

Advance Monthly Retail Sales



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JUNE 1980

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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 \$75.3 billion. This adjusted figure was about 1 percent above May but 5 percent higher than June a year ago. The adjusted June estimate excluding the automotive group was about 1 percent above May and 8 percent above June last year.

Adjusted sales of durable goods stores were about 2 percent above May while sales of nondurable goods stores increased 1 percent. Compared with sales for June 1979, durable goods stores decreased 7 percent while nondurable goods stores increased 10 percent.

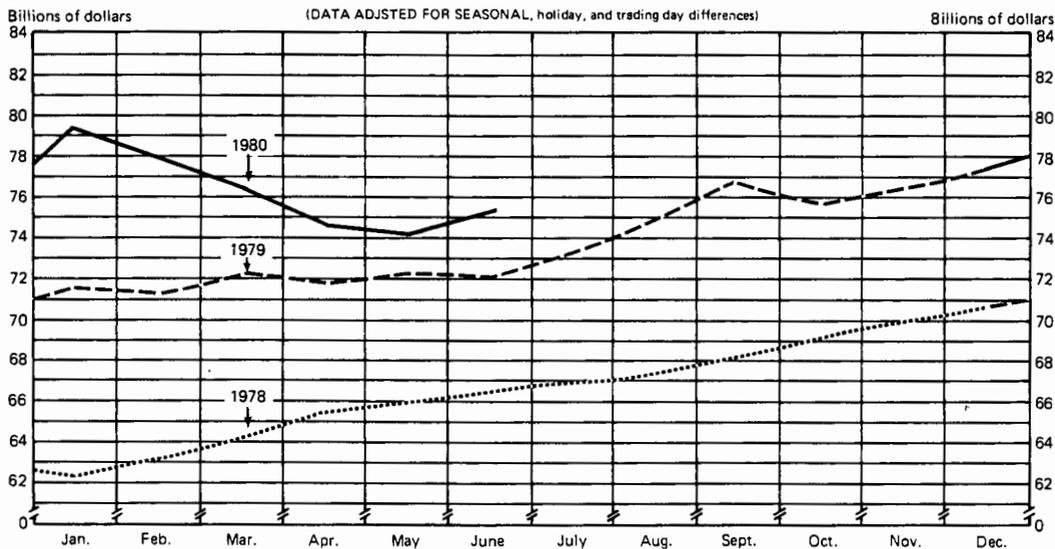
The revised estimate of retail sales for May, based on preliminary results from the full sample of retail stores, was about \$74.3 billion, \$0.6 billion above the May advance estimate published earlier. Seasonally adjusted preliminary sales for May were about 1 percent below April but increased 3 percent over May 1979. Excluding the automotive group, retail sales were about 1 percent below April but were 8 percent over May 1979. For nondurable goods stores, adjusted May sales were about 1 percent below April but were 10 percent above the same month a year earlier. For durable goods stores, adjusted sales for May were 1 percent below April and were 11 percent below May 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 May 1980 and final estimates for April 1980 based on the full sample will be published later this month in the Monthly Retail Trade Report for May (BR-80-5). 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 completed report will include approximate measures of sampling variability.

