

Advance Monthly Retail Sales



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NOVEMBER 1978

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 \$68.6 billion. This adjusted figure was about 2 percent above October 1978 and 11 percent greater than November a year ago. The adjusted November estimate, excluding the automotive group was about 2 percent above October and 11 percent above November last year.

Adjusted sales of durable goods stores increased 2 percent over October, while sales of nondurable goods stores increased 2 percent. Compared with sales for November 1977, durable goods stores increased 14 percent, and nondurable goods stores increased 10 percent.

The revised estimate of retail sales for October, based on preliminary results from the full sample of retail stores, was about \$67.2 billion, \$1.3 billion above the advance estimate published earlier. An error in the processing of the October advance reports accounts for much of the difference between the advance and the preliminary estimates for October. Seasonally adjusted sales for October as revised, were about 1 percent above September and 11 percent above October 1977. Excluding the automotive group, retail sales were about 1 percent above September and 11 percent over October 1977. For nondurable goods stores, adjusted October sales increased about 1 percent from the previous month and 10 percent above the same month a year earlier. For durable goods stores, adjusted sales for October were 2 percent above September and 12 percent higher than October 1977.

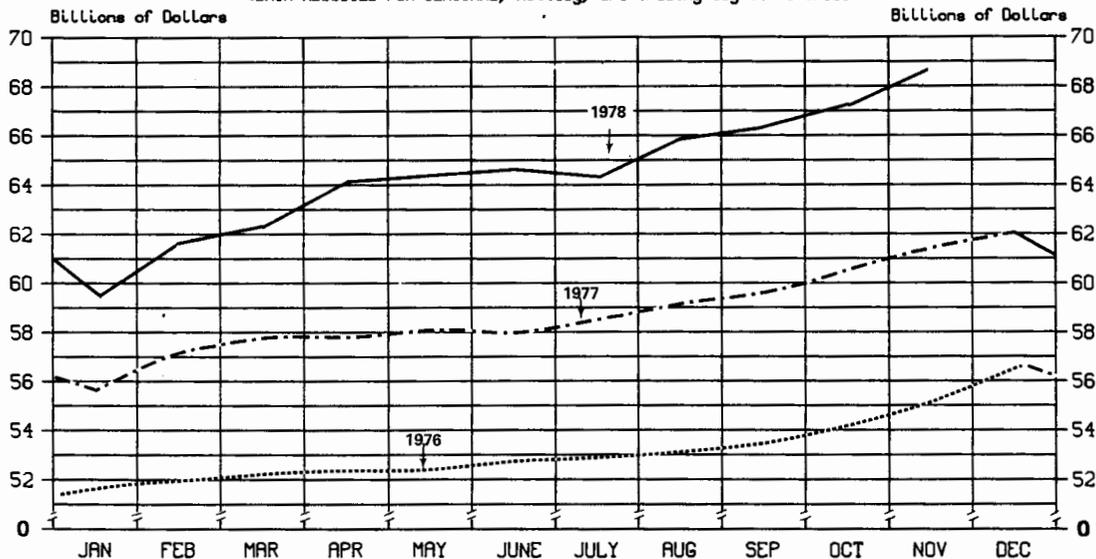
The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. 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 June 1977. The differences now, therefore, may vary from the past experience.

Preliminary estimates for October 1978 and final estimates for September 1978 based on the full sample will also be published later this month in the Monthly Retail Trade report for October (BR-78-10). 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.

