

Advance Monthly Retail Sales

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AUGUST 1977

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 \$59.9 billion. This adjusted figure was about 2 percent above July 1977, and 10 percent greater than August a year ago. The adjusted August estimate, excluding the automotive group, was about 1 percent above July and 9 percent above August last year.

Adjusted sales of durable goods stores increased 4 percent from July, while sales of nondurable goods stores increased 1 percent. Compared with sales for August 1976, durable goods stores increased 12 percent, while nondurable goods stores increased 8 percent.

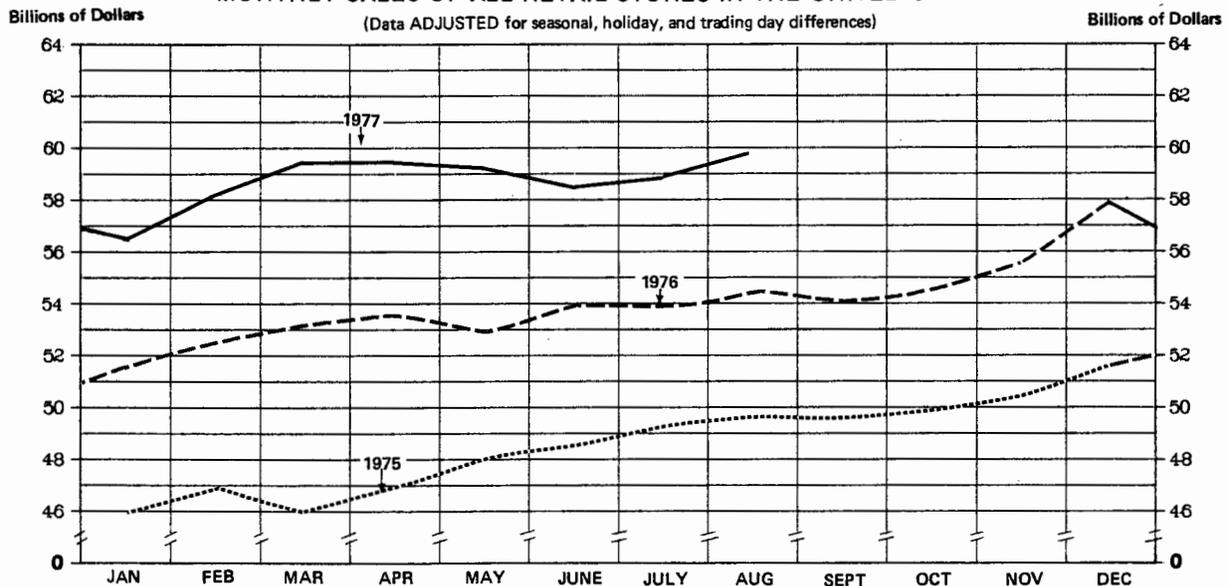
The revised estimate of retail sales for July, based on preliminary results from the full sample of retail stores and modified on the basis of past relationships between preliminary and final estimates, was about \$58.9 billion, \$0.2 billion above the advance estimate published earlier. Seasonally adjusted sales for July, as revised, were about 1 percent above June, and 10 percent above July 1976. Excluding the automotive group, retail sales were about 2 percent above June, and 9 percent over July of last year. For nondurable goods stores, adjusted July sales were about 2 percent above the previous month and 9 percent above the same month a year earlier. For durable goods stores, adjusted sales for July were virtually unchanged from June, but were 12 percent higher than July 1976.

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 1 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 1977 and final estimates for June 1977 based on the full sample will also be published later this month in the Monthly Retail Trade report for July (BR-77-7). 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
BUREAU OF THE CENSUS

