

Monthly Retail Trade

Sales and Inventories



U.S. Department of Commerce
Economics and Statistics Administration
BUREAU OF THE CENSUS

November 1996

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Issued January 1997

SPECIAL NOTICE. Due to budget constraints, we will discontinue publishing the series *Estimated Monthly Retail Sales of Group II Companies* presented in tables 4 and 5 and the geographic area series presented in tables 6 through 9 effective with the January 1997 *Monthly Retail Trade Report*. These estimates will no longer be available on either a published or unpublished basis. If you have any questions please contact **Nancy Piestro** on 301-457-2706.

Sales. Total sales for all retail stores in the United States during November 1996 were an estimated \$207.0 billion. These estimates were adjusted for seasonal variations, holiday, and trading-day differences, but not for price changes. The month-to-month percentage change from October 1996 sales was an estimated -0.2 (± 0.4) percent, while the year-to-year change from November 1995 was an estimated +4.4 (± 0.8) percent.

Excluding the automotive group, the November sales were unchanged (± 0.4) when compared to the October 1996 sales, while the change from November 1995 was +4.2 (± 0.6) percent.

The year-to-year changes for the major kinds of business ranged from the gasoline service stations, which were +8.7 (± 1.6) percent, to the apparel group stores, which were +0.5 (± 1.6) percent.

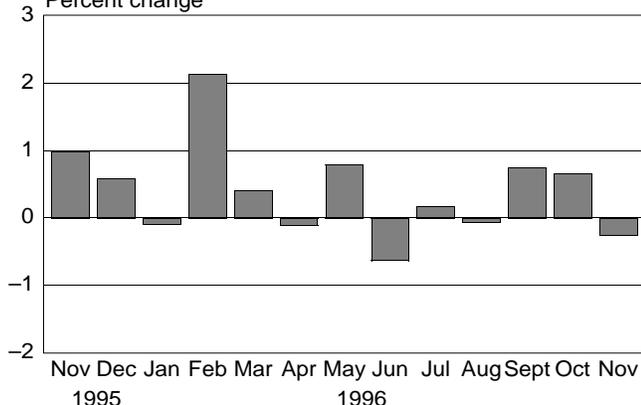
The year-to-year change for sales in the New England Division was +7.4 (± 3.2) percent, while the change in sales for the East South Central Division was +2.5 (± 1.9) percent.

Inventories. After adjustment for seasonal variations but not for price changes, total retail inventories in stores and warehouses servicing retail establishments were an estimated \$ 314.1 billion at the end of November. The month-to-month percentage change from October inventories was an estimated -0.4 (± 0.2) percent and was an estimated 2.4 (± 0.8) percent above November 1995.

For durable goods stores the percentage change from October was -1.4 (± 0.3) percent, while the change from November 1995 was +2.7 (± 1.4) percent. For nondurable goods stores, the month-to-month change from October was +0.7 (± 0.2) percent, while the year-to-year change from November 1995 was +2.0 (± 0.6) percent.

The total inventories/sales ratio for November based on seasonally adjusted data was 1.52, down .03 from November a year ago.

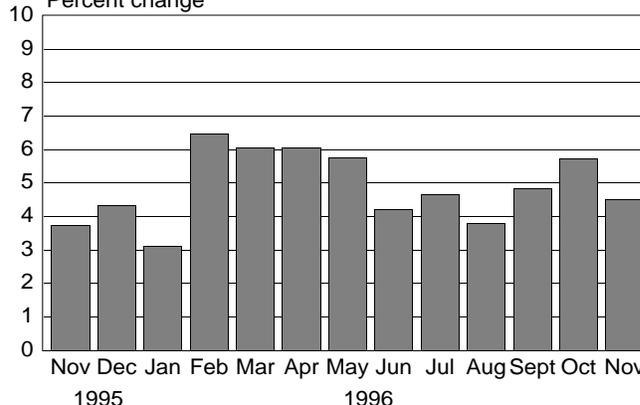
Figure 1.
Retail Sales
Month-to-Month Percent Change*
Percent change



* (DATA ADJUSTED for seasonal, holiday, and trading-day differences, but not adjusted for price changes)

Source: U.S. Bureau of the Census, Monthly Retail Trade.

Figure 2.
Retail Sales
Year-to-Year Percent Change*
Percent change



Data are based on a sample and are subject to sampling and nonsampling errors. A discussion of the reliability of the data is in appendix B.

Address inquiries concerning this report to Nancy Piestro, Services Division, Bureau of the Census, Washington, DC 20233. Telephone 301-457-2706/2708.

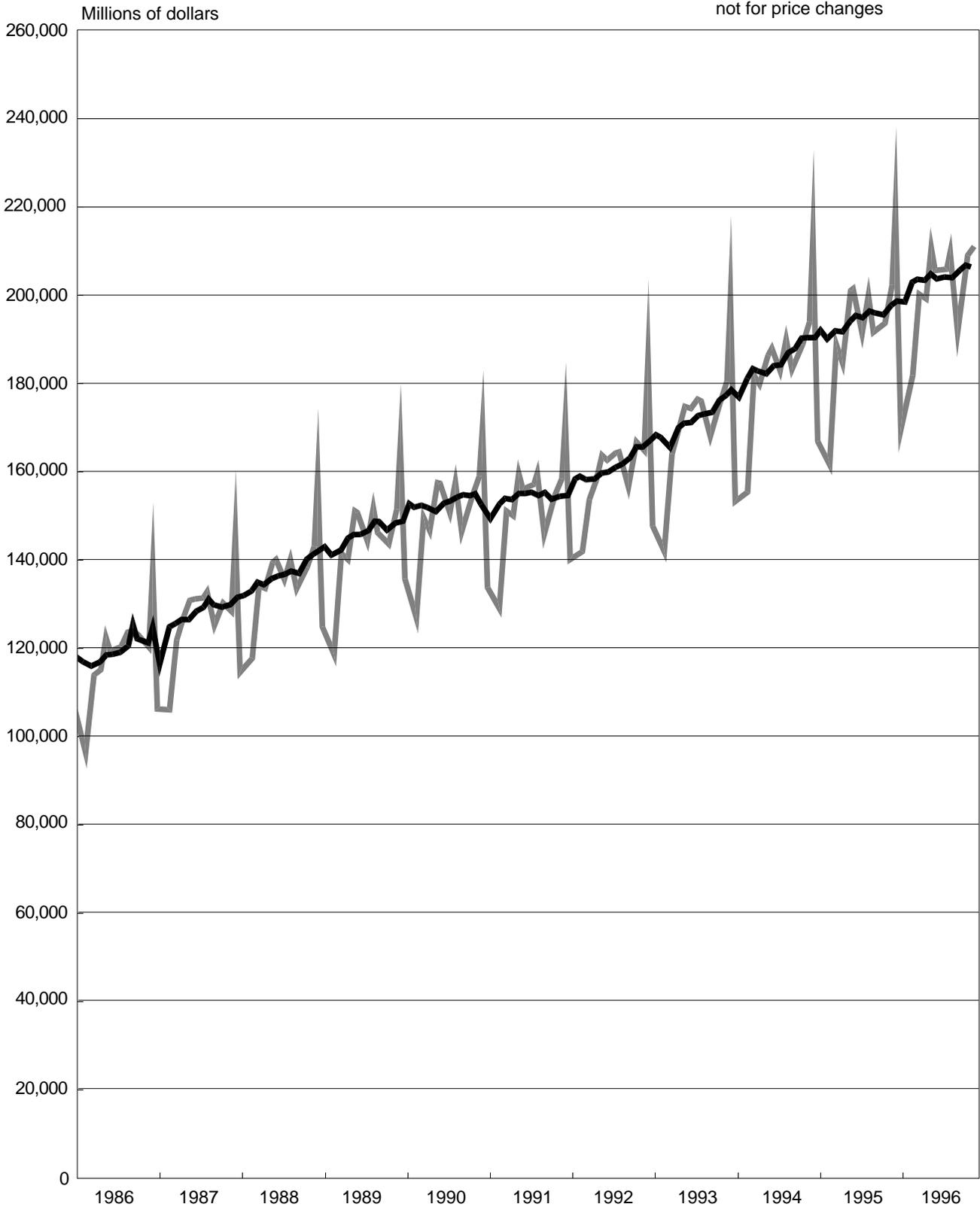
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Figure 3.
Estimated Monthly Retail Sales:
January 1986 – November 1996

— Unadjusted
— Adjusted for seasonal, holiday,
and trading-day differences, but
not for price changes



Source: U.S. Bureau of the Census, Monthly Retail Trade.

Table 1. Estimated Monthly Retail Sales by Kinds of Business

[Data in millions of dollars]

SIC code	Kind of business	1996											1995		Total 11 mos.		
		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov. ^P	Nov.	Dec.	1996	1995	
	Unadjusted																
	Retail sales, total	174,839	181,901	201,334	200,293	215,410	206,292	206,440	214,001	197,365	209,238	211,385	202,359	237,994	2,218,498	2,102,823	
	Total (excl. automotive group)	131,644	134,156	147,447	148,020	159,154	153,228	153,331	160,469	147,999	157,133	165,106	157,990	195,690	1,657,687	1,584,503	
	Durable goods, total	69,646	74,500	83,755	84,116	91,386	87,092	87,183	88,511	81,618	85,967	81,790	77,921	87,086	915,564	849,126	
52	Building materials group stores	7,983	8,151	9,671	11,765	13,143	12,715	12,571	12,172	11,508	12,181	10,764	10,213	9,578	122,624	115,048	
521,3,5	Building materials, supply stores, hardware	7,232	7,374	8,622	10,113	11,254	10,881	11,062	10,706	10,044	10,737	9,626	9,070	8,398	107,651	100,949	
521,3	Building materials, supply stores	6,246	6,440	7,574	8,835	9,850	9,535	9,778	9,474	8,916	9,498	8,381	7,879	7,154	94,527	88,495	
525	Hardware stores	986	934	1,048	1,278	1,404	1,346	1,284	1,232	1,128	1,239	1,245	1,191	1,244	13,124	12,454	
55 ex 554	Automotive dealers	43,195	47,745	53,887	52,273	56,256	53,064	53,109	53,532	49,366	52,105	46,279	44,369	42,304	560,811	518,320	
551,2,5 6,7,9	Motor vehicle and miscellaneous automobile dealers	40,538	45,079	50,884	49,153	52,991	49,851	49,779	50,209	46,324	48,763	43,238	41,365	39,530	526,809	486,388	
551,2	Motor vehicle dealers	38,888	43,115	48,355	46,129	49,679	46,629	46,833	46,948	43,922	46,404	41,191	39,809	37,742	498,093	460,424	
551	Motor vehicle dealers, new & used	35,894	39,527	44,162	42,125	45,844	43,001	43,179	43,362	40,637	42,810	37,909	36,724	35,063	458,450	423,922	
553	Auto & home supply stores	2,657	2,666	3,003	3,120	3,265	3,213	3,330	3,323	3,042	3,342	3,041	3,004	3,004	34,002	31,932	
57	Furniture group stores	10,153	9,891	10,883	10,382	10,886	10,752	10,927	11,596	10,990	11,493	12,806	12,485	15,896	120,759	114,027	
571	Furniture & home furn. stores	4,826	4,826	5,420	5,273	5,562	5,452	5,661	5,872	5,518	5,905	6,491	6,255	6,676	60,806	58,008	
5712	Furniture stores	2,946	3,006	3,305	3,147	3,276	3,196	3,238	3,381	3,213	3,343	3,692	3,516	3,652	35,743	34,457	
5713	Floor covering stores	826	762	902	975	989	988	1,078	1,047	978	1,065	1,010	988	976	10,620	10,035	
5722,31,34	Household appliance, radio, TV and computer stores	4,531	4,247	4,583	4,309	4,491	4,468	4,471	4,855	4,663	4,798	5,405	5,255	7,540	50,821	47,115	
5722	Household appliance stores	636	593	664	676	721	718	720	758	692	727	810	768	877	7,715	7,913	
5731,34	Radio, TV and computer stores	3,895	3,654	3,919	3,633	3,770	3,750	3,751	4,097	3,971	4,071	4,595	4,487	6,663	43,106	39,202	
5941	Sporting goods stores and bicycle shops	1,441	1,425	1,799	1,863	1,948	2,087	2,026	2,207	1,776	1,624	1,822	1,654	2,920	20,018	18,060	
5942	Book stores	1,243	687	673	679	773	758	710	1,227	934	804	800	768	1,325	9,288	8,939	
5944	Jewelry stores	1,072	1,479	1,355	1,400	1,822	1,454	1,423	1,530	1,381	1,518	1,835	1,891	4,526	16,269	14,825	
	Nondurable goods, total	105,193	107,401	117,579	116,177	124,024	119,200	119,257	125,490	115,747	123,271	129,595	124,438	150,908	1,302,934	1,253,697	
53	General merchandise group stores	18,514	20,413	23,129	23,214	25,608	24,576	23,410	26,129	23,553	25,669	30,732	29,817	42,780	264,947	254,124	
531	Dept. stores (excl. leased depts.)	14,144	15,706	17,949	18,083	19,844	18,962	18,019	20,395	18,382	19,917	24,311	23,584	34,014	205,712	196,869	
531	Dept. stores (incl. leased depts.) ¹	14,413	16,037	18,326	18,465	20,224	19,308	18,341	20,777	18,714	20,277	24,773	24,017	34,541	209,655	200,433	
531 pt.	Conventional department stores (including, leased depts.) ¹	2,803	3,636	4,190	4,103	4,441	4,017	3,714	4,621	4,309	4,525	5,774	5,777	9,012	46,133	45,277	
531 pt.	Discount department stores (including, leased depts.) ¹	9,231	9,906	11,179	11,375	12,618	12,256	11,675	12,680	11,363	12,396	14,793	13,915	19,234	129,472	120,158	
531 pt.	National chain department stores (including, leased depts.) ¹	2,379	2,495	2,957	2,987	3,165	3,035	2,952	3,476	3,042	3,356	4,206	4,325	6,295	34,050	34,998	
533	Variety stores	458	555	628	634	698	644	639	691	610	702	762	732	1,156	7,021	6,512	
539	Miscellaneous general merchandise stores	3,912	4,152	4,552	4,497	5,066	4,970	4,752	5,043	4,561	5,050	5,659	5,501	7,610	52,214	50,743	
54	Food group stores	33,681	32,674	35,079	34,108	36,427	35,382	36,363	36,800	34,174	35,577	36,028	34,297	38,048	386,293	372,464	
541	Grocery stores	32,054	31,000	33,269	32,285	34,512	33,523	34,518	34,914	32,418	33,693	34,109	32,481	35,626	366,295	353,508	
542	Meat, fish (seafood) markets	451	455	488	483	519	514	512	545	449	450	483	510	669	5,349	5,300	
546	Retail bakeries	477	477	531	514	581	552	535	557	545	617	596	562	613	5,982	5,879	
554	Gasoline service stations	11,678	11,435	12,660	13,101	14,272	13,868	13,855	14,023	12,935	13,484	12,934	11,872	12,130	144,245	136,062	
56	Apparel & accessory stores	6,472	7,352	8,796	8,982	9,386	8,896	8,569	10,314	9,008	9,522	10,761	10,616	15,180	98,058	94,782	
561	Men's & boys' clothing, furnishings, cafeterias	675	684	742	752	812	792	688	795	777	828	954	975	1,579	8,499	8,512	
562,3	Women's clothing specialty stores	1,892	2,194	2,557	2,694	2,924	2,724	2,412	2,718	2,598	2,760	2,985	3,111	4,533	28,458	30,043	
562	Women's ready to wear	1,614	1,885	2,247	2,395	2,597	2,407	2,092	2,370	2,288	2,420	2,594	2,730	3,920	24,909	26,797	
565	Family clothing stores	2,272	2,646	3,221	3,210	3,319	3,205	3,246	3,920	3,395	3,729	4,470	4,189	6,124	36,633	32,745	
566	Shoe stores	1,129	1,279	1,587	1,676	1,702	1,588	1,563	2,004	1,508	1,491	1,595	1,618	2,044	17,122	16,714	
58	Eating and drinking places	17,583	18,347	20,106	19,639	20,880	20,354	20,630	21,430	19,416	20,219	19,436	18,750	19,852	218,040	213,754	
5812	Eating places	16,699	17,433	19,112	18,702	19,905	19,402	19,654	20,417	18,480	19,242	18,459	17,799	18,857	207,505	203,409	
5812 pt.	Restaurants, lunchrooms, cafeterias	9,608	10,097	11,003	10,722	11,272	10,887	11,157	11,805	10,647	11,021	10,715	10,253	10,737	118,934	116,176	
5812 pt.	Refreshment places	6,894	7,084	7,813	7,644	8,220	8,143	8,174	8,267	7,446	7,811	7,392	7,312	7,844	84,888	84,537	
5813	Drinking places (alcoholic bev)	884	914	994	937	975	952	976	1,013	936	977	951	951	995	10,535	10,345	
591	Drug & proprietary stores	6,995	6,961	7,355	7,201	7,517	7,039	7,251	7,394	6,989	7,580	7,478	7,037	8,797	79,760	75,443	
592	Liquor stores	1,705	1,674	1,860	1,820	1,979	1,979	2,056	2,087	1,804	1,886	2,027	1,919	2,651	20,877	19,812	
596	Nonstore retailers ²	5,276	5,242	5,714	5,595	5,519	5,109	5,159	5,274	5,677	6,686	7,352	7,545	8,013	62,603	61,757	
5961	Total mail order ³	3,716	3,388	3,749	3,631	3,567	3,284	3,425	3,495	3,716	4,473	5,114	5,332	5,954	41,558	40,088	
598	Fuel dealers	2,145	1,913	1,614	1,191	938	747	772	796	947	1,262	1,483	1,329	1,847	13,808	11,895	
53,56, 57,594	GAF, total ⁴	41,171	43,827	49,331	49,234	53,229	51,388	50,153	56,196	50,575	53,998	63,466	61,382	90,250	562,568	534,568	
594	Miscellaneous shopping goods stores	6,032	6,171	6,523	6,656	7,349	7,164	7,247	8,157	7,024	7,314	9,167	8,464	16,394	78,804	71,635	

See footnotes at end of table.

Table 1. Estimated Monthly Retail Sales by Kinds of Business—Con.

[Data in millions of dollars]

SIC code	Kind of business	1996											1995		Total 11 mos.		
		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov. ^P	Nov.	Dec.	1996	1995	
	Adjusted⁵																
	Retail sales, total	199,129	203,392	204,228	204,031	205,669	204,366	204,719	204,599	206,127	207,487	206,972	198,159	199,305	2,250,719	2,143,355	
	Total (excl. automotive group)	150,040	152,191	152,951	154,566	155,351	154,757	154,988	154,577	155,406	156,436	156,423	150,012	150,617	1,697,686	1,630,109	
	Durable goods, total	80,623	83,285	84,108	82,794	84,053	83,472	83,539	83,536	84,189	84,881	84,559	80,264	80,778	919,039	856,396	
52	Building materials group stores	10,241	10,421	10,511	10,856	11,025	11,441	11,381	11,161	11,227	11,211	11,130	10,539	10,550	120,605	114,234	
521.3	Building materials, supply stores	7,866	8,000	8,162	8,311	8,580	8,716	8,754	8,605	8,631	8,580	8,596	8,056	8,167	92,801	87,687	
525	Hardware stores	1,178	1,191	1,137	1,226	1,208	1,202	1,201	1,173	1,181	1,211	1,202	1,183	1,168	13,110	12,523	
55 ex	Automotive dealers	49,089	51,201	51,277	49,465	50,318	49,609	49,731	50,022	50,721	51,051	50,549	48,147	48,688	553,033	513,246	
551.2,5	Motor vehicle and miscellaneous																
6,7,9	automobile dealers	46,066	48,161	48,231	46,415	47,229	46,546	46,653	46,968	47,658	47,901	47,514	45,158	45,699	519,342	481,473	
553	Auto & home supply stores	3,023	3,040	3,046	3,050	3,089	3,063	3,078	3,054	3,063	3,150	3,035	2,989	2,989	33,691	31,773	
57	Furniture group stores	10,989	11,153	11,375	11,417	11,428	11,352	11,399	11,511	11,522	11,485	11,453	11,211	11,198	125,084	118,509	
571	Furniture & home furn. stores	5,410	5,484	5,611	5,592	5,590	5,603	5,644	5,635	5,631	5,694	5,729	5,565	5,554	61,623	59,010	
5722,31,34	Household appliance, radio, TV and computer stores	4,705	4,756	4,839	4,902	4,903	4,825	4,849	4,959	5,019	4,921	4,874	4,739	4,763	53,552	49,822	
	Nondurable goods, total	118,506	120,107	120,120	121,237	121,616	120,894	121,180	121,063	121,938	122,606	122,413	117,895	118,527	1,331,680	1,286,959	
53	General merchandise group stores	24,834	25,636	25,317	25,641	25,929	25,688	25,752	25,922	25,897	26,022	25,884	24,838	24,845	282,522	271,748	
531	Dept. stores (excl. leased depts.)	19,402	20,008	19,659	20,003	20,228	19,981	19,999	20,173	20,200	20,303	20,175	19,411	19,359	220,131	211,204	
531	Dept. stores (incl. leased depts.) ^b	19,865	20,164	20,010	20,372	20,485	20,259	20,353	20,503	20,582	20,638	20,609	19,873	19,762	223,840	214,882	
531 pt.	Conventional department stores (including. leased depts.) ¹	4,521	4,728	4,599	4,673	4,607	4,544	4,529	4,584	4,604	4,613	4,586	4,524	4,526	50,588	49,747	
531 pt.	Discount department stores (including. leased depts.) ¹	12,067	12,140	12,151	12,324	12,456	12,430	12,500	12,567	12,598	12,662	12,709	11,853	11,866	136,604	127,241	
531 pt.	National chain department stores (including. leased depts.) ¹	3,277	3,296	3,260	3,375	3,422	3,285	3,324	3,352	3,380	3,363	3,314	3,496	3,370	36,648	37,894	
533	Variety stores	650	667	689	674	680	687	708	691	679	699	683	639	654	7,507	7,025	
539	Miscellaneous general merchandise stores	4,782	4,961	4,969	4,964	5,021	5,020	5,045	5,058	5,018	5,020	5,026	4,788	4,832	54,884	53,519	
54	Food group stores	35,020	34,807	34,956	35,174	35,014	35,086	35,403	35,248	35,705	35,769	35,729	34,561	34,792	387,911	376,173	
541	Grocery stores	33,182	32,979	33,103	33,318	33,153	33,191	33,545	33,379	33,839	33,896	33,838	32,743	32,957	367,423	356,650	
554	Gasoline service stations	12,517	12,566	13,025	13,355	13,567	13,271	12,973	12,960	13,026	13,194	13,225	12,164	12,378	143,679	136,178	
56	Apparel & accessory stores	9,212	9,615	9,318	9,500	9,573	9,484	9,411	9,420	9,519	9,449	9,287	9,241	9,204	103,788	100,802	
561	Men's & boys' clothing, furnishings.	830	859	828	821	840	816	831	848	861	840	832	851	834	9,206	9,253	
562.3	Women's clothing specialty stores	2,691	2,835	2,658	2,769	2,820	2,835	2,695	2,680	2,738	2,714	2,658	2,778	2,802	30,093	31,945	
566	Shoe stores	1,566	1,603	1,605	1,640	1,640	1,606	1,630	1,601	1,560	1,560	1,537	1,586	1,554	17,538	17,216	
58	Eating and drinking places	19,537	19,856	19,750	19,817	19,848	19,571	19,685	19,697	19,752	19,940	19,975	19,572	19,617	217,428	214,055	
591	Drug & proprietary stores	7,138	7,191	7,318	7,266	7,341	7,332	7,437	7,499	7,507	7,657	7,646	7,173	7,129	81,332	77,250	
592	Liquor stores	1,971	1,942	1,960	1,949	1,950	1,967	1,969	1,982	1,929	1,928	1,938	1,917	1,928	21,485	20,526	
5961	Total mail order ³	3,815	3,977	3,897	3,921	3,985	4,100	4,117	4,008	4,009	3,955	3,831	3,970	3,967	43,615	42,012	
53,56	GAF, total⁴	52,613	54,099	53,888	54,426	54,841	54,511	54,641	54,986	54,956	55,056	54,787	52,881	52,861	598,804	570,964	

^PPreliminary estimates.¹Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.²Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass or from mail order.³The sales estimates for "total mail order", SIC 5961, are the sums of the "mail-order houses (department store merchandise)" and the "other mail-order," formerly published in the *Monthly Retail Trade Report*.⁴GAF represents stores which specialize in department store types of merchandise (general merchandise, apparel, furniture, and miscellaneous shopping goods stores). (See appendix A.)⁵Data are adjusted for seasonal variations, holiday, and trading-day differences, but not for price changes. Each month, new factors are developed using the latest estimates and applied to the unadjusted Advance (the month after the Preliminary estimate, but not available in this publication), Preliminary, and Final (the month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Advance and Preliminary months. (See appendix C.)

Note: U.S. and group totals include data for kinds of business not shown. Measures of sampling variability are shown in table B-1.

