

Advance Monthly Retail Sales

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JANUARY 1979

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in January, after adjusting for seasonal variations and trading day differences, but not for price changes were estimated at \$69.7 billion. This adjusted figure was little changed from December 1978 but 16 percent greater than January a year ago. The adjusted January estimate, excluding the automotive group was also little changed from December but 16 percent above January last year.

Adjusted sales of durable goods stores decreased 1 percent from December, while sales of nondurable goods stores increased 1 percent. Compared with sales for January 1978, durable goods stores increased 20 percent, and nondurable goods stores increased 14 percent.

The revised estimate of retail sales for December, based on preliminary results from the full sample of retail stores, was about \$69.4 billion, \$0.5 billion above the advance estimate published earlier. Seasonally adjusted sales for December as revised, were about 1 percent above November and 12 percent above December 1977. Excluding the automotive group, retail sales were about 1 percent above November and 12 percent over December 1977. For nondurable goods stores, adjusted December sales increased about 2 percent from the previous month and 10 percent above the same month a year earlier. For durable goods stores, adjusted sales for December were 1 percent above November and 16 percent higher than December 1977.

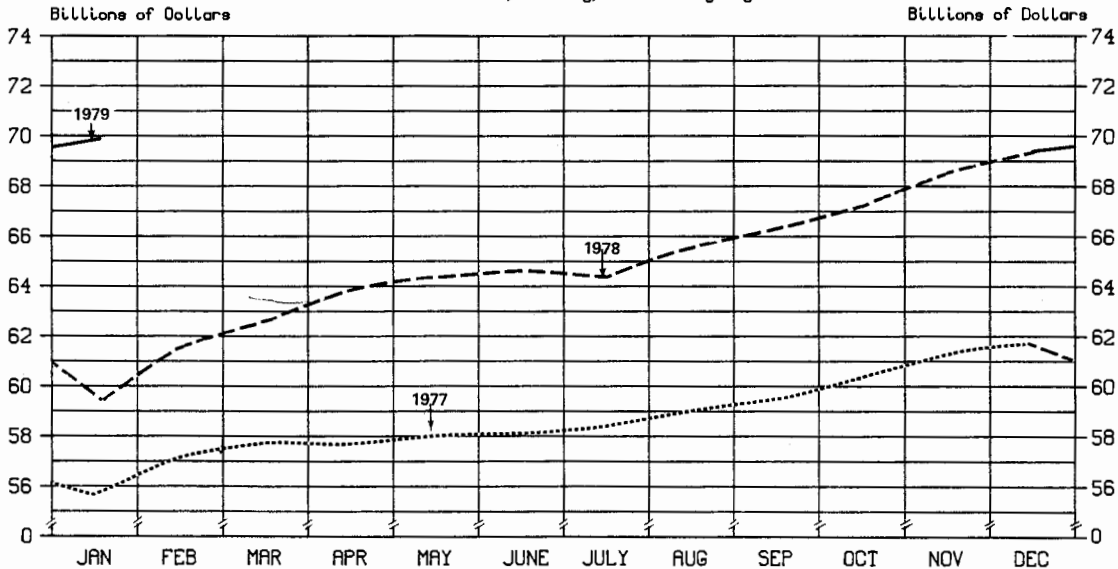
The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. 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.

In the past, differences between advance and full-sample estimates of month-to-month percentage change in seasonally adjusted total retail store sales have averaged less than 1 percent. However, most modifications being applied to the current advance monthly estimates are based on the relationship between the advance and the redesigned full-sample data for only the months since June 1977. The differences now, therefore, may vary from the past experience.

Preliminary estimates for December 1978 and final estimates for November 1978 based on the full sample will also be published later this month in the Monthly Retail Trade report for December (BR-78-12). 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.

ESTIMATED MONTHLY RETAIL SALES FOR THE UNITED STATES JANUARY 1977 - JANUARY 1979

(DATA ADJUSTED FOR SEASONAL, holiday, and trading day differences)



Inquiries concerning this report should be addressed to Mr. Irving True, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7660/7661.



