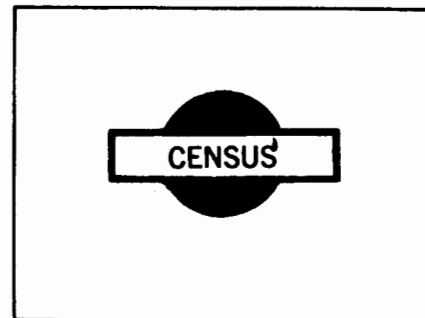


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The Bureau of the Census, U. S. Department of Commerce announced today that total sales of retail stores in January, after adjusting for seasonal variations and trading day differences, were estimated at \$51.5 billion. This adjusted figure was virtually unchanged from December 1975 but 12 percent above January sales of last year. The adjusted January estimates, excluding the automotive group, were 1 percent above December and 10 percent above January sales of last year.

Adjusted sales of durable goods stores decreased 1 percent from December, while nondurable goods stores were virtually unchanged from December. Compared with sales for January 1975, durable goods stores increased 18 percent, while nondurable goods stores increased 9 percent.

Revised retail sales estimates for December, based on preliminary results from the full sample of retail stores, were about \$50.4 billion below the advance estimate of \$52.1 billion published earlier. Seasonally adjusted sales for December, as revised, were 3 percent above November and were 15 percent above December 1974. Excluding the automotive group, these estimates were about 1 percent above November and 12 percent above December of last year. For nondurable goods stores, adjusted December sales were about 1 percent above the previous month and 11 percent above the same month a year ago. For durable goods stores, adjusted sales for December were 7 percent above November and were 24 percent greater than December 1974.

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 during the last 12 months with a median value of 1. For individual kind of business groups, these differences tend to be higher.

Preliminary estimates for December 1975 and final estimates for November 1975 based on the full sample will also be published later this month in the Monthly Retail Trade report for December (BR-75-12). 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

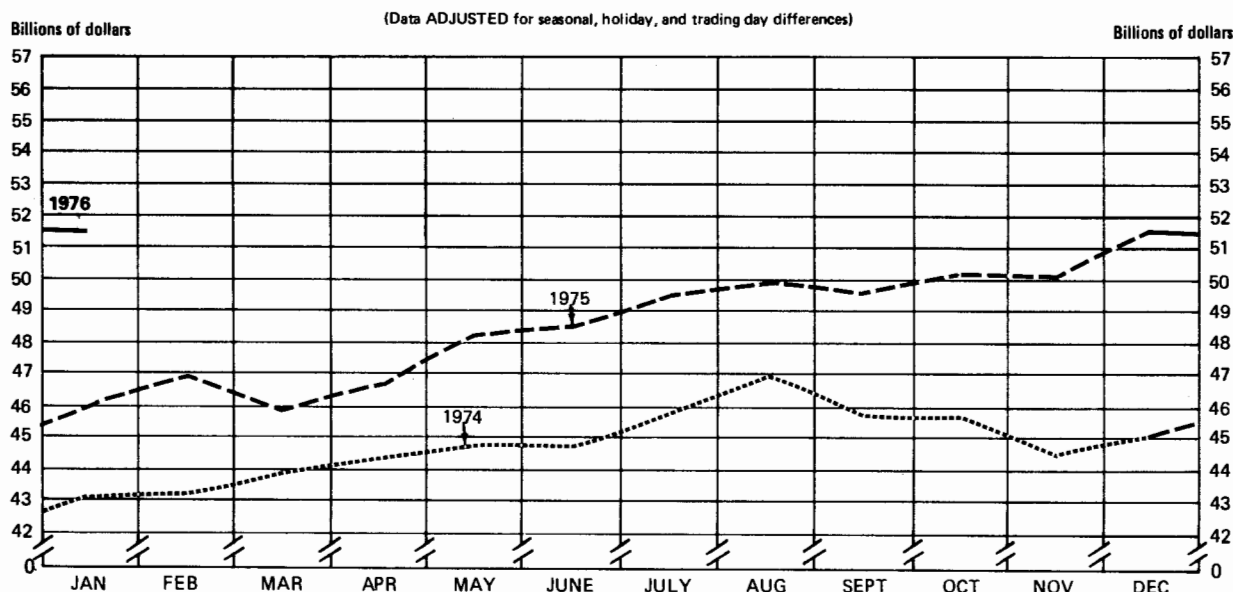


Table 1. ESTIMATED SALES OF RETAIL STORES IN THE UNITED STATES BY KIND OF BUSINESS

(Sales in millions of dollars)

