

Advance Monthly Retail Sales

For Release 3:30 P.M. Friday, November 9, 1979

CB-79-210

OCTOBER 1979

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 \$75.5 billion. This adjusted figure was about 2 percent below September but 9 percent higher than October a year ago. The adjusted October estimate, excluding the automotive group was virtually unchanged from September but 13 percent above October last year.

Adjusted sales of durable goods were about 5 percent below September while nondurable goods stores were little changed from September. Compared with sales for October 1978, durable goods stores increased 5 percent, and nondurable goods stores increased 12 percent.

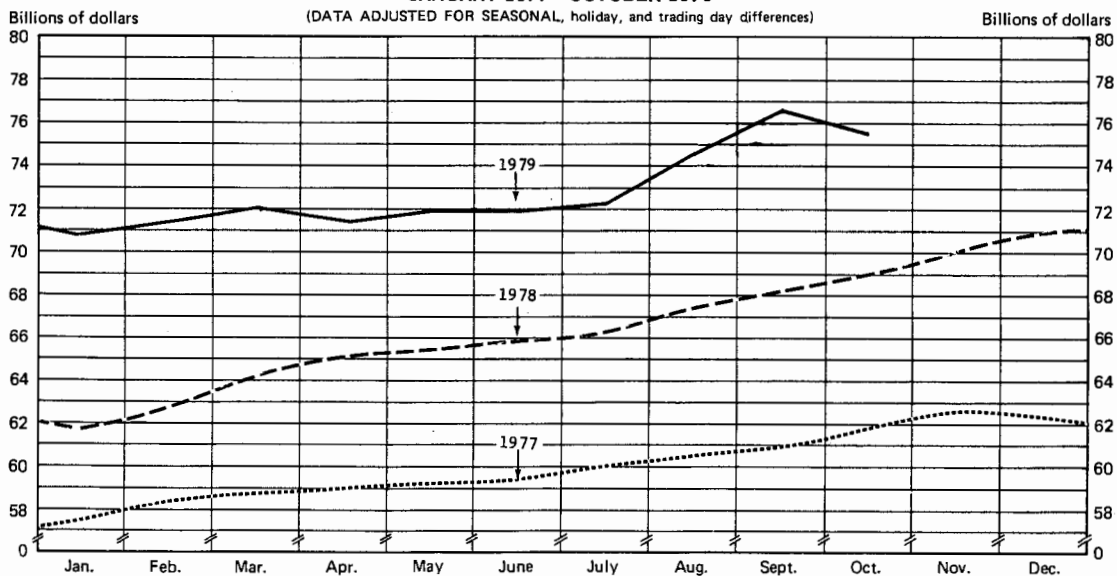
The revised estimate of retail sales for September, based on preliminary results from the full sample of retail stores, was about \$76.7 billion, \$0.5 billion above the September Advance estimate published earlier. Seasonally adjusted preliminary sales for September were about 3 percent above August 1979 estimates and 13 percent above the September 1978 sales. Excluding the automotive group, retail sales were about 2 percent above August and 14 percent over September 1978. For nondurable goods stores, adjusted September sales increased about 2 percent from the previous month and 13 percent above the same month a year earlier. For durable goods stores, adjusted sales for September were about 4 percent above August and 13 percent higher than September 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 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 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 differences now, therefore, may vary from the past experience.

Preliminary estimates for September 1979 and final estimates for August 1979 based on the full sample will also be published later this month in the Monthly Retail Trade report for September (BR-79-9). 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 - OCTOBER 1979



Inquiries concerning this report should be addressed to Mr. Irving True, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7660/7661.



