

Advance Monthly Retail Sales

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CB-79-167

AUGUST 1979

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 \$72.8 billion. This adjusted figure was about 1 percent above July and 8 percent higher than August a year ago. The adjusted August estimate, excluding the automotive group was 1 percent above July and 11 percent above August last year.

Adjusted sales of both durable goods and nondurable goods stores were 1 percent above July. Compared with sales for August 1978, durable goods stores increased 4 percent, and nondurable goods stores increased 10 percent.

The revised estimate of retail sales for July, based on preliminary results from the full sample of retail stores, was about \$72.3 billion, \$0.5 billion above the July Advance estimate published earlier. Seasonally adjusted preliminary sales for July were about 1 percent above June 1979 estimates and 9 percent above the July 1978 sales. Excluding the automotive group, retail sales were about 1 percent above June and 12 percent over July 1978. For nondurable goods stores, adjusted July sales increased about 1 percent from the previous month and 11 percent above the same month a year earlier. For durable goods stores, adjusted sales for July were little changed from June but were 6 percent higher than July 1978.

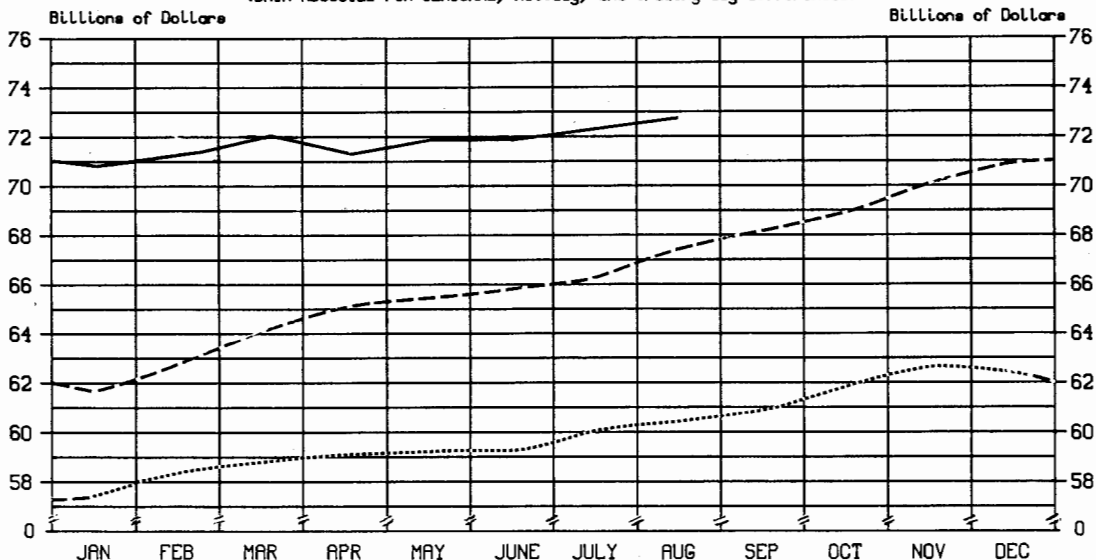
The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. 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 July 1979 and final estimates for June 1979 based on the full sample will also be published later this month in the Monthly Retail Trade report for July (BR-79-7). 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.