Table 2. Percent Change in Estimated Monthly Retail Sales by Kinds of Business

SIC code	Kind of business	Percent change			SIC code	Kind of business	Percent change		
		Nov. 1996 from		11 mos. 1996 from 11 mos. 1995			Nov. 1996 from		11 mos. 1996 from 11 mos. 1995
		Nov. 1995	Oct. 1996				Nov. 1995	Oct. 1996	
	Unadjusted								
	Retail sales, total	+4.5	+1.0	+5.5	58	Eating and drinking places	+3.7	-3.9	+2.0
	Total (excl. automotive group)	+4.5	+5.1	+4.6	5812	Eating places	+3.7	-4.1	+2.0
	Durable goods, total	+5.0	-4.9	+7.8	5812 pt.	Restaurants, lunchrooms, cafeterias	+4.5	-2.8	+2.4
52	Building materials group stores	+5.4	-11.6	+6.6	5812 pt.	Refreshment places	+1.1	-5.4	+4
521,3,5	Building materials, supply stores, hardware	+6.1	-10.3	+6.6	5813	Drinking places (alcoholic bev)	+2.7	.0	+1.8
521,3	Building materials, supply stores ..	+6.4	-11.8	+6.8	591	Drug & proprietary stores	+6.3	-1.3	+5.7
523	Paint, glass, wallpaper stores*	+1.3	-12.0	+5.6	592	Liquor stores	+5.6	+7.5	+5.4
525	Hardware stores	+4.5	+5	+5.4	5943	Stationery stores*	-7.3	-4.3	-1.0
55 ex 554	Automotive dealers	+4.3	-11.2	+8.2	596	Nonstore retailers ²	-2.6	+10.0	+1.4
551,2,5	Motor vehicle and miscellaneous automobile dealers	+4.5	-11.3	+8.3	5961	Total mail order ³	-4.1	+14.3	+3.7
6,7,9	Motor vehicle dealers	+3.5	-11.2	+8.2	598	Fuel dealers	+11.6	+17.5	+16.1
551,2	Motor vehicle dealers, (franch.) ..	+3.2	-11.4	+8.1	5992	Florist shops*	+11.4	-1.6	+5.0
551	Motor vehicle dealers, (franch.) ..	+3.2	-11.4	+8.1	53,56, 57,594	GAF, total⁴	+3.4	+17.5	+5.2
553	Auto & home supply stores	+1.2	-9.0	+6.5	594	Miscellaneous shopping goods stores	+8.3	+25.3	+10.0
57	Furniture group stores	+2.6	+11.4	+5.9					
571	Furniture & home furn. stores	+3.8	+9.9	+4.8		Adjusted⁵			
5712	Furniture stores	+5.0	+10.4	+3.7	52	Retail sales, total	+4.4	-2	+5.0
5713	Floor covering stores	+2.2	-5.2	+5.8	521,3	Total (excl. automotive group) ..	+4.3	.0	+4.1
5722,31,34	Household appliance, radio, TV and computer stores	+2.9	+12.7	+7.9	525	Durable goods, total	+5.4	-4	+7.3
5722	Household appliance stores	+5.5	+11.4	-2.5	55 ex 554	Building materials group stores	+5.6	-7	+5.6
5731,34	Radio, TV and computer stores ..	+2.4	+12.9	+10.0	551,2,5	Building materials, supply stores ..	+6.7	+2	+5.8
5735,6	Music stores*	-6.7	+15.2	+2.6	6,7,9	Hardware stores	+1.6	-7	+4.7
5941	Sporting goods stores and bicycle shops	+10.2	+12.2	+10.8	553	Automotive dealers	+5.0	-1.0	+7.8
5942	Book stores	+4.2	-5	+3.9	57	Motor vehicle and miscellaneous automobile dealers	+5.2	-8	+7.9
5944	Jewelry stores	-3.0	+20.9	+9.7	571	Auto & home supply stores	+1.5	-3.7	+6.0
5946	Camera, photographic supply stores* ..	-5	-5	+7	5722,31,34	Furniture group stores	+2.2	-3	+5.5
5999 pt.	Optical goods stores*	+10.0	-3.5	+3	34	Furniture & home furn. stores	+2.9	+6	+4.4
	Nondurable goods, total	+4.1	+5.1	+3.9		Household appliance, radio, TV and computer stores	+2.8	-1.0	+7.5
53	General merchandise group stores ..	+3.1	+19.7	+4.3	53	Nondurable goods, total	+3.8	-2	+3.5
531	Dept. stores (excl. leased depts.) ..	+3.1	+22.1	+4.5	531	General merchandise group stores ..	+4.2	-5	+4.0
531	Dept. stores (incl. leased depts.) ¹ ..	+3.1	+22.2	+4.6	531	Dept. stores (excl. leased depts.) ..	+3.9	-6	+4.2
531 pt.	Conventional department stores (including. leased depts.) ¹	-1	+27.6	+1.9	531 pt.	Dept. stores (incl. leased depts.) ¹ ..	+3.7	-1	+4.2
531 pt.	Discount department stores (including. leased depts.) ¹	+6.3	+19.3	+7.8	531 pt.	Conventional department stores (including. leased depts.) ¹	+1.4	-6	+1.7
531 pt.	National chain department stores (including. leased depts.) ¹	-2.8	+25.3	-2.7	531 pt.	Discount department stores (including. leased depts.) ¹	+7.2	+4	+7.4
533	Variety stores	+4.1	+8.5	+7.8	533	National chain department stores (including. leased depts.) ¹	-5.2	-1.5	-3.3
539	Miscellaneous general merchandise stores	+2.9	+12.1	+2.9	539	Variety stores	+6.9	-2.3	+6.9
54	Food group stores	+5.0	+1.3	+3.7	54	Miscellaneous general merchandise stores	+5.0	+1	+2.6
541	Grocery stores	+5.0	+1.2	+3.6	541	Food group stores	+3.4	-1	+3.1
542	Meat, fish (seafood) markets	-5.3	+7.3	+9	554	Grocery stores	+3.3	-2	+3.0
543	Fruit stores & vegetable markets* ..	+11.1	-4.5	+8.9	56	Gasoline service stations	+8.7	+2	+5.5
544	Candy, nut, confectionery stores* ..	+12.4	+27.3	+4.9	561	Apparel & accessory stores	+5	-1.7	+3.0
546	Retail bakeries	+6.0	-3.4	+1.8	562,3	Men's & boys' clothing, furnishings. ..	-2.2	-1.0	-5
554	Gasoline service stations	+8.9	-4.1	+6.0	566	Women's clothing specialty stores ..	-4.3	-2.1	-5.8
56	Apparel & accessory stores	+1.4	+13.0	+3.5	58	Shoe stores	-3.1	-1.5	+1.9
561	Men's & boys' clothing, furnishings. ..	-2.2	+15.2	-2	5812	Eating and drinking places	+2.1	+2	+1.6
562,3	Women's clothing specialty stores ..	-4.1	+8.2	-5.3	591	Drug & proprietary stores	+6.6	-1	+5.3
562	Women's ready to wear stores	-5.0	+7.2	-7.0	592	Liquor stores	+1.1	+5	+4.7
565	Family clothing stores	+6.7	+19.9	+11.9	5961	Total mail order ³	-3.5	-3.1	+3.8
566	Shoe stores	-1.4	+7.0	+2.4	53,56, 57,594	GAF, total⁴	+3.6	-5	+4.9

*See appendix A, Percent Change.

¹Based on data for leased departments operated within department stores.²Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass or from mail order.³The sales estimates for "total mail order", SIC 5961, are the sums of the "mail-order houses (department store merchandise)" and the "other mail-order," formerly published in the *Monthly Retail Trade Report*.⁴GAF represents stores which specialize in department store types of merchandise (general merchandise, apparel, furniture, and miscellaneous shopping goods stores). (See appendix A.)⁵Based on data adjusted for seasonal variations, holiday, and trading-day differences, but not price changes.

Note: Measures of sampling variability for unadjusted data are shown in table B-1.

Table 3. Estimated Monthly Retail Sales by Kinds of Business: 1995

[Data in millions of dollars]

SIC code	Kind of business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Adjusted¹												
	Retail sales, total	193,097	191,035	192,574	192,372	194,493	196,107	195,615	197,081	196,597	196,225	198,159	199,305
	Total (excl. automotive group)	147,583	146,196	146,846	146,951	148,140	148,835	148,613	148,808	149,369	148,756	150,012	150,617
	Durable goods, total	76,544	75,629	76,454	76,062	77,296	78,361	78,281	79,687	78,759	79,059	80,264	80,778
52	Building materials group stores	10,516	10,450	10,520	10,235	10,193	10,260	10,352	10,349	10,355	10,465	10,539	10,550
521.3	Building materials, supply stores	8,186	8,061	8,055	7,850	7,799	7,861	7,943	7,856	7,962	8,058	8,056	8,167
525	Hardware stores	1,069	1,125	1,144	1,119	1,141	1,177	1,148	1,146	1,139	1,132	1,183	1,168
55 ex	Automotive dealers	45,514	44,839	45,728	45,421	46,353	47,272	47,002	48,273	47,228	47,469	48,147	48,688
551,2,5	Motor vehicle and miscellaneous												
6,7,9	automobile dealers	42,627	42,049	42,859	42,572	43,511	44,409	44,127	45,363	44,292	44,506	45,158	45,699
553	Auto & home supply stores	2,887	2,790	2,869	2,849	2,842	2,863	2,875	2,910	2,936	2,963	2,989	2,989
57	Furniture group stores	10,648	10,494	10,437	10,418	10,628	10,734	10,812	10,986	11,065	11,076	11,211	11,198
571	Furniture & home furn. stores	5,353	5,236	5,213	5,231	5,294	5,350	5,382	5,391	5,510	5,485	5,565	5,554
5722,31,34	Household appliance, radio, TV and												
	computer stores	4,419	4,413	4,392	4,353	4,476	4,516	4,548	4,626	4,641	4,699	4,739	4,763
	Nondurable goods, total	116,553	115,406	116,120	116,310	117,197	117,746	117,334	117,394	117,838	117,166	117,895	118,527
53	General merchandise group stores	24,643	24,146	24,490	24,564	24,702	24,980	25,025	24,738	25,001	24,621	24,838	24,845
531	Dept. stores (excl. leased depts.)	19,058	18,795	18,993	19,067	19,126	19,389	19,487	19,239	19,466	19,173	19,411	19,359
531	Dept. stores (incl. leased depts.) ²	19,409	19,081	19,392	19,324	19,394	19,699	19,838	19,568	19,765	19,539	19,873	19,762
531 pt.	Conventional department stores												
	(including, leased depts.) ²	4,589	4,485	4,518	4,473	4,520	4,558	4,568	4,494	4,552	4,466	4,524	4,526
531 pt.	Discount department stores (including,												
	leased depts.) ²	11,278	11,152	11,414	11,458	11,449	11,648	11,711	11,680	11,830	11,768	11,853	11,866
531 pt.	National chain department stores												
	(including, leased depts.) ²	3,542	3,444	3,460	3,393	3,425	3,493	3,559	3,394	3,383	3,305	3,496	3,370
533	Variety stores	725	612	621	623	637	636	629	620	645	638	639	654
539	Miscellaneous general merchandise												
	stores	4,860	4,739	4,876	4,874	4,939	4,955	4,909	4,879	4,890	4,810	4,788	4,832
54	Food group stores	34,374	33,960	33,847	34,031	34,112	34,105	34,144	34,301	34,281	34,457	34,561	34,792
541	Grocery stores	32,604	32,194	32,105	32,263	32,377	32,361	32,368	32,511	32,471	32,653	32,743	32,957
554	Gasoline service stations	12,284	12,314	12,433	12,369	12,514	12,806	12,436	12,392	12,296	12,170	12,164	12,378
56	Apparel & accessory stores	9,288	9,042	9,279	9,010	9,192	9,219	9,145	9,054	9,279	9,053	9,241	9,204
561	Mens & boys' clothing, furnishings	879	865	843	828	825	828	820	833	842	839	851	834
562.3	Women's clothing specialty stores	3,010	2,953	2,986	2,899	2,941	2,930	2,915	2,851	2,878	2,804	2,778	2,802
566	Shoe stores	1,526	1,456	1,618	1,566	1,606	1,611	1,585	1,559	1,557	1,546	1,586	1,554
58	Eating and drinking places	19,173	19,072	19,267	19,446	19,581	19,453	19,589	19,659	19,653	19,590	19,572	19,617
591	Drug & proprietary stores	6,989	6,987	6,929	6,973	7,028	7,015	6,949	7,013	7,102	7,092	7,173	7,129
592	Liquor stores	1,847	1,833	1,868	1,846	1,846	1,865	1,830	1,871	1,903	1,900	1,917	1,928
5961	Total mail order ³	3,711	3,619	3,661	3,673	3,791	3,842	3,912	3,977	3,937	3,919	3,970	3,967
53,56	GAF, total⁴	51,702	50,716	51,249	51,121	51,804	52,214	52,271	52,095	52,736	52,175	52,881	52,861
57,594													

¹Data are adjusted for seasonal variations, holiday, and trading-day differences, but not price changes. Each month, new factors are developed using the latest estimates and applied to the unadjusted Advance (the month after the Preliminary estimate, but not available in this publication), Preliminary, and Final (the month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Advance and Preliminary months. (See appendix C.)

²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

³The sales estimates for "total mail order", SIC 5961, are the sums of the "mail order houses (department store merchandise)" and the "other mail-order," formerly published in the Monthly Retail Trade Report.

⁴GAF represents stores which specialize in department store types of merchandise. (See appendix A.)

Note: Totals include data for kinds of business not shown.

Table 4. Estimated Monthly Retail Sales of Group II Companies by Kinds of Business

[Data in millions of dollars]

SIC code	Kind of business	1996											1995		Percent change			
		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov. ^P	Nov.	Dec.	Nov. 1996 from		11 mos. 1996 from 11 mos. 1995	
															Nov. 1995	Oct. 1996		
	Unadjusted																	
	Retail sales, total	68,371	70,552	78,100	77,857	83,380	79,762	79,410	84,656	77,667	82,879	91,125	86,969	113,140	+4.8	+9.9	+5.0	
	Durable goods, total	10,903	11,007	12,256	12,779	13,790	13,271	13,434	14,092	12,861	13,391	14,838	14,032	19,704	+5.7	+10.8	+7.8	
553	Auto & home supply stores	961	981	1,122	1,164	1,241	1,212	1,278	1,296	1,151	1,293	1,158	1,116	1,053	+3.8	-10.4	+8.2	
	Nondurable goods, total	57,468	59,545	65,844	65,078	69,590	66,491	65,976	70,564	64,806	69,488	76,287	72,937	93,436	+4.6	+9.8	+4.5	
53	General merchandise group stores	17,855	19,723	22,331	22,358	24,679	23,668	22,530	25,225	22,691	24,726	29,681	28,759	41,435	+3.2	+20.0	+4.5	
531	Dept. stores (excl. leased depts.)	14,015	15,580	17,806	17,939	19,690	18,811	17,878	20,250	18,236	19,767	24,128	23,404	33,761	+3.1	+22.1	+4.6	
531	Dept. stores (incl. leased depts.) ¹	14,281	15,906	18,179	18,318	20,067	19,151	18,197	20,627	18,564	20,123	24,585	23,832	34,280	+3.2	+22.2	+4.7	
533	Variety stores	313	395	448	448	502	451	451	493	428	497	545	510	844	+6.9	+9.7	+11.9	
539	Miscellaneous general merchandise stores	3,527	3,748	4,077	3,971	4,487	4,406	4,201	4,482	4,027	4,462	5,008	4,845	6,830	+3.4	+12.2	+3.3	
54	Food group stores	20,799	20,220	21,570	20,913	22,190	21,336	21,933	22,221	20,632	21,612	22,183	21,080	23,386	+5.2	+2.6	+4.5	
541	Grocery stores	20,557	19,951	21,288	20,627	21,913	21,070	21,662	21,946	20,364	21,323	21,868	20,789	22,881	+5.2	+2.6	+4.4	
56	Apparel & accessory stores	4,128	4,793	5,822	5,964	6,239	5,840	5,608	6,807	5,961	6,338	7,453	7,310	10,608	+2.0	+17.6	+4.0	
562.3	Women's clothing specialty stores	1,143	1,353	1,572	1,654	1,793	1,650	1,486	1,663	1,624	1,706	1,939	2,008	3,093	-3.4	+13.7	-5.1	
562	Women's ready to wear	1,024	1,216	1,423	1,515	1,637	1,506	1,335	1,500	1,484	1,557	1,756	1,819	2,760	-3.5	+12.8	-6.1	
565	Family clothing stores	1,769	2,074	2,563	2,558	2,664	2,551	2,538	3,049	2,711	2,996	3,665	3,416	4,898	+7.3	+22.3	+11.8	
566	Shoe stores	744	860	1,081	1,170	1,191	1,089	1,043	1,369	1,002	991	1,083	1,123	1,437	-3.6	+9.3	+1.7	
5812	Eating places	3,918	4,067	4,479	4,321	4,449	4,332	4,404	4,553	4,241	4,394	4,267	4,144	4,376	+3.0	-2.9	-1.1	
591	Drug & proprietary stores	4,417	4,505	4,820	4,704	4,896	4,575	4,666	4,764	4,533	4,923	4,939	4,569	6,042	+8.1	+3	+6.8	
	Adjusted²																	
	Retail sales, total	80,168	81,225	81,326	82,261	82,509	82,092	82,589	82,763	83,133	83,431	83,352	79,684	79,624	+4.6	-1	+4.6	
553	Auto & home supply stores	1,098	1,122	1,140	1,152	1,163	1,165	1,177	1,177	1,160	1,223	1,140	1,101	1,112	+3.5	-6.8	+7.5	
53	General merchandise group stores	23,945	24,601	24,420	24,756	25,024	24,764	24,827	25,006	25,016	25,106	24,985	23,887	23,803	+4.6	-5	+4.2	
531	Dept. stores, (excl. leased depts.)	19,225	19,697	19,481	19,866	20,071	19,822	19,820	20,010	20,062	20,129	20,007	19,215	19,117	+4.1	-6	+4.3	
531	Dept. stores, (incl. leased depts.)	19,694	20,008	19,851	20,212	20,334	20,097	20,190	20,355	20,430	20,480	20,450	19,714	19,524	+3.7	-1	+4.3	
533	Variety stores	460	479	498	483	488	482	509	496	480	502	491	448	452	+9.6	-2.2	+11.0	
541	Grocery stores	21,127	20,869	20,994	21,178	21,050	21,112	21,342	21,204	21,504	21,517	21,524	20,831	20,992	+3.3	.0	+3.9	
56	Apparel & accessory stores	6,204	6,521	6,163	6,364	6,410	6,270	6,282	6,213	6,341	6,303	6,224	6,178	6,086	+7	-1.3	+3.6	
562.3	Women's clothing specialty stores	1,693	1,806	1,685	1,734	1,746	1,713	1,702	1,676	1,728	1,715	1,683	1,739	1,723	-3.2	-1.9	-5.5	
566	Shoe stores	1,081	1,110	1,093	1,135	1,134	1,098	1,108	1,076	1,036	1,050	1,042	1,087	1,053	-4.1	-8	+1.5	
591	Drug & proprietary stores	4,568	4,668	4,806	4,747	4,805	4,766	4,840	4,891	4,922	5,023	5,045	4,667	4,602	+8.1	+4	+6.4	

^PPreliminary estimates.¹Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.²Data are adjusted for seasonal variations, holiday, and trading-day differences. Each month, new factors are developed using the latest estimates and applied to the unadjusted Preliminary and Final (the month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Preliminary month. (See appendix C.)

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 multiestablishment files which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which varied by kinds of business). Group totals include kind of business not shown.

Table 5. Estimated Monthly Retail Sales of Group II Companies by Kinds of Business: 1995

[Data in millions of dollars]

SIC code	Kind of business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Adjusted¹												
	Retail sales, total	78,525	77,337	77,777	77,762	78,520	78,970	79,019	78,982	79,515	79,241	79,684	79,624
553	Auto & home supply stores	1,056	1,036	1,059	1,061	1,072	1,062	1,076	1,101	1,107	1,100	1,101	1,112
53	General merchandise group stores	23,640	23,240	23,567	23,667	23,789	24,052	24,089	23,807	24,063	23,718	23,887	23,803
531	Dept. stores (excl. leased depts.)	18,799	18,619	18,821	18,890	18,975	19,208	19,314	19,054	19,289	19,003	19,215	19,117
531	Dept. stores (incl. leased depts.) ²	19,216	18,993	19,198	19,166	19,194	19,513	19,661	19,393	19,605	19,363	19,714	19,524
533	Variety stores	516	415	425	423	434	440	422	422	447	443	448	452
541	Grocery stores	20,459	20,136	20,083	20,215	20,312	20,366	20,474	20,555	20,594	20,742	20,831	20,992
56	Apparel & accessory stores	6,071	5,983	6,136	5,914	6,082	6,141	6,132	6,059	6,178	5,987	6,178	6,086
562.3,8	Women's clothing specialty stores, furrriers	1,844	1,841	1,849	1,766	1,837	1,848	1,850	1,796	1,836	1,770	1,739	1,723
566	Shoe stores	1,017	1,005	1,104	1,073	1,103	1,116	1,087	1,068	1,070	1,052	1,087	1,053
591	Drug & proprietary stores	4,509	4,469	4,477	4,488	4,533	4,528	4,488	4,527	4,600	4,600	4,667	4,602

¹Data are adjusted for seasonal variations, holiday, and trading-day differences, but not price changes. Each month, new factors are developed using the latest estimates and applied to the unadjusted Preliminary, and Final (the month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Preliminary month. (See appendix C.)²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Note: Totals include data for kinds of business not shown.

Table 6. Estimated Monthly Retail Sales by Selected Kinds of Business for Regions

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

Region ¹ and kind of business	1996											1995		Percent change		
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov. ^P	Nov.	Dec.	Nov. 1996 from		11 mos. 1996 from 11 mos. 1995
														Nov. 1995	Oct. 1996	
Northeast																
Retail sales, total	31,895	33,244	36,860	37,523	40,411	39,025	38,441	39,996	37,520	40,057	40,647	38,454	45,064	+5.7	+1.5	+5.9
Durable goods, total	11,282	12,466	14,253	14,928	16,388	15,874	15,567	15,872	14,719	15,746	14,929	13,486	14,715	+10.7	-5.2	+10.6
Building materials group stores	1,192	1,206	1,412	1,958	2,286	2,261	2,193	2,103	2,025	2,254	1,990	1,759	1,588	+13.1	-11.7	+4.9
Automotive dealers	6,872	7,964	9,160	9,255	9,894	9,461	9,226	9,262	8,715	9,267	8,315	7,496	6,654	+10.9	-10.3	+13.1
Furniture group stores	1,603	1,622	1,809	1,755	1,819	1,796	1,837	1,954	1,838	1,955	2,203	2,055	2,574	+7.2	+12.7	+4.9
Nondurable goods, total	20,613	20,778	22,607	22,595	24,023	23,151	22,874	24,124	22,801	24,311	25,718	24,968	30,349	+3.0	+5.8	+3.1
General merchandise group stores	2,534	2,983	3,333	3,455	3,907	3,732	3,385	3,849	3,621	3,902	4,878	4,856	6,919	+5	+25.0	+1.6
Dept. stores (excl. leased depts.)	1,858	2,249	2,524	2,643	2,983	2,828	2,522	2,957	2,793	3,003	3,863	3,825	5,469	+1.0	+28.6	+1.7
Dept. stores (incl. leased depts.) ²	1,913	2,318	2,604	2,726	3,068	2,905	2,591	3,040	2,869	3,084	3,971	3,930	5,594	+1.0	+28.8	+1.9
Food group stores	6,636	6,306	6,835	6,642	7,148	7,022	7,146	7,225	6,691	7,029	7,064	6,778	7,588	+4.2	+5	+2.7
Grocery stores	6,096	5,762	6,218	6,025	6,497	6,387	6,520	6,584	6,108	6,402	6,440	6,197	6,837	+3.9	+6	+2.0
Gasoline service stations	2,020	1,952	2,093	2,185	2,378	2,309	2,301	2,339	2,170	2,286	2,225	2,072	2,133	+7.4	-2.7	+4.9
Apparel & accessory stores	1,508	1,699	2,095	2,236	2,335	2,181	1,998	2,511	2,357	2,430	2,717	2,669	3,682	+1.8	+11.8	+2.6
Eating and drinking places	2,812	2,954	3,244	3,217	3,447	3,454	3,540	3,663	3,426	3,372	3,176	3,251	3,454	-2.3	-5.8	-2.1
Drug & proprietary stores	1,582	1,578	1,676	1,684	1,773	1,669	1,714	1,736	1,682	1,777	1,738	1,604	1,980	+8.4	-2.2	+10.1
GAF, total ³	6,811	7,475	8,474	8,720	9,500	9,171	8,676	10,024	9,245	9,829	11,557	11,287	16,509	+2.4	+17.6	+3.1
Midwest																
Retail sales, total	41,968	44,143	48,210	48,592	52,580	49,878	50,391	51,761	47,572	51,127	51,599	50,143	57,911	+2.9	+9	+4.2
Durable goods, total	16,800	18,552	20,113	20,660	22,323	20,822	21,426	21,196	19,275	20,792	19,520	19,323	21,188	+1.0	-6.1	+5.9
Building materials group stores	1,717	1,686	1,902	2,494	2,906	2,731	2,871	2,683	2,464	2,685	2,325	2,292	2,089	+1.4	-13.4	+2.6
Automotive dealers	10,969	12,712	13,749	13,736	14,578	13,497	13,899	13,578	12,240	13,410	11,692	11,590	10,772	+9	-12.8	+6.7
Furniture group stores	2,435	2,436	2,677	2,511	2,646	2,636	2,665	2,862	2,677	2,770	3,098	3,092	4,000	+2	+11.8	+6.4
Nondurable goods, total	25,168	25,591	28,097	27,932	30,257	29,056	28,965	30,565	28,297	30,335	32,079	30,820	36,723	+4.1	+5.7	+2.9
General merchandise group stores	4,748	5,114	5,867	5,943	6,641	6,457	6,061	6,756	6,183	6,695	8,052	7,898	10,924	+1.9	+20.3	+3.3
Dept. stores (excl. leased depts.)	3,958	4,280	4,926	4,979	5,529	5,368	5,012	5,670	5,189	5,592	6,779	6,669	9,235	+1.6	+21.2	+3.7
Dept. stores (incl. leased depts.) ²	4,028	4,367	5,022	5,080	5,631	5,463	5,099	5,775	5,279	5,691	6,908	6,790	9,381	+1.7	+21.4	+3.8
Food group stores	7,310	7,051	7,481	7,373	7,962	7,692	7,956	8,027	7,378	7,685	7,833	7,603	8,376	+3.0	+1.9	+2.3
Grocery stores	6,965	6,684	7,107	6,984	7,528	7,289	7,562	7,613	7,004	7,277	7,422	7,201	7,841	+3.1	+2.0	+2.2
Gasoline service stations	3,191	3,049	3,423	3,496	3,768	3,721	3,716	3,714	3,465	3,664	3,568	3,162	3,298	+12.8	-2.6	+5.7
Apparel & accessory stores	1,287	1,470	1,644	1,690	1,811	1,695	1,605	1,993	1,765	1,865	2,107	2,179	3,055	-3.3	+13.0	-1.8
Eating and drinking places	4,333	4,509	5,031	4,929	5,427	5,270	5,302	5,585	4,961	5,253	4,897	4,663	4,901	+5.0	-6.8	+2.3
Drug & proprietary stores	1,623	1,624	1,740	1,692	1,792	1,712	1,757	1,819	1,711	1,842	1,797	1,683	2,061	+6.8	-2.4	+2.5
GAF, total ³	9,691	10,277	11,496	11,526	12,626	12,236	11,779	13,229	12,092	12,825	15,219	15,059	21,714	+1.1	+18.7	+3.5
South																
Retail sales, total	62,422	65,180	73,051	71,669	76,821	72,522	72,478	75,425	69,198	73,301	73,958	70,752	83,805	+4.5	+9	+5.6
Durable goods, total	26,156	27,510	31,643	31,092	33,775	31,659	31,370	32,280	29,773	31,138	29,487	28,538	32,317	+3.3	-5.3	+6.5
Building materials group stores	3,090	3,364	4,107	4,698	5,136	4,880	4,674	4,627	4,458	4,557	4,016	3,848	3,720	+4.4	-11.9	+9.0
Automotive dealers	16,618	17,688	20,460	19,398	21,071	19,518	19,426	19,944	18,324	19,205	16,851	16,575	16,408	+1.7	-12.3	+5.6
Furniture group stores	3,639	3,506	3,909	3,671	3,828	3,790	3,776	4,028	3,804	4,000	4,522	4,480	5,706	+9	+13.0	+6.3
Nondurable goods, total	36,266	37,670	41,408	40,577	43,046	40,863	41,108	43,145	39,425	42,163	44,471	42,214	51,488	+5.3	+5.5	+5.0
General merchandise group stores	6,942	7,793	8,876	8,759	9,568	8,982	8,756	9,680	8,587	9,479	11,392	10,930	15,786	+4.2	+20.2	+5.7
Dept. stores (excl. leased depts.)	5,454	6,141	7,053	6,972	7,566	7,101	6,942	7,746	6,856	7,519	9,179	8,747	12,582	+4.9	+22.1	+6.2
Dept. stores (incl. leased depts.) ²	5,538	6,247	7,175	7,091	7,681	7,205	7,038	7,863	6,953	7,624	9,315	8,869	12,727	+5.0	+22.2	+6.3
Food group stores	12,129	11,914	12,731	12,408	13,181	12,685	13,054	13,140	12,282	12,789	12,949	12,161	13,341	+6.5	+1.3	+5.3
Grocery stores	11,761	11,524	12,325	12,010	12,775	12,288	12,659	12,735	11,900	12,408	12,541	11,751	12,839	+6.7	+1.1	+5.5
Gasoline service stations	3,939	3,915	4,416	4,535	4,903	4,714	4,684	4,762	4,406	4,581	4,428	4,015	4,101	+10.3	-3.3	+6.6
Apparel & accessory stores	2,217	2,602	3,155	3,156	3,258	3,041	2,985	3,575	2,976	3,231	3,671	3,637	5,292	+9	+13.6	+4.7
Eating and drinking places	6,088	6,408	7,061	6,836	7,194	6,897	6,983	7,235	6,532	6,898	6,804	6,263	6,689	+8.6	-1.4	+4.3
Drug & proprietary stores	2,563	2,568	2,729	2,607	2,675	2,483	2,570	2,611	2,446	2,715	2,704	2,538	3,173	+6.5	-4	+8.0
GAF, total ³	14,782	15,939	18,105	17,832	19,148	18,152	17,925	19,953	17,621	19,053	22,664	21,828	32,209	+3.8	+19.0	+6.4

See footnotes at end of list of areas.

Table 6. Estimated Monthly Retail Sales by Selected Kinds of Business for Regions—Con.

