

# Monthly Retail Trade

## Sales and Inventories



U.S. Department of Commerce  
Economics and Statistics Administration  
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**SPECIAL NOTICE.** —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*.

**INTENTION TO REVISE ESTIMATES.** —The unadjusted and adjusted monthly retail sales and inventories estimates will be revised based on the results of the 1995 Annual Retail Trade Survey. Revised estimates for January 1993 through February 1997 are scheduled for release the week of April 28, 1997. Estimates shown in this report do not reflect this revision.

**Sales.** Total sales for all retail stores in the United States during December 1996 were an estimated \$207.9 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 November 1996 sales was an estimated +0.3 ( $\pm 0.4$ ) percent, while the year-to-year change from December 1995 was an estimated +4.2 ( $\pm 0.6$ ) percent.

Excluding the automotive group, the December sales were virtually unchanged, +0.02 ( $\pm 0.4$ ) when compared to the November 1996 sales, while the change from December 1995 was +4.0 ( $\pm 0.5$ ) percent.

The year-to-year changes for the major kinds of business ranged from the gasoline service stations, which were +7.7 ( $\pm 1.8$ ) percent, to the apparel group stores, which were +0.8 ( $\pm 1.5$ ) percent.

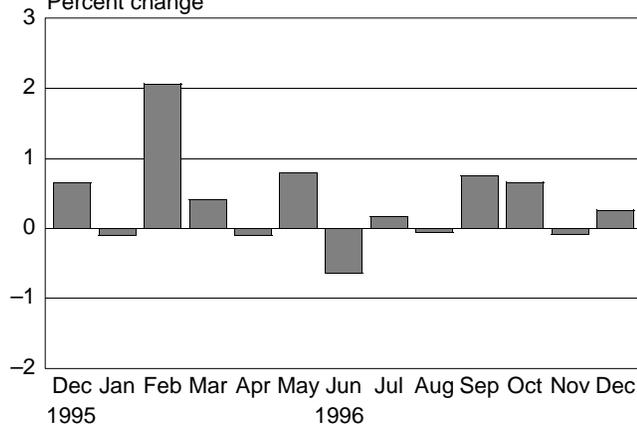
The year-to-year change for sales in the New England Division was +5.5 ( $\pm 3.7$ ) percent, while the change in sales for the West South Central Division was +1.5 ( $\pm 2.6$ ) percent.

**Inventories.** After adjustment for seasonal variations but not for price changes, total retail inventories in stores and warehouses servicing retail establishments were an estimated \$315.0 billion at the end of December. The month-to-month percentage change from November inventories was an estimated +0.4 ( $\pm 0.4$ ) percent and was an estimated 4.0 ( $\pm 0.7$ ) percent above December 1995.

For durable goods stores the percentage change from November was +0.4 ( $\pm 0.6$ ) percent, while the change from December 1995 was +4.8 ( $\pm 1.4$ ) percent. For nondurable goods stores, the month-to-month change from November was +0.4 ( $\pm 0.3$ ) percent, while the year-to-year change from December 1995 was +3.0 ( $\pm 0.5$ ) percent.

The total inventories/sales ratio for December based on seasonally adjusted data was 1.52, virtually unchanged from December a year ago.

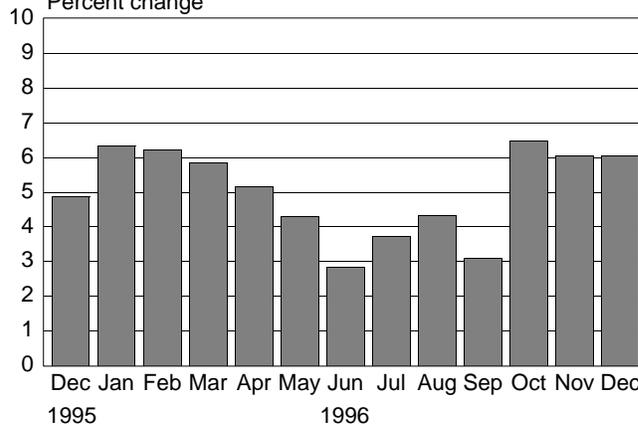
Figure 1.  
**Retail Sales**  
Month-to-Month Percent Change\*  
Percent change



\* (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 Piesto, Services Division, Bureau of the Census, Washington, DC 20233. Telephone 301-457-2706/2708.

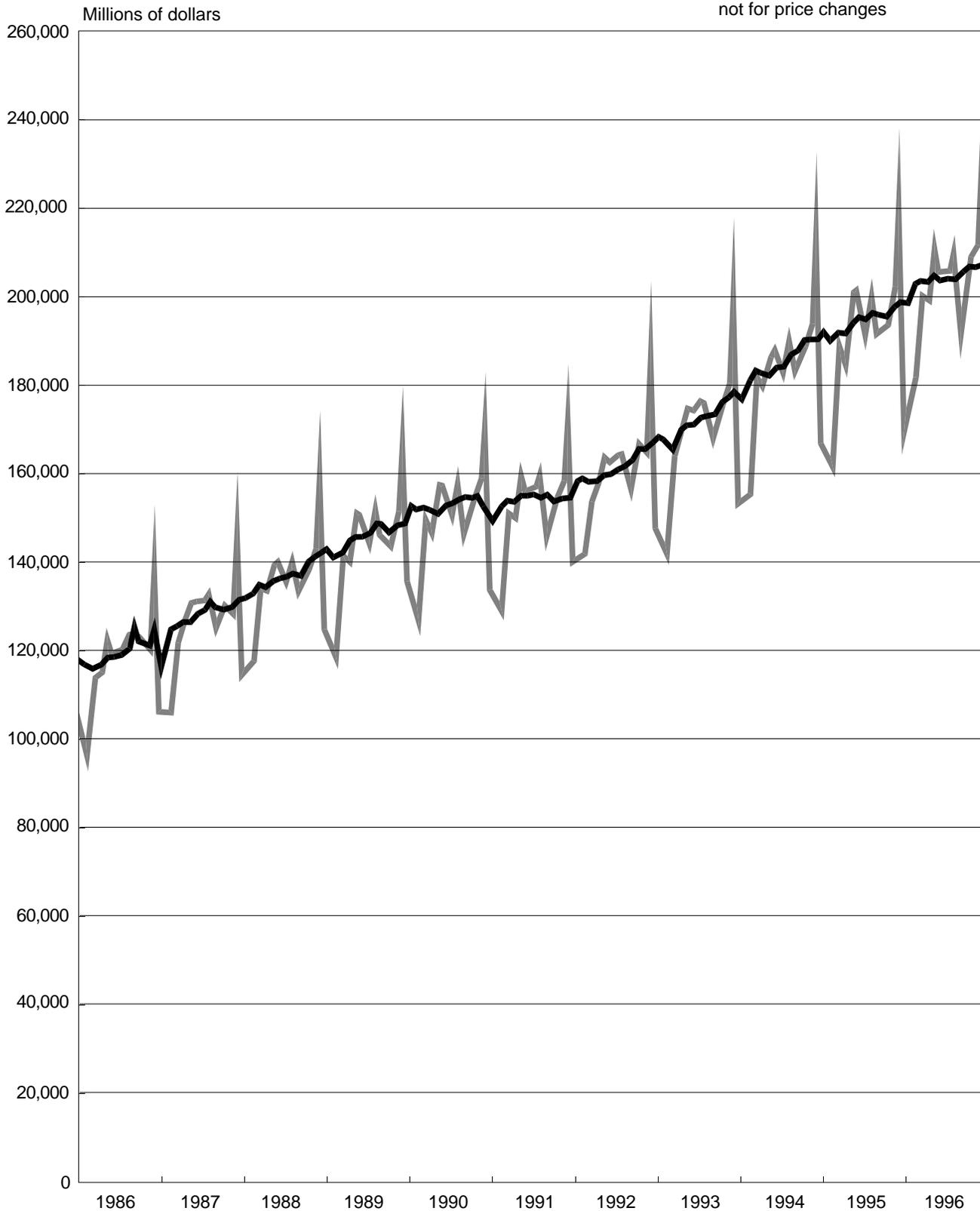
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# Contents

	Page
<b>TEXT</b>	
Sales.....	1
Inventories.....	1
<b>FIGURES</b>	
1. Retail Sales Month-to-Month Percent Change .....	1
2. Retail Sales Year-to-Year Percent Change .....	1
3. Estimated Monthly Retail Sales: January 1986–December 1996 .....	3
4. Retail Sales by Geographic Region and Division: Level and Year-to-Year Percent Change: December 1996 From December 1995 .....	9
5. Estimated Monthly Retail Sales, End-of-Month Inventories, and Inventories/Sales Ratios: January 1989–December 1996.....	17
<b>TABLES</b>	
1. Estimated Monthly Retail Sales by Kinds of Business .....	4
2. Percent Change in Estimated Monthly Retail Sales by Kinds of Business .....	6
3. Estimated Monthly Retail Sales of Group II Companies by Kinds of Business .....	7
4. Estimated Monthly Retail Sales of Group II Companies by Kinds of Business: 1995 .	7
5. Estimated Monthly Retail Sales by Selected Kinds of Business for Regions .....	8
6. Estimated Monthly Retail Sales by Selected Kinds of Business for Geographic Divisions.....	10
7. Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Large States.....	12
8. Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Areas and Cities.....	14
9. Estimated End-of-Month Retail Inventories by Kinds of Business.....	18
10. Inventories/Sales Ratios .....	19
11. Estimated End-of-Month Retail Inventories by Kinds of Business: 1995 .....	20
12. Inventories/Sales Ratios by Kinds of Business: 1995.....	20
<b>APPENDIXES</b>	
A. Explanatory Material .....	A-1
B. Reliability of Data.....	B-1
C. Adjustment Factors for Seasonal and Other Variations.....	C-1
D. Metropolitan Areas Included in This Report .....	D-1
E. Geographic Regions and Divisions.....	E-1
F. Kind-of-Business Classifications.....	F-1

Figure 3.  
**Estimated Monthly Retail Sales:**  
**January 1986 – December 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												Total
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. <sup>P</sup>	
	<b>Unadjusted</b>													
	<b>Retail sales, total</b> . . . . .	<b>174,839</b>	<b>181,901</b>	<b>201,334</b>	<b>200,293</b>	<b>215,410</b>	<b>206,292</b>	<b>206,440</b>	<b>214,001</b>	<b>197,365</b>	<b>209,238</b>	<b>211,873</b>	<b>246,157</b>	<b>2,465,143</b>
	Total (excl. automotive group) . . .	131,644	134,156	147,447	148,020	159,154	153,228	153,331	160,469	147,999	157,133	165,581	201,626	1,859,788
	<b>Durable goods, total</b> . . . . .	<b>69,646</b>	<b>74,500</b>	<b>83,755</b>	<b>84,116</b>	<b>91,386</b>	<b>87,092</b>	<b>87,183</b>	<b>88,511</b>	<b>81,618</b>	<b>85,967</b>	<b>81,957</b>	<b>91,594</b>	<b>1,007,325</b>
<b>52</b>	<b>Building materials group stores</b> . . . . .	<b>7,983</b>	<b>8,151</b>	<b>9,671</b>	<b>11,765</b>	<b>13,143</b>	<b>12,715</b>	<b>12,571</b>	<b>12,172</b>	<b>11,508</b>	<b>12,181</b>	<b>10,797</b>	<b>10,186</b>	<b>132,843</b>
521,3,5	Building materials, supply stores, hardware . . . . .	7,232	7,374	8,622	10,113	11,254	10,881	11,062	10,706	10,040	10,737	9,652	8,886	116,563
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	8,419	7,588	102,153
525	Hardware stores . . . . .	986	934	1,048	1,278	1,404	1,346	1,284	1,232	1,128	1,239	1,233	1,298	14,410
<b>55 ex</b>	<b>Automotive dealers</b> . . . . .	<b>43,195</b>	<b>47,745</b>	<b>53,887</b>	<b>52,273</b>	<b>56,256</b>	<b>53,064</b>	<b>53,109</b>	<b>53,532</b>	<b>49,366</b>	<b>52,105</b>	<b>46,292</b>	<b>44,531</b>	<b>605,355</b>
551,2,5	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	43,286	41,740	568,597
6,7,9	Motor vehicle dealers . . . . .	38,888	43,115	48,355	46,129	49,679	46,629	46,833	46,948	43,922	46,404	41,244	39,771	537,917
551,2	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	37,921	36,748	495,210
551	Auto & home supply stores . . . . .	2,657	2,666	3,003	3,120	3,265	3,213	3,330	3,323	3,042	3,342	3,006	2,791	36,758
553														
<b>57</b>	<b>Furniture group stores</b> . . . . .	<b>10,153</b>	<b>9,891</b>	<b>10,883</b>	<b>10,382</b>	<b>10,886</b>	<b>10,752</b>	<b>10,927</b>	<b>11,596</b>	<b>10,990</b>	<b>11,493</b>	<b>12,798</b>	<b>15,968</b>	<b>136,719</b>
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	6,455	6,797	67,567
571,2	Furniture stores . . . . .	2,946	3,006	3,305	3,147	3,276	3,196	3,238	3,381	3,213	3,343	3,664	3,671	39,386
571,3	Floor covering stores . . . . .	826	762	902	975	989	988	1,078	1,047	978	1,065	993	973	11,576
572,2,	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	7,511	58,332
31,34	Household appliance stores . . . . .	636	593	664	676	721	718	720	758	692	727	803	927	8,635
572,2	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	4,602	6,584	49,697
5731,34														
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	1,803	3,022	23,021
5942	Book stores . . . . .	1,243	687	673	679	773	758	710	1,227	934	804	807	1,392	10,687
5944	Jewelry stores . . . . .	1,072	1,479	1,355	1,400	1,822	1,454	1,423	1,530	1,381	1,518	1,915	4,716	21,065
	<b>Nondurable goods, total</b> . . . . .	<b>105,193</b>	<b>107,401</b>	<b>117,579</b>	<b>116,177</b>	<b>124,024</b>	<b>119,200</b>	<b>119,257</b>	<b>125,490</b>	<b>115,747</b>	<b>123,271</b>	<b>129,916</b>	<b>154,563</b>	<b>1,457,818</b>
<b>53</b>	<b>General merchandise group stores</b> . . .	<b>18,514</b>	<b>20,413</b>	<b>23,129</b>	<b>23,214</b>	<b>25,608</b>	<b>24,576</b>	<b>23,410</b>	<b>26,129</b>	<b>23,553</b>	<b>25,669</b>	<b>30,719</b>	<b>44,389</b>	<b>309,323</b>
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	24,305	35,727	241,433
531	Dept. stores (incl. leased depts.) <sup>1</sup> . . . .	14,413	16,037	18,326	18,465	20,224	19,308	18,341	20,777	18,714	20,277	24,767	36,248	245,897
531 pt.	Conventional department stores (including, leased depts.) . . . . .	2,803	3,636	4,190	4,103	4,441	4,017	3,714	4,621	4,309	4,525	5,768	9,300	55,427
531 pt.	Discount department stores (including, leased depts.) . . . . .	9,231	9,906	11,179	11,375	12,618	12,256	11,675	12,680	11,363	12,396	14,793	20,513	149,985
531 pt.	National chain department stores (including, leased depts.) . . . . .	2,379	2,495	2,957	2,987	3,165	3,035	2,952	3,476	3,042	3,356	4,206	6,435	40,485
533	Variety stores . . . . .	458	555	628	634	698	644	639	691	610	702	768	1,200	8,227
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	5,646	7,462	59,663
<b>54</b>	<b>Food group stores</b> . . . . .	<b>33,681</b>	<b>32,674</b>	<b>35,079</b>	<b>34,108</b>	<b>36,427</b>	<b>35,382</b>	<b>36,363</b>	<b>36,800</b>	<b>34,174</b>	<b>35,577</b>	<b>35,975</b>	<b>37,946</b>	<b>424,186</b>
541	Grocery stores . . . . .	32,054	31,000	33,269	32,285	34,512	33,523	34,518	34,914	32,418	33,693	34,048	35,474	401,708
542	Meat, fish (seafood) markets . . . . .	451	455	488	483	519	514	512	545	449	450	481	625	5,972
546	Retail bakeries . . . . .	477	477	531	514	581	552	535	557	545	617	607	655	6,648
554	Gasoline service stations . . . . .	11,678	11,435	12,660	13,101	14,272	13,868	13,855	14,023	12,935	13,484	13,020	13,067	157,398
<b>56</b>	<b>Apparel &amp; accessory stores</b> . . . . .	<b>6,472</b>	<b>7,352</b>	<b>8,796</b>	<b>8,982</b>	<b>9,386</b>	<b>8,896</b>	<b>8,569</b>	<b>10,314</b>	<b>9,008</b>	<b>9,522</b>	<b>10,727</b>	<b>15,003</b>	<b>113,027</b>
561	Mens & boys clothing, furnishings. . . .	675	684	742	752	812	792	688	795	777	828	960	1,479	9,984
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	2,996	4,314	32,783
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	2,598	3,663	28,576
565	Family clothing stores . . . . .	2,272	2,646	3,221	3,210	3,319	3,205	3,246	3,920	3,395	3,729	4,421	6,296	42,880
566	Shoe stores . . . . .	1,129	1,279	1,587	1,676	1,702	1,588	1,563	2,004	1,508	1,491	1,602	2,005	19,134
<b>58</b>	<b>Eating and drinking places</b> . . . . .	<b>17,583</b>	<b>18,347</b>	<b>20,106</b>	<b>19,639</b>	<b>20,880</b>	<b>20,354</b>	<b>20,630</b>	<b>21,430</b>	<b>19,416</b>	<b>20,219</b>	<b>19,774</b>	<b>20,023</b>	<b>238,401</b>
581,2	Eating places . . . . .	16,699	17,433	19,112	18,702	19,905	19,402	19,654	20,417	18,480	19,242	18,800	19,034	226,880
581,2 pt.	Restaurants, lunchrooms, cafeterias . . .	9,608	10,097	11,003	10,722	11,272	10,887	11,157	11,805	10,647	11,021	10,913	10,798	129,930
581,2 pt.	Refreshment places . . . . .	6,894	7,084	7,813	7,644	8,220	8,143	8,174	8,267	7,446	7,811	7,530	7,841	92,867
581,3	Drinking places (alcoholic bev) . . . . .	884	914	994	937	975	952	976	1,013	936	977	974	989	11,521
591	Drug & proprietary stores . . . . .	6,995	6,961	7,355	7,201	7,517	7,039	7,251	7,394	6,989	7,580	7,480	9,486	89,248
592	Liquor stores . . . . .	1,705	1,674	1,860	1,820	1,979	1,979	2,056	2,087	1,804	1,886	2,023	2,570	23,443
596	Nonstore retailers <sup>2</sup> . . . . .	5,276	5,242	5,714	5,595	5,519	5,109	5,159	5,274	5,677	6,686	7,377	8,457	71,085
596,1	Total mail order <sup>3</sup> . . . . .	3,716	3,388	3,749	3,631	3,567	3,284	3,425	3,495	3,716	4,473	5,202	6,209	47,855
598	Fuel oil dealers . . . . .	2,145	1,913	1,614	1,191	938	747	772	796	947	1,262	1,441	1,879	15,645
<b>53,56,</b> <b>57,594</b>	<b>GAF, total<sup>4</sup></b> . . . . .	<b>41,171</b>	<b>43,827</b>	<b>49,331</b>	<b>49,234</b>	<b>53,229</b>	<b>51,388</b>	<b>50,153</b>	<b>56,196</b>	<b>50,575</b>	<b>53,998</b>	<b>63,499</b>	<b>93,066</b>	<b>655,667</b>
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	9,255	17,706	96,598

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												Total	
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. <sup>P</sup>		
	<b>Adjusted<sup>5</sup></b>														
	<b>Retail sales, total</b> . . . . .	<b>199,262</b>	<b>203,392</b>	<b>204,228</b>	<b>204,031</b>	<b>205,669</b>	<b>204,366</b>	<b>204,719</b>	<b>204,599</b>	<b>206,127</b>	<b>207,487</b>	<b>207,324</b>	<b>207,869</b>		
	Total (excl. automotive group) . . .	150,347	152,191	152,951	154,566	155,351	154,757	154,988	154,576	155,406	156,436	156,742	156,773		
	<b>Durable goods, total</b> . . . . .	<b>80,599</b>	<b>83,285</b>	<b>84,108</b>	<b>82,794</b>	<b>84,053</b>	<b>83,472</b>	<b>83,539</b>	<b>83,536</b>	<b>84,189</b>	<b>84,881</b>	<b>84,604</b>	<b>84,815</b>		
<b>52</b>	<b>Building materials group stores</b> . . . . .	<b>10,277</b>	<b>10,421</b>	<b>10,511</b>	<b>10,856</b>	<b>11,025</b>	<b>11,441</b>	<b>11,381</b>	<b>11,161</b>	<b>11,227</b>	<b>11,211</b>	<b>11,167</b>	<b>11,078</b>		
521.3	Building materials, supply stores . . . .	7,886	8,000	8,162	8,311	8,580	8,716	8,754	8,605	8,631	8,580	8,626	8,488		
525	Hardware stores . . . . .	1,179	1,191	1,137	1,226	1,208	1,202	1,201	1,173	1,181	1,211	1,198	1,233		
<b>55 ex</b>	<b>Automotive dealers</b> . . . . .	<b>48,915</b>	<b>51,201</b>	<b>51,277</b>	<b>49,465</b>	<b>50,318</b>	<b>49,609</b>	<b>49,731</b>	<b>50,022</b>	<b>50,721</b>	<b>51,051</b>	<b>50,582</b>	<b>51,096</b>		
554	Motor vehicle and miscellaneous automobile dealers . . . . .	45,909	48,161	48,231	46,415	47,229	46,546	46,653	46,968	47,658	47,901	47,567	48,088		
551,2,5 6,7,9 553	Auto & home supply stores . . . . .	3,006	3,040	3,046	3,050	3,089	3,063	3,078	3,054	3,063	3,150	3,015	3,008		
<b>57</b>	<b>Furniture group stores</b> . . . . .	<b>10,987</b>	<b>11,153</b>	<b>11,375</b>	<b>11,417</b>	<b>11,428</b>	<b>11,352</b>	<b>11,399</b>	<b>11,511</b>	<b>11,522</b>	<b>11,485</b>	<b>11,414</b>	<b>11,327</b>		
571	Furniture & home furn. stores . . . . .	5,386	5,484	5,611	5,592	5,590	5,603	5,644	5,635	5,631	5,694	5,702	5,674		
5722,31,34	Household appliance, radio, TV and computer stores . . . . .	4,715	4,756	4,839	4,902	4,903	4,825	4,849	4,959	5,019	4,921	4,839	4,769		
	<b>Nondurable goods, total</b> . . . . .	<b>118,663</b>	<b>120,107</b>	<b>120,120</b>	<b>121,237</b>	<b>121,616</b>	<b>120,894</b>	<b>121,180</b>	<b>121,063</b>	<b>121,938</b>	<b>122,606</b>	<b>122,720</b>	<b>123,054</b>		
<b>53</b>	<b>General merchandise group stores</b> . . .	<b>24,921</b>	<b>25,636</b>	<b>25,317</b>	<b>25,641</b>	<b>25,929</b>	<b>25,688</b>	<b>25,752</b>	<b>25,922</b>	<b>25,897</b>	<b>26,022</b>	<b>25,903</b>	<b>26,102</b>		
531	Dept. stores (excl. leased depts.) . . . .	19,375	20,008	19,659	20,003	20,228	19,981	19,999	20,173	20,200	20,303	20,237	20,580		
531	Dept. stores (incl. leased depts.) <sup>1</sup> . . . .	19,807	20,164	20,010	20,372	20,485	20,259	20,353	20,503	20,582	20,638	20,682	20,966		
531 pt.	Conventional department stores (including, leased depts.) <sup>1</sup> . . . . .	4,528	4,728	4,599	4,673	4,607	4,544	4,529	4,584	4,604	4,613	4,603	4,657		
531 pt.	Discount department stores (including, leased depts.) <sup>1</sup> . . . . .	12,051	12,140	12,151	12,324	12,456	12,430	12,500	12,567	12,598	12,662	12,720	12,829		
531 pt.	National chain department stores (including, leased depts.) <sup>1</sup> . . . . .	3,228	3,296	3,260	3,375	3,422	3,285	3,324	3,352	3,380	3,363	3,359	3,480		
533	Variety stores . . . . .	656	667	689	674	680	687	708	691	679	699	687	689		
539	Miscellaneous general merchandise stores . . . . .	4,890	4,961	4,969	4,964	5,021	5,020	5,045	5,058	5,018	5,020	4,979	4,833		
<b>54</b>	<b>Food group stores</b> . . . . .	<b>34,984</b>	<b>34,807</b>	<b>34,956</b>	<b>35,174</b>	<b>35,014</b>	<b>35,086</b>	<b>35,403</b>	<b>35,248</b>	<b>35,705</b>	<b>35,769</b>	<b>35,680</b>	<b>35,746</b>		
541	Grocery stores . . . . .	33,148	32,979	33,103	33,318	33,153	33,191	33,545	33,379	33,839	33,896	33,778	33,849		
554	Gasoline service stations . . . . .	12,611	12,566	13,025	13,355	13,567	13,271	12,973	12,960	13,026	13,194	13,286	13,334		
<b>56</b>	<b>Apparel &amp; accessory stores</b> . . . . .	<b>9,235</b>	<b>9,615</b>	<b>9,318</b>	<b>9,500</b>	<b>9,573</b>	<b>9,484</b>	<b>9,411</b>	<b>9,420</b>	<b>9,519</b>	<b>9,449</b>	<b>9,249</b>	<b>9,290</b>		
561	Mens & boys clothing, furnishings. . . .	827	859	828	821	840	816	831	848	861	840	831	795		
562.3	Women's clothing specialty stores . . . .	2,711	2,835	2,658	2,769	2,820	2,835	2,695	2,680	2,738	2,714	2,670	2,696		
566	Shoe stores . . . . .	1,566	1,603	1,605	1,640	1,640	1,606	1,630	1,601	1,550	1,560	1,546	1,568		
<b>58</b>	<b>Eating and drinking places</b> . . . . .	<b>19,580</b>	<b>19,856</b>	<b>19,750</b>	<b>19,817</b>	<b>19,848</b>	<b>19,571</b>	<b>19,685</b>	<b>19,697</b>	<b>19,752</b>	<b>19,940</b>	<b>20,260</b>	<b>20,184</b>		
591	Drug & proprietary stores . . . . .	7,123	7,191	7,318	7,266	7,341	7,332	7,437	7,499	7,507	7,657	7,648	7,675		
592	Liquor stores . . . . .	1,969	1,942	1,960	1,949	1,950	1,967	1,969	1,982	1,929	1,928	1,938	1,940		
5961	Total mail order <sup>3</sup> . . . . .	3,807	3,977	3,897	3,921	3,985	4,100	4,117	4,008	4,009	3,955	3,911	4,003		
<b>53,56,</b> <b>57,594</b>	<b>GAF, total<sup>4</sup></b> . . . . .	<b>52,750</b>	<b>54,099</b>	<b>53,888</b>	<b>54,426</b>	<b>54,841</b>	<b>54,511</b>	<b>54,641</b>	<b>54,986</b>	<b>54,956</b>	<b>55,056</b>	<b>54,807</b>	<b>55,020</b>		

See  
note  
6<sup>P</sup>Preliminary estimates.<sup>1</sup>Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.<sup>2</sup>Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass or from mail order.<sup>3</sup>The 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*.<sup>4</sup>GAF represents stores which specialize in department store types of merchandise (general merchandise, apparel, furniture, and miscellaneous shopping goods stores). (See appendix A.)<sup>5</sup>Data 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.) <sup>6</sup>For yearly total, refer to unadjusted section.

