



Advance Monthly Retail Sales

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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 \$54.0 billion. This adjusted figure was about 3 percent above May 1976 and 11 percent greater than sales for June of last year. The adjusted June estimate, excluding the automotive group, was 2 percent above May and 8 percent above June of last year.

Adjusted sales of durable goods stores increased 4 percent from May, while sales of nondurable goods stores increased 2 percent. Compared with sales for June 1975, durable goods stores increased 19 percent, while nondurable goods stores increased 7 percent.

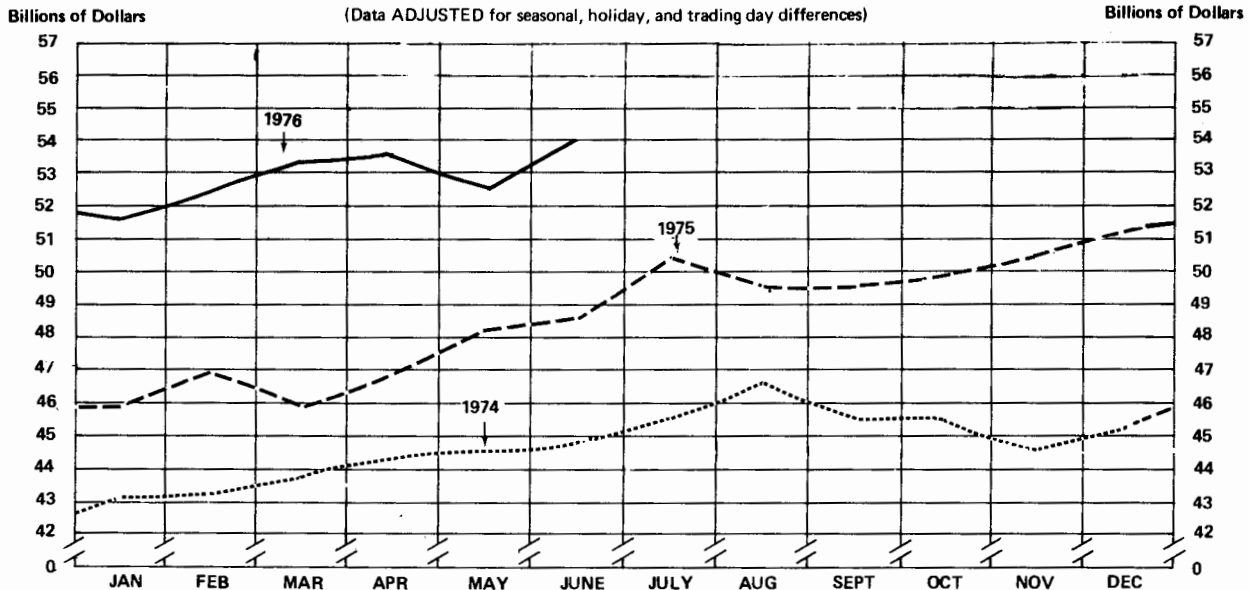
The revised estimate of retail sales for May, based on preliminary results from the full sample of retail stores, were about \$0.1 billion below the advance estimate of \$52.6 billion published earlier. Seasonally adjusted sales for May as revised, were about 2 percent below April but were 9 percent above May 1975. Excluding the automotive group, these estimates were about 1 percent below April but 6 percent over May of last year. For nondurable goods stores, adjusted May sales decreased about 1 percent from the previous month but increased 5 percent from the same month a year ago. For durable goods stores, adjusted sales for May were 4 percent below April, but were 18 percent above May of last year.

The advance sales estimates are based on early reporting of sales for the weeks and part-weeks of the month by a small subsample of the Bureau's retail survey panel. Because retailers' weekly records often differ from their monthly records (in reflecting such items as carrying charges, sales taxes, merchandise returns), the advance estimate 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.

The differences between advance and full-sample estimates of month-to-month percentage change in seasonally adjusted total retail store sales have ranged from 0 to 2 during the last 12 months and a median value of 1. For individual kind of business groups, these differences tend to be higher.

