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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 \$38.3 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 \$36.4 billion, about 1½ percent below May but about 7½ percent above June sales last year. Adjusted total April-through-June sales averaged about 3 percent above the prior 3 months and 9 percent above the comparable period a year ago.

Based on the full sample, the total U. S. adjusted sales estimate for May was about \$0.1 billion more than the \$36.8 billion published earlier in the May Advance Monthly Retail Sales report released June 9, 1972. The seasonally adjusted sales for May as revised were about 2 percent above April.

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

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.

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 0.4 percent. For individual kind of business groups, differences have been greater, ranging on the average from 0.7 percent for the general merchandise group to 2.2 percent for the Lumber group.

Even for figures derived from the full sample, sales 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)

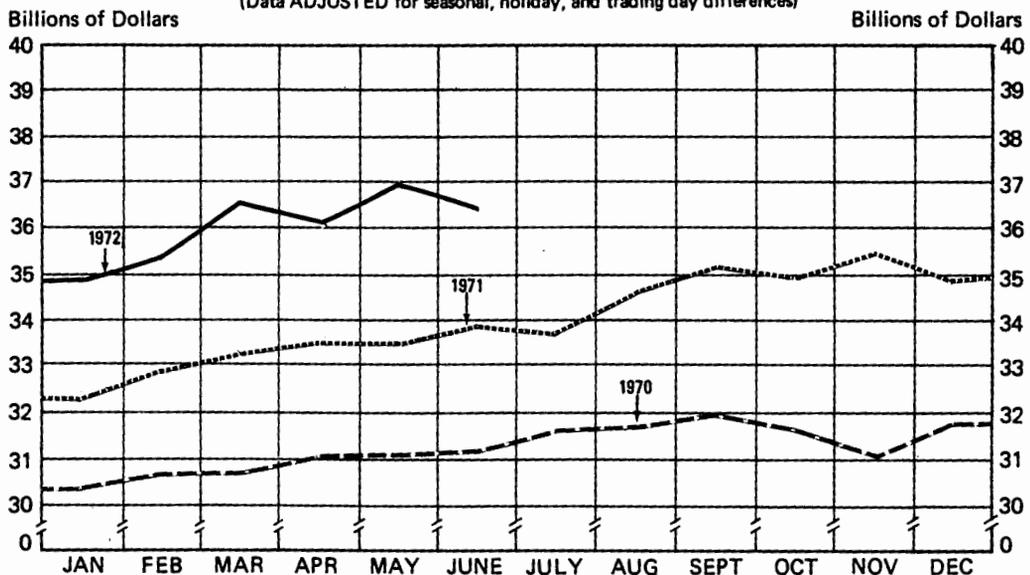


Table 1. Sales of Retail Stores in the United States, by Kind-of-Business Group

Part A. NOT ADJUSTED for seasonal variations or trading day differences

Kind-of-business group	Sales (millions of dollars)		
	1972		1971
	June ¹	May ²	June
Total, retail stores ³	38,282	37,937	35,033
Total (excluding automotive group).....	30,060	29,775	27,632
Durable goods stores, total ³	13,458	13,237	12,056
Nondurable goods stores, total ³	24,824	24,700	22,977
Food group.....	8,201	7,890	7,445
Grocery stores.....	7,620	7,347	6,881
Eating and drinking places.....	2,892	2,827	2,752
General merchandise group with nonstores.....	6,015	5,996	5,452
General merchandise group without nonstores (except department stores mail order).....	5,536	5,495	4,993
Department stores.....	3,721	3,677	3,398
Apparel group.....	1,762	1,768	1,673
Furniture and appliance group.....	1,747	1,672	1,555
Lumber, building, hardware, farm equipment group.....	2,425	2,344	2,168
Automotive group.....	8,222	8,162	7,401
Gasoline service stations.....	2,629	2,575	2,512
Drug and proprietary stores.....	1,195	1,224	1,106

Part B. ADJUSTED for seasonal variations and trading day differences

Kind-of-business group	Sales (millions of dollars)					Percentage change May 1972 from--	
	1972			1971		Apr. 1972	May 1971
	June ¹	May ²	Apr.	June	May		
Total, retail stores ³	36,411	36,926	36,287	33,827	33,502	+2	+10
Total (excluding automotive group).....	29,274	29,623	29,220	27,418	27,183	+1	+9
Durable goods stores, total ³	12,007	12,227	11,965	10,782	10,576	+2	+16
Nondurable goods stores, total ³	24,404	24,699	24,322	23,045	22,926	+2	+8
Food group.....		7,937	7,795	7,418	7,492	+2	+6
Eating and drinking places.....		2,721	2,752	2,574	2,584	-1	+5
General merchandise group with nonstores.....		6,240	6,025	5,654	5,546	+4	+13
General merchandise group without nonstores (except department stores mail order).....		5,725	5,533	5,194	5,092	+3	+12
Apparel group.....		1,845	1,836	1,755	1,750	0	+5
Furniture and appliance group.....		1,731	1,743	1,541	1,505	-1	+15
Lumber, building, hardware, farm equipment group.....		2,123	2,079	1,892	1,841	+2	+15
Automotive group.....		7,303	7,067	6,409	6,319	+3	+16
Gasoline service stations.....		2,502	2,488	2,390	2,362	+1	+6
Drug and proprietary stores.....		1,235	1,219	1,133	1,135	+1	+9

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 1972 from--		April 1972 through June 1972 from--	
	May 1972	June 1971	January 1972 through March 1972	April 1971 through June 1971
Total, retail stores.....	-1 ¹ / ₂	+7 ¹ / ₂	+3	+9
Total (excluding automotive group).....	-1	+6 ¹ / ₂	+2	+8
Durable goods stores, total.....	-2	+11 ¹ / ₂	+3	+13
Nondurable goods stores, total.....	-1	+6	+2	+7

Source: Bureau of the Census