

Advance Monthly Retail Sales

For release October 12, 1977 2:30 p.m.

CB-77-197

SEPTEMBER 1977

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in September, after adjusting for seasonal variations and trading day differences, but not for price changes, were estimated at \$59.0 billion. This adjusted figure was about 1 percent below August 1977, but 9 percent greater than September a year ago. The adjusted August estimate, excluding the automotive group, was about 1 percent below August and 9 percent above September last year.

Adjusted sales of durable goods stores decreased 2 percent from August, while sales of nondurable goods stores decreased 1 percent. Compared with sales for September 1976, durable goods stores increased 16 percent, while nondurable goods stores increased 6 percent.

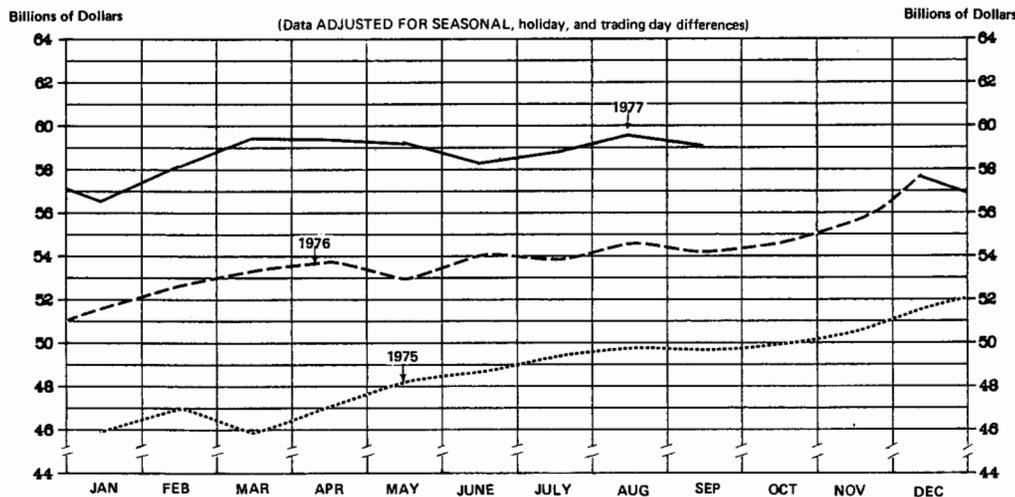
The revised estimate of retail sales for August, based on preliminary results from the full sample of retail stores and modified on the basis of past relationships between preliminary and final estimates, was about \$59.7 billion, \$0.2 billion below the advance estimate published earlier. Seasonally adjusted sales for August, as revised, were about 1 percent above July, and 9 percent above August 1976. Excluding the automotive group, retail sales were virtually unchanged from July, but were 8 percent over August of last year. For nondurable goods stores, adjusted August sales showed little change from the previous month but were 7 percent above the same month a year earlier. For durable goods stores, adjusted sales for August were 5 percent above July, and 14 percent higher than August 1976.

The advance sales estimates are based on early reporting of sales for the weeks and part-weeks of the month by a small subsample of the Bureau's retail survey panel. Because retailers' weekly records often differ from their monthly records (in reflecting such items as carrying charges, sales taxes, merchandise returns), the advance estimate can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. In addition, sampling variability between the sub-sample used for the advance estimates and the full sample can cause a difference. For most months, such differences have been reduced by modifying the advance estimates prior to publication on the basis of the relationship between the advance and full-sample data for previous months.

The differences between advance and full-sample estimates of month-to-month percentage change in seasonally adjusted total retail store sales have ranged from 0 to 1 percent during the last 12 months, with a median of 1 percent. For individual kind-of-business groups, these differences tend to be higher.

Preliminary estimates for August 1977 and final estimates for July 1977 based on the full sample will also be published early next month in the Monthly Retail Trade report for July (BR-77-8). The complete report will provide sales estimates in greater detail and will present a description of the sample design and the techniques used in developing the estimates. In addition, the complete report will include approximate measures of sampling variability.

