

# Advance Monthly Retail Sales

For release December 12, 1977 3:30 p.m.

CB-77-238

## NOVEMBER 1977

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in November, after adjusting for seasonal variations and trading day differences, but not for price changes, were estimated at \$61.6 billion. This adjusted figure was about 2 percent above October 1977, and 12 percent greater than November a year ago. The adjusted November estimate, excluding the automotive group, was also about 2 percent above October and 11 percent above November last year.

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.

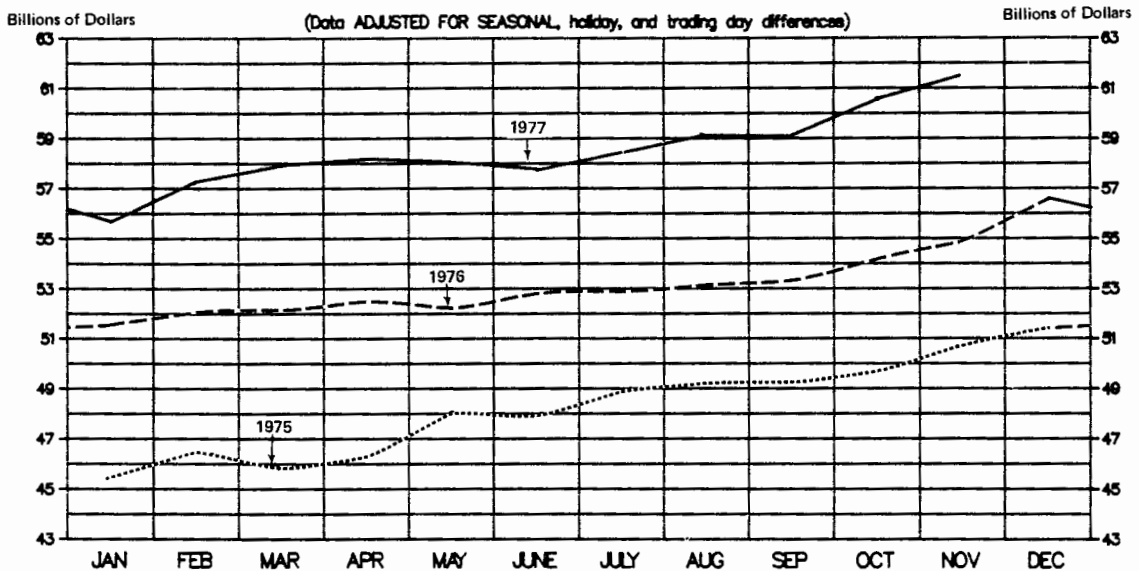
Adjusted sales of durable goods stores increased 2 percent from October, while sales of nondurable goods stores increased 1 percent. Compared with sales for November 1976, durable goods stores increased 17 percent, while nondurable goods stores increased 10 percent.

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 May 1977. The differences now, therefore, may vary from the past experience.

The revised estimate of retail sales for October, based on preliminary results from the full sample of retail stores, was about \$60.6 billion, \$0.6 billion above the advance estimate published earlier. Seasonally adjusted sales for October as revised, were about 3 percent above September and 12 percent above October 1976. Excluding the automotive group, retail sales were 2 percent above September and were 10 percent over October of last year. For nondurable goods stores, adjusted October sales were 2 percent above the previous month and were 9 percent above the same month a year earlier. For durable goods stores, adjusted sales for October were 5 percent above September and 18 percent higher than October 1976.

Preliminary estimates for October 1977 and final estimates for September 1977 based on the full sample will also be published later this month in the Monthly Retail Trade report for October (BR-77-10). 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 RETAIL SALES OF ALL RETAIL STORES IN THE UNITED STATES



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.



