



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 August were estimated at \$48.0 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 \$46.5 billion, about 1 percent above July and about 10 percent above August sales last year. Adjusted June-through-August total sales were about 3 percent above the prior 3 months and 9 percent above the comparable period a year ago.

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.

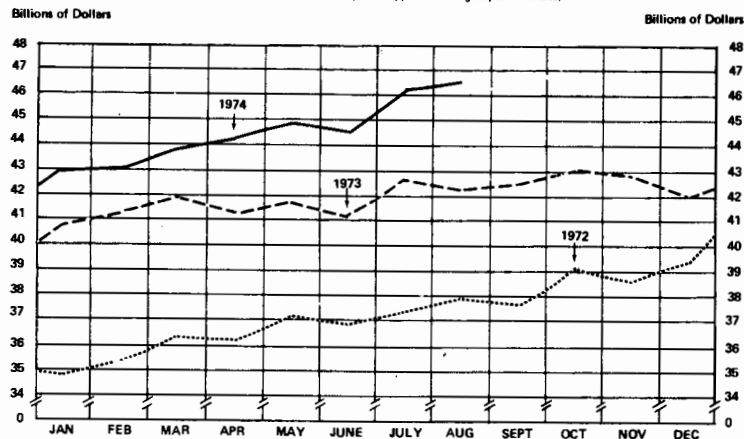
Based on the full sample, the total U. S. adjusted sales estimate for July was about the same as the \$46.3 billion published earlier in the July Advance Monthly Retail Sales report released August 9, 1974. The seasonally adjusted sales for July as revised were about 4 percent above June.

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 0.8 percent. For individual kind of business groups, differences have been greater, ranging on the average from 0.4 percent for the Food group to 2.3 percent for the Gasoline group

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

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
(Data ADJUSTED for seasonal, holiday, and trading day differences)



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

Data on the 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 Monthly Retail Trade Report are available from Publications Distribution Section, Social and Economic Statistics Administration, Washington, D.C., 20233 at 40 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)		
	1974		1973
	August ¹	July ²	August
Total, retail stores ³	47,979	45,953	43,135
Total (excluding automotive group).....	39,294	37,010	34,616
Durable goods stores, total ³	15,372	15,421	14,654
Nondurable goods stores, total ³	32,607	30,532	28,481
Food group.....	10,938	10,127	9,344
Grocery stores.....	10,169	9,400	8,687
Eating and drinking places.....	3,943	3,756	3,556
General merchandise group with nonstores.....	7,505	6,883	6,915
General merchandise group without nonstores (except department stores mail order).....	6,952	6,369	6,391
Department stores.....	4,659	4,287	4,286
Apparel group.....	2,149	1,875	1,931
Furniture and appliance group.....	2,273	2,186	2,047
Bldg. materials, hardware, farm equipment group.....	3,050	3,013	2,869
Automotive group.....	8,685	8,943	8,519
Gasoline service stations.....	3,681	3,650	3,023
Drug and proprietary stores.....	1,470	1,380	1,303

Part B. ADJUSTED for seasonal variations and trading day differences

Kind-of-business group	Sales (millions of dollars)					Percentage change July 1974 from--	
	1974			1973		June 1974	July 1973
	August ¹	July ²	June	August	July		
Total, retail stores ³	46,538	46,276	44,593	42,355	42,767	+4	+8
Total (excluding automotive group).....	37,783	37,749	36,763	33,710	34,113	+3	+11
Durable goods stores, total ³	15,116	14,911	14,049	14,481	14,409	+6	+3
Nondurable goods stores, total ³	31,422	31,365	30,544	27,874	28,358	+3	+11
Food group.....	10,132	9,782	9,782	8,964	9,128	+4	+11
Eating and drinking places.....	3,494	3,441	3,441	3,158	3,122	+2	+12
General merchandise group with nonstores.....	7,529	7,454	7,454	6,923	7,051	+1	+7
General merchandise group without nonstores (except department stores mail order).....	6,977	6,905	6,905	6,402	6,538	+1	+7
Apparel group.....	2,144	2,069	2,069	1,967	2,028	+4	+6
Furniture and appliance group.....	2,245	2,137	2,137	2,025	2,000	+5	+12
Bldg. materials, hardware, farm equipment group.....	2,788	2,743	2,743	2,582	2,551	+2	+9
Automotive group.....	8,527	7,830	7,830	8,645	8,654	+9	-1
Gasoline service stations.....	3,411	3,421	3,421	2,836	2,908	0	+17
Drug and proprietary stores.....	1,438	1,402	1,402	1,298	1,305	+3	+10

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	August 1974 from--		June 1974 through August 1974 from--	
	July 1974	August 1973	March 1974 through May 1974	June 1973 through August 1973
Total, retail stores.....	+1	+10	+3	+9
Total (excluding automotive group).....	0	+12	+2	+11
Durable goods stores, total.....	+1	+4	+5	+3
Nondurable goods stores, total.....	0	+13	+2	+12

Source: Bureau of the Census