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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES NOVEMBER 2016

SPECIAL NOTICE: With the release of the December 2016 Advance Monthly Retail Trade Report on January 13, 2017, the presentation of the release will change. We are removing the text portion of the release from Excel. The redesigned text will be available as a Word document. The layout and format of the tables are not currently changing, though some explanatory notes may move to the text portion of the document. The full text and tables will still be available as a PDF. For more information and a preview of the new format, visit www.census.gov/retail/.

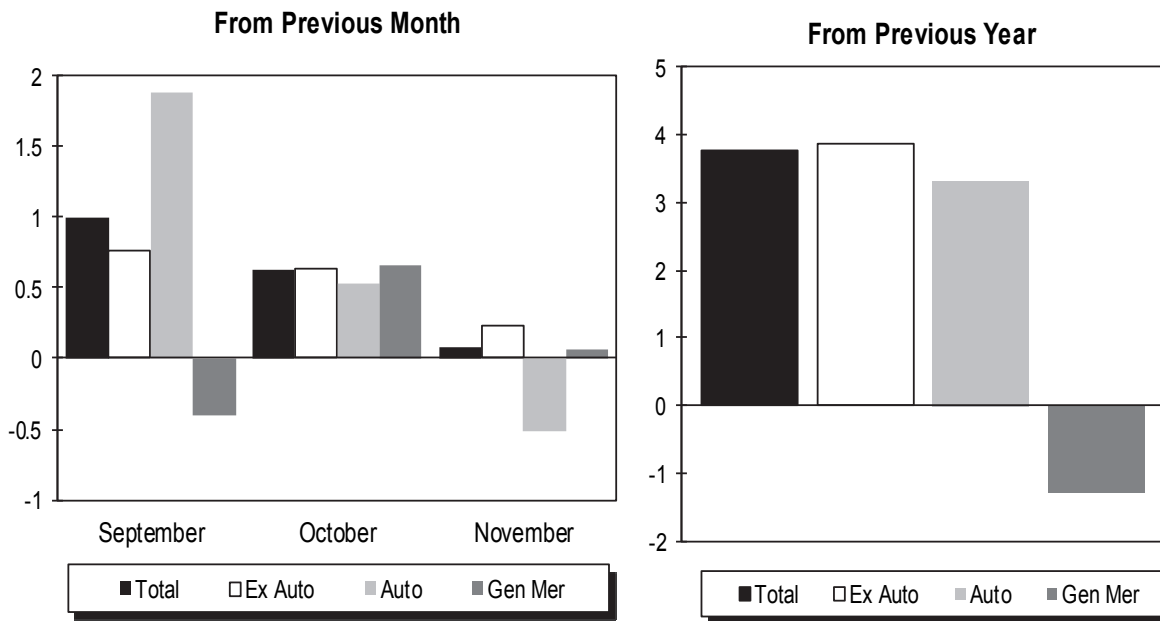
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for November, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$465.5 billion, an increase of 0.1 percent ($\pm 0.5\%$)* from the previous month, and 3.8 percent ($\pm 0.9\%$) above November 2015. Total sales for the September 2016 through November 2016 period were up 3.7 percent ($\pm 0.7\%$) from the same period a year ago. The September 2016 to October 2016 percent change was revised from up 0.8 percent ($\pm 0.5\%$) to up 0.6 percent ($\pm 0.2\%$).

Retail trade sales were virtually unchanged ($\pm 0.5\%$)* from October 2016, and up 3.6 percent ($\pm 0.7\%$) from last year. Nonstore retailers were up 11.9 percent ($\pm 1.6\%$) from November 2015, while health and personal care stores retailers were up 6.2 percent ($\pm 2.5\%$) from last year.

The advance estimates are based on a subsample of the Census Bureau's full retail and food services sample. A stratified random sampling method is used to select approximately 4,700 retail and food services firms whose sales are then weighted and benchmarked to represent the complete universe of over three million retail and food services firms. For an explanation of the measures of sampling variability included in this report, please see the Reliability of Estimates section on the last page of this publication.