MONTHLY SALES OF ALL RETAIL STORES IN THE UNITED STATES



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U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

Data on retail trade, published in the Weekly Retail Sales Report, Advance Monthly Retail Sales Report, the Monthly Retail Trade Report, and the Annual Retail Trade Report are available on a single subscription from the Superintendent of Documents, Government Printing Office, Washington, D.C., 20402, at \$30.10 per year. Add \$7.55 for each subscription to a foreign address. Single copies of the Advance Monthly Retail Trade Report are available from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C., 20233 at 25 cents each.

Table 1. ESTIMATED SALES OF RETAIL STORES IN THE UNITED STATES BY KIND OF BUSINESS

(Sales in millions of dollars)

Kind of business	Not adjusted					Adjusted ¹				
	1977			1976		1977			1976	
	Sept. ² advance	Aug. ³ prelim.	July final	Sept.	Aug.	Sept. ² advance	Aug. ³ prelim.	July final	Sept.	Aug.
Retail stores, total.....	58,767	61,051	60,151	53,158	54,165	59,015	59,743	58,866	54,100	54,643
Total (excl. automotive group).....	47,100	48,059	47,505	43,175	43,517	47,086	47,463	47,355	43,975	43,848
Durable goods stores, total.....	20,384	21,772	20,983	17,602	18,230	20,278	20,675	19,699	17,481	18,208
Nondurable goods stores, total.....	38,383	39,279	39,168	35,556	35,935	38,737	39,068	39,167	36,619	36,435
Food stores, total.....	12,676	12,639	13,295	11,636	11,603	12,542	12,517	12,705	11,774	11,805
Grocery stores.....	11,811	11,762	12,406	10,832	10,761	11,682	11,669	11,849	10,975	10,992
Eating and drinking places.....	4,881	5,265	5,238	4,455	4,760	4,809	4,857	4,819	4,407	4,367
General merchandise group with nonstores.....	9,365	9,515	8,942	8,315	8,381	9,544	9,694	9,788	8,611	8,716
General merchandise group without nonstores (except department stores mail order).....	8,621	8,798	8,306	7,652	7,782	8,842	8,973	9,081	7,974	8,100
Department stores.....	6,223	6,268	5,912	5,460	5,439	6,344	6,455	6,490	5,676	5,713
Variety stores.....	*	646	661	595	634	*	659	723	637	666
Mail-order houses (department store merchandise).....	*	618	506	543	549	*	594	621	547	554
Apparel and accessory stores, total.....	2,459	2,435	2,190	2,327	2,308	2,474	2,484	2,434	2,395	2,422
Men's, boys' wear stores.....	*	483	461	459	465	*	528	527	515	522
Women's apparel, accessory stores.....	*	899	806	939	884	*	939	884	956	946
Shoe stores.....	*	421	357	392	381	*	399	393	362	371
Furniture, home furnishings, and equipment stores, total.....	2,628	2,708	2,657	2,367	2,404	2,607	2,677	2,710	2,361	2,414
Furniture, home furnishings stores.....	*	1,670	1,601	1,393	1,448	*	1,621	1,604	1,419	1,438
Household appliance, TV, radio stores.....	*	826	856	752	745	*	831	867	728	749
Household appliance dealers.....	*	541	557	473	473	*	(NA)	(NA)	(NA)	(NA)
Building materials, hardware, farm equipment dealers, total.....	4,239	4,184	3,992	3,577	3,454	3,831	3,824	3,680	3,237	3,225
Lumber and other building materials dealers.....	*	2,529	2,388	2,033	2,079	*	2,186	2,144	1,858	1,828
Hardware stores.....	*	577	601	507	494	*	578	555	507	496
Automotive dealers, total ⁴	11,667	12,992	12,646	9,983	10,648	11,929	12,280	11,511	10,125	10,795
Passenger car, other automotive dealers.....	*	11,967	11,642	9,167	9,769	*	11,300	10,584	9,307	9,938
Passenger car dealers (franchised).....	*	10,272	9,969	7,927	8,397	*	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	*	1,025	1,004	816	879	*	980	927	818	857
Gasoline service stations.....	4,234	4,557	4,647	3,989	4,219	4,205	4,235	4,244	3,985	3,958
Drug and proprietary stores.....	1,673	1,757	1,709	1,551	1,619	1,754	1,753	1,765	1,634	1,649
Liquor stores.....	*	983	1,045	908	940	*	986	973	952	957

