

# Advance Monthly Retail Sales

CB-80-91

APRIL 1980

FOR WIRE TRANSMISSION 3:30 P.M.  
FRIDAY, MAY 9, 1980

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in April, after adjusting for seasonal variations and trading-day differences, but not for price changes were estimated at \$75.3 billion. This adjusted figure was about 1 percent below March but 5 percent higher than April a year ago. The adjusted April estimate excluding the automotive group was about 1 percent above March but 11 percent above April last year.

Adjusted sales of durable goods stores were about 5 percent below March while sales of nondurable goods stores increased about 1 percent. Compared with sales for April 1979, durable goods stores decreased 9 percent while nondurable goods stores increased 13 percent.

The revised estimate of retail sales for March, based on preliminary results from the full sample of retail stores, was about \$76.2 billion, \$1.0 billion below the March Advance estimate published earlier. Seasonally adjusted preliminary sales for March were about 2 percent below February 1980 estimates but were 6 percent over March 1979. Excluding the automotive group, retail sales were little changed from February but increased 11 percent over March 1979. For nondurable goods stores, adjusted March sales were about 1 percent higher than the previous month and were 12 percent above the same month a year earlier. For durable goods stores, adjusted sales for March were about 8 percent below February and were 6 percent below March 1979.

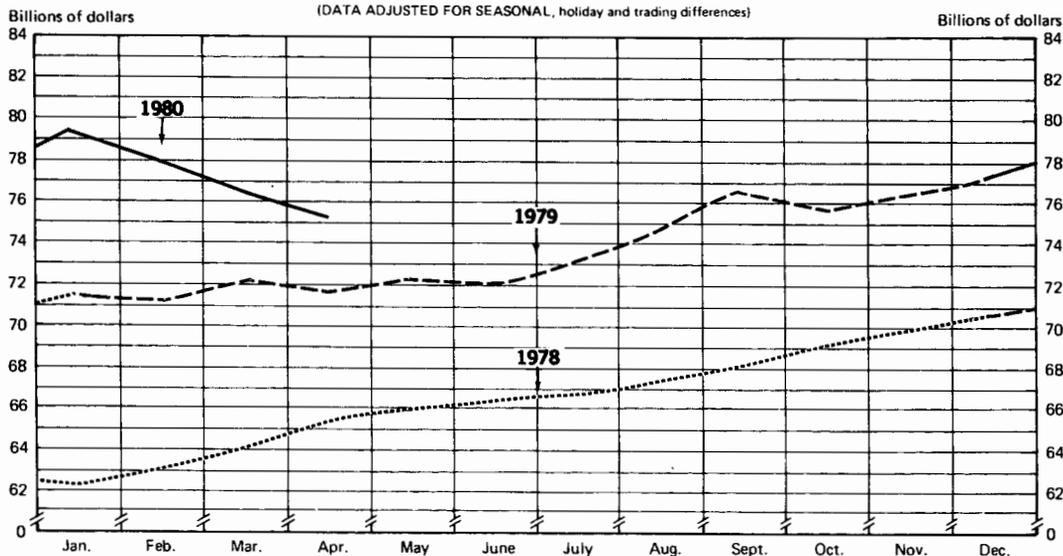
The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. 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 March 1980 and final estimates for February 1980 based on the full sample will be published later this month in the Monthly Retail Trade Report for March (BR-80-3). 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 — APRIL 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	
		Apr. <sup>2</sup> advance	Mar. prelim.	Feb. final	Apr.	Mar.	Apr. <sup>2</sup> advance	Mar. prelim.	Feb. final	Apr.	Mar.
	Retail trade, total.....	74,531	74,653	69,575	70,747	72,397	75,325	76,234	77,993	71,606	72,045
	Total (excl. automotive group).....	61,068	60,208	55,821	54,664	55,646	63,152	62,746	62,948	56,866	56,737
	Durable goods stores, total.....	23,990	24,302	23,044	26,100	26,534	22,938	24,222	26,369	25,129	25,705
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,280	3,699	3,335	4,251	3,897	4,115	4,092	4,370	4,185	4,216
521,3	Building materials and supply stores.....	(*)	2,394	2,195	2,742	2,573	(*)	2,708	2,862	2,804	2,824
525	Hardware stores.....	(*)	645	577	756	687	(*)	707	756	735	732
55 ex. 554	Automotive dealers.....	13,463	14,445	13,754	16,083	16,751	12,173	13,488	15,045	14,740	15,308
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	13,080	12,508	14,729	15,454	(*)	12,089	13,537	13,439	14,011
551	Motor vehicle dealers (franchised).....	(*)	11,647	11,296	12,746	13,732	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,365	1,246	1,354	1,297	(*)	1,399	1,508	1,301	1,297
57	Furniture, home furnishings, and equipment stores.....	3,369	3,368	3,251	3,124	3,291	3,491	3,489	3,620	3,320	3,329
571	Furniture and home furnishings stores....	(*)	2,179	2,086	2,073	2,167	(*)	2,221	2,300	2,135	2,156
5722,32	Household appliance, radio, and TV stores	(*)	909	906	848	904	(*)	971	1,016	955	940
5722	Household appliance stores.....	(*)	478	456	452	463	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	50,541	50,351	46,531	44,647	45,863	52,387	52,012	51,624	46,477	46,340
53	General merchandise group stores.....	8,730	8,369	6,911	8,301	8,040	9,296	9,309	9,426	8,832	8,790
531	Department stores.....	6,991	6,768	5,571	6,708	6,492	7,485	7,562	7,674	7,151	7,134
533	Variety stores.....	(*)	608	517	623	578	(*)	665	682	649	628
539	Miscellaneous general merchandise stores.	(*)	993	823	970	970	(*)	1,082	1,070	1,032	1,028
54	Food stores.....	16,884	17,124	16,146	14,854	15,949	17,459	17,234	16,749	15,547	15,373
541	Grocery stores.....	15,589	15,891	15,002	13,690	14,806	16,154	16,019	15,514	14,395	14,250
554	Gasoline service stations.....	7,374	7,145	6,702	5,464	5,343	7,479	7,358	7,285	5,587	5,419
56	Apparel and accessory stores.....	3,508	3,344	2,796	3,395	3,274	3,654	3,601	3,671	3,438	3,554
561	Men's and boys' clothing and furnishings stores.....	(*)	593	538	661	641	(*)	682	704	681	734
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,272	1,046	1,258	1,239	(*)	1,345	1,339	1,320	1,304
565	Family clothing stores.....	(*)	696	600	692	666	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	597	462	626	567	(*)	606	636	563	601
58	Eating and drinking places.....	6,484	6,426	5,871	6,131	6,266	6,569	6,632	6,634	6,180	6,407
591	Drug stores and proprietary stores.....	2,406	2,377	2,329	2,153	2,154	2,458	2,435	2,439	2,220	2,160
592	Liquor stores.....	(*)	1,329	1,258	1,122	1,158		1,429	1,425	1,238	1,219
53,56,57, 594,5961 (pt.)	GAF plus mail-order houses (department stores mdse.).....	(*)	17,455	15,221	17,136	16,943	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57, 594	GAF.....	(*)	17,048	14,886	16,735	16,487	(*)	(NA)	(NA)	(NA)	(NA)