Preliminary estimates for May 1976 and final estimates for April 1976 based on the full sample will also be published later this month in the Monthly Retail Trade report for May (BR-76-5). The complete report will provide sales estimates in greater detail and will present a description of the sample design and the techniques used in developing the estimates. In addition, the complete report will include approximate measures of sampling variability.

MONTHLY SALES OF ALL RETAIL STORES IN THE UNITED STATES



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U.S. DEPARTMENT OF COMMERCE
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), Bureau of the Census, Washington, D.C., 20233 at 25 cents each.

Table 1. ESTIMATED SALES OF RETAIL STORES IN THE UNITED STATES BY KIND OF BUSINESS

(Sales in millions of dollars)

Kind of business	Not adjusted					Adjusted ¹				
	1976			1975		1976			Revised ² 1975	
	June ³ advance	May prelim.	Apr. final	June	May	June ³ advance	May prelim.	Apr. final	June	May
Retail stores, total.....	55,480	54,133	54,633	49,052	51,204	53,994	52,561	53,696	48,652	48,171
Total (excl. automotive group).....	43,287	43,060	43,294	39,710	42,024	43,185	42,374	42,992	40,131	39,921
Durable goods stores, total.....	19,720	18,323	18,670	16,126	15,987	17,892	17,247	18,046	15,006	14,667
Nondurable goods stores, total.....	35,760	35,810	35,963	32,926	35,217	36,102	35,314	35,650	33,646	33,504
Food stores, total.....	11,582	11,684	11,535	10,789	11,687	11,689	11,544	11,448	11,043	10,931
Grocery stores.....	10,713	10,843	10,717	10,009	10,893	10,843	10,704	10,643	10,278	10,159
Eating and drinking places.....	4,556	4,471	4,218	797	4,183	4,294	4,266	4,304	3,972	3,942
General merchandise group with nonstores.....	8,180	7,958	8,292	7,502	8,047	8,524	8,196	8,337	7,966	7,961
General merchandise group without nonstores (except department stores mail order).....	7,597	7,397	7,698	6,973	7,488	7,901	7,615	7,745	7,393	7,400
Department stores.....	5,350	5,208	5,394	4,827	5,170	5,538	5,336	5,416	5,072	5,071
Variety stores.....	*	637	672	713	798	*	661	663	768	790
Mail-order houses (department store merchandise).....	*	444	521	407	435	*	508	528	496	484
Apparel and accessory stores, total.....	2,213	2,216	2,377	2,072	2,232	2,325	2,288	2,229	2,214	2,214
Men's, boys' wear stores.....	*	487	508	502	516	*	499	506	514	510
Women's apparel, accessory stores.....	*	876	903	797	869	*	897	887	858	853
Shoe stores.....	*	339	412	323	354	*	352	339	345	353
Furniture, home furnishings, and equipment stores, total.....	2,395	2,290	2,311	2,144	2,124	2,385	2,362	2,385	2,156	2,134
Furniture, home furnishings stores.....	*	1,371	1,392	1,269	1,260	*	1,360	1,402	1,243	1,217
Household appliance, TV, radio stores.....	*	715	706	697	679	*	773	756	716	710
Household appliance dealers.....	*	452	442	425	411	*	(NA)	(NA)	(NA)	(NA)
Building materials, hardware, farm equipment dealers, total.....	3,432	3,275	3,393	3,141	3,185	3,018	3,015	3,243	2,830	2,829
Lumber and other building materials dealers.....	*	1,869	1,820	1,668	1,628	*	1,772	1,800	1,496	1,504
Hardware stores.....	*	547	539	544	571	*	481	540	480	483
Automotive dealers, total.....	12,193	11,073	11,339	9,342	9,180	10,809	10,187	10,704	8,521	8,250
Passenger car, other automotive dealers.....	*	10,237	10,468	8,499	8,347	*	9,400	9,875	7,736	7,492
Passenger car dealers (franchised).....	*	8,776	8,931	7,158	6,926	*	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	*	836	871	843	833	*	787	829	785	758
Gasoline service stations.....	4,081	3,964	3,851	3,750	3,715	3,924	3,837	3,886	3,596	3,567
Drug and proprietary stores.....	1,641	1,611	1,591	1,494	1,529	1,651	1,622	1,605	1,524	1,502
Liquor stores.....	*	898	886	909	945	*	904	941	935	918

NOTE: Totals include data for kinds of businesses not shown separately.