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 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 <sup>1</sup>				
		1977			1976		1977			1976	
		Nov. <sup>2</sup> advance	Oct. prelim.	Sept. final	Nov.	Oct.	Nov. <sup>2</sup> advance	Oct. prelim.	Sept. final	Nov.	Oct.
	Retail trade, total.....	61,850	60,702	58,341	55,361	54,730	61,572	60,635	59,014	54,822	54,171
	Total (excl. automotive group).....	50,064	48,320	47,014	45,199	44,300	48,885	48,132	47,320	44,006	43,681
	Durable goods stores, total.....	20,370	20,662	19,551	17,592	17,643	21,109	20,762	19,763	18,098	17,656
52	Building materials, hardware, garden supply, and mobile home dealers.....	3,401	3,578	3,547	2,793	2,869	3,442	3,410	3,297	2,816	2,734
521,3	Building materials and supply stores.....	*	2,603	2,587	1,966	2,015	*	2,426	2,335	1,949	1,869
525	Hardware stores.....	*	564	549	500	483	*	563	550	485	477
55 ex. 554	Automotive dealers <sup>3</sup> .....	11,786	12,382	11,327	10,162	10,430	12,687	12,503	11,694	10,816	10,490
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	*	11,268	10,273	9,270	9,576	*	11,393	10,613	9,950	9,629
551	Motor vehicle dealers (franchised).....	*	10,139	8,993	8,400	8,605	*	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	*	1,114	1,054	892	854	*	1,110	1,081	866	861
57	Furniture, home furnishings, and equipment stores.....	3,080	2,875	2,842	2,831	2,657	2,922	2,907	2,859	2,704	2,647
571	Furniture and home furnishings stores.....	*	1,749	1,695	1,722	1,609	*	1,746	1,710	1,630	1,580
5722,32	Household appliance, radio, and TV stores.....	*	874	885	856	820	*	905	894	835	837
5722	Household appliance stores.....	*	442	450	428	405	*	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	41,480	40,040	38,790	37,769	37,087	40,463	39,873	39,251	36,724	36,515
53	General merchandise group stores.....	8,780	7,530	7,143	7,764	6,712	7,651	7,629	7,403	6,762	6,687
531	Department stores.....	7,134	6,108	5,797	6,242	5,360	6,171	6,176	5,952	5,398	5,327
533	Variety stores.....	*	634	589	674	613	*	645	627	613	613
539	Miscellaneous general merchandise stores.....	*	788	757	(NA)	(NA)	*	808	824	(NA)	(NA)
54	Food stores.....	13,143	13,162	13,194	11,907	12,494	13,578	13,196	13,099	12,260	12,266
541	Grocery stores.....	12,247	12,275	12,349	11,108	11,645	12,626	12,324	12,251	11,418	11,428
554	Gasoline service stations.....	4,749	4,912	4,787	4,411	4,481	4,826	4,816	4,693	4,469	4,386
56	Apparel and accessory stores.....	3,107	2,880	2,694	2,966	2,877	2,959	2,844	2,696	2,790	2,815
561	Men's and boys' clothing and furnishings stores.....	*	540	484	599	551	*	556	530	550	561
562,3,8	Women's clothing, specialty stores, furriers.....	*	1,169	1,083	1,149	1,146	*	1,120	1,064	1,066	1,091
565	Family clothing stores.....	*	553	507	626	593	*	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	*	514	520	470	475	*	508	467	462	464
58	Eating and drinking places.....	5,321	5,559	5,485	4,689	5,026	5,549	5,434	5,529	4,899	4,906
591	Drug stores and proprietary stores.....	1,844	1,816	1,794	1,731	1,709	1,889	1,857	1,892	1,765	1,742
592	Liquor stores.....	*	1,068	1,028	1,058	1,058	*	1,085	1,067	1,057	1,066
596 pt.	Mail-order houses (department store merchandise) <sup>4</sup> .....	*	719	549	810	623	*	602	545	520	525

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

<sup>2</sup>Advance estimates are not available from the subsample panel for these kinds of business.<sup>1</sup>Data adjusted for seasonal variations, holiday, and trading-day differences. (See explanatory material in the Monthly Retail Trade Report, BR- -<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.<sup>4</sup>During the periods of automotive changeover, seasonal adjustment factors are less reliable than during other periods and are more susceptible to subsequent revision.<sup>5</sup>Includes sales made by mail-order catalog desks located within department stores of mail-order firms.

NA Not available.

