



Advance Monthly Retail Sales

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DECEMBER 1977

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in December, after adjusting for seasonal variations and trading day differences, but not for price changes, were estimated at \$61.0 billion. This adjusted figure was about 1 percent below November 1977, but 8 percent greater than December a year ago. The adjusted December estimate, excluding the automotive group, was also about 1 percent below November and 8 percent above December last year. Sales for the full year 1977 amounted to \$707.1 billion, about 10 percent above 1976.

Adjusted sales of durable goods stores decreased 1 percent from November, while sales of nondurable goods stores were virtually unchanged. Compared with sales for December 1976, durable goods stores increased 7 percent, while nondurable stores increased 8 percent.

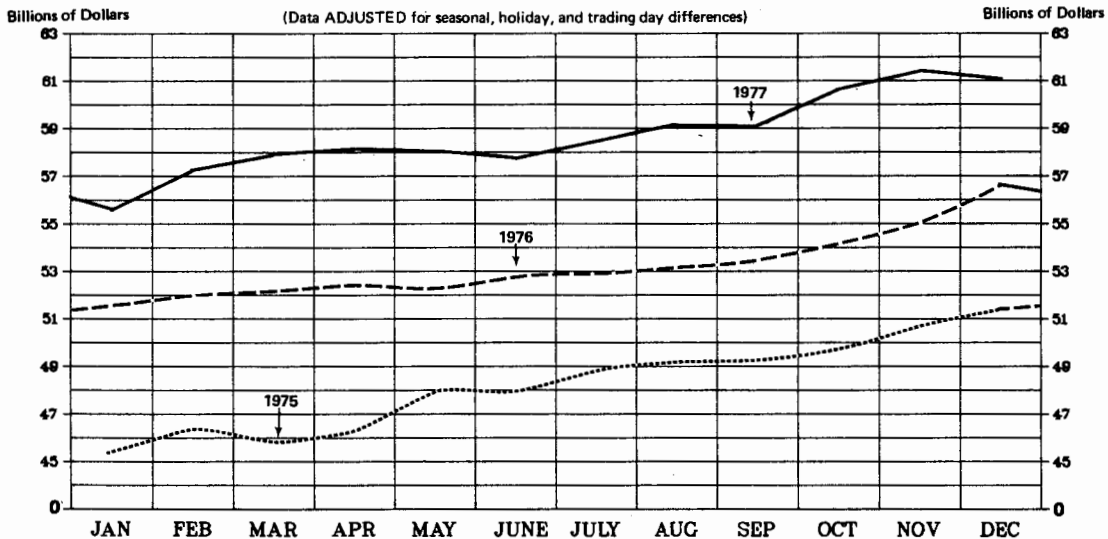
The revised estimate of retail sales for November, based on preliminary results from the full sample of retail stores, was about \$61.5 billion, \$0.1 billion below the advance estimate published earlier. Seasonally adjusted sales for November as revised, were about 1 percent above October and 12 percent above November 1976. Excluding the automotive group, retail sales were 2 percent above October and 12 percent over November 1976. For nondurable goods stores, adjusted November sales were 2 percent above the previous month and 11 percent above the same month a year earlier. For durable goods stores, adjusted sales for November were 1 percent below October but were 14 percent higher than November 1976.

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 May 1977. The differences now, therefore, may vary from the past experience.

Preliminary estimates for November 1977 and final estimates for October 1977 based on the full sample will also be published later this month in the Monthly Retail Trade Report for November (BR-77-11). 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 1975 - DECEMBER 1977



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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)

