

UNITED STATES DEPARTMENT OF
COMMERCE

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ADVANCE REPORT ON RETAIL SALES, JANUARY 1962

Total sales of retail stores in January were \$16.8 billion, the U. S. Department of Commerce announced today. After adjustment for seasonal variations and trading day differences, but not for price changes, total retail sales amounted to \$18.7 billion, about 1 percent below December and 5 percent above January 1961.

The January sales figures are based on the Advance Report on Retail Trade, a monthly survey of the Bureau of the Census conducted in cooperation with a representative cross-section of about 2,000 retail firms which, in total, operate some 39,000 stores in the United States. The firms which are cooperating in the early reporting of sales are part of a larger sample group which furnishes figures at a later date. The advance estimates are subject to revision of the estimates subsequently derived from the full sample, but the revision of the total seldom exceeds $1\frac{1}{2}$ percent.

The advance Census figures for January are shown in table 1 of this release. The Office of Business Economics noted that, after adjustment for seasonal variations and trading day differences, except for some declines in the durable trades other than autos, other lines of trade showed little change from their high November-December levels. Estimates for December for the full sample indicate that seasonally adjusted retail sales were about 1 percent below November.

(more)

ADVANCE RETAIL SALES FOR JANUARY 1962

Table 1. SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND-OF-BUSINESS GROUP

(NOT ADJUSTED for seasonal variations or trading day differences)

Kind-of-business group	Sales (millions of dollars)		
	1962		1961
	January ¹	December ²	January
Retail stores, total ³	16,794	22,909	15,803
Durable-goods stores, total ³	5,079	6,305	4,634
Nondurable-goods stores, total ³	11,715	16,604	11,169
Food group.....	4,403	5,171	4,287
Grocery stores.....	3,971	4,672	3,860
Eating and drinking places.....	1,323	1,427	1,229
General merchandise group.....	1,638	3,861	1,456
Department stores.....	4975	2,294	829
Apparel group.....	972	2,064	886
Furniture and appliance group.....	725	1,185	723
Lumber, building, hardware, farm equip. group.....	872	1,121	845
Automotive group.....	3,063	3,138	2,676
Gasoline service stations.....	1,428	1,542	1,381
Drug and proprietary stores.....	667	882	606

See footnotes below table 2.

Source: Bureau of the Census

Table 2. SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND-OF-BUSINESS GROUP

(ADJUSTED for seasonal variations and trading day differences)

Kind-of-business group	Percentage change, Jan. 1962 from--		Sales (millions of dollars)				Percentage change, Dec. 1961 from--	
	Dec. 1961	Jan. 1961	1962		1961		Nov. 1961	Dec. 1960
			Jan. 1	Dec. 2	Nov.	Dec. r		
Retail stores, total ³	-1	+5	18,687	18,863	19,107	17,887	-1	+5
Durable-goods stores, total ³ ..	-2	+8	5,813	5,931	6,199	5,488	-4	+8
Nondurable-goods stores, total ³	0	+4	12,874	12,932	12,908	12,399	0	+4
Food group.....				4,634	4,694	4,502	-1	+3
Eating and drinking places.....				1,413	1,398	1,358	+1	+4
General merchandise group.....				2,188	2,165	1,991	+1	+10
Apparel group.....				1,172	1,187	1,100	-1	+7
Furniture and appliance group.....				918	866	840	+6	+9
Lumber, building, hardware, farm equipment group...				1,240	1,224	1,220	+1	+2
Automotive group.....				3,276	3,609	2,970	-9	+10
Gasoline service stations.....				1,535	1,519	1,502	+1	+2
Drug and proprietary stores.....				687	675	633	+2	+9

Source: Office of Business Economics

^r Monthly sales by kind of business revised for 1960. See Monthly Retail Trade Report for January 1961.

¹ Advance sample estimates. ² Preliminary estimates of full sample.

³ Totals include data for kinds of business not shown separately.

⁴ Based on preliminary estimates supplied by Federal Reserve Board.