

# Advance Monthly Retail Sales

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CB-79-150

## JULY 1979

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in July, after adjusting for seasonal variations and trading day differences, but not for price changes were estimated at \$71.7 billion. This adjusted figure was little changed from June but 8 percent higher than July a year ago. The adjusted July estimate, excluding the automotive group was also little changed from June but was 11 percent above July last year.

Adjusted sales of durable goods stores were 1 percent above June while sales of nondurable goods stores were virtually unchanged. Compared with sales for July 1978, durable goods stores increased 6 percent, and nondurable goods stores increased 10 percent.

The revised estimate of retail sales for June, based on preliminary results from the full sample of retail stores, was about \$71.5 billion, \$0.9 billion above the June Advance estimate published earlier. Seasonally adjusted preliminary sales for June were about 1 percent below May 1979 estimates but were 8 percent above the June 1978 sales. Excluding the automotive group, retail sales were about 1 percent above May and 11 percent over June 1978. For nondurable goods stores, adjusted June sales were little changed from the previous month but were 10 percent above the same month a year earlier. For durable goods stores, adjusted sales for June were 2 percent below May but were 5 percent higher than June 1978.

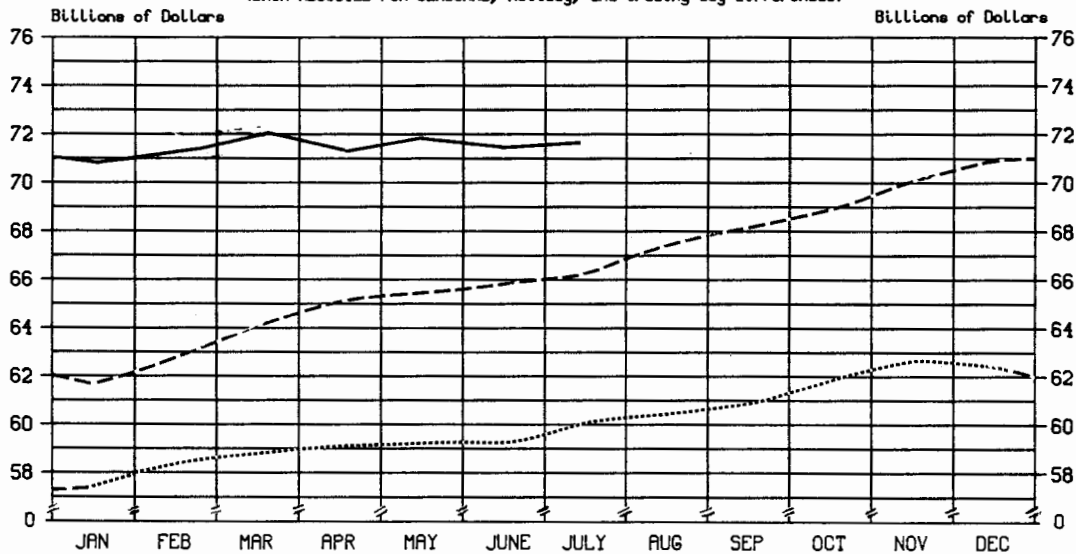
The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores.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

Preliminary estimates for June 1979 and final estimates for May 1979 based on the full sample will also be published later this month in the Monthly Retail Trade report for June (BR-79-6). 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.