1972 SIC code	Kind of business	Not adjusted						Adjusted ¹					
		12 month total		1977			1976		1977			1976	
		1977	Percent change from 1976	Dec. 2 advance	Nov. prelim.	Oct. final	Dec.	Nov.	Dec. 2 advance	Nov. prelim.	Oct. final	Dec.	Nov.
	Retail trade, total.....	707,087	+10	73,074	61,863	60,836	67,311	55,361	61,048	61,482	60,778	56,685	54,822
	Total (excl. automotive group).....	563,730	+9	62,441	50,343	48,418	57,107	45,199	48,713	49,119	48,238	45,123	44,006
	Durable goods stores, total.....	238,139	+13	20,640	19,961	20,788	19,591	17,592	20,335	20,640	20,895	19,038	18,098
52	Building materials, hardware, garden supply, and mobile home dealers.....	37,901	+18	2,941	3,194	3,591	2,837	2,793	3,019	3,222	3,428	2,910	2,816
521,3	Building materials and supply stores.....	(*)	(*)	(*)	2,279	2,599	1,791	1,966	(*)	2,272	2,422	2,030	1,949
525	Hardware stores.....	(*)	(*)	(*)	556	567	607	500	(*)	537	566	485	485
55 ex. 554	Automotive dealers	143,357	+14	10,633	11,520	12,418	10,204	10,162	12,335	12,363	12,540	11,562	10,816
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	(*)	(*)	10,402	11,313	9,264	9,270	(*)	11,245	11,439	10,668	9,950
551	Motor vehicle dealers (franchised).....	(*)	(*)	(*)	9,334	10,187	8,352	8,400	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	(*)	(*)	1,118	1,105	940	892	(*)	1,118	1,101	894	866
57	Furniture, home furnishings, and equipment stores.....	34,520	+10	3,858	3,157	2,911	3,488	2,831	3,047	3,010	2,942	2,728	2,704
571	Furniture and home furnishings stores....	(*)	(*)	(*)	1,892	1,761	1,883	1,722	(*)	1,790	1,757	1,632	1,630
5722,32	Household appliance, radio, and TV stores	(*)	(*)	(*)	983	887	1,192	856	(*)	951	918	844	835
5722	Household appliance stores.....	(*)	(*)	(*)	493	449	554	428	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	468,949	+9	52,434	41,902	40,048	47,720	37,769	40,713	40,842	39,883	37,647	36,724
53	General merchandise group stores.....	88,660	+12	13,996	8,991	7,616	12,242	7,764	7,929	7,826	7,716	6,995	6,762
531	Department stores.....	71,092	+13	11,305	7,311	6,179	9,805	6,242	6,358	6,324	6,248	5,551	5,398
533	Variety stores.....	(*)	(*)	(*)	716	639	1,270	674	(*)	650	650	686	613
539	Miscellaneous general merchandise stores.	(*)	(*)	(*)	964	798	(NA)	(NA)	(*)	852	818	(NA)	(NA)
54	Food stores.....	156,374	+7	14,972	13,118	13,169	13,728	11,907	13,476	13,552	13,203	12,662	12,260
541	Grocery stores.....	145,995	+7	13,946	12,201	12,250	12,811	11,108	12,553	12,578	12,299	11,832	11,418
554	Gasoline service stations.....	56,563	+10	4,848	4,751	4,856	4,604	4,411	4,829	4,828	4,761	4,602	4,469
56	Apparel and accessory stores.....	33,587	+1	5,009	3,116	2,891	4,689	2,966	2,929	2,980	2,855	2,797	2,790
561	Men's and boys' clothing and furnishings stores.....	(*)	(*)	(*)	648	543	1,041	599	(*)	615	559	558	550
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	(*)	(*)	1,204	1,160	1,699	1,149	(*)	1,138	1,111	1,050	1,066
565	Family clothing stores.....	(*)	(*)	(*)	605	556	1,117	626	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	(*)	(*)	536	519	642	470	(*)	534	513	467	462
58	Eating and drinking places.....	64,075	+10	5,609	5,339	5,508	4,943	4,689	5,587	5,567	5,384	4,960	4,899
591	Drug stores and proprietary stores.....	22,255	+7	2,572	1,837	1,847	2,444	1,731	1,924	1,882	1,889	1,826	1,765
592	Liquor stores.....	(*)	(*)	(*)	1,104	1,067	1,503	1,065	(*)	1,104	1,084	1,056	1,057
5961 (pt.)	Mail-order houses (department store merchandise) ³	(*)	(*)	(*)	873	720	657	810	(*)	573	603	525	520

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

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

NA Not available.

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-77-11).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.³Includes sales made by mail-order catalog desks located within department stores of mail-order firms.

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					
		December 1977 advance from--		November 1977 preliminary from--		October 1977 through December 1977 from--	
		Nov. 1977 preliminary	Dec. 1976 final	Oct. 1977 final	Nov. 1976 final	July 1977 through Sept. 1977	Oct. 1976 through Dec. 1976
	Retail trade, total.....	-1-71	+8	+1	+12	+4	+11
	Total (excl. automotive group)....	-1-83	+8	+2	+12	+3	+10
	Durable goods stores, total.....	-1-150 -5.74	+7	-1	+14	+4	+13
52	Building materials, hardware, garden supply, and mobile home dealers.....	-6-6.72	+4	-6	+14	0	+14
55 ex. 554	Automotive dealers.....	0-8.8	+7	-1	+14	+5	+13
57	Furniture, home furnishings, and equipment stores.....	+1-1.21	+12	+2	+11	+4	+11
	Nondurable goods stores, total.....	0-3.2 -4.62	+8	+2	+11	+3	+10
53	General merchandise group stores.....	+1-1.30	+13	+1	+16	+6	+15
531	Department stores.....	+1-9.3	+15	+1	+17	+6	+16
54	Food stores.....	-1-1.50	+6	+3	+11	+3	+8
541	Grocery stores.....	0-1.20	+6	+2	+10	+2	+8
554	Gasoline service stations.....	0-0.2	+5	+1	+8	+2	+7
56	Apparel and accessory stores.....	-2-1.74	+5	+4	+7	+7	+4
58	Eating and drinking places.....	0-2.6	+13	+3	+14	+2	+12
591	Drug stores and proprietary stores.....	+2-2.18	+5	0	+7	+1	+7

Table 3. Estimated Monthly Retail Sales of Group II Companies by Kind of Business for the United States: NOVEMBER 1977

