

# Advance Monthly Retail Sales

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CB-79-125

## JUNE 1979

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in June, after adjusting for seasonal variations and trading day differences, but not for price changes were estimated at \$70.6 billion. This adjusted figure was about 1 percent below May but 7 percent higher than June a year ago. The adjusted June estimate, excluding the automotive group was little changed from May but 10 percent above June last year.

Adjusted sales of durable goods stores were 4 percent below May while sales of nondurable goods stores were virtually unchanged. Compared with sales for June 1978, durable goods stores increased 3 percent, and nondurable goods stores increased 9 percent.

The revised estimate of retail sales for May, based on preliminary results from the full sample of retail stores, was about \$71.3 billion, \$0.2 billion above the May Advance estimate published earlier. Seasonally adjusted preliminary sales for May were little changed from April 1979 estimates but were 9 percent above the May 1978 sales. Excluding the automotive group, retail sales were virtually the same as April but were 10 percent over May 1978. For nondurable goods stores, adjusted May sales showed little change from the previous month but were 9 percent above the same month a year earlier. For durable goods stores, adjusted sales for May were little changed from April but were 8 percent higher than May 1978.

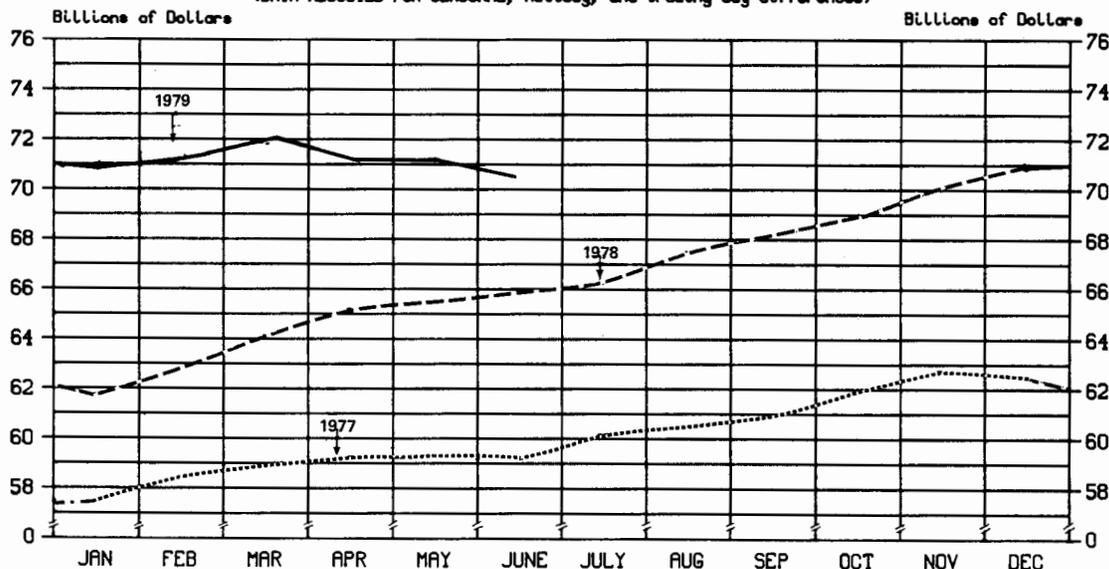
The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. In addition, sampling variability between the sub-sample 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 differences now, therefore, may vary from the past experience.

Preliminary estimates for May 1979 and final estimates for April 1979 based on the full sample will also be published later this month in the Monthly Retail Trade report for May (BR-79-5). 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 complete report will include approximate measures of sampling variability.

### ESTIMATED MONTHLY RETAIL SALES FOR THE UNITED STATES JANUARY 1977 - JUNE 1979

(DATA ADJUSTED FOR SEASONAL, holiday, and trading day differences)



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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)

