



Advance Monthly Retail Sales

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AUGUST 1976

The Bureau of the Census, U. S. Department of Commerce announced today that total sales of retail stores in August, after adjusting for seasonal variations and trading day differences, but not for price changes, were estimated at \$55.0 billion. This adjusted figure was about 2 percent above July 1976 and 11 percent greater than sales for August of last year. The adjusted August estimate, excluding the automotive group, was also 2 percent above July and was 8 percent above August of last year.

Adjusted sales of durable goods stores increased 4 percent from July, while sales of nondurable goods stores increased 2 percent. Compared with sales for August 1975, durable goods stores increased 19 percent, while nondurable goods stores increased 7 percent.

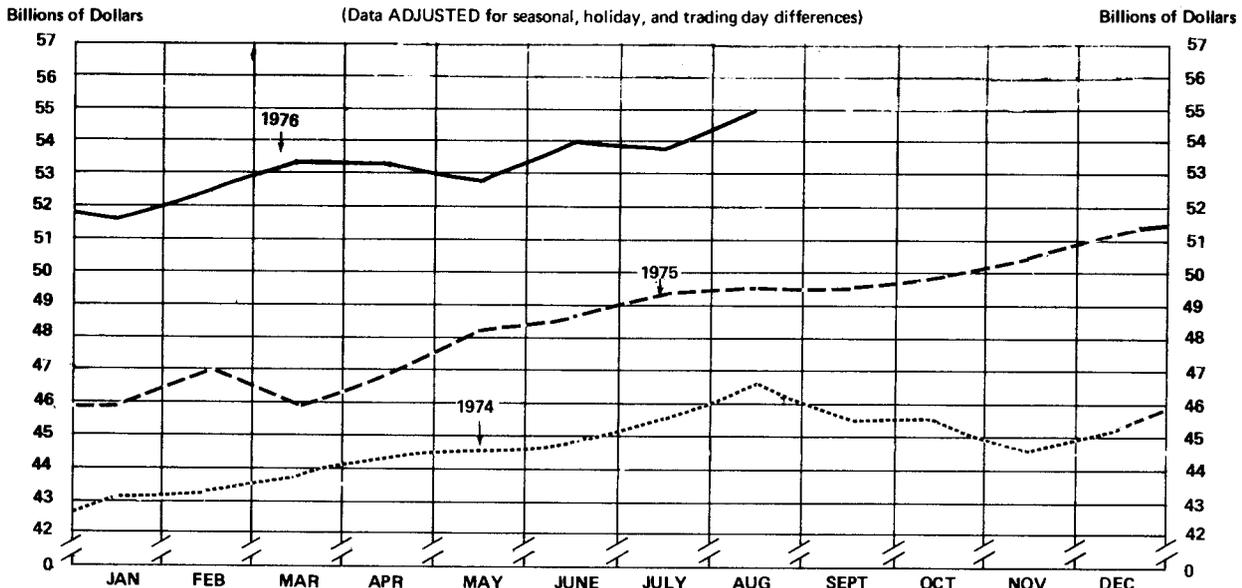
The revised estimate of retail sales for July, based on preliminary results from the full sample of retail stores, was about \$50.6 billion above the advance estimate of \$53.2 billion published earlier. Seasonally adjusted sales for July, as revised, were virtually unchanged from June, but were 9 percent above July 1975. Excluding the automotive group, these estimates were virtually unchanged from June, but were 7 percent over July of last year. For nondurable goods stores, adjusted July sales were virtually unchanged from the previous month, but were 6 percent above the same month a year ago. For durable goods stores, adjusted sales for July were 1 percent below June, but were 15 percent over July of last year.

The advance sales estimates are based on early reporting of sales for the weeks and part-weeks of the month by a small subsample of the Bureau's retail survey panel. Because retailers' weekly records often differ from their monthly records (in reflecting such items as carrying charges, sales taxes, merchandise returns), the advance estimate 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.

The differences between advance and full-sample estimates of month-to-month percentage change in seasonally adjusted total retail store sales have ranged from 0 to 2 percent during the last 12 months, with a median of 1 percent. For individual kind-of-business groups, these differences tend to be higher.

Preliminary estimates for July 1976 and final estimates for June 1976 based on the full sample will also be published later this month in the Monthly Retail Trade report for July (BR-76-7). 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.

MONTHLY SALES OF ALL RETAIL STORES IN THE UNITED STATES



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U.S. DEPARTMENT OF COMMERCE
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Data on 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), Bureau of the Census, Washington, D.C., 20233 at 25 cents each.

