

Advance Monthly Retail Sales



MAY 1980

CB-80-112

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The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in May, after adjusting for seasonal variations and trading-day differences, but not for price changes, were estimated at \$73.7 billion. This adjusted figure was about 1 percent below April but 2 percent higher than May a year ago. The adjusted May estimate excluding the automotive group was little changed from April but 8 percent above May last year.

Adjusted sales of durable goods stores were about 4 percent below April while sales of nondurable goods stores were virtually unchanged. Compared with sales for May 1979, durable goods stores decreased 14 percent while nondurable goods stores increased 11 percent.

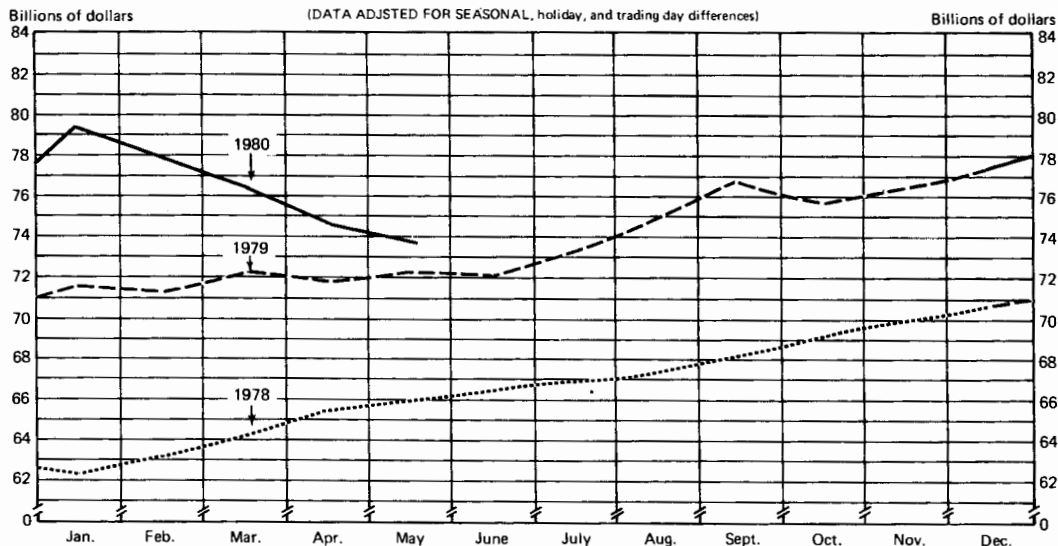
The revised estimate of retail sales for April, based on preliminary results from the full sample of retail stores, was about \$74.8 billion, \$0.5 billion below the April Advance estimate published earlier. Seasonally adjusted preliminary sales for April were about 2 percent below March but increased 4 percent over April 1979. Excluding the automotive group, retail sales were about 1 percent below March but were 10 percent over April 1979. For nondurable goods stores, adjusted April sales were virtually unchanged from March, but were 12 percent above the same month a year earlier. For durable goods stores, adjusted sales for April were about 7 percent below March and were 10 percent below April 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 April 1980 and final estimates for March 1980 based on the full sample will be published later this month in the Monthly Retail Trade Report for April (BR-80-4). 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 - MAY 1980



