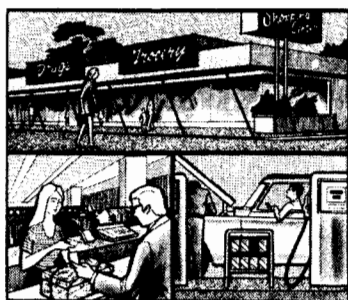


Advance Monthly Retail Sales



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SEPTEMBER 1976

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 \$44.6 billion. This adjusted figure was virtually unchanged from August 1976, but was 10 percent greater than for September 1975. The adjusted September estimate, excluding the automotive group, was 1 percent above August and 8 percent above September of last year.

Adjusted sales of durable goods stores decreased 1 percent from August, while sales of nondurable goods stores increased 1 percent. Compared with sales for September 1975, durable goods stores increased 16 percent, while nondurable goods stores increased 7 percent.

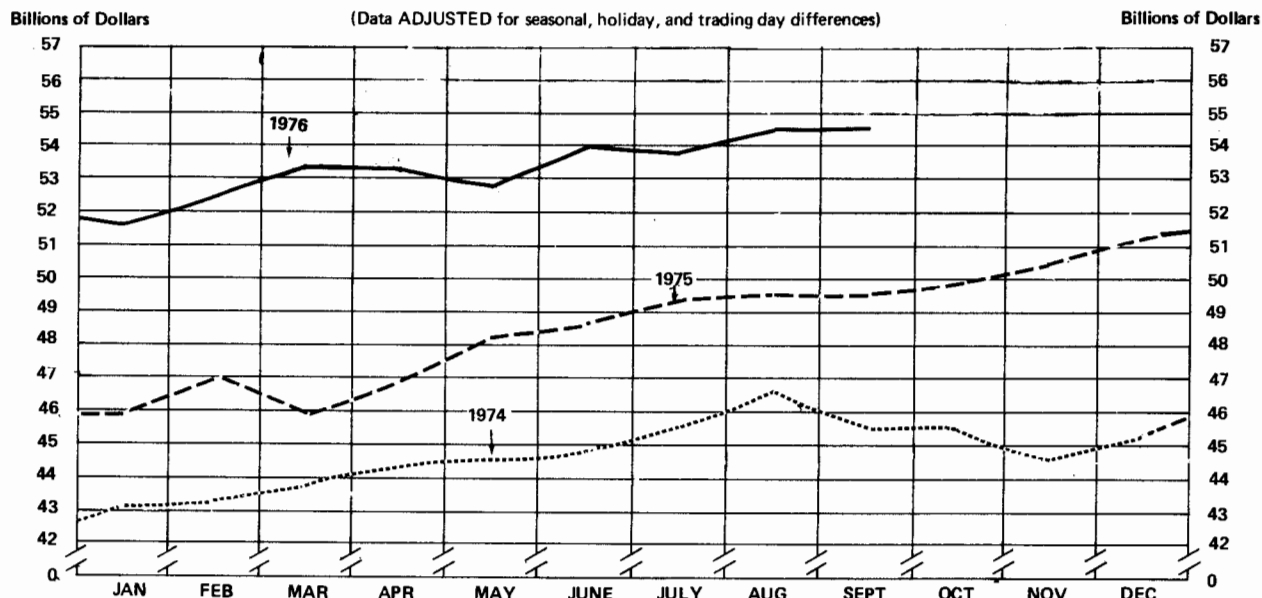
The revised estimate of retail sales for August, based on preliminary results from the full sample of retail stores, was about \$40.5 billion below the advance estimate of \$55.0 billion published earlier. Seasonally adjusted sales for August, as revised, were 1 percent above July and 10 percent above August 1975. Excluding the automotive group, these estimates were about 1 percent above July and 7 percent over August of last year. For nondurable goods stores, adjusted August sales were about 1 percent above the previous month and 6 percent above the same month a year ago. For durable goods stores, adjusted sales for August were 2 percent above July and 18 percent higher than August of last year.

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

Preliminary estimates for August 1976 and final estimates for July 1976 based on the full sample will also be published later this month in the Monthly Retail Trade report for August (BR-76-8). 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.

