



Advance Monthly Retail Sales

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OCTOBER 1978

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in October, after adjusting for seasonal variations and trading day differences, but not for price changes were estimated at \$65.9 billion. This adjusted figure was little changed from September 1978 but 9 percent greater than October a year ago. The adjusted October estimate, excluding the automotive group was also little changed from September but 9 percent above October last year.

Adjusted sales of durable goods stores were virtually unchanged from September, while sales of nondurable goods stores decreased 1 percent. Compared with sales for October 1977, durable goods stores increased 9 percent, and nondurable goods stores increased 8 percent.

The revised estimate of retail sales for September, based on preliminary results from the full sample of retail stores, was about \$66.2 billion, \$0.3 billion below the advance estimate published earlier. Seasonally adjusted sales for September as revised, were about 1 percent above August and 11 percent above September 1977. Excluding the automotive group, retail sales were about 1 percent above August and 12 percent over September 1977. For nondurable goods stores, adjusted September sales increased about 1 percent from the previous month and 11 percent above the same month a year earlier. For durable goods stores, adjusted sales for September were 1 percent below August but were 13 percent higher than September 1977.

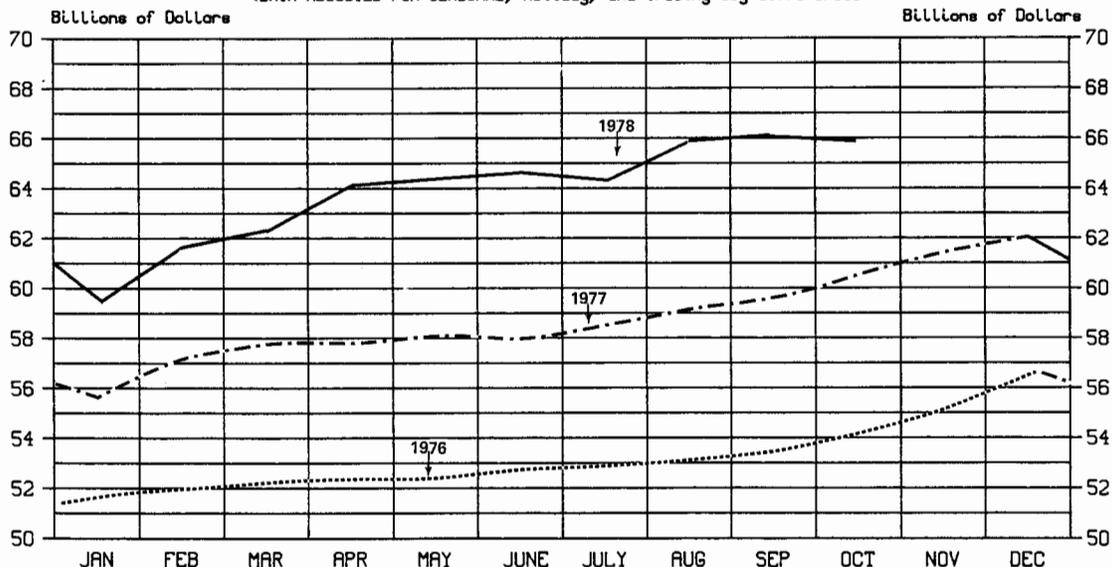
The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. In addition, sampling variability between the sub-sample used for the advance estimates and the full sample can cause a difference. For most months, such differences have been reduced by modifying the advance estimates prior to publication on the basis of the relationship between the advance and full-sample data for previous months.

In the past, differences between advance and full-sample estimates of month-to-month percentage change in seasonally adjusted total retail store sales have averaged less than 1 percent. However, most modifications being applied to the current advance monthly estimates are based on the relationship between the advance and the redesigned full-sample data for only the months since June 1977. The differences now, therefore, may vary from the past experience.

Preliminary estimates for September 1978 and final estimates for August 1978 based on the full sample will also be published later this month in the Monthly Retail Trade report for September (BR-78-9). The complete report will provide sales estimates in greater detail and will present a description of the sample design and the techniques used in developing the estimates. In addition, the complete report will include approximate measures of sampling variability.

