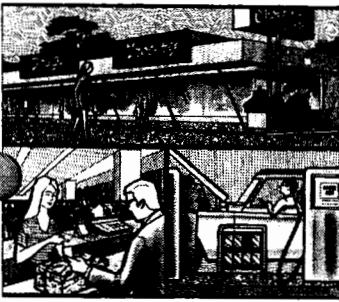


Advance Monthly Retail Sales



AUGUST 1980

CB-80-166

FOR WIRE TRANSMISSION 3:30 P.M. WEDNESDAY, SEPTEMBER 10, 1980

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in August, after adjusting for seasonal variations and trading-day differences, but not for price changes, were estimated at \$79.5 billion. This adjusted figure was about 1 percent above July but 6 percent higher than August a year ago. The adjusted August estimate excluding the automotive group was about 1 percent above July and 8 percent above August last year.

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

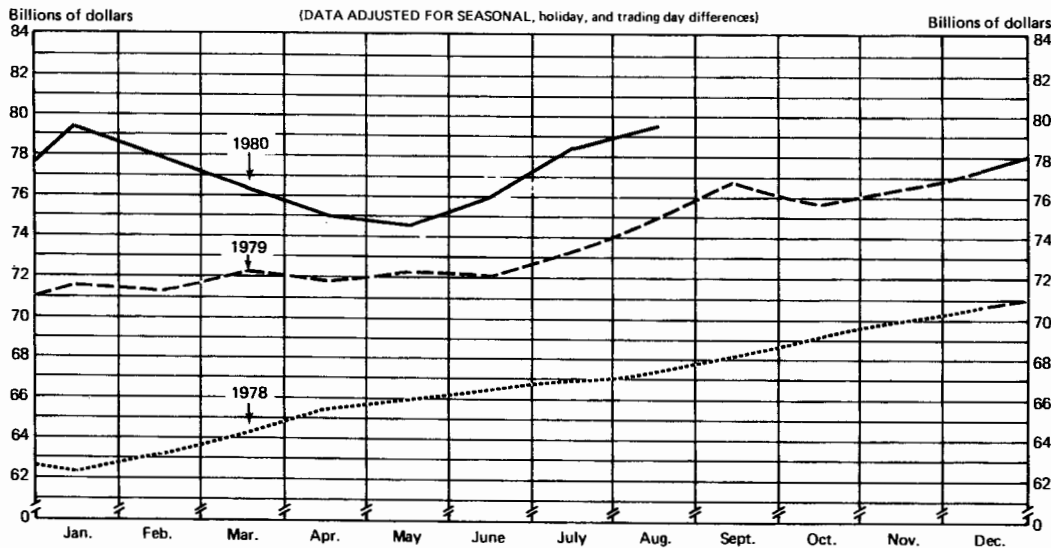
The revised estimate of retail sales for July, based on preliminary results from the full sample of retail stores, was about \$78.4 billion, \$1.3 billion above the July advance estimate published earlier. Seasonally adjusted preliminary sales for July were about 3 percent above June and increased 7 percent over July 1979. Excluding the automotive group, retail sales were about 1 percent above June and were 9 percent above July 1979. For nondurable goods stores, adjusted July sales were about 1 percent above June 1980 and 11 percent above the same month a year ago. For durable goods stores, adjusted sales for July were about 8 percent above June but were virtually unchanged from July 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 July 1980 and final estimates for June 1980 based on the full sample will be published later this month in the Monthly Retail Trade Report for July (BR-90-7). 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 - AUGUST 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	
		Aug. ² advance	July prelim.	June final	Aug.	July	Aug. ² advance	July prelim.	June final	Aug.	July
	Retail trade, total.....	81,538	79,032	76,442	78,088	72,273	79,533	78,394	76,001	74,871	73,121
	Total (excl. automotive group).....	66,621	63,842	62,403	62,010	57,561	64,908	64,162	63,389	59,936	58,880
	Durable goods stores, total.....	26,418	26,344	24,963	28,091	25,793	25,746	25,140	23,212	26,137	25,247
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,383	4,381	4,423	5,234	4,833	3,938	3,907	3,914	4,537	4,408
521,3	Building materials and supply stores.....	(*)	2,971	2,917	3,586	3,342	(*)	2,561	2,604	3,003	2,965
525	Hardware stores.....	(*)	765	768	823	776	(*)	723	706	804	754
55 ex. 554	Automotive dealers.....	14,917	15,190	14,039	16,078	14,712	14,625	14,232	12,612	14,935	14,241
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	13,506	12,451	14,572	13,309	(*)	12,611	11,107	13,518	12,871
551	Motor vehicle dealers (franchised).....	(*)	11,796	10,773	12,885	11,661	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,684	1,588	1,506	1,403	(*)	1,621	1,505	1,417	1,370
57	Furniture, home furnishings, and equipment stores.....	3,722	3,662	3,384	3,806	3,507	3,667	3,652	3,453	3,665	3,579
571	Furniture and home furnishings stores....	(*)	2,296	2,137	2,446	2,251	(*)	2,267	2,135	2,316	2,281
5722,32	Household appliance, radio, and TV stores	(*)	1,114	1,015	1,097	1,028	(*)	1,110	1,058	1,078	1,049
5722	Household appliance stores.....	(*)	633	548	566	541	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	55,120	52,688	51,479	49,997	46,480	53,787	53,254	52,789	48,734	47,874
53	General merchandise group stores.....	9,530	8,653	8,745	9,165	8,147	9,663	9,459	9,331	9,275	9,053
531	Department stores.....	7,749	7,025	7,116	7,405	6,595	7,891	7,737	7,586	7,518	7,385
533	Variety stores.....	(*)	631	635	664	588	(*)	680	684	665	661