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 | | | | |
|--|------------------------------|------------------------------|---------------|--------|--------|------------------------------|------------------------------|---------------|--------|--------|
| | 1977 | | | 1976 | | 1977 | | | 1976 | |
| | Aug. ² advance | July ³ prelim. | June final | Aug. | July | Aug. ² advance | July ³ prelim. | June final | Aug. | July |
| Retail stores, total..... | 61,179 | 60,207 | 60,881 | 54,165 | 55,938 | 59,915 | 58,927 | 58,390 | 54,643 | 53,754 |
| Total (excl. automotive group)..... | 48,440 | 47,546 | 47,229 | 43,517 | 44,526 | 47,874 | 47,403 | 46,501 | 43,848 | 43,409 |
| Durable goods stores, total..... | 21,521 | 21,032 | 22,257 | 18,230 | 19,062 | 20,450 | 19,745 | 19,842 | 18,208 | 17,699 |
| Nondurable goods stores, total..... | 39,658 | 39,175 | 38,624 | 35,935 | 36,876 | 39,465 | 39,182 | 38,548 | 36,435 | 36,055 |
| Food stores, total..... | 12,767 | 13,271 | 12,712 | 11,603 | 12,531 | 12,644 | 12,683 | 12,589 | 11,805 | 11,614 |
| Grocery stores..... | 11,890 | 12,389 | 11,810 | 10,761 | 11,661 | 11,796 | 11,833 | 11,728 | 10,992 | 10,797 |
| Eating and drinking places..... | 5,218 | 5,223 | 5,082 | 4,760 | 4,786 | 4,814 | 4,805 | 4,785 | 4,367 | 4,387 |
| General merchandise group with nonstores..... | 9,730 | 8,954 | 8,912 | 8,381 | 8,023 | 9,914 | 9,805 | 9,204 | 8,716 | 8,452 |
| General merchandise group without nonstores (except department stores mail order)..... | 9,053 | 8,327 | 8,279 | 7,782 | 7,435 | 9,233 | 9,108 | 8,541 | 8,100 | 7,814 |
| Department stores..... | 6,383 | 5,943 | 5,935 | 5,439 | 5,207 | 6,574 | 6,524 | 6,056 | 5,713 | 5,481 |
| Variety stores..... | * | 655 | 646 | 634 | 619 | * | 717 | 681 | 666 | 656 |
| Mail-order houses (department store merchandise)..... | * | 519 | 499 | 549 | 456 | * | 637 | 593 | 554 | 540 |
| Apparel and accessory stores, total..... | 2,414 | 2,174 | 2,242 | 2,308 | 2,201 | 2,468 | 2,415 | 2,362 | 2,422 | 2,393 |
| Men's, boys' wear stores..... | * | 460 | 513 | 465 | 470 | * | 526 | 516 | 522 | 527 |
| Women's apparel, accessory stores..... | * | 798 | 815 | 884 | 874 | * | 875 | 861 | 946 | 936 |
| Shoe stores..... | * | 361 | 354 | 381 | 331 | * | 397 | 371 | 371 | 352 |
| Furniture, home furnishings, and equipment stores, total..... | 2,787 | 2,655 | 2,634 | 2,404 | 2,415 | 2,759 | 2,706 | 2,552 | 2,414 | 2,394 |
| Furniture, home furnishings stores..... | * | 1,602 | 1,629 | 1,448 | 1,425 | * | 1,605 | 1,560 | 1,438 | 1,389 |
| Household appliance, TV, radio stores..... | * | 862 | 811 | 745 | 773 | * | 873 | 781 | 749 | 749 |
| Household appliance dealers..... | * | 568 | 525 | 473 | 471 | * | (NA) | (NA) | (NA) | (NA) |
| Building materials, hardware, farm equipment dealers, total..... | 4,141 | 4,008 | 4,152 | 3,454 | 3,596 | 3,790 | 3,696 | 3,619 | 3,225 | 3,253 |
| Lumber and other building materials dealers..... | * | 2,366 | 2,436 | 2,079 | 2,063 | * | 2,124 | 2,128 | 1,828 | 1,800 |
| Hardware stores..... | * | 621 | 632 | 494 | 557 | * | 573 | 544 | 496 | 497 |
| Automotive dealers, total..... | 12,739 | 12,661 | 13,652 | 10,648 | 11,412 | 12,041 | 11,524 | 11,889 | 10,795 | 10,345 |
| Passenger car, other automotive dealers..... | * | 11,649 | 12,606 | 9,769 | 10,513 | * | 10,590 | 10,943 | 9,938 | 9,531 |
| Passenger car dealers (franchised)..... | * | 10,005 | 10,810 | 8,397 | 9,036 | * | (NA) | (NA) | (NA) | (NA) |
| Tire, battery, accessory dealers..... | * | 1,012 | 1,046 | 879 | 899 | * | 934 | 946 | 857 | 814 |
| Gasoline service stations..... | 4,703 | 4,664 | 4,432 | 4,219 | 4,322 | 4,371 | 4,259 | 4,217 | 3,958 | 3,943 |
| Drug and proprietary stores..... | 1,722 | 1,702 | 1,719 | 1,619 | 1,598 | 1,719 | 1,758 | 1,724 | 1,649 | 1,616 |
| Liquor stores..... | * | 1,050 | 992 | 940 | 1,043 | * | 978 | 987 | 957 | 955 |

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

^{*}Advance estimates are not available from the subsample panel for these kinds of businesses.¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See explanatory material in the Monthly Retail Trade Report, BR-77-7). 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.

