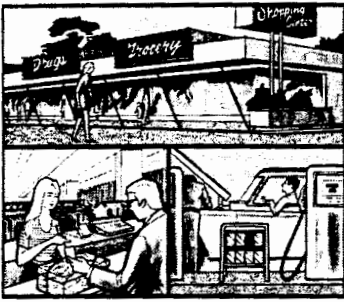


Advance Monthly Retail Sales



For release July 12, 1977 2:00 P.M.

CB-77-129

JUNE 1977

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 \$59.2 billion. This adjusted figure was virtually unchanged from May 1977, but 10 percent greater than June a year ago. The adjusted June estimate, excluding the automotive group, was also unchanged from May but was 9 percent above June last year.

Adjusted sales of both durable and nondurable stores were unchanged from May. Compared with sales for June 1976, durable goods stores increased 13 percent, while nondurable goods stores increased 8 percent.

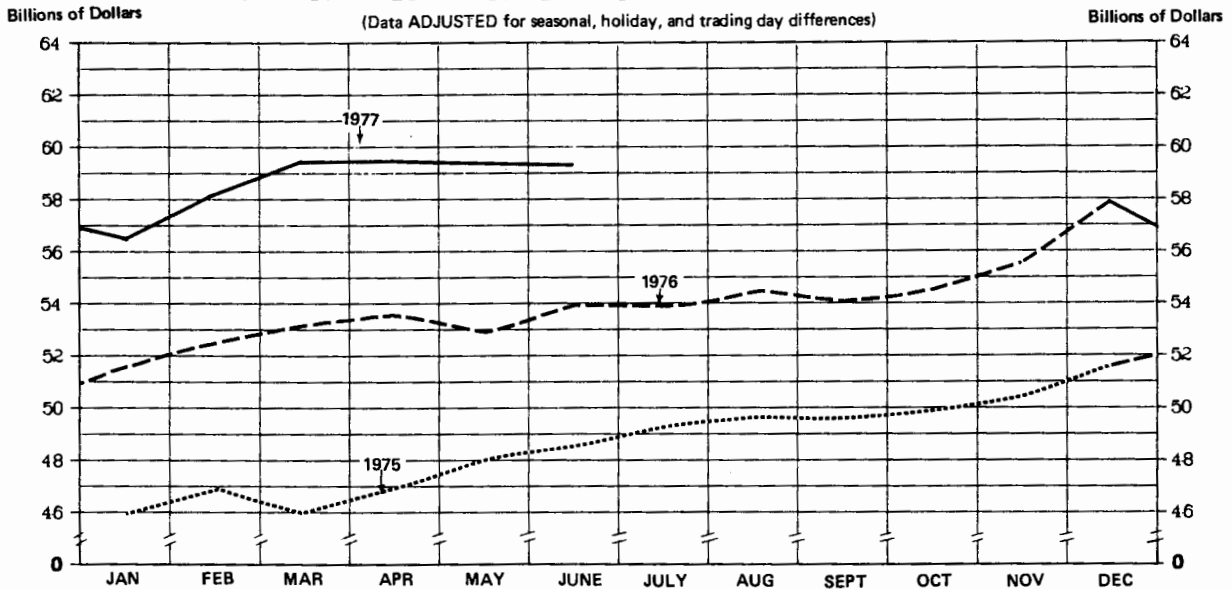
The revised estimate of retail sales for May, based on preliminary results from the full sample of retail stores and modified on the basis of past relationships between preliminary and final estimates, was about \$59.2 billion, \$0.8 billion below the advance estimate published earlier. Seasonally adjusted sales for May as revised, were virtually unchanged from April, but were 12 percent above May 1976. Excluding the automotive group, retail sales showed little change from April, but were 11 percent over May of last year. For nondurable goods stores, adjusted May sales were virtually unchanged from the previous month but were 11 percent above the same month a year earlier. For durable goods stores, adjusted sales for May were 1 percent below April, but were 15 percent higher than May 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 May 1977 and final estimates for April 1977 based on the full sample will also be published later this month in the Monthly Retail Trade report for May (BR-77-5). 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.

