



Advance Monthly Retail Sales

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SEPTEMBER 1975

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, were estimated at \$50.0 billion. This adjusted figure was virtually unchanged from August 1975 but 9 percent above September sales of last year.

Adjusted sales of durable goods stores increased 2 percent over August, while nondurable goods stores were little changed. Compared with sales for September 1974, durable goods stores increased 12 percent and nondurable goods stores increased 8 percent.

Revised retail sales estimates for August, based on preliminary results from the full sample of retail stores, were about \$0.3 billion above the advance estimate of \$49.5 billion published earlier. Seasonally adjusted sales for August, as revised, were virtually unchanged from July but were 6 percent above August 1974. For nondurable goods stores, adjusted August sales were about 1 percent above the previous month and 9 percent above the same month a year ago. For durable goods stores, adjusted sales for August were little changed from July but were 1 percent greater than August 1974.

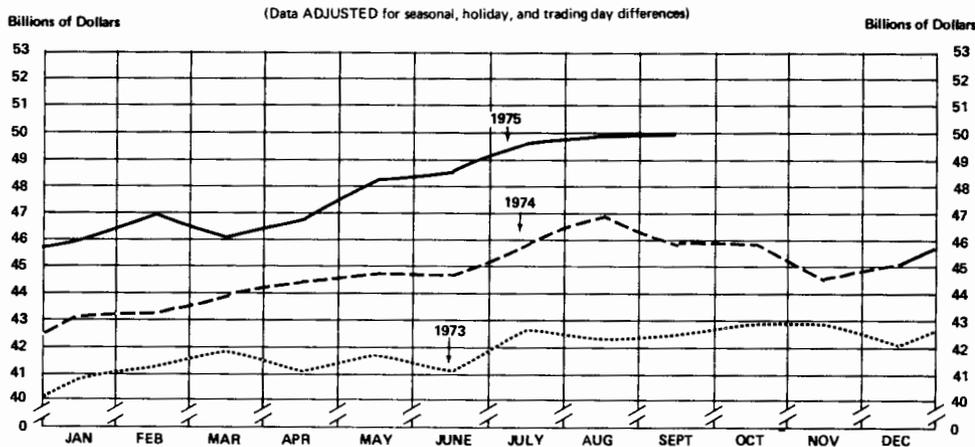
The advance sales estimates are based on early reporting of sales for the weeks and part-weeks of the month by a small sub-sample of the Bureau's retail survey panel. Because retailers'

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 August 1975 and final estimates for July 1975 based on the full sample will also be published later this month in the Monthly Retail Trade report for August (BR-75-8). 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



NOTICE: Additional preliminary and final monthly sales estimates, based on the full sample of retail stores, are being released in the Advance Monthly Retail Sales series effective with this report. Previously these estimates were released in the Commerce Department's Monthly news bulletin which has been discontinued. Also effective with this report, seasonally adjusted advance sales estimates for selected kind-of-business groups for the most recent month are being provided.

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.