U.S. Department of Commerce
BUREAU OF THE CENSUS

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 ¹				
		1979			1978		1979			1978	
		Oct. ² advance	Sept. prelim.	Aug. final	Oct.	Sept.	Oct. ² advance	Sept. prelim.	Aug. final	Oct.	Sept.
	Retail trade, total.....	76,332	72,469	77,801	68,615	66,219	75,452	76,745	74,794	68,971	68,085
	Total (excl. automotive group)....	61,757	59,087	62,237	54,214	53,486	61,464	61,504	60,216	54,619	54,052
	Durable goods stores, total.....	26,574	24,702	27,616	24,596	22,563	25,655	26,872	25,940	24,422	23,872
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,893	4,560	4,991	4,219	4,034	4,436	4,412	4,408	3,911	3,798
521,3	Building materials and supply stores.....	(*)	3,105	3,374	2,985	2,861	(*)	2,894	2,867	2,675	2,613
525	Hardware stores.....	(*)	738	773	624	600	(*)	752	764	609	599
55 ex. 554	Automotive dealers ⁴	14,575	13,382	15,564	14,401	12,733	13,988	15,241	14,578	14,352	14,033
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	12,027	14,069	13,118	11,512	(*)	13,840	13,173	13,105	12,791
551	Motor vehicle dealers (franchised).....	(*)	10,390	12,235	11,722	10,115	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,355	1,495	1,283	1,221	(*)	1,401	1,405	1,247	1,242
57	Furniture, home furnishings, and equipment stores.....	3,743	3,599	3,842	3,231	3,138	3,702	3,776	3,751	3,248	3,228
571	Furniture and home furnishings stores....	(*)	2,164	2,374	1,973	1,897	(*)	2,302	2,257	1,967	1,978
5722,32	Household appliance, radio, and TV stores	(*)	1,097	1,143	943	930	(*)	1,131	1,149	962	938
5722	Household appliance stores.....	(*)	522	564	477	464	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	49,758	47,767	50,185	44,019	43,656	49,797	49,873	48,854	44,549	44,213
53	General merchandise group stores.....	9,230	8,561	8,984	8,262	8,024	9,314	9,266	9,103	8,394	8,379
531	Department stores.....	7,361	6,873	7,180	6,610	6,468	7,391	7,367	7,297	6,684	6,696
533	Variety stores.....	(*)	642	709	631	605	(*)	729	711	660	658
539	Miscellaneous general merchandise stores.	(*)	1,046	1,095	1,021	951	(*)	1,170	1,095	1,050	1,021
54	Food stores.....	16,322	16,228	16,836	14,417	14,942	16,641	16,739	16,063	14,947	14,775
541	Grocery stores.....	15,043	15,028	15,585	13,295	13,892	15,366	15,477	14,843	13,835	13,687
554	Gasoline service stations.....	6,671	6,439	6,847	5,264	5,191	6,598	6,497	6,453	5,222	5,191
56	Apparel and accessory stores.....	3,487	3,368	3,628	3,273	3,236	3,399	3,498	3,603	3,271	3,261
561	Men's and boys' clothing and furnishings stores.....	(*)	553	612	609	552	(*)	649	666	636	629
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,314	1,353	1,320	1,310	(*)	1,315	1,361	1,262	1,274
565	Family clothing stores.....	(*)	652	771	592	594	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	649	667	578	594	(*)	620	623	568	547
58	Eating and drinking places.....	6,614	6,490	7,006	6,006	6,134	6,601	6,394	6,283	6,018	5,996
591	Drug stores and proprietary stores.....	2,335	2,220	2,360	2,106	2,041	2,388	2,403	2,367	2,180	2,158
592	Liquor stores.....	(*)	1,272	1,354	1,123	1,147	(*)	1,347	1,322	1,158	1,167
5961 (pt.)	Mail-order houses (department store merchandise) ³	(*)	400	427	776	552	(*)	442	431	595	593

