

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 January, after adjusting for seasonal variations and trading day differences, but not for price changes, were estimated at \$56.6 billion. This adjusted figure was about 2 percent below December 1976, but 10 percent greater than January a year ago. The adjusted January estimate, excluding the automotive group, was 1 percent below December and 8 percent above January of last year.

Adjusted sales of durable goods stores decreased 3 percent from December, while sales of nondurable goods stores decreased 1 percent. Compared with sales for January 1976, durable goods stores increased 14 percent, while nondurable goods stores increased 8 percent.

The revised estimate of retail sales for December, based on preliminary results from the full sample of retail stores, was about \$57.7 billion, about \$0.3 billion above the advance estimate published earlier. Seasonally adjusted sales for December, as revised, were about 4 percent above November and 12 percent above December 1975. Excluding the automotive group, these estimates were about 2 percent above November and 9 percent over December 1975. For nondurable goods stores, adjusted December sales were about 2 percent above the previous month and 9 percent above the same month a year earlier. For durable goods stores, adjusted sales for December were 8 percent above November and 18 percent higher than December 1975.

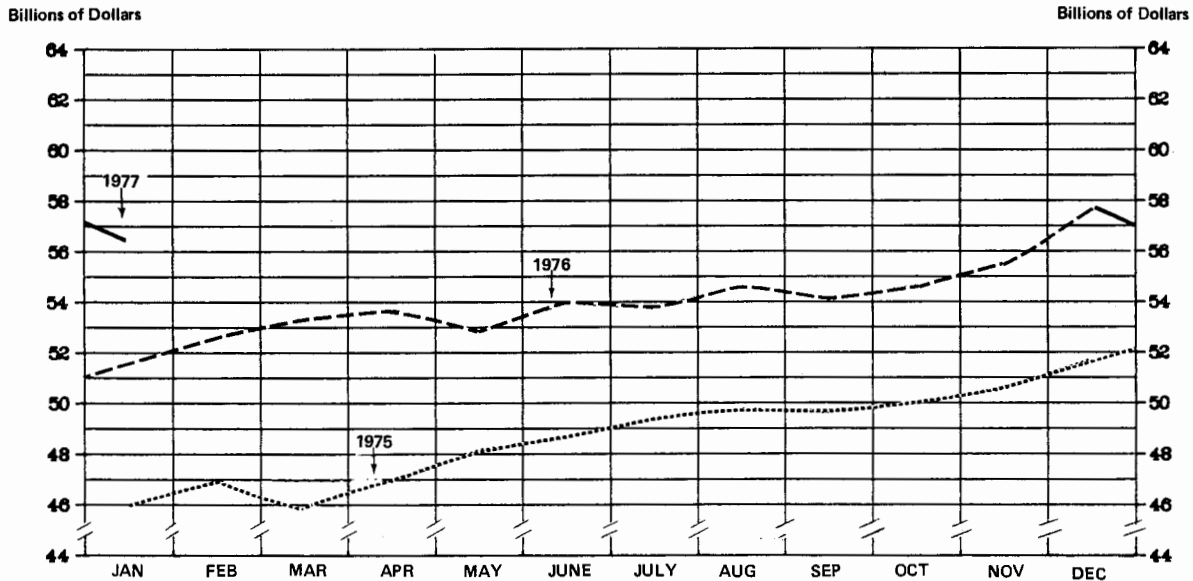
The advance sales estimates are based on early reporting of sales for the weeks and part-weeks of the month by a small subsample of the Bureau's retail survey panel. Because retailers' weekly records often differ from their monthly records (in reflecting such items as carrying charges, sales taxes, merchandise 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 December 1976 and final estimates for November 1976 based on the full sample will also be published later this month in the Monthly Retail Trade report for December (BR-76-12). 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.

MONTHLY SALES OF ALL RETAIL STORES IN THE UNITED STATES

(Data ADJUSTED for seasonal, holiday, and trading day differences)



