

Advance Monthly Retail Sales

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SEPTEMBER 1978

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in September, after adjusting for seasonal variations and trading day differences, but not for price changes were estimated at \$66.5 billion. This adjusted figure was about 2 percent above August 1978 and 12 percent greater than September a year ago. The adjusted September estimate, excluding the automotive group was also 2 percent above August and 12 percent above September last year.

Adjusted sales of durable goods stores increased 2 percent above August, and sales of nondurable goods stores increased 1 percent. Compared with sales for September 1977, durable goods stores increased 15 percent, and nondurable goods stores increased 10 percent.

The revised estimate of retail sales for August, based on preliminary results from the full sample of retail stores, was about \$65.5 billion, \$0.9 billion above the advance estimate published earlier. Seasonally adjusted sales for August as revised, were about 2 percent above July and 11 percent above August 1977. Excluding the automotive group, retail sales were about 1 percent above July and 11 percent over August 1977. For nondurable goods stores, adjusted August sales increased about 1 percent from the previous month and 10 percent above the same month a year earlier. For durable goods stores, adjusted sales for August were 4 percent above July and 13 percent higher than July 1977.

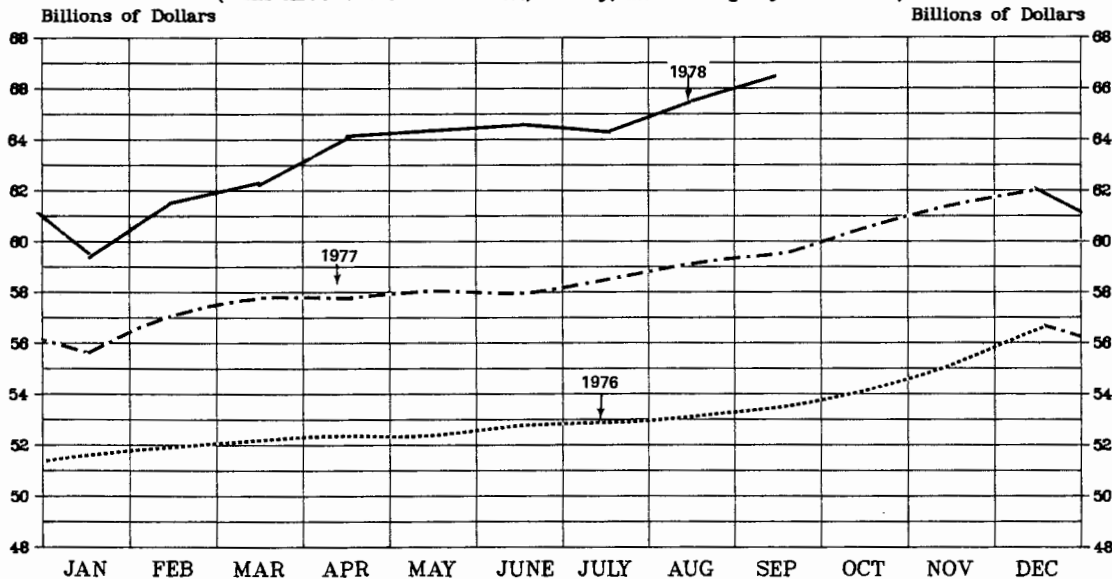
The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. 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 full-sample data for only the months since June 1977. The differences now, therefore, may vary from the past experience.