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-79-09.)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.⁴During 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					
		Oct. 1979 advance from--		Sept. 1979 preliminary from--		Aug. 1979 through Oct. 1979 from --	
		Sept. 1979 preliminary	Oct. 1978 final	Aug. 1979 final	Sept. 1978 final	May 1979 through July 1979	Aug. 1978 through Oct. 1978
	Retail trade, total.....	-2	+9	+3	+13	+5	+11
	Total (excl. automotive group).....	0	+13	+2	+14	+5	+13
	Durable goods stores, total.....	-5	+5	+4	+13	+7	+9
52	Building materials, hardware, garden supply, and mobile home dealers.....	+1	+13	0	+16	+6	+15
55 ex. 554	Automotive dealers.....	-8	-3	+5	+9	+7	+4
57	Furniture, home furnishings, and equipment stores.....	-2	+14	+1	+17	+6	+16
	Nondurable goods stores, total.....	0	+12	+2	+13	+4	+12
53	General merchandise group stores.....	+1	+11	+2	+11	+5	+10
531	Department stores.....	0	+11	+1	+10	+4	+10
54	Food stores.....	-1	+11	+4	+13	+2	+11
541	Grocery stores.....	-1	+11	+4	+13	+2	+11
554	Gasoline service stations.....	+2	+26	+1	+25	+9	+26
56	Apparel and accessory stores.....	-3	+4	-3	+7	+3	+8
58	Eating and drinking places.....	+3	+10	+2	+7	+5	+7
591	Drug stores and proprietary stores.....	-1	+10	+2	+11	+3	+11

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

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted ¹		
		Sept. 1979 preliminary	Aug. 1979 final	Sept. 1978	Sept. 1979 preliminary	Aug. 1979 final	Sept. 1978
	Retail trade, total.....	24,104	25,219	22,548	25,450	24,833	22,833
53	General merchandise group stores.....	7,562	7,935	7,111	8,182	8,009	7,409
531	Department stores.....	6,504	6,807	6,111	6,979	6,869	6,320
533	Variety stores.....	519	572	497	588	581	540
539	Miscellaneous general merchandise stores.	539	556	503	(S)	(S)	(S)
54	Food stores.....	8,464	8,749	7,985	(NA)	(NA)	(NA)
541	Grocery stores.....	8,368	8,649	7,907	8,645	8,389	7,699
56	Apparel and accessory stores.....	1,175	1,293	1,166	1,165	1,247	1,129
562,3,8	Women's clothing, specialty stores, furriers.....	488	535	494	474	502	470
566	Shoe stores.....	302	321	296	284	300	270
591	Drug stores and proprietary stores.....	1,076	1,138	940	1,181	1,148	1,002

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-79-09.)

(S) Data do not meet publication standards because of high sampling error.

(NA) Not Available.

