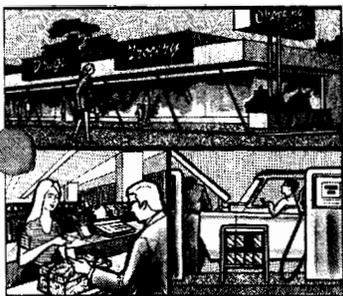


Advance Monthly Retail Sales



CB-80-50

FOR WIRE TRANSMISSION 4:00 P.M.
MONDAY, MARCH 10, 1980

FEBRUARY 1980

INTENTION TO REVISE RETAIL SALES ESTIMATES: THE UNADJUSTED AND ADJUSTED MONTHLY RETAIL SALES ESTIMATES WILL BE REVISED UTILIZING THE RESULTS FROM THE 1977 CENSUS OF RETAIL TRADE AND THE 1978 ANNUAL RETAIL TRADE SURVEY. REVISED ESTIMATES FOR THE PERIOD JANUARY 1977 THROUGH FEBRUARY 1980 ARE SCHEDULED FOR RELEASE LATER THIS WEEK. ESTIMATES SHOWN IN THIS REPORT DO NOT REFLECT THIS REVISION.

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in February, after adjusting for seasonal variations and trading-day differences, but not for price changes were estimated at \$79.0 billion. This adjusted figure was about 1 percent below January but 11 percent higher than February a year ago. The adjusted February estimate excluding the automotive group was about 1 percent below January but 13 percent above February last year.

Adjusted sales of both durable goods and nondurable goods stores were about 1 percent below January. Compared with sales for February, 1979 durable goods stores increased 7 percent, and nondurable goods stores increased 13 percent.

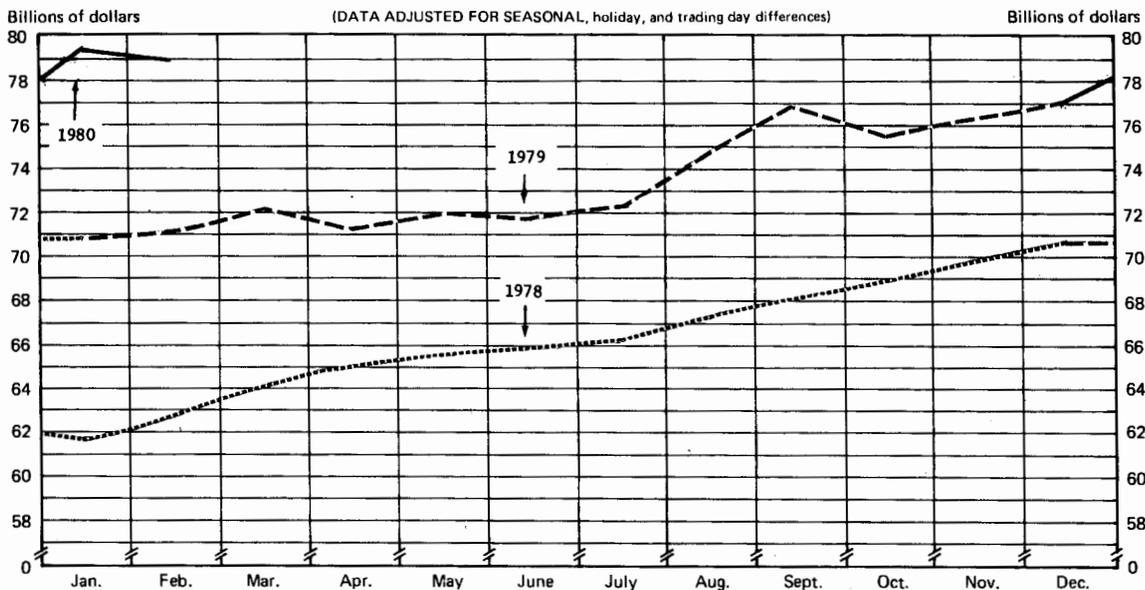
The revised estimate of retail sales for January, based on preliminary results from the full sample of retail stores, was about \$79.5 billion, \$1.0 billion above the January Advance estimate published earlier. Seasonally adjusted preliminary sales for January were about 3 percent above December 1979 estimates and were 12 percent above the January 1979 sales. Excluding the automotive group, retail sales were about 2 percent above December and were 15 percent over January 1979. For nondurable goods stores, adjusted January sales were about 2 percent higher than the previous month and were 15 percent above the same month a year earlier. For durable goods stores, adjusted sales for January were about 5 percent above December and 7 percent higher than January 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 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 January 1980 and final estimates for December 1979 based on the full sample will be published later this month in the Monthly Retail Trade Report for January (BR-80-1). 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.

