



# Advance Monthly Retail Sales

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## JULY 1976

The Bureau of the Census, U. S. Department of Commerce announced today that total sales of retail stores in July after adjusting for seasonal variations and trading day differences, but not for price changes, were estimated at \$53.2 billion. This adjusted figure was about 1 percent below June 1976 but 8 percent greater than sales for July of last year. The adjusted July estimate, excluding the automotive group, was 1 percent below June but 6 percent above July of last year.

Adjusted sales of durable goods stores decreased 2 percent from June, while sales of nondurable goods stores decreased 1 percent. Compared with sales for July 1975, durable goods stores increased 13 percent, while nondurable goods stores increased 5 percent.

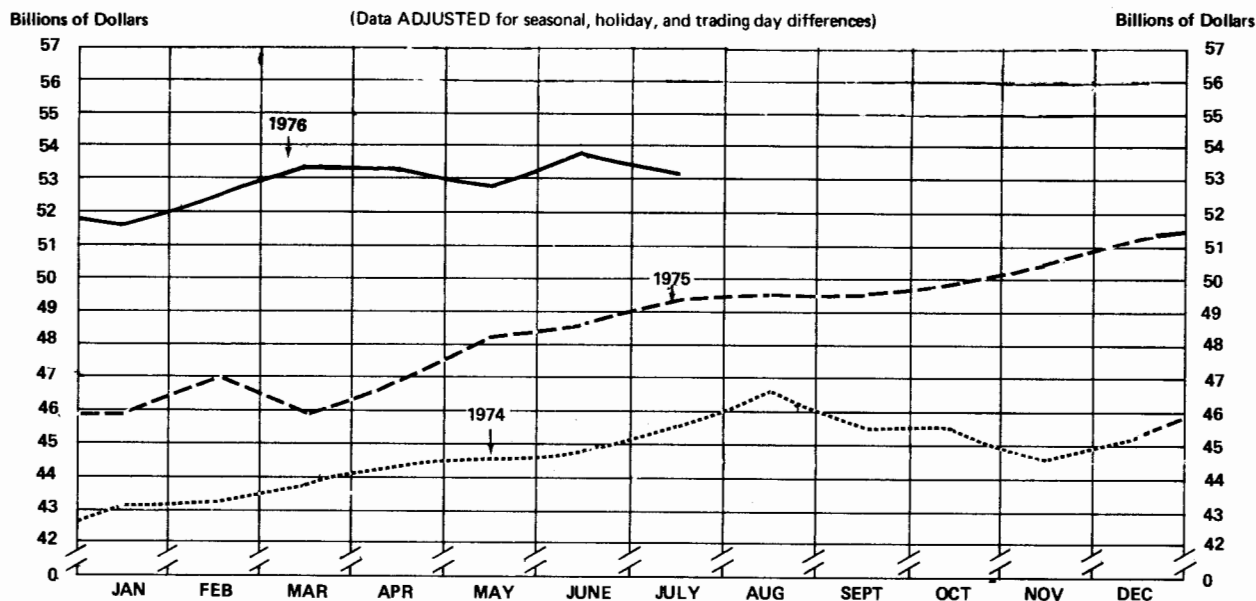
The revised estimate of retail sales for June, based on preliminary results from the full sample of retail stores, were about \$0.1 billion below the advance estimate of \$54.0 billion published earlier. Seasonally adjusted sales for June as revised, were about 2 percent above May and were 11 percent above June 1975. Excluding the automotive group, these estimates were about 2 percent above May and 8 percent over June of last year. For nondurable goods stores, adjusted June sales increased about 2 percent from the previous month and 7 percent from the same month a year ago. For durable goods stores, adjusted sales for June were 2 percent above May and 18 percent over June 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 June 1976 and final estimates for May 1976 based on the full sample will also be published later this month in the Monthly Retail Trade report for June (BR-76-6). 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 <sup>1</sup>				
	1976			1975		1976			1975	
	July <sup>3</sup> advance	June prelim.	May final	July	June	July <sup>3</sup> advance	June prelim.	May final	July	June
Retail stores, total.....	55,373	55,305	54,460	50,026	49,052	53,205	53,847	52,868	49,411	48,652
Total (excl. automotive group).....	44,183	43,470	43,320	40,415	39,710	43,060	43,360	42,619	40,577	40,131
Durable goods stores, total.....	18,774	19,555	18,511	16,374	16,126	17,435	17,751	17,419	15,372	15,006
Nondurable goods stores, total.....	36,599	35,750	35,949	33,652	32,926	35,770	36,096	35,449	34,039	33,646
Food stores, total.....	12,420	11,620	11,770	11,433	10,789	11,512	11,728	11,629	11,241	11,043
Grocery stores.....	11,514	10,755	10,930	10,611	10,009	10,661	10,886	10,790	10,491	10,278
Eating and drinking places.....	4,760	4,570	4,564	4,212	4,207	4,363	4,307	4,355	3,946	3,972
General merchandise group with nonstores.....	7,843	8,148	7,949	7,288	7,502	8,263	8,492	8,187	7,878	7,966
General merchandise group without nonstores (except department stores mail order).....	7,297	7,569	7,386	6,759	6,973	7,671	7,873	7,604	7,301	7,393
Department stores.....	5,130	5,377	5,196	4,611	4,827	5,400	5,566	5,324	5,012	5,072
Variety stores.....	*	632	639	665	713	*	663	663	725	768
Mail-order houses (department store merchandise).....	*	443	444	443	407	*	521	508	506	496
Apparel and accessory stores, total.....	2,192	2,228	2,194	1,970	2,070	2,383	2,339	2,265	2,219	2,214
Men's, boys' wear stores.....	*	521	484	440	502	*	528	496	508	514
Women's apparel, accessory stores.....	*	874	874	783	797	*	922	895	873	858
Shoe stores.....	*	332	335	303	323	*	349	348	334	345
Furniture, home furnishings, and equipment stores, total.....	2,450	2,434	2,306	2,167	2,144	2,423	2,429	2,380	2,159	2,156
Furniture, home furnishings stores.....	*	1,427	1,370	1,283	1,269	*	1,384	1,359	1,264	1,243
Household appliance, TV, radio stores.....	*	782	723	708	697	*	794	782	691	716
Household appliance dealers.....	*	498	457	441	425	*	(NA)	(NA)	(NA)	(NA)
Building materials, hardware, farm equipment dealers, total.....	3,490	3,593	3,382	3,145	3,141	3,155	3,162	3,109	2,857	2,830
Lumber and other building materials dealers.....	*	2,037	1,891	1,721	1,668	*	1,796	1,792	1,499	1,496
Hardware stores.....	*	580	569	523	544	*	495	500	479	480
Automotive dealers, total.....	11,190	11,835	11,140	9,611	9,342	10,145	10,487	10,249	8,834	8,521
Passenger car, other automotive dealers.....	*	10,967	10,298	8,783	8,499	*	9,688	9,456	8,065	7,736
Passenger car dealers (franchised).....	*	9,420	8,791	7,445	7,158	*	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	*	868	842	828	843	*	799	793	769	785
Gasoline service stations.....	4,338	4,035	3,935	4,067	3,750	3,958	3,880	3,809	3,763	3,596
Drug and proprietary stores.....	1,606	1,612	1,598	1,473	1,494	1,624	1,622	1,609	1,518	1,524
Liquor stores.....	*	934	931	968	909	*	950	938	926	935

