



Advance Monthly Retail Sales

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OCTOBER 1976

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, but not for price changes, were estimated at \$54.1 billion. This adjusted figure was virtually unchanged from September 1976, but was 8 percent greater than for October 1975. The adjusted October estimate, excluding the automotive group, was also unchanged from September but was 7 percent above October of last year.

Adjusted sales of durable goods stores showed little change from September, while sales of nondurable goods stores increased 1 percent. Compared with sales for October 1975, durable goods stores increased 10 percent, while nondurable goods stores increased 8 percent.

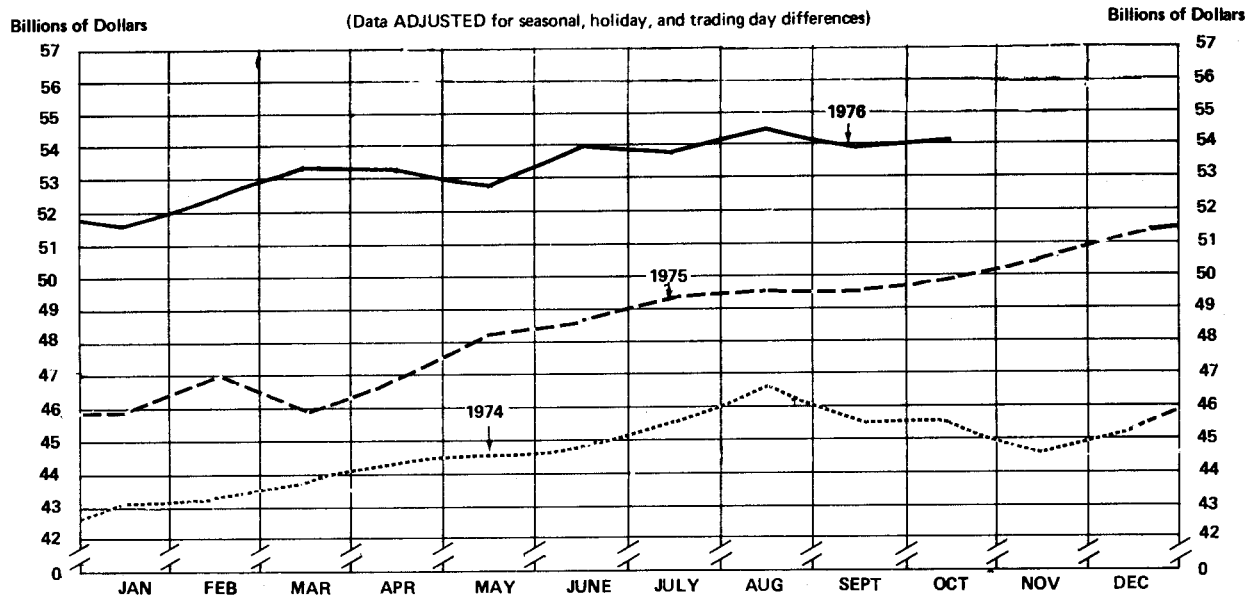
The revised estimate of retail sales for September, based on preliminary results from the full sample of retail stores, was about \$0.7 billion below the advance estimate of \$54.6 billion published earlier. Seasonally adjusted sales for September, as revised, were about 1 percent below August but were 9 percent above September 1975. Excluding the automotive group, these estimates were virtually unchanged from August but were 7 percent over September of last year. For nondurable goods stores, adjusted September sales were virtually unchanged from the previous month, but were 7 percent above the same month a year ago. For durable goods stores, adjusted sales for September were 5 percent below August, but 12 percent higher than September of last year.