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

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



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The Monthly Retail Sales report, the Monthly Retail Trade report, and the Annual Retail Trade report are available on a single subscription from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, at \$25 per year. Add \$6.25 for each subscription to a foreign address. Postage stamps not acceptable; currency submitted at sender's risk. Remittances from foreign countries must be by international money order or by draft on a U.S. bank. Single copies of the Advance Monthly Retail Sales report are for sale by Subscriber Services (Publications), Bureau of the Census, Washington, D.C. 20233, at 70 cents each.

Table 1. Estimated Monthly Retail Sales by Kind of Business for the United States

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted					Adjusted ¹				
		1978			1977		1978			1977	
		Oct. ² advance	Sept. prelim.	Aug. final	Oct.	Sept.	Oct. ² advance	Sept. prelim.	Aug. final	Oct.	Sept.
	Retail trade, total.....	65,437	64,658	67,539	60,836	58,341	65,910	66,238	65,862	60,720	59,412
	Total (excl. automotive group).....	52,328	52,494	53,447	48,418	47,014	52,722	52,949	52,262	48,238	47,320
	Durable goods stores, total.....	22,617	21,536	23,899	20,788	19,551	22,668	22,684	22,908	20,837	20,161
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,019	3,965	4,247	3,591	3,547	3,831	3,758	3,801	3,428	3,297
521,3	Building materials and supply stores.....	(*)	2,891	3,110	2,599	2,587	(*)	2,674	2,688	2,422	2,335
525	Hardware stores.....	(*)	587	581	567	549	(*)	587	573	566	550
55 ex. 554	Automotive dealers ³	13,109	12,164	14,092	12,418	11,327	13,188	13,289	13,600	12,482	12,092
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	(*)	11,010	12,869	11,313	10,273	(*)	12,086	12,434	11,381	11,011
551	Motor vehicle dealers (franchised).....	(*)	9,740	11,287	10,187	8,993	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	1,154	1,223	1,105	1,054	(*)	1,203	1,166	1,101	1,081
57	Furniture, home furnishings, and equipment stores.....	3,164	3,142	3,210	2,911	2,842	3,183	3,243	3,171	2,942	2,859
571	Furniture and home furnishings stores....	(*)	1,911	2,005	1,761	1,695	(*)	1,999	1,932	1,757	1,710
5722,32	Household appliance, radio, and TV stores	(*)	940	926	887	885	(*)	953	945	918	894
5722	Household appliance stores.....	(*)	490	487	449	450	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total.....	42,820	43,122	43,640	40,048	38,790	43,242	43,554	42,954	39,883	39,251
53	General merchandise group stores.....	7,953	7,967	8,107	7,616	7,143	8,006	8,276	8,204	7,716	7,403
531	Department stores.....	6,440	6,445	6,490	6,179	5,797	6,453	6,651	6,596	6,248	5,952
533	Variety stores.....	(*)	641	683	639	589	(*)	684	687	650	627
539	Miscellaneous general merchandise stores.	(*)	881	934	798	757	(*)	941	921	818	824
54	Food stores.....	13,872	14,810	14,653	13,169	13,194	14,395	14,581	14,383	13,203	13,099
541	Grocery stores.....	12,930	13,867	13,670	12,250	12,349	13,469	13,608	13,441	12,299	12,251
554	Gasoline service stations.....	5,046	5,041	5,275	4,834	4,767	4,957	4,986	4,907	4,739	4,674
56	Apparel and accessory stores.....	3,077	3,135	3,098	2,891	2,694	3,080	3,161	3,147	2,855	2,696
561	Men's and boys' clothing and furnishings stores.....	(*)	517	529	543	484	(*)	574	585	559	530
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	1,282	1,221	1,160	1,083	(*)	1,271	1,255	1,111	1,064
565	Family clothing stores.....	(*)	599	642	556	507	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	581	556	519	520	(*)	529	532	513	467
58	Eating and drinking places.....	6,092	6,160	6,558	5,491	5,470	6,104	6,075	6,000	5,368	5,514
591	Drug stores and proprietary stores.....	1,998	1,997	2,048	1,847	1,794	2,062	2,100	2,094	1,889	1,892
592	Liquor stores.....	(*)	1,154	1,168	1,067	1,028	(*)	1,200	1,163	1,084	1,067
5961 (pt.)	Mail-order houses (department store merchandise) ⁴	(*)	555	592	720	549	(*)	594	575	603	545

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

^{*}Advance estimates are not available from the subsample panel for these kinds of business.

NA Not available.

