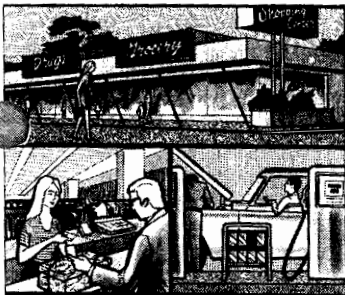


Advance Monthly Retail Sales



JANUARY 1980

CB-80-31

FOR WIRE TRANSMISSION 4:00 P.M. MONDAY, FEBRUARY 11, 1980

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in January, after adjusting for seasonal variations and trading-day differences, but not for price changes were estimated at \$78.5 billion. This adjusted figure was about 2 percent above December and 11 percent higher than January a year ago. The adjusted January estimate excluding the automotive group was about 2 percent above December and 14 percent above January last year.

Adjusted sales of durable goods stores were about 4 percent above December while nondurable goods stores increased about 2 percent. Compared with sales for January 1979, durable goods stores increased 5 percent, and nondurable goods stores increased 14 percent.

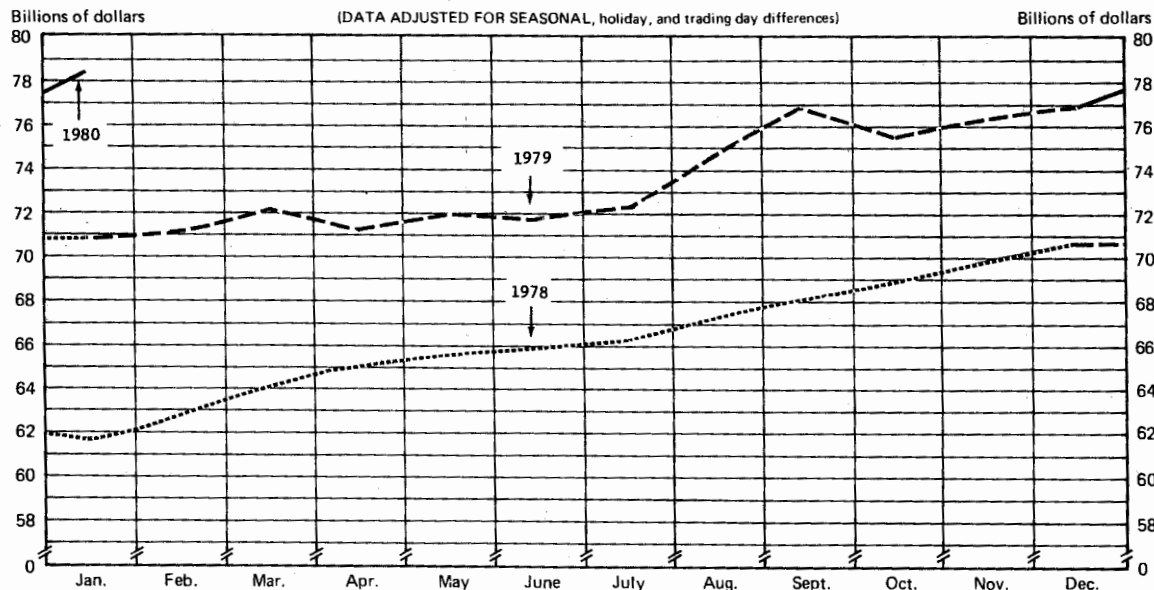
The revised estimate of retail sales for December, based on preliminary results from the full sample of retail stores, was about \$76.8 billion, \$0.2 billion below the December Advance estimate published earlier. Seasonally adjusted preliminary sales for December were little changed from November 1979 estimates but were 8 percent above the December 1978 sales. Excluding the automotive group, retail sales were virtually unchanged from November but were 11 percent over December 1978. For nondurable goods stores, adjusted December sales were virtually unchanged from the previous month but were 12 percent above the same month a year earlier. For durable goods stores, adjusted sales for December were about 2 percent above November and 2 percent higher than December 1978.

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 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.

Preliminary estimates for December 1979 and final estimates for November 1979 based on the full sample will also be published later this month in the Monthly Retail Trade Report for December (BR-79-12). 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 - JANUARY 1980



Inquiries concerning this report should be addressed to Mr. Irving True, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7660/7661.

