

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 \$64.0 billion. This adjusted figure was virtually unchanged from May 1978 but 11 percent greater than June a year ago. The adjusted June estimate, excluding the automotive group, was also unchanged from May but 11 percent above June last year.

Adjusted sales of durable goods stores decreased 1 percent below May, while sales of nondurable goods stores were virtually unchanged. Compared with sales for June 1977, both durable goods and nondurable goods stores increased about 11 percent.

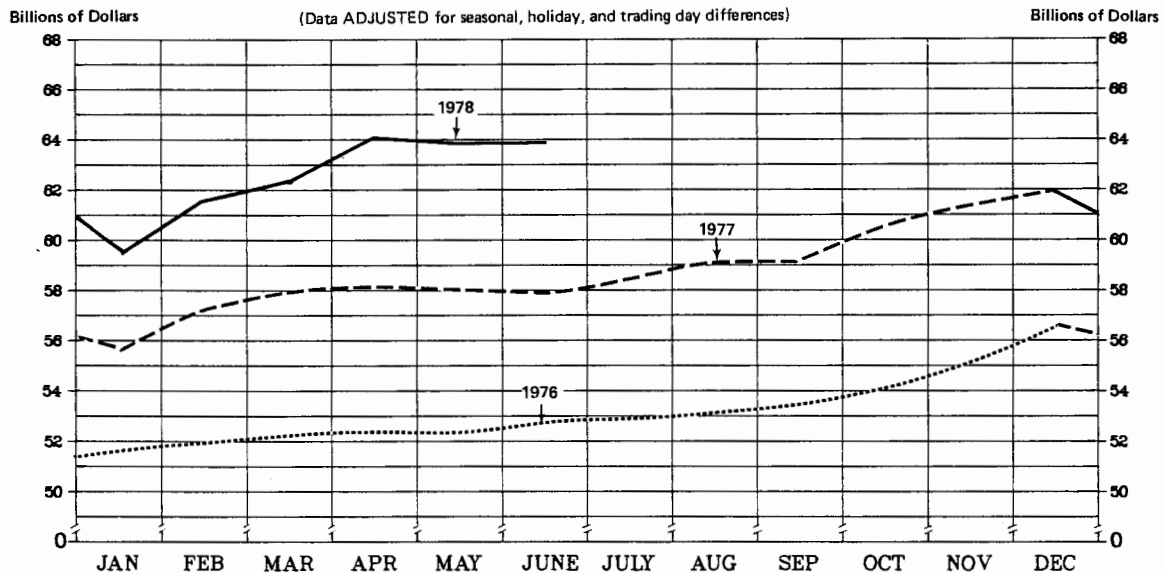
The revised estimate of retail sales for May, based on preliminary results from the full sample of retail stores, was about \$63.9 billion, \$0.2 billion above the advance estimate published earlier. Seasonally adjusted sales for May as revised, were virtually unchanged from April but were 10 percent above May 1977. Excluding the automotive group, retail sales were about 1 percent above April and 10 percent over May 1977. For nondurable goods stores, adjusted May sales were virtually unchanged from the previous month but were 10 percent above the same month a year earlier. For durable goods stores, adjusted sales for May were 2 percent below April but were 11 percent higher than May 1977.

The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates 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.

In the past, differences between advance and full-sample estimates of month-to-month percentage change in seasonally adjusted total retail store sales have averaged less than percent. However, most modifications being applied to the current advance monthly estimates are based on the relationship between the advance and the redesigned fullsample data for only the months since June 1977. The differences now, therefore, may vary from the past experience.

Preliminary estimates for May 1978 and final estimates for April 1978 based on the full sample will also be published later this month in the Monthly Retail Trade report for May (BR-78-5). 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.