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

\*Advance estimates are not available from the subsample panel for these kinds of businesses.

<sup>1</sup>Data adjusted for seasonal variations, holiday, and trading-day differences. (See explanatory material in the Monthly Retail Trade Report, BR-76-6). <sup>2</sup>Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample. <sup>3</sup>Revised.

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					
	July 1976 advance from--		June 1976 preliminary from--		May 1976 Through July 1976 from--	
	June 1976 preliminary	July 1975 final	May 1976 final	June 1975 final	Feb. 1976 through Apr. 1976	May 1975 through July 1975
Total, retail stores.....	-1	+8	+2	+11	0	+9
Total (excluding automotive group).....	-1	+6	+2	+8	0	+7
Durable goods stores, total.....	-2	+13	+2	+18	0	+17
Nondurable goods stores, total.....	-1	+5	+2	+7	0	+6
Food stores, total.....	-2	+2	+1	+6	+1	+5
Grocery stores.....	-2	+2	+1	+6	+1	+5
Eating and drinking places.....	+1	+11	-1	+8	+2	+10
General merchandise group with nonstores.....	-3	+5	+4	+7	-2	+5
General merchandise group without nonstores (except department stores mail order).....	-3	+5	+4	+6	-2	+5
Department stores.....	-3	+8	+5	+10	0	+7
Apparel and accessory stores, total.....	+2	+7	+3	+6	0	+5
Furniture, home furnishings and equipment stores, total.....	0	+12	+2	+13	+2	+12
Building materials, hardware, farm equipment dealers, total.....	0	+10	+2	+12	-1	+11
Automotive dealers, total.....	-3	+15	+2	+23	-1	+21
Gasoline service stations.....	+2	+5	+2	+8	0	+7
Drug and proprietary stores.....	0	+7	+1	+6	+1	+7

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

(Sales in millions of dollars)

Kind of business	Not adjusted			Adjusted <sup>1</sup>		
	1976		1975	1976		1975
	June prelim.	May final	June	June prelim.	May final	June
Retail stores, total.....	15,933	15,901	14,687	16,334	15,978	15,317
Food stores, total.....	5,997	6,137	5,529	(NA)	(NA)	(NA)
Grocery stores <sup>2</sup> .....	5,928	6,064	5,457	6,111	6,040	5,734
General merchandise group with nonstores...	6,482	6,295	5,948	6,783	6,495	6,341
General merchandise group without nonstores (except department stores mail order).....	6,207	6,029	5,688	6,490	6,227	6,067
Department stores.....	4,807	4,634	4,321	4,961	4,743	4,533
Variety stores.....	494	502	576	517	523	620
Apparel and accessory stores, total.....	547	542	534	572	559	570
Shoe stores.....	127	128	140	133	134	151
Drug and proprietary stores.....	651	652	592	649	664	601