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted		Adjusted ¹	
		Nov. 1977 preliminary	Oct. 1977 final	Nov. 1977 preliminary	Oct. 1977 final
	Retail trade, total.....	22,804	21,076	21,545	20,981
53	General merchandise group stores.....	8,108	6,808	6,967	6,852
531	Department stores.....	6,920	5,837	5,986	5,902
533	Variety stores.....	559	494	507	503
539	Miscellaneous general merchandise stores.....	629	477	474	447
54	Food stores.....	7,156	7,143	7,245	7,166
541	Grocery stores.....	7,075	7,058	7,154	7,079
56	Apparel and accessory stores.....	1,134	1,043	1,079	1,035
562,3,8	Women's clothing, specialty stores, furriers.....	460	433	440	425
566	Shoe stores.....	262	247	260	251
591	Drug stores and proprietary stores.....	863	861	911	892

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-77-11).



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	
	Nov. 1977 preliminary	Oct. 1977 final		Nov. 1977 preliminary	Oct. 1977 final
Standard Consolidated Areas¹			Standard Metropolitan Statistical Areas¹--Con.		
Chicago, Ill.--Northwestern			Minneapolis-St. Paul, Minn.-Wis., total.....	761	751
Indiana, total.....	2,495	2,437	Nondurable goods stores.....	497	473
Nondurable goods stores.....	1,829	1,725	GAP ²	258	230
GAP ²	691	628	Nassau-Suffolk, N.Y., total.....	818	784
New York, N.Y.--Northeastern N.J., total.....	3,919	3,827	Nondurable goods stores.....	541	527
Nondurable goods stores.....	2,873	2,761	GAP ²	238	207
GAP ²	1,284	1,166	New York, N.Y.--N.J., total.....	2,081	2,070
			Nondurable goods stores.....	1,604	1,539
Standard Metropolitan Statistical Areas¹			GAP ²	752	703
Anaheim-Santa Ana-Garden Grove, Calif., total.....	692	662	Newark, N.J., total.....	574	543
Nondurable goods stores.....	469	438	Nondurable goods stores.....	381	366
GAP ²	214	179	GAP ²	155	136
Atlanta, Ga., GAP ²	182	166	Philadelphia, Pa.--N.J., total.....	1,555	1,491
Baltimore, Md., total.....	607	590	Nondurable goods stores.....	1,071	1,021
Nondurable goods stores.....	460	444	GAP ²	450	390
GAP ²	173	148	Pittsburgh, Pa., total.....	667	656
Boston, Mass., total ³	1,039	989	Nondurable goods stores.....	492	456
Nondurable goods stores.....	741	679	GAP ²	239	196
GAP ²	296	256	St. Louis, Mo.-Ill., total.....	615	590
Buffalo, N.Y., total.....	318	305	Nondurable goods stores.....	487	461
Nondurable goods stores.....	239	226	GAP ²	208	183
Chicago, Ill., total.....	2,310	2,242	San Diego, Calif., total.....	470	453
Nondurable goods stores.....	1,703	1,598	Nondurable goods stores.....	318	305
GAP ²	652	594	GAP ²	140	124
Cincinnati, Ohio-Ky.-Ind., total.....	530	511	San Francisco-Oakland, Calif., total.....	1,053	1,017
Nondurable goods stores.....	392	359	Nondurable goods stores.....	741	707
Cleveland, Ohio, total.....	611	590	GAP ²	318	279
Nondurable goods stores.....	454	429	Seattle-Everett, Wash., total.....	527	501
GAP ²	202	174	Nondurable goods stores.....	381	354
Detroit, Mich., total.....	1,439	1,448	Washington, D.C.-Md.-Va., total.....	926	919
Nondurable goods stores.....	938	910	Nondurable goods stores.....	644	620
GAP ²	452	397	GAP ²	290	272
Houston, Tex., total.....	909	904	Cities		
Nondurable goods stores.....	571	559	Chicago, Ill., total.....	845	820
GAP ²	262	228	Nondurable goods stores.....	635	597
Kansas City, Mo.-Kans., total.....	578	555	GAP ²	232	213
Nondurable goods stores.....	402	368	Detroit, Mich., total.....	195	213
GAP ²	147	126	Nondurable goods stores.....	130	130
Los Angeles-Long Beach, Calif., total.....	2,028	1,945	GAP ²	46	45
Nondurable goods stores.....	1,431	1,366	Los Angeles, Calif., total.....	693	657
GAP ²	611	542	Nondurable goods stores.....	539	511
Miami, Fla., total.....	539	504	GAP ²	201	182
Nondurable goods stores.....	321	305	New York, N.Y., total.....	1,298	1,317
GAP ²	141	124	Nondurable goods stores.....	1,036	1,010
Milwaukee, Wis., total.....	506	495	GAP ²	524	497
Nondurable goods stores.....	322	302	Philadelphia, Pa., total.....	356	343
GAP ²	137	123	Nondurable goods stores.....	303	290
			GAP ²	88	82

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-77-11. 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 of Essex, Middlesex, Norfolk, and Suffolk Counties.

