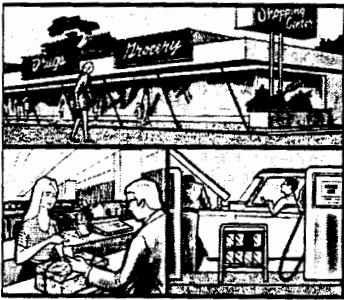


Advance Monthly Retail Sales



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OCTOBER 1977

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in October, after adjusting for seasonal variations and trading day differences, but not for price changes, were estimated at \$60.0 billion. This adjusted figure was about 2 percent above September 1977, and 11 percent greater than October a year ago. The adjusted October estimate, excluding the automotive group, was about 1 percent above September and 9 percent above October last year.

Adjusted sales of durable goods stores increased 4 percent from September, while sales of nondurable goods stores increased 1 percent. Compared with sales for October 1976, durable goods stores increased 17 percent, while nondurable goods stores increased 8 percent.

The revised estimate of retail sales for September, based upon a comprehensive redesign of the full sample of retail stores, was about \$59.0 billion. Seasonally adjusted sales for September were virtually the same as August, but 11 percent above September 1976. Excluding the automotive group, retail sales were 1 percent above August, and were 9 percent over September of last year. For nondurable goods stores, adjusted September sales were 1 percent above the previous month and were 9 percent above the same month a year earlier. For durable goods stores, adjusted sales for September were 1 percent below August, but 14 percent higher than September 1976.

NOTICE OF SAMPLE REVISION

All retail sales figures presented in this report are on a revised basis due to an extensive sample revision. Changes in the monthly retail trade survey represent the first major revision of the survey since 1971. Monthly estimates of retail sales have been revised to reflect (1) A new sample design; (2) Benchmarking of sales to the results of the 1967 and 1972 censuses of retail trade; (3) Redefinition of sales to exclude sales taxes and finance charges; (4) Conversion from classifications based on the 1967 Standard Industrial Classification (SIC) Manual¹ to classifications based on the 1972 SIC Manual; and (5) Revision and updating of seasonal adjustment factors.

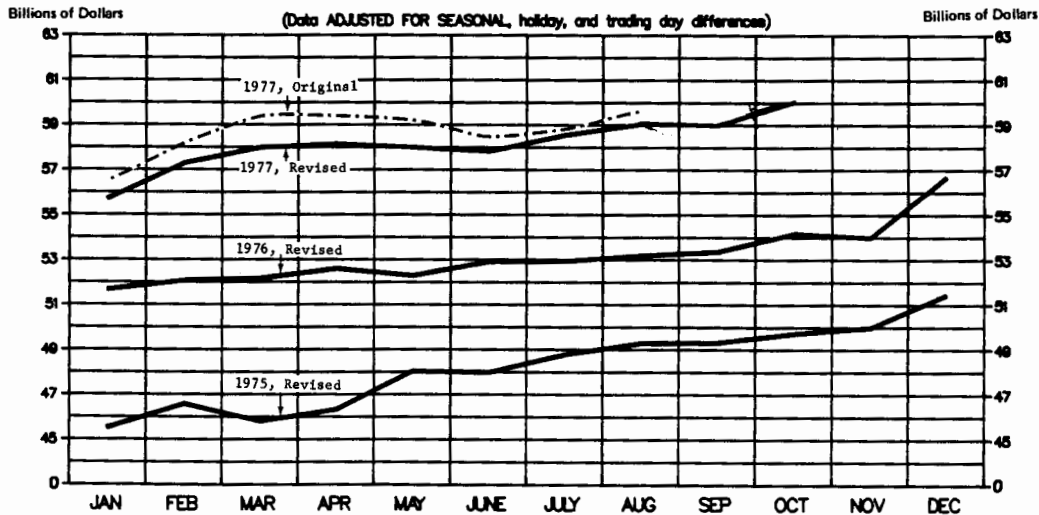
Estimates previously published for the period January 1967 through August 1977 were revised and are contained in *Current Business Reports*, BR-13-77S, *Monthly Retail Sales; January 1967 - August 1977 (Revised)*.

This report will be mailed to subscribers to the *Current Business Reports* or may be obtained from Subscriber Services (Publications), Bureau of the Census, Washington D. C. 20233 or any U. S. Department of Commerce district office, at \$.70 per copy.

cont. on page 4

¹Executive Office of the President, Office of Management and Budget, Standard Industrial Classification Manual

MONTHLY RETAIL 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 MONTHLY RETAIL SALES BY KIND OF BUSINESS FOR THE UNITED STATES

(Sales in millions of dollars)