Percent Change in Retail and Food Services Sales

(Estimates adjusted for seasonal variation and holiday and trading-day differences, but not for price changes)



The Advance Monthly Sales for Retail and Food Services for December is scheduled to be released January 13, 2017 at 8:30 a.m. EST.

For customized retail time series estimates by industry, visit the Census Bureau's web site at www.census.gov/timeseries/.

To receive the latest updates on the nation's key economic indicators, download the America's Economy app for Apple and Android smartphones and tablets.

The URL for the economic indicators data in the Census Bureau API ([Application Programming Interface](http://www.census.gov/developers/)) has been updated to add /timeseries/. Examples can be found on the [Developers' webpage](http://www.census.gov/developers/). The old URL will be discontinued on December 31, 2016.

For additional survey information, visit www.census.gov/retail/.

* The 90 percent confidence interval includes zero. The Census Bureau does not have sufficient statistical evidence to conclude that the actual change is different than zero.

Table 1. Estimated Monthly Sales for Retail and Food Services, by Kind of Business

(Total sales estimates are shown in millions of dollars and are based on data from the Advance Monthly Retail Trade Survey, Monthly Retail Trade Survey, and administrative records.)

NAICS ¹ code	Kind of Business	Not Adjusted							Adjusted ²				
		11 Month Total		2016			2015		2016			2015	
		2016	% Chg. 2015	Nov. ³ (a)	Oct. (p)	Sept. (r)	Nov.	Oct.	Nov. ³ (a)	Oct. (p)	Sept. (r)	Nov. (r)	Oct. (r)
	Retail & food services,												
	total	4,962,592	3.1	468,054	453,692	448,436	444,507	444,959	465,513	465,135	462,284	448,686	446,489
	Total (excl. motor vehicle & parts) ...	3,932,788	3.0	379,497	362,417	354,502	361,230	355,300	369,731	368,865	366,519	355,985	354,562
	Retail	4,361,547	2.8	415,362	398,051	394,139	394,341	391,072	409,813	409,881	406,879	395,600	393,814
	GAFO⁴	(*)	(*)	(*)	100,785	97,544	114,880	103,167	(*)	104,789	104,441	105,498	105,378
441	Motor vehicle & parts dealers	1,029,804	3.5	88,557	91,275	93,934	83,277	89,659	95,782	96,270	95,765	92,701	91,927
4411, 4412	Auto & other motor veh. dealers .	949,733	3.7	81,518	83,958	86,698	76,339	82,125	88,607	89,033	88,558	85,390	84,752
44111	New car dealers	(*)	(*)	(*)	70,765	73,130	65,723	69,656	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,317	7,236	6,938	7,534	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	98,306	3.9	9,994	8,907	9,354	9,323	8,973	9,262	9,201	9,243	8,896	8,946
4421	Furniture stores	(*)	(*)	(*)	4,719	5,080	4,887	4,860	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,188	4,274	4,436	4,113	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	88,534	-3.3	10,129	7,677	7,966	10,391	8,213	8,292	8,284	8,298	8,621	8,708
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,650	6,085	7,412	6,007	(*)	6,175	6,280	6,362	6,431
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
444	Building material & garden eq. & supplies dealers	324,800	6.3	28,909	29,006	29,210	26,889	28,546	29,692	29,610	29,519	28,479	28,151
4441	Building mat. & sup. dealers	(*)	(*)	(*)	25,776	26,080	23,792	25,100	(*)	25,906	25,720	24,783	24,322
445	Food & beverage stores	642,140	2.3	59,627	59,077	57,778	57,444	58,065	59,754	59,545	59,130	57,942	57,569
4451	Grocery stores	575,361	2.2	53,034	52,875	51,621	51,355	51,987	53,194	53,141	52,782	51,821	51,472
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,329	4,336	4,241	4,291	(*)	4,426	4,407	4,262	4,236
446	Health & personal care stores	303,601	7.5	27,702	27,925	27,912	25,713	26,602	28,354	28,322	28,308	26,701	26,496
44611	Pharmacies & drug stores	(*)	(*)	(*)	23,705	23,276	21,637	22,640	(*)	23,848	23,751	22,445	22,372
447	Gasoline stations	371,131	-7.3	33,320	36,061	35,121	31,872	35,932	35,222	35,113	34,264	33,870	34,418
448	Clothing & clothing accessories stores	222,823	0.5	23,454	20,331	19,538	23,007	20,563	21,439	21,440	21,422	21,249	21,050
44811	Men's clothing stores	(*)	(*)	(*)	717	699	743	734	(*)	710	723	715	706
44812	Women's clothing stores	(*)	(*)	(*)	3,315	3,193	3,776	3,510	(*)	3,379	3,393	3,493	3,472
44814	Family clothing stores	(*)	(*)	(*)	8,431	7,816	9,811	8,571	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,586	2,624	2,800	2,641	(*)	2,870	2,896	2,834	2,852
451	Sporting goods, hobby, book & music stores	80,374	3.7	8,247	6,768	7,254	8,115	6,876	7,664	7,744	7,692	7,773	7,666
452	General merchandise stores	593,226	-0.7	60,516	54,294	50,670	61,397	55,544	55,446	55,414	55,049	56,175	56,225
4521	Department stores (ex. L.D.).....	133,919	-5.2	15,309	11,945	11,355	16,301	12,936	12,708	12,731	12,783	13,578	13,638
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	12,170	11,450	16,557	13,115	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	42,349	39,315	45,096	42,608	(*)	42,683	42,266	42,597	42,587
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	36,554	33,766	39,039	36,768	(*)	36,812	36,425	36,795	36,805
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,795	5,549	6,057	5,840	(*)	5,871	5,841	5,802	5,782
453	Miscellaneous store retailers	114,836	4.9	10,529	11,261	10,823	9,738	10,647	10,773	10,864	10,794	10,181	9,951
454	Nonstore retailers	491,972	11.5	54,378	45,469	44,579	47,175	41,452	48,133	48,074	47,395	43,012	42,707
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	39,823	39,217	41,688	35,824	(*)	42,275	41,632	37,557	37,085
722	Food services & drinking places ...	601,045	6.0	52,692	55,641	54,297	50,166	53,887	55,700	55,254	55,405	53,086	52,675