Note: U.S. and group totals include kind 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		
		Dec. 1996 from		12 mos. 1996 from 12 mos. 1995			Dec. 1996 from		12 mos. 1996 from 12 mos. 1995
		Dec. 1995	Nov. 1996				Dec. 1995	Nov. 1996	
	<b>Unadjusted</b>				<b>58</b>	<b>Eating and drinking places</b> . . . . .	<b>+9</b>	<b>+1.3</b>	<b>+2.1</b>
	<b>Retail sales, total</b> . . . . .	<b>+3.4</b>	<b>+16.2</b>	<b>+5.3</b>	5812	Eating places . . . . .	+9	+1.2	+2.1
	Total (excl. automotive group) . . . . .	+3.0	+21.8	+4.5	5812 pt.	Restaurants, lunchrooms, cafeterias . . . . .	+6	-1.1	+2.4
	<b>Durable goods, total</b> . . . . .	<b>+5.2</b>	<b>+11.8</b>	<b>+7.6</b>	5812 pt.	Refreshment places . . . . .	.0	+4.1	+5
<b>52</b>	<b>Building materials group stores</b> . . . . .	<b>+6.3</b>	<b>-5.7</b>	<b>+6.6</b>	5813	Drinking places (alcoholic bev) . . . . .	-6	+1.5	+1.6
521,3,5	Building materials, supply stores, hardware . . . . .	+5.8	-7.9	+6.6	591	Drug & proprietary stores . . . . .	+7.8	+26.8	+5.9
521,3	Building materials, supply stores . . . . .	+6.1	-9.9	+6.8	592	Liquor stores . . . . .	-3.1	+27.0	+4.4
523	Paint, glass, wallpaper stores* . . . . .	+9.1	-12.9	+5.9	5943	Stationery stores* . . . . .	+1.4	+22.2	-8
525	Hardware stores . . . . .	+4.3	+5.3	+5.2	596	Nonstore retailers <sup>2</sup> . . . . .	+5.5	+14.6	+1.9
<b>55 ex 554</b>	<b>Automotive dealers</b> . . . . .	<b>+5.3</b>	<b>-3.8</b>	<b>+8.0</b>	5961	Total mail order <sup>3</sup> . . . . .	+4.3	+19.4	+3.9
551,2,5 6,7,9	Motor vehicle and miscellaneous automobile dealers . . . . .	+5.6	-3.6	+8.1	598	Fuel oil dealers . . . . .	+1.7	+30.4	+13.8
551,2	Motor vehicle dealers . . . . .	+5.4	-3.6	+8.0	5992	Florist shops* . . . . .	+10.9	+49.0	+5.8
551	Motor vehicle dealers, (franch.) . . . . .	+4.8	-3.1	+7.9	53,56, 57,594	GAF, total <sup>4</sup> . . . . .	+3.1	+46.6	+4.9
553	Auto & home supply stores . . . . .	+6	-7.2	+5.9	594	Miscellaneous shopping goods stores . . . . .	+8.0	+91.3	+9.7
57	Furniture group stores . . . . .	+5	+24.8	+5.2		<b>Adjusted<sup>5</sup></b>			
571	Furniture & home furn. stores . . . . .	+1.8	+5.3	+4.5		<b>Retail sales, total</b> . . . . .	<b>+4.2</b>	<b>+3</b>	
5712	Furniture stores . . . . .	+5	+2	+3.4		Total (excl. automotive group) . . . . .	+4.0	.0	
5713	Floor covering stores . . . . .	-3	-2.0	+5.1		Durable goods, total . . . . .	+4.9	+2	
5722,31, 34	Household appliance, radio, TV and computer stores . . . . .	-4	+39.0	+6.7	52	Building materials group stores . . . . .	+4.6	-8	
5722	Household appliance stores . . . . .	+5.7	+15.4	-1.8	521,3	Building materials, supply stores . . . . .	+3.6	-1.6	
5731,34	Radio, TV and computer stores . . . . .	-1.2	+43.1	+8.4	525	Hardware stores . . . . .	+5.8	+2.9	
5735,6	Music stores* . . . . .	-1.2	+77.0	+2.2	55 ex 554	Automotive dealers . . . . .	+4.9	+1.0	
5941	Sporting goods stores and bicycle shops . . . . .	+3.5	+67.6	+9.7	551,2,5 6,7,9	Motor vehicle and miscellaneous automobile dealers . . . . .	+5.2	+1.1	
5942	Book stores . . . . .	+5.1	+72.5	+4.1	553	Auto & home supply stores . . . . .	+5	-2	
5944	Jewelry stores . . . . .	+4.2	+146.3	+8.9	57	Furniture group stores . . . . .	+1.0	-8	
5946	Camera, photographic supply stores* . . . . .	+5.5	+80.2	+1.4	571	Furniture & home furn. stores . . . . .	+2.2	-5	
5999 pt.	Optical goods stores* . . . . .	+5.6	+5.4	+5	5722,31, 34	Household appliance, radio, TV and computer stores . . . . .	-2	-1.4	
	Nondurable goods, total . . . . .	+2.4	+19.0	+3.8		Nondurable goods, total . . . . .	+3.8	+3	
<b>53</b>	<b>General merchandise group stores</b> . . . . .	<b>+3.8</b>	<b>+44.5</b>	<b>+4.2</b>	53	General merchandise group stores . . . . .	+4.9	+8	
531	Dept. stores (excl. leased depts.) . . . . .	+5.0	+47.0	+4.6	531	Dept. stores (excl. leased depts.) . . . . .	+6.2	+1.7	See note 6
531	Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	+4.9	+46.4	+4.6	531	Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	+6.5	+1.4	
531 pt.	Conventional department stores (including, leased depts.) <sup>1</sup> . . . . .	+3.2	+61.2	+2.1	531 pt.	Conventional department stores (including, leased depts.) <sup>1</sup> . . . . .	+3.1	+1.2	
531 pt.	Discount department stores (including, leased depts.) <sup>1</sup> . . . . .	+6.6	+38.7	+7.6	531 pt.	Discount department stores (including, leased depts.) <sup>1</sup> . . . . .	+8.3	+9	
531 pt.	National chain department stores (including, leased depts.) <sup>1</sup> . . . . .	+2.2	+53.0	-2.0	531 pt.	National chain department stores (including, leased depts.) <sup>1</sup> . . . . .	+4.8	+3.6	
533	Variety stores . . . . .	+3.8	+56.3	+7.3	533	Variety stores . . . . .	+5.5	+3	
539	Miscellaneous general merchandise stores . . . . .	-1.9	+32.2	+2.2	539	Miscellaneous general merchandise stores . . . . .	-7	-2.9	
<b>54</b>	<b>Food group stores</b> . . . . .	<b>-3</b>	<b>+5.5</b>	<b>+3.3</b>	54	Food group stores . . . . .	+2.7	+2	
541	Grocery stores . . . . .	-4	+4.2	+3.2	541	Grocery stores . . . . .	+2.6	+2	
542	Meat, fish (seafood) markets . . . . .	-6.6	+29.9	+1	554	Gasoline service stations . . . . .	+7.7	+4	
543	Fruit stores & vegetable markets* . . . . .	+9	+22.9	+8.0	56	Apparel & accessory stores . . . . .	+8	+4	
544	Candy, nut, confectionery stores* . . . . .	+2.7	+105.4	+4.7	561	Mens & boys clothing, furnishings. . . . .	-4.9	-4.3	
546	Retail bakeries . . . . .	+6.9	+7.9	+2.4	562,3	Women's clothing specialty stores . . . . .	-3.8	+1.0	
554	Gasoline service stations . . . . .	+7.7	+4	+6.2	566	Shoe stores . . . . .	+8	+1.4	
<b>56</b>	<b>Apparel &amp; accessory stores</b> . . . . .	<b>-1.2</b>	<b>+39.9</b>	<b>+2.8</b>	58	Eating and drinking places . . . . .	+3.0	-4	
561	Mens & boys clothing, furnishings. . . . .	-6.3	+54.1	-1.1	591	Drug & proprietary stores . . . . .	+7.7	+4	
562,3	Women's clothing specialty stores . . . . .	-4.8	+44.0	-5.2	592	Liquor stores . . . . .	+7	+1	
562	Women's ready to wear stores . . . . .	-6.6	+41.0	-7.0	5961	Total mail order <sup>3</sup> . . . . .	+1.4	+2.4	
565	Family clothing stores . . . . .	+2.8	+42.4	+10.3	53,56, 57,594	GAF, total <sup>4</sup> . . . . .	+3.9	+4	
566	Shoe stores . . . . .	-1.9	+25.2	+2.0					

\*See appendix A, Percent Change.

<sup>1</sup>Based on data for leased departments operated within department stores.<sup>2</sup>Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass or from mail order.<sup>3</sup>The 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*.<sup>4</sup>GAF represents stores which specialize in department store types of merchandise. (See appendix A.)<sup>5</sup>Based on data adjusted for seasonal variations, holiday, and trading-day differences, but not price changes.<sup>6</sup>For yearly total, refer to unadjusted section.

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

Table 3. Estimated Monthly Retail Sales of Group II Companies by Kinds of Business

[Data in millions of dollars]

SIC code	Kind of business	1996													Percent change		
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. <sup>P</sup>	Total	Dec. 1996 from		12 mos. 1996 from 12 mos. 1995
															Dec. 1995	Nov. 1996	
	<b>Unadjusted</b>																
	<b>Retail sales, total</b> . . . . .	<b>68,371</b>	<b>70,552</b>	<b>78,100</b>	<b>77,857</b>	<b>83,380</b>	<b>79,762</b>	<b>79,410</b>	<b>84,656</b>	<b>77,667</b>	<b>82,879</b>	<b>91,081</b>	<b>117,032</b>	<b>990,747</b>	<b>+3.4</b>	<b>+28.5</b>	<b>+4.8</b>
553	Durable goods, total . . . . .	10,903	11,007	12,256	12,779	13,790	13,271	13,434	14,092	12,861	13,391	14,884	20,926	163,594	+6.2	+40.6	+7.6
	Auto & home supply stores . . . . .	961	981	1,122	1,164	1,241	1,212	1,278	1,296	1,151	1,293	1,156	1,145	14,000	+8.7	-1.0	+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	76,197	96,106	827,153	+2.9	+26.1	+4.3
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	29,675	43,104	298,565	+4.0	+45.3	+4.4
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	24,122	35,491	239,585	+5.1	+47.1	+4.7
531	Dept. stores (incl. leased depts.) <sup>1</sup>	14,281	15,906	18,179	18,318	20,067	19,151	18,197	20,627	18,564	20,123	24,580	36,005	243,998	+5.0	+46.5	+4.8
533	Variety stores . . . . .	313	395	448	448	502	451	451	493	428	497	545	878	5,849	+4.0	+61.1	+10.7
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	6,735	53,131	-1.4	+34.5	+2.7
54	Food group stores . . . . .	20,799	20,220	21,570	20,913	22,190	21,336	21,933	22,221	20,632	21,612	22,170	23,406	259,002	+1	+5.6	+4.1
541	Grocery stores . . . . .	20,557	19,951	21,288	20,627	21,913	21,070	21,662	21,946	20,364	21,323	21,856	22,835	255,392	-2	+4.5	+4.0
56	Apparel & accessory stores . . . . .	4,128	4,793	5,822	5,964	6,239	5,840	5,608	6,807	5,961	6,338	7,409	10,504	75,413	-1.0	+41.8	+3.2
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	1,934	2,998	20,576	-3.1	+55.0	-4.8
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	1,754	2,649	18,600	-4.0	+51.0	-5.8
565	Family clothing stores . . . . .	1,769	2,074	2,563	2,558	2,664	2,551	2,538	3,049	2,711	2,996	3,626	5,041	34,140	+2.9	+39.0	+10.2
566	Shoe stores . . . . .	744	860	1,081	1,170	1,191	1,089	1,043	1,369	1,002	991	1,083	1,380	13,003	-4.0	+27.4	+1.1
5812	Eating places . . . . .	3,918	4,067	4,479	4,321	4,449	4,332	4,404	4,553	4,241	4,394	4,292	4,272	51,722	-2.4	-5	-2
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	6,570	58,312	+8.7	+33.0	+7.0
	<b>Adjusted<sup>2</sup></b>																
	<b>Retail sales, total</b> . . . . .	<b>80,168</b>	<b>81,225</b>	<b>81,326</b>	<b>82,261</b>	<b>82,509</b>	<b>82,092</b>	<b>82,589</b>	<b>82,763</b>	<b>83,133</b>	<b>83,431</b>	<b>83,261</b>	<b>83,690</b>	<b>+4.7</b>	<b>+5</b>		
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	1,141	1,210	+8.9	+6.0		
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	24,938	25,163	+4.9	+9		
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	20,052	20,350	+6.0	+1.5		
531	Dept. stores (incl. leased depts.) <sup>1</sup>	19,694	20,008	19,851	20,212	20,334	20,097	20,190	20,355	20,430	20,480	20,523	20,810	+6.6	+1.4		
533	Variety stores . . . . .	460	479	498	483	488	482	509	496	480	502	489	487	+7.0	-4		
541	Grocery stores . . . . .	21,127	20,869	20,994	21,178	21,050	21,112	21,342	21,204	21,504	21,517	21,533	21,645	+3.2	+5	See note 3	
56	Apparel & accessory stores . . . . .	6,204	6,521	6,163	6,364	6,410	6,270	6,282	6,213	6,341	6,303	6,174	6,179	+6	+1		
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	1,679	1,694	-2.6	+9		
566	Shoe stores . . . . .	1,081	1,110	1,093	1,135	1,134	1,098	1,108	1,076	1,036	1,050	1,043	1,046	-2.2	+3		
591	Drug & proprietary stores . . . . .	4,568	4,668	4,806	4,747	4,805	4,766	4,840	4,891	4,922	5,023	5,030	5,038	+9.0	+2		

<sup>P</sup>Preliminary estimates.<sup>1</sup>Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.<sup>2</sup>Data 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.)<sup>3</sup>For yearly total, refer to unadjusted section above.

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 4. 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.
	<b>Adjusted<sup>1</sup></b>												
	<b>Retail sales, total</b> . . . . .	<b>78,525</b>	<b>77,337</b>	<b>77,777</b>	<b>77,762</b>	<b>78,520</b>	<b>78,970</b>	<b>79,019</b>	<b>78,982</b>	<b>79,515</b>	<b>79,241</b>	<b>79,684</b>	<b>79,923</b>
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	1,111
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	23,979
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	19,193
531	Dept. stores (incl. leased depts.) <sup>2</sup>	19,216	18,893	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	455
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	20,973
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	6,144
562.3	Women's clothing specialty stores	1,844	1,841	1,849	1,766	1,837	1,848	1,850	1,796	1,836	1,770	1,739	1,739
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	1,070
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	4,623

<sup>1</sup>Data 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.)<sup>2</sup>Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 5. Estimated Monthly Retail Sales by Selected Kinds of Business for Regions

[Data in millions of dollars]

Region and kind of business	1996													1995		Percent change			
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. <sup>P</sup>	Total	Dec.	Total	Dec. 1996 from		12 mos. 1996 from 12 mos. 1995	
																Dec. 1995	Nov. 1996		
<b>Northeast</b>																			
<b>Retail sales, total . . . .</b>	<b>31,895</b>	<b>33,244</b>	<b>36,860</b>	<b>37,523</b>	<b>40,411</b>	<b>39,025</b>	<b>38,441</b>	<b>39,996</b>	<b>37,520</b>	<b>40,057</b>	<b>40,647</b>	<b>47,110</b>	<b>462,729</b>	<b>45,064</b>	<b>437,541</b>	<b>+4.5</b>	<b>+15.9</b>	<b>+5.8</b>	
<b>Durable goods, total</b>	<b>11,282</b>	<b>12,466</b>	<b>14,253</b>	<b>14,928</b>	<b>16,388</b>	<b>15,874</b>	<b>15,567</b>	<b>15,872</b>	<b>14,719</b>	<b>15,746</b>	<b>14,980</b>	<b>16,479</b>	<b>178,554</b>	<b>14,715</b>	<b>161,212</b>	<b>+12.0</b>	<b>+10.0</b>	<b>+10.8</b>	
Building materials group stores . . . . .	1,192	1,206	1,412	1,958	2,286	2,261	2,193	2,103	2,025	2,254	1,988	1,823	22,701	1,588	21,492	+14.8	-8.3	+5.6	
Automotive dealers . . . . .	6,872	7,964	9,160	9,255	9,894	9,461	9,226	9,262	8,715	9,267	8,334	7,595	105,005	6,654	92,801	+14.1	-8.9	+13.2	
Furniture group stores . . . . .	1,603	1,622	1,809	1,755	1,819	1,796	1,837	1,954	1,838	1,955	2,157	2,751	22,896	2,574	21,829	+6.9	+27.5	+4.9	
<b>Nondurable goods, total . . . . .</b>	<b>20,613</b>	<b>20,778</b>	<b>22,607</b>	<b>22,595</b>	<b>24,023</b>	<b>23,151</b>	<b>22,874</b>	<b>24,124</b>	<b>22,801</b>	<b>24,311</b>	<b>25,667</b>	<b>30,631</b>	<b>284,175</b>	<b>30,349</b>	<b>276,329</b>	<b>+9</b>	<b>+19.3</b>	<b>+2.8</b>	
General merchandise group stores . . . . .	2,534	2,983	3,333	3,455	3,907	3,732	3,385	3,849	3,621	3,902	4,877	7,056	46,634	6,919	45,876	+2.0	+44.7	+1.7	
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	5,677	35,900	5,469	35,188	+3.8	+47.0	+2.0	
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	1,913	2,318	2,604	2,726	3,068	2,905	2,591	3,040	2,869	3,084	3,971	5,792	36,881	5,594	36,118	+3.5	+45.9	+2.1	
Food group stores . . . . .	6,636	6,306	6,835	6,642	7,148	7,022	7,146	7,225	6,691	7,029	7,048	7,408	83,136	7,588	81,337	-2.4	+5.1	+2.2	
Grocery stores . . . . .	6,096	5,762	6,218	6,025	6,497	6,387	6,520	6,584	6,108	6,402	6,424	6,659	75,682	6,837	74,544	-2.6	+3.7	+1.5	
Gasoline service stations . . . . .	2,020	1,952	2,093	2,185	2,378	2,309	2,301	2,339	2,170	2,286	2,238	2,267	26,538	2,133	25,263	+6.3	+1.3	+5.0	
Apparel & accessory stores . . . . .	1,508	1,699	2,095	2,236	2,335	2,181	1,998	2,511	2,357	2,430	2,688	3,634	27,672	3,682	27,133	-1.3	+35.2	+2.0	
Eating and drinking places . . . . .	2,812	2,954	3,244	3,217	3,447	3,454	3,540	3,663	3,426	3,372	3,244	3,343	39,716	3,454	40,523	-3.2	+3.1	-2.0	
Drug & proprietary stores . . . . .	1,582	1,578	1,676	1,684	1,773	1,669	1,714	1,736	1,682	1,777	1,715	2,187	20,773	1,980	18,884	+10.5	+27.5	+10.0	
GAF, total <sup>2</sup> . . . . .	6,811	7,475	8,474	8,720	9,500	9,171	8,676	10,024	9,245	9,829	11,550	17,008	116,483	16,509	112,971	+3.0	+47.3	+3.1	
<b>Midwest</b>																			
<b>Retail sales, total . . . .</b>	<b>41,968</b>	<b>44,143</b>	<b>48,210</b>	<b>48,592</b>	<b>52,580</b>	<b>49,878</b>	<b>50,391</b>	<b>51,761</b>	<b>47,572</b>	<b>51,127</b>	<b>51,622</b>	<b>59,503</b>	<b>597,347</b>	<b>57,911</b>	<b>574,282</b>	<b>+2.7</b>	<b>+15.3</b>	<b>+4.0</b>	
<b>Durable goods, total</b>	<b>16,800</b>	<b>18,552</b>	<b>20,113</b>	<b>20,660</b>	<b>22,323</b>	<b>20,822</b>	<b>21,426</b>	<b>21,196</b>	<b>19,275</b>	<b>20,792</b>	<b>19,496</b>	<b>21,675</b>	<b>243,130</b>	<b>21,188</b>	<b>230,271</b>	<b>+2.3</b>	<b>+11.2</b>	<b>+5.6</b>	
Building materials group stores . . . . .	1,717	1,686	1,902	2,494	2,906	2,731	2,871	2,683	2,464	2,685	2,300	2,091	28,530	2,089	27,878	+1	-9.1	+2.3	
Automotive dealers . . . . .	10,969	12,712	13,749	13,736	14,578	13,497	13,899	13,578	12,240	13,410	11,620	11,190	155,178	10,772	145,739	+3.9	-3.7	+6.5	
Furniture group stores . . . . .	2,435	2,436	2,677	2,511	2,646	2,636	2,665	2,862	2,677	2,770	3,135	3,889	33,339	4,000	31,635	-2.8	+24.1	+5.4	
<b>Nondurable goods, total . . . . .</b>	<b>25,168</b>	<b>25,591</b>	<b>28,097</b>	<b>27,932</b>	<b>30,257</b>	<b>29,056</b>	<b>28,965</b>	<b>30,565</b>	<b>28,297</b>	<b>30,335</b>	<b>32,126</b>	<b>37,828</b>	<b>354,217</b>	<b>36,723</b>	<b>344,011</b>	<b>+3.0</b>	<b>+17.7</b>	<b>+3.0</b>	
General merchandise group stores . . . . .	4,748	5,114	5,867	5,943	6,641	6,457	6,061	6,756	6,183	6,695	8,043	11,323	79,831	10,924	77,242	+3.7	+40.8	+3.4	
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	9,658	66,940	9,235	64,471	+4.6	+42.5	+3.8	
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	4,028	4,367	5,022	5,080	5,631	5,463	5,099	5,775	5,279	5,691	6,908	9,803	68,146	9,381	65,575	+4.5	+41.9	+3.9	
Food group stores . . . . .	7,310	7,051	7,481	7,373	7,962	7,692	7,956	8,027	7,378	7,685	7,835	8,247	91,997	8,376	90,237	-1.5	+5.3	+2.0	
Grocery stores . . . . .	6,965	6,684	7,107	6,984	7,528	7,289	7,562	7,613	7,004	7,277	7,415	7,720	87,148	7,841	85,531	-1.5	+4.1	+1.9	
Gasoline service stations . . . . .	3,191	3,049	3,423	3,496	3,768	3,721	3,716	3,714	3,465	3,664	3,533	3,514	42,254	3,298	39,971	+6.5	-5	+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	2,114	2,927	21,866	3,055	22,339	-4.2	+38.5	-2.1	
Eating and drinking places . . . . .	4,333	4,509	5,031	4,929	5,427	5,270	5,302	5,585	4,961	5,253	4,987	5,029	60,616	4,901	59,167	+2.6	+8	+2.4	
Drug & proprietary stores . . . . .	1,623	1,624	1,740	1,692	1,792	1,712	1,757	1,819	1,711	1,842	1,983	2,231	21,336	2,061	20,702	+8.2	+24.4	+3.1	
GAF, total <sup>2</sup> . . . . .	9,691	10,277	11,496	11,526	12,626	12,236	11,779	13,229	12,092	12,825	15,295	22,112	155,184	21,714	150,188	+1.8	+44.6	+3.3	
<b>South</b>																			
<b>Retail sales, total . . . .</b>	<b>62,422</b>	<b>65,180</b>	<b>73,051</b>	<b>71,669</b>	<b>76,821</b>	<b>72,522</b>	<b>72,478</b>	<b>75,425</b>	<b>69,198</b>	<b>73,301</b>	<b>74,272</b>	<b>86,481</b>	<b>872,820</b>	<b>83,805</b>	<b>827,942</b>	<b>+3.2</b>	<b>+16.4</b>	<b>+5.4</b>	
<b>Durable goods, total</b>	<b>26,156</b>	<b>27,510</b>	<b>31,643</b>	<b>31,092</b>	<b>33,775</b>	<b>31,659</b>	<b>31,370</b>	<b>32,280</b>	<b>29,773</b>	<b>31,138</b>	<b>29,618</b>	<b>33,313</b>	<b>369,327</b>	<b>32,317</b>	<b>347,777</b>	<b>+3.1</b>	<b>+12.5</b>	<b>+6.2</b>	
Building materials group stores . . . . .	3,090	3,364	4,107	4,698	5,136	4,880	4,674	4,627	4,458	4,557	4,112	3,983	51,686	3,720	47,394	+7.1	-3.1	+9.1	
Automotive dealers . . . . .	16,618	17,688	20,460	19,398	21,071	19,518	19,426	19,944	18,324	19,205	16,907	16,635	225,194	16,408	213,795	+1.4	-1.6	+5.3	
Furniture group stores . . . . .	3,639	3,506	3,909	3,671	3,828	3,790	3,776	4,028	3,804	4,000	4,531	5,559	48,041	5,706	45,670	-2.6	+22.7	+5.2	
<b>Nondurable goods, total . . . . .</b>	<b>36,266</b>	<b>37,670</b>	<b>41,408</b>	<b>40,577</b>	<b>43,046</b>	<b>40,863</b>	<b>41,108</b>	<b>43,145</b>	<b>39,425</b>	<b>42,163</b>	<b>44,654</b>	<b>53,168</b>	<b>503,493</b>	<b>51,488</b>	<b>480,165</b>	<b>+3.3</b>	<b>+19.1</b>	<b>+4.9</b>	
General merchandise group stores . . . . .	6,942	7,793	8,876	8,759	9,568	8,982	8,756	9,680	8,587	9,479	11,404	16,500	115,326	15,786	109,294	+4.5	+44.7	+5.5	
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	13,359	91,888	12,582	86,530	+6.2	+45.5	+6.2	
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	5,538	6,247	7,175	7,091	7,681	7,205	7,038	7,863	6,953	7,624	9,314	13,512	93,241	12,727	87,717	+6.2	+45.1	+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	12,912	13,524	152,749	13,341	145,532	+1.4	+4.7	+5.0	
Grocery stores . . . . .	11,761	11,524	12,325	12,010	12,775	12,288	12,659	12,735	11,900	12,408	12,489	12,987	147,861	12,839	140,752	+1.2	+4.0	+5.1	
Gasoline service stations . . . . .	3,939	3,915	4,416	4,535	4,903	4,714	4,684	4,762	4,406	4,581	4,500	4,549	53,904	4,101	50,342	+10.9	+1.1	+7.1	
Apparel & accessory stores . . . . .	2,217	2,602	3,155	3,156	3,258	3,041	2,985	3,575	2,976	3,231	3,666	5,207	39,069	5,292	37,625	-1.6	+42.0	+3.8	
Eating and drinking places . . . . .	6,088	6,408	7,061	6,836	7,194	6,897	6,983	7,235	6,532	6,898	6,866	6,892	81,890	6,689	78,564	+3.0	+4	+4.2	
Drug & proprietary stores . . . . .	2,563	2,568	2,729	2,607	2,675	2,483	2,570	2,611	2,446	2,715	2,743	3,485	32,195	3,173	29,714	+9.8	+27.1	+8.3	
GAF, total <sup>2</sup> . . . . .	14,782	15,939	18,105	17,832	19,148	18,152	17,925	19,953	17,621	19,053	22,668	33,227	234,405	32,209	221,317	+3.2	+46.6	+5.9	

See footnotes at end of table.

