

Advance Monthly Retail Sales



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The Bureau of the Census, U. S. Department of Commerce announced today that total sales of retail stores in October, after adjusting for seasonal variations and trading day differences, were estimated at \$50.0 billion. This adjusted figure was about 1 percent above September 1975 and 9 percent above October sales of last year.

Adjusted sales of durable goods stores were virtually unchanged from September, while nondurable goods stores increased 1 percent. Compared with sales for October 1974, durable goods stores increased 12 percent and nondurable goods stores increased 8 percent.

Revised retail sales estimates for September, based on preliminary results from the full sample of retail stores, were about \$0.5 billion below the advance estimate of \$50.0 billion published earlier. Seasonally adjusted sales for September, as revised, were about 1 percent below August but were 8 percent above September 1974. For nondurable goods stores, adjusted September sales were about 1 percent below the previous month but 7 percent above the same month a year ago. For durable goods stores, adjusted sales for September were about 1 percent below August but were 9 percent greater than September 1974.

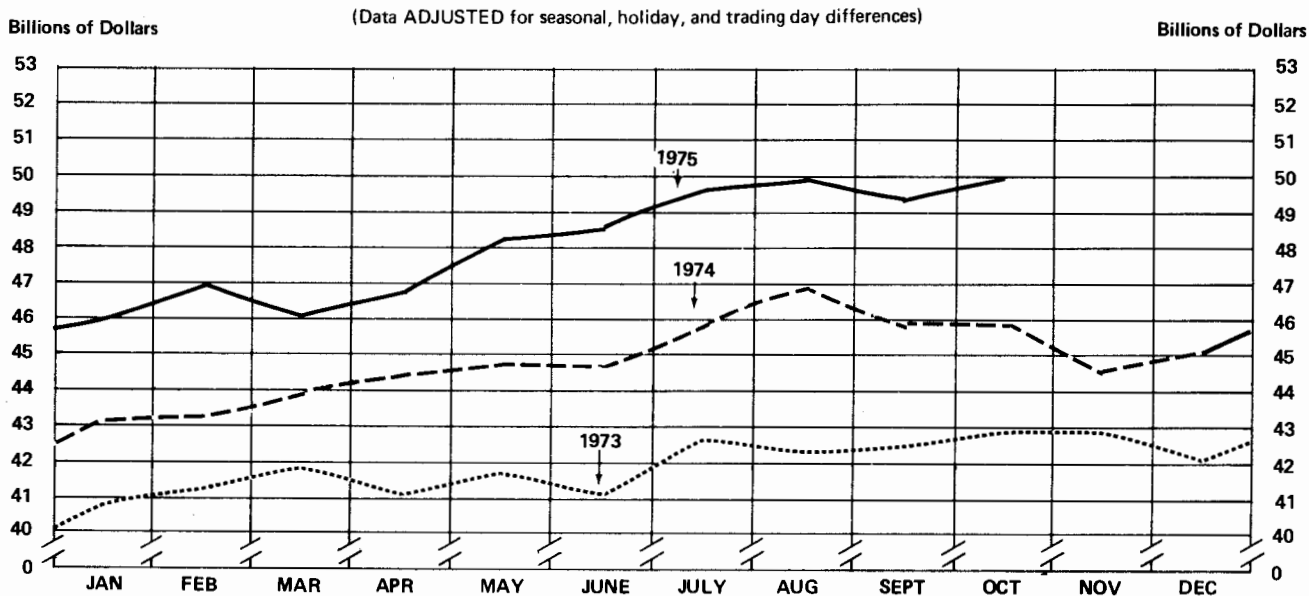
The advance sales estimates are based on early reporting of sales for weeks and part-weeks of the month by a small subsample of the

