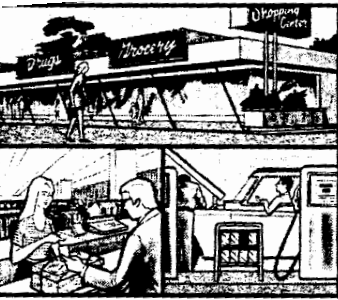


Advance Monthly Retail Sales



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MAY 1978

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in May, after adjusting for seasonal variations and trading day differences, but not for price changes were estimated at \$63.8 billion. This adjusted figure was virtually unchanged from April 1978 but 10 percent greater than May a year ago. The adjusted April estimate, excluding the automotive group, was about 1 percent above April and 10 percent above May last year.

Adjusted sales of durable goods stores decreased 1 percent below April, while sales of nondurable goods stores were virtually unchanged. Compared with sales for May 1977, durable goods increased 11 percent and nondurable goods stores increased about 9 percent.

The revised estimate of retail sales for April, based on preliminary results from the full sample of retail stores, was about \$63.9 billion, \$0.3 billion above the advance estimate published earlier. Seasonally adjusted sales for April as revised, were about 2 percent above March and 10 percent above April 1977. Excluding the automotive group, retail sales were 1 percent above March and 10 percent over April 1977. For nondurable goods stores, adjusted April sales were about 1 percent above the previous month and 10 percent above the same month a year earlier. For durable goods stores, adjusted sales for April were 5 percent above March and 10 percent higher than April 1977.

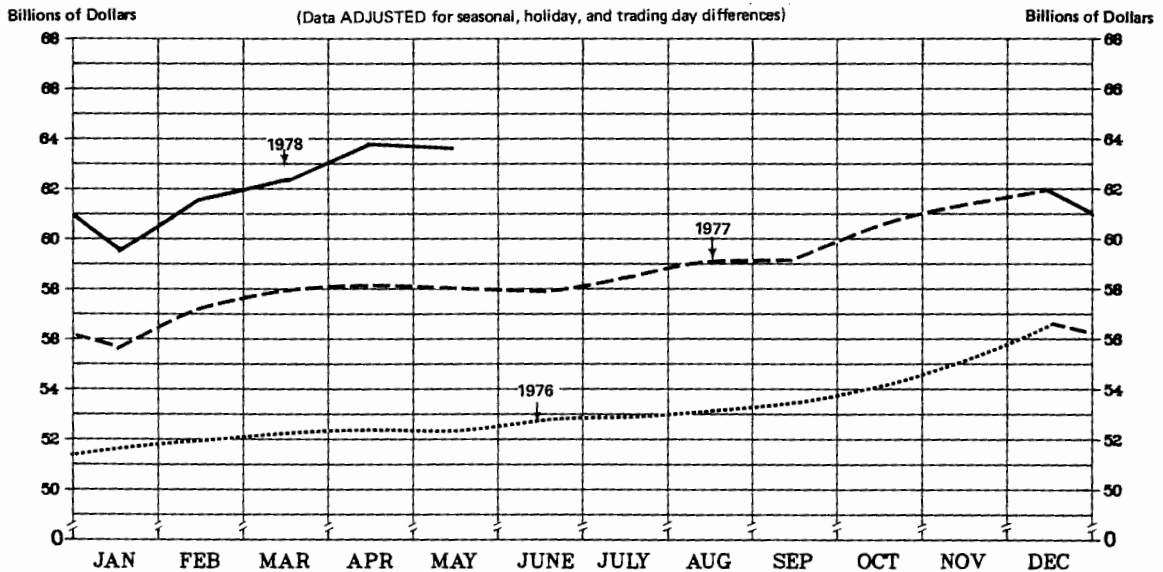
The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. 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 is 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 April 1978 and final estimates for March 1978 based on the full sample will also be published. Later this month in the Monthly Retail Trade report for April (BR-78-4). 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 - MAY 1978



Inquiries concerning this report should be addressed to Mr. Irving True, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7660/7661.



