

Advance Monthly Retail Sales

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JULY 1978

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in July, after adjusting for seasonal variations and trading day differences, but not for price changes were estimated at \$64.4 billion. This adjusted figure was virtually unchanged from June 1978 but 10 percent greater than July a year ago. The adjusted July estimate, excluding the automotive group, was also unchanged from June but 10 percent above July last year.

Adjusted sales of durable goods stores increased 1 percent above June, while sales of nondurable goods stores were virtually unchanged. Compared with sales for July 1977, durable goods stores increased about 12 percent and nondurable goods increased about 9 percent.

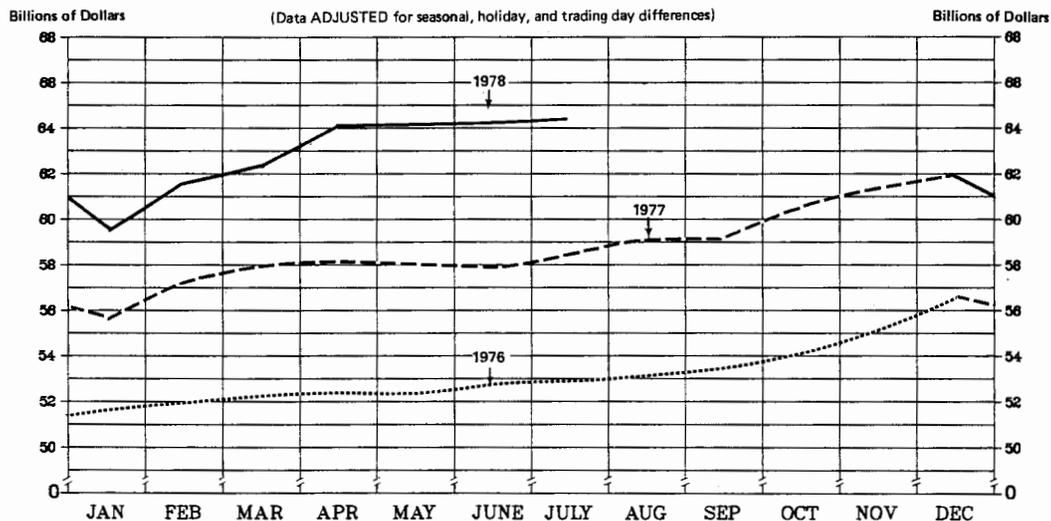
The revised estimate of retail sales for June, based on preliminary results from the full sample of retail stores, was about \$64.3 billion, \$0.3 billion above the advance estimate published earlier. Seasonally adjusted sales for June as revised, were virtually unchanged from May but were 11 percent above June 1977. Excluding the automotive group, retail sales were little changed from May but were 11 percent over June 1977. For nondurable goods stores, adjusted June 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 June showed slight change from May but were 12 percent higher than June 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 1 percent. However, most modifications being applied to the current advance monthly estimates are based on the relationship between the advance and the redesigned full-sample data for only the months since June 1977. The differences now, therefore, may vary from the past experience.

Preliminary estimates for June 1978 and final estimates for May 1978 based on the full sample will also be published later this month in the Monthly Retail Trade report for June (BR-78-6). 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 - JULY 1978



