



# Advance Monthly Retail Sales

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## NOVEMBER 1975

The Bureau of the Census, U. S. Department of Commerce announced today that total sales of retail stores in November, after adjusting for seasonal variations and trading day differences, were estimated at \$50.7 billion. This adjusted figure was about 1 percent above October 1975 and 14 percent above November sales of last year. The adjusted November estimates, excluding the automotive group were 1 percent above October and 11 percent above November sales of last year.

Adjusted sales of durable and nondurable goods stores were both about 1 percent above October. Compared with sales for November 1974, durable goods stores increased 22 percent, while nondurable goods stores increased 10 percent.

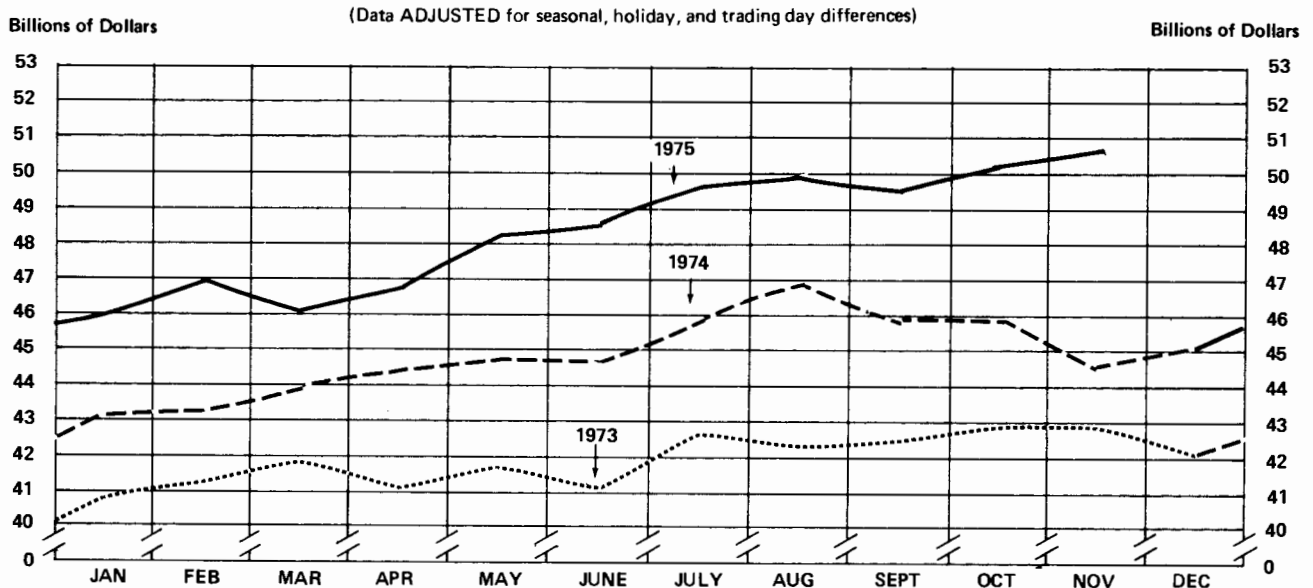
Revised retail sales estimates for October, based on preliminary results from the full sample of retail stores, were about \$50.2 billion above the advance estimate of \$50.0 billion published earlier. Seasonally adjusted sales for October, as revised, were about 1 percent above September and 9 percent above October 1974. Excluding the automotive group, these estimates were about 1 percent above September and 8 percent above October of last year. For nondurable goods stores, adjusted October sales were about 1 percent above the previous month and 7 percent above the same month a year ago. For durable goods stores, adjusted sales for October were about 2 percent above September and 15 percent greater than October 1974.

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 during the last 12 months with a median value of 1. For individual kind of business groups, these differences tend to be higher.

Preliminary estimates for October 1975 and final estimates for September 1975 based on the full sample will also be published later this month in the Monthly Retail Trade report for October (BR-75-10). 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



Inquiries concerning this report 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  
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 (Publication) Bureau of the

