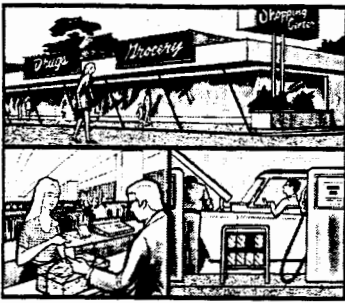


Advance Monthly Retail Sales



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AUGUST 1978

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 \$64.6 billion. This adjusted figure was about 1 percent above July 1978 and 9 percent greater than August a year ago. The adjusted August estimate, excluding the automotive group was virtually unchanged from July but 10 percent above August last year.

Adjusted sales of durable goods stores increased 2 percent above July, while sales of nondurable goods stores were virtually unchanged. Compared with sales for August 1977, both durable goods and nondurable goods stores increased about 9 percent.

The revised estimate of retail sales for July, based on preliminary results from the full sample of retail stores, was about \$64.1 billion, \$0.3 billion below the advance estimate published earlier. Seasonally adjusted sales for July as revised, were about 1 percent below June but were 9 percent above July 1977. Excluding the automotive group, retail sales were virtually unchanged from June but were 10 percent over July 1977. For nondurable goods stores, adjusted July sales were little changed from the previous month but were 9 percent above the same month a year earlier. For durable goods stores, adjusted sales for July were 2 percent below June but were 10 percent higher than July 1977.

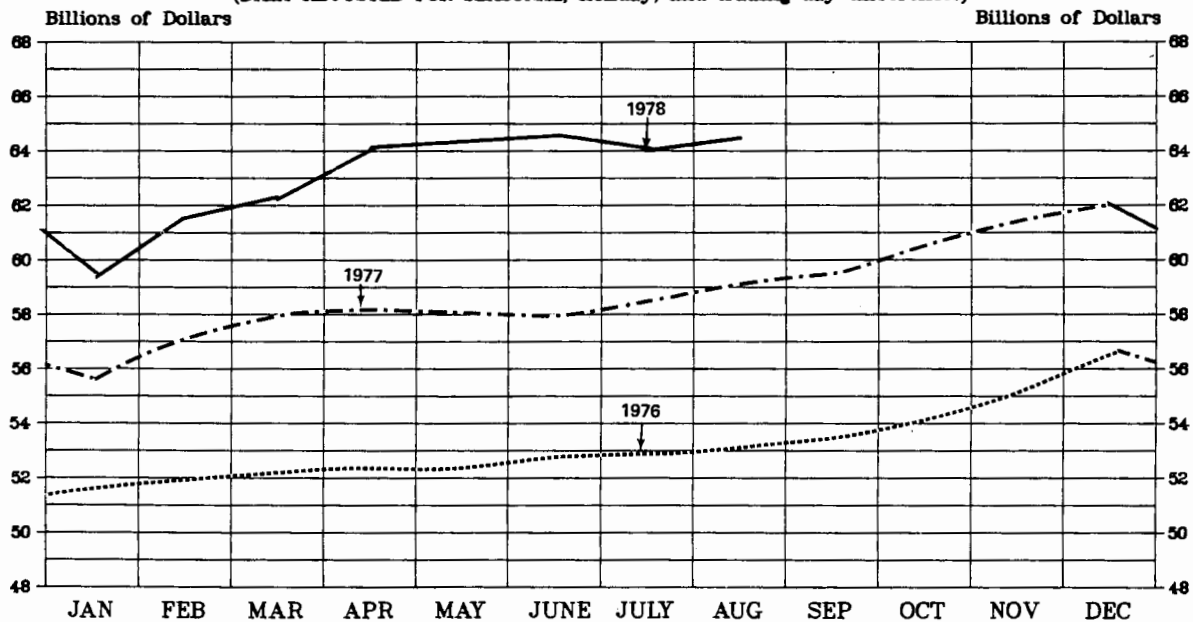
The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. In addition, sampling variability between the sub-sample 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 is seasonally adjusted total retail store 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 differences now, therefore, may vary from the past experience.

