail Sales Report for January is scheduled to be released February 10, 1982 at 2:30 p.m.

ESTIMATED MONTHLY RETAIL SALES FOR THE UNITED STATES JANUARY 1979-DECEMBER 1981



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



U.S. Department of Commerce
BUREAU OF THE CENSUS

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 ¹					
		12 month total		1981			1980		1981			1990	
		1981	Percent change from 1980	Dec. ² advance	Nov. prelim.	Oct. final	Dec.	Nov.	Dec. ² advance	Nov. prelim.	Oct. final	Dec.	Nov.
	Retail trade, total.....	1,045,507	+9.3	106,623	87,978	89,289	100,755	83,816	87,541	87,233	86,660	83,443	82,764
	Total (excl. automotive group)	858,277	+8.7	93,012	73,924	73,907	87,739	70,569	72,527	72,122	71,723	69,030	68,171
	Durable goods stores, total.....	328,487	+10.3	29,052	25,969	27,315	28,093	25,121	26,611	26,503	26,319	25,983	26,007
52	Building materials, hardware, garden supply, and mobile home dealers.....	51,303	+6.4	3,778	4,013	4,495	3,971	4,152	4,062	4,047	3,952	4,261	4,251
521,3	Building materials and supply stores	(*)	(*)	(*)	2,811	3,198	2,616	2,936	(*)	2,775	2,712	2,963	2,963
525	Hardware stores.....	(*)	(*)	(*)	719	758	825	659	(*)	735	707	689	662
55ex,554	Automotive dealers.....	187,230	+12.1	13,611	14,054	15,382	13,016	13,247	15,014	15,111	14,937	14,413	14,593
551,2,5, 6,7,9.	Motor vehicle and miscellaneous automotive dealers.....	(*)	(*)	(*)	12,280	13,517	11,365	11,699	(*)	13,348	13,226	12,827	13,042
551	Motor vehicle dealers (franchised)	(*)	(*)	(*)	10,915	11,968	10,218	10,492	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	(*)	(*)	1,774	1,865	1,651	1,548	(*)	1,763	1,711	1,586	1,551
57	Furniture, home furnishings, and equipment stores.....	46,305	+5.4	5,009	4,037	3,920	4,905	4,048	3,883	3,796	3,807	3,817	3,802
571	Furniture and home furnishings stores	(*)	(*)	(*)	2,382	2,319	2,566	2,421	(*)	2,216	2,251	2,241	2,267
5722,32	Household appliance, radio, and TV stores.....	(*)	(*)	(*)	1,304	1,264	1,634	1,207	(*)	1,248	1,227	1,151	1,137
5722	Household appliance stores.....	(*)	(*)	(*)	591	564	693	584	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total..	717,020	+8.8	77,571	62,009	61,974	72,662	58,695	60,930	60,730	60,341	57,460	56,757
53	General merchandise group stores.....	126,536	+8.8	19,838	12,452	10,910	18,365	11,821	10,738	10,643	10,581	10,093	10,025
531	Department stores.....	103,146	+9.5	16,079	10,170	8,909	14,859	9,642	8,715	8,670	8,624	8,146	8,171
533	Variety stores.....	(*)	(*)	(*)	798	757	1,397	787	(*)	765	750	738	732
539	Miscellaneous general merchandise stores.....	(*)	(*)	(*)	1,484	1,244	2,109	1,392	(*)	1,208	1,207	1,209	1,122
54	Food stores.....	238,177	+9.5	21,978	19,656	20,779	20,212	18,485	20,491	20,563	20,206	19,098	18,808
541	Grocery stores.....	220,720	+9.2	20,075	18,283	19,407	18,506	17,195	18,939	19,085	18,805	17,709	17,457
554	Gasoline service stations.....	102,916	+8.9	8,692	8,421	8,762	8,350	7,951	8,632	8,664	8,557	8,284	8,130
56	Apparel and accessory stores.....	47,768	+7.4	6,648	4,256	4,234	6,335	4,179	3,962	3,940	3,992	3,789	3,777
561	Men's and boys' clothing and furnishings stores.....	(*)	(*)	(*)	753	725	1,283	801	(*)	638	713	666	683
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	(*)	(*)	1,653	1,654	2,339	1,582	(*)	1,549	1,502	1,450	1,438
565	Family clothing stores.....	(*)	(*)	(*)	909	848	1,456	840	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	(*)	(*)	748	793	942	750	(*)	706	734	677	687
58	Eating and drinking places.....	95,282	+10.0	8,102	7,702	8,271	7,510	7,142	8,126	8,065	8,077	7,563	7,416
591	Drug stores and proprietary stores....	34,505	+9.3	4,064	2,856	2,880	3,775	2,655	2,964	2,944	2,924	2,755	2,760
592	Liquor stores.....	(*)	(*)	(*)	1,360	1,403	1,926	1,407	(*)	1,360	1,396	1,386	1,371
53,56,57, 594,5961 (pt.)	GAP ³ plus mail-order houses (depart- ment stores mdse.).....	(*)	(*)	(*)	24,606	22,295	35,596	23,560	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57, 594	GAP ³	(*)	(*)	(*)	23,858	21,668	34,909	22,884	(*)	(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-81-11.)