¹Advance estimates are not available from the subsample panel for these kinds of businesses.²Data adjusted for seasonal variations, holiday, and trading-day differences. (See explanatory material in the Monthly Retail Trade Report, BR-76-5). ³The seasonally adjusted estimates for 1973 through 1975 were revised based on the use of new seasonal adjustment factors, developed from the final unadjusted sales through the end of 1975 in the Bureau's X-11 seasonal adjustment program. See the May 1976 Monthly Retail Trade Report (available later this month) for the revised 1973-1975 adjusted series. ⁴Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.

Table 2. PERCENTAGE CHANGE IN SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND OF BUSINESS

(Adjusted for seasonal variations, holiday, and trading day differences)

Kind of business	Percent change					
	June 1976 advance from--		May 1976 preliminary from--		April 1976 through June 1976 from--	
	May 1976 preliminary	June 1975 final	Apr. 1976 final	May 1975 final	Jan. 1976 through Mar. 1976	Apr. 1975 through June 1975
Total, retail stores.....	+3	+11	-2	+9	+2	+11
Total (excluding automotive group).....	+2	+8	-1	+6	+1	+8
Durable goods stores, total.....	+4	+19	-4	+18	+3	+21
Nondurable goods stores, total.....	+2	+7	-1	+5	+1	+7
Food stores, total.....	+1	+6	+1	+6	+1	+6
Grocery stores.....	+1	+6	+1	+5	+1	+6
Eating and drinking places.....	+1	+8	-1	+8	+1	+9
General merchandise group with nonstores.....	+4	+7	-2	+3	0	+6
General merchandise group without nonstores (except department stores mail order).....	+4	+7	-2	+3	0	+6
Department stores.....	+4	+9	-1	+5	+2	+9
Apparel and accessory stores, total.....	+2	+5	+3	+3	+3	+4
Furniture, home furnishings and equipment stores, total.....	+1	+11	-1	+11	+2	+11
Building materials, hardware, farm equipment dealers, total.....	0	-7	-7	+7	-1	+11
Automotive dealers, total.....	+6	+27	-5	+23	+5	+28
Gasoline service stations.....	+2	+9	-1	+8	0	+9
Drug and proprietary stores.....	+2	+8	+1	+8	+3	+9

Table 3. ESTIMATED SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES IN THE UNITED STATES, BY KIND OF BUSINESS: MAY 1976

(Sales in millions of dollars)

Kind of business	Not adjusted			Adjusted ¹		
	1976		1975	1976		Revised ² 1975
	May prelim.	Apr. final	May	May prelim.	Apr. final	May
Retail stores, total.....	15,931	16,242	15,860	16,007	15,999	15,163
Food stores, total.....	6,145	6,117	6,155	(NA)	(NA)	(NA)
Grocery stores	6,070	6,034	6,079	6,046	5,921	5,629
General merchandise group with nonstores...	6,302	6,595	6,372	6,503	6,625	6,301
General merchandise group without nonstores (except department stores mail order).....	6,035	6,315	6,094	6,234	6,352	6,028
Department stores.....	4,648	4,821	4,607	4,757	4,831	4,515
Variety stores.....	503	535	646	525	527	642
Apparel and accessory stores, total.....	536	618	573	553	541	569
Shoe stores.....	131	172	150	137	136	151
Drug and proprietary stores.....	665	647	590	677	656	581

¹Data adjusted for seasonal variations, holiday and trading day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-76-5). ²See footnote 2 at end of Table 1. NA Not Available.

