



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 were estimated at \$48.6 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 \$48.3 billion, about 1 percent above May and 8 percent above June sales last year. Adjusted April-through-June total sales were about 3 percent above the prior 3 months and 7 percent above the comparable period a year ago.

Based on the full sample, the total U. S. adjusted sales estimate for May was about \$0.4 billion above the \$47.5 billion published earlier in the May Advance Monthly Retail Sales report released June 10, 1975. The seasonally adjusted sales for May, as revised, were about 3 percent above April.

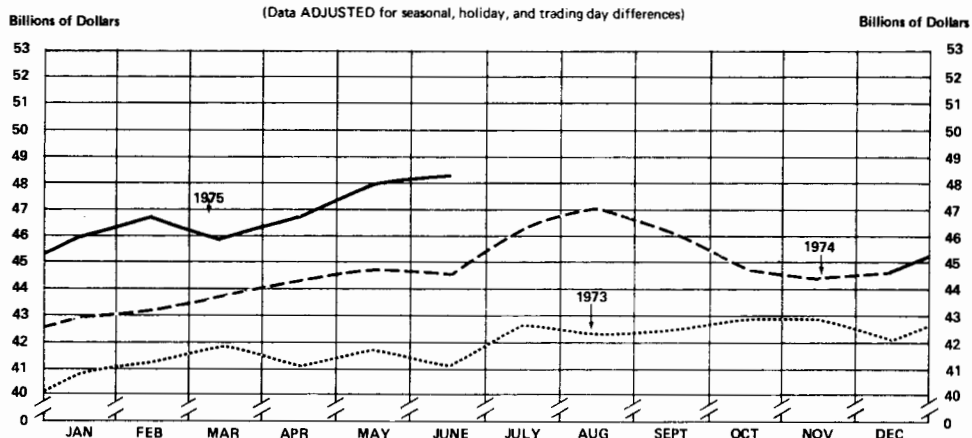
The advance sales estimates are based on early reporting, by a small subsample of the Census Bureau's retail survey panel, of sales figures for the weeks and part-weeks comprising the month. Because retailers' weekly records often differ

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 0.7 percent for the Food group to 2.8 percent for the Automotive 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



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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
	June ¹	May ²	June
Total, retail stores ³	48,555	51,015	45,609
Total (excluding automotive group).....	39,117	41,830	36,960
Durable goods stores, total ³	16,064	15,905	15,150
Nondurable goods stores, total ³	32,491	35,110	30,459
Food stores, total.....	10,616	11,640	9,942
Grocery stores.....	9,872	10,848	9,227
Eating and drinking places.....	4,152	4,148	3,702
General merchandise group with nonstores.....	7,518	8,049	7,070
General merchandise group without nonstores (except department stores mail order).....	7,001	7,488	6,563
Department stores.....	4,839	5,175	4,490
Apparel and accessory stores, total.....	2,016	2,245	1,978
Furniture home furnishings and equipment stores, total.....	2,135	2,113	2,122
Bldg. materials, hardware, farm equipment dealers, total.....	3,043	3,111	3,048
Automotive dealers, total.....	9,438	9,185	8,649
Gasoline service stations.....	3,667	3,699	3,537
Drug and proprietary stores.....	1,463	1,518	1,364

Part B. ADJUSTED for seasonal variations and trading day differences

Kind-of-business group	Sales (millions of dollars)					Percentage Change May 1975 from--	
	1975			1974		April 1975	May 1974
	June ¹	May ²	April	June	May		
Total, retail stores ³	48,285	47,951	46,712	44,593	44,894	+3	+7
Total (excluding automotive group).....	39,546	39,733	38,912	36,763	37,040	+2	+7
Durable goods stores, total ³	15,105	14,582	14,064	14,049	14,289	+4	+2
Nondurable goods stores, total ³	33,180	33,369	32,648	30,544	30,605	+2	+9
Food stores, total.....	10,831	10,598	10,598	9,782	9,795	+2	+11
Eating and drinking places.....	3,902	3,898	3,898	3,441	3,402	0	+15
General merchandise group with nonstores.....	7,983	7,638	7,638	7,454	7,558	+5	+6
General merchandise group without nonstores (except department stores mail order).....	7,429	7,068	7,068	6,905	7,004	+5	+6
Apparel and accessory stores, total.....	2,230	2,179	2,179	2,069	2,075	+2	+7
Furniture home furnishings and equipment stores, total.....	2,128	2,132	2,132	2,137	2,215	0	-4
Bldg. materials, hardware, farm equipment dealers, total.....	2,779	2,707	2,707	2,743	2,828	+3	-2
Automotive dealers, total.....	8,218	7,800	7,800	7,830	7,854	+5	+5
Gasoline service stations.....	3,550	3,532	3,532	3,421	3,312	+1	+7
Drug and proprietary stores.....	1,488	1,455	1,455	1,402	1,389	+2	+7

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	June 1975 from--		April 1975 through June 1975 from--	
	May 1975	June 1974	January 1975 through March 1975	April 1974 through June 1974
	Total, retail stores.....	+1	+8	+3
Total (excluding automotive group).....	0	+8	+2	+7
Durable goods stores, total.....	+4	+8	+4	+3
Nondurable goods stores, total.....	-1	+9	+3	+8

Source: Bureau of the Census