



# Advance Monthly Retail Sales

JULY 1981

FOR WIRE TRANSMISSION 2:30 P.M. EDT, Wednesday August 12, 1981

CB-81-140

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 \$88.0 billion. This adjusted figure was about 1 percent above June and 11 percent higher than July a year ago. The adjusted July estimate excluding the automotive group was little changed from June but 10 percent above July of last year.

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.

Adjusted sales of durable goods stores were about 4 percent above June while sales of nondurable goods stores were little changed. Compared with sales for July 1980, durable goods stores sales increased 13 percent while nondurable goods stores increased 10 percent.

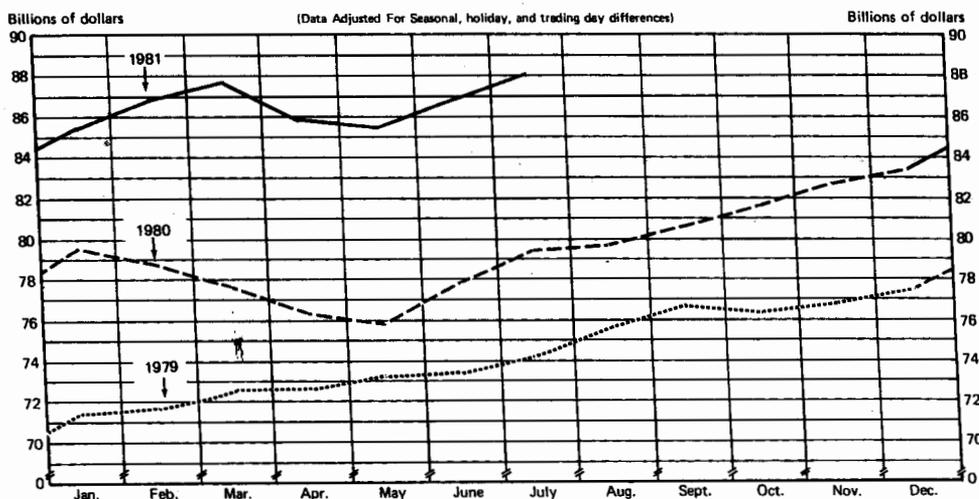
Percentage differences between advance and full-sample preliminary estimates of month-to-month percentage change in seasonally adjusted total retail store sales have ranged from approximately -1.1 percent to +1.6 percent with the average of the absolute differences about 0.7 percent for the past 12 months. For individual kind-of-business group, these differences tend to be higher.

The revised estimate of retail sales for June based on preliminary results from a full sample of retail stores was about \$86.9 billion, \$0.6 billion above the June advance estimate published earlier. Seasonally adjusted preliminary sales for June were about 2 percent above May and 12 percent over June 1980. Excluding the automotive group, retail sales were 1 percent higher than May and 10 percent higher than June 1980. For nondurable goods stores, adjusted June sales were 1 percent above May and 10 percent above the same month a year ago. For durable goods stores, adjusted sales for June were 3 percent above May and 16 percent above June 1980.

Preliminary estimates for June 1981 and final estimates for May 1981 based on the full sample will be published later this month in the Monthly Retail Trade Report for June (BR-81-6). 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.

The Advance Monthly Retail Sales Report for August is scheduled to be released September 11, 1981, at 2:30 p.m.