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U.S. Department of Commerce
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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	
		July advance	June prelim.	May final	July	June	July advance	June prelim.	May final	July	June
	Retail trade, total.....	65,326	67,255	66,368	59,835	60,027	64,421	64,271	64,229	58,552	57,825
	Total (excl. automotive group)....	51,289	52,268	51,537	47,315	46,472	51,496	51,272	51,223	46,900	46,125
	Durable goods stores, total.....	23,183	24,440	24,059	20,553	21,829	21,913	21,792	21,758	19,505	19,436
52	Building materials, hardware, garden supply, and mobile home dealers.....	3,921	4,174	4,027	3,493	3,622	3,555	3,609	3,518	3,175	3,143
521,3	Building materials and supply stores.....	(*)	2,933	2,681	2,485	2,538	(*)	2,548	2,446	2,230	2,211
525	Hardware stores.....	(*)	621	624	585	593	(*)	561	557	552	540
55 ex. 554	Automotive dealers.....	14,037	14,987	14,831	12,520	13,555	12,925	12,999	13,006	11,652	11,700
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	13,799	13,698	11,462	12,456	(*)	11,947	11,942	10,666	10,712
551	Motor vehicle dealers (franchised).....	(*)	12,070	11,876	10,023	10,873	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,188	1,133	1,058	1,099	(*)	1,052	1,064	986	988
57	Furniture, home furnishings, and equipment stores.....	3,154	3,071	3,059	2,884	2,852	3,192	3,019	3,101	2,891	2,815
571	Furniture and home furnishings stores....	(*)	1,942	1,938	1,751	1,782	(*)	1,869	1,915	1,750	1,726
5722,32	Household appliance, radio, and TV stores	(*)	873	865	907	851	(*)	871	916	887	848
5722	Household appliance stores.....	(*)	471	461	486	449	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	42,143	42,815	42,309	39,282	38,198	42,508	42,479	42,471	39,047	38,389
53	General merchandise group stores.....	7,556	8,053	7,960	6,920	6,887	8,255	8,220	8,160	7,452	7,094
531	Department stores.....	6,059	6,486	6,401	5,492	5,487	6,666	6,612	6,538	5,966	5,635
533	Variety stores.....	(*)	667	662	655	645	(*)	693	695	707	689
539	Miscellaneous general merchandise stores.	(*)	900	897	(NA)	(NA)	(*)	915	927	(NA)	(NA)
54	Food stores.....	14,792	14,771	14,328	13,783	13,102	14,367	14,301	14,342	13,080	13,014
541	Grocery stores.....	13,785	13,774	13,347	12,900	12,208	13,410	13,360	13,374	12,237	12,168
554	Gasoline service stations.....	5,180	5,108	5,049	5,113	4,864	4,810	4,893	4,916	4,728	4,696
56	Apparel and accessory stores.....	2,714	2,821	2,817	2,465	2,524	3,022	2,944	2,953	2,714	2,663
561	Men's and boys' clothing and furnishings stores.....	(*)	535	517	469	526	(*)	520	548	527	528
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,073	1,096	929	939	(*)	1,121	1,133	1,017	1,000
565	Family clothing stores.....	(*)	557	558	534	541	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	513	515	436	424	(*)	545	534	474	449
58	Eating and drinking places.....	6,340	6,240	6,055	5,844	5,607	5,838	5,843	5,783	5,346	5,262
591	Drug stores and proprietary stores.....	1,974	2,014	2,000	1,831	1,828	2,035	2,004	1,996	1,874	1,844
592	Liquor stores.....	(*)	1,117	1,092	1,135	1,087	(*)	1,110	1,117	1,087	1,096
5961 (pt.)	Mail-order houses (department store merchandise) ³	(*)	500	537	470	463	(*)	597	590	571	561

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-78-6.²Advance 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					
		July 1978 advance from--		June 1978 preliminary from--		May 1978 through July 1978 from	
		June 1978 preliminary	July 1977 final	May 1978 final	June 1977 final	Feb. 1978 through Apr. 1978	May 1977 through July 1977
	Retail trade, total.....	0.23	+10	0	+11	+2	+11
	Total (excl. automotive group).....	0.42	+10	0	+11	+3	+11
	Durable goods stores, total.....	+1.55 3.89	+12	0	+12	+3	+12
52	Building materials, hardware, garden supply, and mobile home dealers.....	-1.58	+12	+3	+15	+4	+13
55 ex. 554	Automotive dealers.....	-1.57	+11	0	+11	+2	+11
57	Furniture, home furnishings, and equipment stores.....	+6.54	+10	-3	+7	+5	+9
	Nondurable goods stores, total.....	0.27 -2.29	+9	0	+11	+2	+10
53	General merchandise group stores.....	0.42	+11	+1	+16	+4	+14
531	Department stores.....	+1.81	+12	+1	+17	+4	+15
54	Food stores.....	0.42	+10	0	+10	+2	+10
541	Grocery stores.....	0.27	+10	0	+10	+2	+10
554	Gasoline service stations.....	-2.73	+2	0	+4	-1	+3
56	Apparel and accessory stores.....	+3.58	+11	0	+11	+3	+10
58	Eating and drinking places.....	0.69	+9	+1	+11	+2	+10
591	Drug stores and proprietary stores.....	+2.68	+9	0	+9	+1	+8

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

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted ¹		
		June 1978 preliminary	May 1978 final	June 1977	June 1978 preliminary	May 1978 final	June 1977
	Retail trade, total.....	22,369	22,066	19,331	22,232	22,215	19,654
53	General merchandise group stores.....	7,184	7,096	6,110	7,301	7,256	6,334
531	Department stores.....	6,172	6,082	5,177	6,228	6,187	5,315
533	Variety stores.....	500	496	489	519	524	523
539	Miscellaneous general merchandise stores.....	512	518	444	554	545	496
54	Food stores.....	7,863	7,649	6,985	7,738	7,756	(NA)
541	Grocery stores.....	7,781	7,567	6,891	7,651	7,674	7,017
56	Apparel and accessory stores.....	1,019	1,010	864	1,070	1,082	907
562,3,8	Women's clothing, specialty stores, furriers.....	429	425	348	453	454	366
566	Shoe stores.....	243	247	192	264	274	208
591	Drug stores and proprietary stores.....	971	950	819	976	962	830

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-78-6).

