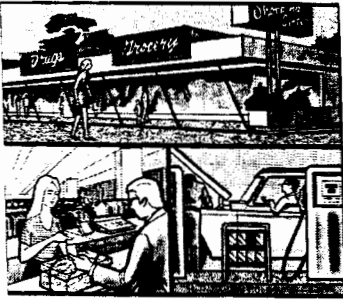


# Advance Monthly Retail Sales



AUGUST 1981

FOR WIRE TRANSMISSION 2:30 P.M. EDT, Friday September 11, 1981

CB-81-159

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 \$87.7 billion. This adjusted figure was about 1 percent above July and 10 percent higher than August a year ago. The adjusted August estimate excluding the automotive group was little changed from July but 9 percent above August of last year.

Adjusted sales of durable goods stores were about 1 percent above July while sales of nondurable goods stores were little changed. Compared with sales for August 1980, durable goods stores sales increased 13 percent while nondurable goods stores increased 8 percent.

The revised estimate of retail sales for July based on preliminary results from a full sample of retail stores was about \$87.1 billion, \$0.9 billion below the July advance estimate published earlier. Seasonally adjusted preliminary sales for July were little changed from June but were 10 percent above July 1980. Excluding the automotive group, retail sales were about 1 percent lower than June but were 10 percent higher than July 1980. For nondurable goods stores, adjusted July sales were little changed from June but 9 percent above the same month a year ago. For durable goods stores, adjusted sales for July were virtually unchanged from June but 10 percent above July 1980.

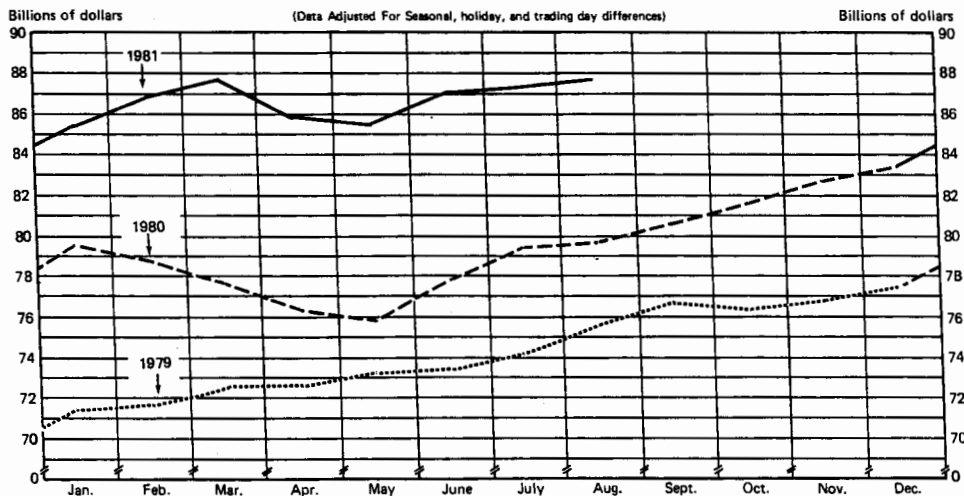
The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. 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.

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.

Preliminary estimates for July 1981 and final estimates for June 1981 based on the full sample will be published later this month in the Monthly Retail Trade Report for July (BR-81-7). 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.

The Advance Monthly Retail Sales Report for September is scheduled to be released October 13, 1981, at 2:30 p.m.

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



Inquiries concerning this report should be addressed to Mr. Faran Stoetzel, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7288



