



Advance Monthly Retail Sales

July 1984

FOR WIRE TRANSMISSION 8:30 A.M. EDT, Tuesday, August 14, 1984

CB-84-149

Advance estimates of U.S. retail sales for July, adjusted for seasonal, holiday, and trading-day differences but not for price changes, were \$107.8 billion, down 0.9 percent from the revised June level of \$108.8 billion but 9.1 percent above year-ago sales. This is the first monthly decline since March 1984. Excluding the automotive group, total sales declined 0.6 percent from June but were 6.9 percent above sales of a year ago. The May through July sales were 2.5 percent above the prior three months and 10.2 percent above the same period last year.

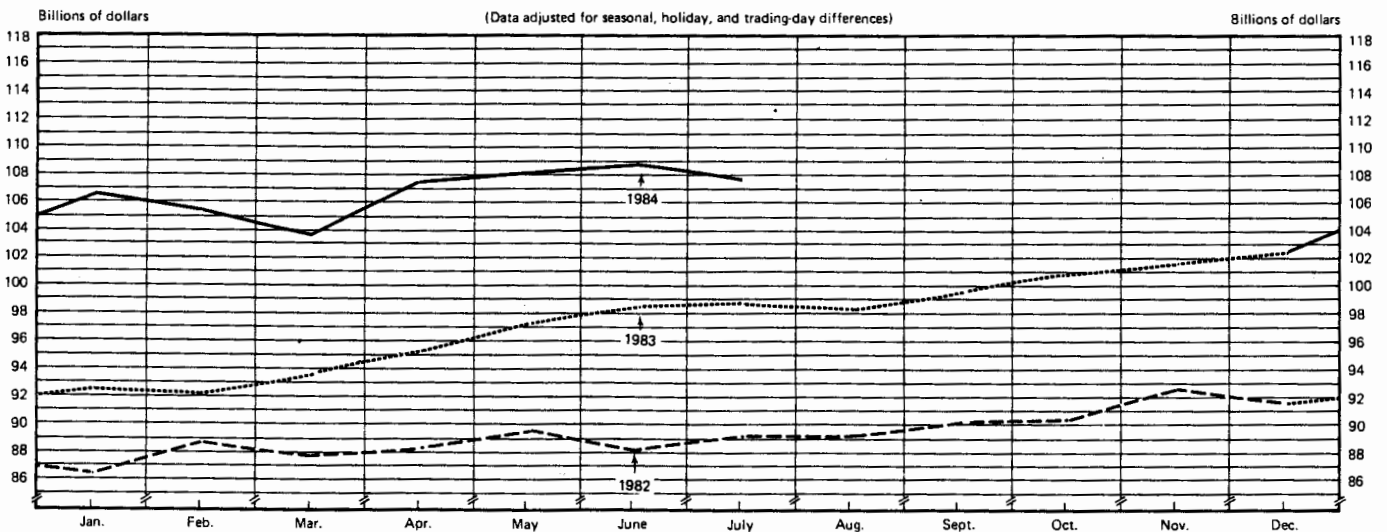
Durable goods declined 1.4 percent from June, with all of the major groups showing decreases, but were 16.0 percent above July 1983. After three monthly increases, automotive group sales were 2.1 percent below June but were 18.4 percent above sales a year ago. Building materials and furniture were down 1.6 percent and 2.1 percent, respectively, from June but both were about 10 percent above last year's levels.

Nondurable goods declined 0.6 percent from the previous month but were 5.7 percent above July 1983. Leading the monthly decrease was the general merchandise group, down 3.9 percent from June but 8.0 percent above previous year sales. This is the largest decrease for general merchandise since July 1967 but was only slightly more than the 3.7 percent decline shown in May 1976. After six monthly gains, apparel group sales declined 3.0 percent in July; however, the 12.3 percent increase above year ago sales is the largest gain in the nondurable goods group. Gasoline service stations sales declined 0.6 percent from June and were 1.1 percent below July 1983. This is the only major group in retail trade showing a decline from year ago sales, which can be partly attributed to declining prices at the pump. Monthly increases were shown in the remainder of the nondurable goods groups with food stores up 0.4 percent, eating and drinking places ahead 0.9 percent, and drug stores up 1.4 percent.

For a description of the sample design and reliability of the data, see back page.