Table 5. Estimated Monthly Retail Sales by Selected Kinds of Business for Regions—Con.

[Data in millions of dollars]

Region and kind of business	1996													1995		Percent change			
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. <sup>P</sup>	Total	Dec.	Total	Dec. 1996 from		12 mos. 1996 from 12 mos. 1995	
																Dec. 1995	Nov. 1996		
<b>West</b>																			
<b>Retail sales, total . . . .</b>	<b>38,554</b>	<b>39,334</b>	<b>43,213</b>	<b>42,509</b>	<b>45,598</b>	<b>44,867</b>	<b>45,130</b>	<b>46,819</b>	<b>43,075</b>	<b>44,753</b>	<b>45,332</b>	<b>53,063</b>	<b>532,247</b>	<b>51,214</b>	<b>501,052</b>	<b>+3.6</b>	<b>+17.1</b>	<b>+6.2</b>	
<b>Durable goods, total</b>	<b>15,408</b>	<b>15,972</b>	<b>17,746</b>	<b>17,436</b>	<b>18,900</b>	<b>18,737</b>	<b>18,820</b>	<b>19,163</b>	<b>17,851</b>	<b>18,291</b>	<b>17,863</b>	<b>20,127</b>	<b>216,314</b>	<b>18,866</b>	<b>196,952</b>	<b>+6.7</b>	<b>+12.7</b>	<b>+9.8</b>	
Building materials group stores . . . . .	1,984	1,895	2,250	2,615	2,815	2,843	2,833	2,759	2,561	2,685	2,397	2,289	29,926	2,181	27,862	+5.0	-4.5	+7.4	
Automotive dealers . . . . .	8,736	9,381	10,518	9,884	10,713	10,588	10,558	10,748	10,087	10,223	9,431	9,111	119,978	8,470	108,289	+7.6	-3.4	+10.8	
Furniture group stores . . . . .	2,476	2,327	2,488	2,445	2,593	2,530	2,649	2,752	2,671	2,768	2,975	3,769	32,443	3,616	30,789	+4.2	+26.7	+5.4	
<b>Nondurable goods, total . . . . .</b>	<b>23,146</b>	<b>23,362</b>	<b>25,467</b>	<b>25,073</b>	<b>26,698</b>	<b>26,130</b>	<b>26,310</b>	<b>27,656</b>	<b>25,224</b>	<b>26,462</b>	<b>27,469</b>	<b>32,936</b>	<b>315,933</b>	<b>32,348</b>	<b>304,100</b>	<b>+1.8</b>	<b>+19.9</b>	<b>+3.9</b>	
General merchandise group stores . . . . .	4,290	4,523	5,053	5,057	5,492	5,405	5,208	5,844	5,162	5,593	6,395	9,510	67,532	9,151	64,492	+3.9	+48.7	+4.7	
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	4,484	7,033	46,705	6,728	44,694	+4.5	+56.8	+4.5	
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	2,934	3,105	3,525	3,568	3,844	3,735	3,613	4,099	3,613	3,878	4,574	7,141	47,629	6,839	45,564	+4.4	+56.1	+4.5	
Food group stores . . . . .	7,606	7,403	8,032	7,685	8,136	7,983	8,207	8,408	7,823	8,074	8,180	8,767	96,304	8,743	93,406	+3	+7.2	+3.1	
Grocery stores . . . . .	7,232	7,030	7,619	7,266	7,712	7,559	7,777	7,982	7,406	7,606	7,720	8,108	91,017	8,109	88,307	.0	+5.0	+3.1	
Gasoline service stations . . . . .	2,528	2,519	2,728	2,885	3,223	3,124	3,154	3,208	2,894	2,953	2,749	2,737	34,702	2,598	32,616	+5.4	-4	+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	2,259	3,235	24,420	3,151	22,865	+2.7	+43.2	+6.8	
Eating and drinking places . . . . .	4,350	4,476	4,770	4,657	4,812	4,733	4,805	4,947	4,497	4,696	4,677	4,759	56,179	4,808	55,352	-1.0	+1.8	+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	1,229	1,583	14,944	1,583	14,940	.0	+28.8	.0	
GAF, total <sup>2</sup> . . . . .	9,887	10,136	11,256	11,156	11,955	11,829	11,773	12,990	11,617	12,291	13,986	20,719	149,595	19,818	140,342	+4.5	+48.1	+6.6	

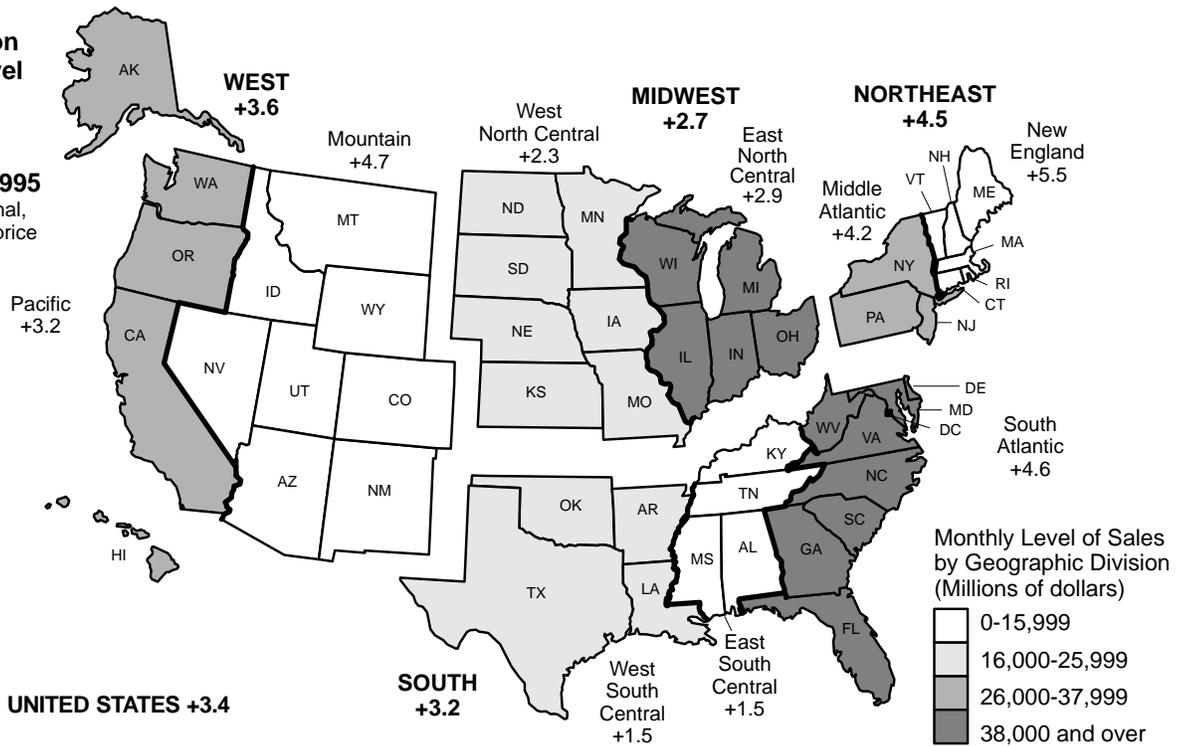
<sup>P</sup>Preliminary estimates.

<sup>1</sup>Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

<sup>2</sup>GAF 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 on the last page of this publication.

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



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

Table 6. 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 and kind of business	1996													1995		Percent change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. <sup>P</sup>	Total	Dec.	Total	Dec. 1996 from		12 mos. 1996 from 12 mos. 1995
																Dec. 1995	Nov. 1996	
<b>New England</b> . . . . .	<b>9,123</b>	<b>9,494</b>	<b>10,347</b>	<b>10,595</b>	<b>11,326</b>	<b>11,165</b>	<b>10,907</b>	<b>11,337</b>	<b>10,842</b>	<b>11,387</b>	<b>11,574</b>	<b>13,508</b>	<b>131,605</b>	<b>12,807</b>	<b>122,404</b>	<b>+5.5</b>	<b>+16.7</b>	<b>+7.5</b>
Nondurable goods, total . . . . .	6,168	6,285	6,676	6,709	7,134	6,907	6,753	7,174	6,783	7,228	7,797	9,319	84,933	9,060	81,871	+2.9	+19.5	+3.7
General merchandise group stores . . . . .	755	843	925	960	1,095	1,067	986	1,102	1,019	1,095	1,338	1,958	13,143	1,928	12,990	+1.6	+46.3	+1.2
Dept. stores (excl. leased depts.) . . . . .	509	591	653	690	785	761	686	802	746	798	1,004	1,515	9,540	1,429	9,352	+6.0	+50.9	+2.0
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	523	608	673	712	807	781	703	824	766	819	1,031	1,546	9,793	1,462	9,589	+5.7	+50.0	+2.1
Food group stores . . . . .	1,992	1,916	2,038	2,003	2,181	2,160	2,216	2,258	2,060	2,084	2,133	2,223	25,264	2,331	25,392	-4.6	+4.2	-5
GAF, total <sup>2</sup> . . . . .	1,806	1,980	2,206	2,274	2,510	2,429	2,331	2,695	2,472	2,646	2,997	4,420	30,766	4,298	30,083	+2.8	+47.5	+2.3
<b>Middle Atlantic</b> . . . . .	<b>22,772</b>	<b>23,750</b>	<b>26,513</b>	<b>26,928</b>	<b>29,085</b>	<b>27,860</b>	<b>27,534</b>	<b>28,659</b>	<b>26,678</b>	<b>28,670</b>	<b>29,073</b>	<b>33,602</b>	<b>331,124</b>	<b>32,257</b>	<b>315,137</b>	<b>+4.2</b>	<b>+15.6</b>	<b>+5.1</b>
Durable goods, total . . . . .	8,327	9,257	10,582	11,042	12,196	11,616	11,413	11,709	10,660	11,587	11,203	12,290	131,882	10,968	120,679	+12.1	+9.7	+9.3
Automotive dealers . . . . .	5,045	5,926	6,869	6,935	7,463	7,008	6,851	6,854	6,306	6,881	6,245	5,560	77,943	4,870	70,215	+14.2	-11.0	+11.0
Nondurable goods, total . . . . .	14,445	14,493	15,931	15,886	16,889	16,244	16,121	16,950	16,018	17,083	17,870	21,312	199,242	21,289	194,458	+1	+19.3	+2.5
General merchandise group stores . . . . .	1,779	2,140	2,408	2,495	2,812	2,665	2,399	2,747	2,602	2,807	3,539	5,098	33,491	4,991	32,886	+2.1	+44.1	+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	4,162	26,360	4,040	25,836	+3.0	+45.6	+2.0
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	1,390	1,710	1,931	2,014	2,261	2,124	1,888	2,216	2,103	2,265	2,940	4,246	27,088	4,132	26,529	+2.8	+44.4	+2.1
Food group stores . . . . .	4,644	4,390	4,797	4,639	4,967	4,862	4,930	4,967	4,631	4,945	4,915	5,185	57,872	5,257	55,945	-1.4	+5.5	+3.4
Gasoline service stations . . . . .	1,341	1,328	1,435	1,489	1,608	1,540	1,526	1,537	1,434	1,518	1,469	1,490	17,715	1,433	17,231	+4.0	+1.4	+2.8
Apparel & accessory stores . . . . .	1,125	1,262	1,558	1,670	1,738	1,625	1,469	1,823	1,727	1,786	1,964	2,644	20,391	2,731	20,217	-3.2	+34.6	+9
Eating and drinking places . . . . .	2,026	2,102	2,331	2,288	2,459	2,467	2,582	2,663	2,494	2,433	2,293	2,370	28,508	2,498	29,339	-5.1	+3.4	-2.8
Drug & proprietary stores . . . . .	1,184	1,181	1,251	1,257	1,322	1,246	1,288	1,313	1,254	1,333	1,288	1,650	15,567	1,494	14,127	+10.4	+28.1	+10.2
GAF, total <sup>2</sup> . . . . .	5,005	5,495	6,268	6,446	6,990	6,742	6,345	7,329	6,773	7,183	8,553	12,588	85,717	12,211	82,888	+3.1	+47.2	+3.4
<b>East North Central</b> . . . . .	<b>29,237</b>	<b>30,803</b>	<b>33,628</b>	<b>33,851</b>	<b>36,896</b>	<b>34,789</b>	<b>35,235</b>	<b>36,045</b>	<b>33,133</b>	<b>35,845</b>	<b>36,392</b>	<b>42,182</b>	<b>418,036</b>	<b>40,984</b>	<b>399,738</b>	<b>+2.9</b>	<b>+15.9</b>	<b>+4.6</b>
Durable goods, total . . . . .	11,970	13,069	14,136	14,517	15,887	14,732	15,317	14,987	13,594	14,836	14,005	15,650	172,700	15,285	162,790	+2.4	+11.7	+6.1
Automotive dealers . . . . .	7,660	8,792	9,441	9,490	10,244	9,392	9,836	9,435	8,441	9,472	8,231	7,943	108,377	7,521	101,004	+5.6	-3.5	+7.3
Furniture group stores . . . . .	1,813	1,789	1,993	1,885	1,965	1,946	1,987	2,106	1,982	2,072	2,332	2,882	24,752	2,943	23,372	-2.1	+23.6	+5.9
Nondurable goods, total . . . . .	17,267	17,734	19,492	19,334	21,009	20,057	19,918	21,058	19,539	21,009	22,387	26,532	245,336	25,699	236,948	+3.2	+18.5	+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	5,702	8,056	56,024	7,727	54,100	+4.3	+41.3	+3.6
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	6,928	47,424	6,584	45,567	+5.2	+42.5	+4.1
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	2,839	3,081	3,544	3,590	3,973	3,869	3,602	4,060	3,759	4,059	4,965	7,046	48,387	6,703	46,451	+5.1	+41.9	+4.2
Food group stores . . . . .	4,837	4,738	5,045	4,896	5,310	5,136	5,285	5,340	4,931	5,097	5,216	5,514	61,345	5,589	59,649	-1.3	+5.7	+2.8
Gasoline service stations . . . . .	2,106	2,027	2,263	2,286	2,486	2,395	2,411	2,430	2,262	2,378	2,340	2,327	27,711	2,189	26,065	+6.3	-6	+6.3
Apparel & accessory stores . . . . .	940	1,069	1,200	1,232	1,314	1,232	1,150	1,413	1,286	1,368	1,559	2,145	15,908	2,266	16,381	-5.3	+37.6	-2.9
Eating and drinking places . . . . .	3,145	3,261	3,620	3,559	3,907	3,803	3,802	3,966	3,530	3,747	3,540	3,592	43,472	3,532	42,240	+1.7	+1.5	+2.9
GAF, total <sup>2</sup> . . . . .	6,982	7,366	8,285	8,309	9,043	8,799	8,446	9,410	8,711	9,259	11,085	16,071	111,766	15,807	108,209	+1.7	+45.0	+3.3
<b>West North Central</b> . . . . .	<b>12,731</b>	<b>13,340</b>	<b>14,582</b>	<b>14,741</b>	<b>15,684</b>	<b>15,089</b>	<b>15,156</b>	<b>15,716</b>	<b>14,439</b>	<b>15,282</b>	<b>15,230</b>	<b>17,321</b>	<b>179,311</b>	<b>16,927</b>	<b>174,544</b>	<b>+2.3</b>	<b>+13.7</b>	<b>+2.7</b>
Durable goods, total . . . . .	4,830	5,483	5,977	6,143	6,436	6,090	6,109	6,209	5,681	5,956	5,491	6,025	70,430	5,903	67,481	+2.1	+9.7	+4.4
Automotive dealers . . . . .	3,309	3,920	4,308	4,246	4,334	4,105	4,063	4,143	3,799	3,938	3,389	3,247	46,801	3,251	44,735	-1	-4.2	+4.6
Nondurable goods, total . . . . .	7,901	7,857	8,605	8,598	9,248	8,999	9,047	9,507	8,758	9,739	11,296	10,881	11,024	107,063	+2.5	+16.0	+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	2,341	3,267	23,807	3,197	23,142	+2.2	+39.6	+2.9
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	2,730	19,516	2,651	18,904	+3.0	+42.3	+3.2
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	1,189	1,286	1,478	1,490	1,658	1,594	1,497	1,715	1,520	1,632	1,943	2,757	19,759	2,678	19,124	+2.9	+41.9	+3.3
Food group stores . . . . .	2,473	2,313	2,436	2,477	2,652	2,556	2,671	2,687	2,447	2,588	2,619	2,733	30,652	2,787	30,588	-1.9	+4.4	+2
Gasoline service stations . . . . .	1,085	1,022	1,160	1,210	1,282	1,326	1,305	1,284	1,203	1,286	1,193	1,187	14,543	1,109	13,906	+7.0	-5	+4.6
Apparel & accessory stores . . . . .	347	401	444	458	497	463	455	580	479	497	555	782	5,958	789	5,958	-9	+40.9	0
GAF, total <sup>2</sup> . . . . .	2,709	2,911	3,211	3,217	3,583	3,437	3,333	3,819	3,381	3,566	4,210	6,041	43,418	5,907	41,979	+2.3	+43.5	+3.4
<b>South Atlantic</b> . . . . .	<b>33,917</b>	<b>35,667</b>	<b>39,837</b>	<b>38,747</b>	<b>41,295</b>	<b>38,927</b>	<b>38,932</b>	<b>40,723</b>	<b>37,707</b>	<b>40,026</b>	<b>40,571</b>	<b>47,530</b>	<b>473,879</b>	<b>45,424</b>	<b>443,633</b>	<b>+4.6</b>	<b>+17.2</b>	<b>+6.8</b>
Durable goods, total . . . . .	14,462	15,261	17,394	16,858	18,328	17,060	16,939	17,655	16,510	17,267	16,397	18,738	202,869	17,775	188,723	+5.4	+14.3	+7.5
Automotive dealers . . . . .	8,886	9,360	10,702	9,910	10,825	9,835	9,899	10,386	9,670	10,106	8,835	8,709	117,123	8,501	111,288	+2.4	-1.4	+5.2
Furniture group stores . . . . .	2,117	2,059	2,279	2,118	2,211	2,198	2,132	2,308	2,195	2,334	2,640	3,242	27,833	3,302	26,444	-1.8	+22.8	+5.3
Nondurable goods, total . . . . .	19,455	20,406	22,443	21,889	22,967	21,867	21,993	23,068	21,197	22,759	24,174	28,792	271,010	27,649	254,910	+4.1	+19.1	+6.3
General merchandise group stores . . . . .	3,351	3,850	4,339	4,304	4,642	4,373	4,252	4,748	4,224	4,713	5,776	8,445	57,017	8,062	54,035	+4.8	+46.2	+5.5
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	6,635	43,904	6,165	41,211	+7.6	+46.7	+6.5
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	2,579	2,983	3,397	3,393	3,603	3,398	3,304	3,742	3,326	3,687	4,607	6,726	44,745	6,255	41,967	+7.5	+	

Table 6. 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 and kind of business	1996													1995		Percent change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. <sup>P</sup>	Total	Dec.	Total	Dec. 1996 from		12 mos. 1996 from 12 mos. 1995
																Dec. 1995	Nov. 1996	
<b>East South Central</b> . . . . .	<b>9,737</b>	<b>10,275</b>	<b>11,669</b>	<b>11,764</b>	<b>12,792</b>	<b>12,148</b>	<b>11,867</b>	<b>12,356</b>	<b>11,136</b>	<b>11,640</b>	<b>12,114</b>	<b>13,777</b>	<b>141,275</b>	<b>13,568</b>	<b>136,246</b>	<b>+1.5</b>	<b>+13.7</b>	<b>+3.7</b>
Durable goods, total . . . . .	3,956	4,194	5,019	5,170	5,731	5,458	5,146	5,207	4,703	4,770	4,715	5,113	59,182	5,146	57,017	-6	+8.4	+3.8
Nondurable goods, total . . . . .	5,781	6,081	6,650	6,594	7,061	6,690	6,721	7,149	6,433	6,870	7,399	8,664	82,093	8,422	79,229	+2.9	+17.1	+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	2,198	3,011	21,520	2,874	20,154	+4.8	+37.0	+6.8
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	2,439	17,262	2,302	16,089	+6.0	+37.5	+7.3
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	1,006	1,133	1,336	1,324	1,460	1,369	1,318	1,466	1,332	1,452	1,793	2,460	17,449	2,322	16,247	+5.9	+37.2	+7.4
GAF, total <sup>2</sup> . . . . .	2,322	2,478	2,873	2,858	3,078	2,906	2,857	3,177	2,805	3,097	3,772	5,282	37,505	5,172	36,005	+2.1	+40.0	+4.2
<b>West South Central</b> . . . . .	<b>18,768</b>	<b>19,238</b>	<b>21,545</b>	<b>21,158</b>	<b>22,734</b>	<b>21,447</b>	<b>21,679</b>	<b>22,346</b>	<b>20,355</b>	<b>21,635</b>	<b>21,587</b>	<b>25,174</b>	<b>257,666</b>	<b>24,813</b>	<b>248,063</b>	<b>+1.5</b>	<b>+16.6</b>	<b>+3.9</b>
Durable goods, total . . . . .	7,738	8,055	9,230	9,064	9,716	9,141	9,285	9,418	8,560	9,101	8,506	9,462	107,276	9,396	102,037	+7	+11.2	+5.1
Automotive dealers . . . . .	5,271	5,650	6,493	6,249	6,604	6,184	6,299	6,328	5,766	6,227	5,433	5,303	71,807	5,279	68,164	+5	-2.4	+5.3
Nondurable goods, total . . . . .	11,030	11,183	12,315	12,094	13,018	12,306	12,394	12,928	11,795	12,534	13,081	15,712	150,390	15,417	146,026	+1.9	+20.1	+3.0
General merchandise group stores . . . . .	2,326	2,530	2,892	2,821	3,118	2,912	2,873	3,137	2,735	2,971	3,430	5,044	36,789	4,850	35,105	+4.0	+47.1	+4.8
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	4,285	30,722	4,115	29,230	+4.1	+48.7	+5.1
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	1,953	2,131	2,442	2,374	2,618	2,438	2,416	2,655	2,295	2,485	2,914	4,326	31,047	4,150	29,503	+4.2	+48.5	+5.2
Food group stores . . . . .	3,578	3,477	3,754	3,671	3,892	3,768	3,834	3,861	3,657	3,764	3,772	3,923	44,951	3,976	43,665	-1.3	+4.0	+2.9
Apparel & accessory stores . . . . .	691	769	908	885	920	855	898	1,044	838	891	995	1,520	11,214	1,586	10,829	-4.2	+52.8	+3.6
GAF, total <sup>2</sup> . . . . .	4,633	4,829	5,506	5,345	5,832	5,501	5,536	6,103	5,268	5,605	6,460	9,702	70,320	9,558	66,710	+1.5	+50.2	+5.4
<b>Mountain</b> . . . . .	<b>11,307</b>	<b>11,722</b>	<b>12,767</b>	<b>12,777</b>	<b>13,822</b>	<b>13,427</b>	<b>13,661</b>	<b>14,095</b>	<b>12,653</b>	<b>13,320</b>	<b>13,437</b>	<b>15,360</b>	<b>158,348</b>	<b>14,670</b>	<b>145,089</b>	<b>+4.7</b>	<b>+14.3</b>	<b>+9.1</b>
Nondurable goods, total . . . . .	6,861	6,983	7,662	7,672	8,155	7,838	7,997	8,462	7,515	7,990	8,250	9,651	95,036	9,430	89,720	+2.3	+17.0	+5.9
General merchandise group stores . . . . .	1,210	1,291	1,456	1,456	1,604	1,557	1,500	1,695	1,474	1,616	1,847	2,750	19,456	2,583	18,089	+6.5	+48.9	+7.6
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	2,197	14,969	2,040	13,948	+7.7	+54.0	+7.3
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	937	1,007	1,137	1,140	1,250	1,199	1,158	1,323	1,140	1,248	1,452	2,226	15,217	2,067	14,163	+7.7	+53.3	+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	2,523	2,667	29,679	2,570	28,357	+3.8	+5.7	+4.7
GAF, total <sup>2</sup> . . . . .	2,686	2,796	3,130	3,110	3,371	3,240	3,269	3,608	3,131	3,348	3,811	5,730	41,230	5,371	38,113	+6.7	+50.4	+8.2
<b>Pacific</b> . . . . .	<b>27,247</b>	<b>27,612</b>	<b>30,446</b>	<b>29,732</b>	<b>31,776</b>	<b>31,440</b>	<b>31,469</b>	<b>32,724</b>	<b>30,422</b>	<b>31,433</b>	<b>31,895</b>	<b>37,703</b>	<b>373,899</b>	<b>36,544</b>	<b>355,963</b>	<b>+3.2</b>	<b>+18.2</b>	<b>+5.0</b>
Durable goods, total . . . . .	10,962	11,233	12,641	12,331	13,233	13,148	13,156	13,530	12,713	12,961	12,676	14,418	153,002	13,626	141,583	+5.8	+13.7	+8.1
Automotive dealers . . . . .	6,126	6,477	7,414	6,918	7,384	7,318	7,188	7,422	7,031	7,029	6,565	6,477	83,349	6,037	77,313	+7.3	-1.3	+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	2,111	2,660	23,246	2,601	22,295	+2.3	+26.0	+4.3
Nondurable goods, total . . . . .	16,285	16,379	17,805	17,401	18,543	18,292	18,313	19,194	17,709	18,472	19,219	23,285	220,897	22,918	214,380	+1.6	+21.2	+3.0
General merchandise group stores . . . . .	3,080	3,232	3,597	3,601	3,888	3,848	3,708	4,149	3,688	3,977	4,548	6,760	48,076	6,568	46,403	+2.9	+48.6	+3.6
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	3,057	4,836	31,736	4,688	30,746	+3.2	+58.2	+3.2
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	1,997	2,098	2,388	2,428	2,594	2,536	2,455	2,776	2,473	2,630	3,122	4,915	32,412	4,772	31,401	+3.0	+57.4	+3.2
Food group stores . . . . .	5,292	5,143	5,553	5,253	5,569	5,560	5,667	5,801	5,459	5,571	5,657	6,100	66,625	6,173	65,049	-1.2	+7.8	+2.4
Gasoline service stations . . . . .	1,799	1,779	1,932	2,045	2,281	2,229	2,219	2,248	2,049	2,038	1,888	1,890	24,397	1,857	23,289	+1.8	+1	+4.8
Apparel & accessory stores . . . . .	1,121	1,205	1,460	1,461	1,536	1,547	1,547	1,715	1,489	1,559	1,784	2,525	18,949	2,404	17,548	+5.0	+41.5	+8.0
Eating and drinking places . . . . .	2,824	2,889	3,083	2,969	3,086	3,039	3,065	3,128	2,902	3,030	2,998	3,113	36,126	3,107	36,222	+2	+3.8	-3
Drug & proprietary stores . . . . .	994	957	969	984	1,026	937	990	1,004	933	1,017	1,002	1,294	12,107	1,252	11,852	+3.4	+29.1	+2.2
GAF, total <sup>2</sup> . . . . .	7,201	7,340	8,126	8,046	8,584	8,589	8,504	9,382	8,486	8,943	10,175	14,989	108,365	14,447	102,229	+3.8	+47.3	+6.0