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

Region ¹ and kind of business	1996											1995		Percent change		
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov. ^P	Nov.	Dec.	Nov. 1996 from		11 mos. 1996 from 11 mos. 1995
														Nov. 1995	Oct. 1996	
West																
Retail sales, total	38,554	39,334	43,213	42,509	45,598	44,867	45,130	46,819	43,075	44,753	45,181	43,010	51,214	+5.0	+1.0	+6.5
Durable goods, total	15,408	15,972	17,746	17,436	18,900	18,737	18,820	19,163	17,851	18,291	17,854	16,574	18,866	+7.7	-2.4	+10.2
Building materials group stores	1,984	1,895	2,250	2,615	2,815	2,843	2,833	2,759	2,561	2,685	2,433	2,314	2,181	+5.1	-9.4	+7.8
Automotive dealers	8,736	9,381	10,518	9,884	10,713	10,588	10,558	10,748	10,087	10,223	9,421	8,708	8,470	+8.2	-7.8	+11.1
Furniture group stores	2,476	2,327	2,488	2,445	2,593	2,530	2,649	2,752	2,671	2,768	2,983	2,858	3,616	+4.4	+7.8	+5.6
Nondurable goods, total	23,146	23,362	25,467	25,073	26,698	26,130	26,310	27,656	25,224	26,462	27,327	26,436	32,348	+3.4	+3.3	+4.1
General merchandise group stores	4,290	4,523	5,053	5,057	5,492	5,405	5,208	5,844	5,162	5,593	6,410	6,133	9,151	+4.5	+14.6	+4.9
Dept. stores (excl. leased depts.)	2,874	3,036	3,446	3,489	3,766	3,665	3,543	4,022	3,544	3,803	4,490	4,343	6,728	+3.4	+18.1	+4.5
Dept. stores (incl. leased depts.) ²	2,934	3,105	3,525	3,568	3,844	3,735	3,613	4,099	3,613	3,878	4,579	4,428	6,839	+3.4	+18.1	+4.6
Food group stores	7,606	7,403	8,032	7,685	8,136	7,983	8,207	8,408	7,823	8,074	8,182	7,755	8,743	+5.5	+1.3	+3.4
Grocery stores	7,232	7,030	7,619	7,266	7,712	7,559	7,777	7,982	7,406	7,606	7,706	7,332	8,109	+5.1	+1.3	+3.4
Gasoline service stations	2,528	2,519	2,728	2,885	3,223	3,124	3,154	3,208	2,894	2,953	2,713	2,623	2,598	+3.4	-8.1	+6.4
Apparel & accessory stores	1,460	1,581	1,902	1,900	1,982	1,979	1,981	2,235	1,910	1,996	2,266	2,131	3,151	+6.3	+13.5	+7.5
Eating and drinking places	4,350	4,476	4,770	4,657	4,812	4,733	4,805	4,947	4,497	4,696	4,559	4,573	4,808	-3	-2.9	+1.5
Drug & proprietary stores	1,227	1,191	1,210	1,218	1,277	1,175	1,210	1,228	1,150	1,246	1,239	1,212	1,583	+2.2	-6	+1
GAF, total ³	9,887	10,136	11,256	11,156	11,955	11,829	11,773	12,990	11,617	12,291	14,026	13,208	19,818	+6.2	+14.1	+7.0

^PPreliminary estimates.

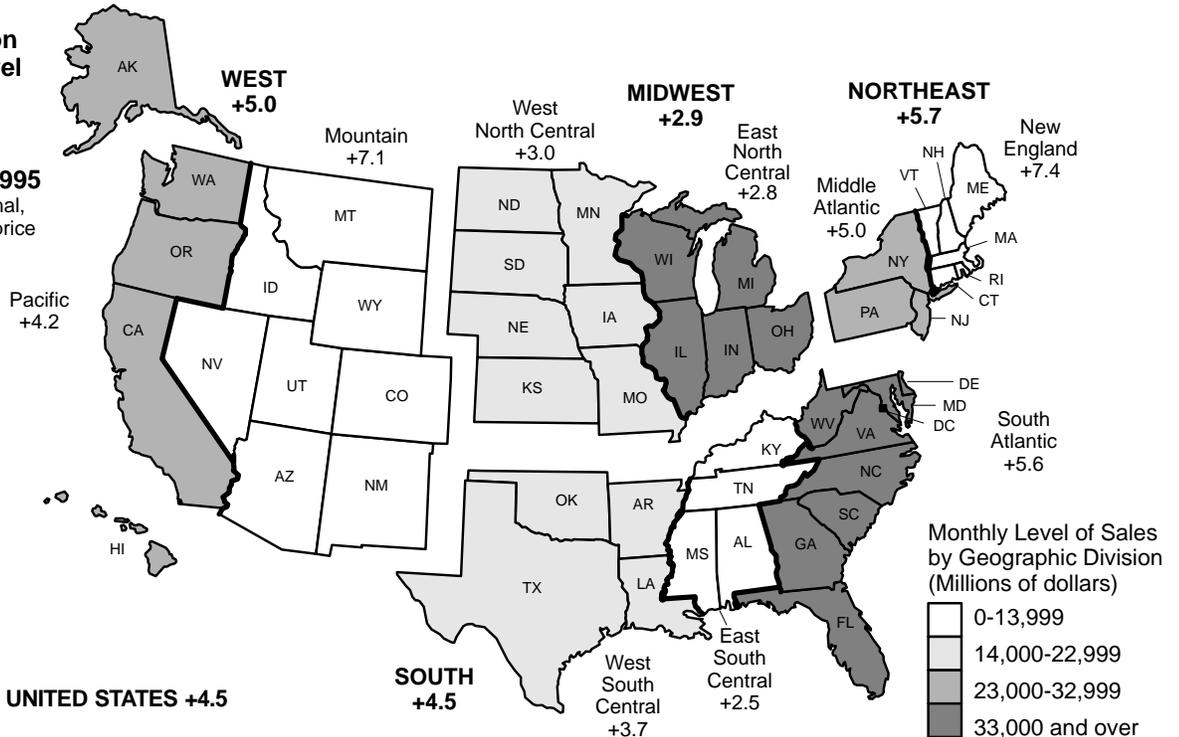
¹For definitions, see appendix E.

²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

³GAF represents stores which specialize in department store types of merchandise. (See appendix A.)

Note: Totals include data for kinds of business not shown. Measures of sampling variability are shown in table B-2. States in geographic regions are shown in appendix E.

Figure 4. Retail Sales by Geographic Region and Division: Level and Year-to-Year Percent Change: November 1996 From November 1995
(Not adjusted for seasonal, holiday, trading-day, or price variations)



Source: U.S. Bureau of the Census, Monthly Retail Trade.

Table 7. Estimated Monthly Retail Sales by Selected Kinds of Business for Geographic Divisions

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

Geographic division ¹ and kind of business	1996											1995		Percent change		
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov. ^P	Nov.	Dec.	Nov. 1996 from		11 mos. 1996 from 11 mos. 1995
														Nov. 1995	Oct. 1996	
New England	9,123	9,494	10,347	10,595	11,326	11,165	10,907	11,337	10,842	11,387	11,543	10,743	12,807	+7.4	+1.4	+7.7
Nondurable goods, total	6,168	6,285	6,676	6,709	7,134	6,907	6,753	7,174	6,783	7,228	7,769	7,462	9,060	+4.1	+7.5	+3.8
General merchandise group stores	755	843	925	960	1,095	1,067	986	1,102	1,019	1,095	1,337	1,324	1,928	+1.0	+22.1	+1.1
Dept. stores (excl. leased depts.)	509	591	653	690	785	761	686	802	746	798	1,004	974	1,429	+3.1	+25.8	+1.3
Dept. stores (incl. leased depts.) ²	523	608	673	712	807	781	703	824	766	819	1,031	999	1,462	+3.2	+25.9	+1.5
Food group stores	1,992	1,916	2,038	2,003	2,181	2,160	2,216	2,258	2,060	2,084	2,127	2,119	2,331	+4	+2.1	-1
GAF, total ³	1,806	1,980	2,206	2,274	2,510	2,429	2,331	2,695	2,472	2,646	2,968	2,908	4,298	+2.1	+12.2	+2.1
Middle Atlantic	22,772	23,750	26,513	26,928	29,085	27,860	27,534	28,659	26,678	28,670	29,104	27,711	32,257	+5.0	+1.5	+5.2
Durable goods, total	8,327	9,257	10,582	11,042	12,196	11,616	11,413	11,709	10,660	11,587	11,155	10,205	10,968	+9.3	-3.7	+9.0
Automotive dealers	5,045	5,926	6,869	6,935	7,463	7,008	6,851	6,854	6,306	6,581	6,211	5,690	4,970	+9.2	-9.7	+10.7
Nondurable goods, total	14,445	14,493	15,931	15,886	16,889	16,244	16,121	16,950	16,018	17,083	17,949	17,506	21,289	+2.5	+5.1	+2.8
General merchandise group stores	1,779	2,140	2,408	2,495	2,812	2,665	2,399	2,747	2,602	2,807	3,541	3,532	4,991	+3	+26.1	+1.8
Dept. stores (excl. leased depts.)	1,349	1,658	1,871	1,953	2,198	2,067	1,836	2,155	2,047	2,205	2,859	2,851	4,040	+3	+29.7	+1.8
Dept. stores (incl. leased depts.) ²	1,390	1,710	1,931	2,014	2,261	2,124	1,888	2,216	2,103	2,265	2,940	2,931	4,132	+3	+29.8	+2.0
Food group stores	4,644	4,390	4,797	4,639	4,967	4,862	4,930	4,967	4,631	4,945	4,937	4,659	5,257	+6.0	-2	+4.0
Gasoline service stations	1,341	1,328	1,435	1,489	1,608	1,540	1,526	1,537	1,434	1,518	1,466	1,398	1,433	+4.9	-3.4	+2.7
Apparel & accessory stores	1,125	1,262	1,558	1,670	1,738	1,625	1,469	1,823	1,727	1,786	1,984	1,975	2,731	+5	+11.1	+1.6
Eating and drinking places	2,026	2,102	2,331	2,288	2,459	2,467	2,582	2,663	2,494	2,433	2,279	2,355	2,498	-3.2	-6.3	-2.7
Drug & proprietary stores	1,184	1,181	1,251	1,257	1,322	1,246	1,288	1,313	1,254	1,333	1,309	1,204	1,494	+8.7	-1.8	+10.3
GAF, total ³	5,005	5,495	6,268	6,446	6,990	6,742	6,345	7,329	6,773	7,183	8,589	8,379	12,211	+2.5	+19.6	+3.5
East North Central	29,237	30,803	33,628	33,851	36,896	34,789	35,235	36,045	33,133	35,845	36,342	35,335	40,984	+2.8	+1.4	+4.8
Durable goods, total	11,970	13,069	14,136	14,517	15,887	14,732	15,317	14,987	13,594	14,836	14,045	13,885	15,285	+1.2	-5.3	+6.5
Automotive dealers	7,660	8,792	9,441	9,490	10,244	9,392	9,836	9,435	8,441	9,472	8,342	8,194	7,521	+1.8	-11.9	+7.6
Furniture group stores	1,813	1,789	1,993	1,885	1,965	1,946	1,987	2,106	1,982	2,072	2,312	2,278	2,943	+1.5	+11.6	+7.0
Nondurable goods, total	17,267	17,734	19,492	19,334	21,009	20,057	19,918	21,058	19,539	21,009	22,297	21,450	25,699	+3.9	+6.1	+3.5
General merchandise group stores	3,312	3,581	4,107	4,151	4,635	4,516	4,219	4,691	4,340	4,714	5,706	5,586	7,727	+2.1	+21.0	+3.4
Dept. stores (excl. leased depts.)	2,783	3,012	3,469	3,510	3,893	3,793	3,533	3,976	3,687	3,979	4,861	4,769	6,584	+1.9	+22.2	+3.9
Dept. stores (incl. leased depts.) ²	2,839	3,081	3,544	3,590	3,973	3,869	3,602	4,060	3,759	4,059	4,965	4,866	6,703	+2.0	+22.3	+4.0
Food group stores	4,837	4,738	5,045	4,896	5,310	5,136	5,285	5,340	4,931	5,097	5,175	5,045	5,589	+2.6	+1.5	+3.2
Gasoline service stations	2,106	2,027	2,263	2,286	2,486	2,395	2,411	2,430	2,262	2,378	2,350	2,085	2,189	+12.7	-1.2	+6.4
Apparel & accessory stores	940	1,069	1,200	1,232	1,314	1,232	1,150	1,413	1,286	1,368	1,559	1,621	2,266	-3.8	+14.0	-2.5
Eating and drinking places	3,145	3,261	3,620	3,559	3,907	3,803	3,802	3,966	3,530	3,747	3,480	3,366	3,532	+3.4	-7.1	+2.9
GAF, total ³	6,982	7,366	8,285	8,309	9,043	8,799	8,446	9,410	8,711	9,259	11,025	10,926	15,807	+9	+19.1	+3.5
West North Central	12,731	13,340	14,582	14,741	15,684	15,089	15,156	15,716	14,439	15,282	15,257	14,808	16,927	+3.0	-2	+2.8
Durable goods, total	4,830	5,483	5,977	6,143	6,436	6,090	6,109	6,209	5,681	5,956	5,475	5,438	5,903	+7	-8.1	+4.6
Automotive dealers	3,309	3,920	4,308	4,246	4,334	4,105	4,063	4,143	3,799	3,938	3,350	3,396	3,251	-1.4	-14.9	+4.9
Nondurable goods, total	7,901	7,857	8,605	8,598	9,248	8,999	9,047	9,507	8,758	9,326	9,782	9,370	11,024	+4.4	+4.9	+1.7
General merchandise group stores	1,436	1,533	1,760	1,792	2,006	1,941	1,842	2,065	1,843	1,981	2,346	2,312	3,197	+1.5	+18.4	+3.0
Dept. stores (excl. leased depts.)	1,175	1,268	1,457	1,469	1,636	1,575	1,479	1,694	1,502	1,613	1,918	1,900	2,651	+9	+18.9	+3.3
Dept. stores (incl. leased depts.) ²	1,189	1,286	1,478	1,490	1,658	1,594	1,497	1,715	1,520	1,632	1,943	1,924	2,678	+1.0	+19.1	+3.4
Food group stores	2,473	2,313	2,436	2,477	2,652	2,556	2,671	2,687	2,447	2,588	2,658	2,558	2,787	+3.9	+2.7	+6
Gasoline service stations	1,085	1,022	1,160	1,210	1,282	1,326	1,305	1,284	1,203	1,286	1,218	1,077	1,109	+13.1	-5.3	+4.6
Apparel & accessory stores	347	401	444	458	497	463	455	580	479	497	548	558	789	-1.8	+10.3	.0
GAF, total ³	2,709	2,911	3,211	3,217	3,583	3,437	3,333	3,819	3,381	3,566	4,194	4,133	5,907	+1.5	+17.6	+3.6
South Atlantic	33,917	35,667	39,837	38,747	41,295	38,927	38,932	40,723	37,707	40,026	40,351	38,204	45,424	+5.6	+8	+7.0
Durable goods, total	14,462	15,261	17,394	16,858	18,328	17,060	16,939	17,655	16,510	17,267	16,246	15,537	17,775	+4.6	-5.9	+7.6
Automotive dealers	8,886	9,360	10,702	9,910	10,825	9,835	9,899	10,386	9,670	10,106	8,720	8,705	8,501	+2	-13.7	+5.4
Furniture group stores	2,117	2,059	2,279	2,118	2,211	2,198	2,132	2,308	2,195	2,334	2,598	2,572	3,302	+1.0	+11.3	+6.1
Nondurable goods, total	19,455	20,406	22,443	21,889	22,967	21,867	21,993	23,068	21,197	22,759	24,105	22,667	27,649	+6.3	+5.9	+6.6
General merchandise group stores	3,351	3,850	4,339	4,304	4,642	4,373	4,252	4,748	4,224	4,713	5,758	5,514	8,062	+4.4	+22.2	+5.6
Dept. stores (excl. leased depts.)	2,526	2,917	3,322	3,317	3,532	3,333	3,245	3,668	3,265	3,620	4,524	4,274	6,165	+5.8	+25.0	+6.3
Dept. stores (incl. leased depts.) ²	2,579	2,983	3,397	3,393	3,603	3,398	3,304	3,742	3,326	3,687	4,608	4,353	6,255	+5.9	+25.0	+6.5
Food group stores	6,652	6,491	6,949	6,767	7,114	6,831	7,100	7,098	6,634	6,975	7,109	6,564	7,251	+8.3	+1.9	+6.4
Gasoline service stations	2,088	2,088	2,360	2,411	2,551	2,494	2,447	2,480	2,271	2,370	2,299	2,147	2,200	+7.1	-3.0	+5.1
Apparel & accessory stores	1,242	1,489	1,812	1,847	1,897	1,765	1,678	2,015	1,717	1,875	2,150	2,086	2,957	+3.1	+14.7	+4.9
GAF, total ³	7,827	8,632	9,726	9,629	10,238	9,745	9,532	10,673</								

Table 7. Estimated Monthly Retail Sales by Selected Kinds of Business for Geographic Divisions—Con.

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

Geographic division ¹ and kind of business	1996											1995		Percent change		
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov. ^P	Nov.	Dec.	Nov. 1996 from		11 mos. 1996 from 11 mos. 1995
														Nov. 1995	Oct. 1996	
East South Central	9,737	10,275	11,669	11,764	12,792	12,148	11,867	12,356	11,136	11,640	12,057	11,768	13,568	+2.5	+3.6	+3.9
Durable goods, total	3,956	4,194	5,019	5,170	5,731	5,458	5,146	5,207	4,703	4,770	4,726	4,722	5,146	+1	-9	+4.3
Nondurable goods, total	5,781	6,081	6,650	6,594	7,061	6,690	6,721	7,149	6,433	6,870	7,331	7,046	8,422	+4.0	+6.7	+3.6
General merchandise group stores	1,265	1,413	1,645	1,634	1,808	1,697	1,631	1,795	1,628	1,795	2,205	2,111	2,874	+4.5	+22.8	+7.2
Dept. stores (excl. leased depts.)	995	1,119	1,319	1,308	1,443	1,354	1,304	1,451	1,318	1,438	1,774	1,686	2,302	+5.2	+23.4	+7.5
Dept. stores (incl. leased depts.) ²	1,006	1,133	1,336	1,324	1,460	1,369	1,318	1,466	1,332	1,452	1,793	1,702	2,322	+5.3	+23.5	+7.6
GAF, total ³	2,322	2,478	2,873	2,858	3,078	2,906	2,857	3,177	2,805	3,097	3,820	3,715	5,172	+2.8	+23.3	+4.7
West South Central	18,768	19,238	21,545	21,158	22,734	21,447	21,679	22,346	20,355	21,635	21,550	20,780	24,813	+3.7	-4	+4.1
Durable goods, total	7,738	8,055	9,230	9,064	9,716	9,141	9,285	9,418	8,560	9,101	8,515	8,279	9,396	+2.9	-6.4	+5.6
Automotive dealers	5,271	5,650	6,493	6,249	6,604	6,184	6,299	6,328	5,766	6,227	5,457	5,255	5,279	+3.8	-12.4	+5.8
Nondurable goods, total	11,030	11,183	12,315	12,094	13,018	12,306	12,394	12,928	11,795	12,534	13,035	12,501	15,417	+4.3	+4.0	+3.1
General merchandise group stores	2,326	2,530	2,892	2,821	3,118	2,912	2,873	3,137	2,735	2,971	3,429	3,305	4,850	+3.8	+15.4	+4.9
Dept. stores (excl. leased depts.)	1,933	2,105	2,412	2,347	2,591	2,414	2,393	2,627	2,273	2,461	2,881	2,787	4,115	+3.4	+17.1	+5.3
Dept. stores (incl. leased depts.) ²	1,953	2,131	2,442	2,374	2,618	2,438	2,416	2,655	2,295	2,485	2,914	2,814	4,150	+3.6	+17.3	+5.4
Food group stores	3,578	3,477	3,754	3,671	3,892	3,768	3,834	3,861	3,657	3,764	3,770	3,611	3,976	+4.4	+2	+3.4
Apparel & accessory stores	691	769	908	885	920	855	898	1,044	838	891	996	1,030	1,586	-3.3	+11.8	+4.9
GAF, total ³	4,633	4,829	5,506	5,345	5,832	5,501	5,536	6,103	5,268	5,605	6,476	6,356	9,558	+1.9	+15.5	+6.1
Mountain	11,307	11,722	12,767	12,777	13,822	13,427	13,661	14,095	12,653	13,320	13,419	12,535	14,670	+7.1	+7	+9.6
Nondurable goods, total	6,861	6,983	7,662	7,672	8,155	7,838	7,997	8,462	7,515	7,990	8,220	7,813	9,430	+5.2	+2.9	+6.3
General merchandise group stores	1,210	1,291	1,456	1,456	1,604	1,557	1,500	1,695	1,474	1,616	1,846	1,735	2,583	+6.4	+14.2	+7.7
Dept. stores (excl. leased depts.)	922	989	1,116	1,118	1,229	1,179	1,140	1,303	1,121	1,228	1,427	1,350	2,040	+5.7	+16.2	+7.3
Dept. stores (incl. leased depts.) ²	937	1,007	1,137	1,140	1,250	1,199	1,158	1,323	1,140	1,248	1,452	1,371	2,067	+5.9	+16.3	+7.4
Food group stores	2,314	2,260	2,479	2,432	2,567	2,423	2,540	2,607	2,364	2,503	2,526	2,361	2,570	+7.0	+9	+4.8
GAF, total ³	2,686	2,796	3,130	3,110	3,371	3,240	3,269	3,608	3,131	3,348	3,824	3,605	5,371	+6.1	+14.2	+8.5
Pacific	27,247	27,612	30,446	29,732	31,776	31,440	31,469	32,724	30,422	31,433	31,762	30,475	36,544	+4.2	+1.0	+5.2
Durable goods, total	10,962	11,233	12,641	12,331	13,233	13,148	13,156	13,530	12,713	12,961	12,655	11,852	13,626	+6.8	-2.4	+8.3
Automotive dealers	6,126	6,477	7,414	6,918	7,384	7,318	7,188	7,422	7,031	7,029	6,539	6,156	6,037	+6.2	-7.0	+7.8
Furniture group stores	1,774	1,681	1,799	1,748	1,834	1,812	1,872	1,983	1,967	2,005	2,114	2,044	2,601	+3.4	+5.4	+4.5
Nondurable goods, total	16,285	16,379	17,805	17,401	18,543	18,292	18,313	19,194	17,709	18,472	19,107	18,623	22,918	+2.6	+3.4	+3.2
General merchandise group stores	3,080	3,232	3,597	3,601	3,888	3,848	3,708	4,149	3,688	3,977	4,564	4,398	6,568	+3.8	+14.8	+3.8
Dept. stores (excl. leased depts.)	1,952	2,047	2,330	2,371	2,537	2,486	2,403	2,719	2,423	2,575	3,063	2,993	4,688	+2.3	+19.0	+3.3
Dept. stores (incl. leased depts.) ²	1,997	2,098	2,388	2,428	2,594	2,536	2,455	2,776	2,473	2,630	3,127	3,057	4,772	+2.3	+18.9	+3.3
Food group stores	5,292	5,143	5,553	5,253	5,569	5,560	5,667	5,801	5,459	5,571	5,656	5,394	6,173	+4.9	+1.5	+2.8
Gasoline service stations	1,799	1,779	1,932	2,045	2,281	2,229	2,219	2,248	2,049	2,038	1,866	1,861	1,857	+3	-8.4	+4.9
Apparel & accessory stores	1,121	1,205	1,460	1,461	1,536	1,547	1,547	1,715	1,489	1,559	1,787	1,650	2,404	+8.3	+14.6	+8.5
Eating and drinking places	2,824	2,889	3,083	2,969	3,086	3,039	3,065	3,128	2,902	3,030	2,889	2,999	3,107	-3.7	-4.7	-6
Drug & proprietary stores	994	957	969	984	1,026	937	990	1,004	933	1,017	1,011	969	1,252	+4.3	-6	+2.1
GAF, total ³	7,201	7,340	8,126	8,046	8,584	8,589	8,504	9,382	8,486	8,943	10,202	9,603	14,447	+6.2	+14.1	+6.4

^PPreliminary estimates.¹For definitions, see appendix E.²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.³GAF represents stores which specialize in department store types of merchandise. (See appendix A.)

Note: Totals include data for kinds of business not shown. Measures of sampling variability are shown in Appendix B-3. States in geographic divisions are shown in appendix E.

Table 8. Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Large States

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

State and kind of business	1996											1995		Percent change		
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov. ^P	Nov.	Dec.	Nov. 1996 from		11 mos. 1996 from 11 mos. 1995
														Nov. 1995	Oct. 1996	
California, total	19,810	20,026	21,942	21,441	22,817	22,480	22,434	23,241	21,776	22,476	22,844	21,996	26,239	+3.9	+1.6	+5.0
Durable goods, total	8,187	8,345	9,190	8,960	9,566	9,432	9,345	9,571	9,116	9,237	9,100	8,709	9,905	+4.5	-1.5	+8.1
Nondurable goods, total	11,623	11,681	12,752	12,481	13,251	13,048	13,089	13,670	12,660	13,239	13,744	13,287	16,334	+3.4	+3.8	+2.9
Dept. stores (excl. leased depts.)	1,343	1,403	1,599	1,642	1,755	1,686	1,619	1,827	1,645	1,765	2,128	2,095	3,347	+1.6	+20.6	+1.7
Dept. stores (incl. leased depts.) ¹	1,372	1,437	1,637	1,679	1,793	1,717	1,650	1,865	1,677	1,800	2,171	2,139	3,403	+1.5	+20.6	+1.7
GAF, total ²	5,153	5,256	5,804	5,809	6,178	6,074	5,948	6,593	5,985	6,363	7,307	6,900	10,411	+5.9	+14.8	+5.6
Florida, total	12,036	12,560	14,026	12,966	13,481	12,571	12,747	13,267	12,686	13,400	13,447	12,319	14,825	+9.2	+4	+10.1
Durable goods, total	5,548	5,695	6,499	5,782	6,208	5,648	5,749	5,976	5,924	6,175	5,731	5,438	6,146	+5.4	-7.2	+8.5
Nondurable goods, total	6,488	6,865	7,527	7,184	7,273	6,923	6,998	7,291	6,762	7,225	7,716	6,881	8,679	+12.1	+6.8	+11.5
Dept. stores (excl. leased depts.)	944	1,045	1,139	1,097	1,123	1,055	1,049	1,174	1,005	1,121	1,410	1,348	2,003	+4.6	+25.8	+6.5
Dept. stores (incl. leased depts.) ¹	961	1,074	1,166	1,124	1,145	1,076	1,066	1,201	1,025	1,142	1,437	1,373	2,029	+4.7	+25.8	+6.7
GAF, total ²	2,791	3,023	3,277	3,202	3,276	3,049	3,010	3,359	2,960	3,246	3,928	3,708	5,637	+5.9	+21.0	+8.0
Illinois, total	7,490	7,785	8,704	8,568	9,214	8,748	9,117	8,922	8,339	9,025	9,222	8,966	10,481	+4.9	+2.2	+3.4
Nondurable goods, total	4,395	4,595	5,113	5,017	5,401	5,124	5,024	5,232	5,031	5,441	5,779	5,556	6,748	+2.0	+6.2	+2.1
Dept. stores (excl. leased depts.)	655	724	836	845	934	904	824	946	886	966	1,178	1,158	1,636	+1.7	+21.9	+2.7
Dept. stores (incl. leased depts.) ¹	671	745	858	867	957	925	842	970	907	990	1,207	1,186	1,670	+1.8	+21.9	+2.9
GAF, total ²	1,758	1,896	2,173	2,175	2,369	2,309	2,171	2,427	2,270	2,423	2,814	2,834	4,123	-7	+16.1	+2.7
Indiana, total	3,866	4,199	4,401	4,381	4,862	4,554	4,511	4,774	4,344	4,678	4,807	4,716	5,367	+1.9	+2.8	+4.3
Nondurable goods, total	2,368	2,468	2,695	2,661	2,949	2,790	2,775	2,969	2,715	2,900	3,037	2,963	3,450	+2.5	+4.7	+2.2
Dept. stores (excl. leased depts.)	414	457	529	524	590	566	534	600	547	590	741	710	979	+4.4	+25.6	+7.2
Dept. stores (incl. leased depts.) ¹	420	464	538	533	599	574	541	609	555	599	753	720	991	+4.6	+25.7	+7.3
GAF, total ²	971	1,038	1,161	1,144	1,262	1,210	1,167	1,311	1,165	1,256	1,570	1,568	2,250	+1	+25.0	+3.2
Louisiana, total	2,891	2,815	3,086	3,110	3,347	3,103	3,171	3,375	2,983	3,224	3,208	3,204	3,650	+1	-5	+1.9
Nondurable goods, total	1,789	1,824	1,918	1,946	2,061	1,879	1,950	2,041	1,819	1,975	2,019	2,056	2,429	-1.8	+2.2	+2.2
Dept. stores (excl. leased depts.)	275	303	357	342	374	347	343	379	327	363	433	419	583	+3.3	+19.3	+5.1
Dept. stores (incl. leased depts.) ¹	278	307	362	347	379	352	348	384	331	367	438	423	588	+3.5	+19.3	+5.3
GAF, total ²	638	661	772	746	785	753	758	867	681	786	906	893	1,293	+1.5	+15.3	+5.7
Maryland, total	3,119	3,369	3,781	3,825	4,151	3,979	3,874	4,013	3,706	3,882	3,955	3,889	4,618	+1.7	+1.9	+2.5
Nondurable goods, total	1,819	1,935	2,087	2,070	2,233	2,129	2,149	2,237	2,062	2,187	2,323	2,247	2,776	+3.4	+6.2	+2.4
Dept. stores (excl. leased depts.)	188	232	274	280	309	286	273	320	301	331	418	380	567	+10.0	+26.3	+3.0
Dept. stores (incl. leased depts.) ¹	195	241	284	291	320	296	281	330	310	341	430	391	581	+10.0	+26.1	+3.2
GAF, total ²	743	846	958	965	1,049	997	965	1,071	981	1,046	1,253	1,210	1,830	+3.6	+19.8	+3.7
Massachusetts, total	3,943	4,261	4,603	4,705	5,007	4,816	4,560	4,840	4,703	4,934	5,190	4,812	5,739	+7.9	+5.2	+7.5
Nondurable goods, total	2,695	2,893	3,092	3,111	3,300	3,194	2,924	3,161	3,126	3,230	3,470	3,413	4,135	+1.7	+7.4	+3.6
Dept. stores (excl. leased depts.)	216	253	280	296	337	327	289	344	328	348	434	416	613	+4.3	+24.7	+1.6
Dept. stores (incl. leased depts.) ¹	222	261	289	307	347	336	296	354	337	357	446	428	628	+4.2	+24.9	+1.9
GAF, total ²	855	935	1,030	1,057	1,161	1,106	1,039	1,224	1,142	1,193	1,404	1,373	2,067	+2.3	+17.7	+2.8
Michigan, total	6,754	7,095	7,595	7,713	8,483	7,931	7,970	8,277	7,500	8,143	8,096	7,869	9,109	+2.9	-6	+4.5
Durable goods, total	2,874	3,216	3,327	3,438	3,939	3,460	3,548	3,658	3,228	3,563	3,351	3,357	3,586	-2	-6.0	+3.5
Nondurable goods, total	3,880	3,879	4,268	4,275	4,544	4,471	4,422	4,619	4,272	4,580	4,745	4,512	5,523	+5.2	+3.6	+5.4
Dept. stores (excl. leased depts.)	781	806	905	931	1,028	1,014	949	1,040	968	1,045	1,208	1,220	1,646	-1.0	+15.6	+2.8
Dept. stores (incl. leased depts.) ¹	794	820	919	949	1,043	1,031	966	1,058	983	1,061	1,231	1,240	1,671	-7	+16.0	+3.0
GAF, total ²	1,721	1,762	1,965	1,985	2,149	2,135	2,052	2,275	2,086	2,220	2,581	2,575	3,675	+2	+16.3	+2.2
Minnesota, total	3,241	3,319	3,551	3,752	3,954	3,816	3,786	3,950	3,723	3,953	3,885	3,782	4,289	+2.7	-1.7	+3.5
Nondurable goods, total	1,968	1,901	2,114	2,153	2,300	2,323	2,353	2,459	2,273	2,379	2,511	2,330	2,757	+7.8	+5.5	+2.8
Dept. stores (excl. leased depts.)	283	308	353	366	396	401	373	427	387	421	474	474	660	0	+12.6	+3.9
Dept. stores (incl. leased depts.) ¹	288	314	358	372	402	407	379	433	392	427	482	481	668	+2	+12.9	+3.9
GAF, total ²	731	773	865	875	940	956	920	1,047	965	985	1,098	1,133	1,569	-3.1	+11.5	+2.6
Missouri, total	3,801	3,993	4,362	4,242	4,579	4,364	4,370	4,527	4,232	4,431	4,457	4,381	5,077	+1.7	+6	+9
Nondurable goods, total	2,294	2,303	2,528	2,446	2,617	2,552	2,515	2,656	2,492	2,609	2,747	2,668	3,232	+3.0	+5.3	+2.0
Dept. stores (excl. leased depts.)	385	421	491	485	542	507	479	542	485	516	624	615	854	+1.5	+20.9	+3.0
Dept. stores (incl. leased depts.) ¹	387	426	499	491	549	510	482	549	491	521	631	621	863	+1.6	+21.1	+3.3
GAF, total ²	870	970	1,052	1,029	1,178	1,092	1,067	1,203	1,057	1,122	1,372	1,313	1,955	+4.5	+22.3	+4.6

See footnotes at end of list of areas.