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. 1977 advance from-- | | July 1977 preliminary from-- | | June 1977 through Aug. 1977 from-- | |
| | July 1977 preliminary | Aug. 1976 final | June 1977 final | July 1976 final | Mar. 1977 through May 1977 | June 1976 through Aug. 1976 |
| Total, retail stores..... | +2.05 | +10 | +1 | +10 | -1 | +9 |
| Total (excluding automotive group)..... | +1.98 | +9 | +2 | +9 | 0 | +8 |
| Durable goods stores, total..... | +4.45 | +12 | 0 | +12 | -2 | +12 |
| Nondurable goods stores, total..... | +1.70 | +8 | +2 | +9 | 0 | +8 |
| Food stores, total..... | 0.31 | +7 | +1 | +9 | +1 | +8 |
| Grocery stores..... | 0.31 | +7 | +1 | +10 | +1 | +8 |
| Eating and drinking places..... | 0.19 | +10 | 0 | +10 | 0 | +10 |
| General merchandise group with nonstores..... | +1.70 | +14 | +7 | +16 | +4 | +13 |
| General merchandise group without nonstores (except department stores mail order)..... | +1.35 | +14 | +7 | +17 | +4 | +13 |
| Department stores..... | +1.70 | +15 | +8 | +19 | +5 | +14 |
| Apparel and accessory stores, total..... | +2.05 | +2 | +2 | +1 | 0 | +1 |
| Furniture, home furnishings and equipment stores, total..... | +2.09 | +14 | +6 | +13 | +2 | +11 |
| Building materials, hardware, farm equipment dealers, total.. | +3.44 | +18 | +2 | +14 | +1 | +15 |
| Automotive dealers, total..... | +4.45 | +12 | -3 | +11 | -3 | +12 |
| Gasoline service stations..... | +3.44 | +10 | +1 | +8 | -1 | +9 |
| Drug and proprietary stores..... | -2.05 | +4 | +2 | +9 | -1 | +6 |

Table 3. ESTIMATED SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES IN THE UNITED STATES, BY KIND OF BUSINESS: JULY 1977

(Sales in millions of dollars)

| Kind of business | Not adjusted | | | Adjusted ¹ | | |
|--|------------------------------|---------------|--------|------------------------------|---------------|--------|
| | 1977 | | 1976 | 1977 | | 1976 |
| | July ² prelim. | June final | July | July ² prelim. | June final | July |
| Retail stores, total..... | 18,207 | 17,739 | 16,356 | 18,827 | 17,954 | 16,295 |
| Food stores, total..... | 7,065 | 6,601 | 6,566 | (NA) | (NA) | (NA) |
| Grocery stores | 6,978 | 6,518 | 6,496 | 6,775 | 6,577 | 6,037 |
| General merchandise group with nonstores... | 7,211 | 7,147 | 6,355 | 7,919 | 7,398 | 6,703 |
| General merchandise group without nonstores (except department stores mail order)..... | 6,920 | 6,839 | 6,081 | 7,579 | 7,082 | 6,394 |
| Department stores..... | 5,380 | 5,348 | 4,667 | 5,873 | 5,446 | 4,887 |
| Variety stores..... | 516 | 509 | 482 | 569 | 536 | 512 |
| Apparel and accessory stores, total..... | 575 | 608 | 506 | 684 | 631 | 580 |
| Shoe stores..... | 137 | 138 | 127 | 162 | 146 | 146 |
| Drug and proprietary stores..... | 724 | 729 | 658 | 750 | 732 | 667 |

¹Data adjusted for seasonal variations, holiday and trading day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-77-7).

²Modified on the basis of past relationships between preliminary and final composite estimates.