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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		1980			1979	
		May ² advance	Apr. prelim.	Mar. final	May	Apr.	May ² advance	Apr. prelim.	Mar. final	May	Apr.
	Retail trade, total.....	77,249	73,978	74,942	75,002	70,747	73,658	74,774	76,534	72,292	71,606
	Total (excl. automotive group)....	64,442	60,426	60,498	58,436	54,664	62,233	62,516	63,046	57,584	56,866
	Durable goods stores, total.....	23,629	23,731	24,366	27,697	26,100	21,723	22,701	24,296	25,319	25,129
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,262	3,986	3,683	4,882	4,251	3,745	3,842	4,076	4,298	4,185
521,3	Building materials and supply stores.....	(*)	2,576	2,385	3,132	2,742	(*)	2,573	2,698	2,884	2,804
525	Hardware stores.....	(*)	738	653	861	756	(*)	695	716	750	735
55 ex. 554	Automotive dealers.....	12,807	13,552	14,444	16,566	16,083	11,425	12,258	13,488	14,708	14,740
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	11,989	13,060	15,165	14,729	(*)	10,752	12,070	13,361	13,439
551	Motor vehicle dealers (franchised).....	(*)	10,490	11,660	13,130	12,746	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,563	1,384	1,401	1,354	(*)	1,506	1,418	1,347	1,301
57	Furniture, home furnishings, and equipment stores.....	3,420	3,299	3,392	3,354	3,124	3,441	3,424	3,515	3,392	3,320
571	Furniture and home furnishings stores....	(*)	2,127	2,176	2,208	2,073	(*)	2,140	2,218	2,178	2,135
5722,32	Household appliance, radio, and TV stores	(*)	921	945	942	848	(*)	998	1,010	982	955
5722	Household appliance stores.....	(*)	484	496	517	452	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	53,620	50,247	50,576	47,305	44,647	51,935	52,073	52,238	46,973	46,477
53	General merchandise group stores.....	9,291	8,624	8,350	8,860	8,301	9,264	9,196	9,288	9,010	8,832
531	Department stores.....	7,526	6,956	6,770	7,157	6,708	7,511	7,448	7,564	7,296	7,151
533	Variety stores.....	(*)	659	610	633	623	(*)	686	667	650	649
539	Miscellaneous general merchandise stores.	(*)	1,009	970	1,070	970	(*)	1,062	1,057	1,064	1,064
54	Food stores.....	18,408	16,734	17,118	16,055	14,854	17,200	17,306	17,228	15,662	15,547
541	Grocery stores.....	17,095	15,483	15,877	14,891	13,690	15,947	16,045	16,005	14,542	14,395
554	Gasoline service stations.....	7,834	7,415	7,284	5,915	5,464	7,518	7,520	7,502	5,726	5,587
56	Apparel and accessory stores.....	3,661	3,546	3,351	3,336	3,395	3,763	3,678	3,611	3,543	3,438
561	Men's and boys' clothing and furnishings stores.....	(*)	642	614	666	661	(*)	674	707	732	681
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,310	1,254	1,255	1,258	(*)	1,401	1,326	1,317	1,320
565	Family clothing stores.....	(*)	752	702	698	692	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	662	599	563	626	(*)	625	608	580	563
58	Eating and drinking places.....	7,011	6,602	6,485	6,377	6,131	6,510	6,689	6,692	6,027	6,180
591	Drug stores and proprietary stores.....	2,494	2,390	2,364	2,237	2,153	2,484	2,441	2,422	2,244	2,220
592	Liquor stores.....	(*)	1,310	1,301	1,209	1,122	(*)	1,449	1,399	1,243	1,238
53,56,57, 594,5961 (pt.)	GAP ³ plus mail-order houses (department stores mdse.).....	(*)	17,838	17,507	18,016	17,136	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57, 594	GAP ³	(*)	17,467	17,100	17,633	16,735	(*)	(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-80-4.)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.³GAP 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					
		May 1980 advance from--		Apr. 1980 preliminary from--		Mar. 1980 through May 1980	
		Apr. 1980 preliminary	May 1979 final	Mar. 1980 final	Apr. 1979 final	Dec. 1979 through Feb. 1980	Mar. 1979 through May 1979
	Retail trade, total.....	-1	+2	-2	+4	-4	+4
	Total (excl. automotive group).....	0	+8	-1	+10	-1	+10
	Durable goods stores, total.....	-4	-14	-7	-10	-14	-10
	Building materials, hardware, garden supply, and mobile home dealers.....	-3	-13	-6	-8	-14	-8
	Automotive dealers.....	-7	-22	-9	-17	-18	-17
	Furniture, home furnishings, and equipment stores.....	0	+1	-3	+3	-5	+3
	Nondurable goods stores, total.....	0	+11	0	+12	+1	+12
	General merchandise group stores.....	+1	+3	-1	+4	-4	+4
	Department stores.....	+1	+3	-2	+4	-3	+4
	Food stores.....	-1	+10	0	+11	+2	+11
	Grocery stores.....	-1	+10	0	+11	+2	+11
	Gasoline service stations.....	0	+31	0	+35	+7	+35
	Apparel and accessory stores.....	+2	+6	+2	+7	0	+5
	Eating and drinking places.....	-3	+8	0	+8	-1	+7
	Drug stores and proprietary stores.....	+2	+11	+1	+10	+2	+11

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

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted ¹		
		Apr. 1980 preliminary	Mar. 1980 final	Apr. 1979	Apr. 1980 preliminary	Mar. 1980 final	Apr. 1979
	Retail trade, total.....	24,910	24,933	22,828	25,908	26,056	23,884
	General merchandise group stores.....	7,506	7,286	7,211	7,994	8,170	7,722
	Department stores.....	6,544	6,378	6,314	6,962	7,158	6,746
	Variety stores.....	526	486	492	551	531	521
	Miscellaneous general merchandise stores.....	436	422	405	(NA)	(NA)	(NA)
	Food stores.....	8,822	9,126	7,929	(NA)	(NA)	(NA)
	Grocery stores.....	8,707	9,016	7,820	9,079	9,007	8,249
	Apparel and accessory stores.....	1,195	1,117	1,179	1,220	1,188	1,142
	Women's clothing, specialty stores, furriers.....	489	464	483	528	497	493
	Shoe stores.....	333	300	315	306	300	266
	Drug stores and proprietary stores.....	1,215	1,174	1,079	1,249	1,215	1,118

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-80-4.)

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