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

Table 7. 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	June	July	Aug.	Sept.	Oct.	Nov.	Dec. <sup>P</sup>	Total	Dec.	Total	Dec. 1996 from		12 mos. 1996 from 12 mos. 1995
																Dec. 1995	Nov. 1996	
<b>California, total</b> . . . . .	<b>19,810</b>	<b>20,026</b>	<b>21,942</b>	<b>21,441</b>	<b>22,817</b>	<b>22,480</b>	<b>22,434</b>	<b>23,241</b>	<b>21,776</b>	<b>22,476</b>	<b>22,870</b>	<b>27,129</b>	<b>268,442</b>	<b>26,239</b>	<b>256,015</b>	<b>+3.4</b>	<b>+18.6</b>	<b>+4.9</b>
Durable goods, total . . . . .	8,187	8,345	9,190	8,960	9,566	9,432	9,345	9,571	9,116	9,237	9,050	10,433	110,432	9,905	102,468	+5.3	+15.3	+7.8
Nondurable goods, total . . . . .	11,623	11,681	12,752	12,481	13,251	13,048	13,089	13,670	12,660	13,239	13,820	16,696	158,010	16,334	153,547	+2.2	+20.8	+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	2,122	3,418	21,824	3,347	21,448	+2.1	+61.1	+1.8
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	1,372	1,437	1,637	1,679	1,793	1,717	1,650	1,865	1,677	1,800	2,166	3,471	22,264	3,403	21,879	+2.0	+60.2	+1.8
GAF, total <sup>2</sup> . . . . .	5,153	5,256	5,804	5,809	6,178	6,074	5,948	6,593	5,985	6,363	7,301	10,730	77,194	10,411	73,381	+3.1	+47.0	+5.2
<b>Florida, total</b> . . . . .	<b>12,036</b>	<b>12,560</b>	<b>14,026</b>	<b>12,966</b>	<b>13,481</b>	<b>12,571</b>	<b>12,747</b>	<b>13,267</b>	<b>12,686</b>	<b>13,400</b>	<b>13,472</b>	<b>15,766</b>	<b>158,978</b>	<b>14,825</b>	<b>144,854</b>	<b>+6.3</b>	<b>+17.0</b>	<b>+9.8</b>
Durable goods, total . . . . .	5,548	5,695	6,499	5,782	6,208	5,648	5,749	5,976	5,924	6,175	5,758	6,429	71,391	6,146	66,001	+4.6	+11.7	+8.2
Nondurable goods, total . . . . .	6,488	6,865	7,527	7,184	7,273	6,923	6,998	7,291	6,762	7,225	7,714	9,337	87,587	8,679	78,853	+7.6	+21.0	+11.1
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	2,166	14,328	2,003	13,424	+8.1	+53.6	+6.7
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	961	1,074	1,166	1,124	1,145	1,076	1,066	1,201	1,025	1,142	1,436	2,191	14,607	2,029	13,664	+8.0	+52.6	+6.9
GAF, total <sup>2</sup> . . . . .	2,791	3,023	3,277	3,202	3,276	3,049	3,010	3,359	2,960	3,246	3,946	5,919	41,058	5,637	38,170	+5.0	+50.0	+7.6
<b>Illinois, total</b> . . . . .	<b>7,490</b>	<b>7,785</b>	<b>8,704</b>	<b>8,568</b>	<b>9,214</b>	<b>8,748</b>	<b>9,117</b>	<b>8,922</b>	<b>8,339</b>	<b>9,025</b>	<b>9,213</b>	<b>10,677</b>	<b>105,802</b>	<b>10,481</b>	<b>102,484</b>	<b>+1.9</b>	<b>+15.9</b>	<b>+3.2</b>
Nondurable goods, total . . . . .	4,395	4,595	5,113	5,017	5,401	5,124	5,024	5,232	5,031	5,441	5,800	6,897	63,070	6,748	61,739	+2.2	+18.9	+2.2
Dept. stores (excl. leased depts.) . . . . .	655	724	836	845	934	904	824	946	886	966	1,178	1,709	11,407	1,636	11,082	+4.5	+45.1	+2.9
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	671	745	858	867	957	925	842	970	907	990	1,207	1,747	11,686	1,670	11,332	+4.6	+44.7	+3.1
GAF, total <sup>2</sup> . . . . .	1,758	1,896	2,173	2,175	2,369	2,309	2,171	2,427	2,270	2,423	2,846	4,105	28,922	4,123	28,247	-.4	+44.2	+2.4
<b>Indiana, total</b> . . . . .	<b>3,866</b>	<b>4,199</b>	<b>4,401</b>	<b>4,381</b>	<b>4,862</b>	<b>4,554</b>	<b>4,511</b>	<b>4,774</b>	<b>4,344</b>	<b>4,678</b>	<b>4,851</b>	<b>5,509</b>	<b>54,930</b>	<b>5,367</b>	<b>52,692</b>	<b>+2.6</b>	<b>+13.6</b>	<b>+4.2</b>
Nondurable goods, total . . . . .	2,368	2,468	2,695	2,661	2,949	2,790	2,775	2,969	2,715	2,900	3,089	3,589	33,968	3,450	33,111	+4.0	+16.2	+2.6
Dept. stores (excl. leased depts.) . . . . .	414	457	529	524	590	566	534	600	547	590	741	1,040	7,132	979	6,664	+6.2	+40.4	+7.0
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	420	464	538	533	599	574	541	609	555	599	753	1,053	7,238	991	6,757	+6.3	+39.8	+7.1
GAF, total <sup>2</sup> . . . . .	971	1,038	1,161	1,144	1,262	1,210	1,167	1,311	1,165	1,256	1,568	2,234	15,487	2,250	15,098	-.7	+42.5	+2.6
<b>Louisiana, total</b> . . . . .	<b>2,891</b>	<b>2,815</b>	<b>3,086</b>	<b>3,110</b>	<b>3,347</b>	<b>3,103</b>	<b>3,171</b>	<b>3,375</b>	<b>2,983</b>	<b>3,224</b>	<b>3,205</b>	<b>3,646</b>	<b>37,956</b>	<b>3,650</b>	<b>37,317</b>	<b>-1</b>	<b>+13.8</b>	<b>+1.7</b>
Nondurable goods, total . . . . .	1,789	1,824	1,918	1,946	2,061	1,879	1,950	2,041	1,819	1,975	2,040	2,472	23,714	2,429	23,191	+1.8	+21.2	+2.3
Dept. stores (excl. leased depts.) . . . . .	275	303	357	342	374	347	343	379	327	363	433	615	4,458	583	4,240	+5.5	+42.0	+5.1
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	278	307	362	347	379	352	348	384	331	367	438	620	4,513	588	4,285	+5.4	+41.6	+5.3
GAF, total <sup>2</sup> . . . . .	638	661	772	746	785	753	758	867	681	786	895	1,292	9,634	1,293	9,195	-.1	+44.4	+4.8
<b>Maryland, total</b> . . . . .	<b>3,119</b>	<b>3,369</b>	<b>3,781</b>	<b>3,825</b>	<b>4,151</b>	<b>3,979</b>	<b>3,874</b>	<b>4,013</b>	<b>3,706</b>	<b>3,882</b>	<b>3,942</b>	<b>4,587</b>	<b>46,228</b>	<b>4,618</b>	<b>45,271</b>	<b>-7</b>	<b>+16.4</b>	<b>+2.1</b>
Nondurable goods, total . . . . .	1,819	1,935	2,087	2,070	2,233	2,129	2,149	2,237	2,062	2,187	2,297	2,774	25,979	2,776	25,459	-.1	+20.8	+2.0
Dept. stores (excl. leased depts.) . . . . .	188	232	274	280	309	286	273	320	301	331	418	639	3,851	567	3,685	+12.7	+52.9	+4.5
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	195	241	284	291	320	296	281	330	310	341	430	653	3,972	581	3,798	+12.4	+51.9	+4.6
GAF, total <sup>2</sup> . . . . .	743	846	958	965	1,049	997	965	1,071	981	1,046	1,253	1,863	12,737	1,830	12,319	+1.8	+48.7	+3.4
<b>Massachusetts, total</b> . . . . .	<b>3,943</b>	<b>4,261</b>	<b>4,603</b>	<b>4,705</b>	<b>5,007</b>	<b>4,816</b>	<b>4,560</b>	<b>4,840</b>	<b>4,703</b>	<b>4,934</b>	<b>5,164</b>	<b>6,047</b>	<b>57,583</b>	<b>5,739</b>	<b>53,691</b>	<b>+5.4</b>	<b>+17.1</b>	<b>+7.2</b>
Nondurable goods, total . . . . .	2,695	2,893	3,092	3,111	3,300	3,194	2,924	3,161	3,126	3,230	3,519	4,182	38,427	4,135	37,147	+1.1	+18.8	+3.4
Dept. stores (excl. leased depts.) . . . . .	216	253	280	296	337	327	289	344	328	348	434	659	4,111	613	4,012	+7.5	+51.8	+2.5
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	222	261	289	307	347	336	296	354	337	357	446	674	4,226	628	4,115	+7.3	+51.1	+2.7
GAF, total <sup>2</sup> . . . . .	855	935	1,030	1,057	1,161	1,106	1,039	1,224	1,142	1,193	1,402	2,108	14,252	2,067	13,878	+2.0	+50.4	+2.7
<b>Michigan, total</b> . . . . .	<b>6,754</b>	<b>7,095</b>	<b>7,595</b>	<b>7,713</b>	<b>8,483</b>	<b>7,931</b>	<b>7,970</b>	<b>8,277</b>	<b>7,500</b>	<b>8,143</b>	<b>8,048</b>	<b>9,278</b>	<b>94,787</b>	<b>9,109</b>	<b>90,957</b>	<b>+1.9</b>	<b>+15.3</b>	<b>+4.2</b>
Durable goods, total . . . . .	2,874	3,216	3,327	3,438	3,939	3,460	3,548	3,658	3,228	3,563	3,359	3,730	41,340	3,586	39,927	+4.0	+11.0	+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	4,689	5,548	53,447	5,523	51,030	+5	+18.3	+4.7
Dept. stores (excl. leased depts.) . . . . .	781	806	905	931	1,028	1,014	949	1,040	968	1,045	1,208	1,719	12,394	1,646	12,032	+4.4	+42.3	+3.0
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	794	820	919	949	1,043	1,031	966	1,058	983	1,061	1,231	1,744	12,599	1,671	12,207	+4.4	+41.7	+3.2
GAF, total <sup>2</sup> . . . . .	1,721	1,762	1,965	1,985	2,149	2,135	2,052	2,275	2,086	2,220	2,590	3,738	26,678	3,675	26,105	+1.7	+44.3	+2.2
<b>Minnesota, total</b> . . . . .	<b>3,241</b>	<b>3,319</b>	<b>3,551</b>	<b>3,752</b>	<b>3,954</b>	<b>3,816</b>	<b>3,786</b>	<b>3,950</b>	<b>3,723</b>	<b>3,953</b>	<b>3,857</b>	<b>4,354</b>	<b>45,256</b>	<b>4,289</b>	<b>43,833</b>	<b>+1.5</b>	<b>+12.9</b>	<b>+3.2</b>
Nondurable goods, total . . . . .	1,968	1,901	2,114	2,153	2,300	2,323	2,353	2,459	2,273	2,379	2,483	2,876	27,582	2,757	26,808	+4.3	+15.8	+2.9
Dept. stores (excl. leased depts.) . . . . .	283	308	353	366	396	401	373	427	387	421	474	695	4,884	660	4,692	+5.3	+46.6	+4.1
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	288	314	358	372	402	407	379	433	392	427	482	705	4,959	668	4,763	+5.5	+46.3	+4.1
GAF, total <sup>2</sup> . . . . .	731	773	865	875	940	956	920	1,047	965	985	1,108	1,550	11,715	1,569	11,470	-1.2	+39.9	+2.1
<b>Missouri, total</b> . . . . .	<b>3,801</b>	<b>3,993</b>	<b>4,362</b>	<b>4,242</b>	<b>4,579</b>	<b>4,364</b>	<b>4,370</b>	<b>4,527</b>	<b>4,232</b>	<b>4,431</b>	<b>4,461</b>	<b>5,098</b>	<b>52,460</b>	<b>5,077</b>	<b>52,000</b>	<b>+4</b>	<b>+14.3</b>	<b>+9</b>
Nondurable goods, total . . . . .	2,294	2,303	2,528	2,446	2,617	2,552	2,515	2,656	2,492	2,609	2,757	3,253	31,022	3,232	30,457	+6	+18.0	+1.9
Dept. stores (excl. leased depts.) . . . . .	385	421	491	485	542	507	479	542	485	516	624	870	6,347	854	6,169	+1.9	+39.4	+2.9
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	387	426	499	491	549	510	482	549	491	521	631	878	6,414	863	6,222	+1.7	+39.1	+3.1
GAF, total <sup>2</sup>																		

Table 7. 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	June	July	Aug.	Sept.	Oct.	Nov.	Dec. <sup>P</sup>	Total	Dec.	Total	Dec. 1996 from		12 mos. 1996 from 12 mos. 1995
																Dec. 1995	Nov. 1996	
<b>New Jersey, total</b> . . . . .	<b>5,265</b>	<b>5,512</b>	<b>6,235</b>	<b>6,222</b>	<b>6,690</b>	<b>6,533</b>	<b>6,509</b>	<b>6,755</b>	<b>6,260</b>	<b>6,528</b>	<b>6,687</b>	<b>7,736</b>	<b>76,932</b>	<b>7,580</b>	<b>74,088</b>	<b>+2.1</b>	<b>+15.7</b>	<b>+3.8</b>
Nondurable goods, total . . . . .	3,207	3,212	3,593	3,573	3,806	3,804	3,789	3,968	3,803	3,857	4,012	4,824	45,448	4,975	44,445	-3.0	+20.2	+2.3
Dept. stores (excl. leased depts.) . . . . .	275	353	389	414	468	440	379	457	444	468	602	925	5,614	891	5,549	+3.8	+53.7	+1.2
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	284	364	401	428	482	453	391	471	457	482	620	944	5,777	912	5,699	+3.5	+52.3	+1.4
GAF, total <sup>2</sup> . . . . .	1,084	1,183	1,349	1,427	1,578	1,511	1,399	1,620	1,497	1,557	1,837	2,742	18,784	2,703	18,199	+1.4	+49.3	+3.2
<b>New York, total</b> . . . . .	<b>9,945</b>	<b>10,112</b>	<b>11,154</b>	<b>11,442</b>	<b>12,487</b>	<b>11,820</b>	<b>11,589</b>	<b>12,056</b>	<b>11,195</b>	<b>12,153</b>	<b>12,248</b>	<b>14,499</b>	<b>140,700</b>	<b>13,890</b>	<b>136,743</b>	<b>+4.4</b>	<b>+18.4</b>	<b>+2.9</b>
Durable goods, total . . . . .	3,587	3,811	4,376	4,689	5,303	4,977	4,804	4,935	4,488	4,910	4,716	5,420	56,016	4,801	51,152	+12.9	+14.9	+9.5
Nondurable goods, total . . . . .	6,358	6,301	6,778	6,753	7,184	6,843	6,785	7,121	6,707	7,243	7,532	9,079	84,684	9,089	85,591	-1	+20.5	-1.1
Dept. stores (excl. leased depts.) . . . . .	558	689	753	785	899	845	754	870	856	907	1,149	1,669	10,734	1,585	10,384	+5.3	+45.3	+3.4
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	573	710	776	808	923	865	775	892	877	929	1,181	1,702	11,011	1,620	10,647	+5.1	+44.1	+3.4
GAF, total <sup>2</sup> . . . . .	2,408	2,608	2,984	3,037	3,263	3,195	3,035	3,446	3,257	3,428	3,996	5,952	40,609	5,648	38,779	+5.4	+48.9	+4.7
<b>North Carolina, total</b> . . . . .	<b>4,926</b>	<b>5,172</b>	<b>5,873</b>	<b>5,945</b>	<b>6,354</b>	<b>6,040</b>	<b>6,019</b>	<b>6,251</b>	<b>5,748</b>	<b>6,190</b>	<b>6,212</b>	<b>7,328</b>	<b>72,058</b>	<b>6,767</b>	<b>65,747</b>	<b>+8.3</b>	<b>+18.0</b>	<b>+9.6</b>
Nondurable goods, total . . . . .	2,789	2,900	3,165	3,182	3,359	3,206	3,257	3,493	3,116	3,398	3,513	4,132	39,510	3,960	37,135	+4.3	+17.6	+6.4
Dept. stores (excl. leased depts.) . . . . .	379	435	510	523	561	537	515	575	514	581	712	1,004	6,846	949	6,432	+5.8	+41.0	+6.4
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	387	442	519	532	571	545	524	584	522	590	723	1,017	6,956	961	6,526	+5.8	+40.7	+6.6
GAF, total <sup>2</sup> . . . . .	1,083	1,266	1,441	1,463	1,607	1,539	1,455	1,630	1,470	1,636	1,991	2,905	19,486	2,635	17,444	+10.2	+45.9	+11.7
<b>Ohio, total</b> . . . . .	<b>7,657</b>	<b>7,937</b>	<b>8,808</b>	<b>9,072</b>	<b>9,831</b>	<b>9,341</b>	<b>9,348</b>	<b>9,639</b>	<b>8,946</b>	<b>9,509</b>	<b>9,466</b>	<b>11,138</b>	<b>110,692</b>	<b>10,738</b>	<b>104,357</b>	<b>+3.7</b>	<b>+17.7</b>	<b>+6.1</b>
Nondurable goods, total . . . . .	4,667	4,762	5,264	5,258	5,762	5,472	5,513	5,853	5,332	5,665	5,885	6,956	66,389	6,671	63,652	+4.3	+18.2	+4.3
Dept. stores (excl. leased depts.) . . . . .	654	713	837	839	937	906	854	962	894	951	1,194	1,713	11,454	1,624	10,998	+5.5	+43.5	+4.1
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	670	733	860	863	962	928	873	987	916	974	1,224	1,745	11,735	1,658	11,265	+5.2	+42.6	+4.2
GAF, total <sup>2</sup> . . . . .	1,819	1,917	2,147	2,135	2,339	2,242	2,156	2,394	2,283	2,380	2,915	4,369	29,096	4,191	27,403	+4.2	+49.9	+6.2
<b>Pennsylvania, total</b> . . . . .	<b>7,562</b>	<b>8,126</b>	<b>9,124</b>	<b>9,264</b>	<b>9,908</b>	<b>9,507</b>	<b>9,436</b>	<b>9,848</b>	<b>9,223</b>	<b>9,989</b>	<b>10,138</b>	<b>11,367</b>	<b>113,492</b>	<b>10,787</b>	<b>104,306</b>	<b>+5.4</b>	<b>+12.1</b>	<b>+8.8</b>
Durable goods, total . . . . .	2,682	3,146	3,564	3,704	4,009	3,910	3,889	3,987	3,715	4,006	3,812	3,958	44,382	3,562	39,884	+11.1	+3.8	+11.3
Nondurable goods, total . . . . .	4,880	4,980	5,560	5,560	5,899	5,597	5,547	5,861	5,508	5,983	6,326	7,409	69,110	7,225	64,422	+2.5	+17.1	+7.3
Dept. stores (excl. leased depts.) . . . . .	516	616	729	754	831	782	703	828	747	830	1,108	1,568	10,012	1,564	9,903	+3	+41.5	+1.1
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	533	636	754	778	856	806	722	853	769	854	1,139	1,600	10,300	1,600	10,183	.0	+40.5	+1.1
GAF, total <sup>2</sup> . . . . .	1,513	1,704	1,935	1,982	2,149	2,036	1,911	2,263	2,019	2,198	2,720	3,894	26,324	3,860	25,910	+9	+43.2	+1.6
<b>Tennessee, total</b> . . . . .	<b>3,594</b>	<b>3,804</b>	<b>4,284</b>	<b>4,320</b>	<b>4,637</b>	<b>4,442</b>	<b>4,326</b>	<b>4,475</b>	<b>4,032</b>	<b>4,251</b>	<b>4,435</b>	<b>5,106</b>	<b>51,706</b>	<b>4,987</b>	<b>48,850</b>	<b>+2.4</b>	<b>+15.1</b>	<b>+5.8</b>
Nondurable goods, total . . . . .	2,103	2,216	2,372	2,334	2,523	2,389	2,388	2,584	2,295	2,469	2,662	3,123	29,458	3,087	28,335	+1.2	+17.3	+4.0
Dept. stores (excl. leased depts.) . . . . .	339	381	447	441	492	465	448	500	456	493	617	850	5,929	807	5,547	+5.3	+37.8	+6.9
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	343	386	452	446	498	470	453	506	460	499	625	857	5,995	813	5,600	+5.4	+37.1	+7.1
GAF, total <sup>2</sup> . . . . .	837	903	1,058	1,046	1,118	1,059	1,049	1,176	1,054	1,167	1,444	2,040	13,951	1,929	13,251	+5.8	+41.3	+5.3
<b>Texas, total</b> . . . . .	<b>12,426</b>	<b>12,757</b>	<b>14,314</b>	<b>14,065</b>	<b>15,060</b>	<b>14,173</b>	<b>14,426</b>	<b>14,766</b>	<b>13,444</b>	<b>14,267</b>	<b>14,330</b>	<b>16,836</b>	<b>170,864</b>	<b>16,431</b>	<b>163,882</b>	<b>+2.5</b>	<b>+17.5</b>	<b>+4.3</b>
Durable goods, total . . . . .	5,375	5,630	6,391	6,308	6,731	6,266	6,455	6,420	5,825	6,138	5,840	6,626	74,005	6,576	70,505	+8	+13.5	+5.0
Nondurable goods, total . . . . .	7,051	7,127	7,923	7,757	8,329	7,907	7,971	8,346	7,619	8,129	8,490	10,210	96,859	9,855	93,377	+3.6	+20.3	+3.7
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	2,778	19,464	2,649	18,501	+4.9	+53.6	+5.2
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	1,235	1,351	1,548	1,504	1,647	1,535	1,534	1,691	1,451	1,564	1,834	2,812	19,706	2,676	18,704	+5.1	+53.3	+5.4
GAF, total <sup>2</sup> . . . . .	3,158	3,265	3,689	3,594	3,912	3,678	3,716	4,074	3,542	3,752	4,344	6,583	47,307	6,446	44,958	+2.1	+51.5	+5.2
<b>Virginia, total</b> . . . . .	<b>4,763</b>	<b>4,938</b>	<b>5,505</b>	<b>5,522</b>	<b>6,103</b>	<b>5,672</b>	<b>5,569</b>	<b>5,871</b>	<b>5,316</b>	<b>5,614</b>	<b>5,807</b>	<b>6,753</b>	<b>67,433</b>	<b>6,633</b>	<b>66,523</b>	<b>+1.8</b>	<b>+16.3</b>	<b>+1.4</b>
Nondurable goods, total . . . . .	2,885	2,962	3,321	3,306	3,598	3,365	3,343	3,511	3,245	3,483	3,701	4,359	41,079	4,303	40,208	+1.3	+17.8	+2.2
Dept. stores (excl. leased depts.) . . . . .	291	343	413	425	458	435	424	480	449	493	616	888	5,715	798	5,284	+11.3	+44.2	+8.2
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	298	350	422	435	468	444	433	489	457	502	628	901	5,827	811	5,391	+11.1	+43.5	+8.1
GAF, total <sup>2</sup> . . . . .	1,035	1,134	1,343	1,306	1,432	1,379	1,335	1,537	1,388	1,457	1,743	2,491	17,580	2,464	16,843	+1.1	+42.9	+4.4
<b>Wisconsin, total</b> . . . . .	<b>3,470</b>	<b>3,787</b>	<b>4,120</b>	<b>4,117</b>	<b>4,506</b>	<b>4,215</b>	<b>4,289</b>	<b>4,433</b>	<b>4,004</b>	<b>4,490</b>	<b>4,814</b>	<b>5,580</b>	<b>51,825</b>	<b>5,289</b>	<b>49,248</b>	<b>+5.5</b>	<b>+15.9</b>	<b>+5.2</b>
Durable goods, total . . . . .	1,513	1,757	1,968	1,994	2,153	2,015	2,105	2,048	1,815	2,067	1,890	2,038	23,363	1,982	21,832	+2.8	+7.8	+7.0
Nondurable goods, total . . . . .	1,957	2,030	2,152	2,123	2,353	2,200	2,184	2,385	2,189	2,423	2,924	3,542	28,462	3,307	27,416	+7.1	+21.1	+3.8
Dept. stores (excl. leased depts.) . . . . .	279	312	362	371	404	403	372	428	392	427	540	747	5,037	699	4,791	+6.9	+38.3	+5.1
Dept. stores (incl. leased depts.) <sup>1</sup> . . . . .	284	319	369	378	412	411	380	436	398	435	550	757	5,129	713	4,890	+6.2	+37.6	+4.9
GAF, total <sup>2</sup> . . . . .	713	753	839	870	924	903	900	1,003	907	980	1,166	1,625	11,583	1,568	11,356	+3.6	+39.4	+2.0

