



Advance Monthly Retail Sales

CONTIN

JULY 1983

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Advance U.S. retail sales for July, adjusted for seasonal variations, holiday, and trading-day differences but not for price changes, were \$98,656 million, virtually unchanged from the revised June level of \$98,685 million. (The revised June estimate represented an increase of 0.3 percent from May.) While total retail sales showed little movement for the past 2 months, the level of sales for July was 10.3 percent higher than a year ago. Excluding the automotive group, total sales were 0.2 percent above June and 6.2 percent above July 1982 sales.

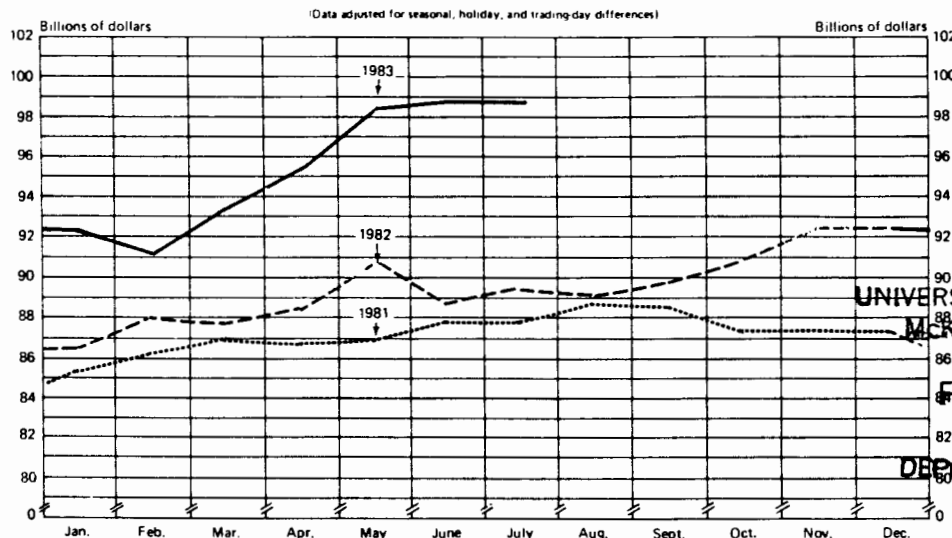
Sales of durable goods were down 0.8 percent from June due primarily to the decrease in automotive group sales from the peak reached in June. Although automotive sales were 1.0 percent below June, the July level was the second highest on record and was 30.8 percent above July a year ago. Building materials sales were down slightly, 0.1 percent, month-to-month while furniture group sales increased 1.5 percent.

Nondurable goods sales increased 0.3 percent over June, with mixed results in the kind-of-business categories. Following 2 months of strong increases, general merchandise group sales fell 1.8 percent from the previous month but were 6.6 percent above July sales a year ago. Sales of gasoline service stations also showed a month-to-month decline (-0.2 percent) and resumed the negative year-to-year trend experienced in 15 of the last 17 months. Food store sales increased 1.0 percent from the previous month and were 3.9 percent above July 1982. Eating and drinking group sales rose 1.8 percent from June and were 10.7 percent above year-ago sales. This is a continuation of the monthly increases in 1983 after a modest decline (-0.6 percent) in June.

For a description of the sample design and reliability of the data, see page 4.

The Advance Monthly Retail Sales Report for August is scheduled to be released September 13, 1983, at 2:30 p.m.

ESTIMATED MONTHLY RETAIL SALES January 1981—July 1983



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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 \$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 for the United States