Table 8. Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Large States—Con.

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

State and kind of business	1996											1995		Percent change		
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov. ^P	Nov.	Dec.	Nov. 1996 from		11 mos. 1996 from 11 mos. 1995
														Nov. 1995	Oct. 1996	
New Jersey, total	5,265	5,512	6,235	6,222	6,690	6,533	6,509	6,755	6,260	6,528	6,642	6,406	7,580	+3.7	+1.7	+4.0
Nondurable goods, total	3,207	3,212	3,593	3,573	3,806	3,804	3,789	3,968	3,803	3,857	4,009	3,975	4,975	+9	+3.9	+2.9
Dept. stores (excl. leased depts.)	275	353	389	414	468	440	379	457	444	468	602	600	891	+3	+28.6	+7
Dept. stores (incl. leased depts.) ¹	284	364	401	428	482	453	391	471	457	482	620	616	912	+6	+28.6	+1.0
GAF, total ²	1,084	1,183	1,349	1,427	1,578	1,511	1,399	1,620	1,497	1,557	1,849	1,806	2,703	+2.4	+18.8	+3.6
New York, total	9,945	10,112	11,154	11,442	12,487	11,820	11,589	12,056	11,195	12,153	12,301	11,935	13,890	+3.1	+1.2	+2.8
Durable goods, total	3,587	3,811	4,376	4,689	5,303	4,977	4,804	4,935	4,488	4,910	4,730	4,329	4,801	+9.3	-3.7	+9.2
Nondurable goods, total	6,358	6,301	6,778	6,753	7,184	6,843	6,785	7,121	6,707	7,243	7,571	7,606	9,089	-5	+4.5	-1.1
Dept. stores (excl. leased depts.)	558	689	753	785	899	845	754	870	856	907	1,149	1,118	1,585	+2.8	+26.7	+3.0
Dept. stores (incl. leased depts.) ¹	573	710	776	808	923	865	775	892	877	929	1,181	1,149	1,620	+2.8	+27.1	+3.1
GAF, total ²	2,408	2,608	2,984	3,037	3,263	3,195	3,035	3,446	3,257	3,428	4,023	3,855	5,648	+4.4	+17.4	+4.7
North Carolina, total	4,926	5,172	5,873	5,945	6,354	6,040	6,019	6,251	5,748	6,190	6,219	5,671	6,767	+9.7	+5	+9.8
Nondurable goods, total	2,789	2,900	3,165	3,182	3,359	3,206	3,257	3,493	3,116	3,398	3,500	3,312	3,960	+5.7	+3.0	+6.6
Dept. stores (excl. leased depts.)	379	435	510	523	561	537	515	575	514	581	712	676	949	+5.3	+22.5	+6.5
Dept. stores (incl. leased depts.) ¹	387	442	519	532	571	545	524	584	522	590	723	687	961	+5.2	+22.5	+6.7
GAF, total ²	1,083	1,266	1,441	1,463	1,607	1,539	1,455	1,630	1,470	1,636	1,960	1,776	2,635	+10.4	+19.8	+11.8
Ohio, total	7,657	7,937	8,808	9,072	9,831	9,341	9,348	9,639	8,946	9,509	9,411	9,070	10,738	+3.8	-1.0	+6.3
Nondurable goods, total	4,667	4,762	5,264	5,258	5,762	5,472	5,513	5,853	5,332	5,665	5,850	5,587	6,671	+4.7	+3.3	+4.2
Dept. stores (excl. leased depts.)	654	713	837	839	937	906	854	962	894	951	1,194	1,167	1,624	+2.3	+25.6	+3.9
Dept. stores (incl. leased depts.) ¹	670	733	860	863	962	928	873	987	916	974	1,224	1,195	1,658	+2.4	+25.7	+4.0
GAF, total ²	1,819	1,917	2,147	2,135	2,339	2,242	2,156	2,394	2,283	2,380	2,878	2,802	4,191	+2.7	+20.9	+6.4
Pennsylvania, total	7,562	8,126	9,124	9,264	9,908	9,507	9,436	9,848	9,223	9,989	10,161	9,370	10,787	+8.4	+1.7	+9.2
Durable goods, total	2,682	3,146	3,564	3,704	4,009	3,910	3,889	3,987	3,715	4,006	3,792	3,445	3,562	+10.1	-5.3	+11.2
Nondurable goods, total	4,880	4,980	5,560	5,560	5,899	5,597	5,547	5,861	5,508	5,983	6,369	5,925	7,225	+7.5	+6.5	+7.9
Dept. stores (excl. leased depts.)	516	616	729	754	831	782	703	828	747	830	1,108	1,133	1,564	-2.2	+33.5	+1.3
Dept. stores (incl. leased depts.) ¹	533	636	754	778	856	806	722	853	769	854	1,139	1,166	1,600	-2.3	+33.4	+1.4
GAF, total ²	1,513	1,704	1,935	1,982	2,149	2,036	1,911	2,263	2,019	2,198	2,717	2,718	3,860	.0	+23.6	+1.7
Tennessee, total	3,594	3,804	4,284	4,320	4,637	4,442	4,326	4,475	4,032	4,251	4,441	4,293	4,987	+3.4	+4.5	+6.3
Nondurable goods, total	2,103	2,216	2,372	2,334	2,523	2,389	2,388	2,584	2,295	2,469	2,615	2,565	3,087	+1.9	+5.9	+4.1
Dept. stores (excl. leased depts.)	339	381	447	441	492	465	448	500	456	493	617	586	807	+5.3	+25.2	+7.2
Dept. stores (incl. leased depts.) ¹	343	386	452	446	498	470	453	506	460	499	625	592	813	+5.6	+25.3	+7.3
GAF, total ²	837	903	1,058	1,046	1,118	1,059	1,049	1,176	1,054	1,167	1,470	1,386	1,929	+6.1	+26.0	+5.4
Texas, total	12,426	12,757	14,314	14,065	15,060	14,173	14,426	14,766	13,444	14,267	14,347	13,592	16,431	+5.6	+6	+4.5
Durable goods, total	5,375	5,630	6,391	6,308	6,731	6,266	6,455	6,420	5,825	6,138	5,843	5,673	6,576	+3.0	-4.8	+5.4
Nondurable goods, total	7,051	7,127	7,923	7,757	8,329	7,907	7,971	8,346	7,619	8,129	8,504	7,919	9,855	+7.4	+4.6	+3.8
Dept. stores (excl. leased depts.)	1,220	1,331	1,526	1,485	1,627	1,518	1,519	1,670	1,435	1,546	1,809	1,752	2,649	+3.3	+17.0	+5.3
Dept. stores (incl. leased depts.) ¹	1,235	1,351	1,548	1,504	1,647	1,535	1,534	1,691	1,451	1,564	1,834	1,772	2,676	+3.5	+17.3	+5.4
GAF, total ²	3,158	3,265	3,689	3,594	3,912	3,678	3,716	4,074	3,542	3,752	4,357	4,262	6,446	+2.2	+16.1	+5.8
Virginia, total	4,763	4,938	5,505	5,522	6,103	5,672	5,569	5,871	5,316	5,614	5,719	5,770	6,633	-9	+1.9	+1.2
Nondurable goods, total	2,885	2,962	3,321	3,306	3,598	3,365	3,343	3,511	3,245	3,483	3,708	3,616	4,303	+2.5	+6.5	+2.3
Dept. stores (excl. leased depts.)	291	343	413	425	458	435	424	480	449	493	616	558	798	+10.4	+24.9	+7.6
Dept. stores (incl. leased depts.) ¹	298	350	422	435	468	444	433	489	457	502	628	569	811	+10.4	+25.1	+7.6
GAF, total ²	1,035	1,134	1,343	1,306	1,432	1,379	1,335	1,537	1,388	1,457	1,715	1,686	2,464	+1.7	+17.7	+4.7
Wisconsin, total	3,470	3,787	4,120	4,117	4,506	4,215	4,289	4,433	4,004	4,490	4,806	4,714	5,289	+2.0	+7.0	+5.2
Durable goods, total	1,513	1,757	1,968	1,994	2,153	2,015	2,105	2,048	1,815	2,067	1,920	1,882	1,982	+2.0	-7.1	+7.6
Nondurable goods, total	1,957	2,030	2,152	2,123	2,353	2,200	2,184	2,385	2,189	2,423	2,886	2,832	3,307	+1.9	+19.1	+3.2
Dept. stores (excl. leased depts.)	279	312	362	371	404	403	372	428	392	427	540	514	699	+5.1	+26.5	+4.8
Dept. stores (incl. leased depts.) ¹	284	319	369	378	412	411	380	436	398	435	550	525	713	+4.8	+26.4	+4.7
GAF, total ²	713	753	839	870	924	903	900	1,003	907	980	1,182	1,147	1,568	+3.1	+20.6	+1.9

^PPreliminary estimates.¹Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.²GAF represents stores which specialize in department store types of merchandise. (See appendix A.)

Note: Totals include data for kinds of business not shown. Measures of sampling variability are shown in table B-4.

Table 9. Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Areas and Cities

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

Area ¹ and kind of business	1996											1995		Percent change		
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov. ^P	Nov.	Dec.	Nov. 1996 from		11 mos. 1996 from 11 mos. 1995
														Nov. 1995	Oct. 1996	
Atlanta, GA MSA, total	2,457	2,557	2,860	2,771	3,007	2,831	2,888	3,008	2,745	2,904	3,023	2,907	3,603	+4.0	+4.1	+7.9
Nondurable goods, total	1,316	1,396	1,544	1,506	1,624	1,543	1,548	1,653	1,522	1,623	1,739	1,708	2,052	+1.8	+7.1	+4.4
Dept. stores (excl. leased depts.)	181	222	253	250	282	264	257	298	269	286	361	346	490	+4.3	+26.2	+9.2
Dept. stores (incl. leased depts.) ²	185	228	260	257	288	270	263	305	275	292	368	353	499	+4.2	+26.0	+9.4
GAF, total ³	701	763	869	832	921	881	933	1,023	900	961	1,155	1,097	1,610	+5.3	+20.2	+10.4
Baltimore, MD MSA, total	1,424	1,500	1,703	1,657	1,825	1,735	1,645	1,687	1,612	1,705	1,712	1,770	2,101	-3.3	+4	-1.9
Nondurable goods, total	843	904	968	956	1,032	970	947	1,009	959	1,009	1,065	1,047	1,306	+1.7	+5.6	+2.4
Dept. stores (excl. leased depts.)	85	108	126	128	141	130	122	143	135	152	194	175	260	+10.9	+27.6	+3.4
Dept. stores (incl. leased depts.) ²	88	113	131	134	146	135	126	147	139	156	200	181	267	+10.5	+28.2	+3.2
GAF, total ³	334	383	443	437	470	446	421	474	441	481	578	557	849	+3.8	+20.2	+3.3
Boston-Lawrence-Salem-Lowell-Brockton, MA NECMA, total	2,570	2,763	2,945	2,981	3,186	3,093	2,925	3,157	3,030	3,131	3,189	2,995	3,631	+6.5	+1.9	+7.9
Nondurable goods, total	1,686	1,770	1,863	1,862	1,981	1,925	1,766	1,963	1,908	1,944	2,039	2,042	2,463	-1	+4.9	+6
Dept. stores (excl. leased depts.)	120	147	159	169	190	181	158	194	191	198	246	231	346	+6.5	+24.2	+1.3
Dept. stores (incl. leased depts.) ²	124	153	166	176	197	187	164	201	197	205	255	239	357	+6.7	+24.4	+1.6
GAF, total ³	553	622	685	689	771	720	667	809	770	792	935	887	1,349	+5.4	+18.1	+5.2
Chicago-Gary-Lake County, IL-IN-WI CMSA, total	5,756	5,898	6,622	6,429	6,954	6,714	7,030	6,884	6,524	7,027	7,138	6,896	8,126	+3.5	+1.6	+4.5
Nondurable goods, total	3,322	3,460	3,819	3,745	4,027	3,886	3,815	3,989	3,869	4,187	4,446	4,257	5,150	+4.4	+6.2	+2.4
Dept. stores (excl. leased depts.)	430	480	558	567	617	607	545	633	599	657	790	783	1,127	+9	+20.2	+2.7
Dept. stores (incl. leased depts.) ²	443	495	575	584	635	624	560	651	616	677	813	806	1,157	+9	+20.1	+2.8
GAF, total ³	1,370	1,468	1,680	1,674	1,809	1,784	1,677	1,881	1,770	1,891	2,195	2,195	3,249	.0	+16.1	+3.2
Chicago, IL PMSA, total	4,328	4,441	5,006	4,799	5,232	5,015	5,386	5,186	4,940	5,294	5,364	5,211	6,103	+2.9	+1.3	+4.3
Nondurable goods, total	2,469	2,588	2,869	2,799	3,010	2,905	2,829	2,929	2,870	3,106	3,310	3,184	3,871	+4.0	+6.6	+2.5
Dept. stores (excl. leased depts.)	315	357	413	421	457	448	399	463	443	490	577	583	840	-1.0	+17.8	+2.0
Dept. stores (incl. leased depts.) ²	326	369	426	435	471	462	412	477	456	505	595	601	864	-1.0	+17.8	+2.2
GAF, total ³	1,041	1,128	1,287	1,278	1,381	1,363	1,277	1,429	1,350	1,458	1,660	1,674	2,446	-8	+13.9	+2.5
Chicago, IL City, total	1,162	1,126	1,293	1,258	1,390	1,345	1,335	1,317	1,314	1,441	1,512	1,361	1,634	+11.1	+4.9	+8.1
Nondurable goods, total	838	812	936	913	946	977	959	957	973	1,074	1,152	1,006	1,213	+14.5	+7.3	+8.5
Dept. stores (excl. leased depts.)	78	89	101	105	116	112	98	111	111	125	136	148	208	-8.1	+8.8	-1.5
Dept. stores (incl. leased depts.) ²	83	95	106	110	122	117	103	117	116	131	143	156	218	-8.3	+9.2	-1.2
GAF, total ³	270	293	341	337	366	366	320	370	360	408	444	459	626	-3.3	+8.8	-3.9
Cincinnati-Hamilton, OH-KY-IN CMSA, total	1,178	1,217	1,373	1,391	1,531	1,451	1,411	1,485	1,377	1,518	1,501	1,408	1,774	+6.6	-1.1	+7.9
Nondurable goods, total	733	732	819	819	879	835	842	885	818	874	915	860	1,048	+6.4	+4.7	+5.9
Dept. stores (excl. leased depts.)	90	101	124	122	146	136	125	150	151	157	191	179	247	+6.7	+21.7	+9.8
Dept. stores (incl. leased depts.) ²	93	104	128	126	150	140	128	154	155	161	196	184	251	+6.5	+21.7	+9.8
GAF, total ³	291	319	349	342	406	385	375	412	389	419	506	483	728	+4.8	+20.8	+8.9
Cleveland-Akron-Lorain, OH CMSA, total	1,866	1,965	2,158	2,231	2,572	2,411	2,386	2,400	2,157	2,332	2,266	2,210	2,636	+2.5	-2.8	+8.3
Nondurable goods, total	1,085	1,082	1,218	1,213	1,312	1,264	1,265	1,311	1,220	1,280	1,344	1,240	1,577	+8.4	+5.0	+6.1
Dept. stores (excl. leased depts.)	132	146	174	174	191	186	174	200	181	190	240	240	352	.0	+26.3	+3.2
Dept. stores (incl. leased depts.) ²	136	152	181	181	199	193	180	208	188	197	249	249	360	.0	+26.4	+3.5
GAF, total ³	414	442	504	491	533	517	495	565	516	561	673	674	1,010	-1	+20.0	+3.9
Cleveland, OH PMSA, total	1,148	1,252	1,404	1,388	1,675	1,536	1,520	1,549	1,393	1,467	1,395	1,400	1,631	-4	-4.9	+10.1
Dept. stores (excl. leased depts.)	83	93	110	111	122	118	110	126	116	122	152	149	219	+2.0	+24.6	+4.0
Dept. stores (incl. leased depts.) ²	86	97	115	115	127	123	114	130	120	127	158	154	225	+2.6	+24.4	+4.2
GAF, total ³	270	289	326	318	347	331	319	365	338	367	436	431	643	+1.2	+18.8	+1.5
Dallas-Fort Worth, TX CMSA, total	3,358	3,417	3,860	3,813	4,116	3,855	3,844	3,920	3,603	3,890	3,940	3,711	4,512	+6.2	+1.3	+3.9
Nondurable goods, total	1,803	1,781	2,008	1,998	2,119	2,003	2,024	2,090	1,911	2,038	2,134	2,044	2,544	+4.4	+4.7	+1.5
Dept. stores (excl. leased depts.)	283	310	355	349	390	360	349	394	346	374	441	436	682	+1.1	+17.9	+5.1
Dept. stores (incl. leased depts.) ²	288	316	361	356	397	367	355	400	350	379	448	442	692	+1.4	+18.2	+5.2
GAF, total ³	885	893	1,023	1,016	1,117	1,041	1,030	1,145	1,001	1,091	1,294	1,245	1,896	+3.9	+18.6	+7.4
Denver-Boulder, CO CMSA, total	1,606	1,702	1,910	1,930	2,143	2,101	2,067	2,119	1,951	1,967	2,031	1,858	2,266	+9.3	+3.3	+18.0
Nondurable goods, total	807	824	912	930	1,024	960	945	1,002	924	951	986	970	1,263	+1.6	+3.7	+6.4
Dept. stores (excl. leased depts.)	126	136	154	158	185	176	164	188	163	174	201	194	296	+3.6	+15.5	+6.1
Dept. stores (incl. leased depts.) ²	128	140	157	162	190	180	167	192	167	177	206	198	300	+4.0	+16.4	+6.5
GAF, total ³	435	475	517	516	584	551	537	615	530	551	637	621	944	+2.6	+15.6	+8.8
Detroit-Ann Arbor, MI CMSA, total	3,605	3,714	4,000	3,934	4,360	4,117	3,952	4,163	3,933	4,197	4,261	4,112	4,937	+3.6	+1.5	+3.2
Nondurable goods, total	2,235	2,246	2,462	2,424	2,558	2,513	2,384	2,539	2,375	2,548	2,652	2,539	3,146	+4.5	+4.1	+4.6
Dept. stores (excl. leased depts.)	365	381	430	443	485	480	440	486	462	504	581	591	811	-1.7	+15.3	+2.8
Dept. stores (incl. leased depts.) ²	374	391	440	454	495	489	450	496	471	515	594	604	827	-1.7	+15.3	+3.0
GAF, total ³	935	962	1,059	1,064	1,141	1,125	1,074	1,195	1,129	1,207	1,406	1,422	2,067	-1.1	+16.5	+1.7
Detroit, MI PMSA, total	3,300	3,423	3,675	3,623	4,025	3,805	3,662	3,849	3,628	3,838	3,911	3,786	4,568	+3.3	+1.9	+3.8
Nondurable goods, total	2,101	2,115	2,322	2,291	2,413	2,383	2,262	2,402	2,250	2,410	2,508	2,388	2,949	+5.0	+4.1	+4.7
Dept. stores (excl. leased depts.)	337	353	399	412	450	445	409	451	428	468	542	551				

Table 9. Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Areas and Cities—Con.