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	
	June ² advance	May ³ prelim.	Apr. final	June	May	June ² advance	May ³ prelim.	Apr. final	June	May
Retail stores, total.....	61,755	60,381	60,294	55,449	54,460	59,233	59,247	59,465	53,983	52,868
Total (excl. automotive group).....	47,975	47,362	47,314	43,573	43,320	47,240	47,288	47,294	43,460	42,619
Durable goods stores, total.....	22,467	21,335	21,081	19,617	18,511	20,033	20,073	20,333	17,803	17,419
Nondurable goods stores, total.....	39,288	39,046	39,213	35,832	35,949	39,200	39,174	39,132	36,180	35,449
Food stores, total.....	12,859	12,440	12,594	11,657	11,770	12,734	12,657	12,452	11,765	11,629
Grocery stores.....	11,940	11,547	11,702	10,798	10,930	11,857	11,771	11,563	10,929	10,790
Eating and drinking places.....	5,152	4,980	4,734	4,544	4,564	4,851	4,784	4,777	4,283	4,355
General merchandise group with nonstores.....	8,936	8,966	9,059	8,144	7,949	9,227	9,318	9,394	8,488	8,187
General merchandise group without nonstores (except department stores mail order).....	8,289	8,300	8,402	7,561	7,386	8,550	8,627	8,722	7,865	7,604
Department stores.....	5,921	5,913	5,923	5,390	5,196	6,042	6,121	6,125	5,580	5,324
Variety stores.....	*	665	706	624	639	*	707	707	655	663
Mail-order houses (department store merchandise).....	*	510	554	439	444	*	569	618	516	508
Apparel and accessory stores, total.....	2,287	2,277	2,466	2,213	2,194	2,405	2,408	2,415	2,324	2,265
Men's, boys' wear stores.....	*	515	540	512	484	*	536	543	519	496
Women's apparel, accessory stores.....	*	842	878	871	874	*	880	888	919	895
Shoe stores.....	*	368	428	335	335	*	391	380	352	348
Furniture, home furnishings, and equipment stores, total.....	2,731	2,553	2,517	2,424	2,306	2,649	2,622	2,636	2,417	2,380
Furniture, home furnishings stores.....	*	1,582	1,546	1,440	1,370	*	1,577	1,584	1,397	1,359
Household appliance, TV, radio stores.....	*	786	780	776	723	*	843	846	788	782
Household appliance dealers.....	*	507	491	492	457	*	(NA)	(NA)	(NA)	(NA)
Building materials, hardware, farm equipment dealers, total.....	4,081	3,936	3,841	3,612	3,382	3,555	3,660	3,666	3,178	3,109
Lumber and other building materials dealers.....	*	2,249	2,113	2,050	1,891	*	2,114	2,115	1,808	1,792
Hardware stores.....	*	614	597	591	569	*	546	583	504	500
Automotive dealers, total.....	13,780	13,019	12,980	11,876	11,140	11,993	11,959	12,171	10,523	10,249
Passenger car, other automotive dealers.....	*	12,010	11,954	11,009	10,298	*	10,998	11,193	9,725	9,456
Passenger car dealers (franchised).....	*	10,361	10,247	9,451	8,791	*	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	*	1,009	1,026	867	842	*	961	978	798	793
Gasoline service stations.....	4,652	4,502	4,336	4,079	3,935	4,426	4,435	4,415	3,922	3,809
Drug and proprietary stores.....	1,794	1,751	1,725	1,615	1,598	1,799	1,776	1,734	1,625	1,609
Liquor stores.....	*	940	929	954	931	*	973	971	970	938

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

¹Advance estimates are not available from the subsample panel for these kinds of businesses.²Data adjusted for seasonal variations, holiday, and trading-day differences. (See explanatory material in the Monthly Retail Trade Report, BR-77-5).³Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.⁴Modified 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					
	June 1977 advance from--		May 1977 preliminary from--		April 1977 through June 1977 from--	
	May 1977 preliminary	June 1976 final	Apr. 1977 final	May 1976 final	Jan. 1977 through Mar. 1977	Apr. 1976 through June 1976
Total, retail stores.....	0	+10	0	+12	+2	+11
Total (excluding automotive group).....	0	+9	0	+11	+3	+10
Durable goods stores, total.....	0	+13	-1	+15	+2	+13
Nondurable goods stores, total.....	0	+8	0	+11	+2	+10
Food stores, total.....	+1	+8	+2	+9	+4	+9
Grocery stores.....	+1	+8	+2	+9	+4	+9
Eating and drinking places.....	+1	+13	0	+10	+3	+11
General merchandise group with nonstores.....	-1	+9	-1	+14	+3	+12
General merchandise group without nonstores (except department stores mail order).....	-1	+9	-1	+13	+3	+12
Department stores.....	-1	+8	0	+15	+3	+12
Apparel and accessory stores, total.....	0	+3	0	+6	-1	+6
Furniture, home furnishings and equipment stores, total.....	+1	+10	-1	+10	+4	+10
Building materials, hardware, farm equipment dealers, total.....	-3	+12	0	+18	+5	+14
Automotive dealers, total.....	0	+14	-2	+17	0	+15
Gasoline service stations.....	0	+13	0	+16	+4	+14
Drug and proprietary stores.....	+1	+11	+2	+10	+3	+10

