



Advance Monthly Retail Sales

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The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in November were estimated at \$47.1 billion. The Bureau, part of the Department's Social and Economic Statistics Administration (SESA), said this advance figure, after adjustment for seasonal and holiday variations and trading day differences but not for price changes was \$45.3 billion, about 1 percent below October but about 5 percent above November sales last year. Adjusted September-through-November total sales were about 1 percent below the prior 3 months but 7 percent above the comparable period a year ago.

Based on the full sample, the total U. S. adjusted sales estimate for October was virtually the same as the \$45.9 billion published earlier in the October Advance Monthly Retail Sales report released November 11, 1974. The seasonally adjusted sales for October as revised were about 1 percent below September.

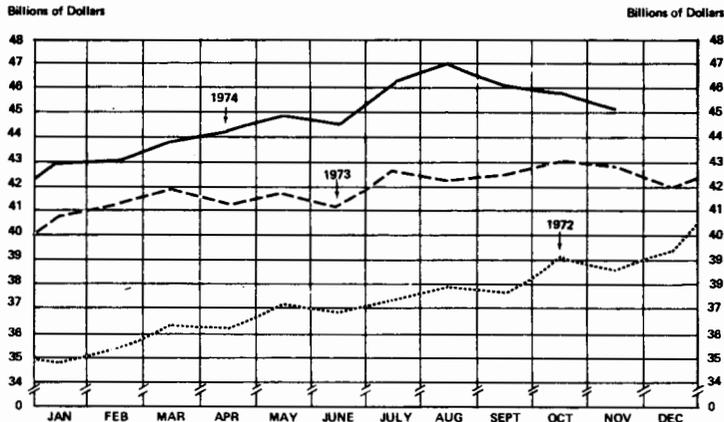
The advance sales estimates are based on early reporting, by a small subsample of the Census Bureau's retail survey panel, of sales figures for the weeks and part-weeks comprising the month. Because retailers' weekly records often differ

from their monthly records (in reflecting such elements as carrying changes, sales taxes, merchandise returns), the sales figures estimated for the advance report can differ from the subsequently issued report based on the monthly records of the full sample of retailers. Additionally, sampling variability between sub-sample and later full sample results can be a cause of difference. For most months, such differences have been reduced by modifying the advance estimate, prior to publication, on the basis of the relationship between the advance and full-sample data for previous months.

The differences between the month-to-month change in advance and full-sample estimates for total retail sales seldom exceed 1.0 percent and for the past year has averaged 0.6 percent. For individual kind of business groups, differences have been greater, ranging on the average from 0.3 percent for the Food group to 2.3 percent for the Building materials group.

Even for figures derived from the full sample sale movements from one month to the next can be relatively irregular. Data for 3 months are generally required to indicate the underlying trend.

MONTHLY SALES OF ALL RETAIL STORES IN THE UNITED STATES
(Data ADJUSTED for seasonal, holiday, and trading day differences)



Inquiries concerning these figures should be addressed to Mr. Irving True, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7660.

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U.S. DEPARTMENT OF COMMERCE | Social and Economic Statistics Administration | BUREAU OF THE CENSUS

Data on the 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), Social and Economic Statistics Administration, Washington, D.C., 20233 at 25 cents each.

Table 1. Sales of Retail Stores in the United States, by Kind-of-Business Group

Part A. NOT ADJUSTED for seasonal variations or trading day differences

Kind-of-business group	Sales (millions of dollars)		
	1974		1973
	November ¹	October	November
Total, retail stores ³	47,121	46,802	44,552
Total (excluding automotive group).....	40,046	38,853	36,469
Durable goods stores, total ³	13,386	14,519	14,104
Nondurable goods stores, total ³	33,735	32,283	30,448
Food group.....	10,873	10,347	9,207
Grocery stores.....	10,079	9,609	8,596
Eating and drinking places.....	3,536	3,698	3,204
General merchandise group with nonstores.....	8,741	7,723	8,543
General merchandise group without nonstores (except department stores mail order).....	8,079	7,065	7,886
Department stores.....	5,449	4,718	5,297
Apparel group.....	2,233	2,102	2,214
Furniture and appliance group.....	2,318	2,211	2,159
Bldg. materials, hardware, farm equipment group.....	2,576	3,036	2,565
Automotive group.....	7,075	7,949	8,083
Gasoline service stations.....	3,444	3,514	2,996
Drug and proprietary stores.....	1,423	1,403	1,286

Part B. ADJUSTED for seasonal variations and trading day differences

Kind-of-business group	Sales (millions of dollars)					Percentage change October 1974 from—	
	1974			1973		September 1974	October 1973
	November ¹	October ²	September	November	October		
Total, retail stores ³	45,254	45,850	46,177	42,976	42,970	-1	+7
Total (excluding automotive group)..	38,214	38,364	37,984	34,793	34,488	+1	+11
Durable goods stores, total ³	13,287	13,664	14,419	14,090	14,331	-5	-5
Nondurable goods stores, total ³	31,967	32,186	31,758	28,886	28,639	+1	+12
Food group.....	10,474	10,474	10,363	9,135	9,194	+1	+14
Eating and drinking places.....	3,636	3,636	3,530	3,331	3,308	+3	+10
General merchandise group with nonstores.....	7,546	7,546	7,578	7,213	6,995	0	+8
General merchandise group without nonstores (except department stores mail order).....	6,967	6,967	7,006	6,661	6,461	-1	+8
Apparel group.....	2,093	2,093	2,122	2,006	2,019	-1	+4
Furniture and appliance group.....	2,147	2,147	2,198	2,046	2,005	-2	+7
Bldg. materials, hardware, farm equipment group.....	2,678	2,678	2,702	2,617	2,609	-1	+3
Automotive group ⁴	7,486	7,486	8,193	8,183	8,482	-9	-12
Gasoline service stations.....	3,476	3,476	3,503	2,966	2,951	-1	+18
Drug and proprietary stores.....	1,433	1,433	1,415	1,322	1,332	+1	+8

¹Advance sample estimates. ²Preliminary estimates of full sample. ³Totals include data for kinds of business not shown separately. ⁴During months of model changeover, seasonal adjustment factors are less reliable than in other months.

Table 2. Percentage Changes for Retail Sales

(ADJUSTED for seasonal variations and trading day differences)

Kind-of-business group	November 1974 from—		September 1974 through November 1974 from—	
	October 1974	November 1973	June 1974 through August 1974	September 1973 through November 1973
	Total, retail stores.....	-1	+5	-1
Total (excluding automotive group).....	0	+10	+2	+11
Durable goods stores, total.....	-3	-6	-7	-3
Nondurable goods stores, total.....	-1	+11	+2	+12

Source: Bureau of the Census