

Advance Monthly Retail Sales

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JULY 1977

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 \$58.7 billion. This adjusted figure was about 1 percent above June 1977, and 9 percent greater than July a year ago. The adjusted July estimate, excluding the automotive group, was also 1 percent above June and was 8 percent above July last year.

Adjusted sales of durable goods stores were virtually unchanged from June, while sales of nondurable goods stores increased 1 percent. Compared with sales for July 1976, durable goods stores increased 12 percent, while nondurable goods stores increased 8 percent.

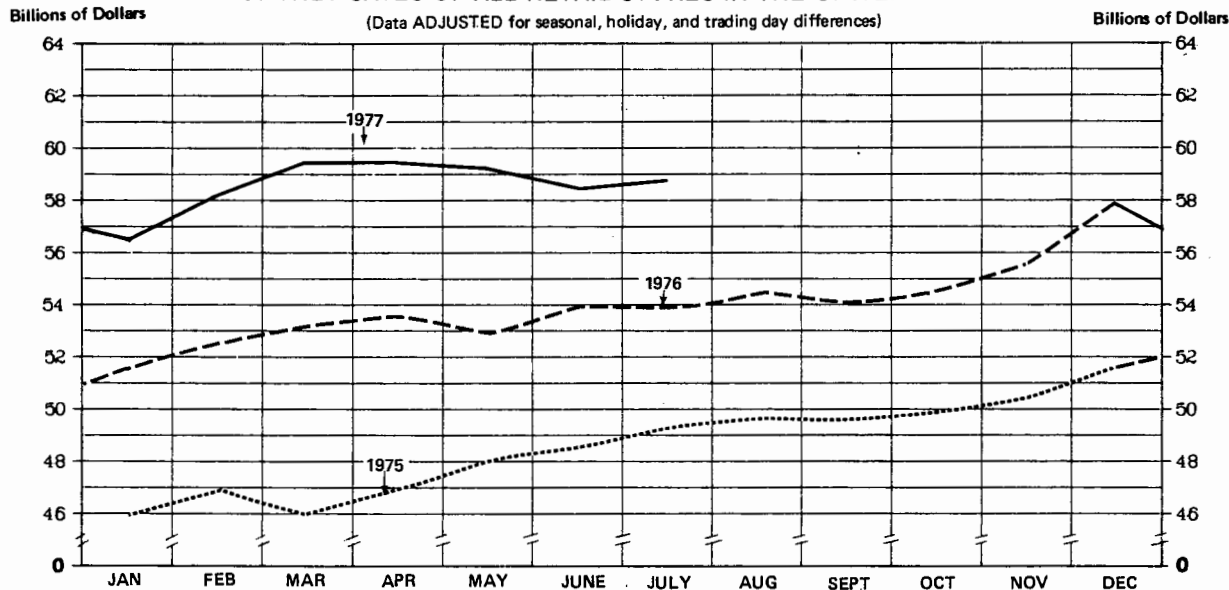
The revised estimate of retail sales for June, based on preliminary results from the full sample of retail stores and modified on the basis of past relationships between preliminary and final estimates, was about \$58.4 billion, \$0.8 billion below the advance estimate published earlier. Seasonally adjusted sales for June as revised, were about 1 percent below May, but were 8 percent above June 1976. Excluding the automotive group, retail sales were about 2 percent below May, but were 7 percent over June of last year. For nondurable goods stores, adjusted June sales decreased about 1 percent below the previous month but increased 7 percent above the same month a year earlier. For durable goods stores, adjusted sales for June were 1 percent below May, but were 12 percent higher than June 1976.

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 1 percent during the last 12 months, with a median of 1 percent. For individual kind-of-business groups, these differences tend to be higher.