Table 4. ESTIMATED SALES OF RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES

(Sales in millions of dollars)

Area	Not adjusted		
	1976		1975
	May preliminary	Apr. final	May
Standard Consolidated Areas ¹			
Chicago, Ill.--Northwestern Ind., total.....	2,131	2,192	1,996
Nondurable goods stores.....	1,446	1,489	1,429
GAF ²	631	670	621
New York--Northeastern N.J., total.....	3,312	3,356	3,330
Nondurable goods stores.....	2,398	2,446	2,490
GAF ²	976	1,013	999
Standard Metropolitan Statistical Areas ¹			
Baltimore, Md., GAF ²	130	138	125
Boston, Mass., GAF ²	198	211	212
Chicago, Ill., total.....	1,951	2,006	1,812
Nondurable goods stores.....	1,331	1,367	1,313
GAF ²	590	628	584
Cleveland, Ohio, GAF ²	127	139	129
Dallas, Texas, GAF ²	150	153	142
Detroit, Mich., total.....	1,031	1,051	974
Nondurable goods stores.....	662	663	683
GAF ²	269	278	279
Houston, Texas, GAF ²	176	180	165

Table 4. ESTIMATED SALES OF RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES--Continued

(Sales in millions of dollars)

Area	Not adjusted		
	1976		1975
	May preliminary	Apr. final	May
Standard Metropolitan Statistical Areas¹--Con.			
Kansas City, Mo.-Kansas, GAF ²	139	150	136
Los Angeles-Long Beach, Calif., total.....	1,823	1,820	1,722
Nondurable goods stores.....	1,261	1,265	1,265
GAF ²	512	532	491
Minneapolis-St. Paul, Minn., GAF ²	148	151	145
New York, N.Y.--Nassau-Suffolk, N.Y., total ³	2,209	2,242	2,279
Nondurable goods stores.....	1,647	1,675	1,726
GAF ²	665	694	704
Nassau-Suffolk, N.Y., total ⁴	637	642	616
Nondurable goods stores.....	438	442	435
GAF ²	159	167	161
New York, N.Y., total ⁵	1,572	1,600	1,663
Nondurable goods stores.....	1,209	1,233	1,291
GAF ²	506	527	543
Philadelphia, Pa., total.....	1,105	1,140	1,081
Nondurable goods stores.....	799	814	794
GAF ²	297	317	311
Pittsburgh, Pa., total.....	585	603	577
Nondurable goods stores.....	430	441	435
GAF ²	160	173	161
St. Louis, Mo.-Ill., total.....	557	567	535
Nondurable goods stores.....	356	354	361
GAF ²	161	164	143
San Francisco-Oakland, Calif., total.....	817	820	749
Nondurable goods stores.....	595	597	543
GAF ²	209	207	204
Washington, D.C.-Md.-Va., total.....	796	806	779
Nondurable goods stores.....	543	553	548
GAF ²	192	201	195
Cities			
Chicago, Ill., total.....	744	788	728
Nondurable goods stores.....	553	590	567
GAF ²	302	337	306
Detroit, Mich., total.....	245	245	215
Nondurable goods stores.....	160	159	145
GAF ²	59	57	64
Los Angeles, Calif., total.....	641	643	615
Nondurable goods stores.....	460	463	486
GAF ²	206	213	211
New York, N.Y., total.....	1,309	1,336	1,399
Nondurable goods stores.....	1,013	1,036	1,086
GAF ²	433	452	464
Philadelphia, Pa., total.....	378	400	376
Nondurable goods stores.....	299	312	303
GAF ²	126	139	127

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-76-5. ²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

³Formerly New York, N.Y. SMSA. ⁴Includes Nassau and Suffolk Counties formerly included in the New York, N.Y., SMSA.

⁵Includes New York City, Rockland and Westchester Counties, N.Y.