ESTIMATED MONTHLY RETAIL SALES FOR THE UNITED STATES: JANUARY 1976 - JUNE 1978



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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, U.S. Government Printing Office, Washington, D.C. 20402, at \$55 per year. Add \$13.75 for each subscription to a foreign address. Postage stamps not acceptable; currency submitted at sender's risk. Remittances from foreign countries must be by international money order or by draft on a U.S. bank. Single copies of the Advance Monthly Retail Sales report are for sale by Subscriber Services (Publications), Bureau of the Census, Washington, D.C. 20233, at 70 cents each.

Table 1. Estimated Monthly Retail Sales by Kind of Business for the United States

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted					Adjusted ¹				
		1978			1977		1978			1977	
		June advance	May prelim.	April final	June	May	June advance	May prelim.	April final	June	May
	Retail trade, total.....	66,877	66,026	62,391	60,027	58,893	63,960	63,927	64,079	57,825	58,003
	Total (excl. automotive group).....	52,045	51,353	48,559	46,472	46,015	51,074	51,059	50,782	46,125	46,269
	Durable goods stores, total.....	24,084	23,873	22,227	21,829	20,961	21,505	21,614	21,969	19,436	19,516
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,132	3,994	3,592	3,622	3,515	3,571	3,506	3,559	3,143	3,129
521,3	Building materials and supply stores.....	(*)	2,675	2,409	2,538	2,338	(*)	2,441	2,473	2,211	2,187
525	Hardware stores.....	(*)	630	570	593	592	(*)	562	556	540	543
55 ex. 554	Automotive dealers.....	14,832	14,673	13,832	13,555	12,878	12,886	12,868	13,297	11,700	11,734
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	13,555	12,715	12,456	11,850	(*)	11,818	12,226	10,712	10,763
551	Motor vehicle dealers (franchised).....	(*)	11,808	10,987	10,873	10,331	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,118	1,117	1,099	1,028	(*)	1,050	1,071	988	971
57	Furniture, home furnishings, and equipment stores.....	2,998	3,047	2,887	2,852	2,763	2,968	3,090	3,055	2,815	2,843
571	Furniture and home furnishings stores....	(*)	1,920	1,830	1,782	1,715	(*)	1,897	1,900	1,726	1,714
5722,32	Household appliance, radio, and TV stores	(*)	861	800	851	823	(*)	912	870	848	887
5722	Household appliance stores.....	(*)	457	414	449	432	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	42,793	42,153	40,164	38,198	37,932	42,455	42,313	42,110	38,389	38,487
53	General merchandise group stores.....	8,112	7,963	7,420	6,887	6,860	8,281	8,163	8,026	7,094	7,066
531	Department stores.....	6,544	6,401	5,982	5,487	5,457	6,671	6,538	6,425	5,635	5,629
533	Variety stores.....	(*)	668	613	645	635	(*)	701	694	689	663
539	Miscellaneous general merchandise stores.	(*)	894	825	(NA)	(NA)	(*)	924	907	(NA)	(NA)
54	Food stores.....	14,749	14,291	13,675	13,102	12,846	14,278	14,305	14,218	13,014	13,085
541	Grocery stores.....	13,706	13,297	12,759	12,208	11,984	13,294	13,324	13,291	12,168	12,235
554	Gasoline service stations.....	5,110	5,049	4,787	4,864	4,826	4,895	4,916	4,900	4,696	4,710
56	Apparel and accessory stores.....	2,864	2,813	2,729	2,524	2,543	2,996	2,950	3,009	2,663	2,700
561	Men's and boys' clothing and furnishings stores.....	(*)	514	511	526	508	(*)	545	573	528	535
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,099	1,063	939	975	(*)	1,137	1,184	1,000	1,020
565	Family clothing stores.....	(*)	549	514	541	527	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	518	514	424	435	(*)	537	539	449	462
58	Eating and drinking places.....	6,240	6,023	5,750	5,607	5,466	5,843	5,753	5,808	5,262	5,283
591	Drug stores and proprietary stores.....	2,010	2,006	1,883	1,828	1,825	2,000	2,002	1,999	1,844	1,845
592	Liquor stores.....	(*)	1,069	1,016	1,087	1,064	(*)	1,093	1,064	1,096	1,101
5961 (pt.)	Mail-order houses (department store merchandise) ³	(*)	539	543	463	473	(*)	592	598	561	522

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

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

NA Not available.

