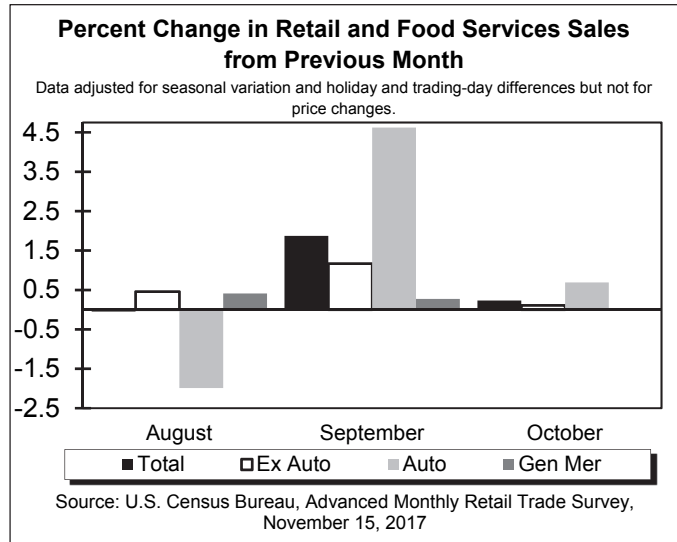


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, OCTOBER 2017

Release Number: CB17-180

November 15, 2017 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for October 2017:

 ADVANCE MONTHLY SALES		
October 2017	\$486.6 billion	0.2%*
September 2017 (revised)	\$485.4 billion	1.9%
Next release: December 14, 2017		
<small>* The 90 percent confidence interval includes zero. There is insufficient statistical evidence to conclude that the actual change is different from zero. Data adjusted for seasonal variation and holiday and trading-day differences but not for price changes. Source: U.S. Census Bureau, Advanced Monthly Retail Trade Survey, November 15, 2017.</small>		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for October 2017, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$486.6 billion, an increase of 0.2 percent (± 0.5 percent)* from the previous month, and 4.6 percent (± 0.7 percent) above October 2016. Total sales for the August 2017 through October 2017 period were up 4.3 percent (± 0.5 percent) from the same period a year ago. The August 2017 to September 2017 percent change was revised from up 1.6 percent (± 0.5 percent) to up 1.9 percent (± 0.2 percent).

Retail trade sales were up 0.2 percent (± 0.5 percent)* from September 2017, and were up 4.7 percent (± 0.7 percent) from last year. Building Materials and Garden Equipment and Supplies Dealers were up 8.8 percent (± 2.1 percent) from October 2016, while Gasoline Stations were up 7.5 percent (± 1.4 percent) from last year.

General Information

The November 2017 Advance Monthly Retail report is scheduled for release on December 14, 2017 at 8:30 a.m. EST. View the full schedule in the Economic Briefing Room: www.census.gov/economic-indicators/. The full text and tables of this release can be found at www.census.gov/retail/.

EXPLANATORY NOTES

The advance estimates are based on a subsample of the Census Bureau’s full retail and food services

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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.

Survey Description

The U.S. Census Bureau conducts the Advance Monthly Retail Trade and Food Services Survey 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. Advance sales estimates are computed using a link relative estimator. For each detailed industry, we compute a ratio of current-to-previous month weighted sales using data from units for which we have obtained usable responses for both the current and previous month. For each detailed industry, the advance total sales estimates for the current month is computed by multiplying this ratio by the preliminary sales estimate for the previous month (derived from the larger MRTS) at the appropriate industry level. Total estimates for broader industries are computed as the sum of the detailed industry estimates. The link relative estimate is used because imputation is not performed for most nonrespondents in MARTS. For a limited number of nonresponding companies that have influential effects on the estimates, sales may be estimated based on historical performance of that company. The monthly estimates are benchmarked to the annual survey estimates from the Annual Retail Trade Survey once available. The estimates are adjusted for seasonal variation and holiday and trading day differences. Additional information on MARTS and MRTS can be found on the Census Bureau website at: www.census.gov/retail.

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).

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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.

API

The Census Bureau's application programming interface lets developers create custom apps to reach new users and makes key demographic, socio-economic and housing statistics more accessible than ever before.

www.census.gov/developers/

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* The 90 percent confidence interval includes zero. There is insufficient statistical evidence to conclude that the actual change is different from zero.

