

# Advance Monthly Retail Sales

JULY 1982

FOR WIRE TRANSMISSION 2:30 P.M. EDT, Wednesday, August 11, 1982

CB-82-114

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 \$88.7 billion. This adjusted figure was 1.0 percent above June and 1.6 percent higher than July a year ago. The adjusted July estimate excluding the automotive group was 0.7 percent above June and 1.7 percent above July of last year.

Adjusted sales of durable goods stores were 1.6 percent above June while sales of nondurable goods stores increased 0.7 percent. Compared with sales for July 1981, durable goods stores sales decreased 0.9 percent and nondurable goods stores increased 2.8 percent.

The revised estimate of retail sales for June 1982 based on preliminary results from a full sample of retail stores was \$87.9 billion, \$1.4 billion below the June advance estimate published earlier. Seasonally adjusted preliminary sales for June were 3.3 percent below May but 0.7 percent above June 1981. Excluding the automotive group, retail sales were 1.3 percent below May but 0.9 percent above June 1981. For nondurable goods stores, adjusted June sales were 1.0 percent lower than May but 2.1 percent above June 1981. For durable goods stores, June adjusted sales were 7.9 percent below May and 2.3 percent below June 1981.

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

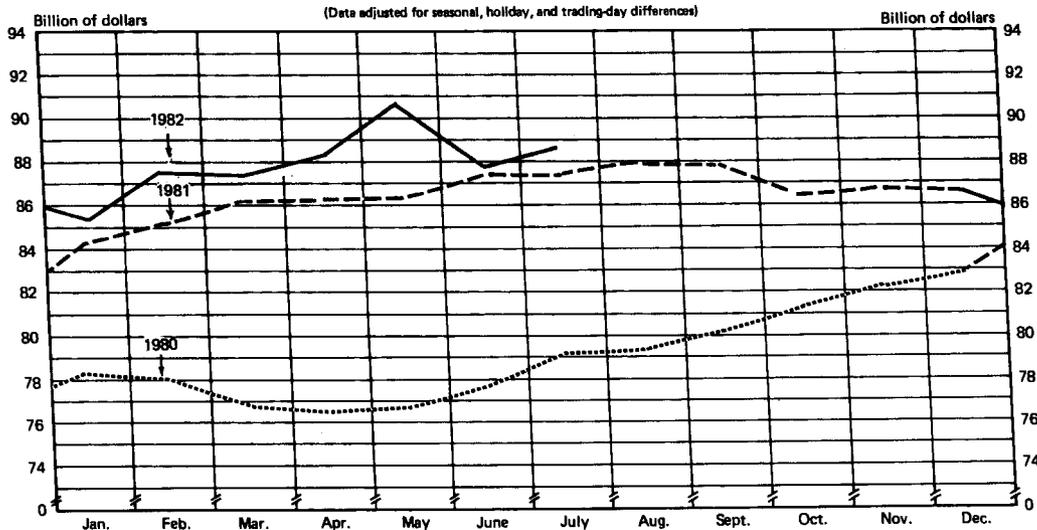
the full sample of retail stores. In addition, sampling variability between the subsample used for the advance estimates and the full sample can cause a difference. For most months, such differences have been reduced by modifying the advance estimates prior to publication on the basis of the relationship 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 -1.8 percent to +1.2 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 June 1982 and final estimates for May 1982 based on the full sample will be published later this month in the Monthly Retail Trade Report for June (BR-82-06). 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. The completed report will include additional measures of sampling variability.

The Advance Monthly Retail Sales Report for August is scheduled to be released September 13, 1982, at 2:30 p.m.

## ESTIMATED MONTHLY RETAIL SALES FOR THE UNITED STATES JANUARY 1980—JULY 1982



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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)