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

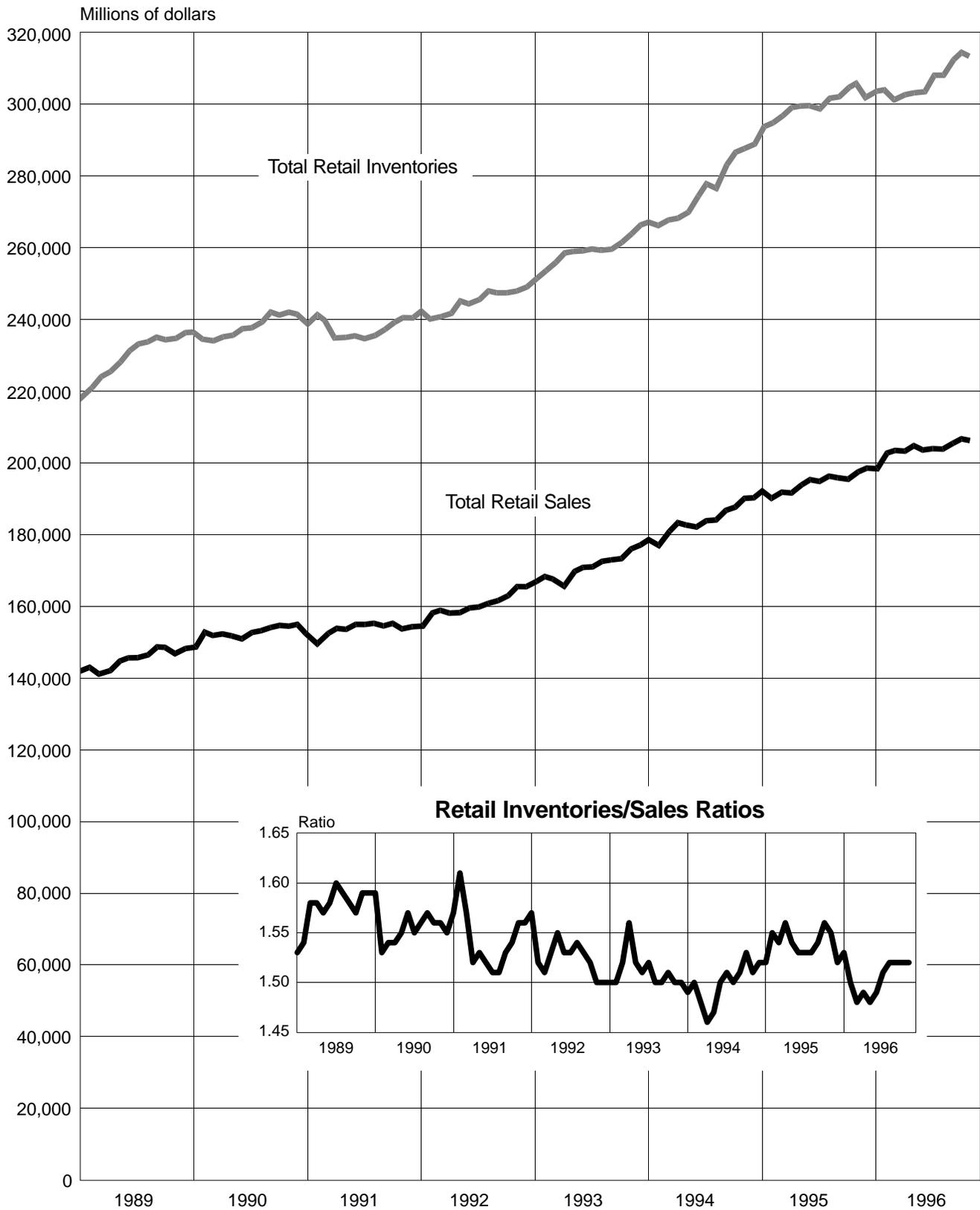
Area ¹ and kind of business	1996											1995		Percent change			
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov. ^P	Nov.	Dec.	Nov. 1996 from		11 mos. 1996 from 11 mos. 1995	
														Nov. 1995	Oct. 1996		
Houston-Galveston-Brazoria, TX CMSA, total-Con.																	
Houston, TX PMSA, total	2,442	2,425	2,759	2,644	2,791	2,663	2,770	2,845	2,556	2,759	2,810	2,675	3,324	+5.0	+1.8	+2.8	
Nondurable goods, total	1,494	1,487	1,631	1,586	1,690	1,570	1,626	1,730	1,525	1,676	1,754	1,674	2,071	+4.8	+4.7	+2.3	
Dept. stores (excl. leased depts.)	208	225	266	259	285	264	263	296	251	273	322	312	486	+3.2	+17.9	+4.7	
Dept. stores (incl. leased depts.) ²	211	230	272	264	290	268	267	302	255	278	330	316	492	+4.4	+18.7	+5.0	
GAF, total ³	647	670	783	726	787	744	744	828	710	743	866	873	1,372	-8	+16.6	+4.0	
Kansas City, MO-KS MSA, total	1,177	1,245	1,457	1,436	1,514	1,551	1,512	1,551	1,463	1,507	1,528	1,382	1,635	+10.6	+1.4	+9.3	
Dept. stores (excl. leased depts.)	111	120	141	137	153	147	137	159	139	150	182	180	262	+1.1	+21.3	-1	
Dept. stores (incl. leased depts.) ²	112	122	143	139	156	149	139	162	141	153	185	183	264	+1.1	+20.9	+1	
GAF, total ³	283	306	345	335	368	353	346	401	337	354	433	424	634	+2.1	+22.3	+3.8	
Los Angeles-Anaheim-Riverside, CA CMSA, total	9,804	10,016	10,902	10,678	11,359	10,937	11,055	11,355	10,553	11,070	11,215	10,872	12,902	+3.2	+1.3	+5.4	
Nondurable goods, total	5,486	5,555	5,994	5,910	6,259	6,086	6,141	6,392	5,935	6,237	6,504	6,279	7,758	+3.6	+4.3	+2.2	
Dept. stores (excl. leased depts.)	630	655	741	774	820	779	742	827	767	813	983	973	1,573	+1.0	+20.9	+6	
Dept. stores (incl. leased depts.) ²	646	672	761	795	841	797	759	846	785	832	1,004	994	1,603	+1.0	+20.7	+8	
GAF, total ³	2,459	2,517	2,768	2,771	2,925	2,869	2,809	3,111	2,853	3,049	3,487	3,287	4,965	+6.1	+14.4	+4.7	
Anaheim-Santa Ana, CA PMSA, total	2,125	2,047	2,307	2,158	2,327	2,236	2,265	2,364	2,208	2,321	2,384	2,205	2,783	+8.1	+2.7	+5.9	
Dept. stores (excl. leased depts.)	122	128	144	152	162	153	147	164	151	159	200	195	317	+2.6	+25.8	+1.9	
Dept. stores (incl. leased depts.) ²	125	132	149	157	166	157	151	168	155	163	205	200	323	+2.5	+25.8	+2.2	
GAF, total ³	548	548	604	589	633	623	619	687	610	634	730	715	1,073	+2.1	+15.1	+1	
Los Angeles-Long Beach, CA PMSA, total	5,657	5,840	6,263	6,239	6,582	6,365	6,443	6,617	6,117	6,462	6,480	6,294	7,324	+3.0	+3	+4.7	
Nondurable goods, total	3,126	3,150	3,422	3,437	3,628	3,480	3,480	3,651	3,388	3,601	3,713	3,627	4,345	+2.4	+3.1	+8	
Dept. stores (excl. leased depts.)	328	340	382	404	430	408	387	434	408	426	510	512	829	-4	+19.7	-9	
Dept. stores (incl. leased depts.) ²	336	349	392	414	441	418	396	443	417	435	521	524	845	-6	+19.8	-9	
GAF, total ³	1,401	1,435	1,572	1,599	1,686	1,661	1,628	1,806	1,695	1,805	2,021	1,863	2,801	+8.5	+12.0	+5.6	
Los Angeles, CA City, total	1,867	1,903	1,999	1,960	2,059	2,056	2,072	2,087	1,940	2,106	2,088	2,053	2,385	+1.7	-9	+5.1	
Nondurable goods, total	1,122	1,085	1,199	1,181	1,225	1,194	1,228	1,261	1,169	1,265	1,294	1,255	1,468	+3.1	+2.3	+7	
Dept. stores (excl. leased depts.)	74	80	88	93	100	93	89	96	92	96	126	124	192	+1.6	+31.3	-7.0	
Dept. stores (incl. leased depts.) ²	76	82	91	96	104	96	92	99	94	99	129	128	197	+8	+30.3	-7.1	
GAF, total ³	439	462	490	484	503	485	483	505	480	536	595	575	835	+3.5	+11.0	+8	
Miami-Fort Lauderdale, FL CMSA, total	3,312	3,412	3,644	3,460	3,727	3,421	3,519	3,693	3,492	3,647	3,776	3,387	4,032	+11.5	+3.5	+14.2	
Nondurable goods, total	1,741	1,847	1,988	1,879	1,942	1,856	1,888	1,997	1,897	1,998	2,104	1,716	2,170	+22.6	+5.3	+23.1	
Dept. stores (excl. leased depts.)	182	211	223	218	228	216	212	253	208	233	298	276	416	+8.0	+27.9	+6.5	
Dept. stores (incl. leased depts.) ²	188	218	231	226	235	223	218	261	215	239	306	283	424	+8.1	+28.0	+6.8	
GAF, total ³	742	809	843	842	864	797	797	908	771	852	1,025	1,011	1,537	+1.4	+20.3	+2.5	
Miami-Hialeah, FL PMSA, total	1,758	1,755	1,860	1,827	1,896	1,774	1,863	1,973	1,843	1,893	1,983	1,891	2,233	+4.9	+4.8	+9.4	
Nondurable goods, total	921	933	997	979	991	966	980	980	970	1,019	1,095	996	1,220	+9.9	+7.5	+10.1	
Dept. stores (excl. leased depts.)	99	114	122	121	128	120	119	141	118	129	169	154	225	+9.7	+31.0	+6.5	
Dept. stores (incl. leased depts.) ²	102	117	126	125	132	124	122	145	121	133	173	158	230	+9.5	+30.1	+6.8	
GAF, total ³	465	504	530	536	543	506	511	575	493	536	643	636	933	+1.1	+20.0	+1.8	
Milwaukee-Racine, WI CMSA, total	1,077	1,249	1,362	1,271	1,455	1,354	1,295	1,351	1,211	1,276	1,335	1,344	1,492	-7	+4.6	+4.0	
Nondurable goods, total	85	97	114	118	124	123	112	132	122	132	170	163	224	+4.3	+28.8	+4.0	
Dept. stores (excl. leased depts.)	88	100	118	122	128	126	115	136	125	136	174	168	231	+3.6	+27.9	+4.0	
Dept. stores (incl. leased depts.) ²	235	258	284	283	307	299	281	319	291	310	375	376	542	-3	+21.0	+3.8	
GAF, total ³	909	1,049	1,128	1,075	1,212	1,125	1,100	1,143	1,023	1,101	1,162	1,151	1,264	+1.0	+5.5	+4.5	
Dept. stores (excl. leased depts.)	76	87	103	106	111	110	100	118	110	119	152	146	200	+4.1	+27.7	+4.0	
Dept. stores (incl. leased depts.) ²	78	90	106	110	115	114	103	122	113	122	156	151	206	+3.3	+27.9	+4.3	
GAF, total ³	203	226	248	246	266	259	244	278	252	268	323	334	476	-3.3	+20.5	+1.6	
Minneapolis-St. Paul, MN-WI MSA, total	2,174	2,307	2,415	2,549	2,623	2,441	2,426	2,513	2,396	2,617	2,524	2,483	2,791	+1.7	-3.6	+4.8	
Nondurable goods, total	183	199	228	235	250	251	232	267	246	273	301	306	422	-1.6	+10.3	+2.3	
Dept. stores (excl. leased depts.)	186	203	233	240	255	255	236	272	251	278	307	311	428	-1.3	+10.4	+2.2	
Dept. stores (incl. leased depts.) ²	478	503	563	567	594	579	556	625	585	631	698	708	979	-1.4	+10.6	+1.2	
GAF, total ³																	
New York-Northern New Jersey-Long Island, NY-NJ-CT CMSA, total	10,872	11,042	12,249	12,231	13,415	12,918	12,485	12,935	12,301	13,119	13,396	12,903	15,457	+3.8	+2.1	+4.1	
Nondurable goods, total	6,899	6,771	7,395	7,365	7,789	7,574	7,343	7,711	7,430	7,998	8,351	8,135	9,999	+2.7	+4.4	+3.0	
Dept. stores (excl. leased depts.)	511	671	717	762	870	806	695	827	840	884	1,113	1,058	1,556	+5.2	+25.9	+2.6	
Dept. stores (incl. leased depts.) ²	529	693	741	788	895	829	715	851	864	910	1,146	1,088	1,595	+5.3	+25.9	+2.9	
GAF, total ³	2,614	2,872	3,245	3,346	3,648	3,532	3,284	3,766	3,590	3,765	4,331	4,194	6,157	+3.3	+15.0	+3.9	
Nassau-Suffolk, NY PMSA, total	2,139	2,068	2,365	2,372	2,604	2,510	2,443	2,456	2,361	2,545	2,547	2,381	2,750	+7.0	+1	+4.2	
Nondurable goods, total	1,355	1,173	1,327	1,318	1,378	1,328	1,378	1,395	1,334	1,494	1,546	1,371	1,723	+12.8	+3.5	+5.3	
Dept. stores (excl. leased depts.)	99	129	134	142	163	154	135	155	155	162	217	205	311	+5.9	+34.0	+3	
Dept. stores (incl. leased depts.) ²	102	133	138	146	167	158	138	159	159	166	224	211	317	+6.2	+34.9	+4	
GAF, total ³	3,844	3,940	4,304	4,298	4,678	4,471	4,282	4,487	4,249	4,548	4,681	4,654	5,687	+6	+2.9	+2.6	
Nondurable goods, total	2,440	2,489	2,638	2,644	2,786	2,682	2,547	2,711	2,595	2,793	2,939	2,999	3,605	-2.0	+5.2	-1	
Dept. stores (excl. leased depts.)	179	239	259	273	312	280	235	281	300	316	373	353	505	+5.7	+18.0	+5.0	
Dept. stores (incl. leased depts.) ²	186	248	269	284	322	289	242	289	308	326	385	364	520	+5.8	+18.1	+5.3	
GAF, total ³	1,127	1,249	1,416	1,413	1,532	1,495	1,392	1,573	1,551	1,641	1,822	1,782	2,566	+2.2	+11.0	+4.2	
Newark, NJ PMSA, total	894	945	1,034	1,068	1,163	1,111	1,077	1,055	975	1,065	1,129	1,051	1,249	+7.4	+6.0	+1.8	
Dept. stores (excl. leased depts.)	41	56	59	63	72	66	55	67	70	73	90	91	137	-1.1	+23.3	+2.6	
Dept. stores (incl. leased depts.) ²	42	58															

Table 9. Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Areas and Cities—Con.

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

Area ¹ and kind of business	1996											1995		Percent change		
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov. ^P	Nov.	Dec.	Nov. 1996 from		11 mos. 1996 from 11 mos. 1995
														Nov. 1995	Oct. 1996	
Philadelphia-Wilmington-Trenton, PA-NJ-DE CMSA, total	3,929	4,183	4,738	4,685	5,023	4,732	4,709	4,977	4,621	5,055	5,151	4,752	5,458	+8.4	+1.9	+7.3
Nondurable goods, total	2,408	2,429	2,710	2,710	2,864	2,716	2,666	2,796	2,687	2,958	3,149	2,957	3,574	+6.5	+6.5	+5.1
Dept. stores (excl. leased depts.)	223	280	331	344	386	357	282	355	322	349	449	492	743	-8.7	+28.7	-2.0
Dept. stores (incl. leased depts.) ²	231	290	341	356	397	367	290	364	331	359	460	505	760	-8.9	+28.1	-2.0
GAF, total ³	816	915	1,057	1,087	1,191	1,117	1,009	1,190	1,097	1,157	1,391	1,353	2,027	+2.8	+20.2	+5.4
Philadelphia, PA-NJ PMSA, total	3,150	3,367	3,796	3,752	4,049	3,789	3,795	4,040	3,718	4,068	4,181	3,828	4,410	+9.2	+2.8	+7.5
Nondurable goods, total	1,938	1,936	2,182	2,173	2,284	2,189	2,135	2,246	2,170	2,377	2,532	2,360	2,892	+7.3	+6.5	+4.6
Dept. stores (excl. leased depts.)	174	220	260	271	304	281	219	278	251	272	348	381	581	-8.7	+27.9	-1.7
Dept. stores (incl. leased depts.) ²	181	227	269	280	313	289	225	285	258	279	356	391	594	-9.0	+27.6	-1.7
GAF, total ³	668	753	869	900	995	928	830	994	911	948	1,148	1,111	1,672	+3.3	+21.1	+5.6
Philadelphia, PA City, total	609	596	673	635	669	633	630	668	651	679	709	726	861	-2.3	+4.4	-3.1
Dept. stores (excl. leased depts.)	27	33	40	42	49	43	28	40	32	33	41	56	84	-26.8	+24.2	-8.3
Dept. stores (incl. leased depts.) ²	29	35	42	44	50	45	29	41	33	34	43	58	87	-25.9	+26.5	-7.8
Phoenix, AZ MSA, total	1,838	1,891	1,998	1,960	2,074	1,944	1,933	2,060	1,845	1,980	2,048	1,937	2,246	+5.7	+3.4	+6.9
Dept. stores (excl. leased depts.)	149	162	184	177	184	165	154	181	156	185	221	206	332	+7.3	+19.5	+6.1
Dept. stores (incl. leased depts.) ²	152	166	189	181	188	169	158	185	159	189	226	210	337	+7.6	+19.6	+6.3
GAF, total ³	459	466	520	493	526	487	457	522	462	524	615	576	885	+6.8	+17.4	+5.9
Pittsburgh-Beaver Valley, PA CMSA, total	1,296	1,391	1,516	1,562	1,678	1,637	1,616	1,722	1,574	1,698	1,789	1,596	1,877	+12.1	+5.4	+10.4
Nondurable goods, total	910	922	1,033	1,042	1,105	1,056	1,043	1,107	1,020	1,110	1,196	1,072	1,347	+11.6	+7.7	+11.0
Dept. stores (excl. leased depts.)	105	123	146	148	162	153	142	167	152	170	237	237	322	.0	+39.4	+2
Dept. stores (incl. leased depts.) ²	109	129	153	155	169	160	148	175	159	177	246	247	332	-4	+39.0	+5
GAF, total ³	293	324	370	368	391	379	361	431	387	422	559	538	788	+3.9	+32.5	+8
Pittsburgh, PA PMSA, total	1,182	1,275	1,388	1,438	1,530	1,502	1,480	1,576	1,438	1,556	1,638	1,522	1,794	+7.6	+5.3	+6.5
Nondurable goods, total	810	832	922	934	990	949	934	994	914	995	1,077	1,026	1,288	+5.0	+8.2	+4.1
Dept. stores (excl. leased depts.)	95	112	133	134	147	139	128	152	139	155	217	216	294	+5	+40.0	+1
Dept. stores (incl. leased depts.) ²	99	117	139	141	154	145	134	159	145	161	226	225	303	+4	+40.4	+4
GAF, total ³	273	305	348	345	364	354	337	405	363	395	522	506	738	+3.2	+32.2	+5
St. Louis, MO-IL MSA, total	1,706	1,799	2,028	1,908	2,068	2,011	1,985	1,982	1,900	1,984	1,991	2,119	2,448	-6.0	+4	-4.8
Dept. stores (excl. leased depts.)	165	184	217	215	239	220	204	234	216	225	283	285	401	-7	+25.8	-2
Dept. stores (incl. leased depts.) ²	169	188	222	219	244	224	208	238	220	229	289	290	407	-3	+26.2	+1
GAF, total ³	425	483	532	514	584	529	507	577	513	542	669	666	993	+5	+23.4	+2.6
San Diego, CA MSA, total	1,647	1,582	1,699	1,756	1,846	1,762	1,838	1,885	1,713	1,865	1,971	1,832	2,153	+7.6	+5.7	+4.4
Nondurable goods, total	904	884	963	986	1,032	1,001	1,029	1,044	946	1,040	1,095	1,037	1,290	+5.6	+5.3	+3.8
Dept. stores (excl. leased depts.)	116	120	136	140	148	142	141	160	142	151	181	175	284	+3.4	+19.9	+4.6
Dept. stores (incl. leased depts.) ²	118	123	139	144	151	146	144	164	145	155	185	179	288	+3.4	+19.4	+4.5
GAF, total ³	502	525	560	577	616	599	590	647	584	624	723	671	991	+7.7	+15.9	+9.8
San Francisco-Oakland-San Jose, CA CMSA, total	4,461	4,545	5,015	4,816	5,166	5,254	5,188	5,473	5,257	5,253	5,269	5,052	6,146	+4.3	+3	+5.9
Nondurable goods, total	2,826	2,814	3,112	3,023	3,203	3,185	3,167	3,285	3,074	3,190	3,321	3,243	3,949	+2.4	+4.1	+3.5
Dept. stores (excl. leased depts.)	275	290	328	336	365	353	343	390	350	374	457	450	719	+1.6	+22.2	+2.3
Dept. stores (incl. leased depts.) ²	282	297	334	344	372	360	350	398	356	380	465	459	731	+1.3	+22.4	+2.1
GAF, total ³	1,376	1,369	1,534	1,531	1,652	1,644	1,607	1,772	1,619	1,698	1,933	1,831	2,752	+5.6	+13.8	+7.7
Oakland, CA PMSA, total	1,446	1,502	1,555	1,550	1,701	1,701	1,689	1,799	1,616	1,692	1,709	1,614	1,928	+5.9	+1.0	+8.6
Dept. stores (excl. leased depts.)	90	93	106	109	118	114	111	125	112	118	149	145	238	+2.8	+26.3	+4.4
Dept. stores (incl. leased depts.) ²	92	95	108	112	120	116	113	127	114	120	151	148	243	+2.0	+25.8	+4.0
San Francisco, CA PMSA, total	1,247	1,246	1,430	1,384	1,477	1,505	1,486	1,572	1,493	1,525	1,538	1,411	1,761	+9.0	+9	+8.7
Nondurable goods, total	905	900	1,015	961	1,025	1,056	1,045	1,047	1,014	1,051	1,089	1,045	1,220	+4.2	+3.6	+5.8
Dept. stores (excl. leased depts.)	66	69	79	81	89	83	83	94	87	92	104	108	167	-3.7	+13.0	-6
Dept. stores (incl. leased depts.) ²	67	71	81	83	91	85	85	96	89	94	106	110	170	-3.6	+12.8	-6
GAF, total ³	436	429	495	496	523	525	520	557	515	532	601	582	870	+3.3	+13.0	+5.7
Seattle-Tacoma, WA CMSA, total	2,077	2,176	2,387	2,294	2,591	2,498	2,391	2,596	2,344	2,456	2,459	2,413	3,009	+1.9	+1	+6.3
Dept. stores (excl. leased depts.)	137	153	168	166	178	183	176	210	181	186	222	217	329	+2.3	+19.4	+8.6
Dept. stores (incl. leased depts.) ²	140	158	172	170	182	187	179	215	185	190	227	222	334	+2.3	+19.5	+8.6
GAF, total ³	538	567	624	603	645	662	670	729	669	693	775	740	1,147	+4.7	+11.8	+8.9
Tampa-St. Petersburg-Clearwater, FL MSA, total	2,012	2,072	2,327	2,183	2,240	1,997	2,006	2,201	2,004	2,109	2,239	2,032	2,350	+10.2	+6.2	+8.8
Nondurable goods, total	1,217	1,252	1,355	1,296	1,293	1,243	1,236	1,269	1,183	1,277	1,371	1,287	1,581	+6.5	+7.4	+6.3
Dept. stores (excl. leased depts.)	134	150	164	157	161	150	146	167	144	162	204	195	293	+4.6	+25.9	+6.8
Dept. stores (incl. leased depts.) ²	137	154	169	162	166	153	149	171	148	166	209	199	297	+5.0	+25.9	+7.1
GAF, total ³	354	388	420	406	415	389	381	431	373	433	526	481	716	+9.4	+21.5	+6.2
Washington, DC-MD-VA MSA, total	2,978	3,212	3,547	3,563	3,862	3,676	3,568	3,807	3,544	3,747	3,877	3,622	4,402	+7.0	+3.5	+4.7
Nondurable goods, total	1,760	1,856	2,038	2,031	2,196	2,084	2,046	2,156	2,006	2,149	2,286	2,175	2,649	+5.1	+6.4	+2.9
Dept. stores (excl. leased depts.)	147	185	213	222	247	226	216	252	244	263	317	282	434	+12.4	+20.5	+3.6
Dept. stores (incl. leased depts.) ²	152	192	221	230	256	233	223	259	251	271	327	292	445	+12.0	+20.7	+3.4

Figure 5.
Estimated Monthly Retail Sales, End of Month Inventories,
and Inventories/Sales Ratios: January 1989 – November 1996
 (Seasonally adjusted, but not adjusted for price changes)



Source: U.S. Bureau of the Census, Monthly Retail Trade.

Table 10. Estimated End-of-Month Retail Inventories by Kinds of Business

[Data in millions of dollars]

SIC code	Kind of business	1996											1995		Percent change Nov. 1996 from			
		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov. ^P	Nov.	Dec.	Nov. 1995	Oct. 1996		
	Unadjusted																	
	Retail Inventories, total	295,770	300,102	301,966	303,751	302,956	299,602	299,278	303,037	313,259	333,908	338,326	330,385	298,371	+2.4	+1.3		
	Total (excl. automotive group)	207,013	209,963	213,823	216,326	215,382	213,042	217,752	222,330	230,718	247,237	249,976	242,742	209,556	+3.0	+1.1		
	Durable goods, total	160,138	162,629	162,468	163,663	163,815	161,960	157,670	158,663	162,764	172,901	174,829	170,124	161,359	+2.8	+1.1		
52	Building materials group stores	20,347	20,980	22,005	22,304	22,382	22,269	21,950	21,458	21,455	21,789	21,806	20,672	20,247	+5.5	+1		
55 ex 554	Automotive dealers	88,757	90,139	88,143	87,425	87,574	86,560	81,526	80,707	82,541	86,671	88,350	87,643	88,815	+8	+1.9		
57	Furniture group stores	23,389	23,467	23,623	24,175	24,087	23,572	23,722	24,293	25,394	27,587	27,460	28,192	24,412	-2.6	-5		
	Nondurable goods, total	135,632	137,473	139,498	140,088	139,141	137,642	141,608	144,374	150,495	161,007	163,497	160,261	137,012	+2.0	+1.5		
53	General merchandise group stores	52,884	54,005	55,451	55,885	55,504	54,689	56,132	58,038	61,951	67,563	68,914	67,672	53,245	+1.8	+2.0		
531	Dept. stores (excl. leased depts.)	42,234	43,512	44,715	45,118	44,791	44,091	45,228	46,974	50,053	54,683	56,090	54,067	42,520	+3.7	+2.6		
54	Food group stores	27,787	27,436	27,633	27,731	27,587	27,471	27,672	27,589	28,165	29,523	30,333	28,748	28,352	+5.5	+2.7		
56	Apparel & accessory stores	20,772	21,869	22,752	22,283	21,763	21,557	22,842	23,619	24,300	26,108	26,673	26,990	21,231	-1.2	+2.2		
	Adjusted¹																	
	Retail Inventories, total	304,370	304,824	302,153	303,397	303,930	304,192	308,858	310,926	312,771	315,357	314,051	306,810	302,879	+2.4	-4		
	Total (excl. automotive group)	217,122	218,080	218,139	219,787	219,755	219,301	222,328	222,703	223,513	225,756	226,192	219,657	216,760	+3.0	+2		
	Durable goods, total	161,316	161,575	159,659	160,490	161,156	161,489	164,086	166,282	167,916	169,830	167,487	163,148	160,363	+2.7	-1.4		
52	Building materials group stores	20,912	21,001	21,261	21,384	21,459	21,854	21,972	21,741	21,938	22,076	22,228	21,094	21,025	+5.4	+7		
55 ex 554	Automotive dealers	87,248	86,744	84,014	83,610	84,175	84,891	86,530	88,223	89,258	89,601	87,859	87,153	86,119	+8	-1.9		
57	Furniture group stores	23,964	24,496	24,429	24,974	24,987	24,427	24,866	24,713	24,630	24,921	24,322	24,993	24,051	-2.7	-2.4		
	Nondurable goods, total	143,054	143,249	142,494	142,907	142,774	142,703	144,772	144,644	144,855	145,527	146,564	143,662	142,516	+2.0	+7		
53	General merchandise group stores	57,583	57,376	57,107	57,187	57,078	57,391	58,156	58,503	58,510	58,511	58,647	57,642	57,599	+1.7	+2		
531	Dept. stores (excl. leased depts.)	45,956	46,044	46,050	46,133	46,034	46,363	46,868	47,305	47,264	47,427	47,696	46,014	46,067	+3.7	+6		
54	Food group stores	27,687	27,760	27,737	28,015	28,006	27,814	28,162	28,246	28,371	28,694	29,006	27,484	27,703	+5.5	+1.1		
56	Apparel & accessory stores	23,261	23,240	23,216	22,645	22,506	22,620	22,819	22,798	22,732	22,982	23,521	23,822	23,203	-1.3	+2.3		

^P Preliminary estimates (appendix B, table B-8 contains measures of revisions to preliminary estimates).¹Data are adjusted for seasonal variations, but not for price changes. Each month, new factors are developed using the latest estimates and applied to the unadjusted Preliminary and Final (the month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Preliminary month. (See appendix C.)

Note: U.S. and group totals include data for kinds of business not shown. Measures of sampling variability are shown in table B-6.

Table 11. Inventories/Sales Ratios

SIC code	Kind of business	1996											1995	
		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov. ^P	Nov.	Dec.
	Unadjusted													
	Retail trade, total	1.69	1.65	1.50	1.52	1.41	1.45	1.45	1.42	1.59	1.60	1.60	1.63	1.25
	Total (excl. automotive group) . . .	1.57	1.57	1.45	1.46	1.35	1.39	1.42	1.39	1.56	1.57	1.51	1.54	1.07
	Durable goods, total	2.30	2.18	1.94	1.95	1.79	1.86	1.81	1.79	1.99	2.01	2.14	2.18	1.85
	Building materials group stores	2.55	2.57	2.28	1.90	1.70	1.75	1.75	1.76	1.86	1.79	2.03	2.02	2.11
52	Automotive dealers	2.05	1.89	1.64	1.67	1.56	1.63	1.54	1.51	1.67	1.66	1.91	1.98	2.10
55 ex 554	Furniture group stores	2.30	2.37	2.17	2.33	2.21	2.19	2.17	2.09	2.31	2.40	2.14	2.26	1.54
57	Nondurable goods, total	1.29	1.28	1.19	1.21	1.12	1.15	1.19	1.15	1.30	1.31	1.26	1.29	.91
53	General merchandise group stores	2.86	2.65	2.40	2.41	2.17	2.23	2.40	2.22	2.63	2.63	2.24	2.27	1.24
531	Dept. stores (excl. leased depts.)	2.99	2.77	2.49	2.50	2.26	2.33	2.51	2.30	2.72	2.75	2.31	2.29	1.25
54	Food group stores83	.84	.79	.81	.76	.78	.76	.75	.82	.83	.84	.84	.75
56	Apparel & accessory stores	3.21	2.97	2.59	2.48	2.32	2.42	2.67	2.29	2.70	2.74	2.48	2.54	1.40
	Adjusted¹													
	Retail trade, total	1.53	1.50	1.48	1.49	1.48	1.49	1.51	1.52	1.52	1.52	1.52	1.55	1.52
	Total (excl. automotive group) . . .	1.45	1.43	1.43	1.42	1.41	1.42	1.43	1.44	1.44	1.44	1.45	1.46	1.44
	Durable goods, total	2.00	1.94	1.90	1.94	1.92	1.93	1.96	1.99	1.99	2.00	1.98	2.03	1.99
	Building materials group stores	2.04	2.02	2.02	1.97	1.95	1.91	1.93	1.95	1.95	1.97	2.00	2.00	1.99
52	Automotive dealers	1.78	1.69	1.64	1.69	1.67	1.71	1.74	1.76	1.76	1.76	1.74	1.81	1.77
55 ex 554	Furniture group stores	2.18	2.20	2.15	2.19	2.19	2.15	2.18	2.15	2.14	2.17	2.12	2.23	2.15
57	Nondurable goods, total	1.21	1.19	1.19	1.18	1.17	1.18	1.19	1.19	1.19	1.19	1.20	1.22	1.20
53	General merchandise group stores	2.32	2.24	2.26	2.23	2.20	2.23	2.26	2.26	2.26	2.25	2.27	2.32	2.32
531	Dept. stores (excl. leased depts.)	2.37	2.30	2.34	2.31	2.28	2.32	2.34	2.34	2.34	2.34	2.36	2.37	2.38
54	Food group stores79	.80	.79	.80	.80	.79	.80	.80	.79	.80	.81	.80	.80
56	Apparel & accessory stores	2.53	2.42	2.49	2.38	2.35	2.39	2.42	2.42	2.39	2.43	2.53	2.58	2.52

^PPreliminary estimates¹Data are adjusted for seasonal variations, but not for price changes.

