

# Advance Monthly Retail Sales



JULY 1980

CR-80-151

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MONDAY, AUGUST 11, 1980

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in July, after adjusting for seasonal variations and trading-day differences, but not for price changes, were estimated at \$77.1 billion. This adjusted figure was about 2 percent above June and 5 percent higher than July a year ago. The adjusted July estimate excluding the automotive group was about 1 percent above June and 8 percent above July last year.

Adjusted sales of durable goods stores were about 5 percent above June while sales of nondurable goods stores increased 1 percent. Compared with sales for July 1979, durable goods stores decreased 4 percent while nondurable goods stores increased 11 percent.

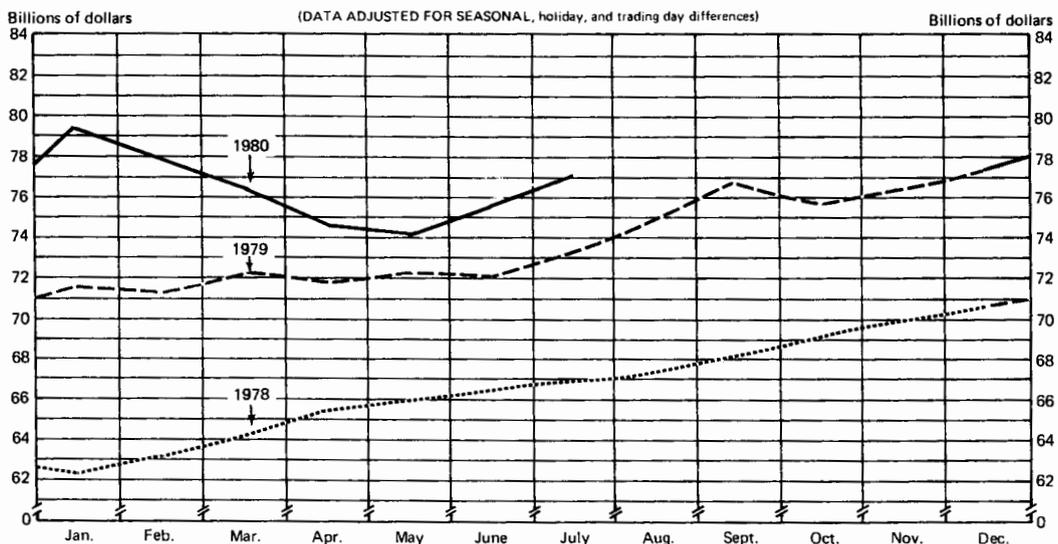
The revised estimate of retail sales for June, based on preliminary results from the full sample of retail stores, was about \$75.6 billion, \$0.3 billion above the June advance estimate published earlier. Seasonally adjusted preliminary sales for June were about 1 percent above May and increased 5 percent over June 1979. Excluding the automotive group, retail sales were about 1 percent above May and were 8 percent above June 1979. For nondurable goods stores, adjusted June sales were about 1 percent above May 1980 and 11 percent above the same month a year ago. For durable goods stores, adjusted sales for June were about 2 percent above May but were 7 percent below June 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 June 1980 and final estimates for May 1980 based on the full sample will be published later this month in the Monthly Retail Trade Report for June (BR-80-6). 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 — JULY 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	
		July <sup>2</sup> advance	June prelim.	May final	July	June	July <sup>2</sup> advance	June prelim.	May final	July	June
	Retail trade, total.....	77,798	76,039	78,215	72,273	75,046	77,125	75,602	74,587	73,121	72,093
	Total (excl. automotive group).....	63,264	62,050	64,793	57,561	59,475	63,516	63,035	62,562	58,880	58,246
	Durable goods stores, total.....	25,411	24,833	24,445	25,793	27,071	24,190	23,085	22,537	25,247	24,718
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,531	4,405	4,441	4,833	5,027	4,024	3,896	3,917	4,408	4,376
521,3	Building materials and supply stores.....	(*)	2,909	2,839	3,342	3,350	(*)	2,597	2,641	2,965	2,949
525	Hardware stores.....	(*)	749	830	776	849	(*)	688	716	754	747
55 ex. 554	Automotive dealers.....	14,534	13,989	13,422	14,712	15,571	13,609	12,567	12,025	14,241	13,847
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	12,412	11,826	13,309	14,110	(*)	11,072	10,512	12,871	12,487
551	Motor vehicle dealers (franchised).....	(*)	10,736	10,217	11,661	12,096	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,577	1,596	1,403	1,461	(*)	1,495	1,513	1,370	1,360
57	Furniture, home furnishings, and equipment stores.....	3,488	3,373	3,437	3,507	3,531	3,481	3,442	3,478	3,579	3,499
571	Furniture and home furnishings stores....	(*)	2,124	2,208	2,251	2,271	(*)	2,122	2,184	2,281	2,220
5722,32	Household appliance, radio, and TV stores	(*)	1,014	979	1,028	1,041	(*)	1,057	1,009	1,049	1,034
5722	Household appliance stores.....	(*)	564	541	541	526	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	52,387	51,206	53,770	46,480	47,975	52,935	52,517	52,050	47,874	47,375
53	General merchandise group stores.....	8,758	8,752	9,510	8,147	8,677	9,585	9,338	9,473	9,053	8,895
531	Department stores.....	7,111	7,118	7,736	6,595	7,020	7,831	7,588	7,721	7,385	7,193