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				
	1975			1974		1975			1974	
	Sept. ² Advance	Aug. Prelim.	July Final	Sept.	Aug.	Sept. ² Advance	Aug. Prelim.	July Final	Sept.	Aug.
Retail stores, total.....	48,737	50,552	50,026	43,800	48,444	50,012	49,827	49,655	45,858 ^r	46,920 ^r
Total (excl. automotive group).....	39,872	41,801	40,415	36,209	39,475	41,003	41,014	40,805	37,984	38,013
Durable goods stores, total.....	15,794	15,495	16,374	13,858	15,614	15,766	15,427	15,432	14,100 ^r	15,245 ^r
Nondurable goods stores, total.....	32,943	35,057	33,652	29,942	32,830	34,246	34,400	34,223	31,758	31,675
Food stores, total.....	10,714	11,669	11,433	9,841	11,014	10,972	11,086	11,282	10,363	10,261
Grocery stores.....	10,002	10,895	10,647	9,116	10,250	10,258	10,356	10,531	9,626	9,553
Eating and drinking places.....	3,927	4,365	4,228	3,583	3,942	3,884	3,894	3,933	3,530	3,498
General merchandise group with nonstores.....	7,695	8,001	7,288	7,034	7,625	8,092	8,108	7,903	7,578	7,527
General mdse, group w/o nonstores (except department stores mail order).....	7,115	7,445	6,759	6,460	7,059	7,524	7,540	7,321	7,006	6,959
Department stores.....	4,888	5,070	4,611	4,386	4,749	5,145	5,205	5,017	4,737	4,740
Variety stores.....	*	791	665	662	759	*	801	728	745	746
Mail order houses (department store merchandise).....	*	496	443	473	494	*	509	510	514	492
Apparel and accessory stores, total.....	2,210	2,253	1,970	1,997	2,125	2,269	2,312	2,236	2,122	2,129
Men's, boys', wear stores.....	*	471	440	429	466	*	519	511	495	507
Women's apparel, accessory stores.....	*	903	783	784	796	*	953	876	824	810
Shoe stores.....	*	355	303	341	358	*	335	344	318	332
Furniture, home furnishings and equipment stores, total.....	2,185	2,171	2,167	2,116	2,244	2,216	2,195	2,171	2,198	2,212
Furniture, home furnishings stores.....	*	1,291	1,283	1,258	1,367	*	1,287	1,280	1,335	1,325
Household appliances, TV, radio stores.....	*	691	708	664	699	*	694	688	676	691
Household appliance stores.....	*	421	441	428	466	*	(NA)	(NA)	(NA)	(NA)
Bldg. materials, hardware, farm equipment dealers, total.....	3,221	3,087	3,145	2,887	2,997	2,960	2,892	2,884	2,702	2,715
Lumber and other bldg. materials dirs.....	*	1,701	1,721	1,628	1,765	*	1,505	1,515	1,514	1,509
Hardware stores.....	*	505	523	429	444	*	489	478	444	415
Automotive dealers, total.....	8,865	8,751	9,611	7,591	8,969	9,009	8,813	8,850	7,874 ^r	8,907 ^r
Passenger car, other automotive dealers.....	*	7,972	8,783	6,909	8,221	*	8,071	8,082	7,158 ^r	8,219 ^r
Passenger car dirs. (franchised).....	*	6,701	7,445	5,910	7,028	*	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	*	779	828	682	748	*	742	768	718	688
Gasoline service stations.....	3,845	4,142	4,067	3,426	3,738	3,892	3,871	3,790	3,503	3,480
Drug and proprietary stores.....	1,437	1,495	1,473	1,330	1,429	1,511	1,506	1,525	1,415	1,408
Liquor stores.....	*	965	968	818	919	*	941	927	888	887

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.

¹Data adjusted for seasonal variations, holiday, and trading day differences. (See explanatory material in the Monthly Retail Trade Report (BR-75-8).) 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. ^rRevised estimates as a result of recomputing the seasonal adjustment factors to take into account more current data. During the months of model changeover, seasonal adjustment factors are less reliable than in other months 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. 1975 Advance from--		Aug. 1975 Preliminary from--		July 1975 through September 1975 from--	
	Aug. 75 Prelim.	Sept. 74 Final	July 75 Final	Aug. 74 Final	April 1975 through June 1975	July 1974 through Sept. 1974
Total, retail stores.....	0	+9	0	+6	+4	+8
Total (excluding automotive group).....	0	+8	+1	+8	+3	+8
Durable goods stores, total.....	+2	+12	0	+1	+6	+6
Nondurable goods stores, total.....	0	+8	+1	+9	+3	+8
Food stores, total.....	-1	+6	-2	+8	+3	+9
Grocery stores.....	-1	+7	-2	+8	+3	+9
Eating and drinking places.....	0	+10	-1	+11	-1	+12
General merchandise group with nonstores.....	0	+7	+3	+8	+2	+6
General merchandise group w/o nonstores (except department stores mail order).....	0	+7	+3	+8	+3	+7
Department stores.....	-1	+9	+4	+10	+2	+8
Apparel and accessory stores, total.....	-2	+7	+3	+9	+3	+7
Furniture, home furnishings and equipment stores, total.....	+1	+1	+1	-1	+2	-1
Bldg. materials, hardware, farm equipment dealers, total.....	+2	+10	0	+7	+4	+6
Automotive dealers, total.....	+2	+14	0	-1	+8	+7
Gasoline service stations.....	+1	+11	+2	+11	+8	+11
Drug and proprietary stores.....	0	+7	-1	+7	+1	+7

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

(Millions of dollars)

Kind of business	Not adjusted			Adjusted ¹		
	1975		1974	1975		1974
	Aug. Prelim.	July Final	Aug.	Aug. Prelim.	July Final	Aug.
Retail stores, total.....	15,698	14,729	14,896	15,614	15,388	14,374
Food stores, total.....	6,112	5,883	5,758	(NA)	(NA)	(NA)
Grocery stores ²	6,041	5,812	5,683	5,792	5,889	5,257
General merchandise group with nonstores...	6,365	5,745	6,051	6,490	6,225	5,969
General merchandise group without non- stores (except department stores mail order).....	6,107	5,505	5,772	6,223	5,952	5,684
Department stores.....	4,548	4,140	4,259	4,641	4,476	4,204
Variety stores.....	640	528	603	656	580	600
Apparel and accessory stores, total.....	582	468	561	590	555	561
Shoe stores.....	150	115	155	143	137	146
Drug and proprietary stores.....	591	570	549	594	594	539

¹Data adjusted for seasonal variations, holiday and trading day differences. (See Explanatory Material in the Monthly Retail Trade Report (BR-75-8).)

