



Advance Monthly Retail Sales

For release May 9, 1975 2:30 P.M..

CB-75-104

APRIL 1975

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in April were estimated at \$45.7 billion. The Bureau, part of the Department's Social and Economic Statistics Administration (SESA), said this advance figure, after adjustment for seasonal and holiday variations and trading day differences, but not for price changes, was \$46.6 billion, about 1 percent above March and about 5 percent above April sales last year. Adjusted February-through-April total sales were about 3 percent above the prior 3 months and 6 percent above the comparable period a year ago.

Based on the full sample, the total U. S. adjusted sales estimate for February was about \$0.6 billion above the \$46.6 billion published earlier in the March Advance Monthly Retail Sales report released April 10, 1975. The seasonally adjusted sales for March, as revised, were about 2 percent below February.

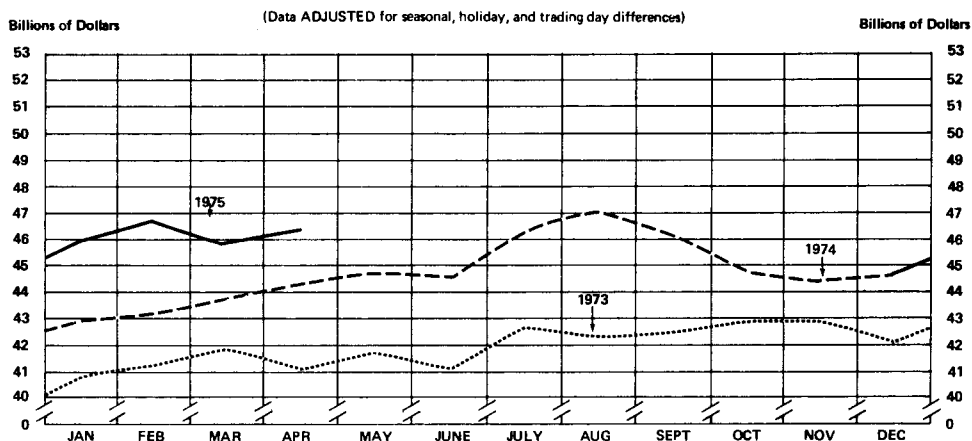
The advance sales estimates are based on early reporting, by a small subsample of the Census Bureau's retail survey panel, of sales figures for the weeks and part-weeks comprising the month. Because retailers' weekly records often differ

from their monthly records (in reflecting such elements as carrying charges, sales taxes, merchandise returns), the sales figures estimated for the advance report can differ from the subsequently issued report based on the monthly records of the full sample of retailers. Additionally sampling variability between sub-sample and later full sample results can be a cause of difference. For most months, such differences have been reduced by modifying the advance estimate, prior to publication, on the basis of the relationship between the advance and full-sample data for previous months.

The differences between the month-to-month change in advance and full-sample estimates for total retail sales seldom exceed 1.0 percent and for the past year has averaged 0.7 percent. For individual kind of business groups, differences have been greater, ranging on the average from 0.5 percent for the Food group to 2.3 percent for the Furniture group.

Even for figures derived from the full sample, sale movements from one month to the next can be relatively irregular. Data for 3 months are generally required to indicate the underlying trend.

MONTHLY SALES OF ALL RETAIL STORES IN THE UNITED STATES



Inquiries concerning this report should be addressed to Mr. Irving True, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7660.



U.S. DEPARTMENT OF COMMERCE | Social and Economic Statistics Administration | BUREAU OF THE CENSUS

Data on retail trade, published in 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, Government Printing Office, Washington, D.C., 20402, at \$30.10 per year. Add \$7.55 for each subscription to a foreign address. Single copies of the Advance Monthly Retail Trade Report are available from Subscriber Services Section (Publications), Social and Economic Statistics Administration, Washington, D.C., 20233 at 25 cents each.

Table 1. Sales of Retail Stores in the United States, by Kind-of-Business Group

Part A. NOT ADJUSTED for seasonal variations or trading day differences

Kind-of-business group	Sales (millions of dollars)		
	1975		1974
	April ¹	March ²	April
Total, retail stores ³	45,728	44,941	44,200
Total (excluding automotive group).....	37,634	37,331	35,928
Durable goods stores, total ³	14,164	13,237	14,445
Nondurable goods stores, total ³	31,564	31,704	29,755
Food stores, total.....	10,326	10,818	9,348
Grocery stores.....	9,589	10,071	8,670
Eating and drinking places.....	3,718	3,646	3,288
General merchandise group with nonstores.....	7,163	7,048	7,166
General merchandise group without nonstores (except department stores mail order).....	6,599	6,501	6,615
Department stores.....	4,498	4,390	4,476
Apparel and accessory stores, total.....	1,972	2,092	2,130
Furniture home furnishings and equipment stores, total.....	1,944	1,975	2,034
Bldg. materials, hardware, farm equipment dealers, total.....	2,765	2,369	2,860
Automotive dealers, total.....	8,094	7,610	8,272
Gasoline service stations.....	3,441	3,360	3,181
Drug and proprietary stores.....	1,456	1,439	1,363

Part B. ADJUSTED for seasonal variations and trading day differences

Kind-of-business group	Sales (millions of dollars)					Percentage change March 1975 from--	
	1975			1974		February 1975	March 1974
	April ¹	March ²	February	April	March		
Total, retail stores ³	46,584	45,937	46,819	44,283	43,872	-2	+5
Total (excluding automotive group)..	39,090	38,629	38,494	36,639	36,469	0	+6
Durable goods stores, total ³	13,665	13,326	14,569	13,941	13,660	-9	-2
Nondurable goods stores, total ³	32,919	32,611	32,250	30,342	30,212	+1	+8
Food stores, total.....	10,917	10,643	10,643	9,689	9,594	+3	+14
Eating and drinking places.....	3,798	3,828	3,828	3,429	3,318	-1	+14
General merchandise group with nonstores.....	7,610	7,533	7,533	7,438	7,543	+1	+1
General merchandise group without nonstores (except department stores mail order).....	7,072	7,000	7,000	6,863	6,992	+1	+1
Apparel and accessory stores, total.....	2,114	2,189	2,189	2,010	2,149	-3	-2
Furniture home furnishings and equipment stores, total.....	2,049	2,051	2,051	2,163	2,191	0	-6
Bldg. materials, hardware, farm equipment dealers, total.....	2,527	2,739	2,739	2,760	3,764	-8	-9
Automotive dealers, total.....	7,308	8,325	8,325	7,644	7,403	-12	-1
Gasoline service stations.....	3,432	3,465	3,465	3,236	3,154	-1	+9
Drug and proprietary stores.....	1,497	1,449	1,449	1,408	1,376	+3	+9

¹Advance sample estimates.

²Preliminary estimates of full sample.

³Totals include data for kinds of business not shown separately.

Table 2. Percentage Changes for Retail Sales

(ADJUSTED for seasonal variations and trading day differences)

Kind-of-business group	April 1975 from--		February 1975 through April 1975 from--	
	March 1975	April 1974	November 1974 through January 1975	February 1974 through April 1974
Total, retail stores.....	+1	+5	+3	+6
Total (excluding automotive group).....	+1	+7	+3	+7
Durable goods stores, total.....	+3	-2	+3	+2
Nondurable goods stores, total.....	+1	+8	+3	+8

Source: Bureau of the Census