Table 12. Estimated End-of-Month Retail Inventories by Kinds of Business: 1995

[Data in millions of dollars]

SIC code	Kind of business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Adjusted¹												
	Retail Inventories, total	294,349	295,501	297,392	299,802	300,278	300,369	299,584	302,380	302,784	305,276	306,810	302,879
	Total (excl. automotive group)	212,632	212,798	213,006	214,387	215,082	215,574	215,430	217,691	218,178	218,868	219,657	216,760
	Durable goods, total	153,400	154,155	156,147	158,443	158,389	158,042	157,476	159,225	159,844	161,723	163,148	160,363
	Building materials group stores	20,454	20,034	20,297	20,583	20,480	20,458	20,616	20,838	21,152	21,230	21,094	21,025
52	Automotive dealers	81,717	82,703	84,386	85,415	85,196	84,795	84,154	84,689	84,606	86,408	87,153	86,119
55 ex	Furniture group stores	22,308	22,555	22,727	23,069	23,231	23,514	23,534	24,085	24,257	24,421	24,993	24,051
554													
57													
	Nondurable goods, total	140,949	141,346	141,245	141,359	141,889	142,327	142,108	143,155	142,940	143,553	143,662	142,516
53	General merchandise group stores	55,563	56,263	55,806	55,676	55,959	56,525	56,578	56,884	56,890	57,292	57,642	57,599
531	Dept. stores (excl. leased depts.)	43,791	44,362	43,848	43,864	44,212	44,780	44,855	45,131	45,283	45,745	46,014	46,067
54	Food group stores	26,889	26,924	26,846	26,882	26,882	27,012	27,196	27,392	27,422	27,423	27,484	27,703
56	Apparel & accessory stores	24,170	24,147	24,365	24,459	24,477	24,109	23,842	24,005	23,882	23,964	23,822	23,203

¹Data are adjusted for seasonal variations, but not for price changes. Each month, new factors are developed using the latest estimates and applied to the unadjusted Preliminary and Final (the month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Preliminary month. (See appendix C.)

Note: Totals include data for kinds of business not shown.

Table 13. Inventories/Sales Ratios by Kinds of Business: 1995

SIC code	Kind of business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Adjusted¹												
	Retail trade, total	1.52	1.55	1.54	1.56	1.54	1.53	1.53	1.53	1.54	1.56	1.55	1.52
	Total (excl. automotive group)	1.44	1.46	1.45	1.46	1.45	1.45	1.45	1.46	1.46	1.47	1.46	1.44
	Durable goods, total	2.00	2.04	2.04	2.08	2.05	2.02	2.01	2.00	2.03	2.05	2.03	1.99
	Building materials group stores	1.95	1.92	1.93	2.01	2.01	1.99	1.99	2.01	2.04	2.03	2.00	1.99
52	Automotive dealers	1.80	1.84	1.85	1.88	1.84	1.79	1.79	1.75	1.79	1.82	1.81	1.77
55 ex	Furniture group stores	2.10	2.15	2.18	2.21	2.19	2.19	2.18	2.19	2.19	2.20	2.23	2.15
554													
57													
	Nondurable goods, total	1.21	1.22	1.22	1.22	1.21	1.21	1.21	1.22	1.21	1.23	1.22	1.20
53	General merchandise group stores	2.25	2.33	2.28	2.27	2.27	2.26	2.26	2.30	2.28	2.33	2.32	2.32
531	Dept. stores (excl. leased depts.)	2.30	2.36	2.31	2.30	2.31	2.31	2.30	2.35	2.33	2.39	2.37	2.38
54	Food group stores	0.78	0.79	0.79	0.79	0.79	0.79	0.80	0.80	0.80	0.80	0.80	0.80
56	Apparel & accessory stores	2.60	2.67	2.63	2.71	2.66	2.62	2.61	2.65	2.57	2.65	2.58	2.52

¹Data are adjusted for seasonal variations, but not for price changes.

Appendix A.

Explanatory Material

INTRODUCTION

The Monthly Retail Trade report is produced by the Bureau of the Census to provide (1) estimates of sales of retail stores by kind of business for the United States and geographic areas—regions, divisions, selected States, metropolitan areas, and cities (2) national estimates of end-of-month inventories of retail establishments by kind of business. The retail sales and inventories estimates in this report are developed from samples representing all sizes of firms and kinds of business in retail trade throughout the nation. The samples have been designed so that estimates can be evaluated in terms of their sampling variability. Effective with the August 1993 report, a benchmarking operation, described below, accounted for the sales and inventories estimates for the new employers and nonemployers formerly represented by an area sample.

DESCRIPTION OF SALES AND INVENTORIES SAMPLES

Sales Sample

Monthly retail sales estimates are based on a probability sample selected from the retail employers (Standard Industrial Classification (SIC) 52-59) contained in the Census Bureau's Standard Statistical Establishment List (SSEL). The SSEL includes employers who make social security payments for their employees under the Federal Insurance Contributions Act (FICA).

The list sample originally was drawn from the SSEL as updated to December 31, 1989. The initial SSEL consisted of two lists. The first list was made up of all employer identification (EI) numbers (assigned in connection with FICA) with reported payroll in at least one quarter of 1989. The second list consisted of all establishments of known multiestablishment companies as of December 31, 1989. These lists contained information on sales/receipts, payroll, employment, name and address, kind-of-business classification, etc. Before the sampling frame was available, a study was made of the universe of retail businesses using files from the 1987 Census of Retail Trade. This study determined the stratification of the sampling units based on 1987 sales and kind of business, and also determined the optimal allocation of the sample necessary to meet specified sampling variability objectives for sales

estimates for different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff, which ranged from annual sales of \$2.5 million to annual sales of \$100 million, was particularly important since it also determined the type of sampling unit.

Sampling units for the list sample consisted of both companies and EI's. For an EI to be eligible for the initial list sample, the EI had to be active, (i.e., had payroll in 1989 and was on the latest available Internal Revenue Service (IRS) mailing list for FICA taxpayers). If a known company had total retail sales (on a 1987 basis) above the cutoff for its major kind of business, the company was selected for the sample with certainty (i.e., probability = 1.0). The company, which might consist of two or more EI's, was then the sampling unit; therefore, any new retail establishments that the company might acquire, even if under new or different EI's, were in the sample with certainty. Single-establishment companies, whether or not selected with certainty, were considered as EI sampling units.

All retail companies not selected with certainty were treated on an EI basis; that is, the EI was the sampling unit. The EI's were stratified according to their major kind of business and their estimated sales (on a 1987 basis). Within each stratum, a simple random sample of EI's was selected. The sampling rates for these EI's varied between 1 in 3 and 1 in 1,000.

For all EI 'births' after the initial selection, a two-phase selection procedure was used. EI births are new EI numbers recently assigned by the Internal Revenue Service (IRS), with a kind-of-business classification assigned by the Social Security Administration (SSA), and currently on the IRS mailing list for FICA taxpayers. In the first phase, births were stratified by kind of business and size (expected employment or quarterly payroll). A relatively large sample was drawn and canvassed for a more reliable measure of size (sales/receipts in 2 recent months) and a more detailed kind-of-business code, if needed.

Using this more reliable information, the births selected in the first phase were subjected to probability-proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial sample from the 1989 SSEL. Because of the lag in reporting births to the IRS and the SSA and the time needed to accomplish the two-phase birth-selection procedure carried out quarterly, births were actually added to the list sample approximately 9 months after they began operation. During this 9 month period, the reports from the existing list sample retailers accounted for

the period-to-period changes, while benchmarking adjusted the levels to be consistent with the prior annual survey.

To be eligible for list sample canvass and tabulation in a given month, a retail noncertainty business must meet both of the following requirements:

1. It must be on the latest available IRS mailing list for the FICA taxpayers.
2. It must have been selected from either the SSEL or the file of employer births. For this purpose, a universe file of all retail businesses ever given a chance for selection is maintained. This file shows, among other things, which EI numbers actually have been selected.

For businesses selected into the sample with certainty, the first requirement is changed. These certainty sampling units are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and if there are successor businesses, they are added to the survey. This is a tighter form of control used for these larger businesses.

The list sample is updated quarterly to account for business births and deaths and represents approximately 96 percent of retail sales. Canvass of this component is primarily by mail. Recent EI births and nonemployers, not accounted for by the list sample, represent the balance of retail sales. The benchmarking procedure adds this component to the list sample estimates to yield the total retail estimates.

Inventory Sample

The list sample portion of the inventory sample is a subsample of the EI's and companies included in the monthly retail sales survey. Benchmarking also accounted for the inventories of recent EI births and nonemployers.

Studies similar to those performed for the sales sample were conducted prior to selecting the inventory sample. Those studies determined the stratification (based on sales from the 1987 Census of Retail Trade), allocation (based on inventory from the 1987 Annual Retail Trade Survey), and certainty cutoffs required to meet desired inventory sampling variability constraints for various kind-of-business groups.

The initial inventory list sample was selected from the initial sales list sample by first stratifying EI's and companies by kind-of-business groups and estimated sales (on a 1987 basis). To meet reliability constraints, the required number of cases in each size stratum were then selected on a probability-proportional-to-size basis. Some companies and EI's because of their relatively large impact on the inventory estimates, were selected with certainty in order to reduce the sampling variability associated with the estimates.

After the initial inventory sample selection, all births selected into the sales sample were subjected to probability-proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial inventory sample.

BENCHMARKING

Retail sales in this report reflect the results of a benchmarking operation that developed revised monthly sales estimates for the period January 1987 through December 1992. The benchmarking process equated the 12-month sum of the estimates for each of the years 1987 through 1991 to the annual sales estimate derived from the 1987 census of Retail Trade and the Annual Retail Trade Surveys. The benchmarking process also minimized the differences between the month-to-month trends of the estimates from the original and the revised series. We derived the original series estimates by using the composite estimation procedures described below under *estimation procedures*.

We revised the end-of-month inventory estimates for the period January 1988 through December 1992. The benchmarking process equated the 1988 through 1991 December estimates to the end-of-year inventory estimates derived from the Annual Retail Trade Surveys. The process also minimized changes to the month-to-month trends of the original inventory series. We derived the original inventory estimates using the composite estimation procedures.

We derived carry-forward factors for sales and inventories by dividing the revised December 1991 estimates by the original composite estimates for December 1991. Through the use of these carry-forward factors, the effects of the revision process were applied to composite sales and inventory estimates subsequent to December 1991. These factors were derived at the most detailed kind-of-business levels. Aggregate level estimates were derived by summing appropriate detail level estimates, thereby assuring additivity.

For Group II sales estimates, ratios of the revised to previous published sales estimates for all stores in each kind of business were developed for the period January 1987 through December 1991. All benchmarked estimates subsequent to December 1991 were derived by multiplying the composite Group II estimates by carry-forward factors.

For geographic areas, ratios of the revised-to-original composite sales estimates for all stores in each kind of business were developed for each month subsequent to January 1987. These ratios were multiplied by the composite geographic area sales estimates to derive benchmarked levels of sales for those series.

Starting with the July 1993 final and August 1993 preliminary estimates, the carry-forward factors were adjusted to include a component representing EI birth employers and nonemployers. This adjustment was approximately 4 percent of the total retail sales estimate, although it varies by kind of business.

Relationship of Group I and II Components of Sample

The Group II component consists of companies that had 11 or more retail establishments as of December 31, 1989, and qualified for certainty selection. To qualify for certainty, total annual sales of these companies (on a 1989 basis) had to exceed specified dollar volume cutoffs, that varied by kind of business. The certainty cutoff ranged from annual sales of \$2.5 million to annual sales of \$100 million. The Group I component consists of all other retail establishments.

Although separate tabulations are made for the Group I and Group II components of the list sample, only the data developed for the Group II component are published separately (table 3). Group I estimates are included in the "retail trade" figures shown in this report.

ESTIMATION PROCEDURES

Rotating sample panels are used for the sales and inventory samples (except for very large retail businesses which are selected with certainty and canvassed each month). For sampling units in the rotating panels, 2 months of data are obtained at each enumeration. For example, February list sample rotating panel cases report data for February (the current month) and January (the previous month). In the following month, different rotating panels (the March panels) report figures for March and February. Three list sample panels are used. This permits the use of a composite estimation procedure that provides estimates more reliable than those that would be obtained from a completely fixed sample of about twice the size and also reduces the reporting burden for selected businesses.

The first estimate issued each month, based on the full sample, is called the preliminary estimate. The preliminary composite estimate for the current month at each three-digit SIC level for sales and at each major kind-of-business grouping for inventory is a weighted average of two estimates: (1) the current month unbiased estimate (weight 0.25) and (2) a ratio estimate (weight 0.75) obtained by multiplying the current-to-previous month ratios developed from the current month report forms by the preliminary composite estimate for the previous month.

A final estimate is developed 1 month later using information available from the following month's enumeration. The final composite estimate for individual kind-of-business levels is also a weighted average of two estimates – the preliminary composite estimate for a given month (weight 0.8) and the unbiased estimate (weight 0.2) for the same month as obtained from the next month's reporting panel. The aggregate level estimates are obtained by adding the individual kind-of-business components.

The preliminary composite estimates provide a measure of the dollar volume level that is considerably more reliable than the unbiased estimates, and the final composite

estimates are generally more reliable than the preliminary composite estimates. The most reliable indication of month-to-month trend is the ratio of the current month's preliminary composite estimate divided by the previous month's final composite estimate. This is true because the numerator and denominator of this ratio are more highly correlated than would be the case if the numerator and denominator were two preliminary or two final estimates. The preliminary-final ratio, therefore, has less sampling variability than one based on two preliminary or two final estimates.

Another advantage gained by using the rotating panel system is that the very large non-certainty cases in each enumeration are identified and recanvassed in the following month or months. This makes it possible to reduce their weights without biasing the results and thus lessen their influence on the estimates. This increases the reliability of the estimates, particularly the measure of month-to-month change.

Percent Change

Month-to-month and year-to-year comparisons for sales and inventory shown in this report are based on the total dollar volume of receipts or value of inventory for each of the periods being compared. These trends thus include the effect of stores starting operation or ceasing operation and are not limited to "identical stores," i.e., those in operation in both of the periods being compared.

The percent changes shown in table 2 for sales for kinds of business not marked with an asterisk are derived directly from the dollar volume estimates in table 1. The sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large. Therefore, such estimates are not published in table 1 for sales. However, the sampling variability of the percent changes derived from such estimates are relatively small and are, therefore, published in table 2 for sales.

Unpublished Data

Selected additional data, such as dollar volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication because of high imputation or sampling variability (relative to the changes from month to month or between other periods), so as to make them potentially misleading. For a fee, the Bureau of the Census will release such figures for individual use, though not for publication. Selected additional data providing greater detail by geographic area and by kind of business are also available for a fee. It should be noted that some unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained by such subtraction would be subject to the high imputation rates or high sampling variability described previously for unpublished kinds of business.

DEFINITION OF TERMS

Sales. Sales include the following: merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and receipts from gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer. Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances and manufacturers' rebates are not deducted from total sales, however, rebates offered by the retailer are deducted. Total sales do not include commissions from vending machine operators or nonoperating income from such sources as investments and rental or sales of real estate.

Sales exclude sales and excise taxes collected directly from customers and paid directly to a local, State, or Federal tax agency. Also excluded are receipts from customers for carrying or other credit charges.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and others whose primary activity is other than retail trade.

Inventories. Inventories represent stocks of merchandise, valued at cost, on hand for sale by retail establishments at the end of the month. Methods of valuation may vary according to the accounting practices of the firms. However, the estimates provided are on a non-LIFO basis. Inventories are shown for retail stores and warehouses combined. Only those warehouses which maintain supplies of merchandise primarily intended for distribution to retail stores within the organization are included. Inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale.

Inventories-Sales Ratios. The inventories-sales ratios indicate the relationship of end-of-month inventories to sales during the month. The ratios shown are derived by dividing the inventories estimates by the corresponding sales estimates. No adjustment is made in these ratios for the markup in sales which may vary from one kind of business to another.

Kind-of-Business Classifications. Retail trade, defined as major groups 52 through 59 of the SIC Manual, includes establishments engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. Exceptions to this general rule are made necessary by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Also, establishments engaged in selling products such as typewriters, stationery, or gasoline to the general public are classified in retail trade, even though such products may not be used for personal or household consumption. However, even within these areas of exception to the general rule, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Additional characteristics of retail trade establishments are that they usually operate at fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive merchandise as well as sell; they may process their products, but such processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present, and some are modified by trade practice.

Kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell several kinds of commodities. The kind-of-business code assigned generally reflects the individual commodity, the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food group classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sales of nonfood products.

GAF. GAF includes 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.

A description of each kind of business included in the accompanying statistical data is shown in appendix E.

Appendix B.

Reliability of Data

An estimate based on a sample survey will differ from the population value because of sampling variability and nonsampling error. Sampling variability occurs because observations are made only on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the reporting, collection and processing of data. The accuracy of a survey result is determined by the joint effects of sampling variability and nonsampling errors.

Measures of Sampling Variability

The particular sample used in these surveys is one of a large number of all possible samples of the same size that could have been selected using the same design. Estimates derived from the different samples would differ from each other. The average of these estimates would be close to the estimate derived from a complete enumeration of the population. This assumes that a complete enumeration has the same nonsampling error as the sample survey. For sales and inventories, the average of the estimates differs from a complete census because of the composite estimation technique. Disregarding this difference, the standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration.

The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 divided by the value being estimated. Note that the coefficients of variation are estimates derived from the sample and are also subject to sampling variability. Tables B-1 through B-4 give the estimates of coefficients of variation in percent for recent monthly dollar-volume sales and inventory estimates prepared by the Bureau of the Census and shown in this report.

The coefficients of variation presented in the tables permit certain confidence statements about the sample estimates. As noted before, the particular sample used in this survey is one of a large number of samples of the same size that could have been selected using the same design. In about 2 out of 3 (67 percent) of these samples, the estimate would differ from a complete enumeration by less than the corresponding percent for that estimate shown in the sampling variability tables. In about 9 out of 10 (90 percent) of these samples, the estimates would differ from the results of a complete enumeration by less than 1.65 times the percentage shown. In about 19 out of 20 (95

percent) of these samples, the estimates would differ from the results of a complete enumeration by less than twice the percentage shown.

To illustrate the computations involved in the above confidence statements, as related to dollar volume sales estimates, assume that an estimate of sales published in table 1 is \$10,750 million for a particular month and that the median coefficient of variation for this estimate, as given in table B-1, is 1.8 percent, or 0.018. Multiplying \$10,750 million by 0.018 yields 194 million. Therefore, a 67-percent confidence interval is \$10,556 million to \$10,944 million (\$10,750 million plus or minus \$194 million). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67 percent) of these intervals would contain the figure obtained from a complete enumeration. Typical practice is to construct 90- or 95-percent confidence intervals. Continuing with the illustration, a 90-percent confidence interval using $1.65 \times 0.018 \times 10,750$ million to yield 320 million). A 95-percent confidence interval is \$10,362 million to \$11,138 million (\$10,750 million plus or minus \$388 million).

All comparisons appearing on the front page of this publication and for which measures of sampling variability are available are accompanied by an indication of the 90-percent confidence interval. Thus, a statement such as "+ .8 (+ or -1.3)" indicates a 90-percent confidence interval from -0.5 to + 2.1. If the confidence interval contains zero, it is uncertain whether there is an increase or decrease.

Nonsampling Errors

As calculated for this report, the coefficient of variation measures certain nonsampling errors but does not measure any systematic biases in the data. Bias is the difference, averaged over all possible samples of the same size and design, between the estimates and the true value being estimated. Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation of missing data. These non-sampling errors also occur in complete censuses. Although no direct measures of the biases have been obtained, precautionary steps were taken in all phases of the collection, processing, and

tabulation of the data in an effort to minimize their influence. Coverage error has an effect on the accuracy of estimates for this survey to the extent that the administrative records system, which forms the basis of our survey universe frame, does not contain all legal businesses.

A major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which fail edit. For all kinds of business combined, imputed sales amount to about 23 percent of the national sales estimates.

Table B-1. Estimated Coefficients of Variation in Percent for Retail Sales by Kinds of Business

[Based on sales estimates not adjusted for seasonal variations, holiday, or trading-day differences]

SIC code	Kind of business	Preliminary estimates		Final estimates		Ratio of two consecutive months ¹		Ratio to same month a year ago ²
		Range	Median	Range	Median	Range	Median	Median
	Retail sales, total	0.9-1.0	0.9	0.8-1.0	0.9	0.2-0.4	0.3	0.4
	Total (excl. automotive group)	0.9-1.0	0.9	0.8-1.0	0.9	0.1-0.3	0.2	0.3
	Durable goods, total	1.1-1.4	1.3	1.1-1.4	1.3	0.4-0.9	0.5	0.9
	Building materials group stores	2.7-3.4	3.0	2.6-3.2	3.0	0.4-0.9	0.8	1.5
52	Building materials, supply stores, hardware	3.3-3.7	3.4	3.2-3.5	3.4	0.4-0.7	0.5	1.2
521,3,5	Building materials, supply stores	3.2-3.6	3.3	3.0-3.4	3.3	0.5-0.8	0.6	1.2
521,3	Paint, glass, wallpaper stores*	3.6-7.0	5.3	3.6-6.4	5.8	1.0-3.1	1.3	3.2
523	Hardware stores	4.2-6.3	5.6	4.9-5.8	5.3	0.8-1.6	1.2	3.1
525								
55 ex	Automotive dealers	1.6-1.9	1.7	1.5-1.9	1.7	0.6-1.5	0.8	1.1
554	Motor vehicle and miscellaneous automobile							
551,2,5	dealers	1.7-2.0	1.8	1.8-2.0	1.8	0.7-1.6	0.8	1.3
551,2	Motor vehicle dealers	1.4-2.1	1.7	1.4-1.9	1.7	0.7-1.7	0.9	1.4
551	Motor vehicle dealers, (franch.)	1.4-2.1	1.7	1.5-1.9	1.6	0.7-1.8	0.9	1.5
553	Auto & home supply stores	2.6-4.1	3.0	2.6-3.9	2.8	0.6-1.2	0.8	1.8
57	Furniture group stores	1.4-1.8	1.5	1.3-1.7	1.5	0.4-0.6	0.6	1.2
571	Furniture & home furn. stores	2.9-3.4	3.2	3.0-3.3	3.1	0.7-1.2	0.9	1.7
5712	Furniture stores	3.4-4.5	4.0	3.8-4.2	4.0	0.9-1.1	0.9	2.0
5713	Floor covering stores	6.2-8.8	7.3	5.6-8.1	6.4	1.5-4.5	2.3	5.2
5722,31,34	Household appliance, radio, TV and computer							
34	stores	1.2-1.8	1.7	1.5-1.9	1.7	0.6-0.9	0.7	1.4
5722	Household appliance stores	3.8-4.7	4.4	3.5-4.5	4.3	1.2-1.7	1.4	2.7
5731,34	Radio, TV and computer stores	1.6-2.2	2.0	1.8-2.3	2.0	0.6-0.9	0.8	1.6
5735,36	Music stores*	7.6-11.6	9.9	8.5-10.7	9.6	1.3-2.6	1.6	4.0
5941	Sporting goods stores and bicycle shops	5.4-7.2	5.8	4.7-6.1	5.3	1.3-3.0	2.0	5.7
5942	Book stores	3.0-6.1	4.1	2.9-5.4	3.6	1.1-3.4	2.4	3.2
5944	Jewelry stores	4.7-5.5	4.9	4.5-5.3	4.6	1.2-2.2	1.7	2.6
5946	Camera,photographic supply stores*	6.2-8.3	7.6	6.0-8.0	6.9	1.3-4.3	2.0	4.0
5999 pt.	Optical goods stores*	3.3-4.8	3.8	3.3-4.0	3.6	0.7-1.6	1.0	3.6
	Nondurable goods, total	1.0-1.1	1.1	1.0-1.1	1.1	0.1-0.2	0.1	0.4
53	General merchandise group stores	0.1-0.2	0.1	0.1-0.2	0.1	0.0-0.1	0.1	0.1
531	Dept. stores (excl. leased depts.)	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
531	Dept. stores (incl. leased depts.) ³	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
531 pt.	Conventional department stores (including,							
	leased depts.)	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
531 pt.	Discount department stores (including, leased							
	depts.)	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
531 pt.	National chain department stores (including,							
	leased depts.)	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
533	Variety stores	2.2-2.7	2.6	2.3-2.7	2.4	0.2-0.9	0.4	1.1
539	Miscellaneous general merchandise stores	0.5-0.8	0.7	0.5-0.7	0.6	0.1-0.5	0.3	0.5
54	Food group stores	1.2-1.3	1.2	1.2-1.3	1.2	0.1-0.2	0.2	0.5
541	Grocery stores	1.2-1.3	1.2	1.2-1.3	1.3	0.1-0.2	0.2	0.5
542	Meat, fish (seafood) markets	9.0-10.6	9.7	9.3-10.5	9.9	1.2-3.6	1.8	4.9
543	Fruit stores & vegetable markets*	10.4-14.3	11.3	9.7-12.7	10.5	1.2-3.4	2.6	6.7
544	Candy, nut, confectionery stores*	8.3-11.5	10.1	8.4-11.5	10.3	1.1-3.2	1.8	5.3
546	Retail bakeries	9.3-10.9	9.5	9.3-9.9	9.5	1.1-2.7	1.9	5.0
554	Gasoline service stations	2.1-2.6	2.3	2.2-2.5	2.4	0.2-0.3	0.3	0.8
56	Apparel & accessory stores	1.5-1.9	1.6	1.5-2.0	1.6	0.3-0.8	0.4	1.0
561	Mens & boys clothing, furnishings.	2.0-3.3	2.9	1.7-3.1	2.5	1.0-2.3	1.2	1.9
562,3	Women's clothing specialty stores	4.3-6.1	4.8	4.4-6.0	4.9	0.3-2.1	0.9	1.5
562	Women's ready to wear stores	4.8-6.8	5.3	4.8-6.7	5.4	0.3-2.3	1.0	1.6
565	Family clothing stores	1.3-1.8	1.7	1.3-1.9	1.6	0.3-0.7	0.4	1.3
566	Shoe stores	3.6-4.8	4.1	3.1-5.0	4.0	0.8-1.2	0.9	1.8
58	Eating and drinking places	5.1-5.9	5.5	4.8-5.6	5.3	0.5-0.9	0.6	1.6
5812	Eating places	5.4-6.2	5.8	5.1-5.9	5.6	0.5-0.9	0.6	1.6
5812 pt.	Restaurants, lunchrooms, cafeterias	9.7-10.8	10.2	9.0-10.4	9.8	0.6-1.4	0.9	2.5
5812 pt.	Refreshment places	4.0-4.7	4.3	4.1-4.6	4.3	0.5-1.7	0.9	2.1
5813	Drinking places (alcoholic bev)	3.4-4.1	3.6	3.0-3.8	3.5	0.8-2.5	1.1	2.4
591	Drug & proprietary stores	1.3-1.6	1.5	1.3-1.6	1.5	0.2-0.3	0.3	0.8
592	Liquor stores	2.1-2.9	2.7	2.0-2.8	2.6	0.4-1.1	0.8	1.7
5943	Stationery stores*	6.7-9.4	8.6	7.1-8.5	7.6	1.4-3.4	2.3	5.7
596	Nonstore retailers ⁴	5.6-6.7	6.0	5.6-6.9	5.8	1.0-2.5	2.0	3.9
5961	Total mail order ⁵	8.9-11.0	9.7	8.5-11.5	10.4	1.0-4.5	2.3	5.2
598	Fuel dealers	5.5-6.7	6.3	5.9-6.7	6.5	1.1-3.1	1.8	2.5
5992	Florist shops*	10.2-15.7	12.8	10.3-14.9	12.5	1.3-6.2	2.8	7.4
53,56,	GAF total⁶	0.6-0.8	0.7	0.6-0.7	0.7	0.2-0.3	0.2	0.4
57,594	Miscellaneous shopping goods stores	2.7-3.6	3.2	2.7-3.1	3.0	0.7-2.3	1.2	2.2
594								

*See appendix A. Percent Change.

¹The ratio of the preliminary estimate for the current month over the final estimate for the previous month.²The ratio of the preliminary estimate to the final estimate for the same month one year ago.³Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business total.⁴Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass or from mail-order.⁵The sales estimates for "total mail order", SIC 5961, are the sums of the "mail-order houses (department store merchandise)" and the "other mail-order," formerly published in the *Monthly Retail Trade Report*.⁶GAF represents stores which specialize in department store types of merchandise (see appendix A).

Note: The ranges and medians of the coefficients of variation shown above for the preliminary and final estimates and the ratio of change in sales are based on sales estimates for the six most recent data months.