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted				Adjusted ¹					
		1983			1982		1983			1982	
		July ² adv.	June prel.	May final	July	June	July ² adv.	June prel.	May final	July	June
	Retail trade, total.....	98,657	100,099	97,840	91,213	88,965	98,656	98,685	98,431	89,469	88,603
	Total (excl. automotive group)....	79,226	79,025	78,255	75,754	73,276	79,493	79,328	79,335	74,819	73,965
	Durable goods stores, total.....	32,394	34,658	32,656	27,204	27,615	32,088	32,335	32,124	26,124	26,136
52	Building materials, hardware, garden supply, and mobile home dealers.....	5,295	5,668	5,416	4,561	4,704	4,935	4,938	4,882	4,134	4,139
521,3	Building materials and supply stores.....	(*)	4,038	3,701	3,274	3,283	(*)	3,517	3,482	2,905	2,903
525	Hardware stores.....	(*)	817	820	731	768	(*)	744	741	684	696
55 ex. 554	Automotive dealers.....	19,431	21,074	19,585	15,459	15,689	19,163	19,357	19,096	14,650	14,638
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	17,456	19,057	17,652	13,521	13,771	17,300	17,467	17,188	12,865	12,834
551	Motor vehicle dealers (franchised)....	(*)	16,638	15,306	11,867	11,935	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,017	1,933	1,938	1,918	(*)	1,890	1,908	1,785	1,804
57	Furniture, home furnishings, and equipment stores.....	4,169	4,120	3,976	3,926	3,847	4,220	4,159	4,240	3,889	3,865
571	Furniture and home furnishings stores....	(*)	2,432	2,400	2,229	2,247	(*)	2,417	2,449	2,216	2,218
5722,32	Household appliance, radio, and TV stores	(*)	1,386	1,297	1,386	1,287	(*)	1,407	1,462	1,326	1,290
5722	Household appliance stores.....	(*)	677	616	697	634	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	66,263	65,441	65,184	64,009	61,350	66,568	66,350	66,307	63,345	62,467
53	General merchandise group stores.....	10,500	11,137	11,190	10,061	10,088	11,649	11,862	11,651	10,925	10,796
531	Department stores.....	8,637	9,188	9,182	8,206	8,257	9,586	9,774	9,535	8,929	8,822
533	Variety stores.....	(*)	706	725	693	667	(*)	743	761	729	712
539	Miscellaneous general merchandise stores.	(*)	1,243	1,283	1,162	1,164	(*)	1,345	1,355	1,267	1,262
54	Food stores.....	23,144	22,049	21,860	22,674	21,020	22,071	21,848	22,042	21,247	21,025
541	Grocery stores.....	21,818	20,720	20,521	21,228	19,585	20,759	20,556	20,707	19,839	19,624
554	Gasoline service stations.....	9,305	9,114	8,872	9,463	9,047	8,713	8,730	8,793	8,803	8,649
56	Apparel and accessory stores.....	4,220	4,299	4,325	4,020	3,846	4,689	4,709	4,690	4,364	4,221
561	Men's and boys' clothing and furnishings stores.....	(*)	674	658	604	643	(*)	700	729	689	681
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,570	1,656	1,511	1,401	(*)	1,746	1,777	1,601	1,560
565	Family clothing stores.....	(*)	843	843	866	781	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	852	855	742	738	(*)	917	888	830	792
58	Eating and drinking places.....	10,764	10,329	10,210	9,786	9,271	9,994	9,818	9,874	9,028	8,863
591	Drug stores and proprietary stores.....	3,142	3,177	3,168	2,924	2,924	3,276	3,242	3,210	2,999	2,999
592	Liquor stores.....	(*)	1,560	1,519	1,690	1,570	(*)	1,566	1,574	1,591	1,583
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	391	408	352	369	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF.....	(*)	22,572	22,436	20,646	20,606	(*)	(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-83-06).

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.

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

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)

SIC code	Kind of business	Percent change					
		July 1983 advance from--		June 1983 preliminary from--		May 1983 through July 1983	
		June 1983 prelim.	July 1982 final	May 1983 final	June 1982 final	Feb. 1983 through Apr. 1983	May 1982 through July 1982
	Retail trade, total.....	0.0	+10.3	+0.3	+11.4	+5.7	+10.0
	Total (excl. automotive group).....	+0.2	+6.2	0.0	+7.3	+3.8	+6.7
	Durable goods stores, total.....	-0.8	+22.8	+0.7	+23.7	+10.6	+20.1
52	Building materials, hardware, garden supply, and mobile home dealers.....	-0.1	+19.4	+1.1	+19.3	+12.1	+17.5
55 ex. 554	Automotive dealers.....	-1.0	+30.8	+1.4	+32.2	+14.2	+26.0
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-1.0	+34.5	+1.6	+36.1	+15.4	+28.7
57	Furniture, home furnishings, and equipment stores.....	+1.5	+8.5	-1.9	+7.6	+2.8	+8.1
	Nondurable goods stores, total.....	+0.3	+5.1	+0.1	+6.2	+3.5	+5.7
53	General merchandise group stores.....	-1.8	+6.6	+1.8	+9.9	+4.5	+7.4
531	Department stores.....	-1.9	+7.4	+2.5	+10.8	+5.0	+8.0
54	Food stores.....	+1.0	+3.9	-0.9	+3.9	+2.4	+4.1
541	Grocery stores.....	+1.0	+4.6	-0.7	+4.7	+2.4	+4.8
554	Gasoline service stations.....	-0.2	-1.0	-0.7	+0.9	+5.8	+0.9
56	Apparel and accessory stores.....	-0.4	+7.4	+0.4	+11.4	+6.9	+8.3
58	Eating and drinking places.....	+1.8	+10.7	-0.6	+10.8	+1.5	+11.2
591	Drug and proprietary stores.....	+1.0	+9.2	+1.0	+8.1	+0.6	+8.4