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

(Sales in millions of dollars)

Kind of business	Not adjusted			Adjusted ¹		
	1977		1976	1977		1976
	May ² prelim.	Apr. final	May	May ² prelim.	Apr. final	May
Retail stores, total.....	17,613	17,895	15,901	18,033	17,888	15,978
Food stores, total.....	6,478	6,678	6,137	(NA)	(NA)	(NA)
Grocery stores	6,388	6,580	6,064	6,599	6,451	6,040
General merchandise group with nonstores...	7,149	7,257	6,295	7,436	7,500	6,495
General merchandise group without nonstores (except department stores mail order).....	6,822	6,928	6,029	7,101	7,161	6,227
Department stores.....	5,291	5,321	4,634	5,466	5,497	4,743
Variety stores.....	523	556	502	559	554	523
Apparel and accessory stores, total.....	587	665	542	622	620	559
Shoe stores.....	139	178	128	151	154	134
Drug and proprietary stores.....	756	729	652	775	738	664

¹Data adjusted for seasonal variations, holiday and trading day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-77-5).

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
	May preliminary	Apr. final	May
Standard Consolidated Areas¹			
Chicago, Ill.--Northwestern Ind., total.....	2,409	2,396	2,127
Nondurable goods stores.....	1,556	1,551	1,442
GAF ²	698	703	632
New York-Northeastern N.J., total.....	3,462	3,450	3,321
Nondurable goods stores.....	2,476	2,502	2,408
GAF ²	1,008	1,011	955
Standard Metropolitan Statistical Areas¹			
Baltimore, Md., GAF ²	134	141	129
Boston, Mass., GAF ²	217	227	195
Chicago, Ill., total.....	2,201	2,194	1,949
Nondurable goods stores.....	1,424	1,424	1,330
GAF ²	649	655	590
Cleveland, Ohio, GAF ²	136	144	126
Dallas, Texas, GAF ²	163	167	151
Detroit, Mich., total.....	1,210	1,179	1,055
Nondurable goods stores.....	746	719	682
GAF ²	296	300	264
Houston, Texas, GAF ²	199	200	181



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
	May preliminary	Apr. final	May
Standard Metropolitan Statistical Areas ¹ --Con.			
Kansas City, Mo.-Kansas, GAF ²	156	158	146
Los Angeles-Long Beach, Calif., total.....	1,985	2,030	1,839
Nondurable goods stores.....	1,355	1,380	1,278
GAF ²	561	578	516
Minneapolis-St. Paul, Minn., GAF ²	193	192	147
New York, N.Y.--Nassau-Suffolk, N.Y., total ³	2,343	2,337	2,212
Nondurable goods stores.....	1,702	1,723	1,646
GAF ²	696	696	654
Nassau-Suffolk, N.Y., total ⁴	671	659	631
Nondurable goods stores.....	450	450	426
GAF ²	167	168	157
New York, N.Y., total ⁵	1,672	1,678	1,581
Nondurable goods stores.....	1,252	1,273	1,220
GAF ²	529	528	497
Philadelphia, Pa., total.....	1,199	1,219	1,104
Nondurable goods stores.....	859	875	801
GAF ²	302	315	296
Pittsburgh, Pa., total.....	665	634	590
Nondurable goods stores.....	481	468	430
GAF ²	193	179	159
St. Louis, Mo.-Ill., total.....	579	595	546
Nondurable goods stores.....	353	359	355
GAF ²	158	161	157
San Francisco-Oakland, Calif., total.....	895	888	811
Nondurable goods stores.....	616	626	587
GAF ²	233	236	209
Washington, D.C.-Md.-Va., total.....	917	905	791
Nondurable goods stores.....	597	606	538
GAF ²	231	232	191
Cities			
Chicago, Ill., total.....	792	805	746
Nondurable goods stores.....	575	589	550
GAF ²	339	351	301
Detroit, Mich., total.....	261	252	234
Nondurable goods stores.....	167	157	153
GAF ²	54	55	57
Los Angeles, Calif., total.....	684	705	632
Nondurable goods stores.....	499	510	463
GAF ²	228	241	206
New York, N.Y., total.....	1,383	1,394	1,316
Nondurable goods stores.....	1,053	1,071	1,024
GAF ²	454	455	426
Philadelphia, Pa., total.....	398	415	383
Nondurable goods stores.....	314	323	303
GAF ²	123	130	124

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-77-5. 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.

