

# Advance Monthly Retail Sales

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## JANUARY 1978

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 \$60.1 billion. This adjusted figure was about 3 percent below December 1977, but 8 percent greater than January a year ago. The adjusted January estimate, excluding the automotive group, was about 2 percent below December but 9 percent above January last year. Retail sales may have been affected by inclement weather conditions in some parts of the country.

Adjusted sales of durable goods stores decreased 6 percent from December, while sales of nondurable goods stores decreased about 2 percent. Compared with sales for January 1977, durable goods stores increased 4 percent, while nondurable stores increased 10 percent.

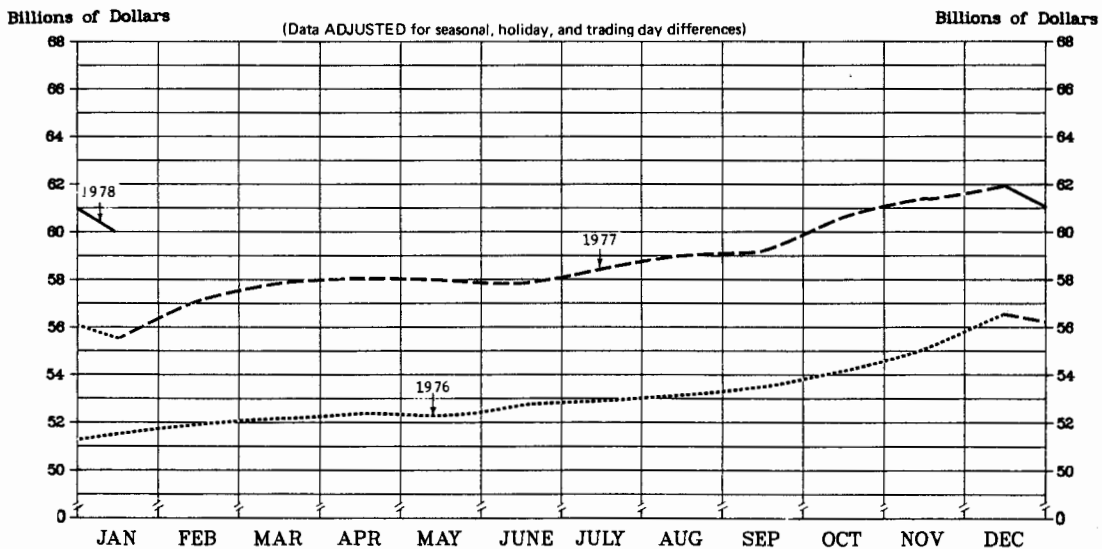
The revised estimate of retail sales for December, based on preliminary results from the full sample of retail stores, was about \$62.0 billion, \$0.9 billion above the advance estimate published earlier. Seasonally adjusted sales for December as revised, were about 1 percent above November and 9 percent above December 1976. Excluding the automotive group, retail sales were virtually unchanged from November but were 9 percent over December 1976. For nondurable goods stores, adjusted December sales were 1 percent above the previous month and 9 percent above same month a year earlier. For durable goods stores, adjusted sales for December were 1 percent above November and 10 percent higher than December 1976.

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 fullsample data for only the months since May 1977. The differences now, therefore, may vary from the past experience.

Preliminary estimates for December 1977 and final estimates for November 1977 based on the full sample will also be published later this month in the Monthly Retail Trade report for December (BR-77-12). 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 1976 - JANUARY 1978