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

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

Table 8. 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 <sup>1</sup> and kind of business	1996														1995		Percent change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. <sup>P</sup>	Total	Dec.	Total	Dec. 1996 from		12 mos. 1996 from 12 mos. 1995	
																Dec. 1995	Nov. 1996		
<b>Atlanta, GA MSA, total</b>	<b>2,457</b>	<b>2,557</b>	<b>2,860</b>	<b>2,771</b>	<b>3,007</b>	<b>2,831</b>	<b>2,888</b>	<b>3,008</b>	<b>2,745</b>	<b>2,904</b>	<b>3,039</b>	<b>3,620</b>	<b>34,687</b>	<b>3,603</b>	<b>32,393</b>	<b>+5</b>	<b>+19.1</b>	<b>+7.1</b>	
Nondurable goods, total	1,316	1,396	1,544	1,506	1,624	1,543	1,548	1,653	1,522	1,623	1,755	2,105	19,135	2,052	18,349	+2.6	+19.9	+4.3	
Dept. stores (excl. leased depts.)	181	222	253	250	282	264	257	298	269	286	361	520	3,443	490	3,167	+6.1	+44.0	+8.7	
Dept. stores (incl. leased depts.) <sup>2</sup>	185	228	260	257	288	270	263	305	275	292	368	529	3,520	499	3,233	+6.0	+43.8	+8.9	
GAF, total <sup>3</sup>	701	763	869	832	921	881	933	1,023	900	961	1,152	1,682	11,618	1,610	10,611	+4.5	+46.0	+9.5	
<b>Baltimore, MD MSA, total</b>	<b>1,424</b>	<b>1,500</b>	<b>1,703</b>	<b>1,657</b>	<b>1,825</b>	<b>1,735</b>	<b>1,645</b>	<b>1,687</b>	<b>1,612</b>	<b>1,705</b>	<b>1,712</b>	<b>2,026</b>	<b>20,231</b>	<b>2,101</b>	<b>20,652</b>	<b>-3.6</b>	<b>+18.3</b>	<b>-2.0</b>	
Nondurable goods, total	843	904	968	956	1,032	970	947	1,009	959	1,009	1,054	1,311	11,962	1,306	11,716	+4	+24.4	+2.1	
Dept. stores (excl. leased depts.)	85	108	126	128	141	130	122	143	135	152	194	299	1,763	260	1,676	+15.0	+54.1	+5.2	
Dept. stores (incl. leased depts.) <sup>2</sup>	88	113	131	134	146	135	126	147	139	156	200	305	1,820	267	1,735	+14.2	+52.5	+4.9	
GAF, total <sup>3</sup>	334	383	443	437	470	446	421	474	441	481	576	853	5,759	849	5,601	+5	+48.1	+2.8	
<b>Boston-Lawrence-Salem-Lowell-Brockton, MA NECMA, total</b>	<b>2,570</b>	<b>2,763</b>	<b>2,945</b>	<b>2,981</b>	<b>3,186</b>	<b>3,093</b>	<b>2,925</b>	<b>3,157</b>	<b>3,030</b>	<b>3,131</b>	<b>3,204</b>	<b>3,759</b>	<b>36,744</b>	<b>3,631</b>	<b>34,185</b>	<b>+3.5</b>	<b>+17.3</b>	<b>+7.5</b>	
Nondurable goods, total	1,686	1,770	1,863	1,862	1,981	1,925	1,766	1,963	1,908	1,944	2,113	2,464	23,245	2,463	23,040	.0	+16.6	+9	
Dept. stores (excl. leased depts.)	120	147	159	169	190	181	158	194	191	198	246	380	3,333	346	3,273	+9.8	+54.5	+2.6	
Dept. stores (incl. leased depts.) <sup>2</sup>	124	153	166	176	197	187	164	201	197	205	255	390	2,415	357	2,350	+9.2	+52.9	+2.8	
GAF, total <sup>3</sup>	553	622	685	689	771	720	667	809	770	792	937	1,413	9,428	1,349	8,968	+4.7	+50.8	+5.1	
<b>Chicago-Gary-Lake County, IL-IN-WI CMSA, total</b>	<b>5,756</b>	<b>5,898</b>	<b>6,622</b>	<b>6,429</b>	<b>6,954</b>	<b>6,714</b>	<b>7,030</b>	<b>6,884</b>	<b>6,524</b>	<b>7,027</b>	<b>7,115</b>	<b>8,197</b>	<b>81,150</b>	<b>8,126</b>	<b>77,979</b>	<b>+9</b>	<b>+15.2</b>	<b>+4.1</b>	
Nondurable goods, total	3,322	3,460	3,819	3,745	4,027	3,886	3,815	3,989	3,869	4,187	4,472	5,299	47,890	5,150	46,737	+2.9	+18.5	+2.5	
Dept. stores (excl. leased depts.)	430	480	558	567	617	607	545	633	599	657	790	1,180	7,663	1,127	7,441	+4.7	+49.4	+3.0	
Dept. stores (incl. leased depts.) <sup>2</sup>	443	495	575	584	635	624	560	651	616	677	813	1,211	7,884	1,157	7,647	+4.7	+49.0	+3.1	
GAF, total <sup>3</sup>	1,370	1,468	1,680	1,674	1,809	1,784	1,677	1,881	1,770	1,891	2,212	3,247	22,463	3,249	21,855	-1	+46.8	+2.8	
<b>Chicago, IL PMSA, total</b>	<b>4,328</b>	<b>4,441</b>	<b>5,006</b>	<b>4,799</b>	<b>5,232</b>	<b>5,015</b>	<b>5,386</b>	<b>5,186</b>	<b>4,940</b>	<b>5,294</b>	<b>5,368</b>	<b>6,194</b>	<b>61,189</b>	<b>6,103</b>	<b>58,833</b>	<b>+1.5</b>	<b>+15.4</b>	<b>+4.0</b>	
Nondurable goods, total	2,469	2,588	2,869	2,799	3,010	2,905	2,829	2,929	2,870	3,106	3,332	4,001	35,707	3,871	34,780	+3.4	+20.1	+2.7	
Dept. stores (excl. leased depts.)	315	357	413	421	457	448	399	463	443	490	577	869	5,652	840	5,529	+3.5	+50.6	+2.2	
Dept. stores (incl. leased depts.) <sup>2</sup>	326	369	426	435	471	462	412	477	456	505	595	893	5,827	864	5,692	+3.4	+50.1	+2.4	
GAF, total <sup>3</sup>	1,041	1,128	1,287	1,278	1,381	1,363	1,277	1,429	1,350	1,458	1,678	2,444	17,114	2,446	16,743	-1	+45.6	+2.2	
<b>Chicago, IL City, total</b>	<b>1,162</b>	<b>1,126</b>	<b>1,293</b>	<b>1,258</b>	<b>1,390</b>	<b>1,345</b>	<b>1,335</b>	<b>1,317</b>	<b>1,314</b>	<b>1,441</b>	<b>1,474</b>	<b>1,642</b>	<b>16,097</b>	<b>1,634</b>	<b>15,045</b>	<b>+5</b>	<b>+11.4</b>	<b>+7.0</b>	
Nondurable goods, total	838	812	936	913	946	977	959	957	973	1,074	1,122	1,269	11,776	1,213	10,921	+4.6	+13.1	+7.8	
Dept. stores (excl. leased depts.)	78	89	101	105	116	112	98	111	111	125	136	207	1,389	208	1,408	-5	+52.2	-1.3	
Dept. stores (incl. leased depts.) <sup>2</sup>	83	95	106	110	122	117	103	117	116	131	143	217	1,460	218	1,476	-5	+51.7	-1.1	
GAF, total <sup>3</sup>	270	293	341	337	366	366	320	370	360	408	448	607	4,486	626	4,660	-3.0	+35.5	-3.7	
<b>Cincinnati-Hamilton, OH-KY-IN CMSA, total</b>	<b>1,178</b>	<b>1,217</b>	<b>1,373</b>	<b>1,391</b>	<b>1,531</b>	<b>1,451</b>	<b>1,411</b>	<b>1,485</b>	<b>1,377</b>	<b>1,518</b>	<b>1,498</b>	<b>1,780</b>	<b>17,210</b>	<b>1,774</b>	<b>16,083</b>	<b>+3</b>	<b>+18.8</b>	<b>+7.0</b>	
Nondurable goods, total	733	732	819	819	879	835	842	885	818	874	909	1,099	10,244	1,048	9,689	+4.9	+20.9	+5.7	
Dept. stores (excl. leased depts.)	90	101	124	122	146	136	125	150	151	157	191	279	1,772	247	1,607	+13.0	+46.1	+10.3	
Dept. stores (incl. leased depts.) <sup>2</sup>	93	104	128	126	140	128	154	155	161	196	284	1,819	251	1,649	+13.1	+44.9	+10.3		
GAF, total <sup>3</sup>	291	319	349	342	406	385	375	412	389	419	508	765	4,960	728	4,580	+5.1	+50.6	+8.3	
<b>Cleveland-Akron-Lorain, OH CMSA, total</b>	<b>1,866</b>	<b>1,965</b>	<b>2,158</b>	<b>2,231</b>	<b>2,572</b>	<b>2,411</b>	<b>2,386</b>	<b>2,400</b>	<b>2,157</b>	<b>2,332</b>	<b>2,284</b>	<b>2,787</b>	<b>27,549</b>	<b>2,636</b>	<b>25,476</b>	<b>+5.7</b>	<b>+22.0</b>	<b>+8.1</b>	
Nondurable goods, total	1,085	1,082	1,218	1,213	1,312	1,264	1,265	1,311	1,220	1,280	1,329	1,658	15,237	1,577	14,386	+5.1	+24.8	+5.9	
Dept. stores (excl. leased depts.)	132	146	174	174	191	186	174	200	181	190	240	366	2,354	352	2,279	+4.0	+52.5	+3.3	
Dept. stores (incl. leased depts.) <sup>2</sup>	136	152	181	181	199	193	180	208	188	197	249	374	2,438	360	2,355	+3.9	+50.2	+3.5	
GAF, total <sup>3</sup>	414	442	504	491	533	517	495	565	516	561	680	1,018	6,736	1,010	6,504	+3.8	+49.7	+3.6	
<b>Cleveland, OH PMSA, total</b>	<b>1,148</b>	<b>1,252</b>	<b>1,404</b>	<b>1,388</b>	<b>1,675</b>	<b>1,536</b>	<b>1,520</b>	<b>1,549</b>	<b>1,393</b>	<b>1,467</b>	<b>1,433</b>	<b>1,785</b>	<b>17,550</b>	<b>1,631</b>	<b>15,919</b>	<b>+9.4</b>	<b>+24.6</b>	<b>+10.2</b>	
Dept. stores (excl. leased depts.)	83	93	110	111	122	118	110	126	116	122	152	231	1,494	219	1,433	+5.5	+52.0	+4.3	
Dept. stores (incl. leased depts.) <sup>2</sup>	86	97	115	115	127	123	114	130	120	127	158	237	1,549	225	1,484	+5.3	+50.0	+4.4	
GAF, total <sup>3</sup>	270	289	326	318	347	331	319	365	338	367	438	643	4,351	643	4,295	.0	+46.8	+1.3	
<b>Dallas-Fort Worth, TX CMSA, total</b>	<b>3,358</b>	<b>3,417</b>	<b>3,860</b>	<b>3,813</b>	<b>4,116</b>	<b>3,855</b>	<b>3,844</b>	<b>3,920</b>	<b>3,603</b>	<b>3,890</b>	<b>3,928</b>	<b>4,647</b>	<b>46,251</b>	<b>4,512</b>	<b>44,554</b>	<b>+3.0</b>	<b>+18.3</b>	<b>+3.8</b>	
Nondurable goods, total	1,803	1,781	2,008	1,998	2,119	2,003	2,024	2,090	1,911	2,038	2,110	2,573	24,458	2,544	24,134	+1.1	+21.9	+1.3	
Dept. stores (excl. leased depts.)	283	310	355	349	390	360	349	394	346	374	441	708	4,659	682	4,442	+3.8	+60.5	+4.9	
Dept. stores (incl. leased depts.) <sup>2</sup>	288	316	361	356	397	367	355	400	350	379	448	719	4,736	692	4,511	+3.9	+60.5	+5.0	
GAF, total <sup>3</sup>	885	893	1,023	1,016	1,117	1,041	1,030	1,145	1,001	1,091	1,292	2,007	13,541	1,896	12,640	+5.9	+55.3	+7.1	
<b>Denver-Boulder, CO CMSA, total</b>	<b>1,606</b>	<b>1,702</b>	<b>1,910</b>	<b>1,930</b>	<b>2,143</b>	<b>2,101</b>	<b>2,067</b>	<b>2,119</b>	<b>1,951</b>	<b>1,967</b>	<b>2,042</b>	<b>2,443</b>	<b>23,981</b>	<b>2,266</b>	<b>20,504</b>	<b>+7.8</b>	<b>+19.6</b>	<b>+17.0</b>	
Nondurable goods, total	807	824	912	930	1,024	960	945	1,002	924	951	990	1,244	11,513	1,263	10,912	-1.5	+25.7	+5.5	
Dept. stores (excl. leased depts.)	126	136	154	158	185	176	164	188	163	174	201	322	2,147	296	2,016	+8.8	+60.2	+6.5	
Dept. stores (incl. leased depts.) <sup>2</sup>	128	140	157	162	190	180	167	192	167	177	206	326	2,192	300	2,052	+8.7	+58.3	+6.8	
GAF, total <sup>3</sup>	435	475	517	516	584	551	537	615	530	551	639	1,008	6,958	944	6,410	+6.8	+57.7	+8.5	
<b>Detroit-Ann Arbor, MI CMSA, total</b>	<b>3,605</b>	<b>3,714</b>	<b>4,000</b>	<b>3,934</b>	<b>4,360</b>	<b>4,117</b>	<b>3,952</b>	<b>4,163</b>	<b>3,933</b>	<b>4,197</b>	<b>4,275</b>	<b>5,053</b>							

Table 8. 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]

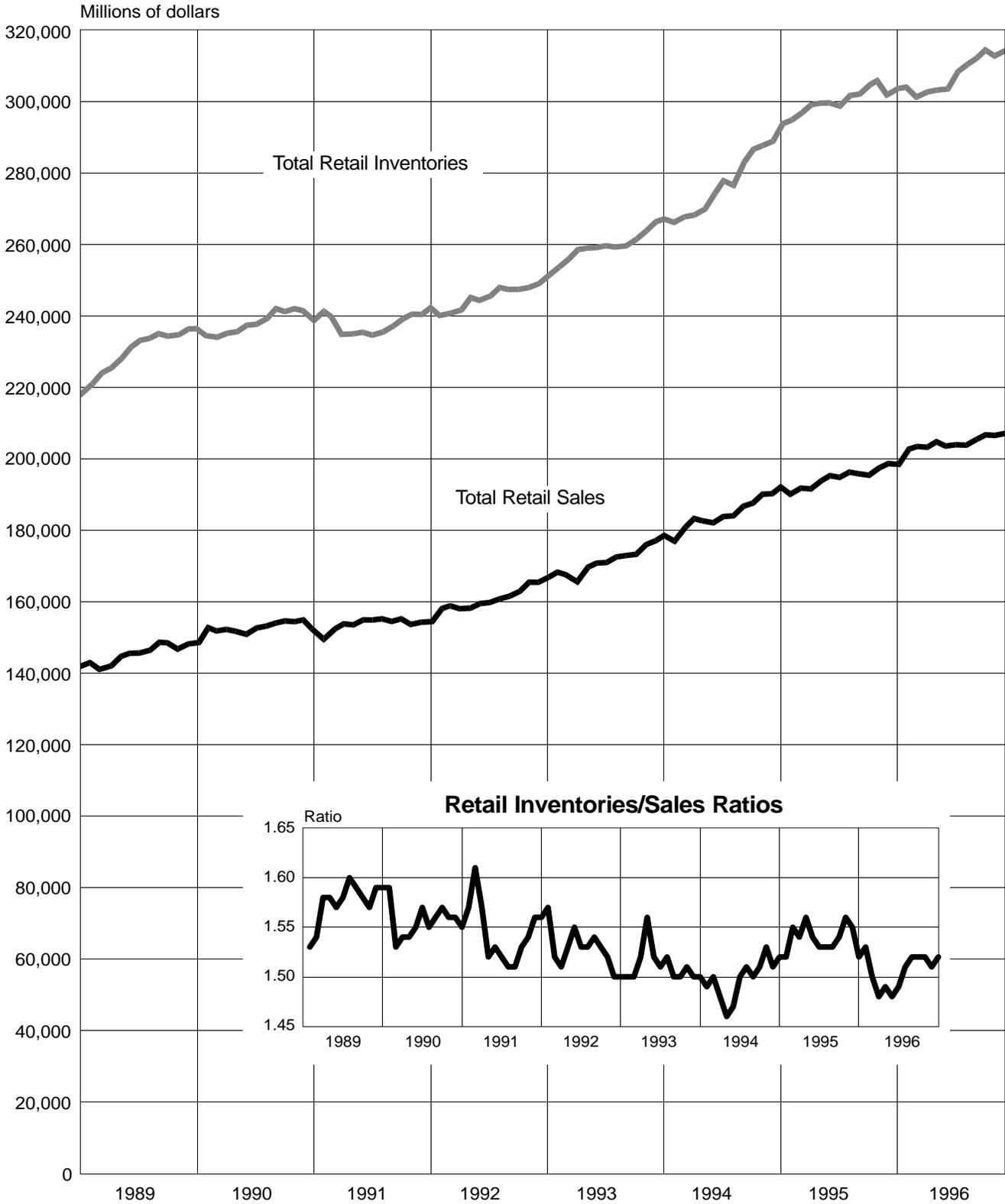
Area <sup>1</sup> and kind of business	1996												1995		Percent change			
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. <sup>P</sup>	Total	Dec.	Total	Dec. 1996 from		12 mos. 1996 from 12 mos. 1995
																Dec. 1995	Nov. 1996	
<b>Houston, TX PMSA, total</b>	<b>2,442</b>	<b>2,425</b>	<b>2,759</b>	<b>2,644</b>	<b>2,791</b>	<b>2,663</b>	<b>2,770</b>	<b>2,845</b>	<b>2,556</b>	<b>2,759</b>	<b>2,745</b>	<b>3,306</b>	<b>32,705</b>	<b>3,324</b>	<b>31,998</b>	-5	+20.4	+2.2
Nondurable goods, total	1,494	1,487	1,631	1,586	1,690	1,570	1,626	1,730	1,525	1,676	1,730	2,109	19,854	2,071	19,445	+1.8	+21.9	+2.1
Dept. stores (excl. leased depts.)	208	225	266	259	285	264	263	296	251	273	322	512	3,424	486	3,268	+5.3	+59.0	+4.8
Dept. stores (incl. leased depts.) <sup>2</sup>	211	230	272	264	290	268	267	302	255	278	330	523	3,490	492	3,318	+6.3	+58.5	+5.2
GAF, total <sup>3</sup>	647	670	783	726	787	744	744	828	710	743	863	1,351	9,596	1,372	9,303	-1.5	+56.5	+3.1
<b>Kansas City, MO-KS MSA, total</b>	<b>1,177</b>	<b>1,245</b>	<b>1,457</b>	<b>1,436</b>	<b>1,514</b>	<b>1,551</b>	<b>1,512</b>	<b>1,551</b>	<b>1,463</b>	<b>1,507</b>	<b>1,511</b>	<b>1,733</b>	<b>17,657</b>	<b>1,635</b>	<b>16,217</b>	+6.0	+14.7	+8.9
Dept. stores (excl. leased depts.)	111	120	141	137	153	147	137	159	139	150	182	266	1,842	262	1,840	+1.5	+46.2	+1
Dept. stores (incl. leased depts.) <sup>2</sup>	112	122	143	139	156	149	139	162	141	153	185	268	1,869	264	1,864	+1.5	+44.9	+3
GAF, total <sup>3</sup>	283	306	345	335	368	353	346	401	337	354	433	651	4,512	634	4,355	+2.7	+50.3	+3.6
<b>Los Angeles-Anaheim-Riverside, CA CMSA, total</b>	<b>9,804</b>	<b>10,016</b>	<b>10,902</b>	<b>10,678</b>	<b>11,359</b>	<b>10,937</b>	<b>11,055</b>	<b>11,355</b>	<b>10,553</b>	<b>11,070</b>	<b>11,262</b>	<b>13,386</b>	<b>132,377</b>	<b>12,902</b>	<b>125,718</b>	+3.8	+18.9	+5.3
Nondurable goods, total	5,486	5,555	5,994	5,910	6,259	6,086	6,141	6,392	5,935	6,237	6,553	8,004	74,552	7,758	72,797	+3.2	+22.1	+2.4
Dept. stores (excl. leased depts.)	630	655	741	774	820	779	742	827	767	813	977	1,616	10,141	1,573	10,050	+2.7	+65.4	+9
Dept. stores (incl. leased depts.) <sup>2</sup>	646	672	761	795	841	797	759	846	785	832	999	1,644	10,377	1,603	10,272	+2.6	+64.6	+1.0
GAF, total <sup>3</sup>	2,459	2,517	2,768	2,771	2,925	2,869	2,809	3,111	2,853	3,049	3,483	5,090	36,704	4,965	35,169	+2.5	+46.1	+4.4
<b>Anaheim-Santa Ana, CA PMSA, total</b>	<b>2,125</b>	<b>2,047</b>	<b>2,307</b>	<b>2,158</b>	<b>2,327</b>	<b>2,236</b>	<b>2,265</b>	<b>2,364</b>	<b>2,208</b>	<b>2,321</b>	<b>2,368</b>	<b>2,768</b>	<b>27,494</b>	<b>2,783</b>	<b>26,154</b>	-5	+16.9	+5.1
Dept. stores (excl. leased depts.)	122	128	144	152	162	153	147	164	151	159	194	330	2,006	317	1,967	+4.1	+70.1	+2.0
Dept. stores (incl. leased depts.) <sup>2</sup>	125	132	149	157	166	157	151	168	155	163	199	336	2,058	323	2,014	+4.0	+68.8	+2.2
GAF, total <sup>3</sup>	548	548	604	589	633	623	619	687	610	634	721	995	7,811	1,073	7,890	-7.3	+38.0	-1.0
<b>Los Angeles-Long Beach, CA PMSA, total</b>	<b>5,657</b>	<b>5,840</b>	<b>6,263</b>	<b>6,239</b>	<b>6,582</b>	<b>6,365</b>	<b>6,443</b>	<b>6,617</b>	<b>6,117</b>	<b>6,462</b>	<b>6,486</b>	<b>7,735</b>	<b>76,806</b>	<b>7,324</b>	<b>73,271</b>	+5.6	+19.3	+4.8
Nondurable goods, total	3,126	3,150	3,422	3,437	3,628	3,480	3,480	3,651	3,388	3,601	3,750	4,491	42,604	4,345	42,130	+3.4	+19.8	+1.1
Dept. stores (excl. leased depts.)	328	340	382	404	430	408	387	434	408	426	510	846	5,303	829	5,326	+2.1	+65.9	-4
Dept. stores (incl. leased depts.) <sup>2</sup>	336	349	392	414	441	418	396	443	417	435	521	861	5,423	845	5,447	+1.9	+65.3	-4
GAF, total <sup>3</sup>	1,401	1,435	1,572	1,599	1,686	1,661	1,628	1,806	1,695	1,805	2,020	2,976	21,284	2,801	20,144	+6.2	+47.3	+5.7
<b>Los Angeles, CA City, total</b>	<b>1,867</b>	<b>1,903</b>	<b>1,999</b>	<b>1,960</b>	<b>2,059</b>	<b>2,056</b>	<b>2,072</b>	<b>2,087</b>	<b>1,940</b>	<b>2,106</b>	<b>2,079</b>	<b>2,478</b>	<b>24,606</b>	<b>2,385</b>	<b>23,451</b>	+3.9	+19.2	+4.9
Nondurable goods, total	1,122	1,085	1,199	1,181	1,225	1,194	1,228	1,261	1,169	1,265	1,295	1,467	14,691	1,468	14,593	-1	+13.3	+7
Dept. stores (excl. leased depts.)	74	80	88	93	100	93	89	96	92	96	126	201	1,228	192	1,296	+4.7	+59.5	-5.2
Dept. stores (incl. leased depts.) <sup>2</sup>	76	82	91	96	104	96	92	99	94	99	129	205	1,263	197	1,336	+4.1	+58.9	-5.5
GAF, total <sup>3</sup>	439	462	490	484	503	485	483	505	480	536	586	825	6,278	835	6,254	-1.2	+40.8	+4
<b>Miami-Fort Lauderdale, FL CMSA, total</b>	<b>3,312</b>	<b>3,412</b>	<b>3,644</b>	<b>3,460</b>	<b>3,727</b>	<b>3,421</b>	<b>3,519</b>	<b>3,693</b>	<b>3,492</b>	<b>3,647</b>	<b>3,775</b>	<b>4,322</b>	<b>43,424</b>	<b>4,032</b>	<b>38,270</b>	+7.2	+14.5	+13.5
Nondurable goods, total	1,741	1,847	1,988	1,879	1,942	1,856	1,888	1,997	1,897	1,998	2,100	2,439	23,572	2,170	19,334	+12.4	+16.1	+21.9
Dept. stores (excl. leased depts.)	182	211	223	218	228	216	212	253	208	233	298	462	2,944	416	2,747	+11.1	+55.0	+7.2
Dept. stores (incl. leased depts.) <sup>2</sup>	188	218	231	226	235	223	218	261	215	239	306	471	3,031	424	2,820	+11.1	+53.9	+7.5
GAF, total <sup>3</sup>	742	809	843	842	864	797	797	908	771	852	1,029	1,566	10,820	1,537	10,565	+1.9	+52.2	+2.4
<b>Miami-Hialeah, FL PMSA, total</b>	<b>1,758</b>	<b>1,755</b>	<b>1,860</b>	<b>1,827</b>	<b>1,896</b>	<b>1,774</b>	<b>1,863</b>	<b>1,973</b>	<b>1,843</b>	<b>1,893</b>	<b>1,968</b>	<b>2,299</b>	<b>22,709</b>	<b>2,233</b>	<b>20,907</b>	+3.0	+16.8	+8.6
Nondurable goods, total	921	933	997	979	991	966	980	1,045	970	1,019	1,087	1,299	12,187	1,220	11,117	+6.5	+19.5	+9.6
Dept. stores (excl. leased depts.)	99	114	122	121	128	120	119	141	118	129	169	254	1,634	225	1,521	+12.9	+50.3	+7.4
Dept. stores (incl. leased depts.) <sup>2</sup>	102	117	126	125	132	124	122	145	121	133	173	258	1,678	230	1,560	+12.2	+49.1	+7.6
GAF, total <sup>3</sup>	465	504	530	536	543	506	511	575	493	536	647	960	6,806	933	6,673	+2.9	+48.4	+2.0
<b>Milwaukee-Racine, WI CMSA, total</b>	<b>1,077</b>	<b>1,249</b>	<b>1,362</b>	<b>1,271</b>	<b>1,455</b>	<b>1,354</b>	<b>1,295</b>	<b>1,351</b>	<b>1,211</b>	<b>1,276</b>	<b>1,374</b>	<b>1,539</b>	<b>15,814</b>	<b>1,492</b>	<b>15,187</b>	+3.2	+12.0	+4.1
Dept. stores (excl. leased depts.)	85	97	114	118	124	123	112	132	122	132	170	240	1,569	224	1,502	+7.1	+41.2	+4.5
Dept. stores (incl. leased depts.) <sup>2</sup>	88	100	118	122	128	126	115	136	125	136	174	246	1,614	231	1,547	+6.5	+41.4	+4.3
GAF, total <sup>3</sup>	235	258	284	283	307	299	281	319	291	310	379	549	3,795	542	3,664	+1.3	+44.9	+3.6
<b>Milwaukee, WI PMSA, total</b>	<b>909</b>	<b>1,049</b>	<b>1,128</b>	<b>1,075</b>	<b>1,212</b>	<b>1,125</b>	<b>1,100</b>	<b>1,143</b>	<b>1,023</b>	<b>1,101</b>	<b>1,176</b>	<b>1,284</b>	<b>13,325</b>	<b>1,264</b>	<b>12,778</b>	+1.6	+9.2	+4.3
Dept. stores (excl. leased depts.)	76	87	103	106	111	110	100	118	110	119	152	215	1,407	200	1,346	+7.5	+41.4	+4.5
Dept. stores (incl. leased depts.) <sup>2</sup>	78	90	106	110	115	114	103	122	113	122	156	221	1,450	206	1,384	+7.3	+41.7	+4.8
GAF, total <sup>3</sup>	203	226	248	246	266	259	244	278	252	268	327	478	3,295	476	3,246	+4.4	+46.2	+1.5
<b>Minneapolis-St. Paul, MN-WI MSA, total</b>	<b>2,174</b>	<b>2,307</b>	<b>2,415</b>	<b>2,549</b>	<b>2,623</b>	<b>2,441</b>	<b>2,426</b>	<b>2,513</b>	<b>2,396</b>	<b>2,617</b>	<b>2,500</b>	<b>2,804</b>	<b>29,765</b>	<b>2,791</b>	<b>28,531</b>	+5	+12.2	+4.3
Dept. stores (excl. leased depts.)	183	199	228	235	250	251	232	267	246	273	301	441	3,106	422	3,027	+4.5	+46.5	+2.6
Dept. stores (incl. leased depts.) <sup>2</sup>	186	203	233	240	255	255	236	272	251	278	307	448	3,164	428	3,085	+4.7	+45.9	+2.6
GAF, total <sup>3</sup>	478	503	563	567	594	579	556	625	585	631	702	984	7,367	979	7,280	+5	+40.2	+1.2
<b>New York-Northern New Jersey-Long Island, NY-NJ-CT CMSA, total</b>	<b>10,872</b>	<b>11,042</b>	<b>12,249</b>	<b>12,231</b>	<b>13,415</b>	<b>12,918</b>	<b>12,485</b>	<b>12,935</b>	<b>12,301</b>	<b>13,119</b>	<b>13,435</b>	<b>15,956</b>	<b>152,958</b>	<b>15,457</b>	<b>147,062</b>	+3.2	+18.8	+4.0
Nondurable goods, total	6,899	6,771	7,395	7,365	7,789	7,574	7,343	7,711	7,430	7,998	8,313	9,986	92,574	9,999	90,215	-1	+20.1	+2.6
Dept. stores (excl. leased depts.)	511	671	717	762	870	806	695	827	840	884	1,113	1,660	10,356	1,556	10,030	+6.7	+49.1	+3.3
Dept. stores (incl. leased depts.) <sup>2</sup>	529	693	741	788	895	829	715	851	864	910	1,146	1,697	10,658	1,595	10,307	+6.4	+48.1	+3.4
GAF, total <sup>3</sup>	2,614	2,872	3,245	3,346	3,648	3,532	3,284	3,766	3,590	3,765	4,305	6,408	44,375	6,157	42,717	+4.1	+48.9	+3.9