ESTIMATED MONTHLY RETAIL SALES FOR THE UNITED STATES JANUARY 1976 - NOVEMBER 1978

(DATA ADJUSTED FOR SEASONAL, holiday, and trading day differences)



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U.S. Department of Commerce
BUREAU OF THE CENSUS

The 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 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				
		1978			1977		1978			1977	
		Nov. ² advance	Oct. prelim.	Sept. final	Nov.	Oct.	Nov. ² advance	Oct. prelim.	Sept. final	Nov.	Oct.
	Retail trade, total.....	69,688	66,910	64,754	61,975	60,836	68,584	67,225	66,347	61,650	60,720
	Total (excl. automotive group)....	56,514	53,160	52,492	50,424	48,418	54,629	53,403	52,952	49,190	48,238
	Durable goods stores, total.....	23,244	23,369	21,658	20,049	20,788	23,707	23,339	22,812	20,795	20,837
52	Building materials, hardware, garden supply, and mobile home dealers.....	3,798	4,084	3,982	3,229	3,591	3,806	3,838	3,772	3,260	3,428
521,3	Building materials and supply stores.....	(*)	2,979	2,890	2,307	2,599	(*)	2,706	2,673	2,300	2,422
525	Hardware stores.....	(*)	614	599	555	567	(*)	616	599	536	566
55 ex. 554	Automotive dealers ³	13,174	13,750	12,262	11,551	12,418	13,955	13,822	13,395	12,460	12,482
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	12,521	11,074	10,448	11,313	(*)	12,597	12,156	11,357	11,381
551	Motor vehicle dealers (franchised).....	(*)	11,301	9,835	9,378	10,187	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,229	1,188	1,103	1,105	(*)	1,225	1,239	1,103	1,101
57	Furniture, home furnishings, and equipment stores.....	3,508	3,203	3,120	3,179	2,911	3,275	3,206	3,220	3,030	2,942
571	Furniture and home furnishings stores....	(*)	1,971	1,900	1,937	1,761	(*)	1,946	1,987	1,833	1,757
5722,32	Household appliance, radio, and TV stores	(*)	944	926	966	887	(*)	967	939	934	918
5722	Household appliance stores.....	(*)	492	482	482	449	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	46,444	43,541	43,096	41,926	40,048	44,877	43,886	43,535	40,855	39,883
53	General merchandise group stores.....	9,874	8,192	7,967	8,986	7,616	8,557	8,242	8,277	7,822	7,716
531	Department stores.....	7,968	6,575	6,438	7,290	6,179	6,851	6,588	6,644	6,306	6,248
533	Variety stores.....	(*)	659	637	706	639	(*)	681	680	641	650
539	Miscellaneous general merchandise stores.	(*)	958	892	990	798	(*)	973	953	875	818
54	Food stores.....	14,778	14,199	14,737	13,135	13,169	15,019	14,732	14,511	13,569	13,203
541	Grocery stores.....	13,787	13,202	13,780	12,265	12,250	13,997	13,752	13,523	12,644	12,299
554	Gasoline service stations.....	5,024	5,198	5,083	4,721	4,834	5,127	5,106	5,028	4,798	4,739
56	Apparel and accessory stores.....	3,373	3,139	3,136	3,166	2,891	3,161	3,108	3,164	3,027	2,855
561	Men's and boys' clothing and furnishings stores.....	(*)	565	527	675	543	(*)	579	586	640	559
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,287	1,279	1,206	1,160	(*)	1,216	1,268	1,140	1,111
565	Family clothing stores.....	(*)	595	597	609	556	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	555	579	543	519	(*)	554	527	541	513
58	Eating and drinking places.....	6,005	6,139	6,166	5,261	5,491	6,203	6,151	6,081	5,486	5,368
591	Drug stores and proprietary stores.....	2,102	2,019	1,982	1,849	1,847	2,163	2,084	2,084	1,894	1,889
592	Liquor stores.....	(*)	1,137	1,154	1,106	1,067	(*)	1,177	1,200	1,106	1,084
5961 (pt.)	Mail-order houses (department store merchandise) ⁴	(*)	781	555	878	720	(*)	591	594	576	603

