

Advance Monthly Retail Sales

JUNE 1981

FOR WIRE TRANSMISSION 2:30 P.M. EDT, Monday, July 13, 1981

CB-81-115

The Bureau of the Census, U.S. Department of Commerce, announced today that total sales of retail stores in June, after adjusting for seasonal variations and trading-day differences, but not for price changes, were estimated at \$96.4 billion. This adjusted figure was about 1 percent above May and 11 percent higher than June a year ago. The adjusted June estimate excluding the automotive group was also 1 percent above May but 10 percent above June of last year.

Adjusted sales of both durable and nondurable goods stores were about 1 percent above May. Compared with sales for June 1980, durable goods stores increased 14 percent while nondurable goods stores increased 10 percent.

The revised estimate of retail sales for May based on preliminary results from a full sample of retail stores was about \$95.3 billion, \$0.6 billion below the May advance estimate published earlier. Seasonally adjusted preliminary sales for May decreased about 1 percent from April but were 12 percent above May 1980. Excluding the automotive group, retail sales were 1 percent below April but were 11 percent higher than May 1980. For nondurable goods stores, adjusted May sales were 1 percent below April but were 10 percent above the same month a year ago. For durable goods stores, adjusted sales for May were 1 percent higher than April and 18 percent above May 1980.

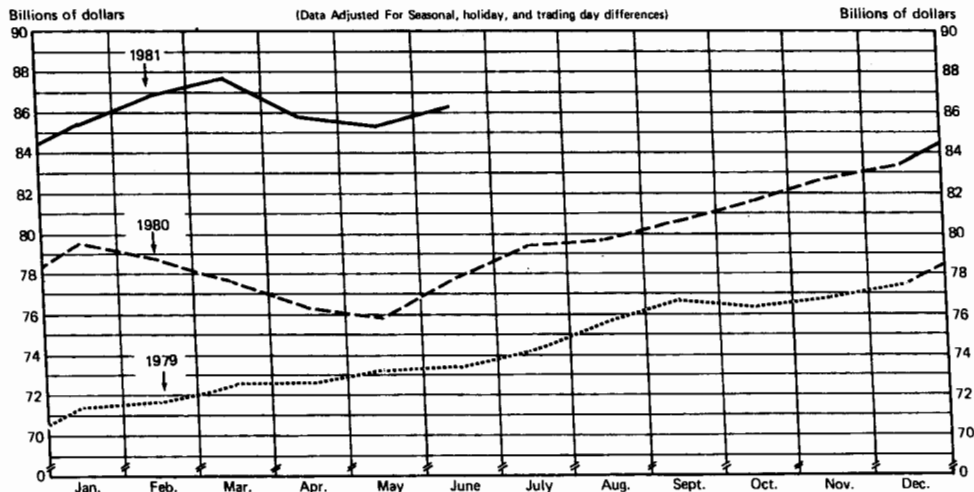
The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. 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 May 1981 and final estimates for April 1981 based on the full sample will be published later this month in the Monthly Retail Trade Report for May (BR-81-5). 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 July is scheduled to be released August 12, 1981, at 2:30 p.m.