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 September 1975 and final estimates for August 1975 based on the full sample will also be published later this month in the Monthly Retail Trade report for September (BR-75-9). 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				
	1975			1974		1975			1974	
	Oct. advance	Sept. prelim.	Aug. final	Oct.	Sept.	Oct. advance	Sept. prelim.	Aug. final	Oct.	Sept.
Retail stores, total.....	51,809	48,188	50,663	46,758	43,800	49,955	49,473	49,925	45,844	45,858
Total (excl. automotive group).....	42,356	39,670	41,851	38,780	36,209	41,186	40,795	41,054	38,289	37,984
Durable goods stores, total.....	16,486	15,359	15,575	14,501	13,858	15,371	15,350	15,506	13,686	14,100
Nondurable goods stores, total.....	35,323	32,829	35,088	32,257	29,942	34,584	34,123	34,419	32,158	31,758
Food stores, total.....	11,493	10,704	11,754	10,304	9,841	11,324	10,961	11,167	10,431	10,363
Grocery stores.....	10,731	9,964	10,971	9,562	9,116	10,583	10,219	10,429	9,698	9,626
Eating and drinking places.....	4,096	3,954	4,373	3,685	3,583	3,969	3,911	3,901	3,623	3,530
General merchandise group with nonstores.....	8,303	7,677	7,983	7,711	7,034	8,032	8,069	8,091	7,533	7,578
General merchandise group without nonstores (except department stores mail order).....	7,587	7,058	7,427	7,059	6,460	7,415	7,463	7,523	6,960	7,006
Department stores.....	5,151	4,860	5,066	4,726	4,386	5,075	5,116	5,201	4,712	4,737
Variety stores.....	*	707	789	727	662	*	781	799	753	745
Mail-order houses (department store merchandise).....	*	518	496	609	473	*	532	509	513	514
Apparel and accessory stores, total.....	2,330	2,224	2,279	2,096	1,997	2,271	2,284	2,336	2,087	2,122
Men's, boys', wear stores.....	*	457	475	461	429	*	508	523	477	495
Women's apparel, accessory stores.....	*	881	899	844	784	*	888	948	817	824
Shoe stores.....	*	387	374	325	341	*	357	353	321	318
Furniture, home furnishings and equipment stores, total.....	2,237	2,160	2,177	2,175	2,116	2,172	2,190	2,202	2,111	2,198
Furniture, home furnishings stores.....	*	1,248	1,281	1,331	1,258	*	1,281	1,277	1,282	1,335
Household appliances, TV, radio stores.....	*	712	707	647	664	*	717	711	638	676
Household appliance stores.....	*	446	438	423	428	*	(NA)	(NA)	(NA)	(NA)
Building materials, hardware, farm equipment dealers, total.....	3,284	3,200	3,068	3,032	2,887	2,897	2,944	2,873	2,674	2,702
Lumber and other building materials dealers.....	*	1,697	1,701	1,699	1,628	*	1,563	1,505	1,517	1,514
Hardware stores.....	*	483	488	462	429	*	479	472	440	444
Automotive dealers, total ³	9,453	8,518	8,812	7,978	7,591	8,769	8,678	8,871	7,555	7,874
Passenger car, other automotive dealers.....	*	7,781	8,023	7,250	6,909	*	7,932	8,120	6,855	7,158
Passenger car dealers (franchised).....	*	6,676	6,752	6,322	5,910	*	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	*	737	789	728	682	*	746	751	700	716
Gasoline service stations.....	3,908	3,754	4,100	3,546	3,426	3,828	3,800	3,832	3,507	3,503
Drug and proprietary stores.....	1,532	1,465	1,515	1,399	1,330	1,546	1,540	1,526	1,429	1,429
Liquor stores.....	*	871	953	867	818	*	931	929	891	891

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

¹Advance estimates are not available from the subsample panel for these kinds-of-business.

²Data adjusted for seasonal variations, holiday, and trading-day differences. (See explanatory material in the Monthly Retail Trade Report (BR-75-9). ³Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample. ³During the months of model changeover, seasonal adjustment factors are less reliable than in other months and are more susceptible to subsequent revision. 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					
	October 1975 advance from--		September 1975 preliminary from--		August 1975 through October 1975 from--	
	Sept. 1975 prelim.	Oct. 1974 final	August 1975 final	Sept. 1974 final	May 1975 through July 1975	August 1974 through October 1974
Total, retail stores.....	+1	+9	-1	+8	+2	+8
Total (excluding automotive group).....	+1	+8	-1	+7	+2	+8
Durable goods stores, total.....	0	+12	-1	+9	+2	+7
Nondurable goods stores, total.....	+1	+8	-1	+7	+2	+8
Food stores, total.....	+3	+9	-2	+6	+1	+8
Grocery stores.....	+4	+9	-2	+6	+1	+8
Eating and drinking places.....	+1	+10	0	+11	-1	+11
General merchandise group with nonstores.....	0	+7	0	+6	+1	+7
General merchandise group without nonstores (except department stores mail order).....	-1	+7	-1	+7	+1	+7
Department stores.....	-1	+8	-2	+8	+1	+8
Apparel and accessory stores, total.....	-1	+9	-2	+8	+3	+9
Furniture, home furnishings and equipment stores, total.....	-1	+3	-1	0	+1	+1
Building materials, hardware, farm equipment dealers, total..	-2	+8	+2	+9	+2	+8
Automotive dealers, total.....	+1	+16	-2	+10	+3	+8
Gasoline service stations.....	+1	+9	-1	+8	+4	+9
Drug and proprietary stores.....	0	+8	+1	+9	+1	+8

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

(Millions of dollars)