Preliminary estimates for June 1977 and final estimates for May 1977 based on the full sample will also be published later this month in the Monthly Retail Trade report for June (BR-77-6). 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 ¹				
	1977			1976		1977			1976	
	July ² advance	June ³ prelim.	May final	July	June	July ² advance	June ³ prelim.	May final	July	June
Retail stores, total.....	60,036	60,943	60,317	55,938	55,449	58,741	58,438	59,181	53,754	53,983
Total (excl. automotive group).....	47,168	47,248	47,321	44,526	43,573	47,032	46,512	47,243	43,409	43,460
Durable goods stores, total.....	21,123	22,299	21,350	19,062	19,617	19,822	19,877	20,088	17,699	17,803
Nondurable goods stores, total.....	38,913	38,644	38,967	36,876	35,832	38,919	38,561	39,093	36,055	36,180
Food stores, total.....	13,062	12,674	12,443	12,531	11,657	12,483	12,551	12,660	11,614	11,765
Grocery stores.....	12,208	11,772	11,567	11,661	10,798	11,660	11,690	11,791	10,797	10,929
Eating and drinking places.....	5,290	5,136	5,025	4,786	4,544	4,867	4,836	4,827	4,387	4,283
General merchandise group with nonstores.....	8,818	8,928	8,945	8,023	8,144	9,649	9,218	9,296	8,452	8,488
General merchandise group without nonstores (except department stores mail order).....	8,193	8,286	8,279	7,435	7,561	8,955	8,546	8,605	7,814	7,865
Department stores.....	5,840	5,940	5,904	5,207	5,390	6,411	6,061	6,112	5,481	5,580
Variety stores.....	*	655	645	619	624	*	690	685	656	655
Mail-order houses (department store merchandise).....	*	490	510	456	439	*	582	569	540	516
Apparel and accessory stores, total.....	2,093	2,251	2,264	2,201	2,213	2,326	2,370	2,394	2,393	2,324
Men's, boys' wear stores.....	*	527	508	470	512	*	530	529	527	519
Women's apparel, accessory stores.....	*	810	847	874	871	*	855	885	936	919
Shoe stores.....	*	353	362	331	335	*	370	384	352	352
Furniture, home furnishings, and equipment stores, total.....	2,566	2,623	2,555	2,415	2,424	2,621	2,543	2,625	2,394	2,417
Furniture, home furnishings stores.....	*	1,599	1,568	1,425	1,440	*	1,532	1,563	1,389	1,397
Household appliance, TV, radio stores.....	*	819	787	773	776	*	788	844	749	788
Household appliance dealers.....	*	529	509	471	492	*	(NA)	(NA)	(NA)	(NA)
Building materials, hardware, farm equipment dealers, total.....	4,002	4,171	3,976	3,596	3,612	3,695	3,635	3,697	3,253	3,178
Lumber and other building materials dealers.....	*	2,417	2,241	2,063	2,050	*	2,111	2,106	1,800	1,808
Hardware stores.....	*	630	629	557	591	*	542	560	497	504
Automotive dealers, total.....	12,868	13,695	12,996	11,412	11,876	11,709	11,926	11,938	10,345	10,523
Passenger car, other automotive dealers.....	*	12,625	11,999	10,513	11,009	*	10,959	10,988	9,531	9,725
Passenger car dealers (franchised).....	*	10,871	10,287	9,036	9,451	*	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	*	1,070	997	899	867	*	967	950	814	798
Gasoline service stations.....	4,690	4,424	4,405	4,322	4,079	4,283	4,209	4,340	3,943	3,922
Drug and proprietary stores.....	1,709	1,734	1,732	1,598	1,615	1,766	1,739	1,757	1,616	1,625
Liquor stores.....	*	992	956	1,043	954	*	987	990	955	970

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.

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See explanatory material in the Monthly Retail Trade Report, BR-77-6). 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.³Modified on the basis of past relationships between preliminary and final composite estimates. NA Not available.

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 1977 advance from--		June 1977 preliminary from--		May 1977 through July 1977 from--	
	June 1977 preliminary	July 1976 final	May 1977 final	June 1976 final	Feb. 1977 through Apr. 1977	May 1976 through July 1976
Total, retail stores.....	+1	+9	-1	+8	0	+10
Total (excluding automotive group).....	+1	+8	-2	+7	0	+9
Durable goods stores, total.....	0	+12	-1	+12	-2	+13
Nondurable goods stores, total.....	+1	+8	-1	+7	0	+8
Food stores, total.....	-1	+7	-1	+7	+2	+8
Grocery stores.....	0	+8	-1	+7	+2	+8
Eating and drinking places.....	+1	+11	0	+13	+2	+12
General merchandise group with nonstores.....	+5	+14	-1	+9	+2	+12
General merchandise group without nonstores (except department stores mail order).....	+5	+15	-1	+9	+2	+12
Department stores.....	+6	+17	-1	+9	+3	+13
Apparel and accessory stores, total.....	-2	-3	-1	+2	-3	+2
Furniture, home furnishings and equipment stores, total.....	+3	+9	-3	+5	0	+8
Building materials, hardware, farm equipment dealers, total..	+2	+14	-2	+14	+2	+16
Automotive dealers, total.....	-2	-13	0	+13	-3	+14
Gasoline service stations.....	+2	+9	-3	+7	-1	+10
Drug and proprietary stores.....	+2	+9	-1	+7	+1	+8