Table B-2. **Estimated Coefficients of Variation in Percent for Retail Sales by Kinds of Business for Regions**

[Based on sales estimates not adjusted for seasonal variations, holiday, or trading-day differences]

SIC code	Kind of business	Dollar volume sales estimates				Ratio of 2 consecutive months ¹				Ratio to same month a year ago ²			
		Northeast	Midwest	South	West	Northeast	Midwest	South	West	Northeast	Midwest	South	West
	Retail sales, total	1.8	2.2	1.3	2.5	0.5	0.5	0.5	0.5	1.2	1.1	0.8	1.2
	Durable goods, total	3.7	3.0	2.6	3.9	1.0	0.9	0.9	1.1	2.7	1.9	1.3	2.1
52	Building materials, hardware, garden supply & mobile home dealers	11.9	5.6	6.3	14.6	2.1	1.7	1.3	2.1	7.0	3.3	3.6	3.7
55 ex 554	Automotive dealers	5.8	4.2	3.3	4.2	1.5	1.2	1.5	1.9	3.4	2.9	2.0	3.3
57	Furniture, home furnishings & equipment stores	4.4	4.2	5.3	5.8	1.2	1.0	0.9	1.4	3.0	2.0	2.1	2.6
	Nondurable goods, total	2.1	2.9	1.4	3.4	0.4	0.4	0.2	0.3	1.3	1.1	1.0	1.2
53	General merchandise group stores	1.3	0.6	0.6	0.7	0.2	0.1	0.2	0.1	1.3	0.6	0.6	0.7
531	Dept. stores (excl. leased depts.)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
531	Dept. stores (incl. leased depts.) ³	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	4.8	4.6	2.3	3.9	0.5	0.5	0.3	0.4	2.3	1.9	1.1	2.2
541	Grocery stores	5.3	4.9	2.2	4.0	0.5	0.5	0.3	0.5	2.5	2.0	1.1	2.3
554	Gasoline service stations	5.4	3.5	3.6	5.9	0.7	0.8	0.4	0.8	5.4	3.5	3.6	5.9
56	Apparel & accessory stores	3.8	3.8	3.9	4.6	1.0	1.2	0.9	1.1	3.8	3.8	3.9	4.6
58	Eating and drinking places	6.2	13.3	6.9	15.2	1.5	1.1	1.1	1.3	6.2	13.3	6.9	15.2
591	Drug & proprietary stores	9.4	7.5	8.8	6.9	0.9	0.7	0.6	0.7	5.0	13.5	7.0	4.8
53,56,57,594	GAF ⁴	1.7	1.6	1.5	2.0	0.5	0.5	0.4	0.6	1.0	0.6	0.8	1.1

¹The ratio of the preliminary estimate for the current month to the final estimate for the previous month.²The ratio of the preliminary estimate to the final estimate for the same month one year ago.³Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business total.⁴GAF represents stores which specialize in department store types of merchandise (see appendix A).

Note: The median coefficients of variation are based on sales estimates for the six most recent data months.

Table B-3. Estimated Coefficients of Variation in Percent for Retail Sales by Kinds of Business for Geographic Divisions

[Based on sales estimates not adjusted for seasonal variations, holiday, or trading-day differences]

SIC code	Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar Volume Sales Estimates										
Retail sales, total		3.8	2.2	2.9	3.6	1.9	3.1	2.4	5.9	2.1
Durable goods, total		7.3	4.9	3.7	5.3	3.4	5.6	4.5	6.9	4.3
55 ex 554	Automotive dealers	10.5	7.0	4.7	8.1	4.4	8.8	5.6	8.9	5.2
57	Furniture, home furnishings & equipment stores	9.6	4.5	5.3	9.1	7.1	11.3	8.6	10.4	5.8
Nondurable goods, total		4.0	2.1	3.9	3.8	2.2	3.3	3.0	9.0	2.1
53	General merchandise group stores	2.4	1.7	0.6	1.5	0.7	2.9	0.8	1.3	0.8
531	Dept. stores (excl. leased depts.)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
531	Dept. stores (incl. leased depts.) ¹	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	9.5	4.4	5.9	9.7	2.7	7.8	5.2	7.0	5.0
554	Gasoline service stations	10.3	4.7	4.4	7.0	4.9	8.8	6.3	9.0	7.9
56	Apparel & accessory stores	7.6	4.7	4.8	5.0	4.8	10.3	5.8	7.6	5.2
58	Eating and drinking places	10.2	7.8	18.1	12.6	10.2	11.1	10.8	40.8	6.1
591	Drug & proprietary stores	14.8	10.1	9.0	17.8	9.9	14.3	24.6	21.8	5.8
53,56, 57,594	GAF ²	3.1	2.1	1.6	2.7	2.3	2.5	2.1	3.6	1.9
Ratio of 2 Consecutive Months³										
Retail sales, total		0.9	0.6	0.7	0.8	0.6	0.8	0.9	0.9	0.7
Durable goods, total		1.6	1.3	1.2	1.8	1.3	1.9	1.8	2.0	1.4
55 ex 554	Automotive dealers	2.5	1.7	1.6	2.2	2.0	2.8	2.5	2.6	2.3
57	Furniture, home furnishings & equipment stores	1.7	1.2	1.2	1.8	1.3	2.6	1.9	2.7	1.2
Nondurable goods, total		0.9	0.4	0.4	0.5	0.3	0.6	0.4	0.6	0.4
53	General merchandise group stores	0.2	0.2	0.1	0.3	0.2	0.3	0.1	0.2	0.1
531	Dept. stores (excl. leased depts.)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
531	Dept. stores (incl. leased depts.) ¹	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	1.0	0.5	0.6	0.6	0.3	0.7	0.5	0.9	0.5
554	Gasoline service stations	1.4	1.0	0.6	1.4	0.6	1.2	0.8	1.4	1.0
56	Apparel & accessory stores	1.8	1.1	1.5	1.4	1.1	3.0	1.7	1.7	1.1
58	Eating and drinking places	1.6	1.9	1.2	1.6	1.1	2.5	1.8	1.6	1.4
591	Drug & proprietary stores	1.7	0.8	0.8	1.8	0.5	2.3	0.9	1.6	0.8
53,56, 57,594	GAF ²	0.9	0.5	0.5	0.7	0.6	0.8	0.6	1.1	0.6
Ratio to Same Month a Year ago⁴										
Retail sales, total		1.9	1.5	1.6	1.6	1.4	2.0	1.7	2.0	1.4
Durable goods, total		4.2	2.9	2.3	3.7	2.2	3.8	3.4	3.9	2.5
55 ex 554	Automotive dealers	5.5	3.9	3.4	4.8	3.1	4.7	5.0	5.2	4.5
57	Furniture, home furnishings & equipment stores	6.0	3.7	2.5	3.6	2.9	6.2	4.2	5.8	3.1
Nondurable goods, total		2.0	1.8	1.7	1.4	1.7	1.6	1.1	2.2	1.2
53	General merchandise group stores	2.4	1.7	0.6	1.5	0.7	2.9	0.8	1.3	0.8
531	Dept. stores (excl. leased depts.)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
531	Dept. stores (incl. leased depts.) ¹	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	4.5	2.4	2.1	3.4	1.6	2.1	2.4	3.5	2.8
554	Gasoline service stations	10.3	4.7	4.4	7.0	4.9	8.8	6.3	9.0	7.9
56	Apparel & accessory stores	7.6	4.7	4.8	5.0	4.8	10.3	5.8	7.6	5.2
58	Eating and drinking places	10.2	7.8	18.1	12.6	10.2	11.1	10.8	40.8	6.1
591	Drug & proprietary stores	6.6	7.3	16.7	5.1	12.0	8.4	3.2	5.8	6.3
53,56, 57,594	GAF ²	1.9	1.4	0.8	1.0	1.2	1.5	1.3	1.8	1.2

¹Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business total.

²GAF represents stores which specialize in department store types of merchandise (see appendix A).

³The ratio of the preliminary estimate for the current month to the final estimate for the previous month.

⁴The ratio of the preliminary estimate to the final estimate for the same month one year ago.

Note: The median coefficients of variation are based on sales estimates for the six most recent data months.

Table B-4. Estimated Coefficients of Variation in Percent for Retail Sales by Kinds of Business for Specified Large States

[Based on sales estimates not adjusted for seasonal variations, holiday, or trading-day differences]

Area	Dollar volume sales estimates					Ratio of 2 consecutive months ¹					Ratio to same month a year ago ²				
	Total	Durable	Non-durable	Department stores	GAF ³	Total	Durable	Non-durable	Department stores	GAF ³	Total	Durable	Non-durable	Department stores	GAF ³
California	2.5	5.0	2.7	0.0	1.9	0.8	1.6	0.4	0.0	0.5	1.3	2.7	1.5	0.0	0.9
Florida	4.2	7.2	5.5	0.0	3.4	1.2	2.7	0.5	0.0	0.7	2.7	4.0	3.6	0.0	1.7
Illinois	3.8	6.9	4.0	0.0	3.3	1.2	2.6	0.8	0.0	0.9	5.3	6.9	5.0	0.0	1.4
Indiana	3.9	8.7	3.7	0.0	5.0	1.2	2.9	0.8	0.0	1.3	2.3	5.3	2.1	0.0	2.5
Louisiana	11.5	18.8	13.4	0.0	6.5	1.5	3.8	1.0	0.0	1.7	4.6	11.1	3.1	0.0	3.5
Maryland	5.9	9.9	6.5	0.0	4.4	1.3	2.9	0.8	0.0	1.2	2.8	5.5	2.6	0.0	2.2
Massachusetts	6.3	11.4	7.2	0.0	5.4	1.5	2.3	1.7	0.0	1.0	2.6	5.1	3.0	0.0	2.1
Michigan	4.4	5.9	7.0	0.0	2.3	1.0	1.8	0.7	0.0	0.7	2.1	3.9	2.0	0.0	1.4
Minnesota	6.7	10.7	6.3	0.0	4.8	1.8	3.9	1.3	0.0	2.2	3.1	6.6	2.9	0.0	1.7
Missouri	7.0	9.3	7.6	0.0	4.5	1.2	2.5	0.8	0.0	0.9	3.1	6.7	2.5	0.0	1.2
New Jersey	4.6	8.2	4.2	0.0	3.5	1.6	2.2	1.2	0.0	1.0	2.5	5.6	3.0	0.0	2.7
New York	4.1	8.2	3.3	0.0	3.4	0.8	1.9	0.6	0.0	0.8	2.5	4.3	2.9	0.0	2.2
North Carolina	6.5	11.2	5.8	0.0	6.6	1.2	2.6	1.0	0.0	1.4	3.5	6.2	4.2	0.0	5.1
Ohio	7.0	8.0	11.6	0.0	3.5	0.9	2.0	0.5	0.0	1.2	2.2	3.7	2.8	0.0	1.4
Pennsylvania	4.3	8.7	4.5	0.0	3.0	0.9	2.3	0.6	0.0	0.8	2.5	5.1	2.7	0.0	1.8
Tennessee	6.3	10.7	5.5	0.0	5.7	1.1	2.5	0.8	0.0	1.3	3.0	6.5	2.7	0.0	2.6
Texas	3.6	7.8	2.7	0.0	2.4	0.9	1.9	0.5	0.0	0.6	1.9	3.7	1.5	0.0	1.4
Virginia	4.7	7.8	5.1	0.0	4.7	1.0	2.2	0.6	0.0	1.0	3.8	5.3	3.7	0.0	2.3
Wisconsin	8.6	15.5	6.2	0.0	5.6	1.6	2.6	1.9	0.0	1.2	3.2	6.2	3.3	0.0	2.9

¹See footnotes at the bottom of table B-5.

Table B-5. Estimated Coefficients of Variation in Percent for Retail Sales by Kinds of Business for Specified Areas and Cities

[Based on sales estimates not adjusted for seasonal variations, holiday, or trading-day differences]

Area	Dollar volume sales estimates			Ratio of 2 consecutive months ¹			Ratio to same month a year ago ²		
	Total	Nondurable	GAF ³	Total	Nondurable	GAF ³	Total	Nondurable	GAF ³
Atlanta, GA, MSA	7.0	6.7	6.2	1.2	0.6	1.4	3.0	3.9	3.7
Baltimore, MD, MSA	9.5	10.2	5.4	1.5	1.0	1.7	4.4	3.0	2.3
Boston, MA, NECMA	6.9	6.3	6.2	1.2	0.9	1.1	2.8	2.8	2.7
Chicago, IL, CMSA	4.3	4.3	4.7	1.3	0.8	1.0	3.8	2.7	1.6
Chicago, IL, PMSA	5.4	5.4	5.0	1.7	1.0	1.2	4.7	3.2	1.8
Chicago, IL, City	12.2	12.1	7.2	2.4	2.4	2.6	5.5	6.7	4.4
Cincinnati, OH, CMSA	9.9	8.6	7.9	2.1	1.3	1.0	4.0	3.1	4.2
Cleveland, OH, CMSA	10.9	12.3	5.4	1.9	1.0	0.9	5.7	8.7	2.2
Cleveland, OH, PMSA	13.7	14.3	4.4	2.2	1.4	1.0	8.5	12.5	2.8
Dallas, TX, CMSA	6.1	5.7	5.0	1.7	0.7	0.9	3.8	2.5	2.1
Denver, CO, CMSA	11.0	8.3	5.5	2.0	1.0	1.4	4.9	3.8	3.3
Detroit, MI, CMSA	8.1	11.9	3.9	1.2	0.9	0.9	3.0	2.6	1.7
Detroit, MI, PMSA	8.1	12.3	4.3	1.1	0.9	0.8	3.3	2.9	1.7
Houston, TX, CMSA	6.9	6.1	3.5	0.9	0.5	0.7	3.6	3.5	3.4
Houston, TX, PMSA	7.0	6.6	3.8	0.9	0.5	0.7	3.9	3.7	3.8
Kansas City, MO, MSA	12.9	12.8	5.2	1.5	1.2	1.0	5.1	5.1	2.0
Los Angeles, CA, CMSA	4.1	4.2	3.5	1.0	0.6	0.7	2.0	2.3	1.8
Anaheim, CA, PMSA	8.3	9.8	6.4	1.7	1.0	1.4	4.6	4.6	2.4
Los Angeles, CA, PMSA	5.8	5.1	5.3	1.1	0.7	1.0	2.8	3.9	2.3
Los Angeles, CA, City	9.1	8.6	11.3	2.0	1.3	1.6	4.2	5.8	3.5
Miami, FL, CMSA	12.0	19.0	4.9	1.4	0.9	0.9	7.1	11.4	1.5
Miami, FL, PMSA	11.5	12.6	7.5	2.5	1.0	1.2	4.9	4.7	1.9
Milwaukee, WI, CMSA	11.0	9.7	2.6	1.5	1.1	0.8	5.1	6.1	2.3
Milwaukee, WI, PMSA	12.7	11.5	3.1	1.8	1.3	0.9	5.6	6.3	2.4
Minneapolis, MN, MSA	9.3	9.1	4.6	2.3	1.2	0.7	4.8	3.9	1.9
New York, NY-NJ, CMSA	3.4	3.4	3.0	0.7	0.6	0.8	1.7	1.7	2.1
Naussau-Suffolk, NY, PMSA	8.1	7.4	6.7	2.0	1.5	2.0	4.4	3.6	3.1
New York, NY, PMSA	5.1	7.2	5.0	1.2	1.0	1.3	2.6	2.7	3.9
Newark, NJ, PMSA	9.1	10.1	10.9	3.7	1.3	2.1	5.4	3.5	7.5
New York, NY, City	6.4	7.8	5.1	1.4	1.1	1.5	2.9	3.0	4.6
Philadelphia, PA, CMSA	6.8	6.5	4.8	1.3	0.9	1.1	2.5	2.6	3.2
Philadelphia, PA, PMSA	8.0	7.1	5.7	1.5	1.0	1.2	2.7	3.0	3.9
Philadelphia, PA, City	12.4	13.8	13.1	2.3	2.7	1.9	6.2	5.3	7.4
Phoenix, AZ, MSA	6.9	7.2	9.5	1.4	1.0	1.9	3.5	3.3	2.3
Pittsburgh, PA, CMSA	9.5	12.3	5.9	2.1	1.0	1.1	6.1	7.6	3.6
Pittsburgh, PA, PMSA	9.3	10.3	6.3	2.3	1.0	1.2	4.7	3.9	3.8
St. Louis, MO, MSA	8.0	9.1	3.6	1.6	1.0	0.8	4.2	3.7	1.7
San Diego, CA, MSA	7.0	10.2	6.9	1.2	0.9	1.1	5.5	8.3	3.0
San Francisco-Oakland, CA, CMSA	4.8	3.6	4.0	2.0	0.9	1.4	3.6	2.4	1.8
Oakland, CA, PMSA	9.1	6.6	7.5	2.6	1.1	2.1	6.4	2.9	3.3
San Francisco, CA, PMSA	9.0	7.6	7.8	3.1	1.9	2.2	5.5	3.9	3.3
Seattle, WA, CMSA	12.8	7.2	4.5	1.3	1.0	1.4	4.7	2.4	2.5
Tampa, FL, MSA	9.0	11.4	4.7	1.5	0.6	0.7	2.9	2.4	1.4
Washington, DC, MSA	5.3	5.9	4.9	1.3	0.9	1.2	2.8	2.4	2.9

¹The ratio of the preliminary estimate for the current month to the final estimate for the previous month.

²The ratio of the preliminary estimate to the final estimate for the same month one year ago.

³GAF represents stores which specialize in department store types of merchandise (see appendix A).

Note: The median coefficients of variation are based on sales estimates for the six most recent data months.

Table B-6. Estimated Coefficients of Variation in Percent for Inventories by Kinds of Business

[Based on estimates not adjusted for seasonal variations]

Sic code	Kind of business	Dollar volume inventory estimates	Ratio of 2 consecutive months	Ratio to same month a year ago ¹	SIC code	Kind of business	Dollar volume inventory estimates	Ratio of 2 consecutive months	Ratio to same month a year ago ¹
	Retail inventories, total	1.2	0.1	0.6		Nondurable goods, total	0.9	0.1	0.3
	Durable goods, total	2.3	0.3	1.0	53	General merchandise group stores.	0.6	0.0	0.3
52	Building materials group stores	3.0	0.4	1.1	531	Dept. stores (excl. leased depts.)	0.4	0.0	0.1
55 ex 554	Automotive dealers	2.2	0.4	1.2	54	Food group stores	1.3	0.1	0.5
57	Furniture group stores	1.8	0.3	1.0	56	Apparel & accessory stores	3.8	0.3	1.6

¹The ratio of the preliminary estimate to the final estimate for the same month one year ago.

Note: The coefficients of variation are based on inventories estimates for the six most recent data months.

MONTHLY REVISIONS TO ESTIMATES

Each month the Census Bureau issues three sets of estimates of retail sales: advance, preliminary, and final; two estimates of retail inventories—preliminary and final—are also issued. The Bureau releases “non-final” advance and preliminary data to provide government and private data users with much demanded early measures of consumer spending. However, a necessary part of the process of issuing these early data entails the resultant issuance of minor subsequent revisions. These revisions to the monthly sales and inventories estimates occur because the advance and preliminary estimates are released prior to the collection of all data eventually used in the calculation of the final monthly retail sales and inventories estimates.

The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau’s retail survey panels. Because of the early reporting and the sampling variability between the subsample and the full sample, the advance estimates will differ from the subsequent estimates for the same month. There are also

differences between the preliminary and final sales estimates because of the difference in the samples as described in the section, “Use of the Rotating Sample and Composite Estimate Procedures” and such nonsampling errors as indicated in Appendix B, “Reliability of Data.” The inventories estimates are also developed from rotating samples of respondents, i.e., most respondents are canvassed at 3 month intervals. Therefore, the differences between the preliminary and final inventories estimates for the same month are due to sampling and nonsampling errors.

For total retail sales, the range of the difference between the last 12 advance and final estimates for the same months was from -0.4 percent to +1.4 percent, with a median of +0.1 percent. The range of difference between preliminary and final estimates was from -0.2 percent to +0.2 percent, with a median of 0.0 percent. The preliminary-to-final difference for total retail inventories over the last 12 months ranged from -0.4 percent to +1.4 percent, with a median of 0.0 percent.

Table B-7. Seasonally Adjusted Advance, Preliminary, and Final Retail Sales Estimates

SIC code	Kind of business	October 1996 (millions of dollars)			Percent differences last 12 months					
		Advance	Preliminary	Final	Final/advance			Final/preliminary		
					Range		Median	Range		Median
					From	To		From	To	
	Retail sales, total	204,998	204,252	204,599	-0.4	1.4	0.1	-0.2	0.2	0.0
	Total (excl. automotive group)	155,329	154,275	154,577	-0.5	1.0	0.0	-0.3	0.4	0.0
	Durable goods, total	83,776	83,468	83,536	-0.6	2.3	0.4	-0.2	0.5	0.1
52	Building materials group stores	11,388	11,131	11,161	-2.9	4.9	0.7	-0.7	0.9	0.2
55 ex 554	Automotive dealers	49,669	49,977	50,022	-1.6	2.9	0.6	-0.6	0.7	0.1
57	Furniture group stores	11,325	11,517	11,511	-1.9	2.0	0.3	-0.6	0.9	-0.1
	Nondurable goods, total	121,222	120,784	121,063	-0.6	0.9	0.0	-0.3	0.4	0.0
53	General merchandise group stores	25,923	25,949	25,922	-0.8	1.2	0.0	-0.4	0.7	0.0
531	Dept. stores (excl. leased depts.)	20,155	20,173	20,173	-1.1	1.3	0.0	-0.4	0.8	0.0
54	Food stores	35,169	35,239	35,248	-0.6	0.8	0.0	-0.5	0.4	0.0
541	Grocery stores	33,300	33,375	33,379	-0.6	0.9	-0.1	-0.5	0.4	0.0
554	Gasoline service stations	12,917	12,873	12,960	-2.7	2.4	-0.2	-1.0	0.8	-0.3
56	Apparel & accessory stores	9,511	9,367	9,420	-1.2	3.7	0.1	-0.5	0.6	0.0
58	Eating and drinking places	19,436	19,542	19,697	-1.8	2.4	-0.3	-1.2	1.2	0.4
591	Drug & proprietary stores	7,463	7,519	7,499	-2.1	1.2	-0.1	-1.3	1.1	-0.2

Table B-8. Seasonally Adjusted Preliminary and Final Inventories Estimates

SIC code	Kind of business	October 1996 (millions of dollars)		Percent differences last 12 months (final/preliminary)		
		Preliminary	Final	Range		Median
				From	To	
	Retail sales, total	314,833	315,357	-0.4	1.4	0.0
	Total (excl. automotive group)	224,859	225,756	-0.9	1.2	0.0
	Durable goods, total	169,401	169,830	-0.4	1.3	0.2
52	Building materials group stores	21,898	22,076	-2.5	0.8	0.1
55 ex 554	Automotive dealers	89,974	89,601	-0.4	1.9	0.2
57	Furniture group stores	24,923	24,921	-4.1	1.2	0.0
	Nondurable goods, total	145,432	145,527	-0.9	1.5	0.0
53	General merchandise group stores	58,613	58,511	-2.1	1.6	-0.1
531	Dept. stores (excl. leased depts.)	47,454	47,427	-2.5	1.3	-0.1
54	Food stores	28,598	28,694	-0.5	0.9	0.2
56	Apparel & accessory stores	22,935	22,982	-0.5	1.9	0.2

Appendix C.

Adjustment Factors for Seasonal and Other Variations

Seasonal factors for adjusting data in this publication have been derived by the use of the X-11 ARIMA program developed by Statistics Canada. The program produces factors by using the method described in the *X-11 Variant of the Census Method II Seasonal Adjustment Program*, U.S. Bureau of the Census Technical Paper No. 15, Revised 1967. The forecasting options were not used as input to the X-11 ARIMA program. This adjustment program develops more accurate computations and diagnostics than the previously used program. Trading-day factors for adjusting retail sales estimates were also derived from the X-11 program.

Adjustment of estimates is an approximation based on current and past experiences. Therefore, the adjustments could become less precise if current competitive pressures, changes in consumer buying patterns during holiday periods, and other elements introduce significant changes in seasonal, trading-day, and holiday patterns.

A description of trading-day adjustment factors may be found in *Estimating Trading-Day Variation in Monthly Economic Time Series*, Bureau of the Census Technical Paper No. 12, 1965. Holiday adjustment factors were developed by a method similar to that described in *Seasonal Adjustment on Electronic Computers*, pp. 356-359, Organization

for Economic Cooperation and Development, Paris, 1961. Additional details concerning the adjustment factors may be obtained from the Chief, Services Division, Bureau of the Census, Washington, DC 20233.

Concurrent seasonal adjustment uses all available unadjusted estimates (including the latest preliminary and advance estimates) as input to the X-11 program. When unadjusted advance, preliminary, and final estimates become available, all estimates will be used as input to the X-11 program and new factors will be applied to the advance, (one month after the preliminary) preliminary, and final (one month before the preliminary) estimates and to the previous year estimates that correspond to the advance and preliminary months.

Tables C-1 and C-2 present, by kind of business, the combined seasonal, trading-day, and holiday adjustment factors that are used to adjust inventory and sales estimates. For kinds of business whose last observation is an advance estimate, two months of projected factors are shown. For all other kinds of business, three months of projected factors are shown. These projected factors are estimates of the factors that will be used to derive adjusted estimates.

Table C-1. Seasonal Adjustment Factors for Retail Inventories by Kinds of Business

SIC code	Kind of business	1995			1996												1997	
		Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.
	Retail trade, total	1.060	1.078	0.983	0.969	0.983	0.998	1.001	0.996	0.984	0.968	0.975	1.003	1.062	1.079	0.984	0.971	0.983
	Durable goods, total	1.016	1.040	1.004	0.991	1.005	1.016	1.020	1.016	1.002	0.958	0.953	0.970	1.020	1.040	1.005	0.994	1.006
52	Building materials group stores	0.989	0.980	0.963	0.973	0.999	1.035	1.043	1.043	1.019	0.999	0.987	0.978	0.987	0.981	0.963	0.971	1.000
55 ex	Automotive dealers	0.963	1.006	1.031	1.017	1.039	1.049	1.046	1.041	1.020	0.942	0.914	0.924	0.967	1.006	1.033	1.023	1.042
554	Furniture group stores	1.101	1.128	1.015	0.976	0.958	0.967	0.968	0.964	0.965	0.954	0.983	1.031	1.107	1.129	1.011	0.975	0.955
57	Nondurable goods, total	1.106	1.116	0.961	0.949	0.961	0.980	0.981	0.974	0.963	0.979	0.998	1.039	1.106	1.117	0.961	0.950	0.960
53	General merchandise group stores	1.154	1.176	0.925	0.920	0.941	0.971	0.978	0.971	0.951	0.965	0.991	1.059	1.155	1.177	0.927	0.922	0.942
531	Dept. stores (excl. leased depts.)	1.152	1.175	0.923	0.919	0.945	0.971	0.978	0.973	0.951	0.965	0.993	1.059	1.153	1.176	0.923	0.921	0.946
54	Food group stores	1.029	1.045	1.024	1.004	0.988	0.996	0.991	0.985	0.988	0.982	0.976	0.992	1.029	1.045	1.024	1.005	0.988
56	Apparel & accessory stores	1.134	1.133	0.915	0.893	0.941	0.980	0.984	0.967	0.953	1.001	1.036	1.069	1.136	1.134	0.916	0.891	0.941

Note: Data are adjusted for seasonal variations. Each month, new factors are developed using the latest estimates and applied to the unadjusted Preliminary and Final (one month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Preliminary month. Adjustment factors are not included in this table for kinds of business that are not published separately. Adjusted inventory data are obtained by dividing the unadjusted data by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. The options used to derive factors for each kind of business were selected during the last benchmarking operation and will not be subject to modification until the next benchmarking operation. These options are available upon request.