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					
		November 1977 advance from--		October 1977 preliminary from--		September 1977 through November 1977 from--	
		Oct. 1977 preliminary	Nov. 1976 final	Sept. 1977 final	Oct. 1976 final	June 1977 through Aug. 1977	Sept. 1976 through Nov. 1976
	Retail trade, total.....	+21.58	+12	+3	+12	+3	+12
	Total (excl. automotive group).....	+21.58	+11	+2	+10	+3	+10
	Durable goods stores, total.....	+21.58	+17	+5	+18	+5	+16
52	Building materials, hardware, garden supply, and mobile home dealers.....	+1.83	+22	+3	+25	+6	+22
55 ex. 554	Automotive dealers.....	+1.83	+17	+7	+19	+4	+17
57	Furniture, home furnishings, and equipment stores.....	+1.83	+8	+2	+10	+1	+9
	Nondurable goods stores, total.....	+1.83	+10	+2	+9	+3	+9
53	General merchandise group stores.....	0.00	+13	+3	+14	+4	+13
531	Department stores.....	0.00	+14	+4	+16	+4	+15
54	Food stores.....	+3.00	+11	+1	+8	+2	+9
541	Grocery stores.....	+2.39	+11	+1	+8	+2	+9
554	Gasoline service stations.....	0.00	+8	+3	+10	+1	+9
56	Apparel and accessory stores.....	+4.00	+6	+5	+1	+4	+2
58	Eating and drinking places.....	+2.00	+13	-2	+11	+3	+12
591	Drug stores and proprietary stores.....	+2.00	+7	-2	+7	+1	+8

Table 3. ESTIMATED MONTHLY RETAIL SALES OF GROUP II COMPANIES BY KIND OF BUSINESS  
FOR THE UNITED STATES: OCTOBER 1977

(Sales in millions of dollars)

1972 SIC Code	Kind of business	Not adjusted		Adjusted <sup>1</sup>	
		Oct. 1977	Sept. 1977	Oct. 1977	Sept. 1977
		preliminary	final	preliminary	final
	Retail trade, total.....	20,976	20,238	20,881	20,431
53	General merchandise group stores.....	6,727	6,381	6,770	6,578
531	Department stores.....	5,766	5,483	5,830	5,629
533	Variety stores.....	493	461	502	491
539	Miscellaneous general merchandise stores.....	468	437	438	458
54	Food stores.....	7,170	7,178	7,193	7,215
541	Grocery stores.....	7,084	7,097	7,105	7,133
56	Apparel and accessory stores.....	1,044	981	1,036	954
562,3,8	Womans clothing, specialty stores, furriers.....	436	395	428	379
566	Shoe stores.....	247	258	251	227
591	Drug stores and proprietary stores.....	843	835	874	887

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 varied by kind of business).

<sup>1</sup>Data adjusted for seasonal variations, holiday and trading day differences. (See explanatory Material in the Monthly Retail Trade Report, BR-77-10).

Table 4. ESTIMATED MONTHLY RETAIL SALES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED  
AREAS AND CITIES

(Sales in millions of dollars)

Area	Not adjusted	
	October 1977	September 1977
	preliminary	final
Standard Consolidated Areas <sup>1</sup>		
Chicago, Ill.--Northwestern Indiana., total.....	2,439	2,287
Nondurable goods stores.....	1,711	1,615
GAF <sup>2</sup> .....	628	576
New York, N.Y.--Northeastern New Jersey., total.....	3,777	3,594
Nondurable goods stores.....	2,739	2,623
GAF <sup>2</sup> .....	1,138	1,075
Standard Metropolitan Statistical Areas <sup>1</sup>		
Anaheim-Santa Ana-Garden Grove, Calif., total.....	685	680
Nondurable goods stores.....	450	449
GAF <sup>2</sup> .....	178	183
Atlanta, Ga., GAF <sup>2</sup> .....	162	147
Baltimore, Md., total.....	589	583
Nondurable goods stores.....	436	425
GAF <sup>2</sup> .....	148	135
Boston, Mass., total <sup>3</sup> .....	993	958
Nondurable goods stores.....	697	674
GAF <sup>2</sup> .....	257	255
Buffalo, N.Y., total.....	299	292
Nondurable goods stores.....	220	219