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-78-9).²Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.³During the periods of automotive changeover, seasonal adjustment factors are less reliable than during other periods and are more susceptible to subsequent revision.⁴Includes sales made by mail-order catalog desks located within department stores of mail-order firms.

Table 2. Percent Change in Estimated Monthly Retail Sales by Kind of Business for the United States

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

1972 SIC code	Kind of business	Percent change					
		Oct. 1978 advance from--		Sept. 1978 preliminary from--		Aug. 1978 through Oct. 1978 from--	
		Sept. 1978 preliminary	Oct. 1977 final	Aug. 1978 final	Sept. 1977 final	May 1978 through July 1978	Aug. 1977 through Oct. 1977
	Retail trade, total.....	0 - 50	+9	+1	+11	+2	+10
	Total (excl. automotive group).....	0 - 43	+9	+1	+12	+2	+11
	Durable goods stores, total.....	0 0 2.92	+9	-1	+13	+4	+12
52	Building materials, hardware, garden supply, and mobile home dealers.....	+2 191	+12	-1	+14	+6	+14
55 ex. 554	Automotive dealers.....	-1 - 177	+6	-2	+10	+3	+9
57	Furniture, home furnishings, and equipment stores.....	-2 - 139	+8	+2	+13	+4	+10
	Nondurable goods stores, total.....	-1 - 78 5.87	+8	+1	+11	+2	+10
53	General merchandise group stores.....	-3 - 327	+4	+1	+12	0	+9
531	Department stores.....	-3 - 307	+3	+1	+12	0	+9
54	Food stores.....	-1 - 109	+9	+1	+11	+1	+10
541	Grocery stores.....	-1 - 105	+10	+1	+11	+1	+10
554	Gasoline service stations.....	-1 - 109	+5	+2	+7	+1	+5
56	Apparel and accessory stores.....	-3 - 305	+8	0	+17	+6	+13
58	Eating and drinking places.....	0, 48	+14	+1	+10	+4	+12
591	Drug stores and proprietary stores.....	-2 - 184	+9	0	+11	+4	+11

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

(Sales in millions of dollars)

1972 SIC code	Kind of business	Not adjusted			Adjusted ¹		
		Sept. 1978 preliminary	Aug. 1978 final	Sept. 1977	Sept. 1978 preliminary	Aug. 1978 final	Sept. 1977
	Retail trade, total.....	22,532	22,570	20,202	22,673	22,432	20,396
53	General merchandise group stores.....	7,116	7,224	6,381	7,379	7,346	6,578
531	Department stores.....	6,117	6,176	5,483	6,306	6,283	5,629
533	Variety stores.....	495	521	461	529	538	491
539	Miscellaneous general merchandise stores.	504	527	437	544	525	458
54	Food stores.....	7,977	7,683	7,178	(NA)	(NA)	(NA)
541	Grocery stores.....	7,900	7,602	7,097	7,707	7,527	7,133
56	Apparel and accessory stores.....	1,163	1,162	981	1,114	1,138	954
562,3,8	Women's clothing, specialty stores, furriers.....	493	489	395	459	477	379
566	Shoe stores.....	294	280	258	264	254	227
591	Drug stores and proprietary stores.....	940	978	835	985	976	887

Note: The Group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multi-establishment files and which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which vary by kind of business).

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-78-9). NA Not available.

Table 4. Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Areas and Cities

(Sales in millions of dollars)