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-78-10).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 changeover, seasonal adjustment factors are less reliable than during other periods and are more susceptible to subsequent revision.⁴Includes 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					
		Nov. 1978 advance from--		Oct. 1978 preliminary from--		Sept. 1978 through Nov. 1978 from--	
		Oct. 1978 preliminary	Nov. 1977 final	Sept. 1978 final	Oct. 1977 final	June 1978 through Aug. 1978	Sept. 1977 through Nov. 1977
	Retail trade, total.....	+2 1.95	+11	+1	+11	+4	+11
	Total (excl. automotive group).....	+2 2.24	+11	+1	+11	+4	+11
	Durable goods stores, total.....	+2 1.55 7.41	+14	+2	+12	+5	+13
52	Building materials, hardware, garden supply, and mobile home dealers.....	-1 1.24	+17	+2	+12	+3	+14
55 ex. 554	Automotive dealers.....	+1 1.15	+12	+3	+11	+4	+11
57	Furniture, home furnishings, and equipment stores.....	+2 2.11	+8	0	+9	+5	+10
	Nondurable goods stores, total.....	+2 2.21 3.96	+10	+1	+10	+3	+10
53	General merchandise group stores.....	+4 3.68	+9	0	+7	+2	+9
531	Department stores.....	+4 3.84	+9	-1	+5	+2	+9
54	Food stores.....	+2 1.91	+11	+2	+12	+3	+11
541	Grocery stores.....	+2 1.75	+11	+2	+12	+3	+11
554	Gasoline service stations.....	0 1.41	+7	+2	+8	+4	+7
56	Apparel and accessory stores.....	+2 1.65	+4	-2	+9	+4	+10
58	Eating and drinking places.....	+1 1.84	+13	+1	+15	+4	+13
591	Drug stores and proprietary stores.....	+4 3.25	+14	0	+10	+4	+12

Table 3. Estimated Monthly Retail Sales of Group II Companies by Kind of Business for the United States: OCTOBER 1978

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted ¹		
		Oct. 1978 preliminary	Sept. 1978 final	Oct. 1977	Oct. 1978 preliminary	Sept. 1978 final	Oct. 1977
	Retail trade, total.....	22,805	22,548	21,037	22,797	22,690	20,942
53	General merchandise group stores.....	7,310	7,111	6,808	7,344	7,374	6,852
531	Department stores.....	6,229	6,111	5,837	6,223	6,300	5,902
533	Variety stores.....	513	497	494	534	531	503
539	Miscellaneous general merchandise stores.....	568	503	477	(S)	(S)	(S)
54	Food stores.....	7,559	7,985	7,143	(NA)	(NA)	(NA)
541	Grocery stores.....	7,480	7,907	7,058	7,648	7,714	7,079
56	Apparel and accessory stores.....	1,145	1,166	1,043	1,127	1,117	1,035
562,3,8	Women's clothing, specialty stores, furriers.....	491	494	433	470	460	425
566	Shoe stores.....	276	296	247	276	266	251
591	Drug stores and proprietary stores.....	966	940	861	1,007	985	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-78-10).

NA Not available.

(S) Suppressed - Estimates do not meet Bureau of the Census standard for publication.