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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					
		10 Month Total		2017			2016		2017			2016	
		2017	% Chg. 2016	Oct. ³ (a)	Sep. (p)	Aug. (r)	Oct.	Sep.	Oct. ³ (a)	Sep. (p)	Aug. (r)	Oct. (r)	Sep. (r)
	Retail & food services,												
	total	4,690,274	4.0	475,339	470,402	491,618	454,601	449,948	486,553	485,419	476,513	465,368	463,045
	Total (excl. motor vehicle & parts) ...	3,700,271	3.9	378,214	370,211	386,592	362,421	355,177	384,634	384,201	379,763	368,817	366,982
	Retail	4,125,377	4.1	418,293	414,693	434,421	398,808	395,496	429,450	428,747	419,882	410,018	407,368
	GAFO⁴	(*)	(*)	(*)	100,322	108,852	100,902	97,783	(*)	106,688	106,460	104,774	104,394
441	Motor vehicle & parts dealers	990,003	4.2	97,125	100,191	105,026	92,180	94,771	101,919	101,218	96,750	96,551	96,063
4411, 4412	Auto & other motor veh. dealers .	914,731	4.6	89,407	92,698	97,112	84,601	87,280	94,411	93,634	89,422	89,054	88,609
44111	New car dealers	(*)	(*)	(*)	77,480	80,534	71,001	73,377	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,493	7,914	7,579	7,491	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	93,095	3.9	9,467	9,690	10,086	9,031	9,483	9,710	9,642	9,633	9,301	9,408
4421	Furniture stores	(*)	(*)	(*)	5,047	5,089	4,735	5,107	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,643	4,997	4,296	4,376	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	74,895	-1.4	7,539	7,662	7,824	7,387	7,708	8,076	8,018	7,997	7,918	8,023
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,534	5,845	5,444	5,909	(*)	5,735	5,781	5,873	6,123
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
444	Building material & garden eq. & supplies dealers.....	317,293	7.8	32,006	31,542	32,994	28,834	29,046	32,120	32,516	31,584	29,530	29,186
4441	Building mat. & sup. dealers	(*)	(*)	(*)	28,105	29,167	25,669	25,967	(*)	28,246	27,284	25,850	25,458
445	Food & beverage stores.....	590,570	2.2	59,913	59,299	60,423	58,550	57,354	60,772	60,353	59,862	58,859	58,658
4451	Grocery stores	528,880	2.0	53,594	53,011	53,902	52,424	51,268	54,190	53,873	53,368	52,529	52,368
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,445	4,577	4,372	4,371	(*)	4,513	4,514	4,470	4,460
446	Health & personal care stores	272,980	0.4	27,887	27,075	28,102	26,607	27,141	28,027	27,798	27,796	27,012	27,554
44611	Pharmacies & drug stores	(*)	(*)	(*)	22,177	22,967	22,115	22,222	(*)	22,816	22,785	22,338	22,629
447	Gasoline stations	378,065	8.3	40,034	39,994	39,862	37,284	36,316	38,906	39,364	37,012	36,198	35,534
448	Clothing & clothing accessories stores	201,477	0.6	20,473	19,870	22,720	20,385	19,649	21,886	21,721	21,709	21,497	21,540
44811	Men's clothing stores	(*)	(*)	(*)	755	711	712	698	(*)	778	754	713	726
44812	Women's clothing stores	(*)	(*)	(*)	3,041	3,177	3,251	3,134	(*)	3,242	3,222	3,307	3,341
44814	Family clothing stores	(*)	(*)	(*)	7,859	8,860	8,401	7,808	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,691	3,857	2,693	2,733	(*)	2,957	2,997	2,982	3,023
451	Sporting goods, hobby, book & music stores.....	66,001	-4.5	6,308	6,716	7,726	6,460	6,931	7,112	7,010	7,005	7,291	7,342
452	General merchandise stores.....	547,439	1.7	55,803	53,946	57,694	55,038	51,432	57,880	57,888	57,731	56,272	55,556
4521	Department stores (ex. L.D.).....	114,646	-2.8	11,643	11,302	12,554	11,809	11,299	12,665	12,639	12,672	12,570	12,667
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	11,554	12,834	12,043	11,401	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	42,644	45,140	43,229	40,133	(*)	45,249	45,059	43,702	42,889
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	36,647	38,976	37,401	34,555	(*)	38,862	38,782	37,779	37,036
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,997	6,164	5,828	5,578	(*)	6,387	6,277	5,923	5,853
453	Miscellaneous store retailers	106,880	3.4	11,470	10,901	11,413	11,185	10,755	10,907	10,904	10,795	10,767	10,684
454	Nonstore retailers	486,679	10.1	50,268	47,807	50,551	45,867	44,910	52,135	52,315	52,008	48,822	47,820
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	42,028	44,733	39,757	39,148	(*)	45,882	45,599	42,521	41,603
722	Food services & drinking places ...	564,897	2.8	57,046	55,709	57,197	55,793	54,452	57,103	56,672	56,631	55,350	55,677

(*) 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.