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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 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>				
		1978		1977		1976	1978		1977		1976
		Jan. <sup>2</sup> advance	Dec. prelim.	Nov. final <sup>3</sup>	Jan.	Dec.	Jan. <sup>2</sup> advance	Dec. prelim.	Nov. final	Jan.	Dec.
	Retail trade, total.....	52,243	74,110	61,975	48,826	67,311	60,073	61,971	61,588	55,703	56,685
	Total (excl. automotive group).....	42,401	63,208	50,424	39,270	57,107	48,258	49,365	49,190	44,077	45,123
	Durable goods stores, total.....	16,204	21,179	20,049	15,438	19,591	19,600	20,862	20,733	18,860	19,038
52	Building materials, hardware, garden supply, and mobile home dealers.....	2,260	2,931	3,229	2,027	2,837	3,113	3,120	3,260	2,807	2,910
521,3	Building materials and supply stores.....	(*)	1,916	2,307	1,428	1,791	(*)	2,210	2,300	1,911	2,030
525	Hardware stores.....	(*)	633	555	367	607	(*)	501	536	493	485
55 ex. 554	Automotive dealers.....	9,842	10,902	11,551	9,556	10,204	11,815	12,606	12,398	11,626	11,562
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	9,794	10,448	8,771	9,264	(*)	11,563	11,295	10,664	10,668
551	Motor vehicle dealers (franchised).....	(*)	8,837	9,378	8,005	8,352	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,108	1,103	785	940	(*)	1,043	1,103	962	894
57	Furniture, home furnishings, and equipment stores.....	2,628	3,820	3,179	2,384	3,488	2,907	3,011	3,030	2,667	2,728
571	Furniture and home furnishings stores....	(*)	2,050	1,937	1,434	1,883	(*)	1,800	1,833	1,635	1,632
5722,32	Household appliance, radio, and TV stores	(*)	1,337	966	735	1,192	(*)	948	934	800	844
5722	Household appliance stores.....	(*)	597	482	329	554	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	36,039	52,931	41,926	33,388	47,720	40,473	41,109	40,855	36,843	37,647
53	General merchandise group stores.....	5,730	14,566	8,986	4,828	12,242	7,936	8,275	7,822	6,682	6,995
531	Department stores.....	4,548	11,777	7,290	3,840	9,805	6,379	6,624	6,306	5,388	5,551
533	Variety stores.....	(*)	1,305	706	426	1,270	(*)	694	641	590	686
539	Miscellaneous general merchandise stores.	(*)	1,484	990	(NA)	(NA)	(*)	957	875	(NA)	(NA)
54	Food stores.....	12,716	14,963	13,135	11,905	13,728	13,469	13,467	13,569	12,217	12,662
541	Grocery stores.....	11,770	13,838	12,265	11,178	12,811	12,416	12,455	12,644	11,416	11,832
554	Gasoline service stations.....	4,547	4,855	4,721	4,326	4,604	4,807	4,836	4,798	4,589	4,602
56	Apparel and accessory stores.....	2,207	4,868	3,166	2,224	4,689	2,708	2,859	3,027	2,700	2,794
561	Men's and boys' clothing and furnishings stores.....	(*)	1,069	675	470	1,041	(*)	559	640	547	558
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,844	1,206	823	1,699	(*)	1,121	1,140	1,001	1,050
565	Family clothing stores.....	(*)	1,045	609	462	1,117	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	723	543	377	642	(*)	517	541	451	467
58	Eating and drinking places.....	4,943	5,535	5,261	4,466	4,943	5,511	5,513	5,486	4,891	4,960
591	Drug stores and proprietary stores.....	1,848	2,659	1,849	1,647	2,444	1,974	1,989	.894	1,757	1,826
592	Liquor stores.....	(*)	1,567	1,106	919	1,503	(*)	1,078	1,106	1,051	1,056
5961 (pt.)	Mail-order houses (department store merchandise) <sup>3</sup> .....	(*)	702	878	390	657	(*)	580	576	578	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.

NA Not available.

<sup>1</sup>Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-77-12).<sup>2</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>3</sup>Includes 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					
		January 1978 advance from--		December 1977 preliminary from--		November 1977 through January 1978 from--	
		Dec. 1977 preliminary	Jan. 1977 final	Nov. 1977 final	Dec. 1976 final	Aug. 1977 through Oct. 1977	Nov. 1976 through Jan. 1977
	Retail trade, total.....	-3-5.4	+8	+1	+9	+3	+10
	Total (excl. automotive group).....	-2-2.0	+9	0	+9	+3	+10
	Durable goods stores, total.....	-6-6.4	+4	+1	+10	+1	+9
52	Building materials, hardware, garden supply, and mobile home dealers.....	0-0.0	+11	-4	+7	-5	+11
55 ex. 554	Automotive dealers.....	-6-6.0	+2	+2	+9	+2	+8
57	Furniture, home furnishings, and equipment stores.....	-3-3.0	+9	-1	+10	+3	+10
	Nondurable goods stores, total.....	-2-1.6	+10	+1	+9	+4	+10
53	General merchandise group stores.....	-4-4.0	+19	+6	+18	+7	+18
531	Department stores.....	-4-4.0	+18	+5	+19	+6	+18
54	Food stores.....	0-0.0	+10	-1	+6	+3	+9
541	Grocery stores.....	0-0.0	+9	-1	+5	+2	+8
554	Gasoline service stations.....	-1-1.0	+5	+1	+5	+2	+6
56	Apparel and accessory stores.....	-5-5.0	0	-6	+2	+3	+4
58	Eating and drinking places.....	0-0.0	+13	0	+11	+1	+12
591	Drug stores and proprietary stores.....	-1-1.0	+12	+5	+9	+4	+10