Table 8. 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 <sup>1</sup> and kind of business	1996													1995		Percent change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. <sup>P</sup>	Total	Dec.	Total	Dec. 1996 from		12 mos. 1996 from 12 mos. 1995
																Dec. 1995	Nov. 1996	
<b>Philadelphia-Wilmington-Trenton, PA-NJ-DE CMSA, total</b>	<b>3,929</b>	<b>4,183</b>	<b>4,738</b>	<b>4,685</b>	<b>5,023</b>	<b>4,732</b>	<b>4,709</b>	<b>4,977</b>	<b>4,621</b>	<b>5,055</b>	<b>5,164</b>	<b>5,830</b>	<b>57,646</b>	<b>5,458</b>	<b>53,729</b>	<b>+6.8</b>	<b>+12.9</b>	<b>+7.3</b>
Nondurable goods, total	2,408	2,429	2,710	2,710	2,864	2,716	2,666	2,796	2,687	2,958	3,118	3,683	33,745	3,574	32,197	+3.0	+18.1	+4.8
Dept. stores (excl. leased depts.)	223	280	331	344	386	357	282	355	322	349	449	713	4,391	743	4,497	-4.0	+58.8	-2.4
Dept. stores (incl. leased depts.) <sup>2</sup>	231	290	341	356	397	367	290	364	331	359	460	726	4,512	760	4,625	-4.5	+57.8	-2.4
GAF, total <sup>3</sup>	816	915	1,057	1,087	1,191	1,117	1,009	1,190	1,097	1,157	1,384	2,101	14,121	2,027	13,436	+3.7	+51.8	+5.1
<b>Philadelphia, PA-NJ PMSA, total</b>	<b>3,150</b>	<b>3,367</b>	<b>3,796</b>	<b>3,752</b>	<b>4,049</b>	<b>3,789</b>	<b>3,795</b>	<b>4,040</b>	<b>3,718</b>	<b>4,068</b>	<b>4,203</b>	<b>4,785</b>	<b>46,512</b>	<b>4,410</b>	<b>43,216</b>	<b>+8.5</b>	<b>+13.8</b>	<b>+7.6</b>
Nondurable goods, total	1,938	1,936	2,182	2,173	2,284	2,189	2,135	2,246	2,170	2,377	2,499	2,993	27,122	2,892	25,984	+3.5	+19.8	+4.4
Dept. stores (excl. leased depts.)	174	220	260	271	304	281	219	278	251	272	348	558	3,436	581	3,508	-4.0	+60.3	-2.1
Dept. stores (incl. leased depts.) <sup>2</sup>	181	227	269	280	313	289	225	285	258	279	356	567	3,529	594	3,607	-4.5	+59.3	-2.2
GAF, total <sup>3</sup>	668	753	869	900	995	928	830	994	911	948	1,143	1,752	11,691	1,672	11,086	+4.8	+53.3	+5.5
<b>Philadelphia, PA City, total</b>	<b>609</b>	<b>596</b>	<b>673</b>	<b>635</b>	<b>669</b>	<b>633</b>	<b>630</b>	<b>668</b>	<b>651</b>	<b>679</b>	<b>701</b>	<b>843</b>	<b>7,987</b>	<b>861</b>	<b>8,244</b>	<b>-2.1</b>	<b>+20.3</b>	<b>-3.1</b>
Dept. stores (excl. leased depts.)	27	33	40	42	49	43	28	40	32	33	41	68	476	84	529	-19.0	+65.9	-10.0
Dept. stores (incl. leased depts.) <sup>2</sup>	29	35	42	44	50	45	29	41	33	34	43	70	495	87	548	-19.5	+62.8	-9.7
<b>Phoenix, AZ MSA, total</b>	<b>1,838</b>	<b>1,891</b>	<b>1,998</b>	<b>1,960</b>	<b>2,074</b>	<b>1,944</b>	<b>1,933</b>	<b>2,060</b>	<b>1,845</b>	<b>1,980</b>	<b>2,072</b>	<b>2,418</b>	<b>24,013</b>	<b>2,246</b>	<b>22,423</b>	<b>+7.7</b>	<b>+16.7</b>	<b>+7.1</b>
Dept. stores (excl. leased depts.)	149	162	184	177	184	165	154	181	156	185	221	361	2,279	332	2,139	+8.7	+63.3	+6.5
Dept. stores (incl. leased depts.) <sup>2</sup>	152	166	189	181	188	169	158	185	159	189	226	365	2,327	337	2,183	+8.3	+61.5	+6.6
GAF, total <sup>3</sup>	459	466	520	493	526	487	457	522	462	524	614	935	6,465	885	6,109	+5.6	+52.3	+5.8
<b>Pittsburgh-Beaver Valley, PA CMSA, total</b>	<b>1,296</b>	<b>1,391</b>	<b>1,516</b>	<b>1,562</b>	<b>1,678</b>	<b>1,637</b>	<b>1,616</b>	<b>1,722</b>	<b>1,574</b>	<b>1,698</b>	<b>1,779</b>	<b>2,042</b>	<b>19,511</b>	<b>1,877</b>	<b>17,708</b>	<b>+8.8</b>	<b>+14.8</b>	<b>+10.2</b>
Nondurable goods, total	910	922	1,033	1,042	1,105	1,056	1,043	1,107	1,020	1,110	1,174	1,392	12,914	1,347	11,749	+3.3	+18.6	+9.9
Dept. stores (excl. leased depts.)	105	123	146	148	162	153	142	167	152	170	237	331	2,036	322	2,024	+2.8	+39.7	+6
Dept. stores (incl. leased depts.) <sup>2</sup>	109	129	153	155	169	160	148	175	159	177	246	340	2,120	332	2,103	+2.4	+38.2	+8
GAF, total <sup>3</sup>	293	324	370	368	391	379	361	431	387	422	563	811	5,100	788	5,041	+2.9	+44.0	+1.2
<b>Pittsburgh, PA PMSA, total</b>	<b>1,182</b>	<b>1,275</b>	<b>1,388</b>	<b>1,438</b>	<b>1,530</b>	<b>1,502</b>	<b>1,480</b>	<b>1,576</b>	<b>1,438</b>	<b>1,556</b>	<b>1,632</b>	<b>1,861</b>	<b>17,858</b>	<b>1,794</b>	<b>16,822</b>	<b>+3.7</b>	<b>+14.0</b>	<b>+6.2</b>
Nondurable goods, total	810	832	922	934	990	949	934	994	914	995	1,062	1,250	11,586	1,288	11,229	-3.0	+17.7	+3.2
Dept. stores (excl. leased depts.)	95	112	133	134	147	139	128	152	139	155	217	303	1,854	294	1,843	+3.1	+39.6	+6
Dept. stores (incl. leased depts.) <sup>2</sup>	99	117	139	141	154	145	134	159	145	161	226	312	1,932	303	1,916	+3.0	+38.1	+8
GAF, total <sup>3</sup>	273	305	348	345	364	354	337	405	363	395	527	755	4,771	738	4,729	+2.3	+43.3	+9
<b>St. Louis, MO-IL MSA, total</b>	<b>1,706</b>	<b>1,799</b>	<b>2,028</b>	<b>1,908</b>	<b>2,068</b>	<b>2,011</b>	<b>1,985</b>	<b>1,982</b>	<b>1,900</b>	<b>1,984</b>	<b>1,984</b>	<b>2,309</b>	<b>23,664</b>	<b>2,448</b>	<b>24,888</b>	<b>-5.7</b>	<b>+16.4</b>	<b>-4.9</b>
Dept. stores (excl. leased depts.)	165	184	217	215	239	220	204	234	216	225	283	409	2,811	401	2,808	+2.0	+44.5	+1
Dept. stores (incl. leased depts.) <sup>2</sup>	169	188	222	219	244	224	208	238	220	229	289	415	2,865	407	2,855	+2.0	+43.6	+4
GAF, total <sup>3</sup>	425	483	532	514	584	529	507	577	513	542	669	1,006	6,881	993	6,721	+1.3	+50.4	+2.4
<b>San Diego, CA MSA, total</b>	<b>1,647</b>	<b>1,582</b>	<b>1,699</b>	<b>1,756</b>	<b>1,846</b>	<b>1,762</b>	<b>1,838</b>	<b>1,885</b>	<b>1,713</b>	<b>1,865</b>	<b>1,911</b>	<b>2,284</b>	<b>21,788</b>	<b>2,153</b>	<b>20,897</b>	<b>+6.1</b>	<b>+19.5</b>	<b>+4.3</b>
Nondurable goods, total	904	884	963	986	1,032	1,001	1,029	1,044	946	1,040	1,079	1,340	12,248	1,290	11,812	+3.9	+24.2	+3.7
Dept. stores (excl. leased depts.)	116	120	136	140	148	142	141	160	142	151	181	300	1,877	284	1,792	+5.6	+65.7	+4.7
Dept. stores (incl. leased depts.) <sup>2</sup>	118	123	139	144	151	146	144	164	145	155	185	304	1,918	288	1,833	+5.6	+64.3	+4.6
GAF, total <sup>3</sup>	502	525	560	577	616	599	590	647	584	624	717	1,073	7,614	991	6,953	+8.3	+49.7	+9.5
<b>San Francisco-Oakland-San Jose, CA CMSA, total</b>	<b>4,461</b>	<b>4,545</b>	<b>5,015</b>	<b>4,816</b>	<b>5,166</b>	<b>5,254</b>	<b>5,188</b>	<b>5,473</b>	<b>5,257</b>	<b>5,253</b>	<b>5,309</b>	<b>6,403</b>	<b>62,140</b>	<b>6,146</b>	<b>58,737</b>	<b>+4.2</b>	<b>+20.6</b>	<b>+5.8</b>
Nondurable goods, total	2,826	2,814	3,112	3,023	3,203	3,185	3,167	3,285	3,074	3,190	3,333	3,960	38,172	3,949	36,979	+3	+18.8	+3.2
Dept. stores (excl. leased depts.)	275	290	328	336	365	353	343	390	350	374	457	726	4,587	719	4,493	+1.0	+58.9	+2.1
Dept. stores (incl. leased depts.) <sup>2</sup>	282	297	334	344	372	360	350	398	356	380	465	736	4,674	731	4,589	+7	+58.3	+1.9
GAF, total <sup>3</sup>	1,376	1,369	1,534	1,531	1,652	1,644	1,607	1,772	1,619	1,698	1,934	2,854	20,590	2,752	19,225	+3.7	+47.6	+7.1
<b>Oakland, CA PMSA, total</b>	<b>1,446</b>	<b>1,502</b>	<b>1,555</b>	<b>1,550</b>	<b>1,701</b>	<b>1,701</b>	<b>1,689</b>	<b>1,799</b>	<b>1,616</b>	<b>1,692</b>	<b>1,767</b>	<b>2,065</b>	<b>20,083</b>	<b>1,928</b>	<b>18,466</b>	<b>+7.1</b>	<b>+16.9</b>	<b>+8.8</b>
Dept. stores (excl. leased depts.)	90	93	106	109	118	114	111	125	112	118	149	241	1,486	238	1,431	+1.3	+61.7	+3.8
Dept. stores (incl. leased depts.) <sup>2</sup>	92	95	108	112	120	116	113	127	114	120	151	244	1,512	243	1,462	+4	+61.6	+3.4
<b>San Francisco, CA PMSA, total</b>	<b>1,247</b>	<b>1,246</b>	<b>1,430</b>	<b>1,384</b>	<b>1,477</b>	<b>1,505</b>	<b>1,486</b>	<b>1,572</b>	<b>1,493</b>	<b>1,525</b>	<b>1,536</b>	<b>1,834</b>	<b>17,735</b>	<b>1,761</b>	<b>16,385</b>	<b>+4.1</b>	<b>+19.4</b>	<b>+8.2</b>
Nondurable goods, total	905	900	1,015	961	1,025	1,056	1,045	1,047	1,014	1,051	1,085	1,244	12,348	1,220	11,724	+2.0	+14.7	+5.3
Dept. stores (excl. leased depts.)	66	69	79	81	89	83	83	94	87	92	104	165	1,092	167	1,100	-1.2	+58.7	-7
Dept. stores (incl. leased depts.) <sup>2</sup>	67	71	81	83	91	85	85	96	89	94	106	168	1,116	170	1,124	-1.2	+58.5	-7
GAF, total <sup>3</sup>	436	429	495	496	523	525	520	557	515	532	597	889	6,514	870	6,193	+2.2	+48.9	+5.2
<b>Seattle-Tacoma, WA CMSA, total</b>	<b>2,077</b>	<b>2,176</b>	<b>2,387</b>	<b>2,294</b>	<b>2,591</b>	<b>2,498</b>	<b>2,391</b>	<b>2,596</b>	<b>2,344</b>	<b>2,456</b>	<b>2,557</b>	<b>3,015</b>	<b>29,382</b>	<b>3,009</b>	<b>27,714</b>	<b>+2</b>	<b>+17.9</b>	<b>+6.0</b>
Dept. stores (excl. leased depts.)	137	153	168	166	178	183	176	210	181	186	222	343	2,303	329	2,134	+4.3	+54.5	+7.9
Dept. stores (incl. leased depts.) <sup>2</sup>	140	158	172	170	182	187	179	215	185	190	227	348	2,353	334	2,181	+4.2	+53.3	+7.9
GAF, total <sup>3</sup>	538	567	624	603	645	662	670	729	669	693	777	1,176	8,353	1,147	7,736	+2.5	+51.4	+8.0
<b>Tampa-St. Petersburg-Clearwater, FL MSA, total</b>	<b>2,012</b>	<b>2,072</b>	<b>2,327</b>	<b>2,183</b>	<b>2,240</b>	<b>1,997</b>	<b>2,006</b>	<b>2,201</b>	<b>2,004</b>	<b>2,109</b>	<b>2,232</b>	<b>2,601</b>	<b>25,984</b>	<b>2,350</b>	<b>23,840</b>	<b>+10.7</b>	<b>+16.5</b>	<b>+9.0</b>
Nondurable goods, total	1,217	1,252	1,355	1,296	1,293	1,243	1,236	1,269	1,183	1,277	1,							

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



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

Table 9. Estimated End-of-Month Retail Inventories by Kinds of Business

[Data in millions of dollars]

SIC code	Kind of business	1996												1995	Percent change Dec. 1996 from		
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. <sup>P</sup>	Dec.	Dec. 1995	Nov. 1996	
	<b>Unadjusted</b>																
	<b>Retail Inventories, total . . . . .</b>	<b>295,770</b>	<b>300,102</b>	<b>301,966</b>	<b>303,751</b>	<b>302,956</b>	<b>299,602</b>	<b>299,278</b>	<b>303,037</b>	<b>313,259</b>	<b>333,908</b>	<b>338,062</b>	<b>310,130</b>	<b>298,371</b>	<b>+3.9</b>	<b>-8.3</b>	
	Total (excl. automotive group)	207,013	209,963	213,823	216,326	215,382	213,042	217,752	222,330	230,718	247,237	249,570	218,360	209,556	+4.2	-12.5	
	Durable goods, total . . . . .	160,138	162,629	162,468	163,663	163,815	161,960	157,670	158,663	162,764	172,901	175,044	168,874	161,359	+4.7	-3.5	
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	21,742	21,678	20,247	+7.1	-3	
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	88,492	91,770	88,815	+3.3	+3.7	
57	Furniture group stores . . . . .	23,389	23,467	23,623	24,175	24,087	23,572	23,722	24,293	25,394	27,587	27,478	23,692	24,412	-2.9	-13.8	
	Nondurable goods, total . . . . .	135,632	137,473	139,498	140,088	139,141	137,642	141,608	144,374	150,495	161,007	163,018	141,256	137,012	+3.1	-13.3	
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	68,854	53,929	53,245	+1.3	-21.7	
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	56,050	43,891	42,520	+3.2	-21.7	
54	Food group stores . . . . .	27,787	27,436	27,633	27,731	27,587	27,471	27,672	27,589	28,165	29,523	30,252	29,607	28,352	+4.4	-2.1	
56	Apparel & accessory stores . . . . .	20,772	21,869	22,752	22,283	21,763	21,557	22,842	23,619	24,300	26,108	26,535	21,609	21,231	+1.8	-18.6	
	<b>Adjusted<sup>1</sup></b>																
	<b>Retail Inventories, total . . . . .</b>	<b>304,370</b>	<b>304,824</b>	<b>302,153</b>	<b>303,397</b>	<b>303,930</b>	<b>304,192</b>	<b>308,858</b>	<b>310,926</b>	<b>312,771</b>	<b>315,357</b>	<b>313,616</b>	<b>314,956</b>	<b>302,856</b>	<b>+4.0</b>	<b>+4</b>	
	Total (excl. automotive group)	217,122	218,080	218,139	219,787	219,755	219,301	222,328	222,703	223,513	225,756	225,682	226,192	216,973	+4.2	+2	
	Durable goods, total . . . . .	161,316	161,575	159,659	160,490	161,156	161,489	164,086	166,282	167,916	169,830	167,534	168,241	160,481	+4.8	+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	22,186	22,464	21,003	+7.0	+1.3	
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	87,934	88,764	85,883	+3.4	+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	24,082	23,574	24,242	-2.8	-2.1	
	Nondurable goods, total . . . . .	143,054	143,249	142,494	142,907	142,774	142,703	144,772	144,644	144,855	145,527	146,082	146,715	142,375	+3.0	+4	
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	58,527	58,180	57,438	+1.3	-6	
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	47,621	47,398	45,918	+3.2	-5	
54	Food group stores . . . . .	27,687	27,760	27,737	28,015	28,006	27,814	28,162	28,246	28,371	28,694	28,903	28,912	27,689	+4.4	.0	
56	Apparel & accessory stores . . . . .	23,261	23,240	23,216	22,645	22,506	22,620	22,819	22,798	22,732	22,982	23,379	23,616	23,178	+1.9	+1.0	

<sup>P</sup>Preliminary estimates (appendix B, table B-8 contains measures of revisions to preliminary estimates).<sup>1</sup>Data 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 in appendix C.)