533	Variety stores.....	(*)	637	689	588	628	(*)	686	694	647	650
539	Miscellaneous general merchandise stores.	(*)	997	1,085	964	1,029	(*)	1,064	1,058	1,021	1,052
54	Food stores.....	18,138	17,206	18,299	15,977	16,776	17,610	17,394	17,097	15,927	15,951
541	Grocery stores.....	16,814	15,907	16,998	14,832	15,608	16,308	16,133	15,856	14,788	14,822
554	Gasoline service stations.....	8,031	7,897	7,847	6,215	6,134	7,620	7,667	7,531	5,919	5,853
56	Apparel and accessory stores.....	3,379	3,387	3,608	3,149	3,312	3,805	3,784	3,723	3,637	3,520
561	Men's and boys' clothing and furnishings stores.....	(*)	691	691	628	698	(*)	741	740	752	730
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,211	1,335	1,169	1,209	(*)	1,373	1,358	1,333	1,303
565	Family clothing stores.....	(*)	741	783	698	701	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	585	628	510	552	(*)	651	634	593	582
58	Eating and drinking places.....	7,069	6,943	7,022	6,597	6,567	6,521	6,513	6,520	6,120	6,081
591	Drug stores and proprietary stores.....	2,428	2,416	2,509	2,197	2,211	2,513	2,493	2,499	2,289	2,242
592	Liquor stores.....	(*)	1,383	1,425	1,360	1,334	(*)	1,397	1,412	1,320	1,289
53,56,57, 594,5961 (pt.)	GAF <sup>3</sup> plus mail-order houses (department stores mdse.).....	(*)	17,998	19,126	17,157	17,988	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57, 594	GAF <sup>3</sup> .....	(*)	17,640	18,768	16,791	17,643	(*)	(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-80-6.)<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					
		July 1980 advance from--		June 1980 preliminary from--		May 1980 through July 1980	
		June 1980 preliminary	July 1979 final	May 1980 final	June 1979 final	Feb. 1980 through Apr. 1980	May 1979 through July 1979
	Retail trade, total.....	+2	+5	+1	+5	-1	+5
	Total (excl. automotive group).....	+1	+8	+1	+8	0	+8
	Durable goods stores, total.....	-5	-4	+2	-7	-5	-7
52	Building materials, hardware, garden supply, and mobile home dealers.....	+3	-9	-1	-11	-4	-10
55 ex. 554	Automotive dealers.....	+8	-4	+5	-9	-6	-11
57	Furniture, home furnishings, and equipment stores.....	+1	-3	-1	-2	-2	-1
	Nondurable goods stores, total.....	+1	+11	+1	+11	+1	+11
53	General merchandise group stores.....	+3	+6	-1	+5	+2	+5
531	Department stores.....	+3	+6	-2	+5	+2	+6
54	Food stores.....	+1	+11	+2	+9	+1	+10
541	Grocery stores.....	+1	+10	+2	+9	+1	+9
554	Gasoline service stations.....	-1	+29	+2	+31	+2	+30
56	Apparel and accessory stores.....	+1	+5	+2	+8	+3	+6
58	Eating and drinking places.....	0	+7	0	+7	-2	+7
591	Drug stores and proprietary stores.....	-1	+10	0	+11	+3	+11

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

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted <sup>1</sup>		
		June 1980 preliminary	May 1980 final	June 1979	June 1980 preliminary	May 1980 final	June 1979
	Retail trade, total.....	25,217	26,939	24,366	26,446	26,198	24,351
53	General merchandise group stores.....	7,645	8,302	7,553	8,202	8,305	7,758
531	Department stores.....	6,703	7,280	6,611	7,169	7,280	6,774
533	Variety stores.....	500	542	501	546	552	522
539	Miscellaneous general merchandise stores.	442	480	441	487	473	(NA)
54	Food stores.....	9,005	9,761	8,924	9,337	9,157	(NA)
541	Grocery stores.....	8,899	9,653	8,828	9,231	9,047	8,472
56	Apparel and accessory stores.....	1,111	1,200	1,094	1,227	1,234	1,161
562,3,8	Women's clothing, specialty stores, furriers.....	451	503	457	501	507	489
566	Shoe stores.....	269	297	261	298	311	279
591	Drug stores and proprietary stores.....	1,238	1,286	1,103	1,291	1,294	1,127

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-80-6.)

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