U.S. Department of Commerce
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The 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, U.S. Government Printing Office, Washington, D.C. 20402, at \$25 per year. Add \$6.25 for each subscription to a foreign address. Postage stamps not acceptable; currency submitted at sender's risk. Remittances from foreign countries must be by international money order or by a draft on a U.S. bank. Single copies of the Advance Monthly Retail Sales report are for sale by Subscriber Services (Publications), Bureau of the Census, Washington, D.C. 20233, at 70 cents each.

Table 1. Estimated Monthly Retail Sales by Kind of Business for the United States

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted					Adjusted ¹				
		1979		1978		1977	1979		1978		1977
		Jan. ² advance	Dec. prelim.	Nov. final	Jan.	Dec.	Jan. ² advance	Dec. prelim.	Nov. final	Jan.	Dec.
	Retail trade, total.....	61,335	82,315	69,642	52,127	74,219	69,694	69,443	68,572	59,987	61,813
	Total (excl. automotive group).....	49,204	70,332	56,524	42,151	63,292	55,637	55,454	54,678	47,892	49,420
	Durable goods stores, total.....	20,204	24,526	23,426	16,295	21,228	23,848 2752	24,066 2950	23,883 2505	19,914	20,674
52	Building materials, hardware, garden supply, and mobile home dealers.....	2,832	3,487	3,863	2,304	2,963	3,822	3,803	3,891	3,224	3,149
521,3	Building materials and supply stores.....	(*)	2,277	2,727	1,591	1,928	(*)	2,740	2,681	2,096	2,224
525	Hardware stores.....	(*)	747	630	389	648	(*)	621	610	529	513
55 ex. 554	Automotive dealers.....	12,131	11,983	13,118	9,976	10,927	14,057	13,989	13,894	12,095	12,393
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	10,744	11,865	9,071	9,812	(*)	12,760	12,676	10,982	11,343
551	Motor vehicle dealers (franchised).....	(*)	9,696	10,728	8,228	8,839	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,239	1,253	905	1,115	(*)	1,229	1,218	1,113	1,050
57	Furniture, home furnishings, and equipment stores.....	2,902	4,171	3,542	2,494	3,815	3,217	3,322	3,293	2,773	3,008
571	Furniture and home furnishings stores....	(*)	2,292	2,197	1,515	2,058	(*)	2,045	2,012	1,704	1,807
5722,32	Household appliance, radio, and TV stores	(*)	1,327	1,028	751	1,328	(*)	931	981	822	941
5722	Household appliance stores.....	(*)	622	523	354	596	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	41,131	57,789	46,216	35,832	52,991	45,846 4830	45,377 4011	44,689 4628	40,073	41,139
53	General merchandise group stores.....	6,117	15,635	9,805	5,368	14,572	8,579	8,827	8,507	7,432	8,276
531	Department stores.....	4,904	12,541	7,871	4,325	11,817	6,946	7,018	6,768	6,066	6,646
533	Variety stores.....	(*)	1,337	750	450	1,308	(*)	686	699	628	696
539	Miscellaneous general merchandise stores.	(*)	1,757	1,184	593	1,447	(*)	1,123	1,040	738	934
54	Food stores.....	14,769	16,477	14,624	12,880	14,894	15,423	15,180	14,863	13,636	13,406
541	Grocery stores.....	13,650	15,166	13,585	12,043	13,787	14,174	13,991	13,792	12,704	12,410
554	Gasoline service stations.....	4,976	5,151	5,089	4,537	4,918	5,271	5,100	5,193	4,796	4,898
56	Apparel and accessory stores.....	2,753	5,509	3,554	2,217	4,899	3,341	3,291	3,336	2,723	2,875
561	Men's and boys' clothing and furnishings stores.....	(*)	1,198	728	458	1,088	(*)	633	683	533	568
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,089	1,360	829	1,847	(*)	1,300	1,269	1,017	1,123
565	Family clothing stores.....	(*)	1,163	688	413	1,068	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	801	601	413	720	(*)	576	581	502	515
58	Eating and drinking places.....	5,572	6,130	5,808	4,857	5,491	6,205	6,167	6,000	5,415	5,469
591	Drug stores and proprietary stores.....	2,061	2,947	2,101	1,820	2,685	2,197	2,201	2,162	1,944	2,008
592	Liquor stores.....	(*)	1,679	1,203	945	1,583	(*)	1,192	1,188	1,104	1,089
5961 (pt.)	Mail-order houses (department store merchandise) ³	(*)	734	908	440	702	(*)	628	602	609	580

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

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

NA Not available.

