



Advance Monthly Retail Sales

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NOVEMBER 1976

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in November, after adjusting for seasonal variations and trading day differences, but not for price changes, were estimated at \$55.6 billion. This adjusted figure was about 2 percent above October 1976, and 10 percent greater than November 1975. The adjusted November estimate, excluding the automotive group, was 1 percent above October and 8 percent above November of last year.

Adjusted sales of durable goods stores increased 3 percent from October, while sales of nondurable goods stores increased 1 percent. Compared with sales for November 1975, durable goods stores increased 13 percent, while nondurable goods stores increased 8 percent.

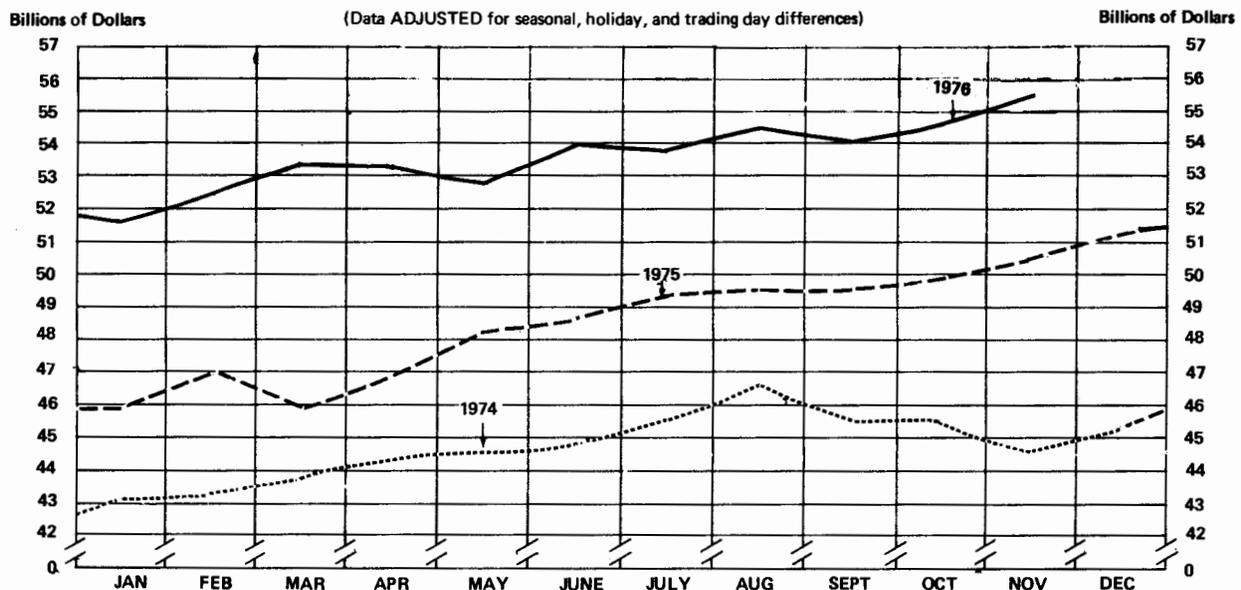
The revised estimate of retail sales for October, based on preliminary results from the full sample of retail stores, was about \$0.6 billion above the advance estimate of \$54.1 billion published earlier. Seasonally adjusted sales for October, as revised, were about 1 percent above September and 9 percent above October 1975. Excluding the automotive group, these estimates were also about 1 percent above September and 9 percent over October of last year. For nondurable goods stores, adjusted October sales were about 1 percent above the previous month and 8 percent above the same month a year ago. For durable goods stores, adjusted sales for October were 1 percent above September and 11 percent higher than October 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 October 1976 and final estimates for September 1976 based on the full sample will also be published later this month in the Monthly Retail Trade report for October (BR-76-10). 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
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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	
	Nov. ² advance	Oct. prelim.	Sept. final	Nov.	Oct.	Nov. ² advance	Oct. prelim.	Sept. final	Nov.	Oct.
Retail stores, total.....	56,207	55,994	53,158	50,526	52,046	55,583	54,669	54,100	50,552	49,995
Total (excl. automotive group).....	46,026	45,423	43,175	42,104	42,312	45,119	44,561	43,975	41,607	40,997
Durable goods stores, total.....	17,722	18,277	17,602	15,248	16,919	18,024	17,579	17,481	15,904	15,772
Nondurable goods stores, total.....	38,485	37,717	35,556	35,278	35,127	37,559	37,090	36,619	34,648	34,223
Food stores, total.....	11,569	12,133	11,636	11,008	11,432	11,977	11,890	11,774	11,250	11,149
Grocery stores.....	10,735	11,293	10,832	10,265	10,648	11,090	11,061	10,975	10,464	10,384
Eating and drinking places.....	4,275	4,576	4,455	4,050	4,208	4,449	4,400	4,407	4,163	4,072
General merchandise group with nonstores.....	10,591	9,050	8,315	9,432	8,226	9,101	8,922	8,611	8,314	7,956
General merchandise group without nonstores (except department stores mail order).....	9,816	8,334	7,652	8,778	7,531	8,448	8,287	7,974	7,733	7,369
Department stores.....	6,856	5,825	5,460	6,032	5,104	5,967	5,813	5,676	5,354	5,031
Variety stores.....	*	656	595	830	737	*	676	637	766	756
Mail-order houses (department store merchandise).....	*	672	543	690	635	*	598	547	493	522
Apparel and accessory stores, total.....	2,599	2,488	2,327	2,409	2,300	2,440	2,458	2,395	2,289	2,256
Men's, boys' wear stores.....	*	527	459	549	491	*	546	515	513	501
Women's apparel, accessory stores.....	*	1,002	939	942	942	*	958	956	888	891
Shoe stores.....	*	381	392	361	362	*	368	362	358	351
Furniture, home furnishings, and equipment stores, total.....	2,550	2,429	2,367	2,389	2,308	2,469	2,422	2,361	2,335	2,246
Furniture, home furnishings stores.....	*	1,445	1,393	1,419	1,379	*	1,410	1,419	1,375	1,319
Household appliance, TV, radio stores.....	*	761	752	747	721	*	786	728	748	723
Household appliance dealers.....	*	470	473	431	437	*	(NA)	(NA)	(NA)	(NA)
Building materials, hardware, farm equipment dealers, total.....	3,095	3,576	3,577	2,808	3,343	3,243	3,257	3,237	3,005	2,961
Lumber and other building materials dealers.....	*	1,972	2,033	1,597	1,802	*	1,809	1,858	1,665	1,597
Hardware stores.....	*	532	507	493	515	*	506	507	497	491
Automotive dealers, total ³	10,181	10,571	9,983	8,422	9,734	10,464	10,108	10,125	8,945	8,998
Passenger car, other automotive dealers.....	*	9,712	9,167	7,647	8,936	*	9,276	9,307	8,188	8,246
Passenger car dealers (franchised).....	*	8,475	7,927	6,708	7,887	*	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	*	859	816	775	798	*	832	818	757	752
Gasoline service stations.....	4,025	4,090	3,989	3,649	3,817	4,078	4,042	3,985	3,716	3,727
Drug and proprietary stores.....	1,630	1,637	1,551	1,470	1,505	1,703	1,679	1,634	1,556	1,525
Liquor stores.....	*	956	908	936	930	*	948	952	930	928