Preliminary estimates for August 1978 and final estimates for July 1978 based on the full sample will also be published later this month in the Monthly Retail Trade report for August (BR-78-8). 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 - SEPTEMBER 1978

(DATA ADJUSTED FOR SEASONAL, holiday, and trading day differences)



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U.S. Department of Commerce
BUREAU OF THE CENSUS

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, U.S. Government Printing Office, Washington, D.C. 20402, at \$55 per year. Add \$13.75 for each subscription to a foreign address. Postage stamps not acceptable; currency submitted at sender's risk. Remittances from foreign countries must be by international money order or by draft on a U.S. bank. Single copies of the Advance Monthly Retail Sales report are for sale by Subscriber Services (Publications), Bureau of the Census, Washington, D.C. 20233, at 70 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 ¹				
		1978			1977		1978			1977	
		Sept. ² advance	Aug. prelim.	July final	Sept.	Aug.	Sept. ² advance	Aug. prelim.	July final	Sept.	Aug.
	Retail trade, total.....	64,910	67,177	65,076	58,341	60,702	66,502	65,505	64,343	59,412	59,177
	Total (excl. automotive group).....	52,374	53,199	51,312	47,014	47,989	52,801	52,015	51,569	47,320	47,040
	Durable goods stores, total.....	22,045	23,736	22,975	19,551	21,182	23,226	22,755	21,844	20,161	20,141
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,169	4,214	4,012	3,547	3,657	3,944	3,773	3,641	3,297	3,229
521,3	Building materials and supply stores.....	(*)	3,075	2,870	2,587	2,669	(*)	2,658	2,560	2,335	2,287
525	Hardware stores.....	(*)	590	584	549	556	(*)	582	553	550	543
55 ex. 554	Automotive dealers.....	12,536	13,978	13,764	11,327	12,713	13,701	13,490	12,774	12,092	12,137
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	12,779	12,593	10,273	11,641	(*)	12,347	11,704	11,011	11,129
551	Motor vehicle dealers (franchised).....	(*)	11,216	11,037	8,993	10,246	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,199	1,171	1,054	1,072	(*)	1,143	1,070	1,081	1,008
57	Furniture, home furnishings, and equipment stores.....	3,087	3,200	3,009	2,842	2,946	3,202	3,162	3,059	2,859	2,920
571	Furniture and home furnishings stores....	(*)	1,988	1,860	1,695	1,823	(*)	1,915	1,883	1,710	1,772
5722,32	Household appliance, radio, and TV stores	(*)	924	879	885	881	(*)	943	872	894	898
5722	Household appliance stores.....	(*)	485	465	450	465	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	42,865	43,441	42,101	38,790	39,520	43,276	42,750	42,499	39,251	39,036
53	General merchandise group stores.....	8,004	8,082	7,443	7,143	7,258	8,334	8,178	8,141	7,403	7,363
531	Department stores.....	6,449	6,479	5,937	5,797	5,837	6,655	6,584	6,531	5,952	5,944
533	Variety stores.....	(*)	685	637	589	639	(*)	689	709	627	644
539	Miscellaneous general merchandise stores.	(*)	918	869	757	782	(*)	905	901	824	775
54	Food stores.....	14,851	14,667	14,806	13,194	13,082	14,622	14,398	14,381	13,099	13,005
541	Grocery stores.....	13,875	13,665	13,829	12,349	12,220	13,616	13,437	13,452	12,251	12,171
554	Gasoline service stations.....	5,018	5,253	5,173	4,767	5,047	4,963	4,887	4,803	4,674	4,691
56	Apparel and accessory stores.....	3,104	3,066	2,674	2,694	2,733	3,116	3,111	2,986	2,696	2,782
561	Men's and boys' clothing and furnishings stores.....	(*)	509	485	484	495	(*)	562	552	530	548
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,211	1,071	1,083	1,038	(*)	1,245	1,193	1,064	1,062
565	Family clothing stores.....	(*)	640	547	507	583	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	561	455	520	504	(*)	536	501	467	482
58	Eating and drinking places.....	6,102	6,492	6,426	5,470	5,864	6,018	5,940	5,917	5,514	5,341
591	Drug stores and proprietary stores.....	1,992	2,033	1,957	1,794	1,833	2,095	2,079	2,018	1,892	1,853
592	Liquor stores.....	(*)	1,168	1,188	1,028	1,067	(*)	1,163	1,137	1,067	1,067
5961 (pt.)	Mail-order houses (department store merchandise) ³	(*)	593	502	549	573	(*)	576	607	545	558

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

¹Revised-Seasonal adjustment factors for automotive dealers have been revised, based on monthly estimates through June 1978. Revised factors will be published in the August 1978 Monthly Retail Trade Report.