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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	
		August <sup>2</sup> advance	July prelim.	June final	August	July	August <sup>2</sup> advance	July prelim.	June final	August	July
	Retail trade, total.....	88,689	88,536	87,784	81,740	79,860	87,690	87,131	87,384	79,829	79,491
	Total (excl. automotive group).....	71,913	71,741	70,990	67,529	64,684	71,519	71,253	71,781	65,889	65,040
	Durable goods stores, total.....	28,804	28,848	29,130	25,256	26,032	27,832	27,568	27,532	24,593	25,071
52	Building materials, hardware, garden										
	supply, and mobile home dealers.....	4,681	4,754	4,993	4,289	4,247	4,161	4,248	4,381	3,844	3,808
521,3	Building materials and supply stores.....	(*)	3,330	3,463	3,071	3,028	(*)	2,883	3,040	2,670	2,633
525	Hardware stores.....	(*)	780	809	641	671	(*)	731	740	633	634
55 ex. 554	Automotive dealers.....	16,776	16,795	16,794	14,211	15,176	16,171	15,878	15,603	13,940	14,451
551,2,5,	Motor vehicle and miscellaneous auto-										
6,7,9	motive dealers.....	(*)	14,953	15,042	12,600	13,527	(*)	14,120	13,967	12,389	12,871
551	Motor vehicle dealers (franchised).....	(*)	12,904	13,017	10,840	11,654	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,842	1,752	1,611	1,649	(*)	1,758	1,636	1,551	1,580
57	Furniture, home furnishings, and equipment										
	stores.....	3,776	3,774	3,819	3,712	3,636	3,780	3,712	3,873	3,628	3,626
571	Furniture and home furnishings stores....	(*)	2,324	2,351	2,244	2,172	(*)	2,256	2,337	2,168	2,144
5722,32	Household appliance, radio, and TV stores	(*)	1,146	1,154	1,119	1,139	(*)	1,128	1,170	1,099	1,130
5722	Household appliance stores.....	(*)	552	560	552	630	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	59,885	59,688	58,654	56,484	53,828	59,858	59,563	59,352	55,236	54,420
53	General merchandise group stores.....	10,249	9,512	10,011	9,640	8,630	10,603	10,390	10,674	9,722	9,506
531	Department stores.....	8,382	7,754	8,220	7,834	6,974	8,668	8,493	8,754	7,905	7,715
533	Variety stores.....	(*)	705	716	741	679	(*)	756	763	740	731
539	Miscellaneous general merchandise stores.	(*)	1,053	1,075	1,065	977	(*)	1,141	1,157	1,077	1,060
54	Food stores.....	19,872	20,953	19,792	19,115	18,640	19,965	19,859	19,850	18,405	18,088
541	Grocery stores.....	18,484	19,482	18,338	17,812	17,343	18,540	18,397	18,430	17,078	16,805
554	Gasoline service stations.....	9,246	9,247	8,996	8,470	8,504	8,756	8,610	8,633	7,998	7,918
56	Apparel and accessory stores.....	4,078	3,586	3,632	3,913	3,263	4,018	3,999	4,000	3,785	3,675
561	Men's and boys' clothing and furnishings	(*)	572	626	683	563	(*)	670	674	736	674
562,3,8	Women's clothing, specialty stores,	(*)	1,429	1,404	1,468	1,272	(*)	1,569	1,572	1,435	1,404
565	furriers.....	(*)	749	731	836	684	(*)	(NA)	(NA)	(NA)	(NA)
566	Family clothing stores.....	(*)	655	690	724	577	(*)	744	750	677	663
58	Shoe stores.....										
	Eating and drinking places.....	8,502	8,512	8,264	7,920	7,635	7,715	7,788	7,893	7,135	7,096
591	Drug stores and proprietary stores.....	2,748	2,758	2,758	2,563	2,518	2,836	2,826	2,826	2,623	2,604
592	Liquor stores.....	(*)	1,427	1,367	1,420	1,398	(*)	1,356	1,368	1,367	1,346
53,56,57,	GAF <sup>3</sup> plus mail-order houses (department	(*)	19,874	20,494	19,932	18,090	(*)	(NA)	(NA)	(NA)	(NA)
594,5961		stores mdse.).....	(*)	19,874	20,494	19,932	18,090	(*)	(NA)	(NA)	(NA)
(pt.)	GAF.....	(*)	19,417	20,033	19,497	17,672	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57,											
594											

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-81-07.<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					
		August 1981 advance from--		July 1981 preliminary from--		June 1981 through August 1981	
		July 1981 preliminary	August 1980 final	June 1981 final	July 1980 final	Mar. 1981 through May 1981	June 1980 through August 1980
	Retail trade, total.....	+1	+10	0	+10	+1	+11
	Total (excl. automotive group).....	0	+9	-1	+10	+1	+10
	Durable goods stores, total.....	+1	+13	0	+10	+2	+13
52	Building materials, hardware, garden supply, and mobile home dealers.....	-2	+8	-3	+12	-4	+12
55 ex. 554	Automotive dealers.....	+2	+16	+2	+10	+4	+15
57	Furniture, home furnishings, and equipment stores.....	+2	+4	-4	+2	-1	+6
	Nondurable goods stores, total.....	0	8	0	+9	+1	+9
53	General merchandise group stores.....	+2	+9	-3	+9	+1	+11
531	Department stores.....	+2	+10	-3	+10	+2	+12
54	Food stores.....	+1	+8	0	+10	+2	+10
541	Grocery stores.....	+1	+9	0	+9	+2	+9
554	Gasoline service stations.....	+2	+9	0	+9	+1	+9
56	Apparel and accessory stores.....	0	+6	0	+9	+2	+8
58	Eating and drinking places.....	-1	+8	-1	+10	-1	+10
591	Drug stores and proprietary stores.....	0	+8	0	+9	+1	+9

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>		
		July 1981 preliminary	June 1981 final	July 1980	July 1981 preliminary	June 1981 final	July 1980
	Retail trade, total.....	29,219	29,017	25,841	29,812	30,118	26,849
53	General merchandise group stores.....	8,387	8,874	7,546	9,190	9,440	8,330
531	Department stores.....	7,367	7,809	6,616	8,051	8,290	7,294
533	Variety stores.....	530	548	500	577	585	546
539	Miscellaneous general merchandise stores.	490	517	430	(NA)	(NA)	(NA)
54	Food stores.....	11,022	10,323	9,608	(NA)	(NA)	(NA)
541	Grocery stores.....	10,867	10,172	9,497	10,379	10,380	9,366
56	Apparel and accessory stores.....	1,225	1,272	1,068	1,428	1,410	1,255
562,3,8	Women's clothing, specialty stores, furriers.....	528	523	467	580	583	520
566	Shoe stores.....	292	317	242	358	352	301
591	Drug stores and proprietary stores.....	1,353	1,347	1,260	1,411	1,390	1,318

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-81-07.

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