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

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

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See explanatory material in the Monthly Retail Trade Report, BR-76-10). 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. ³During 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					
	Nov. 1976 advance from--		Oct. 1976 preliminary from--		Sept. 1976 through Nov. 1976 from--	
	Oct. 1976 preliminary	Nov. 1975 final	Sept. 1976 final	Oct. 1975 final	June 1976 through Aug. 1976	Sept. 1975 through Nov. 1975
Total, retail stores.....	+2	+10	+1	+9	+1	+9
Total (excluding automotive group).....	+1	+8	+1	+9	+2	+8
Durable goods stores, total.....	+3	+13	+1	+11	-1	+13
Nondurable goods stores, total.....	+1	+8	+1	+8	+2	+8
Food stores, total.....	+1	+6	+1	+7	+1	+6
Grocery stores.....	0	+6	+1	+7	+1	+6
Eating and drinking places.....	+1	+7	0	+8	+2	+9
General merchandise group with nonstores.....	+2	+9	+4	+12	+4	+9
General merchandise group without nonstores (except department stores mail order).....	+2	+9	+4	+12	+4	+9
Department stores.....	+3	+11	+2	+16	+4	+12
Apparel and accessory stores, total.....	-1	+7	+3	+9	+2	+7
Furniture, home furnishings and equipment stores, total.....	+2	+6	+3	+8	0	+7
Building materials, hardware, farm equipment dealers, total..	0	+8	+1	+10	+1	+9
Automotive dealers, total.....	+4	+17	0	+12	-3	+15
Gasoline service stations.....	+1	+10	+1	+8	+2	+8
Drug and proprietary stores.....	+1	+9	+3	+10	+3	+9