Kind of business	Not adjusted					Adjusted ¹				
	1976		1975		1974	1976		1975		1974
	Jan. advance	Dec. prelim.	Nov. final	Jan.	Dec.	Jan. advance	Dec. prelim.	Nov. final	Jan.	Dec.
Retail stores, total.....	46,458	60,346	50,526	41,315	52,253	51,531	51,699	50,293	46,006	45,109
Total (excl. automotive group).....	38,317	52,010	42,104	34,583	46,014	42,108	41,866	41,533	38,259	37,463
Durable goods stores, total.....	14,173	16,801	15,248	12,051	13,353	16,668	16,813	15,763	14,126	13,554
Nondurable goods stores, total.....	32,285	43,545	35,278	29,264	38,900	34,863	34,886	34,530	31,880	31,555
Food stores, total.....	11,347	11,691	11,008	10,568	10,678	11,277	11,166	11,219	10,672	10,330
Grocery stores.....	10,687	10,840	10,265	9,895	9,898	10,571	10,383	10,432	9,945	9,610
Eating and drinking places.....	3,924	4,140	4,050	3,443	3,621	4,251	4,251	4,184	3,784	3,721
General merchandise group with nonstores.....	6,317	13,902	9,432	5,588	12,036	8,113	8,442	8,296	7,261	7,371
General merchandise group without nonstores (except department stores mail order).....	5,810	13,261	8,778	5,108	11,416	7,525	7,865	7,725	6,704	6,758
Department stores.....	3,960	9,428	6,032	3,418	7,991	5,129	5,418	5,348	4,497	4,608
Variety stores.....	*	1,351	830	524	1,285	*	715	766	720	684
Mail-order houses (department store merchandise).....	*	722	690	346	602	*	556	490	485	415
Apparel and accessory stores, total.....	2,050	3,863	2,409	1,770	3,358	2,400	2,337	2,271	2,118	2,032
Men's, boys' wear stores.....	*	954	549	428	832	*	527	504	473	444
Women's apparel, accessory stores.....	*	1,440	942	687	1,285	*	886	886	844	800
Shoe stores.....	*	480	361	272	411	*	355	355	323	303
Furniture, home furnishings, and equipment stores, total.....	2,267	2,949	2,389	1,931	2,533	2,412	2,359	2,349	2,040	2,004
Furniture, home furnishings stores.....	*	1,557	1,419	1,149	1,368	*	1,388	1,388	1,237	1,193
Household appliance, TV, radio stores.....	*	1,037	747	610	855	*	754	747	625	617
Household appliance dealers.....	*	547	431	389	512	*	(NA)	(NA)	(NA)	(NA)
Building material, hardware, farm equipment dealers, total.....	2,323	2,880	2,808	2,156	2,396	3,121	2,978	3,031	2,886	2,539
Lumber and other building materials dealers.....	*	1,499	1,597	1,152	1,241	*	1,581	1,714	1,424	1,412
Hardware stores.....	*	614	493	346	519	*	516	495	471	431
Automotive dealers, total.....	8,141	8,336	8,422	6,732	6,239	9,423	9,833	8,760	7,747	7,646
Passenger car, other automotive dealers.....	*	7,500	7,647	6,148	5,508	*	9,058	8,007	7,022	6,956
Passenger car dealers (franchised).....	*	6,591	6,708	5,385	4,804	*	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	*	836	775	584	731	*	775	753	725	690
Gasoline service stations.....	3,668	3,781	3,649	3,278	3,406	3,882	3,823	3,690	3,465	3,399
Drug and proprietary stores.....	1,517	2,072	1,470	1,379	1,914	1,559	1,546	1,562	1,436	1,461
Liquor stores.....	*	1,279	936	801	1,207	*	924	929	871	886

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

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

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See explanatory material in the Monthly Retail Trade Report, BR-75-12). ²Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.

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 1976 advance from--		December 1975 preliminary from--		November 1975 through January 1976 from--	
	Dec. 1975 preliminary	Jan. 1975 final	Nov. 1975 final	Dec. 1974 final	Aug. 1975 through Oct. 1975	Nov. 1974 through Jan. 1975
Total, retail stores.....	0	+12	+3	+15	+3	+13
Total (excluding automotive group).....	+1	+10	+1	+12	+2	+11
Durable goods stores, total.....	-1	+18	+7	+24	+5	+21
Nondurable goods stores, total.....	0	+9	+1	+11	+1	+10
Food stores, total.....	+1	+6	0	+8	+1	+7
Grocery stores.....	+2	+6	0	+8	+1	+7
Eating and drinking places.....	0	+12	+2	+14	+6	+13
General merchandise group with nonstores.....	-4	+12	+2	+15	+3	+13
General merchandise group without nonstores (except department stores mail order).....	-4	+12	+2	+16	+3	+14
Department stores.....	-5	+14	+1	+18	+3	+16
Apparel and accessory stores, total.....	+3	+13	+3	+15	+3	+14
Furniture, home furnishings and equipment stores, total.....	+2	+18	0	+18	+7	+17
Building materials, hardware, farm equipment dealers, total.....	+5	+8	-2	+17	+4	+14
Automotive dealers, total.....	-4	+22	+12	+29	+5	+25
Gasoline service stations.....	+2	+12	+4	+12	0	+11
Drug and proprietary stores.....	+1	+9	-1	+6	+2	+9