Estimated Monthly Retail Sales for the United States JANUARY 1978 - FEBRUARY 1980



Inquiries concerning this report should be addressed to Mr. Irving True, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7660/7661.

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				
		1980		1979			1980		1979		
		Feb. ² advance	Jan. prelim.	Dec. final	Feb.	Jan.	Feb. ² advance	Jan. prelim.	Dec. final	Feb.	Jan.
	Retail trade, total.....	70,313	69,636	91,662	60,653	61,878	78,984	79,548	77,000	71,122	70,855
	Total (excl. automotive group).....	56,372	56,554	79,280	47,553	49,073	63,698	64,231	62,679	56,190	55,844
	Durable goods stores, total.....	23,338	22,491	26,935	21,131	21,100	26,732	27,031	25,753	25,035	25,250
52	Building materials, hardware, garden supply, and mobile home dealers.....	3,149	3,210	3,852	2,708	2,873	4,165	4,407	4,292	3,676	3,956
521,3	Building materials and supply stores.....	(*)	2,175	2,436	1,790	1,925	(*)	2,955	2,876	2,380	2,577
525	Hardware stores.....	(*)	553	815	452	496	(*)	744	694	608	667
55 ex. 554	Automotive dealers.....	13,941	13,082	12,382	13,100	12,805	15,286	15,317	14,321	14,932	15,011
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	11,774	10,924	12,084	11,703	(*)	13,819	12,897	13,654	13,736
551	Motor vehicle dealers (franchised).....	(*)	10,507	9,725	10,635	10,582	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,308	1,458	1,016	1,102	(*)	1,498	1,424	1,278	1,275
57	Furniture, home furnishings, and equipment stores.....	3,395	3,372	4,524	2,882	2,959	3,772	3,795	3,600	3,333	3,337
571	Furniture and home furnishings stores....	(*)	2,056	2,488	1,796	1,833	(*)	2,313	2,219	2,062	2,067
5722,32	Household appliance, radio, and TV stores	(*)	985	1,477	842	851	(*)	1,114	1,042	996	966
5722	Household appliance stores.....	(*)	455	654	401	411	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	46,975	47,145	64,727	39,522	40,778	52,252	52,517	51,247	46,087	45,605
53	General merchandise group stores.....	6,856	6,589	16,765	5,925	5,946	9,332	9,410	9,220	8,378	8,402
531	Department stores.....	5,489	5,288	13,513	4,700	4,747	7,550	7,576	7,421	6,734	6,791
533	Variety stores.....	(*)	533	1,349	483	476	(*)	754	704	660	660
539	Miscellaneous general merchandise stores.	(*)	768	1,903	742	723	(*)	1,080	1,095	984	984
54	Food stores.....	16,544	16,620	18,312	14,215	14,944	17,162	17,305	17,170	15,639	15,659
541	Grocery stores.....	15,255	15,304	16,645	13,079	13,769	15,759	15,859	15,762	14,357	14,358
554	Gasoline service stations.....	6,826	6,883	6,943	4,898	5,059	7,468	7,276	6,902	5,566	5,353
56	Apparel and accessory stores.....	2,772	2,954	5,836	2,416	2,689	3,581	3,654	3,473	3,214	3,273
561	Men's and boys' clothing and furnishings stores.....	(*)	545	1,242	462	561	(*)	627	638	626	635
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,097	2,135	948	996	(*)	1,389	1,307	1,234	1,228
565	Family clothing stores.....	(*)	560	1,236	444	495	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	554	877	402	478	(*)	679	638	533	580
58	Eating and drinking places.....	6,050	6,186	6,730	5,339	5,389	6,836	7,030	6,798	6,274	6,041
591	Drug stores and proprietary stores.....	2,382	2,402	3,227	2,058	2,139	2,500	2,547	2,376	2,257	2,278
592	Liquor stores.....	(*)	1,288	1,954	1,034	1,061	(*)	1,460	1,402	1,235	1,225
5961 (pt.)	Mail-order houses (department store merchandise) ⁴	(*)	318	560	374	439	(*)	417	463	482	604