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

NA Not available.

²Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-78-8).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.⁴Includes sales made by mail-order catalog desks located within department stores of mail-order firms.⁵During the periods of automotive changeover, seasonal adjustment factors are less reliable than during other periods and are more susceptible to subsequent revision. 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					
		Sept. 1978 advance from--		Aug. 1978 preliminary from--		July 1978 through Sept. 1978 from--	
		Aug. 1978 preliminary	Sept. 1977 final	July 1978 final	Aug. 1977 final	Apr. 1978 through June 1978	July 1977 through Sept. 1977
	Retail trade, total.....	+2.50	+12	+2	+11	+2	+11
	Total (excl. automotive group).....	+2.49	+12	+1	+11	+2	+11
	Durable goods stores, total.....	+27.43 2.96	+15	+4	+13	+3	+13
52	Building materials, hardware, garden supply, and mobile home dealers.....	+5.43	+20	+4	+17	+6	+17
55 ex. 554	Automotive dealers.....	+2.54	+13	+6	+11	+1	+11
57	Furniture, home furnishings, and equipment stores.....	+11.25	+12	+3	+8	+2	+9
	Nondurable goods stores, total.....	+11.22 1.07	+10	+1	+10	+1	+10
53	General merchandise group stores.....	+21.87	+13	0	+11	+1	+11
531	Department stores.....	+11.07	+12	+1	+11	+1	+11
54	Food stores.....	+21.52	+12	0	+11	+1	+11
541	Grocery stores.....	+11.31	+11	0	+10	+1	+10
554	Gasoline service stations.....	+21.53	+6	+2	+4	-1	+4
56	Apparel and accessory stores.....	0.16	+16	+4	+12	+4	+12
58	Eating and drinking places.....	+11.30	+9	0	+11	+3	+10
591	Drug stores and proprietary stores.....	+1.76	+11	+3	+12	+3	+10

Table 3. Estimated Monthly Retail Sales of Group II Companies by Kind of Business for the United States: AUGUST 1978

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted ¹		
		Aug. 1978 preliminary	July 1978 final	Aug. 1977	Aug. 1978 preliminary	July 1978 final	Aug. 1977
	Retail trade, total.....	22,530	21,611	20,255	22,391	22,761	20,205
53	General merchandise group stores.....	7,192	6,604	6,473	7,314	7,316	6,563
531	Department stores.....	6,165	5,649	5,529	6,272	6,249	5,630
533	Variety stores.....	517	481	495	534	540	498
539	Miscellaneous general merchandise stores.	510	474	449	508	527	435
54	Food stores.....	7,718	7,873	6,989	(NA)	(NA)	(NA)
541	Grocery stores.....	7,632	7,790	6,894	7,556	7,853	6,908
56	Apparel and accessory stores.....	1,144	931	1,006	1,119	1,111	1,017
562,3,8	Women's clothing, specialty stores, furriers.....	481	406	416	469	474	428
566	Shoe stores.....	280	212	242	254	259	227
591	Drug stores and proprietary stores.....	955	936	840	953	994	844

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).

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-78-8). NA Not available.