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

Table 10. Inventories/Sales Ratios

SIC code	Kind of business	1996												1995
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. <sup>P</sup>	Dec.
	<b>Unadjusted</b>													
	<b>Retail trade, total</b> . . . . .	<b>1.69</b>	<b>1.65</b>	<b>1.50</b>	<b>1.52</b>	<b>1.41</b>	<b>1.45</b>	<b>1.45</b>	<b>1.42</b>	<b>1.59</b>	<b>1.60</b>	<b>1.60</b>	<b>1.26</b>	<b>1.25</b>
	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	1.08	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	1.84	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	2.01	2.13	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	2.06	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	2.15	1.48	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	1.25	.91	.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	1.21	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	1.23	1.25
54	Food group stores . . . . .	.83	.84	.79	.81	.76	.78	.76	.75	.82	.83	.84	.78	.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	2.47	1.44	1.40
	<b>Adjusted<sup>1</sup></b>													
	<b>Retail trade, total</b> . . . . .	<b>1.53</b>	<b>1.50</b>	<b>1.48</b>	<b>1.49</b>	<b>1.48</b>	<b>1.49</b>	<b>1.51</b>	<b>1.52</b>	<b>1.52</b>	<b>1.52</b>	<b>1.51</b>	<b>1.52</b>	<b>1.52</b>
	Total (excl. automotive group) . . .	1.44	1.43	1.43	1.42	1.41	1.42	1.43	1.44	1.44	1.44	1.44	1.44	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	1.98	1.98
	Building materials group stores . . . . .	2.03	2.02	2.02	1.97	1.95	1.91	1.93	1.95	1.95	1.97	1.99	2.03	1.98
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	1.74	1.76
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	2.11	2.08	2.16
57	Nondurable goods, total . . . . .	1.21	1.19	1.19	1.18	1.17	1.18	1.19	1.19	1.19	1.19	1.19	1.19	1.20
53	General merchandise group stores . . . . .	2.31	2.24	2.26	2.23	2.20	2.23	2.26	2.26	2.26	2.25	2.26	2.23	2.31
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	2.35	2.30	2.37
54	Food group stores . . . . .	.79	.80	.79	.80	.80	.79	.80	.80	.79	.80	.81	.81	.80
56	Apparel & accessory stores . . . . .	2.52	2.42	2.49	2.38	2.35	2.39	2.42	2.42	2.39	2.43	2.53	2.54	2.51

<sup>P</sup>Preliminary estimates<sup>1</sup>Data are adjusted for seasonal variations, but not for price changes.

Table 11. 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.
	<b>Adjusted<sup>1</sup></b>												
	<b>Retail Inventories, total . . . . .</b>	<b>304,370</b>	<b>304,824</b>	<b>302,153</b>	<b>303,397</b>	<b>303,930</b>	<b>304,192</b>	<b>308,858</b>	<b>310,926</b>	<b>312,771</b>	<b>315,357</b>	<b>313,616</b>	<b>314,956</b>
	Total (excl. automotive group) . . . . .	217,122	218,080	218,139	219,787	219,755	219,301	222,328	222,703	223,513	225,756	225,682	226,192
	Durable goods, total . . . . .	161,316	161,575	159,659	160,490	161,156	161,489	164,086	166,282	167,916	169,830	167,534	168,241
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	22,186	22,464
55 ex	Automotive dealers . . . . .	87,248	86,744	84,014	83,610	84,175	84,891	86,530	88,223	89,258	89,601	87,934	88,764
554	Furniture group stores . . . . .	23,964	24,496	24,429	24,974	24,987	24,427	24,866	24,713	24,630	24,921	24,082	23,574
57	Nondurable goods, total . . . . .	143,054	143,249	142,494	142,907	142,774	142,703	144,772	144,644	144,855	145,527	146,082	146,715
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	58,527	58,180
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	47,621	47,398
54	Food group stores . . . . .	27,687	27,760	27,737	28,015	28,006	27,814	28,162	28,246	28,371	28,694	28,903	28,912
56	Apparel & accessory stores . . . . .	23,261	23,240	23,216	22,645	22,506	22,620	22,819	22,798	22,732	22,982	23,379	23,616

<sup>1</sup>Data 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.)

Table 12. 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.
	<b>Adjusted<sup>1</sup></b>												
	<b>Retail trade, total . . . . .</b>	<b>1.53</b>	<b>1.50</b>	<b>1.48</b>	<b>1.49</b>	<b>1.48</b>	<b>1.49</b>	<b>1.51</b>	<b>1.52</b>	<b>1.52</b>	<b>1.52</b>	<b>1.51</b>	<b>1.52</b>
	Total (excl. automotive group) . . . . .	1.44	1.43	1.43	1.42	1.41	1.42	1.43	1.44	1.44	1.44	1.44	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	1.98
52	Building materials group stores . . . . .	2.03	2.02	2.02	1.97	1.95	1.91	1.93	1.95	1.95	1.97	1.99	2.03
55 ex	Automotive dealers . . . . .	1.78	1.69	1.64	1.69	1.67	1.71	1.74	1.76	1.76	1.76	1.74	1.74
554	Furniture group stores . . . . .	2.18	2.20	2.15	2.19	2.19	2.15	2.18	2.15	2.14	2.17	2.11	2.08
57	Nondurable goods, total . . . . .	1.21	1.19	1.19	1.18	1.17	1.18	1.19	1.19	1.19	1.19	1.19	1.19
53	General merchandise group stores . . . . .	2.31	2.24	2.26	2.23	2.20	2.23	2.26	2.26	2.26	2.25	2.26	2.23
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	2.35	2.30
54	Food group stores . . . . .	.79	.80	.79	.80	.80	.79	.80	.80	.79	.80	.81	.81
56	Apparel & accessory stores . . . . .	2.52	2.42	2.49	2.38	2.35	2.39	2.42	2.42	2.39	2.43	2.53	2.54

<sup>1</sup>Data are adjusted for seasonal variations, but not for price changes.

# Appendix A.

## Explanatory Material

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### 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

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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 <sup>1</sup>		Ratio to same month a year ago <sup>2</sup>
		Range	Median	Range	Median	Range	Median	Median
	<b>Retail sales, total</b> . . . . .	<b>0.8-1.0</b>	<b>0.9</b>	<b>0.8-1.0</b>	<b>0.9</b>	<b>0.2-0.4</b>	<b>0.3</b>	<b>0.4</b>
	Total (excl. automotive group) . . . . .	0.9-1.0	0.9	0.9-1.0	0.9	0.1-0.3	0.2	0.3
	<b>Durable goods, total</b> . . . . .	<b>1.1-1.4</b>	<b>1.3</b>	<b>1.1-1.4</b>	<b>1.2</b>	<b>0.5-0.9</b>	<b>0.5</b>	<b>0.8</b>
	<b>Building materials group stores</b> . . . . .	<b>2.7-3.7</b>	<b>3.0</b>	<b>2.8-3.2</b>	<b>3.0</b>	<b>0.4-1.4</b>	<b>0.9</b>	<b>1.5</b>
52	Building materials, supply stores, hardware . . . . .	3.3-4.2	3.4	3.2-3.5	3.4	0.4-1.1	0.6	1.2
521,3,5	Building materials, supply stores . . . . .	3.2-4.3	3.3	3.0-3.5	3.3	0.5-1.2	0.7	1.3
521,3	Paint, glass, wallpaper stores* . . . . .	3.6-5.6	5.1	3.6-5.9	5.6	1.0-3.1	1.5	3.2
523	Hardware stores . . . . .	4.2-6.3	5.4	4.7-5.8	5.3	0.8-1.6	1.2	2.9
525								
<b>55 ex</b>	<b>Automotive dealers</b> . . . . .	<b>1.6-1.9</b>	<b>1.7</b>	<b>1.5-1.8</b>	<b>1.6</b>	<b>0.6-1.5</b>	<b>0.8</b>	<b>1.2</b>
<b>554</b>	Motor vehicle and miscellaneous automobile . . . . .							
551,2,5	dealers . . . . .	1.8-2.0	1.9	1.8-1.9	1.8	0.7-1.6	0.9	1.4
551,2	Motor vehicle dealers . . . . .	1.4-2.1	1.6	1.4-1.9	1.7	0.7-1.7	1.0	1.5
551	Motor vehicle dealers, (franch.) . . . . .	1.4-2.1	1.7	1.5-1.9	1.6	0.7-1.8	0.9	1.6
553	Auto & home supply stores . . . . .	2.6-4.1	3.4	2.7-3.9	2.9	0.6-1.2	0.8	2.1
<b>57</b>	<b>Furniture group stores</b> . . . . .	<b>1.4-1.6</b>	<b>1.5</b>	<b>1.3-1.7</b>	<b>1.5</b>	<b>0.4-0.8</b>	<b>0.6</b>	<b>1.1</b>
571	Furniture & home furn. stores . . . . .	2.9-3.6	3.2	3.0-3.5	3.1	0.8-1.4	1.1	1.6
5712	Furniture stores . . . . .	3.4-4.6	4.1	3.8-4.3	4.0	0.8-1.1	0.9	2.0
5713	Floor covering stores . . . . .	6.7-8.8	7.8	6.1-8.1	6.6	1.5-4.5	2.1	4.7
5722,31,	Household appliance, radio, TV and computer . . . . .							
34	stores . . . . .	1.2-1.8	1.5	1.3-1.9	1.7	0.5-0.8	0.6	1.4
5722	Household appliance stores . . . . .	3.9-4.7	4.4	3.8-4.5	4.3	0.6-1.7	1.3	2.7
5731,34	Radio, TV and computer stores . . . . .	1.6-2.2	1.8	1.7-2.3	2.0	0.6-0.9	0.8	1.6
5735,36	Music stores* . . . . .	7.6-11.6	9.4	8.5-10.7	9.5	1.3-2.7	1.7	3.8
5941	Sporting goods stores and bicycle shops . . . . .	5.4-6.6	5.8	4.9-6.1	5.5	1.3-2.5	2.0	5.1
5942	Book stores . . . . .	3.0-6.1	4.9	2.9-5.4	3.7	1.1-3.4	2.4	3.2
5944	Jewelry stores . . . . .	4.5-5.5	4.9	4.5-5.3	4.7	1.2-2.2	1.7	2.8
5946	Camera,photographic supply stores* . . . . .	6.5-8.3	7.6	6.0-8.0	6.9	1.5-4.3	2.5	4.0
5999 pt.	Optical goods stores* . . . . .	3.5-4.8	3.8	3.3-4.0	3.8	0.8-1.6	1.1	3.6
	<b>Nondurable goods, total</b> . . . . .	<b>1.0-1.1</b>	<b>1.1</b>	<b>1.1-1.1</b>	<b>1.1</b>	<b>0.1-0.2</b>	<b>0.1</b>	<b>0.4</b>
<b>53</b>	<b>General merchandise group stores</b> . . . . .	<b>0.1-0.2</b>	<b>0.1</b>	<b>0.1-0.2</b>	<b>0.1</b>	<b>0.0-0.1</b>	<b>0.1</b>	<b>0.1</b>
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.) <sup>3</sup> . . . . .	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 . . . . .	1.9-2.7	2.4	2.3-2.7	2.4	0.2-1.0	0.4	1.1
539	Miscellaneous general merchandise stores . . . . .	0.6-0.8	0.7	0.5-0.7	0.7	0.1-0.5	0.3	0.5
<b>54</b>	<b>Food group stores</b> . . . . .	<b>1.2-1.3</b>	<b>1.2</b>	<b>1.2-1.3</b>	<b>1.2</b>	<b>0.1-0.3</b>	<b>0.2</b>	<b>0.5</b>
541	Grocery stores . . . . .	1.2-1.3	1.2	1.2-1.3	1.3	0.1-0.3	0.2	0.5
542	Meat, fish (seafood) markets . . . . .	9.0-10.6	9.5	9.3-10.5	9.8	1.2-3.6	2.0	4.9
543	Fruit stores & vegetable markets* . . . . .	10.4-14.3	11.9	9.9-12.7	10.9	1.2-7.5	3.0	6.1
544	Candy, nut, confectionery stores* . . . . .	6.0-11.5	9.5	8.4-11.5	9.9	1.1-3.9	1.9	5.1
546	Retail bakeries . . . . .	9.3-10.9	9.5	9.3-10.3	9.5	1.6-3.0	2.2	5.0
<b>554</b>	<b>Gasoline service stations</b> . . . . .	<b>2.0-2.6</b>	<b>2.3</b>	<b>2.1-2.5</b>	<b>2.3</b>	<b>0.2-0.3</b>	<b>0.3</b>	<b>0.8</b>
<b>56</b>	<b>Apparel &amp; accessory stores</b> . . . . .	<b>1.3-1.7</b>	<b>1.5</b>	<b>1.5-2.0</b>	<b>1.6</b>	<b>0.3-0.8</b>	<b>0.4</b>	<b>1.0</b>
561	Mens & boys clothing, furnishings. . . . .	2.5-3.3	2.9	2.1-3.1	2.8	1.0-2.3	1.3	1.7
562,3	Women's clothing specialty stores . . . . .	3.4-4.9	4.6	4.4-6.0	4.8	0.3-2.1	0.9	1.3
562	Women's ready to wear stores . . . . .	3.9-5.5	5.1	4.8-6.7	5.4	0.3-2.3	1.0	1.4
565	Family clothing stores . . . . .	1.3-1.8	1.7	1.3-1.9	1.6	0.4-0.9	0.5	1.3
566	Shoe stores . . . . .	3.6-4.9	4.5	3.7-5.0	4.1	0.8-1.2	0.9	2.0
<b>58</b>	<b>Eating and drinking places</b> . . . . .	<b>5.1-5.9</b>	<b>5.5</b>	<b>5.3-5.7</b>	<b>5.4</b>	<b>0.5-0.9</b>	<b>0.7</b>	<b>1.6</b>
5812	Eating places . . . . .	5.4-6.2	5.8	5.6-6.0	5.7	0.5-0.9	0.7	1.7
5812 pt.	Restaurants, lunchrooms, cafeterias . . . . .	9.9-10.8	10.2	9.8-10.6	10.1	0.6-1.4	1.0	2.5
5812 pt.	Refreshment places . . . . .	4.0-5.0	4.3	4.1-4.7	4.3	0.6-1.7	0.9	2.2
5813	Drinking places (alcoholic bev) . . . . .	3.4-4.1	3.8	3.0-3.8	3.6	0.9-2.5	1.1	2.3
591	Drug & proprietary stores . . . . .	1.2-1.6	1.5	1.3-1.6	1.4	0.2-0.4	0.3	0.7
592	Liquor stores . . . . .	2.6-2.9	2.8	2.4-2.8	2.6	0.4-1.5	0.9	1.7
5943	Stationery stores* . . . . .	6.7-9.5	9.1	7.1-8.8	7.6	1.4-5.6	3.0	6.0
596	Nonstore retailers <sup>4</sup> . . . . .	5.6-7.8	6.0	5.6-6.6	5.8	1.0-2.5	2.2	3.8
5961	Total mail order <sup>5</sup> . . . . .	8.9-10.9	9.6	8.5-11.1	9.7	1.0-4.5	2.3	5.2
598	Fuel dealers . . . . .	5.5-6.7	6.2	5.5-6.7	6.5	1.1-3.1	1.8	2.5
5992	Florist shops* . . . . .	9.7-15.7	10.9	9.6-14.9	11.7	1.3-4.4	2.8	6.5
<b>53,56,</b>								
<b>57,594</b>	<b>GAF, total<sup>6</sup></b> . . . . .	<b>0.6-0.8</b>	<b>0.7</b>	<b>0.6-0.8</b>	<b>0.7</b>	<b>0.2-0.3</b>	<b>0.2</b>	<b>0.4</b>
594	Miscellaneous shopping goods stores . . . . .	2.7-3.6	3.1	2.7-3.3	3.0	0.7-2.3	1.2	2.0

\*See appendix A. Percent Change.

<sup>1</sup>The ratio of the preliminary estimate for the current month over the final estimate for the previous month.<sup>2</sup>The ratio of the preliminary estimate to the final estimate for the same month one year ago.<sup>3</sup>Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business total.<sup>4</sup>Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass or from mail-order.<sup>5</sup>The 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*.<sup>6</sup>GAF 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 <sup>1</sup>				Ratio to same month a year ago <sup>2</sup>			
		Northeast	Midwest	South	West	Northeast	Midwest	South	West	Northeast	Midwest	South	West
	<b>Retail sales, total</b> . . . . .	<b>1.9</b>	<b>2.1</b>	<b>1.2</b>	<b>2.5</b>	<b>0.5</b>	<b>0.7</b>	<b>0.5</b>	<b>0.5</b>	<b>1.3</b>	<b>1.1</b>	<b>0.8</b>	<b>1.2</b>
	<b>Durable goods, total</b> . . . . .	<b>3.8</b>	<b>2.8</b>	<b>2.5</b>	<b>3.9</b>	<b>1.1</b>	<b>1.2</b>	<b>0.9</b>	<b>1.1</b>	<b>2.8</b>	<b>1.9</b>	<b>1.3</b>	<b>2.1</b>
52	Building materials, hardware, garden supply & mobile home dealers . . . . .	11.9	5.4	6.5	14.7	2.1	1.6	1.5	2.1	6.8	3.3	3.6	3.7
55 ex 554	Automotive dealers . . . . .	5.8	4.0	3.3	4.2	1.6	1.2	1.5	1.8	3.7	2.9	2.0	3.2
57	Furniture, home furnishings & equipment stores . . . . .	4.4	4.3	5.3	5.9	1.3	1.0	0.9	1.6	3.1	1.9	1.9	2.8
	<b>Nondurable goods, total</b> . . . . .	<b>2.1</b>	<b>2.9</b>	<b>1.4</b>	<b>3.4</b>	<b>0.4</b>	<b>0.4</b>	<b>0.3</b>	<b>0.3</b>	<b>1.3</b>	<b>1.6</b>	<b>1.0</b>	<b>1.2</b>
53	General merchandise group stores . . . . .	1.3	0.7	0.6	0.7	0.2	0.2	0.2	0.1	1.3	0.7	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.) <sup>3</sup> . . . . .	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 . . . . .	4.9	4.6	2.3	4.0	0.5	0.6	0.3	0.4	2.3	1.9	1.1	2.2
541	Grocery stores . . . . .	5.4	4.8	2.2	4.0	0.5	0.5	0.3	0.5	2.6	2.0	1.1	2.3
554	Gasoline service stations . . . . .	5.5	3.5	3.6	5.8	0.7	0.7	0.5	0.8	5.5	3.5	3.6	5.8
56	Apparel & accessory stores . . . . .	3.8	3.7	3.8	4.4	1.0	1.0	1.1	1.1	3.8	3.7	3.8	4.4
58	Eating and drinking places . . . . .	6.3	13.4	7.2	15.1	1.4	1.1	1.0	1.5	6.3	13.4	7.2	15.1
591	Drug & proprietary stores . . . . .	9.4	7.5	8.8	6.9	1.0	0.8	0.6	0.8	5.0	20.8	6.8	4.8
53,56, 57,594	GAF <sup>4</sup> . . . . .	1.7	1.6	1.5	1.9	0.6	0.5	0.5	0.6	1.1	0.6	0.8	1.0

<sup>1</sup>The ratio of the preliminary estimate for the current month to the final estimate for the previous month.<sup>2</sup>The ratio of the preliminary estimate to the final estimate for the same month one year ago.<sup>3</sup>Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business total.<sup>4</sup>GAF 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
<b>Dollar Volume Sales Estimates</b>										
<b>Retail sales, total</b>		<b>3.8</b>	<b>2.2</b>	<b>2.9</b>	<b>3.5</b>	<b>1.9</b>	<b>3.0</b>	<b>2.4</b>	<b>5.9</b>	<b>2.1</b>
<b>Durable goods, total</b>		<b>7.4</b>	<b>4.9</b>	<b>3.6</b>	<b>5.3</b>	<b>3.3</b>	<b>5.5</b>	<b>4.5</b>	<b>6.6</b>	<b>4.3</b>
55 ex 554	Automotive dealers	10.9	7.1	4.7	7.9	4.4	8.8	5.6	8.7	5.2
57	Furniture, home furnishings & equipment stores	9.7	4.6	5.3	9.1	7.1	11.8	8.6	10.6	5.9
<b>Nondurable goods, total</b>		<b>4.0</b>	<b>2.1</b>	<b>3.9</b>	<b>3.7</b>	<b>2.1</b>	<b>3.3</b>	<b>3.0</b>	<b>8.7</b>	<b>2.1</b>
53	General merchandise group stores	2.8	1.7	0.6	1.5	0.7	3.0	0.9	1.4	0.9
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.) <sup>1</sup>	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	6.9	5.0
554	Gasoline service stations	10.4	4.8	4.3	6.9	4.9	8.8	6.3	9.0	7.6
56	Apparel & accessory stores	7.9	4.7	4.7	4.9	4.6	10.3	5.8	7.6	5.1
58	Eating and drinking places	10.0	7.8	18.3	12.6	10.3	10.3	11.4	40.8	6.1
591	Drug & proprietary stores	14.8	10.2	9.0	17.8	9.9	14.3	24.6	22.0	5.8
53,56, 57,594	GAF <sup>2</sup>	3.2	2.1	1.7	2.9	2.3	2.5	2.1	3.6	1.9
<b>Ratio of 2 Consecutive Months<sup>3</sup></b>										
<b>Retail sales, total</b>		<b>1.0</b>	<b>0.6</b>	<b>0.8</b>	<b>0.8</b>	<b>0.6</b>	<b>0.8</b>	<b>0.9</b>	<b>0.9</b>	<b>0.6</b>
<b>Durable goods, total</b>		<b>1.6</b>	<b>1.4</b>	<b>1.4</b>	<b>1.7</b>	<b>1.3</b>	<b>1.8</b>	<b>1.8</b>	<b>1.9</b>	<b>1.3</b>
55 ex 554	Automotive dealers	2.5	1.8	1.8	2.2	1.9	2.2	2.5	2.2	2.2
57	Furniture, home furnishings & equipment stores	2.2	1.6	1.2	1.8	1.3	2.9	2.2	3.1	1.5
<b>Nondurable goods, total</b>		<b>0.9</b>	<b>0.5</b>	<b>0.5</b>	<b>0.5</b>	<b>0.3</b>	<b>0.6</b>	<b>0.5</b>	<b>0.6</b>	<b>0.4</b>
53	General merchandise group stores	0.3	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.) <sup>1</sup>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	1.0	0.6	0.8	0.6	0.4	0.6	0.5	0.8	0.6
554	Gasoline service stations	1.4	0.7	0.6	1.1	0.6	1.2	0.8	1.3	0.9
56	Apparel & accessory stores	1.9	1.1	1.4	1.6	1.2	3.0	2.1	1.7	1.1
58	Eating and drinking places	1.6	1.7	1.2	1.8	1.1	2.3	1.8	1.6	1.4
591	Drug & proprietary stores	1.9	0.8	0.8	1.8	0.5	3.0	1.0	1.9	0.7
53,56, 57,594	GAF <sup>2</sup>	1.1	0.6	0.6	0.7	0.5	1.0	0.7	1.1	0.6
<b>Ratio to Same Month a Year ago<sup>4</sup></b>										
<b>Retail sales, total</b>		<b>1.9</b>	<b>1.5</b>	<b>1.6</b>	<b>1.4</b>	<b>1.3</b>	<b>1.8</b>	<b>1.6</b>	<b>2.0</b>	<b>1.4</b>
<b>Durable goods, total</b>		<b>4.8</b>	<b>2.9</b>	<b>2.3</b>	<b>3.5</b>	<b>2.1</b>	<b>3.4</b>	<b>3.4</b>	<b>3.8</b>	<b>2.4</b>
55 ex 554	Automotive dealers	5.9	3.8	3.4	4.4	2.7	5.1	5.1	5.1	4.2
57	Furniture, home furnishings & equipment stores	5.6	3.7	2.4	3.6	2.7	5.0	4.2	5.8	3.0
<b>Nondurable goods, total</b>		<b>2.0</b>	<b>1.8</b>	<b>2.3</b>	<b>1.4</b>	<b>1.7</b>	<b>1.6</b>	<b>1.3</b>	<b>2.0</b>	<b>1.2</b>
53	General merchandise group stores	2.8	1.7	0.6	1.5	0.7	3.0	0.9	1.4	0.9
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.) <sup>1</sup>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	4.6	2.5	2.2	3.2	1.6	2.2	2.3	3.5	2.8
554	Gasoline service stations	10.4	4.8	4.3	6.9	4.9	8.8	6.3	9.0	7.6
56	Apparel & accessory stores	7.9	4.7	4.7	4.9	4.6	10.3	5.8	7.6	5.1
58	Eating and drinking places	10.0	7.8	18.3	12.6	10.3	10.3	11.4	40.8	6.1
591	Drug & proprietary stores	4.8	7.2	25.7	5.1	11.7	8.4	3.2	6.2	6.3
53,56, 57,594	GAF <sup>2</sup>	1.8	1.5	0.8	1.0	1.2	1.3	1.4	1.8	1.1

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

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

<sup>3</sup>The ratio of the preliminary estimate for the current month to the final estimate for the previous month.