Table 3. ESTIMATED SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES IN THE UNITED STATES, BY KIND OF BUSINESS: JUNE 1977

(Sales in millions of dollars)

Kind of business	Not adjusted			Adjusted ¹		
	1977		1976	1977		1976
	June ² prelim.	May final	June	June ² prelim.	May final	June
Retail stores, total.....	17,729	17,513	16,001	17,941	17,932	16,402
Food stores, total.....	6,548	6,438	6,043	(NA)	(NA)	(NA)
Grocery stores	6,464	6,350	5,975	6,523	6,560	6,160
General merchandise group with nonstores...	7,163	7,128	6,474	7,416	7,414	6,773
General merchandise group without nonstores (except department stores mail order).....	6,856	6,802	6,197	7,101	7,080	6,478
Department stores.....	5,351	5,285	4,817	5,449	5,460	4,971
Variety stores.....	512	501	490	540	536	513
Apparel and accessory stores, total.....	608	591	548	630	626	573
Shoe stores.....	133	135	133	141	147	139
Drug and proprietary stores.....	729	740	665	732	758	663

¹Data adjusted for seasonal variations, holiday and trading day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-77-6).

²Modified on the basis of past relationships between preliminary and final composite estimates.

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		
	1977		1976
	June preliminary	May final	June
Standard Consolidated Areas ¹			
Chicago, Ill.--Northwestern Ind., total.....	2,437	2,409	2,157
Nondurable goods stores.....	1,551	1,555	1,447
GAF ²	682	701	641
New York-Northeastern N.J., total.....	3,529	3,494	3,341
Nondurable goods stores.....	2,502	2,509	2,389
GAF ²	1,006	1,006	1,008
Standard Metropolitan Statistical Areas ¹			
Baltimore, Md., GAF ²	128	133	127
Boston, Mass., GAF ²	215	214	202
Chicago, Ill., total.....	2,228	2,197	1,979
Nondurable goods stores.....	1,420	1,420	1,336
GAF ²	634	652	601
Cleveland, Ohio, GAF ²	134	135	128
Dallas, Texas, GAF ²	165	164	146
Detroit, Mich., total.....	1,239	1,224	1,061
Nondurable goods stores.....	742	757	656
GAF ²	282	294	273
Houston, Texas, GAF ²	205	202	180



Official Business

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		
	1977		1976
	June preliminary	May final	June
Standard Metropolitan Statistical Areas¹--Con.			
Kansas City, Mo.-Kansas, GAF ²	152	156	140
Los Angeles-Long Beach, Calif., total.....	2,057	2,006	1,831
Nondurable goods stores.....	1,385	1,370	1,253
GAF ²	571	563	523
Minneapolis-St. Paul, Minn., GAF ²	192	194	151
New York, N.Y.--Nassau-Suffolk, N.Y., total ³	2,390	2,353	2,208
Nondurable goods stores.....	1,712	1,710	1,622
GAF ²	702	699	698
Nassau-Suffolk, N.Y., total ⁴	694	671	639
Nondurable goods stores.....	454	444	418
GAF ²	175	170	172
New York, N.Y., total ⁵	1,696	1,682	1,569
Nondurable goods stores.....	1,258	1,266	1,204
GAF ²	527	529	526
Philadelphia, Pa., total.....	1,205	1,203	1,093
Nondurable goods stores.....	863	868	769
GAF ²	305	301	302
Pittsburgh, Pa., total.....	686	662	599
Nondurable goods stores.....	482	475	429
GAF ²	196	189	170
St. Louis, Mo.-Ill., total.....	583	572	547
Nondurable goods stores.....	362	356	337
GAF ²	154	156	153
San Francisco-Oakland, Calif., total.....	927	905	837
Nondurable goods stores.....	635	622	603
GAF ²	258	248	224
Washington, D.C.-Md.-Va., total.....	902	908	803
Nondurable goods stores.....	586	594	532
GAF ²	222	226	194
Cities			
Chicago, Ill., total.....	796	802	774
Nondurable goods stores.....	555	572	567
GAF ²	319	337	303
Detroit, Mich., total.....	255	250	243
Nondurable goods stores.....	159	161	146
GAF ²	50	55	56
Los Angeles, Calif., total.....	694	678	618
Nondurable goods stores.....	511	503	444
GAF ²	234	228	208
New York, N.Y., total.....	1,394	1,393	1,303
Nondurable goods stores.....	1,061	1,066	1,008
GAF ²	451	453	447
Philadelphia, Pa., total.....	423	409	382
Nondurable goods stores.....	332	324	295
GAF ²	125	123	126

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-77-6. 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.