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

(Sales in millions of dollars)

Kind of business	Not adjusted			Adjusted ¹		
	1976		1975	1976		1975
	Oct. prelim.	Sept. final	Oct.	Oct. prelim.	Sept. final	Oct.
Retail stores, total.....	17,163	16,079	15,870	16,882	16,636	15,387
Food stores, total.....	6,384	6,088	6,048	(NA)	(NA)	(NA)
Grocery stores	6,301	6,014	5,977	6,147	6,156	5,766
General merchandise group with nonstores...	7,225	6,628	6,522	7,100	6,872	6,314
General merchandise group without nonstores (except department stores mail order).....	6,859	6,303	6,175	6,801	6,561	6,037
Department stores.....	5,185	4,866	4,547	5,175	5,053	4,491
Variety stores.....	511	465	596	525	497	610
Apparel and accessory stores, total.....	614	583	582	604	580	567
Shoe stores.....	131	139	155	128	126	154
Drug and proprietary stores.....	676	636	594	693	679	604

¹Data adjusted for seasonal variations, holiday and trading day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-76-10). 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
	Oct. preliminary	Sept. final	Oct.
Standard Consolidated Areas¹			
Chicago, Ill.--Northwestern Ind., total.....	2,324	2,151	2,084
Nondurable goods stores.....	1,628	1,483	1,472
GAF ²	771	677	686
New York-Northeastern N.J., total.....	3,421	3,212	3,355
Nondurable goods stores.....	2,552	2,398	2,472
GAF ²	1,069	997	1,042
Standard Metropolitan Statistical Areas¹			
Baltimore, Md., GAF ²	143	131	133
Boston, Mass., GAF ²	245	224	216
Chicago, Ill., total.....	2,138	1,970	1,923
Nondurable goods stores.....	1,503	1,368	1,364
GAF ²	729	637	652
Cleveland, Ohio, GAF ²	142	134	128
Dallas, Texas, GAF ²	171	152	153
Detroit, Mich., total.....	1,114	1,010	989
Nondurable goods stores.....	749	685	658
GAF ²	306	285	269
Houston, Texas, GAF ²	198	177	160

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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
	Oct. preliminary	Sept. final	Oct.
Standard Metropolitan Statistical Area ¹ --Con.			
Kansas City, Mo.-Kansas, GAP ²	161	147	159
Los Angeles-Long Beach, Calif., total.....	1,893	1,813	1,730
Nondurable goods stores.....	1,352	1,295	1,267
GAP ²	548	535	526
Minneapolis-St. Paul, Minn., GAP ²	199	177	166
New York, N.Y.--Nassau-Suffolk, N.Y., total ³	2,355	2,192	2,285
Nondurable goods stores.....	1,782	1,671	1,697
GAP ²	766	710	722
Nassau-Suffolk, N.Y., total ⁴	611	587	614
Nondurable goods stores.....	433	419	427
GAP ²	185	173	173
New York, N.Y., total ⁵	1,744	1,605	1,671
Nondurable goods stores.....	1,349	1,252	1,270
GAP ²	581	537	549
Philadelphia, Pa., total.....	1,149	1,079	1,085
Nondurable goods stores.....	856	805	800
GAP ²	354	318	336
Pittsburgh, Pa., total.....	615	591	578
Nondurable goods stores.....	468	451	428
GAP ²	184	179	168
St. Louis, Mo.-Ill., total.....	566	522	537
Nondurable goods stores.....	376	345	347
GAP ²	161	151	146
San Francisco-Oakland, Calif., total.....	831	813	776
Nondurable goods stores.....	609	590	570
GAP ²	234	238	219
Washington, D.C.-Md.-Va., total.....	829	785	770
Nondurable goods stores.....	565	524	530
GAP ²	226	203	197
Cities			
Chicago, Ill., total.....	870	792	828
Nondurable goods stores.....	655	587	623
GAP ²	395	339	371
Detroit, Mich., total.....	244	225	237
Nondurable goods stores.....	159	150	154
GAP ²	65	58	62
Los Angeles, Calif., total.....	654	623	606
Nondurable goods stores.....	497	473	463
GAP ²	239	222	226
New York, N.Y., total.....	1,453	1,335	1,394
Nondurable goods stores.....	1,128	1,046	1,062
GAP ²	495	458	465
Philadelphia, Pa., total.....	421	391	404
Nondurable goods stores.....	343	320	322
GAP ²	155	138	151

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-76-10. 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.

