



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 January were estimated at \$40.5 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 \$45.1 billion, about 1 percent above December and about 5 percent above January sales last year. Adjusted November-through-January total sales were about 4 percent below the prior 3 months but 5 percent above the comparable period a year ago.

Based on the full sample, the total U. S. adjusted sales estimate for December was about \$0.2 billion below the \$44.8 billion published earlier in the December Advance Monthly Retail Sales report released January 10, 1975. The seasonally adjusted sales for December as revised were virtually unchanged from November.

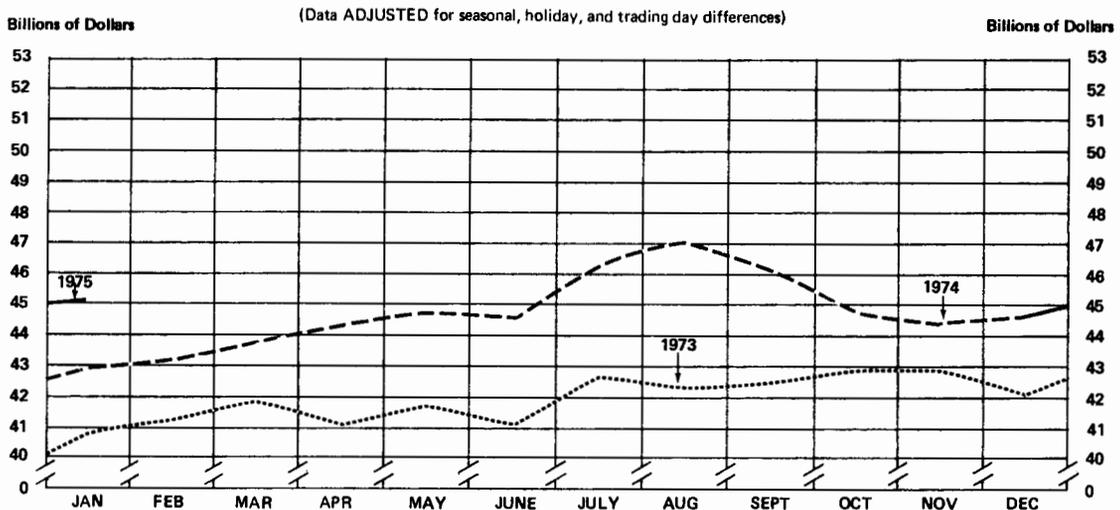
The advance sales estimates are based on early reporting, by a small subsample of the Census Bureau's retail survey panel, of sales figures for the weeks and part-weeks comprising the month. Because retailers' weekly records often differ

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 0.6 percent. For individual kind of business groups, differences have been greater, ranging on the average from 0.4 percent for the Food group to 0.2 percent for the Building materials group.

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



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



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 Advance Monthly Retail Trade Report are available from Subscriber Services Section (Publications), Social and Economic Statistics Administration, Washington, D.C., 20233 at 25 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)		
	1975		1974
	January ¹	December ²	January
Total, retail stores ³	40,545	52,032	37,923
Total (excluding automotive group).....	34,034	45,816	31,453
Durable goods stores, total ³	11,481	13,294	11,477
Nondurable goods stores, total ³	29,064	38,738	26,446
Food stores, total.....	10,372	10,613	9,145
Grocery stores.....	9,741	9,840	8,528
Eating and drinking places.....	3,415	3,602	2,995
General merchandise group with nonstores.....	5,680	12,047	5,511
General merchandise group without nonstores (except department stores mail order).....	5,161	11,426	5,037
Department stores.....	3,499	7,975	3,369
Apparel and accessory stores, total.....	1,711	3,345	1,700
Furniture, home furnishings and equipment stores, total.....	1,865	2,549	1,928
Bldg. materials, hardware, farm equipment dealers, total.....	1,962	2,418	2,014
Automotive dealers, total.....	6,511	6,216	6,470
Gasoline service stations.....	3,308	3,408	2,793
Drug and proprietary stores.....	1,377	1,874	1,267

Part B. ADJUSTED for seasonal variations and trading day differences

Kind-of-business group	Sales (millions of dollars)					Percentage change December 1974 from--	
	1975		1974		1973	November 1974	December 1973
	January ¹	December ²	November	January	December		
Total, retail stores ³	45,056	44,640	44,469	42,932	42,116	0	+6
Total (excluding automotive group)..	37,623	37,309	37,550	35,458	34,716	-1	+7
Durable goods stores, total ³	13,346	13,230	12,975	13,525	13,270	+2	0
Nondurable goods stores, total ³	31,710	31,410	31,494	29,407	28,846	0	+9
Food stores, total.....		10,266	10,455	9,551	9,264	-2	+11
Eating and drinking places.....		3,702	3,715	3,331	3,387	0	+9
General merchandise group with nonstores.....		7,380	7,409	7,234	7,002	0	+5
General merchandise group without nonstores (except department stores mail order).....		6,766	6,865	6,666	6,464	-1	+5
Apparel and accessory stores, total.....		2,024	1,982	2,053	2,051	+2	-1
Furniture, home furnishings and equipment stores, total.....		2,018	2,067	2,058	1,975	-2	+2
Bldg. materials, hardware, farm equipment dealers, total.....		2,562	2,617	2,716	2,661	-2	-4
Automotive dealers, total.....		7,331	6,919	7,474	7,400	+6	-1
Gasoline service stations.....		3,401	3,397	2,952	2,902	0	+17
Drug and proprietary stores.....		1,431	1,402	1,323	1,297	+2	+10

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	January 1975 from--		November 1974 through January 1975 from--	
	December 1974	January 1974	August 1974 through October 1974	November 1973 through January 1974
Total (excluding automotive group).....	+1	+6	-2	+7
Durable goods stores, total.....	+1	-1	-9	-3
Nondurable goods stores, total.....	+1	+8	-1	+9

Source: Bureau of the Census