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		
	Oct. 1978 preliminary	Sept. 1978 final	Oct. 1977		Oct. 1978 preliminary	Sept. 1978 final	Oct. 1977
Standard Consolidated Areas¹				Standard Metropolitan Statistical Areas¹--Con.			
Chicago, Ill.--Northwestern							
Indiana, total.....	2,700	2,458	2,437	Minneapolis-St. Paul, Minn.-Wis., total.....	791	722	751
Nondurable goods stores.....	1,798	1,694	1,725	Nondurable goods stores.....	535	497	473
GAP ²	683	640	628	GAP ²	243	220	230
New York, N.Y.--Northeastern N.J., total.....	3,908	3,849	3,827	Nassau-Suffolk, N.Y., total.....	817	807	784
Nondurable goods stores.....	2,812	2,820	2,761	Nondurable goods stores.....	549	566	527
GAP ²	1,154	1,158	1,166	GAP ²	214	222	207
Standard Metropolitan Statistical Areas¹				New York, N.Y.-N.J., total.....	2,081	2,049	2,070
Anaheim-Santa Ana-Garden Grove, Calif., total.....	762	730	662	Nondurable goods stores.....	1,569	1,539	1,539
Nondurable goods stores.....	482	493	438	GAP ²	679	676	703
GAP ²	200	207	179	Newark, N.J., total.....	590	586	543
Atlanta, Ga., GAP ²	190	173	166	Nondurable goods stores.....	391	404	366
Baltimore, Md., total.....	647	645	590	GAP ²	143	143	136
Nondurable goods stores.....	464	462	444	Philadelphia, Pa.-N.J., total.....	1,562	1,481	1,491
GAP ²	163	156	148	Nondurable goods stores.....	1,063	1,024	1,021
Boston, Mass., total.....	1,162	1,141	989	GAP ²	417	411	390
Nondurable goods stores.....	789	789	679	Pittsburgh, Pa., total.....	670	653	656
GAP ²	344	369	256	Nondurable goods stores.....	488	476	456
Buffalo, N.Y., total.....	328	328	305	GAP ²	210	196	196
Nondurable goods stores.....	258	267	226	St. Louis, Mo.-Ill., total.....	638	600	590
Chicago, Ill., total.....	2,499	2,275	2,242	Nondurable goods stores.....	485	474	461
Nondurable goods stores.....	1,683	1,583	1,598	GAP ²	179	173	183
GAP ²	643	602	594	San Diego, Calif., total.....	549	526	453
Cincinnati, Ohio-Ky.-Ind., total.....	576	545	511	Nondurable goods stores.....	344	350	305
Nondurable goods stores.....	382	376	359	GAP ²	153	159	124
GAP ²	699	661	590	San Francisco-Oakland, Calif., total.....	961	988	1,017
Cleveland, Ohio, total.....	487	466	429	Nondurable goods stores.....	665	704	707
Nondurable goods stores.....	487	466	429	GAP ²	291	289	279
GAP ²	180	171	174	Seattle-Everett, Wash., total.....	543	570	501
Dallas-Fort Worth, Tex., total.....	1,063	1,027	888	Nondurable goods stores.....	376	392	354
Nondurable goods stores.....	710	672	560	Washington, D.C.-Md.-Va., total.....	1,050	1,062	919
GAP ²	256	258	230	Nondurable goods stores.....	697	711	620
Detroit, Mich., total.....	1,732	1,565	1,448	GAP ²	288	291	272
Nondurable goods stores.....	998	975	910	Cities			
GAP ²	454	429	397	Chicago, Ill., total.....	863	756	820
Houston, Tex., total.....	1,041	1,018	904	Nondurable goods stores.....	600	543	597
Nondurable goods stores.....	623	636	559	GAP ²	212	198	213
GAP ²	261	262	228	Detroit, Mich., total.....	229	202	213
Kansas City, Mo.-Kans., total.....	626	577	555	Nondurable goods stores.....	130	126	130
Nondurable goods stores.....	423	387	368	GAP ²	47	43	45
GAP ²	135	128	126	Los Angeles, Calif., total.....	703	671	657
Los Angeles-Long Beach, Calif., total.....	2,242	2,195	1,945	Nondurable goods stores.....	528	529	511
Nondurable goods stores.....	1,513	1,539	1,366	GAP ²	189	191	182
GAP ²	601	620	542	New York, N.Y., total.....	1,319	1,316	1,317
Miami, Fla., total.....	550	536	504	Nondurable goods stores.....	1,003	987	1,010
Nondurable goods stores.....	326	322	305	GAP ²	498	492	497
GAP ²	145	138	124	Philadelphia, Pa., total.....	364	334	343
Milwaukee, Wis., total.....	533	482	495	Nondurable goods stores.....	302	277	290
Nondurable goods stores.....	305	301	302	GAP ²	88	85	82
GAP ²	129	123	123				

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-78-10.

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 Essex, Middlesex, Norfolk, and Suffolk Counties.