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 <sup>1</sup>				
	1975			1974		1975			1974	
	Nov. advance <sup>2</sup>	Oct. prelim.	Sept. final	Nov.	Oct.	Nov. advance <sup>2</sup>	Oct. prelim.	Sept. final	Nov.	Oct.
Retail stores, total.....	50,923	52,074	48,275	46,351	46,758	50,705	50,191	49,549	44,529	45,844
Total (excl. automotive group).....	42,248	42,384	39,736	39,386	38,780	41,687	41,207	40,850	37,550	38,289
Durable goods stores, total.....	15,403	16,903	15,453	13,085	14,501	15,929	15,758	15,440	13,035	13,686
Nondurable goods stores, total.....	35,520	35,171	32,822	33,266	32,257	34,776	34,433	34,109	31,494	32,158
Food stores, total.....	11,107	11,450	10,712	10,705	10,304	11,322	11,282	10,969	10,455	10,431
Grocery stores.....	10,318	10,670	9,962	10,013	9,562	10,486	10,523	10,217	9,740	9,698
Eating and drinking places.....	4,059	4,261	3,983	3,592	3,685	4,193	4,129	3,940	3,715	3,623
General merchandise group with nonstores.....	9,351	8,215	7,709	8,751	7,711	8,216	7,946	8,102	7,409	7,533
General merchandise group without nonstores (except department stores mail order).....	8,686	7,516	7,099	8,089	7,059	7,636	7,344	7,505	6,865	6,960
Department stores.....	5,992	5,074	4,904	5,427	4,726	5,312	4,999	5,162	4,627	4,712
Variety stores.....	*	746	700	817	727	*	760	773	732	753
Mail-order houses (department store merchandise).....	*	635	520	705	609	*	522	534	489	513
Apparel and accessory stores, total.....	2,486	2,302	2,191	2,191	2,096	2,343	2,246	2,251	1,982	2,087
Men's, boys' wear stores.....	*	501	450	506	461	*	502	501	450	477
Women's apparel, accessory stores.....	*	937	872	853	844	*	889	879	766	817
Shoe stores.....	*	353	382	325	325	*	340	353	307	321
Furniture, home furnishings, and equipment stores, total.....	2,297	2,309	2,184	2,159	2,175	2,259	2,242	2,214	2,067	2,111
Furniture, home furnishings stores.....	*	1,360	1,247	1,314	1,331	*	1,300	1,280	1,240	1,282
Household appliance, TV, radio stores.....	*	726	730	643	647	*	725	735	629	638
Household appliance dealers.....	*	445	466	397	423	*	(NA)	(NA)	(NA)	(NA)
Building materials, hardware, farm equipment dealers, total.....	2,849	3,366	3,250	2,535	3,032	3,076	2,972	2,990	2,617	2,674
Lumber and other building materials dealers.....	*	1,809	1,709	1,453	1,699	*	1,605	1,574	1,465	1,517
Hardware stores.....	*	516	494	444	462	*	490	490	427	440
Automotive dealers, total.....	8,675	9,690	8,539	6,965	7,978	9,018	8,984	8,699	6,979	7,555
Passenger car, other automotive dealers.....	*	8,892	7,785	6,241	7,250	*	8,233	7,936	6,314	6,855
Passenger car dealers (franchised).....	*	7,859	6,673	5,446	6,322	*	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	*	798	754	724	728	*	751	763	665	700
Gasoline service stations.....	3,666	3,797	3,757	3,400	3,546	3,707	3,719	3,803	3,397	3,507
Drug and proprietary stores.....	1,485	1,512	1,450	1,378	1,399	1,578	1,526	1,525	1,402	1,429
Liquor stores.....	*	933	876	923	867	*	932	936	884	891

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

<sup>2</sup>Advance estimates are not available from the subsample panel for these kinds of businesses.<sup>1</sup>Data adjusted for seasonal variations, holiday, and trading-day differences. (See explanatory material in the Monthly Retail Trade Report, BR-75-10.) <sup>2</sup>Advance 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					
	November 1975 advance from--		October 1975 preliminary from--		September 1975 through November 1975 from--	
	Oct. 1975 preliminary	Nov. 1974 final	Sept. 1975 final	Oct. 1974 final	June 1975 through Aug. 1975	Sept. 1974 through Nov. 1974
Total, retail stores.....	+1	+14	+1	+9	+2	+10
Total (excluding automotive group).....	+1	+11	+1	+8	+1	+9
Durable goods stores, total.....	+1	+22	+2	+15	+3	+15
Nondurable goods stores, total.....	+1	+10	+1	+7	+1	+8
Food stores, total.....	0	+8	+3	+8	0	+7
Grocery stores.....	0	+8	+3	+9	0	+7
Eating and drinking places.....	+2	+13	+5	+14	+4	+13
General merchandise group with nonstores.....	+3	+11	-2	+5	+1	+8
General merchandise group without nonstores (except department stores mail order).....	+4	+11	-2	+6	+1	+8
Department stores.....	+6	+15	-3	+6	+1	+10
Apparel and accessory stores, total.....	+4	+18	0	+8	+1	+10
Furniture, home furnishings and equipment stores, total.....	+1	+9	+1	+6	+3	+5
Building materials, hardware, farm equipment dealers, total.....	+4	+18	-1	+11	+5	+13
Automotive dealers, total.....	0	+29	+3	+19	+2	+19
Gasoline service stations.....	0	+9	-2	+6	0	+8
Drug and proprietary stores.....	+3	+13	0	+7	+1	+9

Table 3. ESTIMATED SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES IN THE UNITED STATES, BY KIND OF BUSINESS: OCTOBER 1975

(Sales in millions of dollars)

Kind of business	Not adjusted			Adjusted <sup>1</sup>		
	1975		1974	1975		1974
	Oct. prelim.	Sept. final	Oct.	Oct. prelim.	Sept. final	Oct.
Retail stores, total.....	15,803	14,744	14,597	15,306	15,530	14,579
Food stores, total.....	6,003	5,525	5,420	(NA)	(NA)	(NA)
Grocery stores <sup>2</sup> .....	5,929	5,454	5,351	5,717	5,784	5,483
General merchandise group with nonstores...	6,510	6,119	6,132	6,302	6,452	5,999
General merchandise group without nonstores (except department stores mail order).....	6,161	5,827	5,789	6,025	6,165	5,721
Department stores.....	4,519	4,373	4,215	4,465	4,603	4,202
Variety stores.....	601	566	587	610	625	608
Apparel and accessory stores, total.....	585	580	545	563	580	531
Shoe stores.....	150	165	142	148	145	145
Drug and proprietary stores.....	595	571	532	602	608	547

<sup>1</sup>Data adjusted for seasonal variations, holiday and trading day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-75-10.)