Preliminary estimates for July 1978 and final estimates for June 1978 based on the full sample will also be published later this month in the Monthly Retail Trade report for July (BR-78-7). The complete report will provide sales estimates in greater detail and will present a description of the sample design and the techniques used in developing the estimates. In addition, the complete report will include approximate measures of sampling variability.

ESTIMATED MONTHLY RETAIL SALES FOR THE UNITED STATES: JANUARY 1976 - AUGUST 1978

(DATA ADJUSTED FOR SEASONAL, holiday, and trading day differences)



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U.S. Department of Commerce
BUREAU OF THE CENSUS

The Weekly Retail Sales report, 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 \$55 per year. Add \$13.75 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 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				
		1978			1977		1978			1977	
		Aug. ² advance	July prelim.	June final	Aug.	July	Aug. ² advance	July prelim.	June final	Aug.	July
	Retail trade, total.....	66,354	64,871	67,475	60,702	59,835	64,584	64,086	64,460	59,020	58,552
	Total (excl. automotive group)....	52,974	51,273	52,342	47,989	47,315	51,780	51,551	51,333	47,040	46,900
	Durable goods stores, total.....	22,928	22,717	24,656	21,182	20,553	21,846	21,515	21,987	19,984	19,505
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,157	3,975	4,186	3,657	3,493	3,705	3,608	3,619	3,229	3,175
521,3	Building materials and supply stores.....	(*)	2,832	2,927	2,669	2,485	(*)	2,526	2,543	2,287	2,230
525	Hardware stores.....	(*)	582	629	556	585	(*)	551	568	543	552
55 ex. 554	Automotive dealers.....	13,380	13,598	15,133	12,713	12,520	12,804	12,535	13,127	11,980	11,652
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	12,446	13,913	11,641	11,462	(*)	11,482	12,046	10,972	10,666
551	Motor vehicle dealers (franchised).....	(*)	10,905	12,174	10,246	10,023	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,152	1,220	1,072	1,058	(*)	1,053	1,081	1,008	986
57	Furniture, home furnishings, and equipment stores.....	3,111	2,977	3,091	2,946	2,884	3,071	3,027	3,039	2,920	2,891
571	Furniture and home furnishings stores....	(*)	1,859	1,946	1,823	1,751	(*)	1,882	1,873	1,772	1,750
5722,32	Household appliance, radio, and TV stores	(*)	849	888	881	907	(*)	842	886	898	887
5722	Household appliance stores.....	(*)	443	475	465	486	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	43,426	42,154	42,819	39,520	39,282	42,738	42,571	42,473	39,036	39,047
53	General merchandise group stores.....	7,998	7,436	8,049	7,258	6,920	8,100	8,134	8,215	7,363	7,452
531	Department stores.....	6,403	5,939	6,492	5,837	5,492	6,507	6,534	6,618	5,944	5,966
533	Variety stores.....	(*)	632	660	639	655	(*)	704	685	644	707
539	Miscellaneous general merchandise stores.	(*)	865	897	782	(NA)	(*)	896	912	775	(NA)
54	Food stores.....	14,664	14,809	14,732	13,082	13,783	14,395	14,385	14,263	13,005	13,080
541	Grocery stores.....	13,697	13,850	13,737	12,220	12,900	13,468	13,473	13,324	12,171	12,237
554	Gasoline service stations.....	5,235	5,179	5,147	5,047	5,113	4,870	4,809	4,930	4,691	4,728
56	Apparel and accessory stores.....	2,924	2,681	2,804	2,733	2,465	2,963	2,993	2,924	2,782	2,714
561	Men's and boys' clothing and furnishings stores.....	(*)	485	537	495	469	(*)	552	522	548	527
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,063	1,079	1,038	929	(*)	1,184	1,127	1,062	1,017
565	Family clothing stores.....	(*)	555	553	583	534	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	461	505	504	436	(*)	507	536	482	474
58	Eating and drinking places.....	6,629	6,467	6,251	5,864	5,844	6,065	5,955	5,853	5,341	5,346
591	Drug stores and proprietary stores.....	1,986	1,943	2,009	1,833	1,831	2,031	2,003	1,999	1,853	1,874
592	Liquor stores.....	(*)	1,162	1,145	1,067	1,135	(*)	1,112	1,138	1,067	1,087
5961 (pt.)	Mail-order houses (department store merchandise) ³	(*)	506	500	573	470	(*)	612	597	558	571