(*) Advance estimates are not available for this kind of business. (NA) Not available (a) Advance estimate (p) Preliminary estimate (r) Revised estimate

(S) Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%), poor response quality (total quantity response rate is less than 50%), or other concerns about the estimate's quality.

(1) For a full description of the NAICS codes used in this table, see <http://www.census.gov/eos/www/naics>

(2) Estimates are concurrently adjusted for seasonal variation and for holiday and trading day differences, but not for price changes. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-13ARIMA-SEATS program. The factors derived from the program are used in calculating all seasonally adjusted estimates shown in this table. Year-to-date seasonally adjusted sales estimates are not tabulated. Adjustment factors and explanatory material can be found on the Internet at <http://www.census.gov/retail>

(3) Advance estimates are based on early reports obtained from a small sample of firms selected from the larger Monthly Retail Trade Survey (MRTS) sample. All other estimates are from the MRTS sample.

(4) GAFO represents firms which specialize in department store types of merchandise and is comprised of furniture & home furnishings (442), electronics & appliances (443), clothing & accessories (448), sporting goods, hobby, book, and music (451), general merchandise (452), office supply, stationery, and gift stores (4532).

(5) Estimates include data for leased departments operated within department stores. Data for this line are not included in broader kind-of-business totals.

Note: Table 3 provides estimated measures of sampling variability. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <http://www.census.gov/retail>

Table 2. Estimated Change in Monthly Sales for Retail and Food Services, by Kind of Business

(Estimates are shown as percents and are based on data from the Advance Monthly Retail Trade Survey, Monthly Retail Trade Survey, and administrative records.)