<sup>1</sup>Data adjusted for seasonal variations, holiday and trading day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-76-6). 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
	June preliminary	May final	June
<b>Standard Consolidated Areas<sup>1</sup></b>			
Chicago, Ill.--Northwestern Ind., total.....	2,163	2,127	1,896
Nondurable goods stores.....	1,440	1,442	1,328
GAF <sup>2</sup> .....	648	632	593
New York-Northeastern N.J., total.....	3,392	3,321	3,130
Nondurable goods stores.....	2,436	2,408	2,286
GAF <sup>2</sup> .....	1,009	955	938
<b>Standard Metropolitan Statistical Areas<sup>1</sup></b>			
Baltimore, Md., GAF <sup>2</sup> .....	129	129	114
Boston, Mass., GAF <sup>2</sup> .....	204	195	194
Chicago, Ill., total.....	1,973	1,949	1,737
Nondurable goods stores.....	1,322	1,330	1,226
GAF <sup>2</sup> .....	605	590	560
Cleveland, Ohio, GAF <sup>2</sup> .....	127	126	123
Dallas, Texas, GAF <sup>2</sup> .....	144	151	132
Detroit, Mich., total.....	1,067	1,055	920
Nondurable goods stores.....	672	682	615
GAF <sup>2</sup> .....	271	264	264
Houston, Texas, GAF <sup>2</sup> .....	181	181	150

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**OFFICIAL BUSINESS**  
**FIRST CLASS MAIL**

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
	June preliminary	May final	June
<b>Standard Metropolitan Statistical Areas<sup>1</sup>--Con.</b>			
Kansas City, Mo.-Kansas, GAF <sup>2</sup> .....	150	146	127
Los Angeles-Long Beach, Calif., total.....	1,864	1,839	1,653
Nondurable goods stores.....	1,278	1,278	1,192
GAF <sup>2</sup> .....	528	516	480
Minneapolis-St. Paul, Minn., GAF <sup>2</sup> .....	146	147	139
New York, N.Y.--Nassau-Suffolk, N.Y., total <sup>3</sup> .....	2,234	2,212	2,128
Nondurable goods stores.....	1,651	1,646	1,567
GAF <sup>2</sup> .....	691	654	666
Nassau-Suffolk, N.Y., total <sup>4</sup> .....	635	631	590
Nondurable goods stores.....	421	426	407
GAF <sup>2</sup> .....	166	157	152
New York, N.Y., total <sup>5</sup> .....	1,599	1,581	1,538
Nondurable goods stores.....	1,230	1,220	1,160
GAF <sup>2</sup> .....	525	497	514
Philadelphia, Pa., total.....	1,102	1,104	1,015
Nondurable goods stores.....	792	801	719
GAF <sup>2</sup> .....	305	296	287
Pittsburgh, Pa., total.....	592	590	559
Nondurable goods stores.....	429	430	412
GAF <sup>2</sup> .....	170	159	158
St. Louis, Mo.-Ill., total.....	542	546	513
Nondurable goods stores.....	345	355	335
GAF <sup>2</sup> .....	154	157	134
San Francisco-Oakland, Calif., total.....	819	811	735
Nondurable goods stores.....	587	587	524
GAF <sup>2</sup> .....	221	209	204
Washington, D.C.-Md.-Va., total.....	809	791	737
Nondurable goods stores.....	537	538	512
GAF <sup>2</sup> .....	196	191	181
<b>Cities</b>			
Chicago, Ill., total.....	758	746	705
Nondurable goods stores.....	546	550	535
GAF <sup>2</sup> .....	304	301	298
Detroit, Mich., total.....	241	234	216
Nondurable goods stores.....	152	153	139
GAF <sup>2</sup> .....	57	57	58
Los Angeles, Calif., total.....	639	632	571
Nondurable goods stores.....	463	463	442
GAF <sup>2</sup> .....	210	206	200
New York, N.Y., total.....	1,329	1,316	1,291
Nondurable goods stores.....	1,031	1,024	976
GAF <sup>2</sup> .....	449	426	439
Philadelphia, Pa., total.....	390	283	356
Nondurable goods stores.....	305	303	280
GAF <sup>2</sup> .....	129	124	117

<sup>1</sup>Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-76-6. <sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise. <sup>3</sup>Formerly New York, N.Y. SMSA. <sup>4</sup>Includes Nassau and Suffolk Counties formerly included in the New York, N.Y., SMSA. <sup>5</sup>Includes New York City, Rockland and Westchester Counties, N.Y.