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-78-7.²Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.³Includes sales made by mail-order catalog desks located within department stores of mail-order firms.

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. 1978 advance from--		July 1978 preliminary from--		June 1978 through Aug. 1978 from--	
		July 1978 preliminary	Aug. 1977 final	June 1978 final	July 1977 final	Mar. 1978 through May 1978	June 1977 through Aug. 1977
	Retail trade, total.....	+1.77	+9	-1	+9	+1	+10
	Total (excl. automotive group).....	0.44	+10	0	+10	+2	+10
	Durable goods stores, total.....	+21.53 -3.53	+9	-2	+10	+1	+11
52	Building materials, hardware, garden supply, and mobile home dealers.....	+32.62	+15	0	+14	+5	+15
55 ex. 554	Automotive dealers.....	+22.70	+7	-5	+8	-1	+9
57	Furniture, home furnishings, and equipment stores.....	+11.43	+5	0	+5	+1	+6
	Nondurable goods stores, total.....	0.29 .51	+9	0	+9	+1	+10
53	General merchandise group stores.....	0.42	+10	-1	+9	+2	+12
531	Department stores.....	0.41	+9	-1	+10	+2	+12
54	Food stores.....	0.67	+11	+1	+10	+1	+10
541	Grocery stores.....	0.59	+11	+1	+10	+2	+10
554	Gasoline service stations.....	+11.25	+4	-2	+2	-1	+3
56	Apparel and accessory stores.....	-11.20	+7	+2	+10	0	+9
58	Eating and drinking places.....	+21.21	+14	+2	+11	+3	+12
591	Drug stores and proprietary stores.....	+11.38	+10	0	+7	+1	+8

Table 3. Estimated Monthly Retail Sales of Group II Companies by Kind of Business for the United States: JULY 1978

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted ¹		
		July 1978 preliminary	June 1978 final	July 1977	July 1978 preliminary	June 1978 final	July 1977
	Retail trade, total.....	21,633	22,380	20,007	22,783	22,243	20,499
53	General merchandise group stores.....	6,603	7,184	6,127	7,315	7,301	6,661
531	Department stores.....	5,651	6,176	5,188	6,251	6,232	5,633
533	Variety stores.....	481	500	487	540	519	525
539	Miscellaneous general merchandise stores.	471	508	452	524	550	503
54	Food stores.....	7,895	7,878	7,433	7,963	7,753	(NA)
541	Grocery stores.....	7,811	7,798	7,339	7,874	7,668	7,070
56	Apparel and accessory stores.....	930	1,007	835	1,111	1,058	978
562,3,8	Women's clothing, specialty stores, furriers.....	406	422	347	474	446	396
566	Shoe stores.....	212	242	192	259	263	225
591	Drug stores and proprietary stores.....	941	970	860	999	975	895

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-78-7). NA Not available.

Official Business

Table 4. Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Areas and Cities

(Sales in millions of dollars)