Official Business

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	
	Aug. 1978 preliminary	July 1978 final		Aug. 1978 preliminary	July 1978 final
Standard Consolidated Areas¹			Standard Metropolitan Statistical Areas¹--Con.		
Chicago, Ill.--Northwestern			Minneapolis-St. Paul, Minn.-Wis., total.....	738	724
Indiana, total.....	2,514	2,411	Nondurable goods stores.....	504	464
Nondurable goods stores.....	1,726	1,648	GAP ²	230	200
GAP ²	659	589	Nassau-Suffolk, N.Y., total.....	815	814
New York, N.Y.--Northeastern N.J., total.....	3,765	3,672	Nondurable goods stores.....	536	540
Nondurable goods stores.....	2,642	2,598	GAP ²	218	205
GAP ²	1,036	971	New York, N.Y.-N.J., total.....	1,949	1,887
Standard Metropolitan Statistical Areas¹			Nondurable goods stores.....	1,426	1,381
Anaheim-Santa Ana-Garden Grove, Calif., total.....	739	730	GAP ²	575	544
Nondurable goods stores.....	500	483	Newark, N.J., total.....	596	575
GAP ²	204	196	Nondurable goods stores.....	386	387
Atlanta, Ga., GAP ²	177	158	GAP ²	131	119
Baltimore, Md., total.....	655	635	Philadelphia, Pa.-N.J., total.....	1,545	1,489
Nondurable goods stores.....	470	450	Nondurable goods stores.....	997	975
GAP ²	145	133	GAP ²	392	360
Boston, Mass., total.....	1,106	1,006	Pittsburgh, Pa., total.....	682	656
Nondurable goods stores.....	764	707	Nondurable goods stores.....	489	460
GAP ²	314	235	GAP ²	205	173
Buffalo, N.Y., total.....	349	331	St. Louis, Mo.-Ill., total.....	608	621
Nondurable goods stores.....	265	254	Nondurable goods stores.....	470	470
Chicago, Ill., total.....	2,331	2,239	GAP ²	181	162
Nondurable goods stores.....	1,616	1,544	San Diego, Calif., total.....	555	540
GAP ²	619	553	Nondurable goods stores.....	353	340
Cincinnati, Ohio-Ky.-Ind., total.....	545	528	GAP ²	159	149
Nondurable goods stores.....	374	364	San Francisco-Oakland, Calif., total.....	1,090	1,026
Cleveland, Ohio, total.....	658	655	Nondurable goods stores.....	716	674
Nondurable goods stores.....	443	432	GAP ²	309	291
GAP ²	166	149	Seattle-Everett, Wash., total.....	623	586
Dallas-Fort Worth, Tex., total.....	1,120	1,112	Nondurable goods stores.....	418	399
Nondurable goods stores.....	721	703	Washington, D.C.-Md.-Va., total.....	1,060	1,043
GAP ²	270	235	Nondurable goods stores.....	690	682
Detroit, Mich., total.....	1,643	1,518	GAP ²	269	252
Nondurable goods stores.....	993	924	Cities		
GAP ²	405	374	Chicago, Ill., total.....	802	732
Houston, Tex., total.....	1,090	1,040	Nondurable goods stores.....	585	536
Nondurable goods stores.....	676	651	GAP ²	207	180
GAP ²	277	249	Detroit, Mich., total.....	212	208
Kansas City, Mo.-Kans., total.....	604	577	Nondurable goods stores.....	125	122
Nondurable goods stores.....	390	366	GAP ²	43	41
GAP ²	136	124	Los Angeles, Calif., total.....	694	671
Los Angeles-Long Beach, Calif., total.....	2,215	2,161	Nondurable goods stores.....	544	531
Nondurable goods stores.....	1,503	1,496	GAP ²	188	185
GAP ²	607	578	New York, N.Y., total.....	1,237	1,184
Miami, Fla., total.....	531	504	Nondurable goods stores.....	907	876
Nondurable goods stores.....	343	321	GAP ²	414	390
GAP ²	153	131	Philadelphia, Pa., total.....	330	316
Milwaukee, Wis., total.....	491	459	Nondurable goods stores.....	268	257
Nondurable goods stores.....	299	280	GAP ²	72	69
GAP ²	123	112			

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-78-8. ²Includes 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. ³Statistics for the Boston SMSA include retail establishments in all Essex, Middlesex, Norfolk, and Suffolk Counties.