<sup>4</sup>The 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 <sup>1</sup>					Ratio to same month a year ago <sup>2</sup>				
	Total	Durable	Non-durable	Department stores	GAF <sup>3</sup>	Total	Durable	Non-durable	Department stores	GAF <sup>3</sup>	Total	Durable	Non-durable	Department stores	GAF <sup>3</sup>
California . . . . .	2.4	5.0	2.6	0.0	1.9	0.8	1.5	0.4	0.0	0.6	1.3	2.7	1.4	0.0	1.0
Florida . . . . .	4.0	6.7	5.4	0.0	3.5	1.2	2.7	0.5	0.0	0.8	2.6	3.5	3.6	0.0	1.6
Illinois . . . . .	3.8	6.9	4.0	0.0	3.4	1.3	3.2	0.8	0.0	0.9	5.6	6.9	7.7	0.0	1.3
Indiana . . . . .	3.9	8.8	3.5	0.0	5.3	1.1	3.0	0.8	0.0	1.3	2.2	5.4	1.8	0.0	2.7
Louisiana . . . . .	11.4	18.8	13.2	0.0	6.8	1.8	4.4	1.1	0.0	1.8	4.3	10.9	3.1	0.0	4.3
Maryland . . . . .	5.6	9.9	6.4	0.0	4.3	1.5	3.0	1.0	0.0	1.2	2.8	5.5	2.7	0.0	1.8
Massachusetts . . . . .	6.8	10.8	7.7	0.0	5.4	1.8	2.3	1.6	0.0	1.2	2.6	5.1	3.1	0.0	2.4
Michigan . . . . .	4.3	5.8	6.9	0.0	2.4	1.0	1.8	0.8	0.0	0.8	1.9	3.7	2.0	0.0	1.4
Minnesota . . . . .	6.7	10.7	6.1	0.0	4.8	1.7	3.4	1.3	0.0	1.9	2.9	6.0	2.8	0.0	1.7
Missouri . . . . .	7.0	9.3	7.7	0.0	4.7	1.2	2.5	0.8	0.0	0.9	2.9	6.4	2.4	0.0	1.3
New Jersey . . . . .	4.6	8.1	4.2	0.0	3.6	1.6	2.9	1.2	0.0	1.2	2.5	5.6	2.7	0.0	2.8
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 . . . . .	6.2	11.4	5.7	0.0	6.6	1.2	2.8	1.0	0.0	1.4	3.6	6.4	4.1	0.0	5.1
Ohio . . . . .	7.0	7.7	11.6	0.0	3.7	1.0	2.2	0.6	0.0	1.2	2.2	3.7	2.8	0.0	1.3
Pennsylvania . . . . .	4.2	8.7	4.4	0.0	3.1	1.0	2.3	0.7	0.0	1.1	2.3	4.9	2.6	0.0	1.8
Tennessee . . . . .	6.0	10.4	5.4	0.0	5.9	1.2	2.7	0.8	0.0	1.5	2.9	5.5	2.9	0.0	2.6
Texas . . . . .	3.6	7.8	2.8	0.0	2.3	1.0	2.0	0.7	0.0	0.6	1.8	3.4	1.7	0.0	1.3
Virginia . . . . .	4.7	7.8	5.0	0.0	4.5	1.1	2.5	0.6	0.0	1.1	3.8	5.3	3.7	0.0	2.3
Wisconsin . . . . .	8.6	14.5	6.9	0.0	5.6	1.7	2.9	2.5	0.0	1.4	3.2	5.4	3.4	0.0	2.9

<sup>1</sup>See 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 <sup>1</sup>			Ratio to same month a year ago <sup>2</sup>		
	Total	Nondurable	GAF <sup>3</sup>	Total	Nondurable	GAF <sup>3</sup>	Total	Nondurable	GAF <sup>3</sup>
Atlanta, GA, MSA . . . . .	7.0	6.8	6.5	1.2	0.8	1.6	3.0	3.7	3.7
Baltimore, MD, MSA . . . . .	9.0	10.2	5.2	1.5	1.1	1.3	4.4	3.3	2.3
Boston, MA, NECMA . . . . .	6.9	6.2	6.7	1.2	0.9	1.5	2.9	2.8	3.3
Chicago, IL, CMSA . . . . .	4.3	4.2	4.8	1.4	0.9	1.0	3.8	2.4	1.5
Chicago, IL, PMSA . . . . .	5.4	5.3	5.2	1.7	1.1	1.3	4.7	3.0	1.8
Chicago, IL, City . . . . .	12.0	12.2	7.0	2.2	2.5	2.6	5.5	6.2	4.1
Cincinnati, OH, CMSA . . . . .	9.6	8.6	7.9	2.1	1.3	1.5	3.6	2.8	3.7
Cleveland, OH, CMSA . . . . .	10.5	12.3	5.4	2.2	1.4	1.1	5.9	8.7	2.1
Cleveland, OH, PMSA . . . . .	13.2	14.3	4.6	3.0	2.0	1.4	8.4	12.5	2.8
Dallas, TX, CMSA . . . . .	6.1	5.6	5.0	2.0	0.7	1.0	3.2	2.4	1.7
Denver, CO, CMSA . . . . .	10.9	8.3	5.6	2.0	1.0	1.5	4.9	3.5	3.3
Detroit, MI, CMSA . . . . .	8.0	11.8	3.9	1.4	1.2	1.0	3.1	2.6	1.9
Detroit, MI, PMSA . . . . .	8.1	12.1	4.4	1.3	1.2	0.9	3.3	2.9	2.0
Houston, TX, CMSA . . . . .	6.8	6.1	3.5	1.0	0.5	0.7	3.5	3.3	3.4
Houston, TX, PMSA . . . . .	6.7	6.6	3.8	1.0	0.6	0.8	3.8	3.6	3.8
Kansas City, MO, MSA . . . . .	12.5	12.8	5.2	1.5	1.2	1.2	4.9	5.1	2.0
Los Angeles, CA, CMSA . . . . .	4.1	4.2	3.6	0.9	0.6	0.8	2.0	2.3	1.9
Anaheim, CA, PMSA . . . . .	8.3	10.1	6.5	1.7	1.1	2.1	4.8	4.5	2.6
Los Angeles, CA, PMSA . . . . .	5.5	4.8	5.3	1.0	0.9	1.1	2.8	3.9	2.5
Los Angeles, CA, City . . . . .	8.4	8.5	11.3	1.6	1.5	2.2	4.0	5.1	3.5
Miami, FL, CMSA . . . . .	12.0	18.7	4.8	1.6	0.9	0.9	7.0	11.3	1.5
Miami, FL, PMSA . . . . .	11.2	12.3	7.3	2.1	1.1	1.3	4.1	4.6	2.0
Milwaukee, WI, CMSA . . . . .	10.3	9.7	2.6	1.5	1.1	1.0	4.7	5.7	2.0
Milwaukee, WI, PMSA . . . . .	11.9	11.5	3.1	1.8	1.3	1.1	5.2	6.0	2.2
Minneapolis, MN, MSA . . . . .	9.1	8.9	4.5	2.2	1.7	0.9	4.3	3.5	1.8
New York, NY-NJ, CMSA . . . . .	3.4	3.4	3.1	0.8	0.6	0.9	1.7	1.7	2.1
Naussau-Suffolk, NY, PMSA . . . . .	8.0	7.2	7.0	2.0	1.5	1.9	4.5	3.3	2.6
New York, NY, PMSA . . . . .	5.1	7.2	5.2	1.2	1.0	1.5	2.6	2.9	3.9
Newark, NJ, PMSA . . . . .	9.1	10.0	11.5	4.5	1.4	2.5	5.7	3.5	8.8
New York, NY, City . . . . .	6.4	7.8	5.3	1.5	1.1	1.7	3.2	3.3	4.7
Philadelphia, PA, CMSA . . . . .	6.7	6.4	4.8	1.3	1.0	1.4	2.5	2.6	3.2
Philadelphia, PA, PMSA . . . . .	8.0	7.0	5.7	1.6	1.1	1.6	2.8	2.9	3.9
Philadelphia, PA, City . . . . .	12.4	13.8	13.4	2.6	2.8	3.1	6.9	5.4	7.5
Phoenix, AZ, MSA . . . . .	6.8	7.2	9.5	1.4	1.0	1.9	3.3	3.3	2.3
Pittsburgh, PA, CMSA . . . . .	9.2	11.9	6.0	1.9	1.1	1.3	5.8	7.6	3.9
Pittsburgh, PA, PMSA . . . . .	8.7	9.9	6.4	2.0	1.2	1.4	4.1	3.9	4.1
St. Louis, MO, MSA . . . . .	7.9	9.1	3.6	1.5	1.1	0.9	4.2	3.5	1.6
San Diego, CA, MSA . . . . .	6.6	9.6	6.9	1.3	1.1	1.1	5.5	7.9	2.6
San Francisco-Oakland, CA, CMSA . . . . .	4.6	3.4	4.0	2.0	0.9	1.6	3.2	2.2	1.8
Oakland, CA, PMSA . . . . .	9.1	6.1	7.5	2.6	1.1	3.7	5.9	2.9	3.4
San Francisco, CA, PMSA . . . . .	8.5	7.4	8.2	2.8	1.9	2.7	5.5	4.2	3.1
Seattle, WA, CMSA . . . . .	12.6	7.2	4.5	1.8	1.2	1.4	3.9	2.4	2.4
Tampa, FL, MSA . . . . .	8.7	11.4	4.7	1.5	0.8	0.8	3.1	2.2	1.4
Washington, DC, MSA . . . . .	5.3	5.8	4.9	1.6	0.9	1.2	2.8	2.4	2.7

<sup>1</sup>The ratio of the preliminary estimate for the current month to the final estimate for the previous month.

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

<sup>3</sup>GAF 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 <sup>1</sup>	SIC code	Kind of business	Dollar volume inventory estimates	Ratio of 2 consecutive months	Ratio to same month a year ago <sup>1</sup>
	<b>Retail Inventories, total . . . . .</b>	<b>1.2</b>	<b>0.2</b>	<b>0.6</b>		<b>Nondurable goods, total . . . . .</b>	<b>0.9</b>	<b>0.1</b>	<b>0.3</b>
	<b>Durable goods, total . . . . .</b>	<b>2.3</b>	<b>0.3</b>	<b>1.0</b>	<b>53</b>	<b>General merchandise group stores.</b>	<b>0.6</b>	<b>0.0</b>	<b>0.4</b>
52	Building materials group stores . . . . .	3.1	0.3	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	0.9	56	Apparel & accessory stores . . . . .	3.8	0.3	1.7

<sup>1</sup>The 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 0.1 percent.

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

SIC code	Kind of business	November 1996 (millions of dollars)			Percent differences last 12 months					
		Advance	Preliminary	Final	Final/advance			Final/preliminary		
					Range		Median	Range		Median
					From	To		From	To	
	<b>Retail sales, total</b> . . . . .	<b>204,998</b>	<b>204,252</b>	<b>204,599</b>	<b>-0.4</b>	<b>1.4</b>	<b>0.1</b>	<b>-0.2</b>	<b>0.2</b>	<b>0.0</b>
	Total (excl. automotive group) . . . . .	155,329	154,275	154,577	-0.5	1.0	0.0	-0.3	0.4	0.0
	<b>Durable goods, total</b> . . . . .	<b>83,776</b>	<b>83,468</b>	<b>83,536</b>	<b>-0.6</b>	<b>2.3</b>	<b>0.4</b>	<b>-0.2</b>	<b>0.5</b>	<b>0.1</b>
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
	<b>Nondurable goods, total</b> . . . . .	<b>121,222</b>	<b>120,784</b>	<b>121,063</b>	<b>-0.6</b>	<b>0.9</b>	<b>0.0</b>	<b>-0.3</b>	<b>0.4</b>	<b>0.0</b>
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	November 1996 (millions of dollars)		Percent differences last 12 months (final/preliminary)		
		Preliminary	Final	Range		Median
				From	To	
	<b>Retail sales, total</b> . . . . .	<b>314,051</b>	<b>313,616</b>	<b>-0.4</b>	<b>1.4</b>	<b>-0.1</b>
	Total (excl. automotive group) . . . . .	226,192	225,682	-0.9	1.2	-0.1
	<b>Durable goods, total</b> . . . . .	<b>167,487</b>	<b>167,534</b>	<b>-0.4</b>	<b>1.3</b>	<b>0.1</b>
52	Building materials group stores . . . . .	22,228	22,186	-2.5	0.8	-0.1
55 ex 554	Automotive dealers . . . . .	87,859	87,934	-0.4	1.9	0.2
57	Furniture group stores . . . . .	24,322	24,082	-4.1	1.2	0.0
	<b>Nondurable goods, total</b> . . . . .	<b>146,564</b>	<b>146,082</b>	<b>-0.9</b>	<b>1.5</b>	<b>-0.1</b>
53	General merchandise group stores . . . . .	58,647	58,527	-2.1	1.6	-0.1
531	Dept. stores (excl. leased depts.) . . . . .	47,696	47,621	-2.5	1.3	-0.1
54	Food stores . . . . .	29,006	28,903	-0.5	0.9	0.1
56	Apparel & accessory stores . . . . .	23,521	23,379	-0.6	1.9	-0.1

## 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		
		Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
	<b>Retail trade, total . . .</b>	<b>1.078</b>	<b>0.984</b>	<b>0.969</b>	<b>0.983</b>	<b>0.998</b>	<b>1.001</b>	<b>0.996</b>	<b>0.984</b>	<b>0.968</b>	<b>0.975</b>	<b>1.003</b>	<b>1.062</b>	<b>1.077</b>	<b>0.984</b>	<b>0.971</b>	<b>0.983</b>	<b>0.997</b>
	<b>Durable goods, total . .</b>	<b>1.040</b>	<b>1.005</b>	<b>0.991</b>	<b>1.005</b>	<b>1.016</b>	<b>1.020</b>	<b>1.016</b>	<b>1.002</b>	<b>0.958</b>	<b>0.953</b>	<b>0.970</b>	<b>1.020</b>	<b>1.042</b>	<b>1.004</b>	<b>0.994</b>	<b>1.006</b>	<b>1.016</b>
52	Building materials group stores . . . . .	0.980	0.964	0.973	0.999	1.035	1.043	1.043	1.019	0.999	0.987	0.978	0.987	0.980	0.965	0.971	0.999	1.033
55 ex	Automotive dealers . . . . .	1.006	1.034	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	1.041	1.049
554	Furniture group stores . . . . .	1.128	1.007	0.976	0.958	0.967	0.968	0.964	0.965	0.954	0.983	1.031	1.107	1.141	1.005	0.973	0.954	0.964
57	<b>Nondurable goods, total . . . . .</b>	<b>1.116</b>	<b>0.962</b>	<b>0.949</b>	<b>0.961</b>	<b>0.980</b>	<b>0.981</b>	<b>0.974</b>	<b>0.963</b>	<b>0.979</b>	<b>0.998</b>	<b>1.039</b>	<b>1.106</b>	<b>1.116</b>	<b>0.961</b>	<b>0.950</b>	<b>0.960</b>	<b>0.978</b>
53	General merchandise group stores . . . . .	1.176	0.927	0.920	0.941	0.971	0.978	0.971	0.951	0.965	0.991	1.059	1.155	1.178	0.928	0.922	0.942	0.969
531	Dept. stores (excl. leased depts.) . . . . .	1.175	0.926	0.919	0.945	0.971	0.978	0.973	0.951	0.965	0.993	1.059	1.153	1.177	0.926	0.920	0.945	0.969
54	Food group stores . . . . .	1.045	1.024	1.004	0.988	0.996	0.991	0.985	0.988	0.982	0.976	0.992	1.029	1.046	1.024	1.005	0.988	0.996
56	Apparel & accessory stores . . . . .	1.133	0.916	0.893	0.941	0.980	0.984	0.967	0.953	1.001	1.036	1.069	1.136	1.135	0.915	0.891	0.941	0.980

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		
		Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
	<b>Retail sales, total</b>	<b>1.025</b>	<b>1.195</b>	<b>0.875</b>	<b>0.895</b>	<b>0.990</b>	<b>0.979</b>	<b>1.048</b>	<b>1.008</b>	<b>1.006</b>	<b>1.045</b>	<b>0.957</b>	<b>1.011</b>	<b>1.022</b>	<b>1.186</b>	<b>0.885</b>	<b>0.860</b>	<b>0.983</b>
	<b>Durable goods, total</b>	<b>0.974</b>	<b>1.075</b>	<b>0.861</b>	<b>0.894</b>	<b>0.997</b>	<b>1.019</b>	<b>1.086</b>	<b>1.042</b>	<b>1.040</b>	<b>1.060</b>	<b>0.966</b>	<b>1.018</b>	<b>0.967</b>	<b>1.081</b>	<b>0.867</b>	<b>0.854</b>	<b>0.996</b>
52	<b>Building materials group stores</b>	<b>0.965</b>	<b>0.898</b>	<b>0.771</b>	<b>0.784</b>	<b>0.918</b>	<b>1.086</b>	<b>1.196</b>	<b>1.115</b>	<b>1.106</b>	<b>1.091</b>	<b>1.021</b>	<b>1.088</b>	<b>0.968</b>	<b>0.913</b>	<b>0.763</b>	<b>0.743</b>	<b>0.918</b>
521,3	Building materials, supply stores	0.978	0.873	0.792	0.805	0.928	1.063	1.148	1.094	1.117	1.101	1.033	1.107	0.976	0.894	0.785	0.766	0.923
525	Hardware stores	1.007	1.068	0.836	0.784	0.922	1.042	1.162	1.120	1.069	1.050	0.955	1.023	1.029	1.053	0.832	0.752	0.923
55 ex 554	<b>Automotive dealers</b>	<b>0.922</b>	<b>0.868</b>	<b>0.883</b>	<b>0.932</b>	<b>1.049</b>	<b>1.057</b>	<b>1.117</b>	<b>1.069</b>	<b>1.069</b>	<b>1.072</b>	<b>0.973</b>	<b>1.022</b>	<b>0.914</b>	<b>0.872</b>	<b>0.893</b>	<b>0.893</b>	<b>1.044</b>
551,2, 5,6,7,9	Motor vehicle and miscellaneous automobile dealers	0.916	0.865	0.883	0.936	1.055	1.059	1.122	1.071	1.067	1.069	0.972	1.018	0.910	0.868	0.894	0.896	1.049
553	Auto & home supply stores	1.005	0.927	0.884	0.877	0.986	1.023	1.057	1.049	1.082	1.088	0.993	1.061	0.997	0.928	0.889	0.843	0.980
57	<b>Furniture group stores</b>	<b>1.111</b>	<b>1.412</b>	<b>0.929</b>	<b>0.889</b>	<b>0.955</b>	<b>0.910</b>	<b>0.954</b>	<b>0.949</b>	<b>0.960</b>	<b>1.010</b>	<b>0.953</b>	<b>1.000</b>	<b>1.118</b>	<b>1.410</b>	<b>0.928</b>	<b>0.854</b>	<b>0.952</b>
571	Furniture & home furn. stores	1.124	1.202	0.896	0.880	0.966	0.943	0.995	0.973	1.003	1.042	0.980	1.037	1.132	1.198	0.895	0.841	0.961
572,2, 31,34	Household appliance, radio, TV and computer stores	1.109	1.578	0.961	0.893	0.947	0.879	0.916	0.926	0.922	0.979	0.929	0.975	1.117	1.575	0.961	0.862	0.945
	<b>Nondurable goods, total</b>	<b>1.055</b>	<b>1.273</b>	<b>0.884</b>	<b>0.896</b>	<b>0.977</b>	<b>0.959</b>	<b>1.022</b>	<b>0.986</b>	<b>0.985</b>	<b>1.038</b>	<b>0.949</b>	<b>1.006</b>	<b>1.060</b>	<b>1.255</b>	<b>0.897</b>	<b>0.861</b>	<b>0.978</b>
53	<b>General merchandise group stores</b>	<b>1.201</b>	<b>1.719</b>	<b>0.741</b>	<b>0.795</b>	<b>0.912</b>	<b>0.907</b>	<b>0.989</b>	<b>0.956</b>	<b>0.910</b>	<b>1.009</b>	<b>0.911</b>	<b>0.986</b>	<b>1.186</b>	<b>1.698</b>	<b>0.758</b>	<b>0.767</b>	<b>0.922</b>
531	Dept. stores (excl. leased depts.)	1.215	1.756	0.730	0.785	0.913	0.904	0.981	0.949	0.901	1.011	0.910	0.981	1.201	1.736	0.747	0.758	0.920
531	Dept. stores (incl. leased depts.)	1.217	1.753	0.727	0.784	0.927	0.904	0.982	0.948	0.901	1.012	0.909	0.982	1.203	1.738	0.740	0.759	0.925
533	Variety stores	1.145	1.769	0.698	0.832	0.911	0.940	1.026	0.938	0.903	1.000	0.899	1.004	1.118	1.741	0.728	0.784	0.959
539	Miscellaneous general merchandise stores	1.149	1.563	0.800	0.837	0.916	0.906	1.009	0.990	0.942	0.997	0.909	1.006	1.134	1.544	0.810	0.800	0.923
54	<b>Food group stores</b>	<b>0.993</b>	<b>1.093</b>	<b>0.963</b>	<b>0.938</b>	<b>1.004</b>	<b>0.969</b>	<b>1.040</b>	<b>1.008</b>	<b>1.027</b>	<b>1.044</b>	<b>0.958</b>	<b>0.995</b>	<b>1.008</b>	<b>1.062</b>	<b>0.981</b>	<b>0.903</b>	<b>1.002</b>
541	Grocery stores	0.992	1.080	0.967	0.940	1.005	0.969	1.041	1.010	1.029	1.046	0.958	0.994	1.008	1.048	0.986	0.904	1.003
554	Gasoline service stations	0.976	0.980	0.926	0.910	0.972	0.981	1.052	1.045	1.068	1.082	0.993	1.022	0.980	0.980	0.926	0.884	0.970
56	<b>Apparel &amp; accessory stores</b>	<b>1.145</b>	<b>1.644</b>	<b>0.704</b>	<b>0.770</b>	<b>0.946</b>	<b>0.952</b>	<b>0.986</b>	<b>0.940</b>	<b>0.911</b>	<b>1.093</b>	<b>0.946</b>	<b>1.007</b>	<b>1.157</b>	<b>1.614</b>	<b>0.715</b>	<b>0.733</b>	<b>0.976</b>
561	Mens & boys clothing, furnishings	1.146	1.889	0.816	0.796	0.896	0.916	0.967	0.971	0.828	0.937	0.902	0.986	1.155	1.861	0.832	0.768	0.906
562,3	Women's clothing specialty stores	1.120	1.618	0.698	0.774	0.962	0.973	1.037	0.961	0.895	1.014	0.949	1.017	1.122	1.600	0.704	0.752	0.988
566	Shoe stores	1.020	1.314	0.721	0.798	0.989	1.022	1.038	0.989	0.959	1.252	0.973	0.956	1.036	1.279	0.731	0.756	1.048
58	<b>Eating and drinking places</b>	<b>0.958</b>	<b>1.013</b>	<b>0.898</b>	<b>0.924</b>	<b>1.018</b>	<b>0.991</b>	<b>1.052</b>	<b>1.040</b>	<b>1.048</b>	<b>1.088</b>	<b>0.983</b>	<b>1.014</b>	<b>0.976</b>	<b>0.992</b>	<b>0.909</b>	<b>0.891</b>	<b>1.003</b>
591	Drug & proprietary stores	0.981	1.234	0.982	0.968	1.005	0.991	1.024	0.960	0.975	0.986	0.931	0.990	0.978	1.236	0.987	0.937	1.021
592	Liquor stores	1.001	1.376	0.866	0.862	0.949	0.934	1.015	1.006	1.044	1.053	0.935	0.978	1.044	1.325	0.878	0.830	0.950
53,56, 57,594	<b>GAF, total</b>	<b>1.163</b>	<b>1.706</b>	<b>0.771</b>	<b>0.813</b>	<b>0.919</b>	<b>0.907</b>	<b>0.975</b>	<b>0.942</b>	<b>0.919</b>	<b>1.025</b>	<b>0.918</b>	<b>0.985</b>	<b>1.161</b>	<b>1.684</b>	<b>0.782</b>	<b>0.779</b>	<b>0.929</b>
	<b>Group II Companies</b>																	
	<b>Retail sales, total</b>	<b>1.092</b>	<b>1.414</b>	<b>0.851</b>	<b>0.871</b>	<b>0.960</b>	<b>0.947</b>	<b>1.015</b>	<b>0.972</b>	<b>0.961</b>	<b>1.026</b>	<b>0.933</b>	<b>0.994</b>	<b>1.095</b>	<b>1.393</b>	<b>0.863</b>	<b>0.836</b>	<b>0.965</b>
553	Auto & home supply stores	1.014	0.948	0.875	0.874	0.984	1.010	1.067	1.040	1.086	1.101	0.992	1.057	1.013	0.946	0.875	0.836	0.979
53	General merchandise group stores	1.205	1.732	0.743	0.795	0.918	0.904	0.988	0.956	0.909	1.011	0.907	0.986	1.189	1.710	0.754	0.762	0.927
531	Dept. stores (excl. leased depts.)	1.218	1.759	0.729	0.791	0.914	0.903	0.981	0.949	0.902	1.012	0.909	0.982	1.203	1.744	0.740	0.758	0.923
531	Dept. stores (incl. leased depts.)	1.218	1.755	0.729	0.792	0.918	0.905	0.981	0.949	0.901	1.012	0.909	0.982	1.203	1.738	0.741	0.759	0.924
533	Variety stores	1.138	1.853	0.681	0.824	0.900	0.928	1.028	0.935	0.886	0.994	0.891	0.990	1.115	1.802	0.714	0.781	0.949
541	Grocery stores	0.998	1.091	0.973	0.956	1.014	0.974	1.041	0.998	1.015	1.035	0.947	0.991	1.015	1.055	0.996	0.918	1.014
56	Apparel & accessory stores	1.178	1.723	0.666	0.733	0.943	0.946	0.980	0.934	0.893	1.093	0.940	0.995	1.193	1.690	0.682	0.703	0.996
562,3	Women's clothing specialty stores	1.155	1.779	0.675	0.749	0.933	0.954	1.027	0.963	0.873	0.992	0.940	0.995	1.152	1.770	0.677	0.721	0.971
566	Shoe stores	1.033	1.343	0.688	0.775	0.989	1.031	1.050	0.992	0.941	1.272	0.967	0.944	1.038	1.319	0.702	0.733	1.055
591	Drug & proprietary stores	0.979	1.307	0.967	0.965	1.003	0.991	1.019	0.960	0.964	0.974	0.921	0.980	0.982	1.304	0.965	0.928	1.033

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)<sup>1</sup>

**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.

<sup>1</sup>CMSA—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.

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## Appendix E. Geographic Regions and Divisions

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**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).**<sup>1</sup> 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).**<sup>1</sup> Establishments engaged in selling primarily paint, glass, and wallpaper, or any combination of these lines, to the general public.

<sup>1</sup>Data 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).**<sup>1</sup> 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).**<sup>1</sup> 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).**<sup>1</sup> 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).**<sup>1</sup> 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).**<sup>1</sup> 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).**<sup>1</sup> 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).**<sup>1</sup> 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).**<sup>1</sup> 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).**<sup>1</sup> 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).**<sup>1</sup> 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).**<sup>2</sup> 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.

<sup>2</sup>Data 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).**<sup>3</sup> Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies.

**Camera and Photographic Supply Stores (SIC 5946).**<sup>3</sup> 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).**<sup>3</sup> 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).**<sup>3</sup> Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

**Optical Goods Stores (SIC 5995).**<sup>2</sup> 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).**<sup>2</sup> 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.

<sup>3</sup>Data 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).<sup>1</sup>** 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).<sup>1</sup>** 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).<sup>1</sup>** 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).<sup>1</sup>** 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).<sup>1</sup>** 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).<sup>1</sup>** 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).<sup>1</sup>** 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.*<sup>4</sup> 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.*<sup>4</sup> 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.*<sup>4</sup> 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).<sup>5</sup>** 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.*<sup>6</sup> 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.

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

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

<sup>6</sup>Data 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.*<sup>6</sup> 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).**<sup>3</sup> 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).**<sup>3</sup> 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).**<sup>7</sup> 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).**<sup>7</sup> 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).**<sup>8</sup> Establishments primarily engaged in the retail sale of fuel oil.

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

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

**Florists (SIC 5992).**<sup>8</sup> 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).**<sup>8</sup> 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).**<sup>8</sup> Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals.

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

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

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