The Advance Monthly Retail Sales report for August is scheduled to be released September 14, 1984, at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES January 1982-July 1984



Inquiries concerning this report should be addressed to Ronald Pienycoski, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-5294/7561.



U.S. Department of Commerce
BUREAU OF THE CENSUS

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 \$39 per year. Add \$9.75 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 \$1.75 each.

Table 1. Estimated Monthly Retail Sales, by Kind of Business

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted					Adjusted ¹				
		1984			1983		1984			1983	
		July ² adv.	June prel.	May final	July	June	July ² adv.	June prel.	May final	July	June
	Retail trade, total.....	106,862	111,405	111,312	99,444	100,605	107,807	108,782	108,237	98,832	98,638
	Total (excl. auto group)..	83,502	86,718	86,614	79,823	79,312	85,436	85,921	85,818	79,931	79,402
	Durable goods, total.....	38,827	40,850	40,765	33,387	35,568	37,814	38,359	37,912	32,597	32,790
52	Building mat., hardware, garden supply, and mobile home dealers..	6,210	6,606	6,704	5,591	5,999	5,661	5,751	5,796	5,117	5,131
521,3	Building mat. and supply stores.	(*)	4,785	4,755	4,097	4,267	(*)	4,201	4,280	3,688	3,656
525	Hardware stores.....	(*)	975	977	868	907	(*)	870	836	825	816
55 ex. 554	Automotive dealers.....	23,360	24,687	24,698	19,621	21,293	22,371	22,861	22,419	18,901	19,236
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	21,386	22,607	22,674	17,673	19,375	20,524	20,913	20,501	17,092	17,455
551	Motor vehicle (franchised)....	(*)	20,227	20,229	15,583	17,008	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores....	(*)	2,080	2,024	1,948	1,918	(*)	1,948	1,918	1,809	1,781
57	Furniture, home furnishings, and equipment stores.....	4,667	4,861	4,663	4,279	4,153	4,782	4,886	4,806	4,340	4,224
571	Furniture and home furnishings..	(*)	2,928	2,897	2,497	2,482	(*)	2,902	2,854	2,548	2,477
5722,32	Household appliance, radio, and TV stores.....	(*)	1,602	1,449	1,493	1,373	(*)	1,617	1,589	1,465	1,420
5722	Household appliance stores....	(*)	742	631	708	631	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total....	68,035	70,555	70,547	66,057	65,037	69,993	70,423	70,325	66,235	65,848
53	General merchandise group stores..	11,251	12,793	12,848	10,665	11,263	12,793	13,308	12,988	11,845	11,871
531	Department stores.....	9,278	10,591	10,554	8,699	9,254	10,543	10,964	10,661	9,666	9,721
533	Variety stores.....	(*)	792	801	730	721	(*)	836	808	784	762
539	Misc. general mdse. stores.....	(*)	1,410	1,493	1,236	1,288	(*)	1,508	1,519	1,395	1,388
54	Food stores.....	23,168	23,657	23,375	23,049	21,868	22,971	22,879	22,839	21,915	21,673
541	Grocery stores.....	21,730	22,242	21,938	21,731	20,565	21,558	21,490	21,445	20,618	20,402
554	Gasoline service stations.....	9,231	9,131	9,121	9,368	9,013	8,643	8,696	9,022	8,739	8,675
56	Apparel and accessory stores.....	4,389	4,861	4,846	4,043	4,178	5,016	5,170	5,032	4,467	4,546
561	Men's and boys' clothing and furnishings stores.....	(*)	723	717	590	660	(*)	742	764	680	685
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,003	2,001	1,595	1,586	(*)	2,156	2,042	1,726	1,747
565	Family clothing stores.....	(*)	1,081	1,050	907	901	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	797	811	678	732	(*)	836	808	769	781
58	Eating and drinking places.....	11,043	10,891	10,677	10,520	10,070	10,379	10,284	10,217	9,723	9,581
591	Drug and proprietary stores.....	3,396	3,451	3,500	3,126	3,164	3,552	3,504	3,490	3,253	3,209
592	Liquor stores.....	(*)	1,684	1,616	1,703	1,608	(*)	1,657	1,631	1,633	1,621
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	339	402	310	326	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF.....	(*)	25,912	25,737	21,818	22,647	(*)	(NA)	(NA)	(NA)	(NA)
594											

*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-84-06).

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³GAF represents stores which specialize in department store types of merchandise.

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

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