NAICS code	Kind of Business	Percent Change ¹					
		Nov. 2016 Advance from --		Oct. 2016 Preliminary from --		Sep. 2016 through Nov. 2016 from --	
		Oct. 2016 (p)	Nov. 2015 (r)	Sep. 2016 (r)	Oct. 2015 (r)	Jun. 2016 through Aug. 2016	Sep. 2015 through Nov. 2015
	Retail & food services, total	0.1	3.8	0.6	4.2	1.5	3.7
	Total (excl. motor vehicle & parts)	0.2	3.9	0.6	4.0	1.1	3.7
	Retail	0.0	3.6	0.7	4.1	1.5	3.5
441	Motor vehicle & parts dealers	-0.5	3.3	0.5	4.7	2.7	3.9
4411, 4412	Auto & other motor veh. dealers ..	-0.5	3.8	0.5	5.1	3.0	4.3
442	Furniture & home furn. stores	0.7	4.1	-0.5	2.9	1.8	3.9
443	Electronics & appliance stores	0.1	-3.8	-0.2	-4.9	-2.3	-4.9
444	Building material & garden eq. & supplies dealers.....	0.3	4.3	0.3	5.2	1.4	5.1
445	Food & beverage stores.....	0.4	3.1	0.7	3.4	1.3	3.0
4451	Grocery stores	0.1	2.6	0.7	3.2	1.2	2.7
446	Health & personal care stores	0.1	6.2	0.0	6.9	0.3	6.4
447	Gasoline stations	0.3	4.0	2.5	2.0	3.7	1.2
448	Clothing & clothing accessories stores	0.0	0.9	0.1	1.9	0.5	1.2
451	Sporting goods, hobby, book & music stores.....	-1.0	-1.4	0.7	1.0	-1.6	-0.4
452	General merchandise stores.....	0.1	-1.3	0.7	-1.4	-0.5	-1.8
4521	Department stores (ex. L.D.).....	-0.2	-6.4	-0.4	-6.7	-1.9	-6.5
453	Miscellaneous store retailers	-0.8	5.8	0.6	9.2	3.0	7.8
454	Nonstore retailers	0.1	11.9	1.4	12.6	2.2	12.0
722	Food services & drinking places	0.8	4.9	-0.3	4.9	1.1	5.2

(p) Preliminary estimate (r) Revised estimate

(1) Estimates shown in this table are derived from adjusted estimates provided in Table 1 of this report.

Note: Table 3 provides estimated measures of sampling variability. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <http://www.census.gov/retail>.

Source: U.S. Census Bureau

Survey Description

The U.S. Census Bureau conducts the Advance Monthly Retail Trade and Food Services Survey (MARTS) to provide an early estimate of monthly sales by kind of business for retail and food service firms located in the United States. Each month, questionnaires are mailed to a probability sample of approximately 4,700 employer firms selected from the larger Monthly Retail Trade Survey (MRTS). Advance sales estimates are computed using a link relative estimator. The change in sales from the previous month is estimated using only units that have reported data for both the current and previous month. There is no imputation

or adjustment for nonrespondents in MARTS. The total sales estimate is derived by multiplying this ratio by the preliminary sales estimate for the previous month (derived from the larger MRTS sample). Detailed industry estimates are summed to derive total estimates at broad industry levels. The monthly estimates are adjusted using annual survey estimates and for seasonal variation and holiday and trading-day differences. Additional information on MARTS and MRTS can be found on the Census Bureau website at: <http://www.census.gov/retail>.

Official Business

Penalty for Private Use, \$300

Reliability of Estimates

Because the estimates presented in this report are based on a sample survey, they contain sampling error and nonsampling error.

Sampling error is the difference between the estimate and the result that would be obtained from a complete enumeration of the sampling frame conducted under the same survey conditions. This error occurs because only a subset of the entire sampling frame is measured in a sample survey. Standard errors and coefficients of variation (CV), as given in Table 3 of this report, are estimated measures of sampling variation.