<sup>2</sup>October 1975 weekly sales (in millions of dollars) were as follows: For week ending October 4 - \$1,372; October 11 - \$1,291; October 18 - \$1,300; October 25 - \$1,275; November 1 - \$1,314.

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		
	1975		1974
	Oct. preliminary	Sept. final	Oct.
<b>Standard Consolidated Areas<sup>1</sup></b>			
Chicago, Ill.--Northwestern Ind., total.....	2,093	1,929	1,916
Nondurable goods stores.....	1,467	1,354	1,386
GAF <sup>2</sup> .....	688	629	676
New York-Northeastern N.J., total.....	3,367	3,008	3,146
Nondurable goods stores.....	2,481	2,349	2,392
GAF <sup>2</sup> .....	1,027	989	982
<b>Standard Metropolitan Statistical Areas<sup>1</sup></b>			
Baltimore, Md., GAF <sup>2</sup> .....	134	120	126
Boston, Mass., GAF <sup>2</sup> .....	220	211	208
Chicago, Ill., total.....	1,921	1,768	1,767
Nondurable goods stores.....	1,353	1,245	1,287
GAF <sup>2</sup> .....	652	597	643
Cleveland, Ohio, GAF <sup>2</sup> .....	128	127	125
Dallas, Texas, GAF <sup>2</sup> .....	154	141	140
Detroit, Mich., total.....	1,003	915	914
Nondurable goods stores.....	679	642	632
GAF <sup>2</sup> .....	269	260	283
Houston, Texas, GAF <sup>2</sup> .....	162	152	140

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		
	1975		1974
	Oct. preliminary	Sept. final	Oct.
Standard Metropolitan Statistical Areas <sup>1</sup> --Con.			
Kansas City, Mo.-Kansas, GAF <sup>2</sup> .....	161	145	144
Los Angeles-Long Beach, Calif., total.....	1,755	1,649	1,629
Nondurable goods stores.....	1,296	1,217	1,187
GAF <sup>2</sup> .....	529	480	483
Minneapolis-St. Paul, Minn., GAF <sup>2</sup> .....	163	152	154
New York, N.Y.--Nassau-Suffolk, N.Y., total <sup>3</sup> .....	2,300	2,106	2,194
Nondurable goods stores.....	1,707	1,613	1,682
GAF <sup>2</sup> .....	707	678	703
Nassau-Suffolk, N.Y., total <sup>4</sup> .....	613	580	567
Nondurable goods stores.....	431	414	402
GAF <sup>2</sup> .....	169	162	165
New York, N.Y., total <sup>5</sup> .....	1,687	1,526	1,627
Nondurable goods stores.....	1,276	1,199	1,280
GAF <sup>2</sup> .....	538	516	538
Philadelphia, Pa., total.....	1,103	1,016	969
Nondurable goods stores.....	824	762	718
GAF <sup>2</sup> .....	339	311	306
Pittsburgh, Pa., total.....	579	535	542
Nondurable goods stores.....	431	404	405
GAF <sup>2</sup> .....	166	155	156
St. Louis, Mo.-Ill., total.....	525	481	494
Nondurable goods stores.....	351	326	332
GAF <sup>2</sup> .....	143	134	139
San Francisco-Oakland, Calif., total.....	769	724	657
Nondurable goods stores.....	562	537	482
GAF <sup>2</sup> .....	218	205	186
Washington, D.C.-Md.-Va., total.....	773	720	684
Nondurable goods stores.....	535	503	480
GAF <sup>2</sup> .....	196	183	182
Cities			
Chicago, Ill., total.....	835	768	813
Nondurable goods stores.....	618	570	642
GAF <sup>2</sup> .....	370	328	383
Detroit, Mich., total.....	234	212	235
Nondurable goods stores.....	158	145	153
GAF <sup>2</sup> .....	63	59	69
Los Angeles, Calif., total.....	621	570	604
Nondurable goods stores.....	482	443	467
GAF <sup>2</sup> .....	231	204	225
New York, N.Y., total.....	1,405	1,273	1,361
Nondurable goods stores.....	1,065	1,004	1,068
GAF <sup>2</sup> .....	459	444	455
Philadelphia, Pa., total.....	412	369	371
Nondurable goods stores.....	331	299	303
GAF <sup>2</sup> .....	151	133	144

<sup>1</sup>Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report, BR-75-10. <sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise. <sup>3</sup>Formerly New York, N.Y. SMSA. <sup>4</sup>Includes Nassau and Suffolk Counties formerly included in the New York, N.Y., SMSA. <sup>5</sup>Includes New York City, Rockland and Westchester Counties, N.Y.