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-78-5)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.³Includes sales made by mail-order catalog desks located within department stores of mail-order firms.

Table 2. Percent Change in Estimated Monthly Retail Sales by Kind of Business for the United States

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

1972 SIC code	Kind of business	Percent change					
		June 1978 advance from--		May 1978 preliminary from--		April 1978 through June 1978 from	
		May 1978 preliminary	May 1977 final	April 1978 final	May 1977 final	Jan. 1978 through March 1978	April 1977 through June 1977
	Retail trade, total.....	0.05	+11	0	+10	+4	+10
	Total (excl. automotive group).....	0.03	+11	+1	+10	+4	+10
	Durable goods stores, total.....	-1.51	+11	-2	+11	+6	+11
52	Building materials, hardware, garden supply, and mobile home dealers.....	+2.58	+14	-1	+12	+7	+13
55 ex. 554	Automotive dealers.....	0.18	+10	-3	+10	+6	+10
57	Furniture, home furnishings, and equipment stores.....	-4.00	+5	+1	+9	+6	+7
	Nondurable goods stores, total.....	0.00	+11	0	+10	+3	+10
53	General merchandise group stores.....	+1.48	+17	+2	+16	+6	+15
531	Department stores.....	+2.00	+18	+2	+16	+5	+17
54	Food stores.....	0	+10	+1	+9	+3	+10
541	Grocery stores.....	0	+9	0	+9	+3	+9
554	Gasoline service stations.....	0	+4	0	+4	0	+4
56	Apparel and accessory stores.....	+2.50	+13	-2	+9	+7	+11
58	Eating and drinking places.....	+2.50	+11	-1	+9	+4	+10
591	Drug stores and proprietary stores.....	0	+8	0	+9	+2	+9

Table 3. Estimated Monthly Retail Sales of Group II Companies by Kind of Business for the United States: MAY 1978

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted ¹		
		1978		1977	1978		1977
		May preliminary	April final	May	May preliminary	April final	May
	Retail trade, total.....	22,063	20,944	19,309	22,213	22,249	19,682
53	General merchandise group stores.....	7,082	6,607	6,084	7,242	7,165	6,297
531	Department stores.....	6,080	5,686	5,123	6,185	6,140	5,287
533	Variety stores.....	495	459	506	523	517	528
539	Miscellaneous general merchandise stores.....	507	462	455	534	508	482
54	Food stores.....	7,692	7,406	6,914	7,800	7,846	(NA)
541	Grocery stores.....	7,608	7,325	6,820	7,716	7,760	7,009
56	Apparel and accessory stores.....	1,007	968	877	1,079	1,077	921
562,3,8	Women's clothing, specialty stores, furriers.....	424	404	355	453	464	362
566	Shoe stores.....	249	243	218	276	265	236
591	Drug stores and proprietary stores.....	948	894	830	960	974	838

Note: The Group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multi-establishment files and which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which vary by kind of business).

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-78-5)

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Table 4. Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Areas and Cities
 (Sales in millions of dollars)

