

# Advance Monthly Retail Sales

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## NOVEMBER 1979

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 \$77.0 billion. This adjusted figure was about 2 percent above October and 10 percent higher than November a year ago. The adjusted November estimate excluding the automotive group was about 1 percent above October and 12 percent above November last year.

Adjusted sales of both durable goods and nondurable goods stores were about 2 percent above October. Compared with sales for November 1978, durable goods stores increased 4 percent, and nondurable goods stores increased 13 percent.

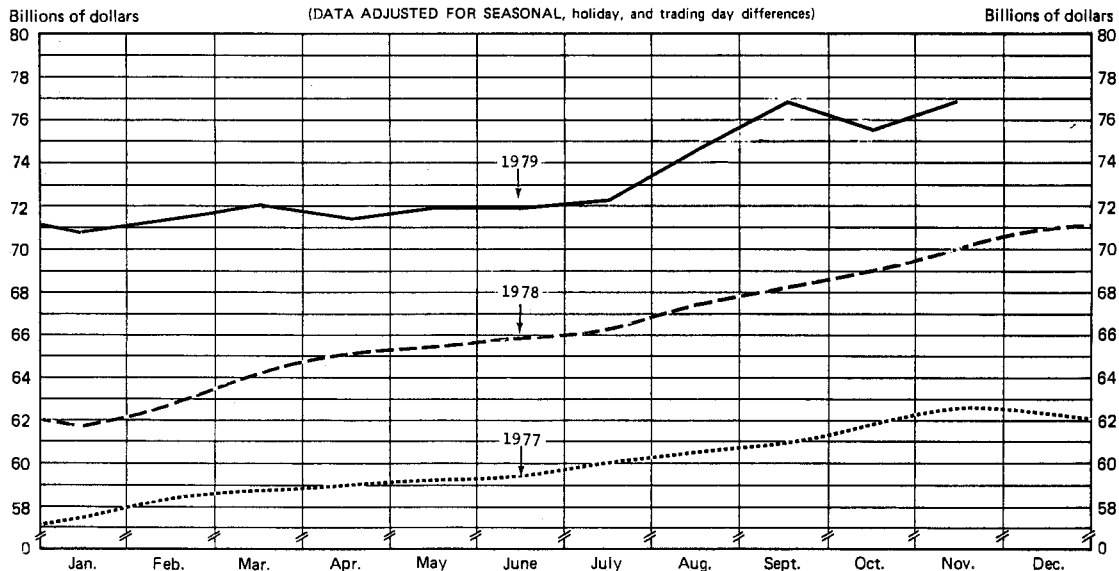
The revised estimate of retail sales for October, based on preliminary results from the full sample of retail stores, was about \$75.6 billion, \$0.2 billion above the October Advance estimate published earlier. Seasonal adjusted preliminary sales for October were about 2 percent below September 1979 estimates but were 10 percent above the October 1978 sales. Excluding the automotive group, retail sales were virtually unchanged from September but were 13 percent over October 1978. For nondurable goods stores, adjusted October sales increased about 1 percent from the previous month and 13 percent above the same month a year earlier. For durable goods stores, adjusted sales for October were about 6 percent below September but were 4 percent higher than October 1978.

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 subsample 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 stores 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 difference now, therefore, may vary from the past experience.

Preliminary estimates for October 1979 and final estimates for September 1979 based on the full sample will also be published later this month in the Monthly Retail Trade Report for October (BR-79-10). The complete report will provide sales estimates in greater detail and will present a description of the sample design, the basis and methodology used in developing revisions, and the techniques used in developing the estimates. In addition, the completed report will include approximate measures of sampling variability.

Estimated Monthly Retail Sales for the United States  
JANUARY 1977 - NOVEMBER 1979