Table 1. ESTIMATED SALES OF RETAIL STORES IN THE UNITED STATES BY KIND OF BUSINESS

(Sales in millions of dollars)

Kind of business	Not adjusted					Adjusted ¹				
	1976			1975		1976			1975	
	Aug. ² advance	July prelim.	June final	Aug.	July	Aug. ² advance	July prelim.	June final	Aug.	July
Retail stores, total.....	54,535	55,983	55,449	50,663	50,026	55,025	53,797	53,983	49,774	49,411
Total (excl. automotive group).....	43,799	44,600	43,573	41,851	40,415	44,148	43,478	43,460	40,972	40,577
Durable goods stores, total.....	18,372	19,041	19,617	15,575	16,374	18,347	17,679	17,803	15,410	15,372
Nondurable goods stores, total.....	36,163	36,942	35,832	35,088	33,652	36,678	36,118	36,180	34,364	34,039
Food stores, total.....	11,612	12,624	11,657	11,754	11,433	11,812	11,701	11,765	11,166	11,241
Grocery stores.....	10,738	11,736	10,798	10,971	10,647	10,968	10,867	10,929	10,425	10,491
Eating and drinking places.....	4,864	4,809	4,544	4,373	4,228	4,462	4,408	4,283	3,938	3,946
General merchandise group with nonstores.....	8,379	8,010	8,144	7,983	7,288	8,717	8,440	8,488	8,091	7,878
General merchandise group without nonstores (except department stores mail order).....	7,767	7,424	7,561	7,427	6,759	8,087	7,804	7,865	7,515	7,301
Department stores.....	5,393	5,220	5,390	5,066	4,611	5,665	5,495	5,580	5,172	5,012
Variety stores.....	*	615	624	789	665	*	652	655	794	725
Mail-order houses (department store merchandise).....	*	456	439	496	443	*	540	516	514	506
Apparel and accessory stores, total.....	2,311	2,218	2,213	2,279	1,970	2,428	2,412	2,324	2,317	2,219
Men's, boys' wear stores.....	*	477	512	475	440	*	535	519	520	508
Women's apparel, accessory stores.....	*	889	871	899	783	*	952	919	937	873
Shoe stores.....	*	331	335	374	303	*	352	352	350	334
Furniture, home furnishings, and equipment stores, total.....	2,459	2,422	2,424	2,177	2,167	2,469	2,399	2,417	2,182	2,159
Furniture, home furnishings stores.....	*	1,435	1,440	1,281	1,283	*	1,399	1,397	1,270	1,264
Household appliance, TV, radio stores.....	*	778	776	707	708	*	754	788	702	691
Household appliance dealers.....	*	481	492	438	441	*	(NA)	(NA)	(NA)	(NA)
Building materials, hardware, farm equipment dealers, total.....	3,466	3,582	3,612	3,068	3,145	3,241	3,238	3,178	2,873	2,857
Lumber and other building materials dealers.....	*	2,058	2,050	1,701	1,721	*	1,796	1,808	1,508	1,499
Hardware stores.....	*	575	591	488	523	*	513	504	478	479
Automotive dealers, total.....	10,736	11,383	11,876	8,812	9,611	10,877	10,319	10,523	8,802	8,834
Passenger car, other automotive dealers.....	*	10,472	11,009	8,023	8,783	*	9,494	9,725	8,048	8,065
Passenger car dealers (franchised).....	*	9,024	9,451	6,752	7,445	*	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	*	911	867	789	828	*	825	798	754	769
Gasoline service stations.....	4,237	4,287	4,079	4,100	4,067	3,975	3,911	3,922	3,821	3,763
Drug and proprietary stores.....	1,585	1,603	1,615	1,515	1,473	1,614	1,621	1,625	1,520	1,518
Liquor stores.....	*	1,034	954	953	968	*	947	970	925	926

NOTE: Totals include data for kinds of businesses not shown separately.

*Advance estimates are not available from the subsample panel for these kinds of business.

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See explanatory material in the Monthly Retail Trade Report, BR-76-7). 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. NA (Not available).

Table 2. PERCENTAGE CHANGE IN SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND OF BUSINESS

(Adjusted for seasonal variations, holiday, and trading day differences)

Kind of business	Percent change					
	Aug. 1976 advance from--		July 1976 preliminary from--		June 1976 through Aug. 1976 from--	
	July 1976 preliminary	Aug. 1975 final	June 1976 final	July 1975 final	Mar. 1976 through May 1976	June 1975 through Aug. 1975
Total, retail stores.....	+2	+11	0	+9	+2	+10
Total (excluding automotive group).....	+2	+8	0	+7	-2	+8
Durable goods stores, total.....	+4	+19	-1	+15	-2	+18
Nondurable goods stores, total.....	+2	+7	0	+6	+2	+7
Food stores, total.....	+1	+6	-1	+4	+2	+5
Grocery stores.....	+1	+5	-1	+4	+2	+5
Eating and drinking places.....	+1	+13	+3	+12	+1	+11
General merchandise group with nonstores.....	+3	+8	-1	+7	+2	+7
General merchandise group without nonstores (except department stores mail order).....	+4	+8	-1	+7	+2	+7
Department stores.....	+3	+10	-2	+10	+3	+10
Apparel and accessory stores, total.....	+1	+5	+4	+9	+4	+6
Furniture, home furnishings and equipment stores, total.....	+3	+13	-1	+11	+2	+12
Building materials, hardware, farm equipment dealers, total..	0	+13	+2	+13	+1	+13
Automotive dealers, total.....	+5	+24	-2	+17	+2	+21
Gasoline service stations.....	+2	+4	0	+4	+2	+6
Drug and proprietary stores.....	0	+6	0	+7	0	+7