JANUARY 1978 - JUNE 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 ¹				
		1980			1979		1980			1979	
		June ² advance	May prelim.	Apr. final	June	May	June ² advance	May prelim.	Apr. final	June	May
	Retail trade, total.....	75,780	77,874	74,209	75,046	75,002	75,345	74,265	75,011	72,093	72,292
	Total (excl. automotive group).....	61,809	64,422	60,667	59,475	58,436	62,826	62,212	62,760	58,246	57,584
	Durable goods stores, total.....	24,869	24,427	23,846	27,071	27,697	23,095	22,537	22,821	24,718	25,319
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,364	4,363	4,049	5,027	4,882	3,831	3,857	3,902	4,376	4,298
521,3	Building materials and supply stores.....	(*)	2,808	2,623	3,350	3,132	(*)	2,612	2,620	2,949	2,884
525	Hardware stores.....	(*)	840	747	849	861	(*)	725	703	747	750
55 ex. 554	Automotive dealers.....	13,971	13,452	13,542	15,571	16,566	12,519	12,053	12,251	13,847	14,708
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	11,837	11,952	14,110	15,165	(*)	10,522	10,719	12,487	13,361
551	Motor vehicle dealers (franchised).....	(*)	10,224	10,456	12,096	13,130	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,615	1,590	1,461	1,401	(*)	1,531	1,532	1,360	1,347
57	Furniture, home furnishings, and equipment stores.....	3,423	3,456	3,313	3,531	3,354	3,518	3,499	3,439	3,499	3,392
571	Furniture and home furnishings stores....	(*)	2,200	2,129	2,271	2,208	(*)	2,176	2,142	2,220	2,178
5722,32	Household appliance, radio, and TV stores	(*)	1,001	928	1,041	942	(*)	1,032	1,005	1,034	982
5722	Household appliance stores.....	(*)	562	497	526	517	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	50,911	53,447	50,363	47,975	47,305	52,250	51,728	52,190	47,375	46,973
53	General merchandise group stores.....	8,969	9,517	8,642	8,677	8,860	9,591	9,480	9,215	8,895	9,010
531	Department stores.....	7,308	7,742	6,975	7,020	7,157	7,791	7,727	7,468	7,193	7,296
533	Variety stores.....	(*)	694	666	628	633	(*)	699	693	650	650
539	Miscellaneous general merchandise stores.	(*)	1,081	1,001	1,029	1,070	(*)	1,054	1,054	1,052	1,064
54	Food stores.....	16,945	18,276	16,803	16,776	16,055	17,129	17,077	17,376	15,951	15,662
541	Grocery stores.....	15,626	16,948	15,514	15,608	14,891	15,848	15,810	16,077	14,822	14,542
554	Gasoline service stations.....	7,713	7,687	7,466	6,134	5,915	7,488	7,377	7,572	5,853	5,726
56	Apparel and accessory stores.....	3,339	3,595	3,549	3,312	3,336	3,752	3,709	3,681	3,520	3,543
561	Men's and boys' clothing and furnishings stores.....	(*)	674	645	698	666	(*)	722	678	730	732
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,343	1,314	1,209	1,255	(*)	1,366	1,405	1,303	1,317
565	Family clothing stores.....	(*)	790	747	701	698	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	622	667	552	563	(*)	628	629	582	580
58	Eating and drinking places.....	7,058	6,993	6,613	6,567	6,377	6,621	6,493	6,700	6,081	6,027
591	Drug stores and proprietary stores.....	2,454	2,524	2,399	2,211	2,237	2,532	2,514	2,450	2,242	2,244
592	Liquor stores.....	(*)	1,424	1,297	1,334	1,209	(*)	1,411	1,435	1,289	1,243
53,56,57, 594,5961 (pt.)	GAF ³ plus mail-order houses (department stores mdse.).....	(*)	19,138	17,929	17,988	18,016	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57, 594	GAF ³	(*)	18,780	17,558	17,643	17,633	(*)	(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.

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-80-5.)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.³GAF 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					
		June 1980 advance from--		May 1980 preliminary from--		Apr. 1980 through June 1980	
		May 1980 preliminary	June 1979 final	Apr. 1980 final	May 1979 final	Jan. 1980 through Mar. 1980	Apr. 1979 through June 1979
	Retail trade, total.....	+1	+5	-1	+3	-4	+4
	Total (excl. automotive group).....	+1	+8	-1	+8	-1	+9
	Durable goods stores, total.....	+2	-7	-1	-11	-12	-9
52	Building materials, hardware, garden supply, and mobile home dealers.....	-1	-12	-1	-10	-12	-10
55 ex. 554	Automotive dealers.....	+4	-10	-2	-18	-17	-15
57	Furniture, home furnishings, and equipment stores.....	+1	+1	+2	+3	-4	+2
	Nondurable goods stores, total.....	+1	+10	-1	+10	0	+11
53	General merchandise group stores.....	+1	+8	+3	+5	0	+6
531	Department stores.....	+1	+8	+3	+6	0	+6
54	Food stores.....	0	+7	-2	+9	+1	+9
541	Grocery stores.....	0	+7	-2	+9	+1	+9
554	Gasoline service stations.....	+2	+28	-3	+29	+3	+31
56	Apparel and accessory stores.....	+1	+7	+1	+5	+1	+6
58	Eating and drinking places.....	+2	+9	-3	+8	-2	+8
591	Drug stores and proprietary stores.....	+1	+13	+3	+12	+2	+12

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

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted ¹		
		May 1980 preliminary	Apr. 1980 final	May 1979	May 1980 preliminary	Apr. 1980 final	May 1979
	Retail trade, total.....	26,939	24,983	24,206	26,198	25,983	24,310
53	General merchandise group stores.....	8,303	7,514	7,686	8,306	8,002	7,851
531	Department stores.....	7,286	6,559	6,731	7,286	6,978	6,868
533	Variety stores.....	542	523	501	552	548	520
539	Miscellaneous general merchandise stores.	475	432	454	(NA)	(NA)	(NA)
54	Food stores.....	9,760	8,890	8,530	(NA)	(NA)	(NA)
541	Grocery stores.....	9,652	8,775	8,437	9,046	9,150	8,387
56	Apparel and accessory stores.....	1,198	1,196	1,096	1,232	1,221	1,162
562,3,8	Women's clothing, specialty stores, furriers.....	503	491	464	507	530	486
566	Shoe stores.....	297	332	262	311	305	281
591	Drug stores and proprietary stores.....	1,282	1,211	1,124	1,290	1,245	1,137

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-80-5.)

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