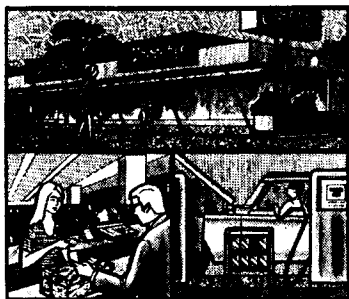


# Advance Monthly Retail Sales



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## DECEMBER 1976

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in December, after adjusting for seasonal variations and trading day differences, but not for price changes, were estimated at \$57.4 billion. This adjusted figure was about 3 percent above November 1976, and 11 percent greater than December 1975. The adjusted December estimate, excluding the automotive group, was 2 percent above November and 9 percent above December of the prior year. Sales for the full year 1976 amounted to \$651.6 billion, about 11 percent above 1975.

Adjusted sales of durable goods stores increased 5 percent from November, while sales of nondurable goods stores increased 2 percent. Compared with sales for December 1975, durable goods stores increased 15 percent, while nondurable goods stores increased 9 percent.

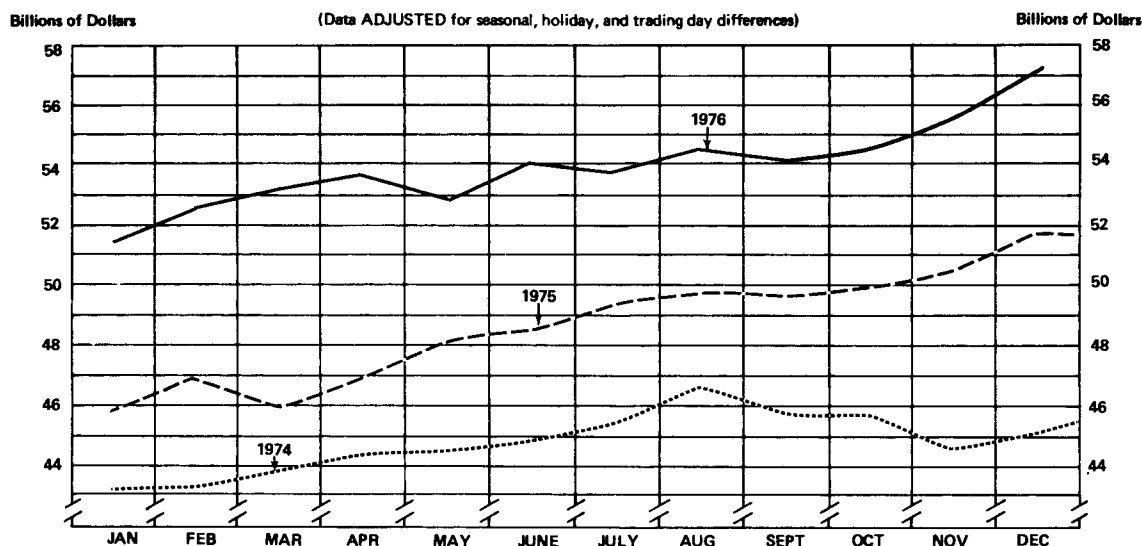
The revised estimate of retail sales for November, based on preliminary results from the full sample of retail stores, was about \$55.7 billion, about \$0.1 billion above the advance estimate published earlier. Seasonally adjusted sales for November, as revised, were about 2 percent above October and 10 percent above November 1975. Excluding the automotive group, these estimates were about 1 percent above October and 8 percent over November 1975. For nondurable goods stores, adjusted November sales were about 1 percent above the previous month and 8 percent above the same month a year earlier. For durable goods stores, adjusted sales for November were 4 percent above October and 14 percent higher than November 1975.