FIRST-CLASS MAIL
 POSTAGE & FEES PAID
 CENSUS
 PERMIT No. G-58

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		
	Sept. 1979 preliminary	Aug. 1979 final	Sept. 1978		Sept. 1979 preliminary	Aug. 1979 final	Sept. 1978
Standard Consolidated Areas¹				Standard Metropolitan Statistical Areas^{1--Con.}			
Chicago, Ill.--Northwestern							
Indiana, total.....	2,648	2,834	2,513	Minneapolis-St. Paul, Minn.-Wis., total.....	855	939	735
Nondurable goods stores.....	1,812	1,882	1,715	Nondurable goods stores.....	570	608	502
GAF ²	681	723	657	GAF ²	245	257	225
New York, N.Y.--Northeastern N.J., total.....	4,412	4,420	4,092	Nassau-Suffolk, N.Y., total.....	897	947	825
Nondurable goods stores.....	3,141	3,107	2,989	Nondurable goods stores.....	635	649	573
GAF ²	1,356	1,324	1,239	GAF ²	249	253	228
Standard Metropolitan Statistical Areas¹				New York, N.Y.-N.J., total.....	2,471	2,387	2,253
Anaheim-Santa Ana-Garden Grove, Calif., total.....	892	916	747	Nondurable goods stores.....	1,795	1,738	1,691
Nondurable goods stores.....	574	586	500	GAF ²	804	763	744
GAF ²	223	235	212	Newark, N.J., total.....	614	630	597
Atlanta, Ga., GAF ²	210	191	179	Nondurable goods stores.....	378	384	408
Baltimore, Md., total.....	695	707	660	GAF ²	155	153	146
Nondurable goods stores.....	476	474	469	Philadelphia, Pa.-N.J., total.....	1,376	1,430	1,365
GAF ²	178	169	160	Nondurable goods stores.....	987	979	963
Boston, Mass., total.....	1,199	1,253	1,172	GAF ²	379	366	354
Nondurable goods stores.....	827	855	800	Pittsburgh, Pa., total.....	665	788	668
GAF ²	354	377	383	Nondurable goods stores.....	488	553	484
Buffalo, N.Y., total.....	346	381	335	GAF ²	201	241	201
Nondurable goods stores.....	297	306	271	St. Louis, Mo.-Ill., total.....	649	689	610
Chicago, Ill., total.....	2,433	2,599	2,324	Nondurable goods stores.....	490	506	480
Nondurable goods stores.....	1,682	1,748	1,602	GAF ²	201	205	176
GAF ²	636	677	618	San Diego, Calif., total.....	611	662	537
Cincinnati, Ohio-Ky.-Ind., total.....	448	477	433	Nondurable goods stores.....	418	435	354
Nondurable goods stores.....	348	363	328	GAF ²	176	183	163
GAF ²	658	690	677	San Francisco-Oakland, Calif., total.....	1,183	1,277	1,009
Cleveland, Ohio, total.....	488	500	473	Nondurable goods stores.....	792	839	712
Nondurable goods stores.....	186	184	176	GAF ²	332	360	298
Dallas-Fort Worth, Tex., total.....	1,169	1,288	1,053	Seattle-Everett, Wash., total.....	627	697	583
Nondurable goods stores.....	710	752	681	Nondurable goods stores.....	410	436	397
GAF ²	350	383	265	Washington, D.C.-Md.-Va., total.....	1,135	1,174	1,085
Detroit, Mich., total.....	1,639	1,772	1,612	Nondurable goods stores.....	779	788	720
Nondurable goods stores.....	1,039	1,079	988	GAF ²	319	311	298
GAF ²	440	438	441	Cities			
Houston, Tex., total.....	1,153	1,269	1,042	Chicago, Ill., total.....	845	887	842
Nondurable goods stores.....	724	776	645	Nondurable goods stores.....	606	636	594
GAF ²	295	325	269	GAF ²	220	235	207
Kansas City, Mo.-Kans., total.....	586	636	590	Detroit, Mich., total.....	266	289	276
Nondurable goods stores.....	400	421	393	Nondurable goods stores.....	176	190	196
GAF ²	143	156	131	GAF ²	45	46	47
Los Angeles-Long Beach, Calif., total.....	2,727	2,754	2,249	Los Angeles, Calif., total.....	1,002	980	765
Nondurable goods stores.....	1,744	1,785	1,559	Nondurable goods stores.....	652	684	588
GAF ²	680	716	638	GAF ²	233	243	213
Miami, Fla., total.....	630	682	550	New York, N.Y., total.....	1,747	1,643	1,504
Nondurable goods stores.....	377	401	327	Nondurable goods stores.....	1,300	1,238	1,132
GAF ²	166	195	142	GAF ²	604	573	555
Milwaukee, Wis., total.....	482	540	493	Philadelphia, Pa., total.....	381	389	395
Nondurable goods stores.....	292	316	305	Nondurable goods stores.....	326	324	331
GAF ²	134	143	124	GAF ²	102	98	96

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-79-09

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). GAF represents stores which specialize in department store types of merchandise.

³Statistics for the Boston SMSA include retail establishments in all Essex, Middlesex, Norfolk, and Suffolk Counties.