Table 3. ESTIMATED SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES IN THE UNITED STATES, BY KIND OF BUSINESS: JULY 1976

(Sales in millions of dollars)

Kind of business	Not adjusted			Adjusted ¹		
	1976		1975	1976		1975
	July prelim.	June final	July	July prelim.	June final	July
Retail stores, total.....	16,427	16,001	14,729	16,366	16,402	15,351
Food stores, total.....	6,619	6,043	5,883	(NA)	(NA)	(NA)
Grocery stores ²	6,546	5,975	5,812	6,084	6,160	5,871
General merchandise group with nonstores...	6,354	6,474	5,745	6,702	6,773	6,215
General merchandise group without nonstores (except department stores mail order).....	6,078	6,197	5,505	6,390	6,478	5,943
Department stores.....	4,676	4,817	4,140	4,896	4,971	4,471
Variety stores.....	482	490	528	512	513	577
Apparel and accessory stores, total.....	510	548	468	585	573	555
Shoe stores.....	125	133	115	143	139	135
Drug and proprietary stores.....	661	665	570	670	663	591

¹Data adjusted for seasonal variations, holiday and trading day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-76-7). NA Not available.

Table 4. ESTIMATED SALES OF RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES

(Sales in millions of dollars)

Area	Not adjusted		
	1976		1975
	July preliminary	June final	July
Standard Consolidated Areas¹			
Chicago, Ill.--Northwestern Ind., total.....	2,109	2,157	1,902
Nondurable goods stores.....	1,451	1,447	1,326
GAF ²	606	641	565
New York-Northeastern N.J., total.....	3,228	3,341	3,013
Nondurable goods stores.....	2,356	2,389	2,183
GAF ²	939	1,008	859
Standard Metropolitan Statistical Areas¹			
Baltimore, Md., GAF ²	120	127	106
Boston, Mass., GAF ²	185	202	180
Chicago, Ill., total.....	1,932	1,979	1,735
Nondurable goods stores.....	1,339	1,336	1,216
GAF ²	569	601	533
Cleveland, Ohio, GAF ²	123	128	113
Dallas, Texas, GAF ²	166	146	138
Detroit, Mich., total.....	1,006	1,061	926
Nondurable goods stores.....	646	656	618
GAF ²	252	273	242
Houston, Texas, GAF ²	186	180	155

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4

Table 4. ESTIMATED SALES OF RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES--Continued

(Sales in millions of dollars)

Area	Not adjusted		
	1976		1975
	July preliminary	June final	July
Standard Metropolitan Statistical Areas¹--Con.			
Kansas City, Mo.--Kansas, GAP ²	138	140 ⁷	134
Los Angeles-Long Beach, Calif., total.....	1,849	1,831	1,670
Nondurable goods stores.....	1,285	1,253	1,203
GAP ²	522	523	477
Minneapolis-St. Paul, Minn., GAP ²	150	151	133
New York, N.Y.--Nassau-Suffolk, N.Y., total ³	2,145	2,208	2,072
Nondurable goods stores.....	1,602	1,622	1,515
GAP ²	657	698	618
Nassau-Suffolk, N.Y., total ⁴	630	639	593
Nondurable goods stores.....	427	418	405
GAP ²	175	172	153
New York, N.Y., total ⁵	1,515	1,569	1,479
Nondurable goods stores.....	1,175	1,204	1,110
GAP ²	482	526	465
Philadelphia, Pa., total.....	1,069	1,093	1,011
Nondurable goods stores.....	753	769	713
GAP ²	274	302	265
Pittsburgh, Pa., total.....	601	599	560
Nondurable goods stores.....	447	429	403
GAP ²	159	170	141
St. Louis, Mo.--Ill., total.....	549	547	503
Nondurable goods stores.....	347	337	325
GAP ²	154	153	119
San Francisco-Oakland, Calif., total.....	863	837	775
Nondurable goods stores.....	628	603	565
GAP ²	235	224	206
Washington, D.C.-Md.-Va., total.....	804	803	749
Nondurable goods stores.....	537	532	518
GAP ²	189	194	169
Cities			
Chicago, Ill., total.....	756	774	672
Nondurable goods stores.....	569	567	515
GAP ²	293	303	282
Detroit, Mich., total.....	233	243	238
Nondurable goods stores.....	147	146	158
GAP ²	53	56	55
Los Angeles, Calif., total.....	617	618	583
Nondurable goods stores.....	451	444	450
GAP ²	204	208	201
New York, N.Y., total.....	1,260	1,303	1,241
Nondurable goods stores.....	985	1,008	934
GAP ²	414	447	403
Philadelphia, Pa., total.....	366	382	347
Nondurable goods stores.....	291	295	276
GAP ²	113	126	108

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-76-7. ²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise. ³Formerly New York, N.Y. SMSA. ⁴Includes Nassau and Suffolk Counties formerly included in the New York, N.Y., SMSA. ⁵Includes New York City, Rockland and Westchester Counties, N.Y.