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-80-1.²Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.³May include a mixture of mail-order and department store sales reported on a combined basis by some firms.⁴Includes 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					
		Feb. 1980 advance from--		Jan. 1980 preliminary from--		Dec. 1979 through Feb. 1980	
		Jan. 1980 preliminary	Feb. 1979 final	Dec. 1979 final	Jan. 1979 final	Sept. 1979 through Nov. 1979	Dec. 1978 through Feb. 1979
	Retail trade, total.....	-1	+11	+3	+12	+3	+11
	Total (excl. automotive group).....	-1	+13	+2	+15	+3	+13
	Durable goods stores, total.....	-1	+7	+5	+7	+2	
52	Building materials, hardware, garden supply, and mobile home dealers.....	-5	+13	+3	+11		+11
55 ex. 554	Automotive dealers.....	0	+2	+7	+2	+3	+1
57	Furniture, home furnishings, and equipment stores.....	-1	+13	+5	+14	+1	+12
	Nondurable goods stores, total.....	-1	+13	+2	+15	+3	+14
53	General merchandise group stores.....	-1	+11	+2	+12	-1	+10
531	Department stores.....	0	+12	+2	+12	0	+10
54	Food stores.....	-1	+10	+1	+11	+3	+11
541	Grocery stores.....	-1	+10	+1	+10	+2	+11
554	Gasoline service stations.....	+3	+34	+5	+36	+7	+34
56	Apparel and accessory stores.....	-2	+11	+5	+12	+2	+9
58	Eating and drinking places.....	-3	+9	+3	+16	+6	+12
591	Drug stores and proprietary stores.....	-2	+11	+7	+12	+2	+10

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

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted ¹		
		Jan. 1980 preliminary	Dec. 1979 final	Jan. 1979	Jan. 1980 preliminary	Dec. 1979 final	Jan.
	Retail trade, total.....	22,080	36,044	19,863	26,147	26,075	23,414
53	General merchandise group stores.....	5,776	14,940	5,246	8,278	8,171	7,368
531	Department stores ²	4,998	12,749	4,492	7,130	7,051	6,309
533	Variety stores.....	419	1,124	388	604	573	576
539	Miscellaneous general merchandise stores.	359	1,067	366	(NA)	(NA)	
54	Food stores.....	8,786	9,685	8,026	(NA)	(NA)	(NA)
541	Grocery stores.....	8,688	9,526	7,945	8,902	8,987	8,233
56	Apparel and accessory stores.....	889	2,098	804	1,242	1,198	1,097
562,3,8	Women's clothing, specialty stores, furriers.....	351	861	325	507	493	453
566	Shoe stores.....	243	421	211	318	280	272
591	Drug stores and proprietary stores.....	1,160	1,736	1,007	1,262	1,151	1,118

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-80-1.

²May include a mixture of mail-order catalog desks located within department stores of some mail-order firms.

NA Not available.

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