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-78-12).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.³Includes sales made by mail-order catalog desks located within department stores of mail-order firms.

Table 2. Percent Change in Estimated Monthly Retail Sales by Kind of Business for the United States

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

1972 SIC code	Kind of business	Percent change					
		Jan. 1979 advance from--		Dec. 1978 preliminary from--		Nov. 1978 through Jan. 1979 from--	
		Dec. 1978 preliminary	Jan. 1978 final	Nov. 1978 final	Dec. 1977 final	Aug. 1978 through Oct. 1978	Nov. 1977 through Jan. 1978
	Retail trade, total.....	0.36	+16	+1	+12	+4	+13
	Total (excl. automotive group).....	0.33	+16	+1	+12	+4	+13
	Durable goods stores, total.....	-1.91 -0.57	+20	+1	+16	+4	+17
52	Building materials, hardware, garden supply, and mobile home dealers.....	0.49	+19	-2	+21	0	+20
55 ex. 554	Automotive dealers.....	0.48	+16	+1	+13	+2	+14
57	Furniture, home furnishings, and equipment stores.....	-3.76	+16	+1	+10	+2	+12
	Nondurable goods stores, total.....	+1.02 4.53	+14	+2	+10	+4	+11
53	General merchandise group stores.....	-3.79	+15	+4	+7	+5	+10
531	Department stores.....	-1.04	+15	+4	+6	+5	+9
54	Food stores.....	+2.58	+13	+2	+13	+4	+12
541	Grocery stores.....	+1.09	+12	+1	+13	+3	+11
554	Gasoline service stations.....	+3.09	+10	-2	+4	+4	+7
56	Apparel and accessory stores.....	+2.50	+23	-1	+14	+5	+16
58	Eating and drinking places.....	+1.51	+15	+3	+13	+1	+12
591	Drug stores and proprietary stores.....	0.18	+13	+2	+10	+4	+12

Table 3. Estimated Monthly Retail Sales of Group II Companies by Kind of Business for the United States: DECEMBER 1978

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted ¹		
		Dec. 1978 preliminary	Nov. 1978 final	Dec. 1977	Dec. 1978 preliminary	Nov. 1978 final	Dec. 1977
	Retail trade, total.....	33,391	25,261	30,601	24,317	23,676	21,917
53	General merchandise group stores.....	14,087	8,798	13,149	7,974	7,623	7,475
531	Department stores.....	11,852	7,455	11,165	6,730	6,410	6,280
533	Variety stores.....	1,085	596	1,043	542	549	555
539	Miscellaneous general merchandise stores.....	1,150	747	941	(S)	(S)	(S)
54	Food stores.....	8,963	7,929	8,161	(NA)	(NA)	(NA)
541	Grocery stores.....	8,848	7,846	8,046	8,073	7,846	7,178
56	Apparel and accessory stores.....	2,005	1,284	1,788	1,149	1,197	1,023
562,3,8	Women's clothing, specialty stores, furriers.....	842	539	747	486	503	418
566	Shoe stores.....	408	298	366	263	290	243
591	Drug stores and proprietary stores.....	1,634	1,038	1,440	1,077	1,102	952

Note: The Group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multi-establishment files and which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which vary by kind of business).

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-79-12).

NA Not available.

(S) Suppressed.- Estimates do not meet Bureau of the Census standard for publication.