The margin of sampling error, as used on page 1, gives a range about the estimate which is a 90 percent confidence interval. If, for example, the percent change estimate is +1.2 percent and its estimated standard error is 0.9 percent, then the margin of sampling error is $\pm 1.753 \times 0.9$ percent or ± 1.6 percent, and the 90 percent confidence interval is -0.4 percent to +2.8 percent. If the interval contains 0, then one does not have sufficient evidence to conclude at the 90 percent

confidence level that the change is different from zero and therefore the change is not statistically significant. Estimated changes shown in the text are statistically significant unless otherwise noted. For a monthly total, the median estimated coefficient of variation is given. The resulting confidence interval is the estimated value $\pm 1.753 \times CV \times$ (the estimated monthly total). The Census Bureau recommends that individuals using estimates in this report incorporate this information into their analyses, as sampling error could affect the conclusions drawn from the estimates.

Nonsampling error encompasses all other factors that contribute to the total error of a sample survey estimate. This type of error can occur because of nonresponse, insufficient coverage of the universe of retail businesses, mistakes in the recording and coding of data, and other errors of collection, response, coverage, or processing. Although nonsampling error is not measured directly, the Census Bureau employs quality control procedures throughout the process to minimize this type of error.

Table 3. Estimated Measures of Sampling Variability and Revision to Advance Estimates Nov. 2016

(Estimates are shown as percents and are based on data from the Advance Monthly Retail Trade Survey and Monthly Retail Trade Survey)

NAICS Code	Kind of Business	Median CV ⁽¹⁾ for Current Mo. (%)	Median standard error ⁽¹⁾ for Percent change			Revision for month-to-month change ⁽²⁾	
			Previous Mo. to Current Mo.	Previous Qtr. to Current Qtr.	Current Mo. to same Mo. Last Yr.	Average revision	Median absolute revision
	Retail & food services,						
	total	0.5	0.3	0.2	0.5	0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.7	0.2	0.2	0.5	0.0	0.2
	Retail	0.5	0.3	0.2	0.4	0.0	0.2
441	Motor vehicle & parts dealers	1.2	0.9	0.4	1.2	0.1	0.7
4411, 4412	Auto & other motor veh. dealers .	1.3	1.0	0.4	1.3	0.1	0.8
442	Furniture & home furn. stores.....	2.5	1.1	0.8	1.3	0.1	0.4
443	Electronics & appliance stores	3.0	0.6	0.6	2.1	-0.3	0.3
444	Building material & garden eq. &.....						
	supplies dealers.....	2.1	0.9	0.7	1.1	-0.2	0.7
445	Food & beverage stores.....	1.4	0.2	0.2	0.5	0.0	0.2
4451	Grocery stores	1.5	0.2	0.2	0.5	0.0	0.2
446	Health & personal care stores	2.2	0.4	0.6	1.4	0.1	0.3
447	Gasoline stations	1.8	0.5	0.4	0.8	0.2	0.5
448	Clothing & clothing accessories						
	stores	2.3	0.6	0.4	0.7	0.1	0.2
451	Sporting goods, hobby, book &						
	music stores.....	2.2	0.9	0.8	1.2	0.0	0.3
452	General merchandise stores.....	0.2	0.0	0.0	0.1	-0.2	0.2
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.1	0.2
453	Miscellaneous store retailers	2.9	2.3	1.3	2.4	0.4	0.8
454	Nonstore retailers	1.5	0.5	0.4	0.9	0.1	0.4
722	Food services & drinking places ..	2.3	1.0	0.8	1.7	0.2	0.4

(1) Estimated measures of sampling variability are based on estimates not adjusted for seasonal variation or holiday or trading day variation. Medians are based on estimates for the most recent 12 months.

(2) These columns provide measures of the difference between the advance-to-preliminary and preliminary-to-final estimates of month-to-month change for the same pair of months as measured by the Advance sample and MRTS sample. The average and median revisions are based on estimates for the most recent 12 months.