NOTE: Totals included 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-80-3.)<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					
		Apr. 1980 advance from--		Mar. 1980 preliminary from--		Feb. 1980 through Apr. 1980	
		Mar. 1980 preliminary	Apr. 1979 final	Feb. 1980 final	Mar. 1979 final	Nov. 1979 through Jan. 1980	Feb. 1979 through Apr. 1979
	Retail trade, total.....	-1	+5	-2	+6	-1	+7
	Total (excl. automotive group).....	+1	+11	0	+11	0	+11
	Durable goods stores, total.....	-5	-9	-8	-6	-7	-4
52	Building materials, hardware, garden supply, and mobile home dealers.....	+1	-2	-6	-3	-8	+3
55 ex. 554	Automotive dealers.....	-10	-17	-10	-12	-9	-10
57	Furniture, home furnishings, and equipment stores.....	0	+5	-4	+5	-2	+6
	Nondurable goods stores, total.....	+1	+13	+1	+12	+1	+12
53	General merchandise group stores.....	0	+5	-1	+6	-3	+7
531	Department stores.....	-1	+5	-1	+6	-3	+7
54	Food stores.....	+1	+12	+3	+12	+2	+11
541	Grocery stores.....	+1	+12	+3	+12	+2	+11
554	Gasoline service stations.....	+2	+34	+1	+36	+8	+35
56	Apparel and accessory stores.....	+1	+6	-2	+1	-1	+5
58	Eating and drinking places.....	-1	+6	0	+4	-1	+6
591	Drug stores and proprietary stores.....	+1	+11	0	+13	+3	+12

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

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted <sup>1</sup>		
		Mar. 1980 preliminary	Feb. 1980 final	Mar. 1979	Mar. 1980 preliminary	Feb. 1980 final	Mar. 1979
	Retail trade, total.....	24,936	22,209	23,402	26,060	25,799	23,725
53	General merchandise group stores.....	7,295	5,997	6,974	8,180	8,219	7,637
531	Department stores.....	6,377	5,245	6,114	7,157	7,205	6,711
533	Variety stores.....	485	405	466	530	540	501
539	Miscellaneous general merchandise stores.	433	347	394	(NA)	(NA)	(NA)
54	Food stores.....	9,129	8,607	8,706	(NA)	(NA)	(NA)
541	Grocery stores.....	9,018	8,497	8,609	9,009	8,724	8,183
56	Apparel and accessory stores.....	1,115	861	1,099	1,186	1,228	1,203
562,3,8	Women's clothing, specialty stores, furriers.....	462	354	457	495	504	497
566	Shoe stores.....	301	219	286	301	298	304
591	Drug stores and proprietary stores.....	1,169	1,140	1,063	1,210	1,234	1,084

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-80-3.)

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