



advance monthly RETAIL SALES

U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

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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 \$43.7 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 \$41.3 billion, about 1 percent below May, but about 12 percent above June sales last year. Adjusted total April-through-June sales were little changed from the prior 3 months but 12 percent above the comparable period a year ago.

Based on the full sample, the total U. S. adjusted sales estimate for May was virtually unchanged from the \$41.6 billion published earlier in the May Advance Monthly Retail Sales report released June 11, 1973. The Seasonally adjusted sales for May as revised were about 1 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 0.8 percent. For individual kind of business groups, differences have been greater, ranging on the average from 0.7 percent for the Food group to 3.0 percent for the Building materials 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)

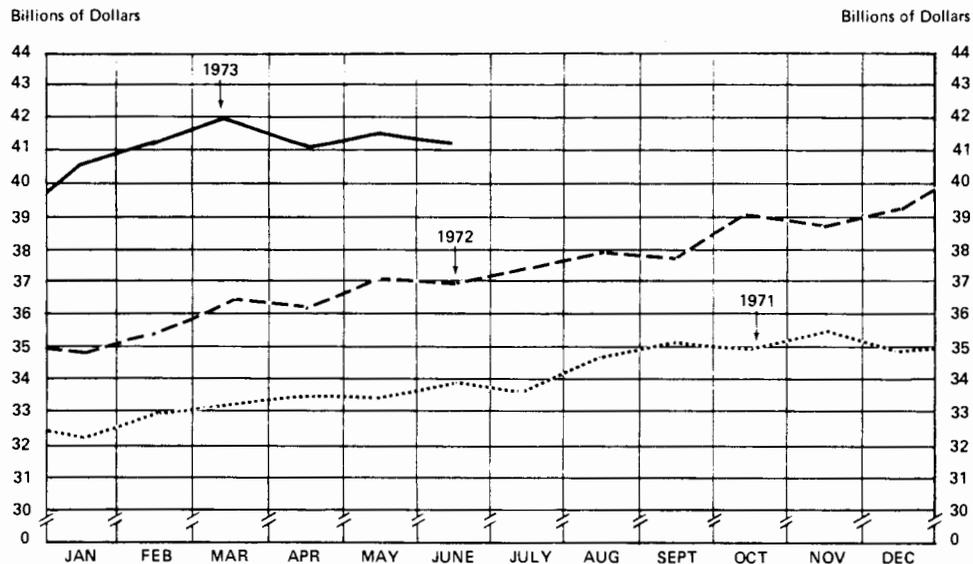


Table 1. Sales of Retail Stores in the United States, by Kind-of-Business Group

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

Kind-of-business group	Sales (millions of dollars)		
	1973		1972
	June ¹	May	June
Total, retail stores ³	43,702	43,010	38,730
Total (excluding automotive group).....	34,240	33,582	30,358
Durable goods stores, total ³	15,560	15,399	13,735
Nondurable goods stores, total ³	28,142	27,611	24,995
Food group.....	9,169	8,700	8,173
Grocery stores.....	8,571	8,109	7,592
Eating and drinking places.....	3,316	3,198	3,022
General merchandise group with nonstores.....	6,818	6,715	5,977
General merchandise group without nonstores (except department stores mail order).....	6,325	6,197	5,493
Department stores.....	4,318	4,215	3,739
Apparel group.....	1,963	1,931	1,739
Furniture and appliance group.....	2,006	1,936	1,770
Bldg. materials, hardware, farm equipment group.....	2,844	2,789	2,481
Automotive group.....	9,462	9,428	8,372
Gasoline service stations.....	3,064	2,946	2,645
Drug and proprietary stores.....	1,280	1,281	1,195

Part B. ADJUSTED for seasonal variations and trading day differences

Kind-of-business group	Sales (millions of dollars)					Percentage change May 1973 from--	
	1973			1972		April 1973	May 1972
	June ¹	May ²	April	June	May		
Total, retail stores ³	41,253	41,569	41,185	36,822	37,141	+1	+12
Total (excluding automotive group).....	33,124	33,066	32,630	29,556	29,839	+1	+11
Durable goods stores, total ³	13,858	14,241	14,339	12,253	12,280	-1	+16
Nondurable goods stores, total ³	27,395	27,328	26,846	24,569	24,861	+2	+10
Food group.....		8,621	8,616	7,832	7,985	0	+8
Eating and drinking places.....		3,057	3,067	2,801	2,785	0	+10
General merchandise group with nonstores.....		6,920	6,696	6,143	6,246	+3	+11
General merchandise group without nonstores (except department stores mail order).....		6,390	6,166	5,632	5,731	+4	+12
Apparel group.....		1,986	1,878	1,788	1,846	+6	+8
Furniture and appliance group.....		1,978	2,024	1,735	1,748	-2	+13
Bldg. materials, hardware, farm equipment group.....		2,510	2,518	2,142	2,159	0	+16
Automotive group.....		8,503	8,555	7,266	7,302	-1	+16
Gasoline service stations.....		2,883	2,868	2,500	2,534	+1	+14
Drug and proprietary stores.....		1,291	1,280	1,218	1,208	+1	+7

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 1973 from--		April 1973 through June 1973 from--	
	May 1973	June 1972	January 1973 through March 1973	April 1972 through June 1972
Total, retail stores.....	-1	+12	0	+12
Total (excluding automotive group).....	0	+12	+1	+12
Durable goods stores, total.....	-3	+13	-2	+16
Nondurable goods stores, total.....	0	+12	+1	+11

Source: Bureau of the Census