SIC code	Kind of business	Not adjusted					Adjusted <sup>1</sup>				
		1982			1981		1982			1981	
		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.....	89,801	88,255	90,347	88,248	87,309	88,723	87,887	90,841	87,292	87,299
	Total (excl. automotive group).....	73,662	72,020	73,018	71,941	71,104	73,090	72,590	73,572	71,841	71,935
	Durable goods stores, total.....	28,229	28,412	29,443	28,858	28,985	27,520	27,087	29,416	27,759	27,725
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,788	4,788	4,886	4,952	5,174	4,385	4,243	4,480	4,487	4,580
521,3	Building materials and supply stores.....	(*)	3,181	3,058	3,322	3,423	(*)	2,835	2,938	2,937	3,045
525	Hardware stores.....	(*)	845	900	845	872	(*)	770	820	794	796
55 ex. 554	Automotive dealers.....	16,139	16,235	17,329	16,307	16,205	15,633	15,297	17,269	15,451	15,364
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	14,215	14,315	15,531	14,456	14,473	13,855	13,467	15,485	13,728	13,718
551	Motor vehicle dealers (franchised).....	(*)	12,545	13,835	12,658	12,753	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,920	1,798	1,851	1,732	(*)	1,830	1,784	1,723	1,646
57	Furniture, home furnishings, and equipment stores.....	3,571	3,611	3,477	3,745	3,785	3,575	3,607	3,723	3,734	3,817
571	Furniture and home furnishings stores....	(*)	2,210	2,165	2,309	2,379	(*)	2,167	2,239	2,275	2,358
5722,32	Household appliance, radio, and TV stores	(*)	1,128	1,057	1,182	1,154	(*)	1,117	1,181	1,176	1,164
5722	Household appliance stores.....	(*)	502	466	563	542	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	61,572	59,843	60,904	59,390	58,324	61,203	60,800	61,425	59,533	59,574
53	General merchandise group stores.....	10,063	10,151	10,775	9,600	10,079	10,978	10,804	11,181	10,610	10,741
531	Department stores.....	8,350	8,417	8,914	7,786	8,247	9,136	8,945	9,237	8,632	8,764
533	Variety stores.....	(*)	677	733	702	702	(*)	714	759	756	749
539	Miscellaneous general merchandise stores.	(*)	1,057	1,128	1,112	1,130	(*)	1,145	1,185	1,222	1,230
54	Food stores.....	21,950	20,711	21,157	20,928	19,693	20,570	20,575	20,984	19,881	19,798
541	Grocery stores.....	20,332	19,091	19,545	19,364	18,154	18,984	18,977	19,390	18,337	18,282
554	Gasoline service stations.....	8,527	8,343	8,062	9,069	8,895	7,954	7,961	7,935	8,468	8,480
56	Apparel and accessory stores.....	3,804	3,704	3,934	3,589	3,623	4,166	4,062	4,233	4,013	4,003
561	Men's and boys' clothing and furnishings stores.....	(*)	607	617	549	608	(*)	648	679	651	652
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,397	1,534	1,381	1,346	(*)	1,559	1,641	1,511	1,512
565	Family clothing stores.....	(*)	768	805	804	775	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	677	727	640	670	(*)	723	759	730	729
58	Eating and drinking places.....	9,271	8,932	8,889	8,432	8,176	8,553	8,547	8,514	7,807	7,854
591	Drug stores and proprietary stores.....	2,837	2,843	2,833	2,710	2,699	2,916	2,937	2,882	2,777	2,774
592	Liquor stores.....	(*)	1,454	1,469	1,506	1,422	(*)	1,457	1,496	1,449	1,435
53,56,57,594,5961 (pt.)	GAF <sup>3</sup> plus mail-order houses (department stores mdse.).....	(*)	20,890	21,550	20,058	20,642	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57,594	GAF <sup>3</sup> .....	(*)	20,498	21,157	19,698	20,278	(*)	(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-82-06).<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)

SIC code	Kind of business	Percent change					
		July 1982 advance from--		June 1982 preliminary from--		May 1982 through July 1982	
		June 1982 preliminary	July 1981 final	May 1982 final	June 1981 final	Feb. 1982 through Apr. 1982	May 1981 through July 1981
	Retail trade, total.....	+1.0	+1.6	-3.3	+0.7	+1.7	+2.5
	Total (excl. automotive group).....	+0.7	+1.7	-1.3	+0.9	+1.1	+2.0
	Durable goods stores, total.....	+1.6	-0.9	-7.9	-2.3	+2.9	+1.3
52	Building materials, hardware, garden supply, and mobile home dealers.....	+3.3	-2.3	-5.3	-7.4	+4.5	-3.9
55 ex. 554	Automotive dealers.....	+2.2	+1.2	-11.4	-0.4	+4.6	+4.8
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+2.9	+0.9	-13.0	-1.8	+4.3	+4.3
57	Furniture, home furnishings, and equipment stores.....	-0.9	-4.3	-3.1	-5.5	-0.8	-4.0
	Nondurable goods stores, total.....	+0.7	+2.8	-1.0	+2.1	+1.2	+3.1
53	General merchandise group stores.....	+1.6	+3.5	-3.4	+0.6	+2.2	+3.4
531	Department stores.....	+2.1	+5.8	-3.2	-2.1	+2.2	+5.3
54	Food stores.....	0.0	+3.5	-1.9	+3.9	+1.4	+4.8
541	Grocery stores.....	0.0	+3.5	-2.1	+3.8	+1.4	+4.9
554	Gasoline service stations.....	-0.1	-6.1	+0.3	-6.1	-1.6	-6.1
56	Apparel and accessory stores.....	+2.6	+3.8	-4.0	+1.5	-0.7	+4.3
58	Eating and drinking places.....	+0.1	+9.6	+0.4	+8.8	+2.0	+9.1
591	Drug stores and proprietary stores.....	-0.7	+5.0	+1.9	+5.9	+2.1	+5.6