Kind of business	Not adjusted			Adjusted ¹		
	1975		1974	1975		1974
	Sept. Prelim.	Aug. Final	Sept.	Sept. Prelim.	Aug. Final	Sept.
Retail stores, total.....	14,710	15,710	13,499	15,495	15,625	14,524
Food stores, total.....	5,523	6,099	5,103	(NA)	(NA)	(NA)
Grocery stores ²	5,450	6,023	5,034	5,779	5,775	5,472
General merchandise group with nonstores...	6,074	6,349	5,557	6,405	6,474	6,014
General merchandise group without non- stores (except department stores mail order).....	5,780	6,092	5,275	6,116	6,208	5,740
Department stores.....	4,330	4,543	3,914	4,558	4,636	4,227
Variety stores.....	572	636	531	632	652	597
Apparel and accessory stores, total.....	586	606	531	586	614	548
Shoe stores.....	168	166	156	148	159	141
Drug and proprietary stores.....	580	604	498	618	607	538

¹Data adjusted for seasonal variations, holiday and trading day differences. (See Explanatory Material in the Monthly Retail Trade Report (BR-75-9).)

²September 1975 weekly sales (in millions of dollars) were as follows: For week ending September 6 - \$1,347; September 13 - \$1,300; September 20 - \$1,303; September 27 - \$1,263. NA Not available.

Table 4. ESTIMATED SALES OF RETAIL STORES BY SELECTED KINDS OF BUSINESS
FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES

(Millions of dollars)

Area	Not adjusted		
	1975		1974
	Sept. Prelim.	Aug. Final	Sept.
Standard Consolidated Areas ¹			
Chicago, Ill.--Northwestern Ind., total.....	1,928	1,934	1,768
Nondurable goods stores.....	1,352	1,390	1,263
GAF ²	626	612	592
New York-Northeastern N.J., total.....	3,091	3,065	2,957
Nondurable goods stores.....	2,321	2,296	2,264
GAF ²	993	924	903
Standard Metropolitan Statistical Areas ¹			
Baltimore, Md., GAF ²	119	115	114
Boston, Mass., GAF ²	218	212	196
Chicago, Ill., total.....	1,768	1,766	1,620
Nondurable goods stores.....	1,242	1,273	1,164
GAF ²	593	581	558
Cleveland, Ohio, GAF ²	123	122	117
Dallas, Texas, GAF ²	138	151	137
Detroit, Mich., total.....	895	913	867
Nondurable goods stores.....	621	641	609
GAF ²	257	261	264
Houston, Texas, GAF ²	151	170	133

(more)

Table 3.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES--Con.

(Millions of dollars)

Area	Not adjusted		
	1975		1974
	Sept. Prelim.	Aug. Final	Sept.
Standard Metropolitan Statistical Areas ¹ --Con.			
Kansas City, Mo.-Kansas, GAF ²	147	138	128
Los Angeles-Long Beach, Calif., total.....	1,630	1,701	1,538
Nondurable goods stores.....	1,204	1,259	1,142
GAF ²	476	493	439
Minneapolis-St. Paul, Minn., GAF ²	151	152	141
New York, N.Y.--Nassau-Suffolk, N.Y., total ³	2,102	2,063	2,065
Nondurable goods stores.....	1,600	1,566	1,602
GAF ²	679	627	656
Nassau-Suffolk, N.Y., total ⁴	580	588	542
Nondurable goods stores.....	416	419	391
GAF ²	161	153	154
New York, N.Y., total ⁵	1,522	1,475	1,523
Nondurable goods stores.....	1,184	1,147	1,211
GAF ²	518	474	502
Philadelphia, Pa., total.....	1,025	1,019	904
Nondurable goods stores.....	763	752	667
GAF ²	308	287	269
Pittsburgh, Pa., total.....	528	554	515
Nondurable goods stores.....	398	425	384
GAF ²	150	156	143
St. Louis, Mo.-Ill., total.....	487	521	466
Nondurable goods stores.....	323	360	307
GAF ²	131	135	124
San Francisco-Oakland, Calif., total.....	733	781	641
Nondurable goods stores.....	547	580	464
GAF ²	203	214	182
Washington, D.C.-Md.-Va., total.....	729	761	651
Nondurable goods stores.....	510	538	455
GAF ²	183	181	169
Cities			
Chicago, Ill., total.....	769	727	706
Nondurable goods stores.....	570	566	555
GAF ²	328	310	316
Detroit, Mich., total.....	223	226	215
Nondurable goods stores.....	153	159	145
GAF ²	59	58	63
Los Angeles, Calif., total.....	569	593	555
Nondurable goods stores.....	437	461	441
GAF ²	202	203	194
New York, N.Y., total.....	1,269	1,233	1,273
Nondurable goods stores.....	988	960	1,006
GAF ²	445	407	428
Philadelphia, Pa., total.....	363	347	340
Nondurable goods stores.....	293	282	279
GAF ²	131	117	117

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report (BR-75-9). 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.