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

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

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See explanatory material in the Monthly Retail Trade Report, BR-77-8). ²Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.³Modified on the basis of past relationships between preliminary and final composite estimates. ⁴During the periods of automotive changeover, seasonal adjustment factors are less reliable than during other periods and are more susceptible to subsequent revision.

NA Not available.

Table 2. PERCENTAGE CHANGE IN SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND OF BUSINESS

(Adjusted for seasonal variations, holiday, and trading day differences)

Kind of business	Percent change					
	Sept. 1977 advance from--		Aug. 1977 preliminary from--		July 1977 through Sept. 1977 from--	
	Aug. 1977 preliminary	Sept. 1976 final	July 1977 final	Aug. 1976 final	Apr. 1977 through June 1977	July 1976 through Sept. 1976
Total, retail stores.....	-1.1	+9	+1	+9	0	+9
Total (excluding automotive group).....	-1.1	+7	0	+8	+1	+8
Durable goods stores, total.....	-2.1	+16	+5	+14	+1	+14
Nondurable goods stores, total.....	-1.1	+6	0	+7	0	+7
Food stores, total.....	0.1	+7	-1	+6	0	+7
Grocery stores.....	0.1	+6	-2	+6	0	+7
Eating and drinking places.....	-1.1	+9	+1	+11	+1	+10
General merchandise group with nonstores.....	-2.1	+11	-1	+11	+4	+13
General merchandise group without nonstores (except department stores mail order).....	-1.1	+11	-1	+11	+4	+13
Department stores.....	-2.1	+12	-1	+13	+5	+14
Apparel and accessory stores, total.....	0.1	+3	+2	+3	+3	+3
Furniture, home furnishings and equipment stores, total.....	-3.1	+10	-1	+11	+2	+12
Building materials, hardware, farm equipment dealers, total..	0.1	+18	+4	+19	+3	+17
Automotive dealers, total.....	-3.1	+18	+7	+14	-1	+14
Gasoline service stations.....	-1.1	+6	0	+7	-2	+7
Drug and proprietary stores.....	0.1	+7	-1	+6	+1	+8

Table 3. ESTIMATED SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES IN THE UNITED STATES, BY KIND OF BUSINESS: AUGUST 1977

(Sales in millions of dollars)

Kind of business	Not adjusted			Adjusted ¹		
	1977		1976	1977		1976
	Aug. ² prelim.	July final	Aug.	Aug. ² prelim.	July final	Aug.
Retail stores, total.....	18,180	18,169	16,184	18,349	18,782	16,846
Food stores, total.....	6,584	7,084	5,992	(NA)	(NA)	(NA)
Grocery stores	6,502	7,001	5,911	6,614	6,797	6,282
General merchandise group with nonstores...	7,646	7,196	6,688	7,768	7,902	6,957
General merchandise group without nonstores (except department stores mail order).....	7,317	6,911	6,413	7,431	7,569	6,675
Department stores.....	5,655	5,351	4,894	5,788	5,842	5,114
Variety stores.....	494	521	490	509	574	521
Apparel and accessory stores, total.....	669	579	569	674	688	586
Shoe stores.....	168	140	153	158	165	148
Drug and proprietary stores.....	736	725	681	733	751	694

¹Data adjusted for seasonal variations, holiday and trading day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-77-8).