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, November 15, 2017. 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 www.census.gov/retail/how_surveys_are_collected.html.

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					
		Oct. 2017 Advance from --		Sep. 2017 Preliminary from --		Aug. 2017 through Oct. 2017 from --	
		Sep. 2017 (p)	Oct. 2016 (r)	Aug. 2017 (r)	Sep. 2016 (r)	May 2017 through Jul. 2017	Aug. 2016 through Oct. 2016
	Retail & food services,						
	total	0.2	4.6	1.9	4.8	1.6	4.3
	Total (excl. motor vehicle & parts) ...	0.1	4.3	1.2	4.7	1.6	4.3
	Retail	0.2	4.7	2.1	5.2	1.7	4.6
441	Motor vehicle & parts dealers	0.7	5.6	4.6	5.4	1.6	4.2
4411, 4412	Auto & other motor veh. dealers ..	0.8	6.0	4.7	5.7	1.7	4.5
442	Furniture & home furn. stores	0.7	4.4	0.1	2.5	0.6	4.2
443	Electronics & appliance stores	0.7	2.0	0.3	-0.1	-0.4	-0.3
444	Building material & garden eq. & supplies dealers	-1.2	8.8	3.0	11.4	3.3	9.7
445	Food & beverage stores	0.7	3.3	0.8	2.9	1.3	2.9
4451	Grocery stores	0.6	3.2	0.9	2.9	1.3	2.8
446	Health & personal care stores	0.8	3.8	0.0	0.9	0.8	1.9
447	Gasoline stations	-1.2	7.5	6.4	10.8	6.5	8.4
448	Clothing & clothing accessories stores	0.8	1.8	0.1	0.8	0.3	1.2
451	Sporting goods, hobby, book & music stores	1.5	-2.5	0.1	-4.5	-0.7	-3.3
452	General merchandise stores	0.0	2.9	0.3	4.2	1.1	3.3
4521	Department stores (ex. L.D.).....	0.2	0.8	-0.3	-0.2	0.4	-0.1
453	Miscellaneous store retailers	0.0	1.3	1.0	2.1	1.3	2.5
454	Nonstore retailers	-0.3	6.8	0.6	9.4	0.8	8.5
722	Food services & drinking places	0.8	3.2	0.1	1.8	0.6	2.5

(p) Preliminary estimate (r) Revised estimate

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

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, November 15, 2017. 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 <www.census.gov/retail/how_surveys_are_collected.html>.

Table 3. Estimated Measures of Sampling Variability and Revision to Advance Estimates Oct. 2017

(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	0.6	0.3	0.2	0.4	0.1	0.3
	Total (excl. motor vehicle & parts) ..	0.7	0.2	0.2	0.4	0.1	0.1
	Retail	0.7	0.3	0.1	0.4	0.1	0.3
441	Motor vehicle & parts dealers	1.4	0.9	0.4	1.0	0.1	0.7
4411, 4412	Auto & other motor veh. dealers .	1.5	1.0	0.4	1.1	0.1	0.6
442	Furniture & home furn. stores.....	2.6	1.0	0.8	1.4	0.1	0.6
443	Electronics & appliance stores	2.6	0.6	0.5	1.4	0.1	0.6
444	Building material & garden eq. &....						
	supplies dealers.....	2.5	0.8	0.8	1.2	0.3	0.7
445	Food & beverage stores.....	1.5	0.2	0.2	0.5	0.0	0.2
4451	Grocery stores	1.6	0.2	0.2	0.5	0.0	0.2
446	Health & personal care stores	2.3	0.4	0.5	1.8	0.0	0.3
447	Gasoline stations	1.8	0.5	0.4	0.8	0.2	0.4
448	Clothing & clothing accessories						
	stores	2.4	0.6	0.4	0.8	0.0	0.5
451	Sporting goods, hobby, book &						
	music stores.....	2.6	1.3	0.8	1.3	-0.2	0.4
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	0.0	0.1
453	Miscellaneous store retailers	2.9	2.6	1.2	2.8	0.1	1.1
454	Nonstore retailers	1.7	0.5	0.4	0.9	0.2	0.5
722	Food services & drinking places ..	2.3	1.1	0.6	1.4	0.1	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.

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, November 15, 2017. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <www.census.gov/retail/how_surveys_are_collected.html>.