Table 4. ESTIMATED MONTHLY RETAIL SALES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED AREAS AND CITIES--Continued

(Sales in millions of dollars)

Area	Not adjusted	
	October 1977	September 1977
	preliminary	final
Standard Metropolitan Statistical Areas <sup>1</sup> --Con.		
Chicago, Ill., total.....	2,232	2,098
Nondurable goods stores.....	1,578	1,484
GAP <sup>2</sup> .....	593	544
Cincinnati, Ohio-Ky.-Ind., total.....	329	302
Nondurable goods stores.....	344	317
Cleveland, Ohio, total.....	600	561
Nondurable goods stores.....	437	415
GAP <sup>2</sup> .....	169	157
Detroit, Mich., total.....	1,431	1,303
Nondurable goods stores.....	900	835
GAP <sup>2</sup> .....	391	370
Houston, Tex., total.....	899	869
Nondurable goods stores.....	543	517
GAP <sup>2</sup> .....	226	210
Kansas City, Mo.-Kans., total.....	346	403
Nondurable goods stores.....	316	311
GAP <sup>2</sup> .....	123	115
Los Angeles-Long Beach, Calif., total.....	1,952	1,898
Nondurable goods stores.....	1,368	1,324
GAP <sup>2</sup> .....	564	539
Miami, Fla., total.....	513	470
Nondurable goods stores.....	304	296
GAP <sup>2</sup> .....	126	118
Minneapolis, Minn., total.....	497	456
Nondurable goods stores.....	306	294
GAP <sup>2</sup> .....	125	114
Minneapolis-St. Paul, Minn.-Wis., total.....	765	698
Nondurable goods stores.....	471	439
GAP <sup>2</sup> .....	231	228
Newark-Rutland, N.J., total.....	793	747
Nondurable goods stores.....	529	513
GAP <sup>2</sup> .....	208	206
New York, N.Y.-N.J., total.....	2,010	1,893
Nondurable goods stores.....	1,483	1,413
GAP <sup>2</sup> .....	676	621
Newark, N.J., total.....	341	332
Nondurable goods stores.....	372	369
GAP <sup>2</sup> .....	132	129
Philadelphia, Pa.-N.J., total.....	1,481	1,394
Nondurable goods stores.....	1,023	969
GAP <sup>2</sup> .....	399	351
Pittsburgh, Pa., total.....	638	608
Nondurable goods stores.....	460	442
GAP <sup>2</sup> .....	196	184
St. Louis, Mo.-Ill., total.....	584	552
Nondurable goods stores.....	437	434
GAP <sup>2</sup> .....	183	171
San Diego, Calif., total.....	449	467
Nondurable goods stores.....	306	306
GAP <sup>2</sup> .....	123	127
San Francisco-Oakland, Calif., total.....	1,008	937
Nondurable goods stores.....	701	652
GAP <sup>2</sup> .....	280	285
Seattle-Everett, Wash., total.....	491	493
Nondurable goods stores.....	343	344
GAP <sup>2</sup> .....	923	894
Washington, D.C.-Md.-Va., total.....	621	601
Nondurable goods stores.....	270	263
GAP <sup>2</sup> .....		
Cities		
Chicago, Ill., total.....	827	765
Nondurable goods stores.....	388	331
GAP <sup>2</sup> .....	214	194
Detroit, Mich., total.....	216	203
Nondurable goods stores.....	132	130
GAP <sup>2</sup> .....	44	42
Los Angeles, Calif., total.....	455	434
Nondurable goods stores.....	306	492
GAP <sup>2</sup> .....	183	178
New York, N.Y., total.....	1,311	1,282
Nondurable goods stores.....	1,013	974
GAP <sup>2</sup> .....	500	435
Philadelphia, Pa., total.....	346	308
Nondurable goods stores.....	292	239
GAP <sup>2</sup> .....	83	80

<sup>1</sup>Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-7(10). Includes 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 59). GAP represents stores which specialize in department store types of merchandise. <sup>2</sup>Statistics for the Boston SHMA include retail establishments in all of Essex, Middlesex, Norfolk, and Suffolk Counties.