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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				
	1977	1976		1975		1977	1976		1975	
	Jan. ² advance	Dec. prelim.	Nov. final	Jan.	Dec.	Jan. ² advance	Dec. prelim.	Nov. final	Jan.	Dec.
Retail stores, total.....	49,113	67,981	56,186	46,767	60,681	56,600	57,741	55,573	51,592	51,734
Total (excl. automotive group).....	39,809	57,768	45,970	38,468	52,269	45,363	45,785	45,072	41,987	42,068
Durable goods stores, total.....	15,642	19,553	17,844	14,213	16,855	19,041	19,664	18,157	16,730	16,690
Nondurable goods stores, total.....	33,471	48,428	38,342	32,554	43,826	37,559	38,077	37,416	34,862	35,044
Food stores, total.....	11,616	13,224	11,483	11,723	11,778	11,964	12,202	11,887	11,433	11,247
Grocery stores.....	10,926	12,317	10,691	10,983	10,925	11,206	11,384	11,044	10,642	10,463
Eating and drinking places.....	4,059	4,464	4,243	3,889	4,110	4,441	4,486	4,415	4,213	4,219
General merchandise group with nonstores.....	6,440	15,371	10,499	6,247	14,005	8,821	9,165	9,008	8,022	8,459
General merchandise group without nonstores (except department stores mail order).....	5,911	14,647	9,751	5,748	13,353	8,184	8,517	8,378	7,443	7,870
Department stores.....	4,145	10,721	6,821	3,918	9,437	5,781	6,071	5,936	5,075	5,427
Variety stores.....	*	1,335	709	555	1,456	*	688	656	753	771
Mail-order houses (department store merchandise).....	*	709	874	366	722	*	530	570	524	532
Apparel and accessory stores, total.....	2,105	4,104	2,574	1,976	3,894	2,558	2,449	2,418	2,311	2,337
Men's, boys' wear stores.....	*	1,016	583	461	969	*	531	540	505	516
Women's apparel, accessory stores.....	*	1,513	1,003	767	1,435	*	934	924	906	885
Shoe stores.....	*	510	373	303	485	*	381	372	354	364
Furniture, home furnishings, and equipment stores, total.....	2,282	3,170	2,596	2,138	2,925	2,521	2,505	2,512	2,273	2,347
Furniture, home furnishings stores.....	*	1,721	1,574	1,228	1,534	*	1,500	1,503	1,326	1,370
Household appliance, TV, radio stores.....	*	1,087	791	693	1,042	*	784	793	713	764
Household appliance dealers.....	*	625	483	404	562	*	(NA)	(NA)	(NA)	(NA)
Building materials, hardware, farm equipment dealers, total.....	2,564	3,247	3,244	2,315	2,856	3,494	3,420	3,401	3,117	3,028
Lumber and other building materials dealers.....	*	1,771	1,926	1,323	1,477	*	2,010	1,932	1,748	1,685
Hardware stores.....	*	647	535	387	596	*	550	536	507	501
Automotive dealers, total.....	9,304	10,213	10,216	8,299	8,412	11,237	11,956	10,501	9,605	9,666
Passenger car, other automotive dealers.....	*	9,282	9,332	7,619	7,568	*	11,090	9,650	8,778	8,899
Passenger car dealers (franchised).....	*	8,188	8,244	6,682	6,650	*	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	*	931	884	680	844	*	866	851	827	767
Gasoline service stations.....	3,951	4,226	4,064	3,654	3,817	4,244	4,252	4,118	3,867	3,853
Drug and proprietary stores.....	1,587	2,308	1,636	1,481	2,114	1,699	1,697	1,710	1,522	1,569
Liquor stores.....	*	1,360	967	841	1,268	*	962	967	899	920

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

¹Advance estimates are not available from the subsample panel for these kinds of businesses.²Data adjusted for seasonal variations, holiday, and trading-day differences. (See explanatory material in the Monthly Retail Trade Report, BR-76-12). 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. 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					
	January 1977 advance from--		December 1976 preliminary from--		November 1976 through January 1977 from--	
	Dec. 1976 preliminary	Jan. 1976 final	Nov. 1976 final	Dec. 1975 final	Aug. 1976 through Oct. 1976	Nov. 1975 through Jan. 1976
Total, retail stores.....	-2	+10	+4	+12	+4	+10
Total (excluding automotive group).....	-1	+8	+2	+9	+3	+8
Durable goods stores, total.....	-3	+14	+8	+18	+7	+15
Nondurable goods stores, total.....	-1	+8	+2	+9	+3	+8
Food stores, total.....	-2	+5	+3	+8	+2	+6
Grocery stores.....	-2	+5	+3	+9	+2	+7
Eating and drinking places.....	-1	+5	+2	+6	+2	+6
General merchandise group with nonstores.....	-4	+10	+2	+8	+3	+9
General merchandise group without nonstores (except department stores mail order).....	-4	+10	+2	+8	+3	+9
Department stores.....	-5	+14	+2	+12	+3	+12
Apparel and accessory stores, total.....	+4	+11	+1	+5	+2	+7
Furniture, home furnishings and equipment stores, total.....	+1	+11	0	+7	+4	+8
Building materials, hardware, farm equipment dealers, total..	+2	+12	+1	+13	+6	+13
Automotive dealers, total.....	+6	+17	+14	+24	+9	+19
Gasoline service stations.....	0	+10	+3	+10	+5	+10
Drug and proprietary stores.....	0	+12	-1	+8	+3	+10

