

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 \$45.3 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 \$44.3 billion, about 1 percent below May but about 8 percent above June sales last year. Adjusted total April-through-June sales were about 3 percent above the prior 3 months and 7 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 May was about \$0.2 billion more than the \$44.4 billion published earlier in the May Advance Monthly Retail Sales report released June 10, 1974. The seasonally adjusted sales for May as revised were about 1 percent above April.

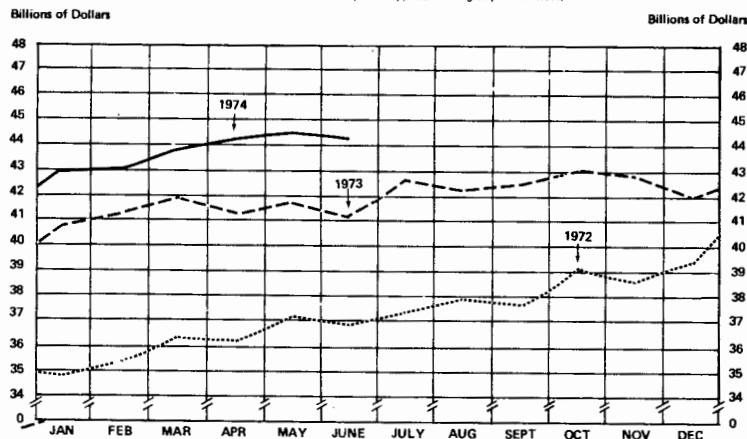
The differences between the month-to-month change in advance and full-sample estimates for total retail sales seldom exceed 1.0 percent and for the past year has averaged 0.8 percent. For individual kind of business groups, differences have been greater, ranging on the average from 0.5 percent for the Food group to 2.2 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
	June ¹	May ²	June
Total, retail stores ³	45,270	46,728	43,586
Total (excluding automotive group).....	36,815	37,980	34,344
Durable goods stores, total ³	15,030	15,341	15,410
Nondurable goods stores, total ³	30,240	31,387	28,176
Food group.....	9,862	10,163	9,135
Grocery stores.....	9,184	9,465	8,512
Eating and drinking places.....	3,613	3,554	3,353
General merchandise group with nonstores.....	7,079	7,400	6,771
General merchandise group without nonstores (except department stores mail order).....	6,546	6,833	6,284
Department stores.....	4,498	4,650	4,308
Apparel group.....	1,974	2,050	1,975
Furniture and appliance group.....	2,167	2,163	2,032
Bldg. materials, hardware, farm equipment group.....	3,015	3,028	2,919
Automotive group.....	8,455	8,748	9,242
Gasoline service stations.....	3,470	3,410	3,008
Drug and proprietary stores.....	1,364	1,401	1,300

Part B. ADJUSTED for seasonal variations and trading day differences

Kind-of-business group	Sales (millions of dollars)					Percentage change May 1974 from--	
	1974		1973			April 1974	May 1973
	June ¹	May ²	April	June	May		
Total, retail stores ³	44,297	44,612	44,283	41,167	41,723	+1	+7
Total (excluding automotive group).....	36,645	36,794	36,639	33,224	33,220	0	+11
Durable goods stores, total ³	13,966	14,185	13,941	13,731	14,299	+2	-1
Nondurable goods stores, total ³	30,331	30,427	30,342	27,436	27,424	0	+11
Food group.....	9,744	9,689	9,689	8,598	8,665	+1	+12
Eating and drinking places.....	3,353	3,429	3,429	3,085	3,096	-2	+8
General merchandise group with nonstores.....	7,518	7,438	7,438	6,939	6,917	+1	+9
General merchandise group without nonstores (except department stores mail order).....	6,966	6,863	6,863	6,430	6,386	+2	+9
Apparel group.....	2,081	2,010	2,010	1,997	1,962	+4	+6
Furniture and appliance group.....	2,203	2,163	2,163	2,006	1,995	+2	+10
Bldg. materials, hardware, farm equipment group.....	2,770	2,760	2,760	2,572	2,560	0	+8
Automotive group.....	7,818	7,644	7,644	7,943	8,503	+2	-8
Gasoline service stations.....	3,314	3,236	3,236	2,843	2,884	+2	+15
Drug and proprietary stores.....	1,397	1,408	1,408	1,314	1,291	-1	+8

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 1974 from--		April 1974 through June 1974 from--	
	May 1974	June 1973	January 1974 through March 1974	April 1973 through June 1973
	Total, retail stores.....	-1	+8	+3
Total (excluding automotive group).....	0	+10	+2	+11
Durable goods stores, total.....	-2	+2	+4	-1
Nondurable goods stores, total.....	0	+11	+2	+11

Source: Bureau of the Census