U.S. Department of Commerce
BUREAU OF THE CENSUS

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	
		May ² advance	Apr. prelim.	Mar. final	May	Apr.	May ² advance	Apr. prelim.	Mar. final	May	Apr.
	Retail trade, total.....	65,926	62,196	63,334	58,893	58,634	63,775	63,878	62,690	58,003	58,142
	Total (excl. automotive group).....	51,203	48,319	49,326	46,015	45,783	50,905	50,538	50,007	46,269	46,087
	Durable goods stores, total.....	24,023	22,161	21,863	20,961	20,559	21,686	21,903	20,938	19,516	19,833
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,027	3,538	3,116	3,515	3,251	3,511	3,512	3,341	3,129	3,135
521,3	Building materials and supply stores.....	(*)	2,380	2,139	2,338	2,189	(*)	2,444	2,247	2,187	2,190
525	Hardware stores.....	(*)	575	503	592	579	(*)	561	542	543	544
55 ex. 554	Automotive dealers.....	14,723	13,877	14,008	12,878	12,851	12,870	13,340	12,683	11,734	12,055
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	12,779	12,940	11,850	11,800	(*)	12,287	11,605	10,763	11,069
551	Motor vehicle dealers (franchised).....	(*)	11,029	11,301	10,331	10,280	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,098	1,068	1,028	1,051	(*)	1,053	1,078	971	986
57	Furniture, home furnishings, and equipment stores.....	3,092	2,866	2,882	2,763	2,730	3,133	3,032	2,887	2,843	2,836
571	Furniture and home furnishings stores....	(*)	1,836	1,761	1,715	1,691	(*)	1,907	1,737	1,714	1,721
5722,32	Household appliance, radio, and TV stores	(*)	778	845	823	825	(*)	846	867	887	884
5722	Household appliance stores.....	(*)	396	405	432	420	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	41,903	40,035	41,471	37,932	38,075	42,089	41,975	41,752	38,487	38,309
53	General merchandise group stores.....	7,992	7,417	7,317	6,860	6,911	8,195	8,023	7,866	7,066	7,059
531	Department stores.....	6,443	5,987	5,867	5,457	5,470	6,581	6,431	6,336	5,629	5,588
533	Variety stores.....	(*)	605	643	635	673	(*)	685	659	663	679
539	Miscellaneous general merchandise stores.	(*)	825	807	(NA)	(NA)	(*)	907	871	(NA)	(NA)
54	Food stores.....	14,227	13,634	14,333	12,846	13,047	14,241	14,176	13,900	13,085	12,933
541	Grocery stores.....	13,251	12,744	13,374	11,984	12,172	13,278	13,275	12,947	12,235	12,060
554	Gasoline service stations.....	5,019	4,757	4,804	4,826	4,631	4,887	4,869	4,983	4,710	4,723
56	Apparel and accessory stores.....	2,792	2,716	2,847	2,543	2,754	2,924	2,995	2,885	2,700	2,726
561	Men's and boys' clothing and furnishings stores.....	(*)	509	508	508	542	(*)	571	549	535	554
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,073	1,116	975	1,010	(*)	1,195	1,148	1,020	1,033
565	Family clothing stores.....	(*)	499	524	527	579	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	509	555	435	505	(*)	534	509	462	454
58	Eating and drinking places.....	6,037	5,750	5,610	5,466	5,250	5,766	5,808	5,772	5,283	5,232
591	Drug stores and proprietary stores.....	2,017	1,872	2,010	1,825	1,797	2,013	1,987	1,992	1,845	1,834
592	Liquor stores.....	(*)	996	1,044	1,064	1,066	(*)	1,043	1,106	1,101	1,093
5961 (pt.)	Mail-order houses (department store merchandise) ³	(*)	541	598	473	514	(*)	596	574	522	564

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-78-4).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					
		May 1978 advance from--		April 1978 preliminary from--		March 1978 through May 1978 from--	
		Apr. 1978 preliminary	May 1977 final	Mar. 1978 final	Apr. 1977 final	Dec. 1977 through Feb. 1978	Mar. 1977 through May 1977
	Retail trade, total.....	0	+10	+2	+10	+4	+9
	Total (excl. automotive group).....	+1	+10	+1	+10	3	+10
	Durable goods stores, total.....	-1	+11	+5	+10	+5	+9
52	Building materials, hardware, garden supply, and mobile home dealers.....	0	+12	+5	+12	+6	+10
55 ex. 554	Automotive dealers.....	-4	+10	+5	+11	+5	+8
57	Furniture, home furnishings, and equipment stores.....	+3	+10	+5	+7	+4	+7
	Nondurable goods stores, total.....	0	+9	+1	+10	+3	+9
53	General merchandise group stores.....	+2	+16	+2	+14	+3	+14
531	Department stores.....	+2	+17	+1	+15	+2	+15
54	Food stores.....	0	+9	+2	+10	+3	+9
541	Grocery stores.....	0	+9	+3	+10	+4	+9
554	Gasoline service stations.....	0	+4	-2	+3	+1	+5
56	Apparel and accessory stores.....	-2	+8	+4	+10	+5	+7
58	Eating and drinking places.....	-1	+9	+1	+11	+6	+10
591	Drug stores and proprietary stores.....	+1	+9	0	+8	+1	+9

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

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted		Adjusted ¹	
		Apr. 1978 preliminary	Mar. 1978 final	Apr. 1978 preliminary	Mar. 1978 final
	Retail trade, total.....	20,941	21,496	22,247	21,476
53	General merchandise group stores.....	6,607	6,511	7,166	6,933
531	Department stores.....	5,690	5,565	6,145	5,984
533	Variety stores.....	460	493	519	498
539	Miscellaneous general merchandise stores.....	457	453	502	451
54	Food stores.....	7,403	7,876	7,842	7,583
541	Grocery stores.....	7,320	7,776	7,754	7,484
56	Apparel and accessory stores.....	966	1,032	1,076	1,020
562,3,8	Women's clothing, specialty stores, furriers.....	406	432	467	439
566	Shoe stores.....	243	279	265	253
591	Drug stores and proprietary stores.....	902	974	983	971

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-78-4).