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 September 1976 and final estimates for August 1976 based on the full sample will also be published later this month in the Monthly Retail Trade report for September (BR-76-9). 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				
	1976			1975		1976			1975	
	Oct. ² advance	Sept. prelim.	Aug. final	Oct.	Sept.	Oct. ² advance	Sept. prelim.	Aug. final	Oct.	Sept.
Retail stores, total.....	55,358	52,956	54,165	52,046	48,275	54,062	53,918	54,643	49,995	49,644
Total (excl. automotive group).....	44,833	43,008	43,517	42,312	39,736	44,000	43,829	43,848	40,997	40,962
Durable goods stores, total.....	17,952	17,453	18,230	16,919	15,453	17,271	17,344	18,208	15,772	15,417
Non-durable goods stores, total.....	37,406	35,503	35,935	35,127	32,822	36,791	36,574	36,435	34,223	34,227
Food stores, total.....	12,059	11,614	11,603	11,432	10,712	11,817	11,751	11,805	11,149	11,137
Grocery stores.....	11,220	10,798	10,761	10,648	9,962	10,989	10,940	10,992	10,384	10,384
Eating and drinking places.....	4,481	4,365	4,760	4,208	3,983	4,309	4,318	4,367	4,072	3,956
General merchandise group with nonstores.....	8,829	8,282	8,381	8,226	7,709	8,711	8,578	8,716	7,956	8,076
General merchandise group without nonstores (except department stores mail order).....	8,111	7,621	7,782	7,531	7,099	8,074	7,942	8,100	7,369	7,493
Department stores.....	5,758	5,445	5,439	5,104	4,904	5,747	5,660	5,713	5,031	5,150
Variety stores.....	*	593	634	737	700	*	635	666	756	771
Mail-order houses (department store merchandise).....	*	540	549	635	520	*	544	554	522	529
Apparel and accessory stores, total.....	2,498	2,343	2,308	2,300	2,191	2,466	2,411	2,422	2,256	2,249
Men's, boys' wear stores.....	*	464	465	491	450	*	520	522	501	505
Women's apparel, accessory stores.....	*	923	884	942	872	*	940	946	891	876
Shoe stores.....	*	402	381	362	382	*	371	371	351	352
Furniture, home furnishings, and equipment stores, total.....	2,359	2,349	2,404	2,308	2,184	2,352	2,344	2,414	2,246	2,203
Furniture, home furnishings stores.....	*	1,396	1,448	1,379	1,247	*	1,422	1,438	1,319	1,279
Household appliance, TV, radio stores.....	*	740	745	721	730	*	716	749	723	724
Household appliance dealers.....	*	473	473	437	466	*	(NA)	(NA)	(NA)	(NA)
Building materials, hardware, farm equipment dealers, total.....	3,418	3,475	3,454	3,343	3,250	3,118	3,147	3,225	2,961	2,977
Lumber and other building materials dealers.....	*	2,003	2,079	1,802	1,709	*	1,831	1,828	1,597	1,563
Hardware stores.....	*	490	494	515	494	*	490	496	491	489
Automotive dealers, total.....	10,525	9,948	10,648	9,734	8,539	10,062	10,089	10,795	8,998	8,682
Passenger car, other automotive dealers.....	*	9,143	9,769	8,936	7,785	*	9,282	9,938	8,246	7,919
Passenger car dealers (franchised).....	*	7,929	8,397	7,887	6,673	*	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	*	805	879	798	754	*	807	857	752	763
Gasoline service stations.....	4,086	4,024	4,219	3,817	3,757	4,038	4,020	3,958	3,727	3,784
Drug and proprietary stores.....	1,634	1,568	1,619	1,505	1,450	1,676	1,652	1,649	1,525	1,526
Liquor stores.....	*	897	940	930	876	*	940	957	928	933

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-76-9). 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. ³During the periods of automotive model changeover, seasonal adjustment factors are less reliable than during other periods 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					
	Oct. 1976 advance from--		Sept. 1976 preliminary from--		Aug. 1976 through Oct. 1976 from--	
	Sept. 1976 preliminary	Oct. 1975 final	Aug. 1976 final	Sept. 1975 final	May 1976 through July 1976	Aug. 1975 through Oct. 1975
Total, retail stores.....	0	+8	-1	+9	+1	+9
Total (excluding automotive group).....	0	+7	0	+7	+2	+7
Durable goods stores, total.....	0	+10	-5	+12	0	+13
Non-durable goods stores, total.....	+1	+8	0	+7	+2	+7
Food stores, total.....	+1	+6	0	+6	+1	+6
Grocery stores.....	0	+6	0	+5	+1	+6
Eating and drinking places.....	0	+6	-1	+9	0	+9
General merchandise group with nonstores.....	+2	+9	-2	+6	+3	+8
General merchandise group without nonstores (except department stores mail order).....	+2	+10	-2	+6	+4	+8
Department stores.....	+2	+14	-1	+10	+4	+12
Apparel and accessory stores, total.....	+2	+9	0	+7	+5	+7
Furniture, home furnishings and equipment stores, total.....	0	+5	-3	+6	-1	+7
Building materials, hardware, farm equipment dealers, total..	-1	+5	-2	+6	-1	+8
Automotive dealers, total.....	0	+12	-7	+16	-1	+17
Gasoline service stations.....	0	+8	+2	+6	+3	+6
Drug and proprietary stores.....	+1	+10	0	+8	+3	+9