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 | | |
|--|---------------------|---------------|-------|
| | 1977 | | 1976 |
| | July preliminary | June final | July |
| Standard Consolidated Areas¹ | | | |
| Chicago, Ill.--Northwestern Ind., total..... | 2,344 | 2,408 | 2,139 |
| Nondurable goods stores..... | 1,546 | 1,539 | 1,462 |
| GAF ² | 665 | 676 | 608 |
| New York-Northeastern N.J., total..... | 3,279 | 3,452 | 3,179 |
| Nondurable goods stores..... | 2,355 | 2,439 | 2,306 |
| GAF ² | 951 | 995 | 924 |
| Standard Metropolitan Statistical Areas¹ | | | |
| Baltimore, Md., GAF ² | 126 | 128 | 120 |
| Boston, Mass., GAF ² | 198 | 214 | 186 |
| Chicago, Ill., total..... | 2,153 | 2,212 | 1,953 |
| Nondurable goods stores..... | 1,424 | 1,418 | 1,339 |
| GAF ² | 621 | 630 | 569 |
| Cleveland, Ohio, GAF ² | 134 | 134 | 123 |
| Dallas, Texas, GAF ² | 174 | 166 | 161 |
| Detroit, Mich., total..... | 1,144 | 1,216 | 1,009 |
| Nondurable goods stores..... | 714 | 714 | 652 |
| GAF ² | 283 | 285 | 250 |
| Houston, Texas, GAF ² | 207 | 203 | 184 |



Official Business

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 | | |
|--|------------------|------------|-------|
| | 1977 | | 1976 |
| | July preliminary | June final | July |
| Standard Metropolitan Statistical Areas¹--Con. | | | |
| Kansas City, Mo.-Kansas, GAF ² | 152 | 152 | 141 |
| Los Angeles-Long Beach, Calif., total..... | 2,031 | 2,019 | 1,856 |
| Nondurable goods stores..... | 1,389 | 1,353 | 1,284 |
| GAF ² | 575 | 573 | 531 |
| Minneapolis-St. Paul, Minn., GAF ² | 203 | 190 | 151 |
| New York, N.Y.--Nassau-Suffolk, N.Y., total ³ | 2,204 | 2,327 | 2,125 |
| Nondurable goods stores..... | 1,610 | 1,662 | 1,577 |
| GAF ² | 665 | 695 | 652 |
| Nassau-Suffolk, N.Y., total ⁴ | 685 | 687 | 621 |
| Nondurable goods stores..... | 458 | 443 | 416 |
| GAF ² | 200 | 182 | 169 |
| New York, N.Y., total ⁵ | 1,519 | 1,640 | 1,504 |
| Nondurable goods stores..... | 1,152 | 1,219 | 1,161 |
| GAF ² | 465 | 513 | 483 |
| Philadelphia, Pa., total..... | 1,173 | 1,199 | 1,082 |
| Nondurable goods stores..... | 831 | 835 | 762 |
| GAF ² | 295 | 306 | 272 |
| Pittsburgh, Pa., total..... | 715 | 676 | 606 |
| Nondurable goods stores..... | 521 | 473 | 450 |
| GAF ² | 188 | 192 | 155 |
| St. Louis, Mo.-Ill., total..... | 578 | 586 | 554 |
| Nondurable goods stores..... | 357 | 353 | 348 |
| GAF ² | 153 | 155 | 152 |
| San Francisco-Oakland, Calif., total..... | 936 | 936 | 873 |
| Nondurable goods stores..... | 653 | 646 | 639 |
| GAF ² | 264 | 257 | 235 |
| Washington, D.C.-Md.-Va., total..... | 902 | 891 | 807 |
| Nondurable goods stores..... | 598 | 581 | 544 |
| GAF ² | 219 | 219 | 189 |
| Cities | | | |
| Chicago, Ill., total..... | 790 | 807 | 745 |
| Nondurable goods stores..... | 574 | 571 | 559 |
| GAF ² | 314 | 318 | 292 |
| Detroit, Mich., total..... | 238 | 257 | 237 |
| Nondurable goods stores..... | 153 | 151 | 152 |
| GAF ² | 50 | 49 | 52 |
| Los Angeles, Calif., total..... | 672 | 677 | 628 |
| Nondurable goods stores..... | 502 | 490 | 458 |
| GAF ² | 227 | 229 | 212 |
| New York, N.Y., total..... | 1,252 | 1,345 | 1,255 |
| Nondurable goods stores..... | 975 | 1,022 | 975 |
| GAF ² | 393 | 435 | 418 |
| Philadelphia, Pa., total..... | 404 | 411 | 363 |
| Nondurable goods stores..... | 318 | 319 | 288 |
| GAF ² | 120 | 123 | 112 |

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-77-7. 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.