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



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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				
		1981			1980		1981			1980	
		June ² advance	May prelim.	April final	June	May	June ² advance	May prelim.	April final	June	May
	Retail trade, total.....	86,788	87,196	85,770	77,366	79,202	86,372	85,313	85,855	77,843	75,975
	Total (excl. automotive group).....	70,687	71,432	69,491	63,268	65,715	71,413	70,552	71,283	64,669	63,833
	Durable goods stores, total.....	28,470	27,682	27,688	24,747	24,247	26,913	26,557	26,356	23,589	22,544
52	Building materials, hardware, garden supply, and mobile home dealers.....	5,048	4,795	4,524	4,259	4,287	4,413	4,397	4,427	3,792	3,828
521,3	Building materials and supply stores.....	(*)	3,213	3,038	2,942	2,865	(*)	3,119	3,087	2,634	2,698
525	Hardware stores.....	(*)	821	771	666	720	(*)	729	732	622	626
55 ex. 554	Automotive dealers.....	16,101	15,764	16,279	14,098	13,487	14,959	14,761	14,572	13,174	12,142
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	14,116	14,563	12,542	11,924	(*)	13,131	12,945	11,689	10,646
551	Motor vehicle dealers (franchised).....	(*)	12,175	12,505	10,659	10,108	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,648	1,716	1,556	1,563	(*)	1,630	1,627	1,485	1,496
57	Furniture, home furnishings, and equipment stores.....	3,777	3,653	3,608	3,389	3,444	3,846	3,788	3,822	3,484	3,524
571	Furniture and home furnishings stores....	(*)	2,273	2,229	2,053	2,123	(*)	2,296	2,286	2,059	2,115
5722,32	Household appliance, radio, and TV stores	(*)	1,045	1,047	1,044	1,006	(*)	1,105	1,166	1,084	1,055
5722	Household appliance stores.....	(*)	484	483	547	540	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	58,318	59,514	58,082	52,619	54,955	59,459	58,756	59,499	54,254	53,431
53	General merchandise group stores.....	9,830	10,251	9,961	8,713	9,476	10,479	10,361	10,563	9,417	9,410
531	Department stores.....	8,075	8,367	8,093	7,066	7,682	8,600	8,460	8,610	7,622	7,629
533	Variety stores.....	(*)	748	787	679	737	(*)	759	792	736	736
539	Miscellaneous general merchandise stores.	(*)	1,136	1,081	968	1,057	(*)	1,142	1,161	1,059	1,044
54	Food stores.....	19,716	20,306	19,383	17,638	18,756	19,771	19,430	19,672	17,953	17,591
541	Grocery stores.....	18,167	18,777	17,839	16,356	17,478	18,258	17,934	18,185	16,690	16,365
554	Gasoline service stations.....	8,893	8,708	8,492	8,254	8,008	8,535	8,487	8,595	7,983	7,737
56	Apparel and accessory stores.....	3,564	3,726	3,972	3,295	3,523	3,947	3,913	3,931	3,687	3,633
561	Men's and boys' clothing and furnishings stores.....	(*)	613	621	633	615	(*)	663	646	679	654
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,472	1,532	1,223	1,358	(*)	1,537	1,547	1,399	1,387
565	Family clothing stores.....	(*)	741	785	666	714	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	732	831	604	656	(*)	743	734	667	664
58	Eating and drinking places.....	8,375	8,350	7,897	7,475	7,488	7,999	7,907	7,842	7,085	7,044
591	Drug stores and proprietary stores.....	2,816	2,836	2,769	2,499	2,598	2,885	2,856	2,831	2,587	2,580
592	Liquor stores.....	(*)	1,353	1,285	1,348	1,394	(*)	1,368	1,401	1,371	1,379
53,56,57, 594,5961 (pt.)	GAF ³ plus mail-order houses (department stores mdse.).....	(*)	20,622	20,428	17,970	19,050	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57, 594	GAF ³	(*)	20,176	19,939	17,572	18,650	(*)	(NA)	(NA)	(NA)	(NA)

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-81-05.²Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.³GAF 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					
		June 1981 advance from--		May 1981 preliminary from--		April 1981 through June 1981	
		May 1981 preliminary	June 1980 final	April 1981 final	May 1980 final	Jan. 1981 through Mar. 1981	April 1980 through June 1980
	Retail trade, total.....	+1	+11	-1	+12	-1	+12
	Total (excl. automotive group).....	+1	+10	-1	+11	0	+11
	Durable goods stores, total.....	+1	+14	+1	+18	-5	+15
52	Building materials, hardware, garden supply, and mobile home dealers.....	0	+16	-1	+15	-3	+15
55 ex. 554	Automotive dealers.....	+1	+14	+1	+22	-7	+17
57	Furniture, home furnishings, and equipment stores.....	+2	+10	-1	+7	-3	+9
	Nondurable goods stores, total.....	+1	+10	-1	+10	+1	+10
53	General merchandise group stores.....	+1	+11	-2	+10	+3	+12
531	Department stores.....	+2	+13	-2	+11	+3	+13
54	Food stores.....	+2	+10	-1	+10	+2	+11
541	Grocery stores.....	+2	+9	-1	+10	+2	+10
554	Gasoline service stations.....	+1	+7	-1	+10	0	+9
56	Apparel and accessory stores.....	+1	+7	0	+8	-1	+8
58	Eating and drinking places.....	+1	+13	+1	+12	0	+12
591	Drug stores and proprietary stores.....	+1	+12	+1	+11	+3	+11

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 ¹		
		May 1981 preliminary	April 1981 final	May 1980	May 1981 preliminary	April 1981 final	May 1980
	Retail trade, total.....	29,619	28,755	26,939	29,398	29,618	26,226
53	General merchandise group stores.....	9,048	8,776	8,302	9,148	9,336	8,252
531	Department stores.....	7,936	7,677	7,280	8,008	8,150	7,229
533	Variety stores.....	563	593	542	575	614	545
539	Miscellaneous general merchandise stores.	549	506	480	(NA)	(NA)	(NA)
54	Food stores.....	10,634	10,128	9,761	(NA)	(NA)	(NA)
541	Grocery stores.....	10,483	9,960	9,653	10,090	10,132	9,055
56	Apparel and accessory stores.....	1,330	1,459	1,200	1,394	1,407	1,233
562,3,8	Women's clothing, specialty stores, furriers.....	550	594	503	564	593	505
566	Shoe stores.....	347	407	297	361	345	307
591	Drug stores and proprietary stores.....	1,419	1,392	1,286	1,430	1,444	1,282

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-81-05.

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