SIC Code	Kind of business	Not adjusted					Adjusted ¹				
		1977			1976		1977			1976	
		Oct. ² advance	Sept. prelim.	Aug. final	Oct.	Sept.	Oct. ² advance	Sept. prelim.	Aug. final	Oct.	Sept.
	Retail trade, total.....	60,116	58,326	60,702	54,730	52,129	60,047	58,993	59,020	54,171	53,370
	Total (excl. automotive group).....	47,898	46,998	47,989	44,300	42,326	47,755	47,298	47,040	43,681	43,195
	Durable goods stores, total.....	20,529	19,541	21,182	17,643	16,985	20,584	19,751	19,984	17,656	17,303
52	Building materials, hardware, garden supply, and mobile home dealers.....	3,538	3,556	3,657	2,869	2,931	3,382	3,305	3,229	2,734	2,750
521,3	Building materials and supply stores.....	*	2,592	2,669	2,015	2,081	*	2,339	2,287	1,869	1,895
525	Hardware stores.....	*	555	556	483	458	*	536	543	477	463
55 ex. 554	Automotive dealers.....	12,218	11,328	12,713	10,430	9,803	12,292	11,695	11,980	10,490	10,175
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	*	10,301	11,641	9,576	8,992	*	10,642	10,972	9,629	9,333
551	Motor vehicle dealers (franchised).....	*	9,005	10,246	8,605	8,040	*	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	*	1,027	1,072	854	811	*	1,053	1,008	861	842
57	Furniture, home furnishings, and equipment stores.....	2,899	2,849	2,946	2,657	2,559	2,919	2,866	2,920	2,647	2,602
571	Furniture and home furnishings stores.....	*	1,704	1,823	1,609	1,524	*	1,719	1,772	1,580	1,560
5722,32	Household appliance, radio, and TV stores.....	*	876	881	820	794	*	885	898	837	805
5722	Household appliance stores.....	*	445	465	405	407	*	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	39,587	38,785	39,520	37,087	35,144	39,463	39,242	39,036	36,515	36,067
53	General merchandise group stores.....	7,450	7,117	7,258	6,712	6,246	7,543	7,377	7,363	6,687	6,578
531	Department stores.....	6,017	5,740	5,837	5,360	5,027	6,084	5,893	5,944	5,327	5,252
533	Variety stores.....	*	605	639	613	555	*	644	644	613	598
54	Food stores.....	13,176	13,195	13,082	12,494	11,968	13,213	13,100	13,005	12,266	12,125
541	Grocery stores.....	12,391	12,385	12,220	11,645	11,159	12,441	12,287	12,171	11,428	11,310
554	Gasoline service stations.....	4,709	4,782	5,070	4,481	4,355	4,617	4,688	4,712	4,386	4,310
56	Apparel and accessory stores.....	2,799	2,674	2,733	2,877	2,691	2,780	2,674	2,782	2,815	2,755
561	Men's and boys' clothing and furnishings stores.....	*	472	495	551	486	*	516	548	561	550
562,3,8	Women's clothing, specialty stores, furriers.....	*	1,069	1,038	1,146	1,074	*	1,050	1,062	1,091	1,079
566	Shoe stores.....	*	525	504	475	488	*	472	482	464	446
58	Eating and drinking places.....	5,635	5,503	5,898	5,026	4,894	5,508	5,547	5,372	4,906	4,934
591	Drug stores and proprietary stores.....	1,785	1,795	1,833	1,709	1,618	1,825	1,893	1,853	1,742	1,722
592	Liquor stores.....	*	1,044	1,067	1,058	1,003	*	1,084	1,067	1,066	1,054
596 pt.	Mail-order houses (department store merchandise).....	*	555	573	623	503	*	551	558	525	509

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-77-9). 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 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)

SIC Code	Kind of business	Percent change					
		Oct. 1977 advance from--		Sept. 1977 preliminary from--		Aug. 1977 through Oct. 1977 from--	
		Sept. 1977 preliminary	Oct. 1976 final	Aug. 1977 final	Sept. 1976 final	May 1977 through July 1977	Aug. 1976 through Oct. 1976
	Retail trade, total.....	+2.1	+11	0	+11	+2	+11
	Total (excluding automotive group).....	+1.9	+9	+1	+9	+2	+9
	Durable goods stores, total.....	+4.2	+17	-1	+14	+3	+15
52	Building materials, hardware, garden supply, and mobile home dealers.....	+2.2	+24	+2	+20	+5	+21
55 ex. 554	Automotive dealers.....	+5.4	+17	-2	+15	+3	+16
57	Furniture, home furnishings and equipment stores.....	+2.1	+10	-2	+10	+2	+11
	Nondurable goods stores, total.....	+1.5	+8	+1	+9	+2	+9
53	General merchandise group stores.....	+2.0	+13	0	+12	+3	+13
531	Department stores.....	+3.0	+14	-1	+12	+4	+14
54	Food stores.....	+1.1	+8	+1	+8	0	+8
541	Grocery stores.....	+1.0	+9	+1	+9	+1	+8
554	Gasoline service stations.....	-2.1	+5	-1	+9	-1	+8
56	Apparel and accessory stores.....	+4.3	-1	-4	-3	+2	-1
58	Eating and drinking places.....	-1.7	+12	+3	+12	+3	+11
591	Drug stores and proprietary stores.....	-4.2	+5	+2	+10	0	+8

Table 3. ESTIMATED MONTHLY RETAIL SALES OF GROUP II COMPANIES BY KIND OF BUSINESS
FOR THE UNITED STATES:

(Sales in millions of dollars)

SIC Code	Kind of business	Not adjusted		Adjusted ¹	
		Sept. 1977	Aug. 1977	Sept. 1977	Aug. 1977
		preliminary	final	preliminary	final
	Retail trade, total.....	20,158	20,300	20,934	20,827
53	General merchandise group stores.....	6,340	6,473	6,555	6,573
531	Department stores.....	5,423	5,529	5,568	5,630
533	Variety stores.....	473	495	504	498
54	Food stores.....	7,154	6,989	7,191	7,000
541	Grocery stores.....	7,074	6,894	7,110	6,908
56	Apparel and accessory stores.....	979	1,006	952	1,017
566	Shoe stores.....	259	242	227	227
591	Drug stores and proprietary stores.....	834	840	886	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 varied by kind of business). Data based on this definition are not available for periods prior to May 1977.

¹Data adjusted for seasonal variations, holiday and trading day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-77-9).