## ESTIMATED MONTHLY RETAIL SALES FOR THE UNITED STATES JANUARY 1979-JULY 1981



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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>					
		1981			1980		1981			1980	
		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.....	89,615	87,337	87,383	79,860	77,366	88,032	86,942	85,501	79,491	77,843
	Total (excl. automotive group).....	72,190	70,672	71,592	64,684	63,268	71,561	71,459	70,715	65,040	64,669
	Durable goods stores, total.....	29,804	29,005	27,669	26,032	24,747	28,426	27,407	26,536	25,071	23,589
52	Building materials, hardware, garden supply, and mobile home dealers.....	5,031	5,036	4,798	4,247	4,259	4,464	4,417	4,399	3,808	3,792
521,3	Building materials and supply stores.....	(*)	3,522	3,221	3,028	2,942	(*)	3,092	3,127	2,633	2,634
525	Hardware stores.....	(*)	795	809	671	666	(*)	727	718	634	622
55 ex. 554	Automotive dealers.....	17,425	16,665	15,791	15,176	14,098	16,471	15,483	14,786	14,451	13,174
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	14,945	14,154	13,527	12,542	(*)	13,877	13,167	12,871	11,689
551	Motor vehicle dealers (franchised).....	(*)	12,947	12,130	11,654	10,659	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,720	1,637	1,649	1,556	(*)	1,606	1,619	1,580	1,485
57	Furniture, home furnishings, and equipment stores.....	3,950	3,832	3,662	3,636	3,389	3,895	3,887	3,794	3,626	3,484
571	Furniture and home furnishings stores....	(*)	2,373	2,300	2,172	2,053	(*)	2,359	2,323	2,144	2,059
5722,32	Household appliance, radio, and TV stores	(*)	1,139	1,043	1,139	1,044	(*)	1,155	1,103	1,130	1,084
5722	Household appliance stores.....	(*)	552	489	630	547	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	59,811	58,332	59,714	53,828	52,619	59,606	59,535	58,965	54,420	54,254
53	General merchandise group stores.....	9,649	10,016	10,241	8,630	8,713	10,535	10,679	10,350	9,506	9,417
531	Department stores.....	7,896	8,216	8,359	6,974	7,066	8,648	8,750	8,452	7,715	7,600
533	Variety stores.....	(*)	721	738	679	679	(*)	768	748	731	730
539	Miscellaneous general merchandise stores.	(*)	1,079	1,144	977	968	(*)	1,161	1,150	1,060	1,059
54	Food stores.....	20,996	19,678	20,387	18,640	17,638	19,899	19,736	19,506	18,088	17,953
541	Grocery stores.....	19,537	18,231	18,941	17,343	16,356	18,449	18,323	18,091	16,805	16,690
554	Gasoline service stations.....	9,073	8,857	8,734	8,504	8,254	8,448	8,500	8,513	7,918	7,983
56	Apparel and accessory stores.....	3,640	3,629	3,735	3,263	3,295	4,049	3,997	3,923	3,675	3,687
561	Men's and boys' clothing and furnishings stores.....	(*)	614	615	563	633	(*)	661	666	674	679
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,412	1,470	1,272	1,223	(*)	1,581	1,534	1,404	1,399
565	Family clothing stores.....	(*)	731	740	684	666	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	695	728	577	604	(*)	755	739	663	667
58	Eating and drinking places.....	8,477	8,175	8,344	7,635	7,475	7,756	7,808	7,902	7,096	7,085
591	Drug stores and proprietary stores.....	2,821	2,812	2,810	2,518	2,499	2,890	2,881	2,830	2,604	2,587
592	Liquor stores.....	(*)	1,351	1,381	1,398	1,348	(*)	1,352	1,396	1,346	1,371
53,56,57, 594,5961 (pt.)	GAF <sup>3</sup> plus mail-order houses (department stores mdse.).....	(*)	20,484	20,607	18,090	17,970	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57, 594	GAF <sup>3</sup> .....	(*)	20,023	20,161	17,672	17,572	(*)	(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-81-06.<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)

1972 SIC code	Kind of business	Percent change					
		July 1981 advance from--		June 1981 preliminary from--		May 1981 through July 1981	
		June 1981 preliminary	July 1980 final	May 1981 final	June 1980 final	Feb. 1981 through April 1981	May 1980 through July 1980
	Retail trade, total.....	+1	+11	+2	+12	0	+12
	Total (excl. automotive group).....	0	+10	+1	+10	0	+10
	Durable goods stores, total.....	+4	+13	+3	+16	-1	+16
52	Building materials, hardware, garden supply, and mobile home dealers.....	+1	+17	0	+16	-2	+16
55 ex. 554 57	Automotive dealers.....	+6	+14	+5	+18	-1	+18
	Furniture, home furnishings, and equipment stores.....	0	+7	+2	+12	0	+9
	Nondurable goods stores, total.....	0	+10	+1	+10	+1	+10
53	General merchandise group stores.....	-1	+11	+3	+13	+1	+11
531	Department stores.....	-1	+12	+4	+15	+2	+13
54	Food stores.....	+1	+10	+1	+10	+1	+10
541	Grocery stores.....	+1	+10	+1	+10	+2	+10
554	Gasoline service stations.....	-1	+7	0	+6	-1	+8
56	Apparel and accessory stores.....	+1	+10	+2	+8	+1	+9
58	Eating and drinking places.....	-1	+9	-1	+10	-1	+11
591	Drug stores and proprietary stores.....	0	+11	+2	+11	+3	+11

Table 3. Estimated Monthly Retail Sales of Group II Companies 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>		
		June 1981 preliminary	May 1981 final	June 1980	June 1981 preliminary	May 1981 final	June 1980
	Retail trade, total.....	28,973	29,643	25,215	30,073	29,418	26,570
53	General merchandise group stores.....	8,860	9,043	7,642	9,425	9,143	8,277
531	Department stores.....	7,796	7,930	6,700	8,276	8,002	7,235
533	Variety stores.....	548	563	501	585	575	549
539	Miscellaneous general merchandise stores.	516	550	441	(NA)	(NA)	(NA)
54	Food stores.....	10,250	10,694	9,003	(NA)	(NA)	(NA)
541	Grocery stores.....	10,099	10,543	8,897	10,305	10,147	9,239
56	Apparel and accessory stores.....	1,272	1,330	1,107	1,410	1,394	1,244
562,3,8	Women's clothing, specialty stores, furriers.....	526	552	450	586	566	509
566	Shoe stores.....	314	344	269	349	358	301
591	Drug stores and proprietary stores.....	1,405	1,416	1,237	1,450	1,427	1,295

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-81-06.

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