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

(Sales in millions of dollars)

Kind of business	Not adjusted			Adjusted ¹		
	1976		1975	1976		1975
	Dec. prelim.	Nov. final	Dec.	Dec. prelim.	Nov. final	Dec.
Retail stores, total.....	24,487	18,180	21,871	17,578	17,134	15,978
Food stores, total.....	7,143	6,099	6,202	(NA)	(NA)	(NA)
Grocery stores	7,036	6,024	6,108	6,426	6,172	5,826
General merchandise group with nonstores...	12,449	8,425	11,299	7,312	7,196	6,718
General merchandise group without nonstores (except department stores mail order).....	12,103	8,064	11,010	6,981	6,900	6,437
Department stores.....	9,484	6,084	8,353	5,416	5,314	4,836
Variety stores.....	1,091	564	1,196	556	512	626
Apparel and accessory stores, total.....	1,050	643	1,014	614	597	601
Shoe stores.....	230	155	234	158	153	164
Drug and proprietary stores.....	1,078	682	937	712	715	629

¹Data adjusted for seasonal variations, holiday and trading day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-76-12). 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
	Dec. preliminary	Nov. final	Dec.
Standard Consolidated Areas ¹			
Chicago, Ill.--Northwestern Ind., total.....	2,702	2,384	2,474
Nondurable goods stores.....	1,984	1,679	1,849
GAF ²	1,071	869	1,013
New York-Northeastern N.J., total.....	4,325	3,501	4,142
Nondurable goods stores.....	3,354	2,604	3,180
GAF ²	1,710	1,165	1,600
Standard Metropolitan Statistical Areas ¹			
Baltimore, Md., GAF ²	218	164	204
Boston, Mass., GAF ²	385	273	361
Chicago, Ill., total.....	2,486	2,201	2,276
Nondurable goods stores.....	1,825	1,554	1,713
GAF ²	1,001	822	948
Cleveland, Ohio, GAF ²	225	157	212
Dallas, Texas, GAF ²	257	187	239
Detroit, Mich., total.....	1,369	1,110	1,164
Nondurable goods stores.....	972	739	851
GAF ²	505	338	431
Houston, Texas, GAF ²	317	207	274



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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
	Dec. preliminary	Nov. final	Dec.
Standard Metropolitan Statistical Areas ¹ --Con.			
Kansas City, Mo.-Kansas, GAP ²	237	182	221
Los Angeles-Long Beach, Calif., total.....	2,371	1,882	2,132
Nondurable goods stores.....	1,748	1,350	1,625
GAP ²	942	621	849
Minneapolis-St. Paul, Minn., GAP ²	263	215	233
New York, N.Y.--Nassau-Suffolk, N.Y., total ³	2,911	2,357	2,768
Nondurable goods stores.....	2,269	1,784	2,139
GAP ²	1,158	806	1,063
Nassau-Suffolk, N.Y., total ⁴	761	614	757
Nondurable goods stores.....	566	427	539
GAP ²	298	197	269
New York, N.Y., total ⁵	2,150	1,743	2,011
Nondurable goods stores.....	1,703	1,357	1,580
GAP ²	860	609	794
Philadelphia, Pa., total.....	1,451	1,197	1,336
Nondurable goods stores.....	1,106	872	1,029
GAP ²	539	395	516
Pittsburgh, Pa., total.....	752	628	685
Nondurable goods stores.....	616	485	557
GAP ²	305	214	281
St. Louis, Mo.-Ill., total.....	678	566	638
Nondurable goods stores.....	463	363	477
GAP ²	261	181	234
San Francisco-Oakland, Calif., total.....	1,057	833	974
Nondurable goods stores.....	809	613	751
GAP ²	381	255	333
Washington, D.C.-Md.-Va., total.....	1,009	814	915
Nondurable goods stores.....	745	573	673
GAP ²	342	231	305
Cities			
Chicago, Ill., total.....	982	912	957
Nondurable goods stores.....	762	703	764
GAP ²	494	462	476
Detroit, Mich., total.....	311	260	276
Nondurable goods stores.....	218	169	202
GAP ²	97	64	88
Los Angeles, Calif., total.....	804	663	747
Nondurable goods stores.....	613	498	587
GAP ²	358	268	322
New York, N.Y., total.....	1,796	1,462	1,684
Nondurable goods stores.....	1,426	1,142	1,322
GAP ²	719	518	666
Philadelphia, Pa., total.....	503	435	479
Nondurable goods stores.....	411	348	385
GAP ²	205	177	200

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-76.12. 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.