1972 SIC code	Kind of business	Not adjusted					Adjusted <sup>1</sup>				
		1979			1978		1979			1978	
		June <sup>2</sup> advance	May prelim.	Apr. final	June	May	June <sup>2</sup> advance	May prelim.	Apr. final	June	May
	Retail trade, total.....	73,475	74,156	70,540	69,056	67,952	70,560	71,325	71,366	65,964	65,522
	Total (excl. automotive group)....	58,933	58,317	54,988	53,338	52,537	57,657	57,373	57,113	52,326	52,002
	Durable goods stores, total.....	25,889	27,038	25,649	25,685	25,085	23,658	24,569	24,614	22,947	22,730
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,818	4,658	4,083	4,260	4,115	4,193	4,052	3,946	3,651	3,590
521,3	Building materials and supply stores.....	(*)	2,932	2,580	2,897	2,653	(*)	2,685	2,603	2,502	2,429
525	Hardware stores.....	(*)	801	711	631	625	(*)	704	682	552	552
55 ex. 554	Automotive dealers.....	14,542	15,839	15,552	15,718	15,415	12,903	13,952	14,253	13,638	13,520
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	14,461	14,208	14,464	14,250	(*)	12,641	12,975	12,501	12,413
551	Motor vehicle dealers (franchised).....	(*)	12,330	12,103	12,520	12,214	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,378	1,344	1,254	1,165	(*)	1,311	1,278	1,137	1,107
57	Furniture, home furnishings, and equipment stores.....	3,328	3,345	3,149	3,107	3,074	3,325	3,363	3,321	3,071	3,116
571	Furniture and home furnishings stores....	(*)	2,127	2,015	1,943	1,935	(*)	2,094	2,065	1,872	1,918
5722,32	Household appliance, radio, and TV stores	(*)	969	883	892	868	(*)	996	979	895	902
5722	Household appliance stores.....	(*)	518	451	458	444	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	47,586	47,118	44,891	43,371	42,867	46,902	46,756	46,752	43,017	42,792
53	General merchandise group stores.....	8,728	8,686	8,137	8,106	8,017	8,882	8,903	8,627	8,294	8,236
531	Department stores.....	6,967	6,946	6,511	6,522	6,431	7,080	7,131	6,905	6,662	6,609
533	Variety stores.....	(*)	674	662	627	629	(*)	702	704	656	659
539	Miscellaneous general merchandise stores.	(*)	1,066	964	957	957	(*)	1,070	1,018	976	964
54	Food stores.....	16,738	16,204	15,132	14,936	14,528	15,975	15,824	15,881	14,420	14,375
541	Grocery stores.....	15,375	14,868	13,811	13,848	13,455	14,671	14,548	14,553	13,393	13,335
554	Gasoline service stations.....	6,011	5,963	5,606	5,256	5,156	5,769	5,801	5,715	5,030	5,020
56	Apparel and accessory stores.....	3,175	3,181	3,267	2,892	2,906	3,325	3,349	3,292	3,074	3,062
561	Men's and boys' clothing and furnishings stores.....	(*)	588	582	563	542	(*)	630	594	573	577
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,243	1,252	1,104	1,122	(*)	1,297	1,326	1,182	1,176
565	Family clothing stores.....	(*)	583	582	550	555	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	572	644	518	529	(*)	598	573	552	552
58	Eating and drinking places.....	6,521	6,431	6,232	6,220	6,024	6,016	6,033	6,372	5,770	5,672
591	Drug stores and proprietary stores.....	2,302	2,307	2,222	2,069	2,060	2,316	2,314	2,288	2,075	2,058
592	Liquor stores.....	(*)	1,177	1,110	1,138	1,086	(*)	1,193	1,221	1,109	1,105
5961 (pt.)	Mail-order houses (department store merchandise) <sup>3</sup> .....	(*)	386	404	497	534	(*)	424	424	597	586

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-79-5.)<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>Includes sales made by mail-order catalog desks located within department stores of some mail-order firms.

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					
		June 1979 advance from--		May 1979 preliminary from--		April 1979 through June 1979 from --	
		May 1979 preliminary	June 1978 final	April 1979 final	May 1978 final	Jan. 1979 through Mar. 1979	April 1978 through June 1978
	Retail trade, total.....	-1	+7	0	+9	0	+8
	Total (excl. automotive group).....	0	+10	0	+10	+2	+10
	Durable goods stores, total.....	-4	+3	0	+8	-4	+7
52	Building materials, hardware, garden supply, and mobile home dealers.....	+3	+15	+3	+13	+4	+12
55 ex. 554	Automotive dealers.....	-8	-5	-2	+3	-8	+1
57	Furniture, home furnishings, and equipment stores.....	-1	+8	+1	+8	0	+8
	Nondurable goods stores, total.....	0	+9	0	+9	+2	+9
53	General merchandise group stores.....	0	+7	+3	+8	+4	+7
531	Department stores.....	-1	+6	+3	+8	+3	+7
54	Food stores.....	+1	+11	0	+10	+2	+11
541	Grocery stores.....	+1	+10	0	+9	+2	+9
554	Gasoline service stations.....	-1	+15	+2	+16	+5	+15
56	Apparel and accessory stores.....	-1	+8	+2	+9	0	+8
58	Eating and drinking places.....	0	+4	-5	+6	-2	+7
591	Drug stores and proprietary stores.....	0	+12	+1	+12	+2	+12

Table 3. Estimated Monthly Retail Sales of Group II Companies by Kind of Business for the United States: MAY 1979

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted <sup>1</sup>		
		May 1979 preliminary	April 1979 final	May 1978	May 1979 preliminary	April 1979 final	May 1978
	Retail trade, total.....	24,157	22,795	22,073	24,291	23,774	22,275
53	General merchandise group stores.....	7,666	7,190	7,096	7,914	7,629	7,328
531	Department stores.....	6,571	6,164	6,082	6,788	6,523	6,277
533	Variety stores.....	550	540	496	575	579	521
539	Miscellaneous general merchandise stores.	545	486	518	(S)	(S)	(S)
54	Food stores.....	8,532	7,929	7,649	(NA)	(NA)	(NA)
541	Grocery stores.....	8,438	7,820	7,567	8,396	8,310	7,613
56	Apparel and accessory stores.....	1,085	1,167	1,017	1,136	1,122	1,066
562,3,8	Women's clothing, specialty stores, furriers.....	470	489	432	488	498	452
566	Shoe stores.....	262	315	247	280	263	261
591	Drug stores and proprietary stores.....	1,122	1,079	950	1,139	1,130	964

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-79-5.)

NA Not available.

(S) Suppressed - Estimates do not meet Bureau of the Census standard for publication.