²Modified on the basis of past relationships between preliminary and final composite estimates.

NA Not available.

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

(Sales in millions of dollars)

Area	Not adjusted		
	1977		1976
	Aug. preliminary	July final	Aug.
Standard Consolidated Areas ¹			
Chicago, Ill.--Northwestern Ind., total.....	2,432	2,363	2,096
Nondurable goods stores.....	1,590	1,544	1,443
GAF ²	732	671	665
New York-Northeastern N.J., total.....	3,276	3,218	3,071
Nondurable goods stores.....	2,330	2,300	2,250
GAF ²	948	935	910
Standard Metropolitan Statistical Areas ¹			
Baltimore, Md., GAF ²	134	127	122
Boston, Mass., GAF ²	236	200	208
Chicago, Ill., total.....	2,228	2,164	1,914
Nondurable goods stores.....	1,455	1,416	1,327
GAF ²	685	624	627
Cleveland, Ohio, GAF ²	143	135	125
Dallas, Texas, GAF ²	188	172	171
Detroit, Mich., total.....	1,170	1,142	982
Nondurable goods stores.....	738	721	664
GAF ²	302	285	271
Houston, Texas, GAF ²	224	207	194



Official Business

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

(Sales in millions of dollars)

Area	Not adjusted		
	1977		1976
	Aug. preliminary	July final	Aug.
Standard Metropolitan Statistical Areas¹--Con.			
Kansas City, Mo.-Kansas, GAF ²	174	155	147
Los Angeles-Long Beach, Calif., total.....	2,008	2,021	1,799
Nondurable goods stores.....	1,353	1,381	1,265
GAF ²	595	587	523
Minneapolis-St. Paul, Minn., GAF ²	225	198	167
New York, N.Y.--Nassau-Suffolk, N.Y., total ³	2,217	2,171	2,064
Nondurable goods stores.....	1,617	1,585	1,547
GAF ²	669	662	639
Nassau-Suffolk, N.Y., total ⁴	678	661	585
Nondurable goods stores.....	443	439	403
GAF ²	186	188	157
New York, N.Y., total ⁵	1,539	1,510	1,479
Nondurable goods stores.....	1,174	1,146	1,144
GAF ²	483	474	482
Philadelphia, Pa., total.....	1,167	1,175	1,066
Nondurable goods stores.....	836	831	771
GAF ²	305	293	284
Pittsburgh, Pa., total.....	712	711	578
Nondurable goods stores.....	522	516	437
GAF ²	196	178	164
St. Louis, Mo.-Ill., total.....	593	581	528
Nondurable goods stores.....	360	358	345
GAF ²	162	152	159
San Francisco-Oakland, Calif., total.....	965	947	834
Nondurable goods stores.....	673	665	613
GAF ²	271	263	234
Washington, D.C.-Md.-Va., total.....	918	908	797
Nondurable goods stores.....	607	611	524
GAF ²	226	221	194
Cities			
Chicago, Ill., total.....	851	778	774
Nondurable goods stores.....	603	564	584
GAF ²	357	316	336
Detroit, Mich., total.....	243	239	237
Nondurable goods stores.....	157	153	160
GAF ²	53	52	57
Los Angeles, Calif., total.....	694	685	616
Nondurable goods stores.....	510	510	459
GAF ²	250	238	213
New York, N.Y., total.....	1,285	1,250	1,229
Nondurable goods stores.....	1,004	971	954
GAF ²	411	405	413
Philadelphia, Pa., total.....	413	403	361
Nondurable goods stores.....	333	318	294
GAF ²	130	119	122

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-77-8. ²Stores in the general merchandise, apparel, and furniture and appliances groups; these stores specialize in department store types of merchandise. ³Formerly New York, N.Y. SMSA. ⁴Includes Nassau and Suffolk Counties formerly included in the New York, N.Y., SMSA. ⁵Includes New York City, Rockland and Westchester Counties, N.Y.