ESTIMATED MONTHLY RETAIL SALES FOR THE UNITED STATES JANUARY 1977 - AUGUST 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 ¹				
		1979			1978		1979			1978	
		Aug. ² advance	July prelim.	June final	Aug.	July	Aug. ² advance	July prelim.	June final	Aug.	July
	Retail trade, total.....	75,703	71,975	74,813	69,102	66,557	72,786	72,283	71,803	67,303	66,224
	Total (excl. automotive group)....	61,456	57,808	59,764	54,460	52,263	59,421	58,962	58,440	53,408	52,734
	Durable goods stores, total.....	26,157	25,283	26,622	24,898	23,932	24,624	24,389	24,316	23,617	23,049
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,733	4,599	4,817	4,308	4,074	4,174	4,184	4,175	3,809	3,707
521,3	Building materials and supply stores.....	(*)	3,139	3,148	3,079	2,841	(*)	2,800	2,769	2,625	2,546
525	Hardware stores.....	(*)	724	798	582	585	(*)	691	700	580	558
55 ex. 554	Automotive dealers.....	14,247	14,167	15,049	14,642	14,294	13,365	13,321	13,363	13,895	13,490
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	12,794	13,600	13,385	13,090	(*)	12,002	12,025	12,699	12,337
551	Motor vehicle dealers (franchised)....	(*)	10,985	11,486	11,608	11,351	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,373	1,449	1,257	1,204	(*)	1,319	1,338	1,196	1,153
57	Furniture, home furnishings, and equipment stores.....	3,865	3,562	3,559	3,224	3,021	3,789	3,637	3,545	3,170	3,091
571	Furniture and home furnishings stores....	(*)	2,223	2,203	1,999	1,853	(*)	2,250	2,160	1,922	1,883
5722,32	Household appliance, radio, and TV stores	(*)	1,070	1,085	930	883	(*)	1,091	1,082	935	893
5722	Household appliance stores.....	(*)	528	524	469	448	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	49,546	46,692	48,191	44,204	42,625	48,162	47,894	47,487	43,686	43,175
53	General merchandise group stores.....	8,698	7,976	8,503	8,165	7,497	8,815	8,846	8,655	8,361	8,287
531	Department stores.....	7,033	6,396	6,810	6,520	5,965	7,147	7,162	6,921	6,701	6,650
533	Variety stores.....	(*)	623	669	649	605	(*)	680	693	660	660
539	Miscellaneous general merchandise stores.	(*)	957	1,024	996	927	(*)	1,004	1,041	1,000	977
54	Food stores.....	16,998	16,234	17,051	14,858	15,006	16,218	16,240	16,274	14,629	14,609
541	Grocery stores.....	15,738	14,970	15,745	13,781	13,941	14,989	15,000	15,024	13,577	13,574
554	Gasoline service stations.....	6,553	6,362	6,294	5,387	5,283	6,176	5,896	6,040	5,082	4,887
56	Apparel and accessory stores.....	3,509	3,030	3,174	3,194	2,754	3,481	3,497	3,341	3,221	3,126
561	Men's and boys' clothing and furnishings stores.....	(*)	557	615	554	508	(*)	655	628	614	588
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,166	1,202	1,249	1,950	(*)	1,333	1,277	1,272	1,237
565	Family clothing stores.....	(*)	586	590	639	544	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	527	568	571	467	(*)	608	598	543	532
58	Eating and drinking places.....	6,984	6,690	6,655	6,527	6,395	6,264	6,241	6,139	5,923	5,867
591	Drug stores and proprietary stores.....	2,361	2,260	2,282	2,109	2,016	2,368	2,357	2,296	2,135	2,102
592	Liquor stores.....	(*)	1,329	1,320	1,161	1,181	(*)	1,289	1,268	1,151	1,122
5961 (pt.)	Mail-order houses (department store merchandise) ³	(*)	369	347	588	499	(*)	421	439	584	598

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-79-7.)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 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					
		Aug. 1979 advance from--		July 1979 preliminary from--		June 1979 through Aug. 1979 from --	
		July 1979 preliminary	Aug. 1978 final	June 1979 final	July 1978 final	Mar. 1979 through May 1979	June 1978 through Aug. 1978
	Retail trade, total.....	+1	+8	+1	+9	+1	+9
	Total (excl. automotive group).....	+1	+11	+1	+12	+3	+12
	Durable goods stores, total.....	+1	+4	0	+6	-2	+5
52	Building materials, hardware, garden supply, and mobile home dealers.....	0	+10	0	+13	+4	+12
55 ex. 554	Automotive dealers.....	0	-4	0	-1	-8	-2
57	Furniture, home furnishings, and equipment stores.....	+4	+20	+3	+18	+9	+18
	Nondurable goods stores, total.....	+1	+10	+1	+11	+2	+10
53	General merchandise group stores.....	0	+5	+2	+7	+1	+6
531	Department stores.....	0	+7	+3	+8	+1	+6
54	Food stores.....	0	+11	0	+11	+3	+12
541	Grocery stores.....	0	+10	0	+11	+3	+11
554	Gasoline service stations.....	+5	+22	-2	+21	+5	+21
56	Apparel and accessory stores.....	0	+8	+5	+12	+2	+10
58	Eating and drinking places.....	0	+6	+2	+6	-2	+6
591	Drug stores and proprietary stores.....	0	+11	+3	+12	+3	+11

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

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted ¹		
		July 1979 preliminary	June 1979 final	July 1978	July 1979 preliminary	June 1979 final	July 1978
	Retail trade, total.....	23,234	24,331	21,611	24,445	24,211	22,629
53	General merchandise group stores.....	7,070	7,530	6,604	7,812	7,657	7,327
531	Department stores.....	6,063	6,450	5,649	6,722	6,548	6,291
533	Variety stores.....	509	551	481	564	576	534
539	Miscellaneous general merchandise stores.....	498	529	474	(S)	(S)	(S)
54	Food stores.....	8,412	8,924	7,873	(NA)	(NA)	(NA)
541	Grocery stores.....	8,315	8,828	7,790	8,493	8,521	7,759
56	Apparel and accessory stores.....	990	1,082	931	1,190	1,135	1,103
562,3,8	Women's clothing, specialty stores, furriers.....	436	463	406	506	497	466
566	Shoe stores.....	233	261	212	293	278	266
591	Drug stores and proprietary stores.....	1,103	1,103	936	1,155	1,104	990

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-79-7.)

NA Not available.

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