MONTHLY SALES OF ALL RETAIL STORES IN THE UNITED STATES



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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 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		1976			1975	
	Sept. ² advance	Aug. prelim.	July final	Sept.	Aug.	Sept. ² advance	Aug. prelim.	July final	Sept.	Aug.
Retail stores, total.....	53,664	54,054	55,938	48,275	50,663	54,593	54,528	53,754	49,644	49,774
Total (excl. automotive group).....	43,409	43,452	44,526	39,736	41,851	44,192	43,780	43,409	40,962	40,972
Durable goods stores, total.....	18,021	18,152	19,062	15,453	15,575	17,896	18,129	17,699	15,417	15,410
Nondurable goods stores, total.....	35,643	35,902	36,876	32,822	35,088	36,697	36,399	36,055	34,227	34,364
Food stores, total.....	11,743	11,548	12,531	10,712	11,754	11,884	11,747	11,614	11,137	11,166
Grocery stores.....	10,936	10,697	11,661	9,962	10,971	11,080	10,926	10,797	10,384	10,425
Eating and drinking places.....	4,430	4,758	4,786	3,983	4,373	4,382	4,365	4,387	3,956	3,938
General merchandise group with nonstores.....	8,428	8,386	8,023	7,709	7,983	8,736	8,721	8,452	8,076	8,091
General merchandise group without nonstores (except department stores mail order).....	7,786	7,787	7,435	7,099	7,427	8,119	8,105	7,814	7,493	7,515
Department stores.....	5,485	5,409	5,207	4,904	5,066	5,702	5,682	5,481	5,150	5,172
Variety stores.....	*	657	619	700	789	*	690	656	771	794
Mail-order houses (department store merchandise).....	*	550	456	520	496	*	555	540	529	514
Apparel and accessory stores, total.....	2,330	2,295	2,201	2,191	2,279	2,400	2,411	2,393	2,249	2,317
Men's, boys' wear stores.....	*	455	470	450	475	*	511	527	505	520
Women's apparel, accessory stores.....	*	910	874	872	899	*	974	936	876	937
Shoe stores.....	*	355	331	382	374	*	346	352	352	350
Furniture, home furnishings, and equipment stores, total.....	2,401	2,386	2,415	2,184	2,177	2,391	2,396	2,394	2,203	2,182
Furniture, home furnishings stores.....	*	1,450	1,425	1,247	1,281	*	1,440	1,389	1,279	1,270
Household appliance, TV, radio stores.....	*	732	773	730	707	*	736	749	724	702
Household appliance dealers.....	*	465	471	466	438	*	(NA)	(NA)	(NA)	(NA)
Building materials, hardware, farm equipment dealers, total.....	3,665	3,474	3,596	3,250	3,068	3,320	3,246	3,253	2,977	2,873
Lumber and other building materials dealers.....	*	2,084	2,063	1,709	1,701	*	1,833	1,800	1,563	1,508
Hardware stores.....	*	509	557	494	488	*	512	497	489	478
Automotive dealers, total ³	10,255	10,602	11,412	8,539	8,812	10,401	10,748	10,345	8,682	8,802
Passenger car, other automotive dealers.....	*	9,743	10,513	7,785	8,023	*	9,911	9,531	7,919	8,048
Passenger car dealers (franchised).....	*	8,376	9,036	6,673	6,752	*	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	*	859	899	754	789	*	837	814	763	754
Gasoline service stations.....	4,001	4,268	4,322	3,757	4,100	3,997	4,004	3,943	3,784	3,821
Drug and proprietary stores.....	1,533	1,578	1,598	1,450	1,515	1,615	1,607	1,616	1,526	1,520
Liquor stores.....	*	957	1,043	876	953	*	975	955	933	925

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

¹Advance estimates are not available from the subsample panel for these kinds of businesses.²Data adjusted for seasonal variations, holiday, and trading-day differences. (See explanatory material in the Monthly Retail Trade Report, BR-76-B). 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. ⁴During the periods of automotive model changeover, seasonal adjustment factors are less reliable than during other periods and are more susceptible to subsequent revision. NA Not available.

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					
	Sept. 1976 advance from--		Aug. 1976 preliminary from--		July 1976 through Sept. 1976 from--	
	Aug. 1976 preliminary	Sept. 1975 final	July 1976 final	Aug. 1975 final	Apr. 1976 through June 1976	July 1975 through Sept. 1975
Total, retail stores.....	0	+10	+1	+10	+1	+9
Total (excluding automotive group).....	+1	+8	+1	+7	+2	+7
Durable goods stores, total.....	-1	+16	+2	+18	+1	+16
Nondurable goods stores, total.....	+1	+7	+1	+6	+2	+6
Food stores, total.....	+1	+7	+1	+5	+1	+5
Grocery stores.....	+1	+7	+1	+5	+1	+5
Eating and drinking places.....	0	+11	-1	+11	+1	+11
General merchandise group with nonstores.....	0	+8	+3	+8	+4	+8
General merchandise group without nonstores (except department stores mail order).....	0	+8	+4	+8	+4	+8
Department stores.....	0	+11	+4	+10	+3	+10
Apparel and accessory stores, total.....	0	+7	+1	+4	+6	+6
Furniture, home furnishings and equipment stores, total.....	0	+9	0	+10	0	+10
Building materials, hardware, farm equipment dealers, total.....	+2	+12	0	+13	+3	+13
Automotive dealers, total.....	-3	+20	+4	+22	0	+20
Gasoline service stations.....	0	+6	+2	+5	+3	+5
Drug and proprietary stores.....	+1	+6	-1	+6	0	+6