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 November 1976 and final estimates for October 1976 based on the full sample will also be published later this month in the Monthly Retail Trade report for November (BR-76-11). 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 <sup>1</sup>					
	12 month total		1976			1975		1976			1975	
	1976	Percent change from 1975	Dec. <sup>2</sup> advance	Nov. prelim.	Oct. final	Dec.	Nov.	Dec. <sup>2</sup> advance	Nov. prelim.	Oct. final	Dec.	Nov.
Retail stores, total.....	651,607	-11	67,813	56,267	55,962	60,681	50,526	57,371	55,657	54,634	51,734	50,552
Total (excl. automotive group).....	526,384	+9	57,963	46,038	45,401	52,269	42,104	45,878	45,144	44,536	42,068	41,607
Durable goods stores, total.....	213,742	+18	19,167	17,889	18,259	16,855	15,248	19,142	18,202	17,559	16,690	15,904
Nondurable goods stores, total.....	437,865	-8	48,646	38,378	37,703	43,826	35,278	38,229	37,455	37,075	35,044	34,648
Food stores, total.....	141,233	+7	13,362	11,580	12,153	11,778	11,008	12,328	11,987	11,909	11,247	11,250
Grocery stores.....	131,329	+7	12,396	10,780	11,312	10,925	10,265	11,457	11,136	11,079	10,463	10,464
Eating and drinking places.....	52,271	+10	4,498	4,221	4,530	4,110	4,050	4,521	4,392	4,356	4,219	4,163
General merchandise group with nonstores.....	104,234	+9	15,421	10,486	9,067	14,005	9,432	9,170	8,997	8,939	8,499	8,314
General merchandise group without nonstores (except department stores mail order).....	96,855	-9	14,711	9,737	8,533	13,353	8,778	8,534	8,366	8,305	7,870	7,733
Department stores.....	68,084	+12	10,771	6,830	5,863	9,437	6,032	6,099	5,944	5,851	5,427	5,354
Variety stores.....	*	*	*	709	645	1,456	830	*	656	664	771	766
Mail-order houses (department store merchandise).....	*	*	*	872	672	722	690	*	569	598	532	493
Apparel and accessory stores, total.....	28,466	+6	4,016	2,559	2,477	3,894	2,409	2,396	2,403	2,446	2,337	2,289
Men's, boys' wear stores.....	*	*	*	567	517	969	549	*	525	535	516	513
Women's apparel, accessory stores.....	*	*	*	1,008	1,001	1,435	942	*	928	957	885	888
Shoe stores.....	*	*	*	380	385	485	361	*	378	372	364	358
Furniture, home furnishings, and equipment stores, total.....	28,856	-10	3,084	2,592	2,447	2,925	2,389	2,428	2,509	2,439	2,347	2,335
Furniture, home furnishings stores.....	*	*	*	1,560	1,470	1,534	1,419	*	1,490	1,434	1,370	1,375
Household appliance, TV, radio stores.....	*	*	*	803	768	1,042	747	*	805	793	764	748
Household appliance dealers.....	*	*	*	496	469	562	431	*	(NA)	(NA)	(NA)	(NA)
Building materials, hardware, farm equipment dealers, total.....	38,817	-13	3,234	3,260	3,576	2,856	2,808	3,391	3,418	3,257	3,028	3,005
Lumber and other building materials dealers.....	*	*	*	1,920	1,972	1,477	1,597	*	1,926	1,809	1,685	1,665
Hardware stores.....	*	*	*	553	536	596	493	*	554	510	501	497
Automotive dealers, total.....	125,223	+23	9,850	10,229	10,561	8,412	8,422	11,493	10,513	10,098	9,666	8,945
Passenger car, other automotive dealers.....	*	*	*	9,322	9,691	7,568	7,647	*	9,640	9,256	8,899	8,188
Passenger car dealers (franchised).....	*	*	*	8,253	8,463	6,650	6,708	*	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	*	*	*	907	870	844	775	*	873	842	767	757
Gasoline service stations.....	47,619	-8	4,163	4,037	4,116	3,817	3,649	4,188	4,090	4,067	3,853	3,716
Drug and proprietary stores.....	19,734	-9	2,377	1,646	1,625	2,114	1,470	1,748	1,720	1,667	1,569	1,556
Liquor stores.....	*	*	*	967	963	1,268	936	*	967	955	920	930

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

<sup>1</sup>Advance estimates are not available from the subsample panel for these kinds of businesses.<sup>2</sup>Data adjusted for seasonal variations, holiday, and trading-day differences. (See explanatory material in the Monthly Retail Trade Report, BR-76-11). <sup>3</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					
	December 1976 advance from—		November 1976 preliminary from—		October 1976 through December 1976 from—	
	Nov. 1976 preliminary	Dec. 1975 final	Oct. 1976 final	Nov. 1975 final	July 1976 through Sept. 1976	Oct. 1975 through Dec. 1975
Total, retail stores.....	+3	+11	+2	+10	+3	+10
Total (excluding automotive group).....	+2	+9	+1	+8	+3	+9
Durable goods stores, total.....	+5	+15	+4	+14	+3	+14
Nondurable goods stores, total.....	+2	+9	+1	+8	+3	+9
Food stores, total.....	+3	+10	+1	+7	+3	+8
Grocery stores.....	+3	+10	+1	+6	+3	+8
Eating and drinking places.....	+3	+7	+1	+6	+1	+7
General merchandise group with nonstores.....	+2	+8	+1	+8	+5	+10
General merchandise group without nonstores (except department stores mail order).....	+2	+8	+1	+8	+6	+10
Department stores.....	+3	+12	+2	+11	+6	+13
Apparel and accessory stores, total.....	0	+3	-2	+5	0	+5
Furniture, home furnishings and equipment stores, total.....	-3	+3	+3	+7	+3	+6
Building materials, hardware, farm equipment dealers, total.....	-1	+12	+5	+14	+4	+12
Automotive dealers, total.....	+9	+19	+4	+18	+3	+16
Gasoline service stations.....	+2	+9	+1	+10	+4	+9
Drug and proprietary stores.....	+2	+11	+3	+11	+5	+10

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

(Sales in millions of dollars)