Table 3. ESTIMATED SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES IN THE UNITED STATES, BY KIND OF BUSINESS: DECEMBER 1975

(Sales in millions of dollars)

Kind of business	Not adjusted			Adjusted ¹		
	1975		1974	1975		1974
	Dec. prelim.	Nov. final	Dec.	Dec. prelim.	Nov. final	Dec.
Retail stores, total.....	21,720	16,606	19,080	15,914	15,810	14,166
Food stores, total.....	6,205	5,854	5,679	(NA)	(NA)	(NA)
Grocery stores ²	6,117	5,788	5,587	5,837	5,882	5,440
General merchandise group with nonstores...	11,210	7,536	9,633	6,679	6,595	5,712
General merchandise group without non-stores (except department stores mail order).....	10,924	7,212	9,362	6,397	6,317	5,440
Department stores.....	8,346	5,365	7,086	4,827	4,773	4,096
Variety stores.....	1,094	682	1,025	572	617	533
Apparel and accessory stores, total.....	998	617	887	596	569	536
Shoe stores.....	229	157	197	161	153	143
Drug and proprietary stores.....	918	593	810	618	630	548

¹Data adjusted for seasonal variations, holiday and trading day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-75-12). 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		
	1975		1974
	Dec. preliminary	Nov. final	Dec.
Standard Consolidated Areas ¹			
Chicago, Ill.--Northwestern Ind., total.....	2,446	2,119	2,170
Nondurable goods stores.....	1,838	1,540	1,685
GAF ²	1,007	755	912
New York-Northeastern N.J., total.....	4,107	3,319	3,821
Nondurable goods stores.....	3,132	2,477	3,007
GAF ²	1,587	1,093	1,459
Standard Metropolitan Statistical Areas ¹			
Baltimore, Md., GAF ²	206	150	183
Boston, Mass., GAF ²	355	241	316
Chicago, Ill., total.....	2,262	1,960	1,992
Nondurable goods stores.....	1,704	1,424	1,556
GAF ²	940	715	854
Cleveland, Ohio, GAF ²	207	142	180
Dallas, Texas, GAF ²	236	160	205
Detroit, Mich., total.....	1,153	971	1,001
Nondurable goods stores.....	844	675	761
GAF ²	428	300	391
Houston, Texas, GAF ²	274	182	225

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		
	1975		1974
	Dec. preliminary	Nov. final	Dec.
Standard Metropolitan Statistical Areas ¹ --Con.			
Kansas City, Mo.-Kansas, GAF ²	222	167	189
Los Angeles-Long Beach, Calif., total.....	2,099	1,719	1,902
Nondurable goods stores.....	1,589	1,282	1,495
GAF ²	838	579	736
Minneapolis-St. Paul, Minn., GAF ²	233	173	199
New York, N.Y.--Nassau-Suffolk, N.Y., total ³	2,753	2,241	2,622
Nondurable goods stores.....	2,105	1,694	2,069
GAF ²	1,064	754	1,005
Nassau-Suffolk, N.Y., total ⁴	742	595	687
Nondurable goods stores.....	539	418	517
GAF ²	273	182	247
New York, N.Y., total ⁵	2,011	1,646	1,935
Nondurable goods stores.....	1,566	1,276	1,552
GAF ²	791	572	758
Philadelphia, Pa., total.....	1,322	1,111	1,121
Nondurable goods stores.....	1,009	826	875
GAF ²	508	371	397
Pittsburgh, Pa., total.....	685	581	611
Nondurable goods stores.....	557	454	500
GAF ²	278	191	240
St. Louis, Mo.-Ill., total.....	619	515	570
Nondurable goods stores.....	457	360	427
GAF ²	233	158	210
San Francisco-Oakland, Calif., total.....	977	796	809
Nondurable goods stores.....	754	609	631
GAF ²	336	234	275
Washington, D.C.-Md.-Va., total.....	910	749	802
Nondurable goods stores.....	673	538	617
GAF ²	301	205	271
Cities			
Chicago, Ill., total.....	951	835	853
Nondurable goods stores.....	754	649	706
GAF ²	474	399	447
Detroit, Mich., total.....	266	235	242
Nondurable goods stores.....	194	162	175
GAF ²	85	63	89
Los Angeles, Calif., total.....	733	619	696
Nondurable goods stores.....	568	469	573
GAF ²	320	243	305
New York, N.Y., total.....	1,693	1,381	1,627
Nondurable goods stores.....	1,316	1,070	1,293
GAF ²	663	485	634
Philadelphia, Pa., total.....	474	413	392
Nondurable goods stores.....	377	328	313
GAF ²	197	163	141

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-75-12. 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.