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

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted			Adjusted ¹		
		June 1983 prelim.	May 1983 final	June 1982	June 1983 prelim.	May 1983 final	June 1982
	Retail trade, total.....	33,765	33,687	31,076	34,738	34,610	32,122
53	General merchandise group stores.....	10,156	10,196	9,160	10,829	10,599	9,782
531	Department stores.....	8,839	8,830	7,941	9,413	9,169	8,466
533	Variety stores.....	562	584	538	600	610	577
539	Miscellaneous general merchandise stores.....	755	782	681	(NA)	(NA)	(NA)
54	Food stores.....	11,693	11,597	11,038	(NA)	(NA)	(NA)
541	Grocery stores.....	11,545	11,449	10,889	11,603	11,767	11,077
56	Apparel and accessory stores.....	1,687	1,704	1,458	1,863	1,833	1,608
562,3,8	Women's clothing, specialty stores, furriers.....	719	727	615	792	767	677
566	Shoe stores.....	372	386	322	413	398	354
591	Drug stores and proprietary stores.....	1,751	1,751	1,518	1,801	1,769	1,576

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-83-06).

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).

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Sample Design and Reliability of Data

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 -0.8 percent to +1.4 percent with the average of the absolute differences about 0.5 percent for the past 12 months. For individual kind-of-business groups, these differences tend to be higher. Sampling variability of and revisions to advance-to-preliminary estimates are shown in table 4 below.

Preliminary estimates for June 1983 and final estimates for May 1983 based on the full sample will be published later this month in the Monthly Retail Trade Report for June (BR-83-06). The complete report will provide sales estimates in greater detail and will present a description of revisions, and the techniques used in developing the estimates. The complete report will include additional measures of sampling variability.

Table 4. Sampling Variability of and Revision to Advance-to-Preliminary Estimate

SIC code	Kind of business	Estimated coefficient of variation in percent of the advance-to-preliminary ratio			Preliminary-to-final percent change minus the advance-to-preliminary percent change			
		Range ¹		Median	Range ²		Mean	Average of absolute difference
		From	To		From	To		
	Retail trade, total.....	0.6	0.8	0.8	-0.8	-1.4	0.0	0.5
	Total (excl. automotive group)....	0.7	0.9	0.8	-1.1	-0.9	-0.1	0.5
	Durable goods stores, total.....	1.2	2.1	1.5	-3.7	-2.3	-0.2	1.2
52	Building materials, hardware, garden supply, and mobile home dealers.....	1.6	4.2	2.4	-4.7	-4.9	-0.4	2.5
55 ex. 554	Automotive dealers.....	1.5	2.7	2.0	-4.5	+2.7	-0.2	1.6
551,2,5, 6,7,9	Motor vehicle and miscellaneous automotive dealers.....	1.1	2.3	1.6	-4.6	+3.0	-0.2	1.8
57	Furniture, home furnishings, and equipment stores.....	1.6	6.7	2.7	-2.7	+3.9	+0.2	1.9
	Nondurable goods stores, total.....	0.6	0.8	0.7	-0.8	-0.9	-0.1	0.6
53	General merchandise group stores.....	0.4	0.7	0.5	-1.8	+2.2	-0.1	1.1
531	Department stores.....	0.2	0.5	0.3	-1.3	+2.6	+0.1	0.9
54	Food stores.....	0.7	1.6	1.0	-1.6	+1.4	-0.1	0.7
541	Grocery stores.....	0.3	0.7	0.4	-1.6	+1.4	-0.2	0.7
554	Gasoline service stations.....	0.7	1.2	1.0	-3.6	-3.2	-0.1	1.4
56	Apparel and accessory stores.....	1.2	3.0	1.9	-3.6	+8.7	-0.4	2.1
58	Eating and drinking places.....	0.8	1.5	1.0	-3.0	-4.0	-0.5	1.5
591	Drug stores and proprietary stores.....	0.3	2.5	1.1	-1.9	+2.4	-0.2	0.9

¹The ranges of sampling variability shown are based on sales estimates unadjusted for seasonal variation, holiday, and trading-day differences for the data months of January-December 1982.

²The ranges shown for the retail trade total are based on sales estimates adjusted for seasonal variations, holiday, and trading-day differences for the 12-month period, July 1982-June 1983. The ranges for all other totals and kinds of business are based on the 12-month period January-December 1982.

Note: See appendix B, Reliability of Data, in the Monthly Retail Trade Report for a discussion on the measures of sampling variability.