

Advance Monthly Retail Sales

SEPTEMBER 1980

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The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in September, after adjusting for seasonal variations and trading-day differences, but not for price changes, were estimated at \$80.0 billion. This adjusted figure was about 2 percent above August and 4 percent higher than September a year ago. The adjusted September estimate excluding the automotive group was about 1 percent above August and 7 percent above September last year.

Adjusted sales of durable goods stores were about 2 percent above August while sales of nondurable goods stores increased 1 percent. Compared with sales for September 1979, durable goods stores decreased 6 percent while nondurable goods stores increased 10 percent.

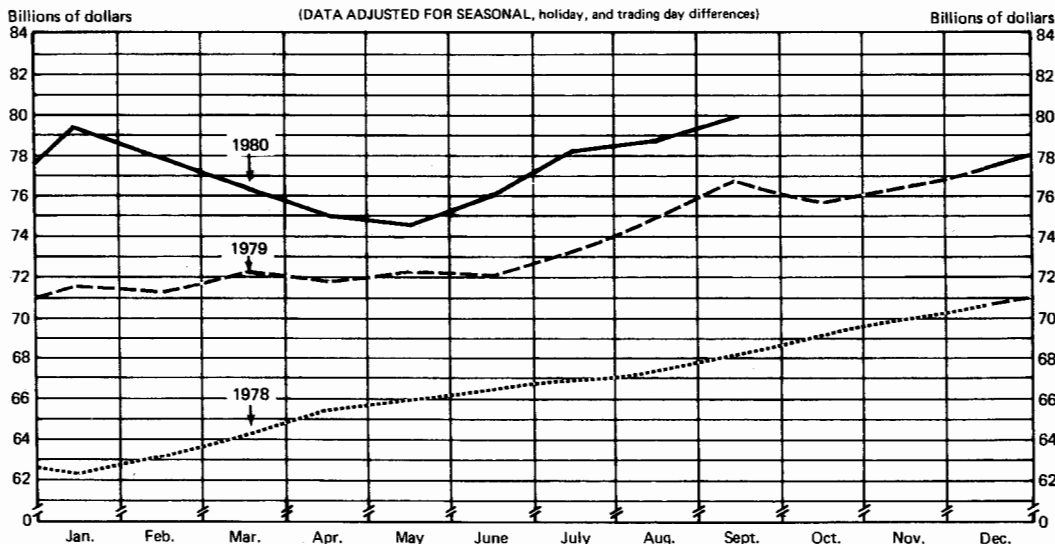
The revised estimate of retail sales for August, based on preliminary results from the full sample of retail stores, was about \$78.8 billion, \$0.7 billion below the August advance estimate published earlier. Seasonally adjusted preliminary sales for August were about 1 percent above July and increased 5 percent over August 1979. Excluding the automotive group, retail sales were about 1 percent above July and were 8 percent above August 1979. For nondurable goods stores, adjusted August sales were about 1 percent above July 1980 and 11 percent above the same month a year ago. For durable goods stores, adjusted sales for August were about 1 percent below July and were 5 percent below August 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 August 1980 and final estimates for July 1980 based on the full sample will be published later this month in the Monthly Retail Trade Report for August (BR-80-8). 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 - SEPTEMBER 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	
		Sept. ² advance	Aug. prelim.	July final	Sept.	Aug.	Sept. ² advance	Aug. prelim.	July final	Sept.	Aug.
	Retail trade, total.....	76,540	80,790	78,937	72,730	78,088	80,021	78,761	78,287	76,666	74,871
	Total (excl. automotive group).....	63,060	66,556	63,778	58,847	62,010	65,273	64,775	64,084	60,940	59,936
	Durable goods stores, total.....	24,219	25,528	26,284	25,095	28,091	25,398	24,862	25,076	27,048	26,137
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,236	4,421	4,408	4,756	5,234	3,901	3,967	3,930	4,523	4,537
521,3	Building materials and supply stores.....	(*)	2,989	3,002	3,274	3,586	(*)	2,604	2,588	3,020	3,003
525	Hardware stores.....	(*)	752	775	781	823	(*)	747	733	787	804
55 ex. 554	Automotive dealers.....	13,480	14,234	15,159	13,883	16,078	14,748	13,986	14,203	15,726	14,935
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	12,573	13,475	12,482	14,572	(*)	12,375	12,582	14,298	13,518
551	Motor vehicle dealers (franchised).....	(*)	10,985	11,779	11,032	12,885	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,661	1,684	1,401	1,506	(*)	1,611	1,621	1,428	1,417
57	Furniture, home furnishings, and equipment stores.....	3,552	3,715	3,625	3,503	3,806	3,639	3,640	3,615	3,644	3,665
571	Furniture and home furnishings stores....	(*)	2,312	2,258	2,197	2,446	(*)	2,240	2,229	2,315	2,316
5722,32	Household appliance, radio, and TV stores	(*)	1,110	1,109	1,041	1,097	(*)	1,099	1,105	1,067	1,078
5722	Household appliance stores.....	(*)	567	631	513	566	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	52,321	55,262	52,653	47,635	49,997	54,623	53,899	53,211	49,618	48,734
53	General merchandise group stores.....	9,114	9,671	8,661	8,753	9,165	9,742	9,805	9,467	9,414	9,275
531	Department stores.....	7,468	7,889	7,023	7,105	7,405	7,903	8,034	7,735	7,599	7,518