Area	Not adjusted		Area	Not adjusted	
	July 1978 preliminary	June 1978 final		July 1978 preliminary	June 1978 final
Standard Consolidated Areas¹			Standard Metropolitan Statistical Areas^{1--Con.}		
Chicago, Ill.--Northwestern			Minneapolis-St. Paul, Minn.-Wis., total.....	724	756
Indiana, total.....	2,417	2,574	Nondurable goods stores.....	464	486
Nondurable goods stores.....	1,655	1,728	GAP ²	201	221
GAP ²	592	646	Nassau-Suffolk, N.Y., total.....	842	947
New York, N.Y.--Northeastern N.J., total.....	3,706	4,096	Nondurable goods stores.....	568	626
Nondurable goods stores.....	2,650	2,858	GAP ²	209	240
GAP ²	984	1,148	New York, N.Y.-N.J., total.....	1,898	2,104
Standard Metropolitan Statistical Areas¹			Nondurable goods stores.....	1,402	1,512
Anaheim-Santa Ana-Garden Grove, Calif., total.....	752	772	GAP ²	551	661
Nondurable goods stores.....	496	490	Newark, N.J., total.....	585	623
GAP ²	196	202	Nondurable goods stores.....	410	426
Atlanta, Ga., GAP ²	164	174	GAP ²	119	132
Baltimore, Md., total.....	634	664	Philadelphia, Pa.-N.J., total.....	1,468	1,601
Nondurable goods stores.....	439	459	Nondurable goods stores.....	976	1,046
GAP ²	134	147	GAP ²	354	406
Boston, Mass., total ³	995	1,073	Pittsburgh, Pa., total.....	652	697
Nondurable goods stores.....	723	754	Nondurable goods stores.....	468	497
GAP ²	232	270	GAP ²	173	189
Buffalo, N.Y., total.....	327	341	St. Louis, Mo.-Ill., total.....	604	626
Nondurable goods stores.....	253	260	Nondurable goods stores.....	455	475
Chicago, Ill., total.....	2,240	2,368	GAP ²	159	175
Nondurable goods stores.....	1,550	1,613	San Diego, Calif., total.....	535	544
GAP ²	555	604	Nondurable goods stores.....	335	329
Cincinnati, Ohio-Ky.-Ind., total.....	544	571	GAP ²	150	150
Nondurable goods stores.....	368	371	San Francisco-Oakland, Calif., total.....	1,034	1,050
Cleveland, Ohio, total.....	667	692	Nondurable goods stores.....	684	697
Nondurable goods stores.....	433	448	GAP ²	289	297
GAP ²	149	163	Seattle-Everett, Wash., total.....	584	584
Detroit, Mich., total.....	1,506	1,690	Nondurable goods stores.....	389	380
Nondurable goods stores.....	919	980	Washington, D.C.-Md.-Va., total.....	1,039	1,063
GAP ²	364	409	Nondurable goods stores.....	672	679
Houston, Tex., total.....	1,030	1,079	GAP ²	251	272
Nondurable goods stores.....	625	630	Cities		
GAP ²	249	263	Chicago, Ill., total.....	748	779
Kansas City, Mo.-Kans., total.....	566	609	Nondurable goods stores.....	544	558
Nondurable goods stores.....	361	374	GAP ²	180	195
GAP ²	123	129	Detroit, Mich., total.....	205	232
Los Angeles-Long Beach, Calif., total.....	2,184	2,259	Nondurable goods stores.....	122	129
Nondurable goods stores.....	1,516	1,532	GAP ²	41	47
GAP ²	584	612	Los Angeles, Calif., total.....	669	696
Miami, Fla., total.....	495	534	Nondurable goods stores.....	530	539
Nondurable goods stores.....	312	314	GAP ²	189	194
GAP ²	129	137	New York, N.Y., total.....	1,189	1,323
Milwaukee, Wis., total.....	459	495	Nondurable goods stores.....	884	960
Nondurable goods stores.....	281	297	GAP ²	395	479
GAP ²	119	125	Philadelphia, Pa., total.....	325	340
			Nondurable goods stores.....	263	273
			GAP ²	70	83

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-78-7. ²Includes the following: General merchandise group stores (SIC 53); apparel and accessory stores (SIC 56); furniture, home furnishings and equipment stores (SIC 57); and miscellaneous shopping goods stores (SIC 594). GAP represents stores which specialize in department store types of merchandise. ³Statistics for the Boston SMSA include retail establishments in all Essex, Middlesex, Norfolk, and Suffolk Counties.