Table 3. ESTIMATED SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES IN THE UNITED STATES, BY KIND OF BUSINESS: AUGUST 1976

(Sales in millions of dollars)

Kind of business	Not adjusted			Adjusted ¹		
	1976		1975	1976		1975
	Aug. prelim.	July final	Aug.	Aug. prelim.	July final	Aug.
Retail stores, total.....	16,131	16,356	15,710	16,798	16,295	15,578
Food stores, total.....	5,994	6,566	6,099	(NA)	(NA)	(NA)
Grocery stores	5,922	6,496	6,023	6,293	6,037	5,797
General merchandise group with nonstores.....	6,702	6,355	6,349	6,973	6,703	6,449
General merchandise group without nonstores (except department stores mail order).....	6,421	6,081	6,092	6,684	6,394	6,176
Department stores.....	4,865	4,667	4,543	5,084	4,887	4,613
Variety stores.....	516	482	636	548	512	647
Apparel and accessory stores, total.....	551	506	606	569	580	603
Shoe stores.....	134	127	166	130	146	155
Drug and proprietary stores.....	654	658	604	667	667	603

¹Data adjusted for seasonal variations, holiday and trading day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-76-8). 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		
	1976		1975
	Aug. preliminary	July final	Aug.
Standard Consolidated Areas¹			
Chicago, Ill.--Northwestern Ind., total.....	2,099	2,139	1,934
Nondurable goods stores.....	1,452	1,462	1,390
GAF ²	664	608	612
New York-Northeastern N.J., total.....	3,057	3,179	3,065
Nondurable goods stores.....	2,236	2,306	2,296
GAF ²	910	924	924
Standard Metropolitan Statistical Areas¹			
Baltimore, Md., GAF ²	123	120	115
Boston, Mass., GAF ²	207	186	212
Chicago, Ill., total.....	1,921	1,953	1,766
Nondurable goods stores.....	1,340	1,339	1,273
GAF ²	625	569	581
Cleveland, Ohio, GAF ²	123	123	122
Dallas, Texas, GAF ²	185	182	151
Detroit, Mich., total.....	959	1,009	913
Nondurable goods stores.....	644	652	641
GAF ²	269	250	261
Houston, Texas, GAF ²	188	184	170

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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		
	1976		1975
	Aug. preliminary	July final	Aug.
Standard Metropolitan Statistical Areas¹--Con.			
Kansas City, Mo.-Kansas, GAF ²	149	141	138
Los Angeles-Long Beach, Calif., total.....	1,784	1,856	1,701
Nondurable goods stores.....	1,246	1,284	1,259
GAF ²	519	531	493
Minneapolis-St. Paul, Minn., GAF ²	166	151	152
New York, N.Y.--Nassau-Suffolk, N.Y., total ³	2,060	2,125	2,063
Nondurable goods stores.....	1,540	1,577	1,566
GAF ²	643	652	627
Nassau-Suffolk, N.Y., total ⁴	590	621	588
Nondurable goods stores.....	397	416	419
GAF ²	160	169	153
New York, N.Y., total ⁵	1,470	1,504	1,475
Nondurable goods stores.....	1,143	1,161	1,147
GAF ²	483	483	474
Philadelphia, Pa., total.....	1,060	1,082	1,019
Nondurable goods stores.....	764	762	753
GAF ²	285	272	287
Pittsburgh, Pa., total.....	584	606	554
Nondurable goods stores.....	442	450	425
GAF ²	163	155	156
St. Louis, Mo.-Ill., total.....	526	554	521
Nondurable goods stores.....	341	348	360
GAF ²	159	152	135
San Francisco-Oakland, Calif., total.....	843	873	781
Nondurable goods stores.....	623	639	580
GAF ²	241	235	214
Washington, D.C.-Md.-Va., total.....	788	807	761
Nondurable goods stores.....	524	544	538
GAF ²	194	189	181
Cities			
Chicago, Ill., total.....	776	745	727
Nondurable goods stores.....	587	559	566
GAF ²	337	292	310
Detroit, Mich., total.....	228	237	226
Nondurable goods stores.....	149	152	159
GAF ²	57	52	58
Los Angeles, Calif., total.....	608	628	593
Nondurable goods stores.....	450	458	461
GAF ²	211	212	203
New York, N.Y., total.....	1,227	1,255	1,233
Nondurable goods stores.....	958	975	960
GAF ²	416	418	407
Philadelphia, Pa., total.....	361	363	347
Nondurable goods stores.....	293	288	282
GAF ²	122	112	117

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report, BR-76-8. 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.