539	Miscellaneous general merchandise stores.	(*)	997	994	1,096	964	(*)	1,042	1,061	1,092	1,007
54	Food stores.....	18,529	18,140	17,212	16,560	15,977	17,793	17,612	17,400	15,955	15,927
541	Grocery stores.....	17,246	16,825	15,907	15,449	14,832	16,488	16,319	16,133	14,841	14,788
554	Gasoline service stations.....	8,553	8,391	8,088	6,673	6,215	8,031	7,961	7,852	6,236	5,919
56	Apparel and accessory stores.....	3,889	3,368	3,383	3,795	3,149	3,858	3,812	3,780	3,709	3,637
561	Men's and boys' clothing and furnishings stores.....	(*)	637	711	695	628	(*)	763	763	761	752
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,257	1,203	1,361	1,169	(*)	1,404	1,364	1,344	1,333
565	Family clothing stores.....	(*)	752	730	918	698	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	556	578	649	510	(*)	630	644	608	593
58	Eating and drinking places.....	7,440	7,138	7,011	6,916	6,597	6,649	6,585	6,577	6,181	6,120
591	Drug stores and proprietary stores.....	2,477	2,439	2,414	2,287	2,197	2,528	2,525	2,491	2,305	2,289
592	Liquor stores.....	(*)	1,436	1,378	1,368	1,360	(*)	1,375	1,392	1,335	1,320
53,56,57, 594,5961 (pt.)	GAF ³ plus mail-order houses (department stores mdse.).....	(*)	18,223	18,052	19,370	17,157	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57, 594	GAF ³	(*)	17,848	17,695	18,945	16,791	(*)	(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-80-7.)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					
		Aug. 1980 advance from--		July 1980 preliminary from--		June 1980 through Aug. 1980	
		July 1980 preliminary	Aug. 1979 final	June 1980 final	July 1979 final	Mar. 1980 through May 1980	June 1979 through Aug. 1979
	Retail trade, total.....	+1	+6	+3	+7	+3	+6
	Total (excl. automotive group).....	+1	+8	+1	+9	+2	+9
	Durable goods stores, total.....	+2	-1	+8	0	+6	-3
52	Building materials, hardware, garden supply, and mobile home dealers.....	+1	-13	0	-11	-1	-12
55 ex. 554	Automotive dealers.....	+3	-2	+13	0	+10	-4
57	Furniture, home furnishings, and equipment stores.....	0	0	+6	+2	+3	0
	Nondurable goods stores, total.....	+1	+10	+1	+11	+2	+11
53	General merchandise group stores.....	+2	-4	+1	+4	+2	+5
531	Department stores.....	+2	+5	+2	+5	+2	+5
54	Food stores.....	+1	+12	+1	+11	+2	+10
541	Grocery stores.....	+1	+11	+1	+10	+2	+10
554	Gasoline service stations.....	+1	+29	+1	+34	+5	+32
56	Apparel and accessory stores.....	+1	+4	+1	+5	+4	+5
58	Eating and drinking places.....	+1	+8	0	+8	-1	+8
591	Drug stores and proprietary stores.....	0	+10	+1	+10	+2	+10

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

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted ¹		
		July 1980 preliminary	June 1980 final	July 1979	July 1980 preliminary	June 1980 final	July 1979
	Retail trade, total.....	25,881	25,215	23,186	26,864	26,443	24,552
53	General merchandise group stores.....	7,549	7,642	7,091	8,276	8,199	7,901
531	Department stores.....	6,618	6,700	6,217	7,249	7,166	6,923
533	Variety stores.....	500	501	462	546	547	513
539	Miscellaneous general merchandise stores.	431	441	412	(NA)	(NA)	(NA)
54	Food stores.....	9,608	9,003	8,360	(NA)	(NA)	(NA)
541	Grocery stores.....	9,497	8,897	8,263	9,440	9,229	8,449
56	Apparel and accessory stores.....	1,074	1,107	999	1,269	1,222	1,199
562,3,8	Women's clothing, specialty stores, furriers.....	472	450	432	536	500	499
566	Shoe stores.....	242	269	229	303	298	287
591	Drug stores and proprietary stores.....	1,285	1,237	1,102	1,343	1,290	1,153

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-80-7.)

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