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U.S. Department of Commerce  
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The 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 \$25 per year. Add \$6.25 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 a 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 <sup>1</sup>				
		1979			1978		1979			1978	
		Nov. advance <sup>2</sup>	Oct. prelim.	Sept. final	Nov.	Oct.	Nov. advance <sup>2</sup>	Oct. prelim.	Sept. final	Nov.	Oct.
	Retail trade, total.....	79,352	76,404	72,630	71,297	68,615	76,992	75,620	76,929	70,158	68,971
	Total (excl. automotive group)....	65,826	61,910	59,122	57,687	54,214	62,557	61,689	61,547	55,727	54,619
	Durable goods stores, total.....	25,714	26,301	24,785	24,463	24,596	25,895	25,411	26,972	24,954	24,422
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,316	4,853	4,531	3,918	4,219	4,338	4,415	4,383	3,971	3,911
521,3	Building materials and supply stores.....	(*)	3,345	3,077	2,699	2,985	(*)	2,911	2,868	2,667	2,675
525	Hardware stores.....	(*)	770	734	632	624	(*)	737	748	621	609
	Automotive dealers..... <sup>4</sup>	13,526	14,494	13,508	13,610	14,401	14,435	13,931	15,382	14,431	14,352
55 ex. 554	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	12,981	12,118	12,322	13,118	(*)	12,482	13,945	13,179	13,105
551,2,5, 6,7,9	Motor vehicle dealers (franchised)....	(*)	11,475	10,475	11,033	11,722	(*)	(NA)	(NA)	(NA)	(NA)
551	Auto and home supply stores.....	(*)	1,513	1,390	1,288	1,283	(*)	1,449	1,437	1,252	1,247
553											
57	Furniture, home furnishings, and equipment stores.....	3,934	3,693	3,549	3,566	3,231	3,646	3,643	3,724	3,303	3,248
571	Furniture and home furnishings stores....	(*)	2,295	2,134	2,197	1,973	(*)	2,246	2,270	2,003	1,967
5722,32	Household appliance, radio, and TV stores	(*)	1,128	1,087	1,034	943	(*)	1,125	1,121	975	962
5722	Household appliance stores.....	(*)	540	511	504	477	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	53,638	50,103	47,845	46,834	44,019	51,097	50,209	49,957	45,204	44,549
53	General merchandise group stores.....	11,296	9,230	8,575	9,883	8,262	9,591	9,319	9,280	8,549	8,394
531	Department stores.....	9,100	7,392	6,886	7,908	6,610	7,660	7,422	7,380	6,806	6,684
533	Variety stores.....	(*)	688	652	712	631	(*)	711	740	663	660
539	Miscellaneous general merchandise stores.	(*)	1,150	1,037	1,263	1,021	(*)	1,186	1,160	1,080	1,050
54	Food stores.....	16,831	16,315	16,181	14,834	14,417	16,820	16,635	16,690	15,125	14,947
541	Grocery stores.....	15,638	15,109	14,970	13,695	13,295	15,591	15,433	15,417	13,960	13,835
554	Gasoline service stations.....	7,019	6,867	6,547	5,197	5,264	7,097	6,792	6,606	5,276	5,222
56	Apparel and accessory stores.....	3,923	3,563	3,368	3,675	3,273	3,606	3,482	3,501	3,388	3,271
561	Men's and boys' clothing and furnishings stores.....	(*)	614	570	763	609	(*)	638	669	685	636
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,402	1,304	1,396	1,320	(*)	1,309	1,305	1,287	1,262
565	Family clothing stores.....	(*)	673	641	685	592	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	671	649	617	578	(*)	647	620	590	568
58	Eating and drinking places.....	6,264	6,511	6,482	5,775	6,006	6,498	6,498	6,386	6,003	6,018
591	Drug stores and proprietary stores.....	2,393	2,329	2,211	2,164	2,106	2,449	2,381	2,393	2,240	2,180
592	Liquor stores.....	(*)	1,296	1,284	1,196	1,123	(*)	1,318	1,360	1,181	1,158
5961 (pt.)	Mail-order houses (department store merchandise) <sup>3</sup> .....	(*)	556	400	902	776	(*)	417	442	598	595

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-79-10.<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.<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.

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					
		Nov. 1979 advance from--		Oct. 1979 preliminary from--		Sept. 1979 through Nov. 1979 from --	
		Oct.1979 preliminary	Nov. 1978 final	Sept. 1979 final	Oct.1978 final	June 1979 through Aug. 1979	Sept. 1978 through Nov. 1978
	Retail trade, total.....	+2	+10	-2	+10	+5	+11
	Total (excl. automotive group).....	+1	+12	0	+13	+5	+13
	Durable goods stores, total.....	+2	+4	-6	+4	+5	+7
52	Building materials, hardware, garden supply, and mobile home dealers.....	-2	+9	+1	+13	+3	+12
55 ex. 554	Automotive dealers.....	+4	0	-9	-3	+6	+2
57	Furniture, home furnishings, and equipment stores.....	0	+10	-2	+12	+1	+13
	Nondurable goods stores, total.....	+2	+13	+1	+13	+5	+13
53	General merchandise group stores.....	+3	+12	0	+11	+6	+11
531	Department stores.....	+3	+13	+1	+11	+5	+11
54	Food stores.....	+1	+11	0	+11	+3	+12
541	Grocery stores.....	+1	+12	0	+12	+4	+12
554	Gasoline service stations.....	+4	+35	+3	+30	+11	+31
56	Apparel and accessory stores.....	+4	+6	-1	+6	+2	+7
58	Eating and drinking places.....	0	+8	+2	+8	+4	+8
591	Drug stores and proprietary stores.....	+3	+9	-1	+9	+3	+10

Table 3. Estimated Monthly Retail Sales of Group II Companies by Kind of Business for the United States: OCTOBER 1979

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted <sup>1</sup>		
		Oct.1979 preliminary	Sept. 1979 final	Oct. 1978	Oct.1979 preliminary	Sept. 1979 final	Oct. 1978
	Retail trade, total.....	25,442	24,115	22,848	25,369	25,460	22,975
53	General merchandise group stores.....	8,157	7,575	7,307	8,243	8,195	7,444
531	Department stores.....	6,990	6,517	6,232	7,032	6,992	6,327
533	Variety stores.....	557	519	513	578	588	537
539	Miscellaneous general merchandise stores.	610	539	562	(S)	(S)	(S)
54	Food stores.....	8,581	8,460	7,574	(NA)	(NA)	(NA)
541	Grocery stores.....	8,481	8,364	7,494	8,575	8,640	7,686
56	Apparel and accessory stores.....	1,222	1,175	1,149	1,189	1,165	1,135
562,3,8	Women's clothing, specialty stores, furriers.....	515	487	493	487	473	475
566	Shoe stores.....	304	305	278	302	287	278
591	Drug stores and proprietary stores.....	1,119	1,076	974	1,173	1,181	1,018

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-79-10.)