533	Variety stores.....	(*)	703	635	611	664	(*)	701	684	685	665
539	Miscellaneous general merchandise stores.	(*)	1,079	1,003	1,037	1,096	(*)	1,070	1,048	1,130	1,098
54	Food stores.....	17,365	18,683	18,189	15,905	16,560	18,270	17,944	17,660	16,364	15,955
541	Grocery stores.....	15,974	17,325	16,868	14,839	15,449	16,779	16,563	16,361	15,235	14,841
554	Gasoline service stations.....	8,021	8,353	8,333	6,380	6,673	8,021	7,843	7,906	6,419	6,236
56	Apparel and accessory stores.....	3,804	4,016	3,343	3,506	3,795	3,963	3,922	3,784	3,654	3,709
561	Men's and boys' clothing and furnishings stores.....	(*)	765	633	647	695	(*)	832	758	754	761
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,450	1,250	1,309	1,361	(*)	1,431	1,397	1,316	1,344
565	Family clothing stores.....	(*)	921	749	764	918	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	696	552	631	649	(*)	654	625	602	608
58	Eating and drinking places.....	6,812	7,398	7,158	6,392	6,916	6,819	6,611	6,603	6,285	6,181
591	Drug stores and proprietary stores.....	2,424	2,488	2,433	2,143	2,287	2,571	2,539	2,519	2,319	2,305
592	Liquor stores.....	(*)	1,441	1,429	1,297	1,368	(*)	1,396	1,369	1,358	1,335
53,56,57, 594,5961 (pt.)	GAF ³ plus mail-order houses (department stores mdse.).....	(*)	20,032	18,155	18,197	19,370	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57, 594	GAF ³	(*)	19,642	17,780	17,800	18,945	(*)	(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-80-8.)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					
		Sept. 1980 advance from--		Aug. 1980 preliminary from--		July 1980 through Sept. 1980	
		Aug. 1980 preliminary	Sept. 1979 final	July 1980 final	Aug. 1979 final	Apr. 1980 through June 1980	July 1979 through Sept. 1979
	Retail trade, total.....	+2	+4	+1	+5	+5	+6
	Total (excl. automotive group).....	+1	+7	+1	+8	+3	+8
	Durable goods stores, total.....	+2	-6	-1	-5	+10	-4
52	Building materials, hardware, garden supply, and mobile home dealers.....	-2	-14	+1	-13	+1	-12
55 ex. 554	Automotive dealers.....	+5	-6	-2	-6	+16	-4
57	Furniture, home furnishings, and equipment stores.....	0	0	+1	-1	+5	0
	Nondurable goods stores, total.....	+1	+10	+1	+11	+3	+11
53	General merchandise group stores.....	-1	+3	+4	+6	+4	+5
531	Department stores.....	-1	+4	+4	+7	+4	+5
54	Food stores.....	+2	+12	+2	+12	+4	+12
541	Grocery stores.....	+1	+10	+1	+12	+3	+11
554	Gasoline service stations.....	+2	+25	-1	+26	+4	+28
56	Apparel and accessory stores.....	+1	+8	+4	+6	+4	+6
58	Eating and drinking places.....	+3	+8	0	+7	+1	+8
591	Drug stores and proprietary stores.....	+1	+11	+1	+10	+3	+10

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

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted ¹		
		Aug. 1980 preliminary	July 1980 final	Aug. 1979	Aug. 1980 preliminary	July 1980 final	Aug. 1979
	Retail trade, total.....	27,659	25,841	25,260	27,425	26,823	24,963
53	General merchandise group stores.....	8,473	7,546	7,958	8,581	8,272	8,057
531	Department stores.....	7,438	6,616	6,981	7,528	7,246	7,052
533	Variety stores.....	555	500	518	558	546	526
539	Miscellaneous general merchandise stores.....	480	430	459	(NA)	(NA)	(NA)
54	Food stores.....	9,902	9,608	8,749	(NA)	(NA)	(NA)
541	Grocery stores.....	9,792	9,497	8,649	9,488	9,440	8,463
56	Apparel and accessory stores.....	1,401	1,068	1,311	1,311	1,263	1,237
562,3,8	Women's clothing, specialty stores, furriers.....	553	467	528	513	531	493
566	Shoe stores.....	345	242	321	319	303	297
591	Drug stores and proprietary stores.....	1,286	1,260	1,138	1,318	1,317	1,167

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-80-8.)

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