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	
	April 1978 preliminary	March 1978 final		April 1978 preliminary	March 1978 final
Standard Consolidated Areas ¹			Standard Metropolitan Statistical Areas ¹ --Con.		
Chicago, Ill.--Northwestern			Minneapolis-St. Paul, Minn.-Wis., total.....	770	747
Indiana, total.....	2,458	2,473	Nondurable goods stores.....	471	479
Nondurable goods stores.....	1,653	1,711	GAP ²	212	208
GAP ²	595	586	Nassau-Suffolk, N.Y., total.....	830	865
New York, N.Y.--Northeastern N.J., total.....	3,750	3,859	Nondurable goods stores.....	568	599
Nondurable goods stores.....	2,700	2,831	GAP ²	189	193
GAP ²	1,030	1,034	New York, N.Y.-N.J., total.....	1,998	2,043
Standard Metropolitan Statistical Areas ¹			Nondurable goods stores.....	1,455	1,527
Anaheim-Santa Ana-Garden Grove, Calif., total.....	733	755	GAP ²	607	609
Nondurable goods stores.....	463	476	Newark, N.J., total.....	491	511
GAP ²	186	187	Nondurable goods stores.....	363	376
Atlanta, Ga., GAP ²	174	182	GAP ²	120	122
Baltimore, Md., total.....	634	641	Philadelphia, Pa.-N.J., total.....	1,508	1,527
Nondurable goods stores.....	424	438	Nondurable goods stores.....	1,006	1,043
GAP ²	137	138	GAP ²	361	364
Boston, Mass., total.....	1,022	1,065	Pittsburgh, Pa., total.....	660	666
Nondurable goods stores.....	732	769	Nondurable goods stores.....	457	469
GAP ²	244	250	GAP ²	173	173
Buffalo, N.Y., total.....	308	316	St. Louis, Mo.-Ill., total.....	593	613
Nondurable goods stores.....	229	238	Nondurable goods stores.....	470	486
Chicago, Ill., total.....	2,280	2,304	GAP ²	164	163
Nondurable goods stores.....	1,552	1,603	San Diego, Calif., total.....	477	487
GAP ²	560	552	Nondurable goods stores.....	303	311
Cincinnati, Ohio-Ky.-Ind., total.....	506	497	GAP ²	139	140
Nondurable goods stores.....	336	343	San Francisco-Oakland, Calif., total.....	951	1,022
Cleveland, Ohio, total.....	648	628	Nondurable goods stores.....	666	676
Nondurable goods stores.....	419	431	GAP ²	264	270
GAP ²	156	150	Seattle-Everett, Wash., total.....	539	541
Detroit, Mich., total.....	1,509	1,532	Nondurable goods stores.....	349	361
Nondurable goods stores.....	895	913	Washington, D.C.-Md.-Va., total.....	953	978
GAP ²	376	374	Nondurable goods stores.....	610	633
Houston, Tex., total.....	969	1,019	GAP ²	260	256
Nondurable goods stores.....	571	593	Cities		
GAP ²	242	255	Chicago, Ill., total.....	747	763
Kansas City, Mo.-Kans., total.....	563	546	Nondurable goods stores.....	537	565
Nondurable goods stores.....	329	337	GAP ²	186	186
GAP ²	127	120	Detroit, Mich., total.....	221	221
Los Angeles-Long Beach, Calif., total.....	2,106	2,107	Nondurable goods stores.....	127	135
Nondurable goods stores.....	1,449	1,451	GAP ²	45	44
GAP ²	577	566	Los Angeles, Calif., total.....	633	648
Miami, Fla., total.....	497	545	Nondurable goods stores.....	514	520
Nondurable goods stores.....	304	333	GAP ²	181	176
GAP ²	121	134	New York, N.Y., total.....	1,289	1,343
Milwaukee, Wis., total.....	491	498	Nondurable goods stores.....	962	1,017
Nondurable goods stores.....	283	301	GAP ²	441	444
GAP ²	124	123	Philadelphia, Pa., total.....	334	341
			Nondurable goods stores.....	274	282
			GAP ²	75	80

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-78-4. 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 594). 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.