Table C-2. Combined Seasonal, Trading-Day, and Holiday Adjustment Factors for U.S. Retail Sales and Retail Sales of Group II Companies by Kinds of Business

SIC code	Kind of business	1995			1996										1997			
		Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.
	Retail sales, total ..	0.988	1.025	1.196	0.876	0.895	0.990	0.979	1.048	1.008	1.006	1.045	0.957	1.011	1.021	1.189	0.883	0.860
	Durable goods, total ...	0.986	0.974	1.077	0.860	0.894	0.997	1.019	1.086	1.042	1.040	1.060	0.966	1.018	0.967	1.084	0.864	0.854
52	Building materials group stores	1.058	0.965	0.898	0.776	0.784	0.918	1.086	1.196	1.115	1.106	1.091	1.021	1.088	0.970	0.912	0.766	0.744
521,3	Building materials, supply stores	1.079	0.978	0.876	0.794	0.805	0.928	1.063	1.148	1.094	1.117	1.101	1.033	1.107	0.975	0.899	0.786	0.762
525	Hardware stores	1.003	1.007	1.065	0.837	0.784	0.922	1.042	1.162	1.120	1.069	1.050	0.955	1.023	1.036	1.049	0.832	0.752
55 ex 554	Automotive dealers	0.987	0.922	0.868	0.879	0.932	1.049	1.057	1.117	1.069	1.069	1.072	0.973	1.022	0.915	0.872	0.890	0.893
551,2,5,6,7,9	Motor vehicle and miscellaneous automobile dealers	0.983	0.916	0.865	0.880	0.936	1.055	1.059	1.122	1.071	1.067	1.069	0.972	1.018	0.910	0.868	0.892	0.897
553	Auto & Home supply stores	1.037	1.005	0.928	0.879	0.877	0.986	1.023	1.057	1.049	1.082	1.088	0.993	1.061	1.002	0.929	0.877	0.844
57	Furniture group stores ..	0.979	1.111	1.414	0.921	0.889	0.955	0.910	0.954	0.949	0.960	1.010	0.953	1.000	1.115	1.414	0.926	0.855
571	Furniture & home furn. stores	1.015	1.124	1.202	0.892	0.880	0.966	0.943	0.995	0.973	1.003	1.042	0.980	1.037	1.133	1.200	0.896	0.840
5722,31,34	Household appliance, radio, TV and computer stores	0.954	1.109	1.583	0.963	0.893	0.947	0.879	0.916	0.926	0.922	0.979	0.929	0.975	1.109	1.588	0.960	0.861
	Nondurable goods, total	0.991	1.055	1.273	0.884	0.896	0.977	0.959	1.022	0.986	0.985	1.038	0.949	1.006	1.058	1.257	0.896	0.861
53	General merchandise group stores	0.975	1.201	1.723	0.738	0.795	0.912	0.907	0.989	0.956	0.910	1.009	0.911	0.986	1.190	1.702	0.753	0.761
531	Dept. stores (excl. leased depts.)	0.971	1.215	1.757	0.729	0.785	0.913	0.904	0.981	0.949	0.901	1.011	0.910	0.981	1.205	1.737	0.741	0.758
531	Dept. stores (incl. leased depts.)	0.970	1.217	1.753	0.726	0.784	0.927	0.904	0.982	0.948	0.901	1.012	0.909	0.982	1.207	1.728	0.744	0.760
533	Variety stores	0.970	1.145	1.768	0.705	0.832	0.911	0.940	1.026	0.938	0.903	1.000	0.899	1.004	1.116	1.739	0.728	0.784
539	Miscellaneous general merchandise stores	0.984	1.149	1.575	0.818	0.837	0.916	0.906	1.009	0.990	0.942	0.997	0.909	1.006	1.126	1.565	0.810	0.800
54	Food group stores	0.976	0.993	1.093	0.961	0.938	1.004	0.969	1.040	1.008	1.027	1.044	0.958	0.995	1.008	1.062	0.979	0.904
541	Grocery stores	0.975	0.992	1.081	0.966	0.940	1.005	0.969	1.041	1.010	1.029	1.046	0.958	0.994	1.008	1.049	0.984	0.904
554	Gasoline service stations ..	1.018	0.976	0.980	0.933	0.910	0.972	0.981	1.052	1.045	1.068	1.082	0.993	1.022	0.978	0.981	0.926	0.883
56	Apparel & accessory stores	0.979	1.145	1.646	0.705	0.770	0.946	0.952	0.986	0.940	0.911	1.093	0.946	1.007	1.155	1.617	0.715	0.733
561	Mens & boys clothing, furnishings	0.974	1.146	1.894	0.813	0.796	0.896	0.916	0.967	0.971	0.828	0.937	0.902	0.986	1.147	1.875	0.830	0.766
562,3	Women's clothing specialty stores	0.993	1.120	1.618	0.703	0.774	0.962	0.973	1.037	0.961	0.895	1.014	0.949	1.017	1.123	1.599	0.704	0.751
566	Shoe stores	0.925	1.020	1.315	0.721	0.798	0.989	1.022	1.038	0.989	0.959	1.252	0.973	0.956	1.038	1.280	0.731	0.755
58	Eating and drinking places ..	1.009	0.958	1.012	0.900	0.924	1.018	0.991	1.052	1.040	1.048	1.088	0.983	1.014	0.973	0.992	0.911	0.891
591	Drug & proprietary stores	0.976	0.981	1.234	0.980	0.968	1.005	0.991	1.024	0.960	0.975	0.986	0.931	0.990	0.978	1.237	0.985	0.937
592	Liquor stores	0.962	1.001	1.375	0.865	0.862	0.949	0.934	1.015	1.006	1.044	1.053	0.935	0.978	1.046	1.323	0.879	0.830
53,56,57,594	GAF, total	0.962	1.163	1.705	0.772	0.813	0.919	0.907	0.975	0.942	0.919	1.025	0.918	0.985	1.163	1.683	0.782	0.779
	Group II Companies																	
	Retail sales, total ..	0.975	1.092	1.416	0.851	0.871	0.960	0.947	1.015	0.972	0.961	1.026	0.933	0.994	1.096	1.392	0.863	0.836
553	Auto & home supply stores ..	1.027	1.014	0.947	0.875	0.874	0.984	1.010	1.067	1.040	1.086	1.101	0.992	1.057	1.016	0.940	0.876	0.836
53	General merchandise group stores	0.971	1.205	1.740	0.743	0.795	0.918	0.904	0.988	0.956	0.909	1.011	0.907	0.986	1.191	1.706	0.754	0.762
531	Dept. stores (excl. leased depts.)	0.971	1.218	1.766	0.729	0.791	0.914	0.903	0.981	0.949	0.902	1.012	0.909	0.982	1.206	1.734	0.741	0.758
531	Dept. stores (incl. leased depts.)	0.970	1.218	1.762	0.729	0.792	0.918	0.905	0.981	0.949	0.901	1.012	0.909	0.982	1.207	1.730	0.743	0.759
533	Variety stores	0.952	1.138	1.867	0.681	0.824	0.900	0.928	1.028	0.935	0.886	0.994	0.891	0.990	1.110	1.814	0.713	0.781
541	Grocery stores	0.971	0.998	1.090	0.973	0.956	1.014	0.974	1.041	0.998	1.015	1.035	0.947	0.991	1.016	1.054	0.996	0.918
56	Apparel & accessory stores	0.973	1.178	1.738	0.666	0.733	0.943	0.946	0.980	0.934	0.893	1.093	0.940	0.995	1.191	1.705	0.680	0.702
562,3	Women's clothing specialty stores	0.968	1.155	1.795	0.675	0.749	0.933	0.954	1.027	0.963	0.873	0.992	0.940	0.995	1.152	1.771	0.679	0.721
566	Shoe stores	0.917	1.033	1.365	0.688	0.775	0.989	1.031	1.050	0.992	0.941	1.272	0.967	0.944	1.039	1.322	0.700	0.733
591	Drug & proprietary stores ..	0.967	0.979	1.313	0.967	0.965	1.003	0.991	1.019	0.960	0.964	0.974	0.921	0.980	0.979	1.309	0.964	0.928

Note: Data are adjusted for seasonal variations, holiday, and trading-day differences. Each month, new factors are developed using the latest estimates and applied to the unadjusted Advance (the month after the Preliminary estimate, but not available in this publication), Preliminary, and Final (the month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Advance and Preliminary months. The sales adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately. Adjusted sales data are obtained by dividing the unadjusted data by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. The options used to derive factors for each kind of business were selected during the last benchmarking operation and will not be subject to modification until the next benchmarking operation. These options are available upon request.

Appendix D.

Metropolitan Areas Included in This Report

(Areas were defined by the Office of Management and Budget as of November 19, 1986)¹

ANAHEIM-SANTA ANA, CA PMSA Coextensive with Orange County, CA.

ATLANTA, GA MSA Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding, and Walton Counties, GA.

BALTIMORE, MD MSA Baltimore City; Anne Arundel, Baltimore, Carroll, Harford, Howard, and Queen Anne's Counties, MD.

BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON, MA NECMA Essex, Middlesex, Norfolk, Plymouth, and Suffolk Counties, MA.

CHICAGO-GARY-LAKE COUNTY, IL-IN-WI CMSA Chicago, IL PMSA; Grundy, Kane, Kendall, Lake, and Will Counties, IL; Lake and Porter Counties, IN; Kenosha County, WI.

CHICAGO, IL PMSA Cook, DuPage, and McHenry Counties, IL.

CINCINNATI-HAMILTON, OH-KY-IN CMSA Butler, Clermont, Hamilton, and Warren Counties, OH; Boone, Campbell, and Kenton Counties, KY; Dearborn County, IN.

CLEVELAND-AKRON-LORAIN, OH CMSA Cleveland, OH PMSA; Lorain, Portage, and Summit Counties, OH.

CLEVELAND, OH PMSA Cuyahoga, Geauga, Lake, and Medina Counties, OH.

DALLAS-FORT WORTH, TX CMSA Collin, Dallas, Denton, Ellis, Johnson, Kaufman, Parker, Rockwall, and Tarrant Counties, TX.

DENVER-BOULDER, CO CMSA Adams, Arapahoe, Boulder, Denver, Douglas, and Jefferson Counties, CO.

DETROIT-ANN ARBOR, MI CMSA Detroit, MI PMSA; Washtenaw County, MI.

DETROIT, MI PMSA Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, and Wayne Counties, MI.

HOUSTON-GALVESTON-BRAZORIA, TX CMSA Houston, TX PMSA; Brazoria and Galveston Counties, TX.

HOUSTON, TX PMSA Fort Bend, Harris, Liberty, Montgomery, and Waller Counties, TX.

KANSAS CITY, MO-KS MSA Cass, Clay, Jackson, Lafayette, Platte, and Ray Counties, MO; Johnson, Leavenworth, Miami, and Wyandotte Counties, KS.

LOS ANGELES-ANAHEIM-RIVERSIDE, CA CMSA Anaheim Santa Ana, CA PMSA; Los Angeles-Long Beach, CA PMSA; Riverside, San Bernardino, and Ventura Counties, CA.

LOS ANGELES-LONG BEACH, CA PMSA Coextensive with Los Angeles County, CA.

MIAMI-FORT LAUDERDALE, FL CMSA Miami-Hialeah, FL PMSA; Broward County, FL.

MIAMI-HIALEAH, FL PMSA Coextensive with Dade County, FL.

MILWAUKEE-RACINE, WI CMSA Milwaukee, WI PMSA; Racine County, WI.

MILWAUKEE, WI PMSA Milwaukee, Ozaukee, Washington, and Waukesha Counties, WI.

MINNEAPOLIS-ST. PAUL, MN-WI MSA Anoka, Carver, Chicago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington, and Wright Counties, MN; St. Croix County, WI.

NASSAU-SUFFOLK, NY PMSA Nassau and Suffolk Counties, NY.

NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT CMSA Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Orange County, NY; Bergen, Hudson, Hunterdon, Middlesex, Monmouth, Ocean, Passaic, and Somerset Counties, NJ; Fairfield and Litchfield Counties, CT.

NEW YORK, NY PMSA Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, and Westchester Counties, NY.

NEWARK, NJ PMSA Essex, Morris, Sussex, and Union Counties, NJ.

OAKLAND, CA PMSA Alameda and Contra Costa Counties, CA.

¹CMSA—Consolidated Metropolitan Statistical Area; MSA—Metropolitan Statistical Area; PMSA—Primary Metropolitan Statistical Area; NECMA—New England County Metropolitan Area.

PHILADELPHIA-WILMINGTON-TRENTON, PA-NJ-DE-MD

CMSA Philadelphia, PA-NJ PMSA; Cumberland, Mercer, and Salem Counties, NJ; New Castle County, DE; Cecil County, MD.

PHILADELPHIA, PA-NJ PMSA

Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, PA; Burlington, Camden, and Gloucester Counties, NJ

PHOENIX, AZ MSA

Coextensive with Maricopa County, AZ.

PITTSBURGH-BEAVER VALLEY, PA CMSA

Pittsburgh, PA PMSA; Beaver County, PA.

PITTSBURGH, PA PMSA

Allegheny, Fayette, Washington, and Westmoreland Counties PA.

ST. LOUIS, MO-IL MSA

St. Louis City; Franklin, Jefferson, St. Charles, and St. Louis Counties, MO; Clinton, Jersey, Madison, Monroe, and St. Clair Counties, IL.

SAN DIEGO, CA MSA

Coextensive with San Diego County, CA.

SAN FRANCISCO-OAKLAND-SAN JOSE, CA CMSA

Oakland, CA PMSA; San Francisco, CA PMSA; Napa, Santa Clara, Santa Cruz, Solano, and Sonoma Counties, CA.

SAN FRANCISCO, CA PMSA

Marin, San Francisco, and San Mateo Counties, CA.

SEATTLE-TACOMA, WA CMSA

King, Pierce, and Snohomish Counties, WA.

TAMPA-ST. PETERSBURG-CLEARWATER, FL MSA

Hernando, Hillsborough, Pasco, and Pinellas Counties, FL.

WASHINGTON, DC-MD-VA MSA

District of Columbia; Calvert, Charles, Frederick, Montgomery, and Prince George's Counties, MD; Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park cities; Arlington, Fairfax, Loudoun, Prince William, and Stafford Counties, VA.

Appendix E. Geographic Regions and Divisions

NORTHEAST

New England Division	Middle Atlantic Division
Maine	New York
New Hampshire	New Jersey
Vermont	Pennsylvania
Massachusetts	
Rhode Island	
Connecticut	

MIDWEST

East North Central Division	West North Central Division
Ohio	Minnesota
Indiana	Iowa
Illinois	Missouri
Michigan	North Dakota
Wisconsin	South Dakota
	Nebraska
	Kansas

SOUTH

South Atlantic Division	East South Central Division
Delaware	Kentucky
Maryland	Tennessee
District of Columbia	Alabama
Virginia	Mississippi
West Virginia	West South Central Division
North Carolina	Arkansas
South Carolina	Louisiana
Georgia	Oklahoma
Florida	Texas

WEST

Mountain Division	Pacific Division
Montana	Washington
Idaho	Oregon
Wyoming	California
Colorado	Alaska
New Mexico	Hawaii
Arizona	
Utah	
Nevada	

Appendix F.

Kind-of-Business Classifications

GENERAL DESCRIPTION

Retail trade SIC Major Groups 52-59, includes establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of goods.

The kinds of business shown in this report parallel broad classifications defined in the 1987 edition of the Standard Industrial Classification (SIC) manual. Descriptions of each kind of business follow. Data for some kinds of business are not shown separately but are included in the major group of other totals.

DURABLE GOODS

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52). This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales. These establishments are known as “retail” in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Lumber and Other Building Materials Dealers (SIC 521).¹ Establishments engaged in selling primarily lumber, or lumber and a general line of building materials, to the general public. The lumber which they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. Hardware is often an important line of retail lumber and building materials dealers. Establishments known as “home centers” are included here.

Paint, Glass, and Wallpaper Stores (SIC 523).¹ Establishments engaged in selling primarily paint, glass, and wallpaper, or any combination of these lines, to the general public.

¹Data for this kind of business are not shown separately but are included in the larger group totals.

Hardware Stores (SIC 525). Establishments primarily selling a number of basic hardware lines such as tools, builders’ hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail Nurseries, Lawn and Garden Supply Stores (SIC 526).¹ Establishments primarily engaged in selling trees, shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves.

Mobile Home Dealers (SIC 527).¹ Establishments primarily engaged in the retail sale of new and used mobile homes, including parts and accessories.

Automotive Dealers (SIC Major Group 55, ex. 554)

This major group includes retail dealers selling new and used automobiles, boats, recreational trailers, and motorcycles; and those selling new automobile parts and accessories. Automobile repair shops maintained by the establishments engaged in the sale of new automobiles are also included.

Motor Vehicle Dealers (Franchised)—New and Used (SIC 551). Establishments primarily engaged in the sale of new automobiles or new and used foreign or domestic automobiles. These establishments frequently maintain repair departments and used car lots and carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair departments operated by franchised new passenger car dealers are not considered separate locations.

Motor Vehicle Dealers (Nonfranchised)—Used Cars Only (SIC 552).¹ Establishments primarily selling used cars and not holding a franchise for the sale of new cars.

Auto and Home Supply Stores (SIC 553). Establishments primarily engaged in the retail sale of automobile tires, batteries, and other automobile parts and accessories. These establishments frequently sell additional lines of merchandise such as household appliances, radios and television sets, sporting goods, housewares, and hardware.

Boat Dealers (SIC 555).¹ Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft, including parts, accessories, marine supplies, and outboard motors.

Recreational Vehicle Dealers (SIC 556).¹ Establishments primarily engaged in the retail sale of new and used recreational trailers, campers (pickup coaches), and other trailers for passenger automobiles, and motor homes, including parts and accessories.

Motorcycle Dealers (SIC 557).¹ Establishments primarily engaged in the retail sale of new and used motorcycles and motor scooters, including parts and accessories.

Automotive Dealers, Not Elsewhere Classified (SIC 559).¹ Establishments primarily engaged in the retail sale of new and used automotive vehicles, such as snowmobiles, dunebuggies, go-carts, aircraft, utility trailers, and new automotive equipment and supplies, not elsewhere classified.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances.

Furniture Stores (SIC 5712). Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radio and TV sets, and floor coverings, provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Floor Coverings Stores (SIC 5713). Establishments primarily engaged in the retail sale of floor coverings and related products.

Draperies, Curtains, and Upholstery Stores (SIC 5714).¹ Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custom made draperies and slipcovers for household use also are included.

Miscellaneous Home Furnishing Stores (SIC 5719).¹ Establishments primarily engaged in the retail sale of miscellaneous home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, and fireplace accessories.

Household Appliance Stores (SIC 5722). Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances, such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radio and television sets. Retail stores operated by public utility companies and primarily engaged in the sale of electric and gas appliances for household use are classified here.

Radio, Television, and Electronics Stores (SIC 5731). Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), sound reproducing equipment and home computers. Such establishments also may sell additional lines, such as household appliances, musical instruments, or records.

Computer and Computer Software Stores (SIC 5734). Establishments primarily engaged in the retail sale of computers, computer peripheral equipment, and software.

Music Stores (SIC 5735 + 5736).¹ Establishments primarily engaged in the retail sale of musical instruments, phonograph records and albums, sheet music, and similar musical supplies.

Miscellaneous Durable Goods Stores (SIC Major Group 59 part)

This includes all retail durable goods stores not elsewhere classified.

Used Merchandise Stores (SIC 593).² This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; musical instruments; office furniture, phonographs and phonograph records; and store fixtures and equipment. This industry also includes pawnshops.

Sporting Goods Stores and Bicycle Shops (SIC 5941). Establishments primarily selling a general or a specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; bicycles, bicycle parts and accessories; and gymnasium and playground equipment.

Book Stores (SIC 5942). Establishments primarily selling new books and periodicals. Stationery and related items may also be sold.

Jewelry Stores (SIC 5944). Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

²Data for this kind of business are not shown separately but are included in the durable goods stores total.

Hobby, Toy, and Game Shops (SIC 5945).³ Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies.

Camera and Photographic Supply Stores (SIC 5946).³ Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Excluded are establishments primarily engaged in finishing films.

Gift, Novelty, and Souvenir Shops (SIC 5947).³ Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and Leather Goods Stores (SIC 5948).³ Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Optical Goods Stores (SIC 5995).² Establishments primarily engaged in the retail sale of eyeglasses and related optical goods. Excluded are establishments whose receipts are primarily from examining eyes and prescribing eyeglasses or contact lenses.

Miscellaneous Retail Stores Not Elsewhere Classified (SIC 5999).² Establishments primarily engaged in the retail sale of specialized lines of merchandise such as collectors' items and supplies, artists' supplies, orthopedic and artificial limbs, drafting materials, typewriters, telephones, pets, religious goods, hearing aids, rubber stamps, monuments and tombstones, and other merchandise not elsewhere classified.

NONDURABLE GOODS

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc.

Department Stores (SIC 531). Establishments normally employing 50 people or more, having sales of apparel and soft goods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total store sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Department store sales have been separately presented for the following classifications:

Department stores (incl. leased depts.), and
Department stores (excl. leased depts.).

Department stores (incl. leased depts.) are also sub-categorized as shown below:

Conventional Department Stores (SIC 531 part). Establishments which satisfy the criteria of a department store and:

1. Usually provide check-out service and customer assistance (salespersons) within each department.
2. May have a catalog order desk.
3. Are not affiliated with a company which operates similar establishments on a national basis.

These stores often sell:

1. Soft goods and hard goods which are primarily nationally advertised brands.
2. Appliances which are serviced by another company.
3. Limited lines of merchandise through seasonal or special catalogs.

Discount or Mass Merchandising Department Stores (SIC 531 part). Establishments which satisfy the criteria of a department store and usually:

1. Convey the image of a high-volume, fast turnover outlet selling a variety of merchandise for less than conventional prices.
2. Provide centralized check-out service.
3. Do not provide customer assistance within store departments. Merchandise is normally sold through self-service with minimal assistance provided in any department.
4. Do not have a catalog order desk.

³Data for this kind of business are not shown separately but are included in the larger group: miscellaneous shopping goods stores (594).

These stores often sell:

1. Soft goods which are usually their own corporate brands or are unbranded.
2. Hard goods which are primarily nationally advertised brands.
3. Appliances which are serviced by another company.

National Chain Department Stores (SIC 531 part). Establishments which satisfy the criteria of a department store and:

1. Usually provide check-out service and customer assistance (salespersons) within each department.
2. May have a catalog order desk.
3. Are affiliated with a company which operates similar establishments on a national basis.

These stores often sell:

1. Soft goods and hard goods which are their own corporate brands or are unbranded.
2. Appliances which are serviced by their own company.

Variety Stores (SIC 533). Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous General Merchandise Stores (SIC 539). Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores, but normally having less than 50 employees, and stores usually known as catalog showrooms, country general stores, or warehouse clubs are included here. Also included in this classification are establishments whose sales of apparel or of furniture and home furnishings exceed half of their total sales providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption.

Grocery Stores (SIC 541). Establishments primarily selling (1) a wide variety of canned or frozen foods, such as vegetables, fruits, and soups; (2) dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. In addition, these establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Establishments commonly known as supermarkets, food stores, convenience stores, and delicatessens are included in this classification if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Meat and Fish (Seafood) Markets, Including Freezer Provisioners (SIC 542). Establishments primarily engaged in the retail sale of fresh, frozen, or cured meats, fish, shellfish, and other seafood. Frequently these establishments also sell poultry, dairy products, eggs, some groceries, and items commonly used in preparing seafood or consumed with seafood.

Fruit Stores and Vegetable Markets (SIC 543).¹ Establishments primarily selling fresh fruits and fresh vegetables. These establishments frequently carry a limited line of grocery items. Roadside stands of farmers selling only their own produce are not included.

Candy, Nut, and Confectionery Stores (SIC 544).¹ Establishments primarily selling candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores. Also included are candy and popcorn stands located in motion picture theaters.

Dairy Products Stores (SIC 545).¹ Establishments primarily engaged in the retail sale of dairy products, such as milk, cream, butter, cheese, and related products, to over-the-counter customers.

Retail Bakeries (SIC 546). Establishments primarily engaged in the over-the-counter retail sale of bakery products such as bread, cakes, pies, or cookies, all or some of which may be baked on the premises.

Other Miscellaneous Food Stores (SIC 549).¹ Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs and poultry, health foods, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account and sell dressed fowls, or sell fowl cleaned and dressed by others.

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work

and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants and establishments known as truck stops which are primarily engaged in selling diesel fuel to truckers are also included. Convenience food stores deriving more than 50 percent of their sales from the sale of gasoline are classified as gasoline service stations.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment.

Men's and Boys' Clothing and Furnishings Stores (SIC 561). Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings.

Women's Ready-to-Wear Stores (SIC 562). Establishments primarily selling women's and girls' ready-to-wear apparel.

Women's Accessory and Specialty Stores (SIC 563).¹ Establishments primarily selling a specialized line of women's and girls' apparel, such as furs, sportswear, beachwear, blouses, hosiery, millinery, foundation garments, lingerie, robes, and other intimate wear.

Children's and Infants' Wear Stores (SIC 564).¹ Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories. Such establishments may specialize in either children's or infants' wear or they may sell a combination of children's and infants' wear.

Family Clothing Stores (SIC 565). Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line.

Shoe Stores (SIC 566). Establishments primarily engaged in the retail sale of any one line, or a combination of the lines, of men's, women's, and children's footwear. These establishments frequently carry accessory lines such as hosiery, gloves, and handbags.

Miscellaneous Apparel and Accessory Stores (SIC 569).¹ Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing (except fur apparel SIC 568) to individual order.

Eating and Drinking Places (SIC Major Group 58)

Establishments in this major group are primarily engaged in selling prepared foods and drinks for consumption on or near the premises and lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption.

Restaurants, Lunchrooms, Cafeterias, and Contract Feeding (SIC 5812 part)

*Restaurants and Lunchrooms.*⁴ Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waiter or waitress service is provided and the establishment has seating facilities for at least 15 patrons. These establishments often serve alcoholic beverages, but receipts from the sale of alcoholic beverages may not exceed the receipts from prepared food.

*Cafeterias.*⁴ Establishments engaged in serving prepared food and beverages primarily through the use of a cafeteria line where customers serve themselves from displayed selections. Some limited waiter or waitress service may be provided. Table and/or booth seating facilities are usually provided.

*Contract Feeding.*⁴ Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. The facilities and personnel of these establishments may be provided by the contracting company, institutions, etc., however, the management is always supplied by the contractor.

Social Caterers (SIC 5812 part).⁵ Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc., on the premises or elsewhere. Such establishments also may arrange for some entertainment but this should be a minor part of the business.

Refreshment Places, Ice Cream, and Frozen Custard Stands, (SIC 5812 part).

*Refreshment Places.*⁶ Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for take-home consumption.

⁴Data for this kind of business are not shown separately but are included in the larger group: Restaurants, Lunchrooms, Cafeterias.

⁵Data for this kind of business are not shown separately but are included in the larger group: Eating Places (SIC 5812).

⁶Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812 pt.).

*Ice Cream and Frozen Custard Stands.*⁶ Establishments primarily engaged in selling ice cream, frozen custard, or other frozen ices for consumption either on or near the premises. Take-home packages also may be provided for ice cream sold in bulk.

Drinking Places (SIC 5813). Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from the sale of prepared foods may not exceed receipts from sales of alcoholic beverages.

Drug Stores and Proprietary Stores (SIC 591)

Establishments engaged in the retail sale of prescription drugs and patent medicines and which may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise. Included are drug stores which also have a soda fountain or lunch counter. These stores are included on the basis of their usual trade designation rather than on the more strict interpretation of commodities handled.

Liquor Stores (SIC 592)

Establishments primarily selling packaged alcoholic beverages, such as ale, beer, wine, and whiskey, for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous Nondurable Goods Stores (SIC Major Group 59, part)

This includes all retail nondurable goods stores not elsewhere classified.

Miscellaneous Shopping Goods Stores (SIC 594)

Establishments engaged in the retail sale of one or more lines of merchandise similar to that found in department stores.

Stationery Stores (SIC 5943).³ Establishments primarily engaged in the retail sale of stationery, such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies (excluding office furniture and machines).

Sewing, Needlework, and Piece Goods Stores (SIC 5949).³ Establishments primarily engaged in the retail sale of piece goods, notions, sewing and knitting supplies, fabrics, patterns, and other needlework accessories.

Mail-Order Houses (Department Store Merchandise) (SIC 5961 part). Establishments with normally 50 or more employees primarily engaged in the retail sale by catalog and mail order of a general line of merchandise similar to that sold by department stores.

Other Mail-Order Houses (SIC 5961 part). Establishments primarily engaged in the retail sale of a specialized or limited line of merchandise such as food, automotive merchandise, apparel, books, stationery, etc., by catalog and mail order.

Automatic Merchandising Machine Operators (SIC 5962).⁷ Establishments primarily engaged in the retail sale of products by means of automatic merchandising units (vending machines) which are generally located on the premises of other businesses. Those products include candy, nut, and confectionery; milk and ice cream; other beverages; and tobacco products.

Direct Selling Establishments (SIC 5963).⁷ Establishments primarily selling merchandise by house-to-house canvass, by party plan, by telephone, or from a truck. The merchandise includes building materials, hardware, and garden supplies; general merchandise, milk; other foods; apparel and accessories; furniture, home furnishings, and equipment; mobile food service; and books and stationery.

Fuel Oil Dealers (SIC 5983).⁸ Establishments primarily engaged in the retail sale of fuel oil.

Liquefied Petroleum Gas Dealers (SIC 5984).⁸ Establishments primarily engaged in the retail sale of liquefied petroleum (LP) gas (bottled gas or in bulk.)

Fuel Dealers, Not Elsewhere Classified (SIC 5989).⁸ Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, or any combination of these lines.

Florists (SIC 5992).⁸ Establishments primarily engaged in the retail sale of cut flowers and growing plants. Greenhouses and nurseries are included if receipts are primarily from the sale of products not grown on the premises.

Cigar Stores and Stands (SIC 5993).⁸ Establishments primarily engaged in the retail sale of cigars, cigarettes, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News Dealers and Newsstands (SIC 5994).⁸ Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals.

⁷Data for this kind of business are not shown separately but are included in the larger group: Nonstore Retailers (SIC 596).

⁸Data for this kind of business are not shown separately but are included in the nondurable goods stores total.

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