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

(Sales in millions of dollars)

Kind of business	Not adjusted			Adjusted ¹		
	1976		1975	1976		1975
	Sept. prelim.	Aug. final	Sept.	Sept. prelim.	Aug. final	Sept.
Retail stores, total.....	16,049	16,184	14,744	16,608	16,846	15,508
Food stores, total.....	6,090	5,992	5,525	(NA)	(NA)	(NA)
Grocery stores	6,011	5,911	5,454	6,153	6,282	5,782
General merchandise group with nonstores...	6,606	6,688	6,119	6,850	6,957	6,425
General merchandise group without nonstores (except department stores mail order).....	6,279	6,413	5,827	6,537	6,675	6,146
Department stores.....	4,855	4,894	4,373	5,042	5,114	4,593
Variety stores.....	465	490	566	497	521	624
Apparel and accessory stores, total.....	570	569	580	567	586	577
Shoe stores.....	144	153	165	131	148	148
Drug and proprietary stores.....	647	681	571	691	694	608

¹Data adjusted for seasonal variations, holiday and trading day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-76-9). 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
	Sept. preliminary	Aug. final	Sept.
Standard Consolidated Areas¹			
Chicago, Ill.--Northwestern Ind., total.....	2,136	2,096	1,929
Nondurable goods stores.....	1,469	1,443	1,354
GAF ²	676	665	629
New York-Northeastern N.J., total.....	3,199	3,071	3,008
Nondurable goods stores.....	2,384	2,250	2,349
GAF ²	1,005	910	989
Standard Metropolitan Statistical Areas¹			
Baltimore, Md., GAF ²	130	122	120
Boston, Mass., GAF ²	229	208	211
Chicago, Ill., total.....	1,959	1,914	1,768
Nondurable goods stores.....	1,356	1,327	1,245
GAF ²	636	627	597
Cleveland, Ohio, GAF ²	134	125	127
Dallas, Texas, GAF ²	152	171	141
Detroit, Mich., total.....	981	982	915
Nondurable goods stores.....	663	664	642
GAF ²	286	271	260
Houston, Texas, GAF ²	175	194	152

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
	Sept. preliminary	Aug. final	Sept.
Standard Metropolitan Statistical Areas¹--Con.			
Kansas City, Mo.-Kansas, GAF ²	146	147	145
Los Angeles-Long Beach, Calif., total.....	1,788	1,799	1,649
Nondurable goods stores.....	1,280	1,265	1,217
GAF ²	533	523	480
Minneapolis-St. Paul, Minn., GAF ²	175	167	152
New York, N.Y.--Nassau-Suffolk, N.Y., total ³	2,184	2,064	2,106
Nondurable goods stores.....	1,666	1,547	1,613
GAF ²	719	639	678
Nassau-Suffolk, N.Y., total ⁴	587	585	580
Nondurable goods stores.....	424	403	414
GAF ²	177	157	162
New York, N.Y., total ⁵	1,597	1,479	1,526
Nondurable goods stores.....	1,242	1,144	1,199
GAF ²	542	482	516
Philadelphia, Pa., total.....	1,084	1,066	1,016
Nondurable goods stores.....	805	771	762
GAF ²	320	284	311
Pittsburgh, Pa., total.....	573	578	535
Nondurable goods stores.....	440	437	404
GAF ²	163	164	155
St. Louis, Mo.-Ill., total.....	531	528	481
Nondurable goods stores.....	342	345	326
GAF ²	155	159	134
San Francisco-Oakland, Calif., total.....	812	834	724
Nondurable goods stores.....	598	613	537
GAF ²	233	234	205
Washington, D.C.-Md.-Va., total.....	788	797	720
Nondurable goods stores.....	522	524	503
GAF ²	200	194	183
Cities			
Chicago, Ill., total.....	786	774	768
Nondurable goods stores.....	587	584	570
GAF ²	338	336	328
Detroit, Mich., total.....	237	237	212
Nondurable goods stores.....	157	160	145
GAF ²	59	57	59
Los Angeles, Calif., total.....	621	616	570
Nondurable goods stores.....	466	459	443
GAF ²	222	213	204
New York, N.Y., total.....	1,327	1,229	1,273
Nondurable goods stores.....	1,035	954	1,004
GAF ²	463	413	444
Philadelphia, Pa., total.....	383	361	369
Nondurable goods stores.....	313	294	299
GAF ²	139	122	133

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-76-9. 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.