Table 3. Estimated Monthly Retail Sales of Group II Companies by Kind of Business for the United States: DECEMBER 1977

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted		Adjusted <sup>1</sup>	
		Dec. 1977 preliminary	Nov. 1977 final	Dec. 1977 preliminary	Nov. 1977 final
	Retail trade, total.....	30,634	22,783	21,949	21,525
53	General merchandise group stores.....	13,170	8,092	7,493	6,952
531	Department stores.....	11,134	6,898	6,262	5,967
533	Variety stores.....	1,043	553	555	502
539	Miscellaneous general merchandise stores.....	993	641	676	483
54	Food stores.....	8,186	7,153	7,286	7,242
541	Grocery stores.....	8,071	7,073	7,200	7,152
56	Apparel and accessory stores.....	1,790	1,145	1,024	1,089
562,3,8	Women's clothing, specialty stores, furriers.....	753	463	421	443
566	Shoe stores.....	366	262	243	260
591	Drug stores and proprietary stores.....	1,429	870	945	919

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).

<sup>1</sup>Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-77-12).

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. 1977 preliminary	Nov. 1977 final		Dec. 1977 preliminary	Nov. 1977 final
<b>Standard Consolidated Areas<sup>1</sup></b>			<b>Standard Metropolitan Statistical Areas<sup>1</sup>--Con.</b>		
Chicago, Ill.--Northwestern			Minneapolis-St. Paul, Minn.-Wis., total	889	750
Indiana, total	2,938	2,550	Nondurable goods stores	618	494
Nondurable goods stores	2,210	1,850	GAP <sup>2</sup>	370	257
GAP <sup>2</sup>	1,030	698	Nassau-Suffolk, N.Y., total	1,025	814
New York, N.Y.--Northeastern N.J., total	4,878	3,908	Nondurable goods stores	734	547
Nondurable goods stores	3,685	2,854	GAP <sup>2</sup>	387	237
GAP <sup>2</sup>	2,004	1,305	New York, N.Y.-N.J., total	2,600	2,067
			Nondurable goods stores	2,005	1,581
			GAP <sup>2</sup>	1,129	767
			Newark, N.J., total	662	572
			Nondurable goods stores	468	376
			GAP <sup>2</sup>	238	154
			Philadelphia, Pa.-N.J., total	1,860	1,531
			Nondurable goods stores	1,387	1,070
			GAP <sup>2</sup>	751	456
			Pittsburgh, Pa., total	792	659
			Nondurable goods stores	597	482
			GAP <sup>2</sup>	336	241
			St. Louis, Mo.-Ill., total	772	614
			Nondurable goods stores	630	486
			GAP <sup>2</sup>	323	205
			San Diego, Calif., total	613	471
			Nondurable goods stores	420	319
			GAP <sup>2</sup>	231	143
			San Francisco-Oakland, Calif., total	1,310	1,048
			Nondurable goods stores	923	726
			GAP <sup>2</sup>	507	315
			Seattle-Everett, Wash., total	616	523
			Nondurable goods stores	460	374
			Washington, D.C.-Md.-Va., total	1,135	930
			Nondurable goods stores	851	649
			GAP <sup>2</sup>	456	294
			<b>Cities</b>		
			Chicago, Ill., total	900	845
			Nondurable goods stores	694	633
			GAP <sup>2</sup>	322	230
			Detroit, Mich., total	230	202
			Nondurable goods stores	162	135
			GAP <sup>2</sup>	72	47
			Los Angeles, Calif., total	817	683
			Nondurable goods stores	657	542
			GAP <sup>2</sup>	309	198
			New York, N.Y., total	1,648	1,293
			Nondurable goods stores	1,329	1,027
			GAP <sup>2</sup>	739	522
			Philadelphia, Pa., total	389	345
			Nondurable goods stores	334	296
			GAP <sup>2</sup>	137	91

<sup>1</sup>Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-77-12. <sup>2</sup>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 594). GAP represents stores which specialize in department store types of merchandise. <sup>3</sup>Statistics for the Boston SMSA include retail establishments in all of Essex, Middlesex, Norfolk, and Suffolk Counties.