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

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted			Adjusted <sup>1</sup>		
		June 1982 preliminary	May 1982 final	June 1981	June 1982 preliminary	May 1982 final	June 1981
	Retail trade, total.....	31,277	32,205	30,239	32,372	32,737	31,389
53	General merchandise group stores.....	9,351	9,931	9,210	9,967	10,311	9,812
531	Department stores.....	8,130	8,602	7,950	8,649	8,914	8,439
533	Variety stores.....	538	592	548	571	619	584
539	Miscellaneous general merchandise stores.....	683	737	712	(NA)	(NA)	(NA)
54	Food stores.....	11,043	11,321	10,421	(NA)	(NA)	(NA)
541	Grocery stores.....	10,894	11,175	10,276	11,049	11,130	10,507
56	Apparel and accessory stores.....	1,475	1,606	1,428	1,633	1,724	1,590
562,3,8	Women's clothing, specialty stores, furriers.....	623	678	615	688	713	683
566	Shoe stores.....	331	367	316	363	388	350
591	Drug stores and proprietary stores.....	1,515	1,550	1,445	1,585	1,578	1,497

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-82-06).

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 <sup>1</sup>		Median	Range <sup>2</sup>		Mean	Average of absolute difference
		From	To		From	To		
	Retail trade, total.....	0.6	0.8	0.7	-1.80	+1.18	-0.28	0.76
	Total (excl. automotive group).....	0.7	0.8	0.7	-3.12	+2.82	-0.38	0.57
	Durable goods stores, total.....	1.2	2.0	1.6	-3.59	+4.63	-0.14	1.55
52	Building materials, hardware, garden supply, and mobile home dealers.....	1.5	3.6	1.8	-4.10	+3.70	-0.39	2.07
55 ex. 554	Automotive dealers.....	1.8	2.3	2.05	-4.62	+7.79	+0.67	2.63
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	1.0	1.8	1.45	-5.47	+4.04	+0.55	2.71
57	Furniture, home furnishings, and equipment stores.....	1.7	4.2	2.25	-4.37	+2.97	-0.61	1.99
	Nondurable goods stores, total.....	0.5	0.7	0.6	-1.24	+0.54	-0.31	0.46
53	General merchandise group stores.....	0.3	0.7	0.45	-3.03	+2.04	+0.05	1.24
531	Department stores.....	0.1	0.4	0.35	-2.36	+3.23	+0.18	1.29
54	Food stores.....	1.2	1.5	1.5	-1.65	+1.54	-0.23	0.77
541	Grocery stores.....	0.4	0.5	0.45	-2.61	+2.50	-0.38	0.86
554	Gasoline service stations.....	0.6	1.5	0.95	-2.32	+0.50	-0.83	1.04
56	Apparel and accessory stores.....	1.2	2.9	1.75	-1.92	+1.19	-0.33	1.06
58	Eating and drinking places.....	0.6	1.2	1.05	-2.35	+2.33	-0.13	1.39
591	Drug stores and proprietary stores.....	0.4	1.9	0.55	-1.09	+0.99	-0.15	0.68

Note: See Appendix B, Reliability of Data, in the Monthly Retail Trade Report for a discussion on the measures of sampling variability.

<sup>1</sup>The ranges of sampling variability shown are based on sales estimates unadjusted for seasonal variations, holiday, and trading-day differences for the data months of July-December 1981.

<sup>2</sup>The ranges shown are based on sales estimates adjusted for seasonal variations, holiday, and trading-day differences for the 12-month period, July 1981-June 1982.