Table 4. Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Areas and Cities

(Sales in millions of dollars)

Area	Not adjusted			Area	Not adjusted		
	Dec. 1978 preliminary	Nov. 1978 final	Dec. 1977		Dec. 1978 preliminary	Nov. 1978 final	Nov. 1977
Standard Consolidated Areas¹				Standard Metropolitan Statistical Areas¹--Con.			
Chicago, Ill.--Northwestern Indiana, total.....				Minneapolis-St. Paul, Minn.-Wis., total.....	949	811	880
Nondurable goods stores.....				Nondurable goods stores.....	681	556	623
GAP ²				GAP ²	375	264	370
New York, N.Y.--Northeastern N.J., total.....		(NA)		Nassau-Suffolk, N.Y., total.....	1,029	820	1,043
Nondurable goods stores.....				Nondurable goods stores.....	740	562	756
GAP ²				GAP ²	387	240	387
Standard Metropolitan Statistical Areas¹				New York, N.Y.-N.J., total.....		(NA)	
Anaheim-Santa Ana-Garden Grove, Calif., total.....	975	815	870	Nondurable goods stores.....			
Nondurable goods stores.....	680	522	630	GAP ²	717	610	679
GAP ²	374	245	334	Nondurable goods stores.....	492	392	476
Atlanta, Ga., GAP ²	352	214	314	GAP ²	266	167	236
Baltimore, Md., total.....	843	679	756	Philadelphia, Pa.-N.J., total.....		(NA)	
Nondurable goods stores.....	623	495	566	Nondurable goods stores.....			
GAP ²	307	199	263	GAP ²			
Boston, Mass., total ³	1,542	1,233	1,290	Pittsburgh, Pa., total.....	886	732	791
Nondurable goods stores.....	1,074	855	983	Nondurable goods stores.....	676	520	613
GAP ²	626	386	476	GAP ²	396	267	340
Buffalo, N.Y., total.....	437	360	374	St. Louis, Mo.-Ill., total.....	851	684	770
Nondurable goods stores.....	349	282	296	Nondurable goods stores.....	677	525	637
GAP ²				GAP ²	361	223	321
Chicago, Ill., total.....		(NA)		San Diego, Calif., total.....	710	570	617
Nondurable goods stores.....				Nondurable goods stores.....	474	376	420
GAP ²				GAP ²	275	184	236
Cincinnati, Ohio-Ky.-Ind., total.....	689	597	615	San Francisco-Oakland, Calif., total.....	1,296	1,045	1,296
Nondurable goods stores.....	507	412	475	Nondurable goods stores.....	913	717	922
GAP ²	841	689	779	GAP ²	501	359	504
Cleveland, Ohio, total.....	632	489	607	Seattle-Everett, Wash., total.....	694	607	631
Nondurable goods stores.....	322	201	310	Nondurable goods stores.....	513	417	464
GAP ²	1,325	1,077	1,166	Washington, D.C.-Md.-Va., total.....	1,235	1,035	1,147
Dallas-Fort Worth, Tex., total.....	868	699	772	Nondurable goods stores.....	905	700	847
Nondurable goods stores.....	456	280	420	GAP ²	500	317	460
GAP ²				Cities			
Detroit, Mich., total.....		(NA)		Chicago, Ill., total.....			
Nondurable goods stores.....				Nondurable goods stores.....			
GAP ²				GAP ²			
Houston, Tex., total.....	1,288	1,077	1,130	Detroit, Mich., total.....			
Nondurable goods stores.....	880	674	764	Nondurable goods stores.....			
GAP ²	490	315	423	GAP ²			
Kansas City, Mo.-Kans., total.....	731	658	675	Los Angeles, Calif., total.....		(NA)	
Nondurable goods stores.....	547	471	494	Nondurable goods stores.....			
GAP ²	262	162	245	GAP ²			
Los Angeles-Long Beach, Calif., total.....		(NA)		New York, N.Y., total.....			
Nondurable goods stores.....				Nondurable goods stores.....			
GAP ²				GAP ²			
Miami, Fla., total.....	709	589	645	Philadelphia, Pa., total.....			
Nondurable goods stores.....	460	350	408	Nondurable goods stores.....			
GAP ²	257	170	219	GAP ²			
Milwaukee, Wis., total.....	614	534	589				
Nondurable goods stores.....	396	321	403				
GAP ²	215	146	196				

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-78-12.
²Includes the following: General merchandise group stores (SIC 53); apparel and accessory stores (SIC 56); furniture, home furnishings and equipment stores (SIC 57); and miscellaneous shopping goods stores (SIC 594). GAP represents stores which specialize in department store types of merchandise.
³Statistics for the Boston SMSA include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk Counties.
 NA Not available. Data for these areas will be shown in the December 1978 Monthly Retail Trade Report (BR-78-12).