Area	Not adjusted		Area	Not adjusted	
	May preliminary	April final		May preliminary	April final
Standard Consolidated Areas¹			Standard Metropolitan Statistical Areas²--Con.		
Chicago, Ill.--Northwestern			Minneapolis-St. Paul, Minn.-Wis., total.....	804	746
Indiana, total.....	2,548	2,442	Nondurable goods stores.....	504	468
Nondurable goods stores.....	1,773	1,675	GAP ³	222	209
GAP ³	635	599	Nassau-Suffolk, N.Y., total.....	907	829
New York, N.Y.--Northeastern N.J., total.....	3,991	3,754	Nondurable goods stores.....	605	558
Nondurable goods stores.....	2,822	2,690	GAP ³	227	198
GAP ³	1,117	1,024	New York, N.Y.-N.J., total.....	2,106	1,994
Standard Metropolitan Statistical Areas¹			Nondurable goods stores.....	1,518	1,460
Anaheim-Santa Ana-Garden Grove, Calif., total.....	739	712	GAP ³	638	593
Nondurable goods stores.....	465	451	Newark, N.J., total.....	547	508
GAP ³	195	187	Nondurable goods stores.....	375	360
Atlanta, Ga., GAP ³	172	169	GAP ³	132	122
Baltimore, Md., total.....	656	630	Philadelphia, Pa.-N.J., total.....	1,575	1,520
Nondurable goods stores.....	464	435	Nondurable goods stores.....	1,035	1,002
GAP ³	147	136	GAP ³	386	356
Boston, Mass., total.....	1,053	1,036	Pittsburgh, Pa., total.....	720	677
Nondurable goods stores.....	737	726	Nondurable goods stores.....	499	462
GAP ³	264	244	GAP ³	187	175
Buffalo, N.Y., total.....	333	311	St. Louis, Mo.-Ill., total.....	639	597
Nondurable goods stores.....	252	233	Nondurable goods stores.....	492	471
Chicago, Ill., total.....	2,369	2,271	GAP ³	185	169
Nondurable goods stores.....	1,664	1,574	San Diego, Calif., total.....	512	489
GAP ³	599	565	Nondurable goods stores.....	319	309
Cincinnati, Ohio-Ky.-Ind., total.....	529	490	GAP ³	144	138
Nondurable goods stores.....	368	332	San Francisco-Oakland, Calif., total.....	1,033	950
Cleveland, Ohio, total.....	656	636	Nondurable goods stores.....	685	657
Nondurable goods stores.....	429	419	GAP ³	284	265
GAP ³	160	157	Seattle-Everett, Wash., total.....	573	556
Detroit, Mich., total.....	1,409	1,508	Nondurable goods stores.....	375	362
Nondurable goods stores.....	957	903	Washington, D.C.-Md.-Va., total.....	1,037	964
GAP ³	393	375	Nondurable goods stores.....	654	626
Houston, Tex., total.....	1,068	981	GAP ³	272	259
Nondurable goods stores.....	643	597	Cities		
GAP ³	269	243	Chicago, Ill., total.....	818	751
Kansas City, Mo.-Kans., total.....	429	588	Nondurable goods stores.....	602	549
Nondurable goods stores.....	383	361	GAP ³	197	187
GAP ³	132	127	Detroit, Mich., total.....	231	220
Los Angeles-Long Beach, Calif., total.....	2,238	2,121	Nondurable goods stores.....	132	126
Nondurable goods stores.....	1,404	1,454	GAP ³	50	45
GAP ³	603	580	Los Angeles, Calif., total.....	666	640
Miami, Fla., total.....	518	502	Nondurable goods stores.....	520	516
Nondurable goods stores.....	327	311	GAP ³	185	178
GAP ³	135	122	New York, N.Y., total.....	1,329	1,275
Milwaukee, Wis., total.....	514	488	Nondurable goods stores.....	974	955
Nondurable goods stores.....	290	285	GAP ³	456	432
GAP ³	126	121	Philadelphia, Pa., total.....	338	329
			Nondurable goods stores.....	272	271
			GAP ³	78	73

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-78-5. ²Includes the following: General merchandise group stores (SIC 53); apparel and accessory stores (SIC 56); furniture, home furnishings and equipment stores (SIC 57); and miscellaneous shopping goods stores (SIC 59). GAP represents stores which specialize in department store types of merchandise. ³Statistics for the Boston SMSA include retail establishments in all Essex, Middlesex, Norfolk, and Suffolk Counties.