²August 1975 weekly sales (in millions of dollars) were as follows: For week ending August 9 - \$1,347; August 16 - \$1,304; August 23 - \$1,284; August 30 - \$1,325.

NA Not available.

Table 4.--ESTIMATED SALES OF RETAIL STORES BY SELECTED KINDS OF BUSINESS
FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES

(Millions of dollars)

Area	Not adjusted		
	1975		1974
	Aug. Prelim.	July Final	Aug.
Standard Consolidated Areas¹			
Chicago, Ill.--Northwestern Ind., total.....	1,924	1,902	1,885
Nondurable goods stores.....	1,381	1,326	1,348
GAF ²	612	565	615
New York-Northeastern N.J., total.....	3,056	3,013	3,060
Nondurable goods stores.....	2,283	2,183	2,302
GAF ²	930	859	875
Standard Metropolitan Statistical Areas²			
Baltimore, Md., GAF ²	114	106	119
Boston, Mass., GAF ²	211	180	195
Chicago, Ill., total.....	1,758	1,735	1,724
Nondurable goods stores.....	1,266	1,216	1,230
GAF.....	580	533	582
Cleveland, Ohio, GAF ²	121	113	123
Dallas, Texas, GAF ²	148	138	147
Detroit, Mich., total.....	915	926	913
Nondurable goods stores.....	643	618	627
GAF ²	257	242	259
Houston, Texas, GAF ²	169	155	154

(more)

Table 4.--ESTIMATED MONTHLY SALES OF RETAIL STORES BY SELECTED KINDS OF BUSINESS
FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES--Con.

(Millions of dollars).

Area	Not adjusted		
	1975		1974
	Aug. Prelim.	July Final	Aug.
Standard Metropolitan Statistical Areas ¹ --Con.			
Kansas City, Mo.-Kansas, GAF ²	139	134	143
Los Angeles-Long Beach, Calif., total.....	1,678	1,670	1,656
Nondurable goods stores.....	1,230	1,203	1,200
GAF ²	496	477	467
Minneapolis-St. Paul, Minn., GAF.....	150	133	144
New York, N.Y.--Nassau-Suffolk, N.Y., total ³	2,053	2,072	2,127
Nondurable goods stores.....	1,548	1,515	1,614
GAF ²	630	618	637
Nassau-Suffolk, N.Y., total ⁴	593	593	586
Nondurable goods stores.....	418	405	413
GAF ²	158	153	155
New York, N.Y., total ⁵	1,460	1,479	1,541
Nondurable goods stores.....	1,130	1,110	1,201
GAF ²	472	465	482
Philadelphia, Pa., total.....	1,020	1,011	942
Nondurable goods stores.....	749	713	682
GAF ²	286	265	261
Pittsburgh, Pa., total.....	554	560	558
Nondurable goods stores.....	425	403	417
GAF ²	156	141	153
St. Louis, Mo.-Ill., total.....	501	503	548
Nondurable goods stores.....	336	325	359
GAF ²	132	119	140
San Francisco-Oakland, Calif., total.....	790	775	716
Nondurable goods stores.....	590	565	513
GAF ²	220	206	199
Washington, D.C.-Md.-Va., total.....	765	749	714
Nondurable goods stores.....	547	518	488
GAF ²	182	169	175
Cities			
Chicago, Ill., total.....	719	672	729
Nondurable goods stores.....	552	515	577
GAF ²	311	282	325
Detroit, Mich., total.....	228	238	239
Nondurable goods stores.....	160	158	157
GAF ²	57	55	64
Los Angeles, Calif., total.....	587	583	588
Nondurable goods stores.....	456	450	460
GAF ²	203	201	202
New York, N.Y., total.....	1,225	1,241	1,286
Nondurable goods stores.....	951	934	995
GAF ²	405	403	412
Philadelphia, Pa., total.....	350	347	339
Nondurable goods stores.....	285	276	277
GAF ²	114	108	113

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report (BR-75-8). 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,