Area	Not adjusted			Area	Not adjusted		
	Sept. 1978 preliminary	Aug. 1978 final	Sept. 1977		Sept. 1978 preliminary	Aug. 1978 final	Sept. 1977
Standard Consolidated Areas¹				Standard Metropolitan Statistical Areas¹--Con.			
Chicago, Ill.--Northwestern				Minneapolis-St. Paul, Minn.-Wis., total.....	707	744	689
Indiana, total.....	2,459	2,543	2,287	Nondurable goods stores.....	495	500	459
Nondurable goods stores.....	1,708	1,745	1,615	GAP ²	222	230	226
GAP ²	639	656	576	Nassau-Suffolk, N.Y., total.....	802	816	747
New York, N.Y.--Northeastern N.J., total.....	3,834	3,749	3,594	Nondurable goods stores.....	560	546	515
Nondurable goods stores.....	2,808	2,650	2,623	GAP ²	224	215	206
GAP ²	1,153	1,033	1,075	New York, N.Y.-N.J., total.....	2,048	1,953	1,895
Standard Metropolitan Statistical Areas¹				Nondurable goods stores.....	1,546	1,435	1,413
Anaheim-Santa Ana-Garden Grove, Calif., total.....	721	749	680	GAP ²	672	582	621
Nondurable goods stores.....	499	495	449	Newark, N.J., total.....	578	572	532
GAP ²	206	205	183	Nondurable goods stores.....	394	375	369
Atlanta, Ga., GAP ²	169	178	147	GAP ²	141	127	129
Baltimore, Md., total.....	660	656	583	Philadelphia, Pa.-N.J., total.....	1,479	1,496	1,394
Nondurable goods stores.....	470	463	425	Nondurable goods stores.....	1,020	977	969
GAP ²	156	143	135	GAP ²	416	385	381
Boston, Mass., total.....	1,171	1,113	958	Pittsburgh, Pa., total.....	639	682	608
Nondurable goods stores.....	793	769	674	Nondurable goods stores.....	464	485	442
GAP ²	385	312	255	GAP ²	194	209	184
Buffalo, N.Y., total.....	335	351	292	St. Louis, Mo.-Ill., total.....	593	630	552
Nondurable goods stores.....	269	264	219	Nondurable goods stores.....	470	476	434
Chicago, Ill., total.....	2,281	2,353	2,098	GAP ²	174	180	171
Nondurable goods stores.....	1,601	1,634	1,484	San Diego, Calif., total.....	529	555	447
GAP ²	602	615	544	Nondurable goods stores.....	358	359	306
Cincinnati, Ohio-Ky.-Ind., total.....	536	570	502	GAP ²	161	160	127
Nondurable goods stores.....	366	384	357	San Francisco-Oakland, Calif., total.....	979	1,075	957
Cleveland, Ohio, total.....	643	670	561	Nondurable goods stores.....	686	700	652
Nondurable goods stores.....	459	458	415	GAP ²	289	301	285
GAP ²	171	166	157	Seattle-Everett, Wash., total.....	565	609	493
Dallas-Fort Worth, Tex., total.....	1,008	1,120	871	Nondurable goods stores.....	392	400	344
Nondurable goods stores.....	671	707	558	Washington, D.C.-Md.-Va., total.....	1,063	1,082	894
GAP ²	254	281	218	Nondurable goods stores.....	723	710	601
Detroit, Mich., total.....	1,558	1,641	1,303	GAP ²	290	274	263
Nondurable goods stores.....	986	976	855	Cities			
GAP ²	432	406	370	Chicago, Ill., total.....	754	802	745
Houston, Tex., total.....	1,002	1,075	869	Nondurable goods stores.....	544	581	531
Nondurable goods stores.....	633	657	517	GAP ²	199	206	194
GAP ²	263	279	210	Detroit, Mich., total.....	202	222	203
Kansas City, Mo.-Kans., total.....	570	600	493	Nondurable goods stores.....	129	135	130
Nondurable goods stores.....	394	399	331	GAP ²	43	42	42
GAP ²	130	137	115	Los Angeles, Calif., total.....	681	698	634
Los Angeles-Long Beach, Calif., total.....	2,193	2,236	1,898	Nondurable goods stores.....	536	544	492
Nondurable goods stores.....	1,539	1,524	1,324	GAP ²	190	187	178
GAP ²	619	609	539	New York, N.Y., total.....	1,299	1,230	1,262
Miami, Fla., total.....	555	553	470	Nondurable goods stores.....	982	907	974
Nondurable goods stores.....	338	350	296	GAP ²	486	418	455
GAP ²	142	158	118	Philadelphia, Pa., total.....	323	318	308
Milwaukee, Wis., total.....	479	490	456	Nondurable goods stores.....	268	260	259
Nondurable goods stores.....	302	296	294	GAP ²	86	74	80
GAP ²	125	126	114				

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-78-9.

²Includes the following: General merchandise group stores (SIC 53); apparel and accessory stores (SIC 56); furniture, home furnishings and equipment stores (SIC 57); and miscellaneous shopping goods stores (SIC 594). GAP represents stores which specialize in department store types of merchandise.

³Statistics for the Boston SMSA include retail establishments in all Essex, Middlesex, Norfolk, and Suffolk Counties.