### ESTIMATED MONTHLY RETAIL SALES FOR THE UNITED STATES JANUARY 1977 - JULY 1979

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



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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>				
		1979			1978		1979			1978	
		July <sup>2</sup> advance	June prelim.	May final	July	June	July <sup>2</sup> advance	June prelim.	May final	July	June
	Retail trade, total.....	71,509	74,468	74,781	66,557	69,056	71,735	71,479	71,914	66,224	65,964
	Total (excl. automotive group).....	57,326	59,472	58,766	52,263	53,338	58,405	58,164	57,807	52,734	52,326
	Durable goods stores, total.....	25,290	26,483	27,236	23,932	25,685	24,365	24,189	24,731	23,049	22,947
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,612	4,781	4,707	4,074	4,260	4,174	4,148	4,087	3,707	3,651
521,3	Building materials and supply stores.....	(*)	3,166	2,947	2,841	2,897	(*)	2,785	2,699	2,546	2,502
525	Hardware stores.....	(*)	768	809	585	631	(*)	674	711	558	552
55 ex. 554	Automotive dealers.....	14,183	14,996	16,015	14,294	15,718	13,330	13,315	14,107	13,490	13,638
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	13,572	14,625	13,090	14,464	(*)	12,000	12,784	12,337	12,501
551	Motor vehicle dealers (franchised).....	(*)	11,409	12,468	11,351	12,520	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,424	1,390	1,204	1,254	(*)	1,315	1,323	1,153	1,137
57	Furniture, home furnishings, and equipment stores.....	3,471	3,547	3,374	3,021	3,107	3,538	3,532	3,391	3,091	3,071
571	Furniture and home furnishings stores....	(*)	2,210	2,144	1,853	1,943	(*)	2,167	2,110	1,883	1,872
5722,32	Household appliance, radio, and TV stores	(*)	1,075	978	883	892	(*)	1,072	1,005	893	895
5722	Household appliance stores.....	(*)	532	515	448	458	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	46,219	47,985	47,545	42,625	43,371	47,370	47,290	47,183	43,175	43,017
53	General merchandise group stores.....	7,808	8,501	8,685	7,497	8,106	8,673	8,653	8,902	8,287	8,294
531	Department stores.....	6,235	6,806	6,946	5,965	6,522	6,982	6,917	7,131	6,650	6,662
533	Variety stores.....	(*)	675	674	605	627	(*)	699	702	660	656
539	Miscellaneous general merchandise stores.	(*)	1,020	1,065	927	957	(*)	1,037	1,069	977	976
54	Food stores.....	16,398	17,028	16,330	15,006	14,936	16,404	16,251	15,948	14,609	14,420
541	Grocery stores.....	15,137	15,715	15,022	13,941	13,848	15,167	14,995	14,699	13,574	13,393
554	Gasoline service stations.....	6,105	6,179	6,070	5,283	5,256	5,658	5,930	5,905	4,887	5,030
56	Apparel and accessory stores.....	3,028	3,191	3,204	2,754	2,892	3,480	3,358	3,373	3,126	3,074
561	Men's and boys' clothing and furnishings stores.....	(*)	615	586	508	563	(*)	628	627	588	573
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,199	1,250	1,950	1,104	(*)	1,274	1,305	1,237	1,182
565	Family clothing stores.....	(*)	592	587	544	550	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	575	579	467	518	(*)	605	605	532	552
58	Eating and drinking places.....	6,578	6,636	6,472	6,395	6,220	6,136	6,122	6,071	5,867	5,770
591	Drug stores and proprietary stores.....	2,255	2,286	2,308	2,016	2,069	2,351	2,300	2,315	2,102	2,075
592	Liquor stores.....	(*)	1,266	1,197	1,181	1,138	(*)	1,216	1,213	1,122	1,109
5961 (pt.)	Mail-order houses (department store merchandise) <sup>3</sup> .....	(*)	348	386	499	497	(*)	441	424	598	597

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-79-6.)<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>Includes sales made by mail-order catalog desks located within department stores of some 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					
		July 1979 advance from--		June 1979 preliminary from--		May 1979 through July 1979 from--	
		June 1979 preliminary	July 1978 final	May 1979 final	June 1978 final	Feb. 1979 through Apr. 1979	May 1978 through July 1978
	Retail trade, total.....	0	+8	-1	+8	0	+9
	Total (excl. automotive group).....	0	+11	+1	+11	+2	+11
	Durable goods stores, total.....	+1	+6	-2	+5	-2	+7
52	Building materials, hardware, garden supply, and mobile home dealers.....	+1	+13	+1	+14	+6	+13
55 ex. 554	Automotive dealers.....	0	+5	-6	-2	-8	0
57	Furniture, home furnishings, and equipment stores.....	0	+14	+4	+15	+4	+13
	Nondurable goods stores, total.....	0	+10	0	+10	+2	+10
53	General merchandise group stores.....	0	+5	-3	+4	+2	+6
531	Department stores.....	+1	+5	-3	+4	+2	+6
54	Food stores.....	+1	+12	+2	+13	+3	+12
541	Grocery stores.....	+1	+12	+2	+12	+4	+11
554	Gasoline service stations.....	-5	+16	0	-18	+4	+17
56	Apparel and accessory stores.....	+4	+11	0	+9	+3	+10
58	Eating and drinking places.....	0	+5	+1	+6	-5	+6
591	Drug stores and proprietary stores.....	+2	+12	-1	+11	+3	+12

Table 3. Estimated Monthly Retail Sales of Group II Companies by Kind of Business for the United States: JUNE 1979

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted <sup>1</sup>		
		June 1979 preliminary	May 1979 final	June 1978	June 1979 preliminary	May 1979 final	June 1978
	Retail trade, total.....	24,311	24,173	22,380	24,193	24,306	22,386
53	General merchandise group stores.....	7,527	7,665	7,184	7,654	7,913	7,344
531	Department stores.....	6,447	6,569	6,176	6,545	6,786	6,302
533	Variety stores.....	552	551	500	577	576	527
539	Miscellaneous general merchandise stores.	528	545	508	(S)	(S)	(S)
54	Food stores.....	8,909	8,530	7,878	(NA)	(NA)	(NA)
541	Grocery stores.....	8,813	8,437	7,798	8,507	8,395	7,638
56	Apparel and accessory stores.....	1,083	1,084	1,007	1,136	1,135	1,062
562,3,8	Women's clothing, specialty stores, furriers.....	464	470	422	498	488	450
566	Shoe stores.....	261	262	242	278	280	259
591	Drug stores and proprietary stores.....	1,104	1,124	970	1,105	1,141	974

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-79-6.)

NA Not available.

(S) Suppressed - Estimates do not meet Bureau of the Census standard for publication.