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	
	June 1978 preliminary	May 1978 final		June 1978 preliminary	May 1978 final
Standard Consolidated Areas ¹			Standard Metropolitan Statistical Areas ¹ --Con.		
Chicago, Ill.--Northwestern			Minneapolis-St. Paul, Minn.-Wis., total.....	740	802
Indiana, total.....	2,555	2,569	Nondurable goods stores.....	482	498
Nondurable goods stores.....	1,751	1,773	GAP ²	219	221
GAP ²	645	635	Nassau-Suffolk, N.Y., total.....	928	880
New York, N.Y.--Northeastern N.J., total.....	4,061	4,011	Nondurable goods stores.....	605	581
Nondurable goods stores.....	2,813	2,813	GAP ²	239	233
GAP ²	1,148	1,125	New York, N.Y.-N.J., total.....	2,116	2,130
			Nondurable goods stores.....	1,516	1,539
			GAP ²	660	642
Standard Metropolitan Statistical Areas ¹			Newark, N.J., total.....	577	567
Anaheim-Santa Ana-Garden Grove, Calif., total.....	768	760	Nondurable goods stores.....	383	372
Nondurable goods stores.....	489	474	GAP ²	132	130
GAP ²	202	196	Philadelphia, Pa.-N.J., total.....	1,588	1,558
Atlanta, Ga., GAP ²	180	170	Nondurable goods stores.....	1,042	1,043
Baltimore, Md., total.....	680	665	GAP ²	403	388
Nondurable goods stores.....	465	460	Pittsburgh, Pa., total.....	710	718
GAP ²	147	147	Nondurable goods stores.....	488	488
Boston, Mass., total ³	1,068	1,078	GAP ²	189	190
Nondurable goods stores.....	751	745	St. Louis, Mo.-Ill., total.....	640	643
GAP ²	267	264	Nondurable goods stores.....	480	493
Buffalo, N.Y., total.....	352	335	GAP ²	176	184
Nondurable goods stores.....	265	254	San Diego, Calif., total.....	543	516
Chicago, Ill., total.....	2,357	2,385	Nondurable goods stores.....	331	323
Nondurable goods stores.....	1,641	1,664	GAP ²	151	145
GAP ²	603	597	San Francisco-Oakland, Calif., total.....	1,044	1,031
Cincinnati, Ohio-Ky.-Ind., total.....	562	547	Nondurable goods stores.....	680	678
Nondurable goods stores.....	362	370	GAP ²	295	287
Cleveland, Ohio, total.....	678	650	Seattle-Everett, Wash., total.....	587	569
Nondurable goods stores.....	439	426	Nondurable goods stores.....	381	366
GAP ²	162	159	Washington, D.C.-Md.-Va., total.....	1,065	1,040
Detroit, Mich., total.....	1,648	1,628	Nondurable goods stores.....	684	667
Nondurable goods stores.....	980	950	GAP ²	272	271
GAP ²	405	395			
Houston, Tex., total.....	1,054	1,043	Cities		
Nondurable goods stores.....	621	625	Chicago, Ill., total.....	774	817
GAP ²	263	270	Nondurable goods stores.....	565	587
Kansas City, Mo.-Kans., total.....	608	616	GAP ²	197	196
Nondurable goods stores.....	377	385	Detroit, Mich., total.....	228	234
GAP ²	128	133	Nondurable goods stores.....	132	136
Los Angeles-Long Beach, Calif., total.....	2,284	2,231	GAP ²	48	49
Nondurable goods stores.....	1,546	1,509	Los Angeles, Calif., total.....	701	673
GAP ²	615	600	Nondurable goods stores.....	546	527
Miami, Fla., total.....	536	543	GAP ²	194	186
Nondurable goods stores.....	324	337	New York, N.Y., total.....	1,317	1,324
GAP ²	138	140	Nondurable goods stores.....	952	965
Milwaukee, Wis., total.....	492	513	GAP ²	475	462
Nondurable goods stores.....	299	289	Philadelphia, Pa., total.....	329	328
GAP ²	129	127	Nondurable goods stores.....	264	267
			GAP ²	83	80

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-78-6. 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.