Kind of business	Not adjusted			Adjusted <sup>1</sup>		
	1976		1975	1976		1975
	Nov. prelim.	Oct. final	Nov.	Nov. prelim.	Oct. final	Nov.
Retail stores, total.....	18,239	17,251	16,606	17,179	16,971	15,826
Food stores, total.....	6,141	6,439	5,854	(NA)	(NA)	(NA)
Grocery stores <sup>2</sup> .....	6,064	6,358	5,788	6,194	6,203	5,859
General merchandise group with nonstores...	8,416	7,244	7,536	7,192	7,121	6,608
General merchandise group without nonstores (except department stores mail order).....	8,051	6,880	7,212	6,892	6,823	6,327
Department stores.....	6,090	5,223	5,365	5,319	5,213	4,777
Variety stores.....	567	506	682	515	520	618
Apparel and accessory stores, total.....	648	610	617	601	600	577
Shoe stores.....	151	139	157	149	136	155
Drug and proprietary stores.....	686	681	593	719	698	624

<sup>1</sup>Data adjusted for seasonal variations, holiday and trading day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-76-11). 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
	Nov. preliminary	Oct. final	Nov.
<b>Standard Consolidated Areas<sup>1</sup></b>			
Chicago, Ill.--Northwestern Ind., total.....	2,362	2,288	2,119
Nondurable goods stores.....	1,683	1,612	1,540
GAF <sup>2</sup> .....	864	763	755
New York--Northeastern N.J., total.....	3,537	3,389	3,319
Nondurable goods stores.....	2,646	2,528	2,477
GAF <sup>2</sup> .....	1,164	1,089	1,093
<b>Standard Metropolitan Statistical Areas<sup>1</sup></b>			
Baltimore, Md., GAF <sup>2</sup> .....	161	144	150
Boston, Mass., GAF <sup>2</sup> .....	271	241	241
Chicago, Ill., total.....	2,184	2,113	1,960
Nondurable goods stores.....	1,565	1,496	1,424
GAF <sup>2</sup> .....	820	723	715
Cleveland, Ohio, GAF <sup>2</sup> .....	158	143	142
Dallas, Texas, GAF <sup>2</sup> .....	191	171	160
Detroit, Mich., total.....	1,118	1,098	971
Nondurable goods stores.....	741	731	675
GAF <sup>2</sup> .....	336	303	300
Houston, Texas, GAF <sup>2</sup> .....	209	196	182



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
	Nov. preliminary	Oct. final	Nov.
Standard Metropolitan Statistical Areas <sup>1</sup> --Con.			
Kansas City, Mo.-Kansas, GAF <sup>2</sup> .....	179	161	167
Los Angeles-Long Beach, Calif., total.....	1,885	1,880	1,719
Nondurable goods stores.....	1,359	1,329	1,282
GAF <sup>2</sup> .....	614	547	579
Minneapolis-St. Paul, Minn., GAF <sup>2</sup> .....	215	201	173
New York, N.Y.--Nassau-Suffolk, N.Y., total <sup>3</sup> .....	2,404	2,323	2,241
Nondurable goods stores.....	1,832	1,753	1,694
GAF <sup>2</sup> .....	826	776	754
Nassau-Suffolk, N.Y., total <sup>4</sup> .....	628	613	595
Nondurable goods stores.....	442	429	418
GAF <sup>2</sup> .....	205	188	182
New York, N.Y., total <sup>5</sup> .....	1,776	1,710	1,646
Nondurable goods stores.....	1,390	1,324	1,276
GAF <sup>2</sup> .....	621	588	572
Philadelphia, Pa., total.....	1,193	1,142	1,111
Nondurable goods stores.....	870	840	826
GAF <sup>2</sup> .....	395	351	371
Pittsburgh, Pa., total.....	627	612	581
Nondurable goods stores.....	483	462	454
GAF <sup>2</sup> .....	215	184	191
St. Louis, Mo.-Ill., total.....	572	576	515
Nondurable goods stores.....	365	375	360
GAF <sup>2</sup> .....	184	166	158
San Francisco-Oakland, Calif., total.....	822	837	796
Nondurable goods stores.....	602	616	609
GAF <sup>2</sup> .....	254	229	234
Washington, D.C.-Md.-Va., total.....	819	823	749
Nondurable goods stores.....	569	563	538
GAF <sup>2</sup> .....	231	228	205
Cities			
Chicago, Ill., total.....	927	867	835
Nondurable goods stores.....	720	664	649
GAF <sup>2</sup> .....	463	395	399
Detroit, Mich., total.....	256	251	235
Nondurable goods stores.....	163	161	162
GAF <sup>2</sup> .....	65	62	63
Los Angeles, Calif., total.....	656	645	619
Nondurable goods stores.....	493	480	469
GAF <sup>2</sup> .....	263	235	243
New York, N.Y., total.....	1,486	1,425	1,381
Nondurable goods stores.....	1,168	1,108	1,070
GAF <sup>2</sup> .....	526	499	485
Philadelphia, Pa., total.....	438	416	413
Nondurable goods stores.....	351	338	328
GAF <sup>2</sup> .....	177	154	163

<sup>1</sup>Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-76-11. <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.