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.

³GAP 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					
		Dec. 1981 advance from--		Nov. 1981 preliminary from--		Oct. 1981 through Dec. 1981	
		Nov. 1981 preliminary	Dec. 1980 final	Oct. 1981 final	Nov. 1980 final	July 1981 through Sept. 1981	Oct. 1980 through Dec. 1980
	Retail trade, total.....	+0.4	+4.9	+0.7	+5.4	-1.2	+5.5
	Total (excl. automotive group).....	+0.6	+5.1	+0.6	+5.8	+0.5	+5.8
	Durable goods stores, total.....	+0.4	+2.4	+0.7	+2.0	-6.1	+2.8
52	Building materials, hardware, garden supply, and mobile home dealers.....	+0.4	-4.7	+2.4	-4.8	-4.0	-4.2
55 ex. 554	Automotive dealers.....	-0.6	+4.2	+1.2	+3.6	-8.7	+4.2
57	Furniture, home furnishings, and equipment stores.....	+2.3	+1.7	-0.3	-0.2	-0.2	+1.6
	Nondurable goods stores, total.....	+0.3	+6.0	+0.6	+7.0	+1.1	+6.3
53	General merchandise group stores.....	+0.9	+6.4	+0.6	+6.2	+1.1	+6.3
531	Department stores.....	+0.5	+7.0	+0.5	+6.1	+0.6	+6.8
54	Food stores.....	-0.4	+7.3	+1.8	+9.3	+1.8	+8.4
541	Grocery stores.....	-0.8	+6.9	+1.5	+9.3	+1.8	+8.4
554	Gasoline service stations.....	-0.4	+4.2	+1.3	+6.6	+0.6	+5.5
56	Apparel and accessory stores.....	+0.6	+4.6	-1.3	+4.3	-1.9	+4.9
58	Eating and drinking places.....	+0.8	+7.4	-0.1	+8.8	+2.5	+8.6
591	Drug stores and proprietary stores.....	+0.7	+7.6	+0.7	+6.7	+1.4	+7.0

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 ¹		
		Nov. 1981 preliminary	Oct. 1981 final	Nov. 1980	Nov. 1981 preliminary	Oct. 1981 final	Nov. 1980
	Retail trade, total.....	31,997	31,026	30,205	30,092	29,847	28,074
53	General merchandise group stores.....	11,008	9,593	10,448	9,362	9,302	8,852
531	Department stores.....	9,645	8,440	9,127	8,230	8,170	7,768
533	Variety stores.....	619	570	610	584	572	558
539	Miscellaneous general merchandise stores.	744	583	711	(NA)	(NA)	(NA)
54	Food stores.....	10,334	11,075	9,764	(NA)	(NA)	(NA)
541	Grocery stores.....	10,180	10,925	9,653	10,549	10,455	9,672
56	Apparel and accessory stores.....	1,529	1,452	1,468	1,380	1,355	1,297
562,3,8	Women's clothing, specialty stores, furriers.....	603	594	595	549	544	526
566	Shoe stores.....	352	358	343	325	336	314
591	Drug stores and proprietary stores.....	1,433	1,394	1,330	1,461	1,452	1,361

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-81-11.

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.....	0.7	0.9	0.85	-1.54	+1.64	0.03	0.76
	Total (excl. automotive group).....	0.7	0.9	0.8	-1.07	+1.19	-0.09	0.63
	Durable goods stores, total.....	0.7	2.2	1.8	-3.59	+4.63	0.73	1.85
52	Building materials, hardware, garden supply, and mobile home dealers.....	1.7	2.5	1.95	-4.10	+7.02	1.01	1.87
55 ex. 554	Automotive dealers.....	1.8	2.8	2.2	-4.62	+7.79	0.56	2.87
57	Furniture, home furnishings, and equipment stores.....	1.3	4.8	2.25	-4.37	+4.53	0.11	2.22
	Nondurable goods stores, total.....	0.5	0.7	0.7	-1.24	+1.33	-0.14	0.71
53	General merchandise group stores.....	0.3	1.0	0.5	-3.03	+3.45	0.43	1.70
531	Department stores.....	0.2	0.4	0.25	-1.81	+3.04	0.69	1.74
54	Food stores.....	1.2	1.4	1.3	-1.65	+0.71	-0.29	0.61
541	Grocery stores.....	0.3	0.6	0.5	-1.81	+0.54	-0.60	0.79
554	Gasoline service stations.....	0.8	1.2	0.95	-2.32	+4.16	-0.51	1.50
56	Apparel and accessory stores.....	1.3	3.2	2.35	-3.60	+2.44	-0.23	1.39
58	Eating and drinking places.....	0.7	1.2	1.0	-2.35	+1.55	-0.25	1.42
591	Drug stores and proprietary stores.....	0.4	0.9	0.5	-1.39	+3.63	0.43	1.20

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 February-June 1981.

²The ranges shown are based on sales estimates adjusted for seasonal variations, holiday, and trading-day differences for the 12-month period, August 1980-July 1981.