U.S. Department of Commerce
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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			1978	1980	1979			1978
		Jan. ² advance	Dec. prelim.	Nov. final	Jan.	Dec.	Jan. ² advance	Dec. prelim.	Nov. final	Jan.	Dec.
	Retail trade, total.....	68,464	91,468	78,907	61,878	84,597	78,545	76,809	76,427	70,855	70,918
	Total (excl. automotive group).....	55,721	79,132	65,685	49,073	72,145	63,588	62,539	62,370	55,844	56,360
	Durable goods stores, total.....	22,095	26,863	25,150	21,100	25,872	26,603	25,682	25,270	25,250	25,163
52	Building materials, hardware, garden supply, and mobile home dealers.....	3,231	3,848	4,226	2,873	3,560	4,450	4,284	4,269	3,956	4,009
521,3	Building materials and supply stores.....	(*)	2,447	2,884	1,925	2,263	(*)	2,889	2,827	2,577	2,727
525	Hardware stores.....	(*)	819	728	496	749	(*)	697	710	667	631
55 ex. 554	Automotive dealers.....	12,743	12,336	13,222	12,805	12,452	14,957	14,270	14,057	15,011	14,558
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	10,895	11,758	11,703	11,169	(*)	12,863	12,657	13,736	13,296
551	Motor vehicle dealers (franchised).....	(*)	9,673	10,415	10,582	9,979	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,441	1,464	1,102	1,283	(*)	1,407	1,400	1,275	1,262
57	Furniture, home furnishings, and equipment stores.....	3,259	4,532	3,920	2,959	4,216	3,641	3,605	3,606	3,337	3,307
571	Furniture and home furnishings stores....	(*)	2,494	2,414	1,833	2,290	(*)	2,225	2,193	2,067	2,014
5722,32	Household appliance, radio, and TV stores	(*)	1,452	1,152	851	1,359	(*)	1,025	1,082	966	956
5722	Household appliance stores.....	(*)	663	557	411	595	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	46,369	64,605	53,757	40,778	58,725	51,942	51,127	51,157	45,605	45,755
53	General merchandise group stores.....	6,759	16,874	11,337	5,946	12,784	9,634	9,282	9,559	8,402	8,716
531	Department stores.....	5,454	13,467	9,076	4,747	12,635	7,814	7,395	7,640	6,791	6,897
533	Variety stores.....	(*)	1,367	794	476	1,273	(*)	713	731	685	644
539	Miscellaneous general merchandise stores.	(*)	2,040	1,467	723	1,876	(*)	1,174	1,188	926	1,177
54	Food stores.....	16,297	18,288	16,881	14,944	16,690	16,974	17,149	16,871	15,659	15,284
541	Grocery stores.....	14,937	16,634	15,640	13,769	15,243	15,479	15,752	15,593	14,358	13,984
554	Gasoline service stations.....	6,578	6,868	6,805	5,059	5,318	6,954	6,827	6,881	5,353	5,292
56	Apparel and accessory stores.....	2,843	5,823	3,933	2,689	5,698	3,510	3,469	3,500	3,273	3,376
561	Men's and boys' clothing and furnishings stores.....	(*)	1,218	753	561	1,293	(*)	626	628	635	675
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,157	1,504	996	2,144	(*)	1,321	1,353	1,228	1,313
565	Family clothing stores.....	(*)	1,226	755	495	1,153	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	876	680	478	823	(*)	627	618	580	586
58	Eating and drinking places.....	6,248	6,755	6,440	5,389	6,141	7,100	6,823	6,680	6,041	6,184
591	Drug stores and proprietary stores.....	2,351	3,236	2,409	2,139	3,040	2,493	2,383	2,466	2,278	2,232
592	Liquor stores.....	(*)	1,855	1,361	1,061	1,675	(*)	1,331	1,324	1,225	1,194
5961 (pt.)	Mail-order houses (department store merchandise) ³	(*)	555	656	439	722	(*)	459	421	604	604

NOTE: Totals include data for kinds of business not shown separately.

²Advance 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-12-79.)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.³Includes sales made by mail-order catalog desks located within department stores of some mail-order firms.⁴May include a mixture of mail order and department store sales reported on a combined basis by some firms.

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					
		Jan. 1980 advance from--		Dec. 1979 preliminary from--		Nov. 1979 through Jan. 1980 from --	
		Dec. 1979 preliminary	Jan. 1979 final	Nov. 1979 final	Dec. 1978 final	Aug. 1979 through Oct. 1979	Nov. 1978 through Jan. 1979
	Retail trade, total.....	+2	+11	0	+8	+2	+9
	Total (excl. automotive group).....	+2	+14	0	+11	+3	+12
	Durable goods stores, total.....	+4	+5	+2	+2	-1	+3
52	Building materials, hardware, garden supply, and mobile home dealers.....	+4	+12	0	+7	-1	+9
55 ex. 554	Automotive dealers.....	+5	0	+2	-2	-2	-2
57	Furniture, home furnishings, and equipment stores.....	+1	+9	0	+9	-3	+9
	Nondurable goods stores, total.....	+2	+14	0	+12	+4	+13
53	General merchandise group stores.....	+4	+15	-3	+6	+3	+11
531	Department stores.....	+6	+15	-3	+7	+3	+11
54	Food stores.....	-1	+8	+2	+12	+3	+11
541	Grocery stores.....	-2	+8	+1	+13	+2	+11
554	Gasoline service stations.....	+2	+30	-1	+29	+4	+30
56	Apparel and accessory stores.....	+1	+7	-1	+3	-1	+4
58	Eating and drinking places.....	+4	+18	+2	+10	+8	+13
591	Drug stores and proprietary stores.....	+5	+9	-3	+7	+3	+9

¹See below footnote 2.

Table 3. Estimated Monthly Retail Sales of Group II Companies by Kind of Business for the United States: DECEMBER 1979

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted ¹		
		Dec. 1979 preliminary	Nov. 1979 final	Dec. 1978	Dec. 1979 preliminary	Nov. 1979 final	Dec. 1978
	Retail trade, total.....	36,141	28,420	33,515	26,127	25,845	24,028
53	General merchandise group stores.....	15,033	10,089	14,095	8,218	8,535	7,734
531	Department stores.....	12,711	8,585	11,884	7,030	7,233	6,526
533	Variety stores.....	1,133	652	1,088	578	589	541
539	Miscellaneous general merchandise stores.	1,189	852	1,123	(S)	(S)	(S)
54	Food stores.....	9,720	8,968	8,985	(NA)	(NA)	(NA)
541	Grocery stores.....	9,557	8,864	8,864	9,016	8,597	8,058
56	Apparel and accessory stores.....	2,110	1,378	2,004	1,204	1,224	1,151
562,3,8	Women's clothing, specialty stores, furriers.....	874	578	846	500	514	487
566	Shoe stores.....	422	320	408	281	290	268
591	Drug stores and proprietary stores.....	1,747	1,208	1,630	1,158	1,256	1,055

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-79-12.)

²May include a mixture of mail order and department store sales reported on a combined basis by some firms.

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