
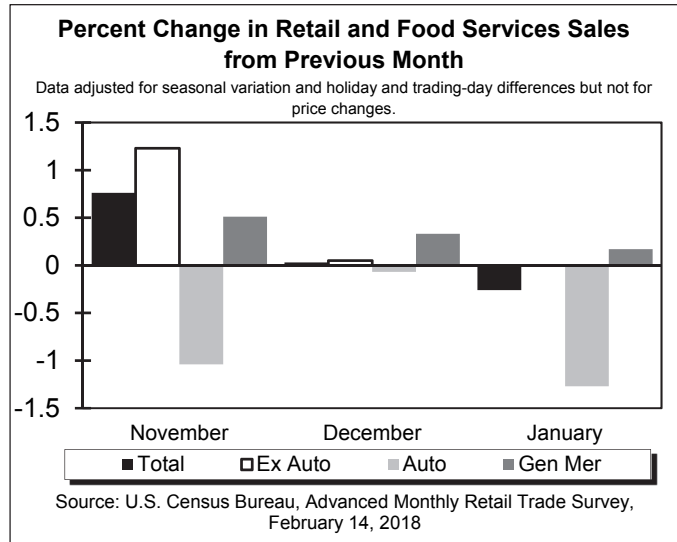


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, JANUARY 2018

Release Number: CB18-19

February 14, 2018 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for January 2018:

 ADVANCE MONTHLY SALES		
January 2018	\$492.0 billion	-0.3%*
December 2017 (revised)	\$493.3 billion	0.0%*
Next release: March 14, 2018		
<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, February 14, 2018.</small>		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for January 2018, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$492.0 billion, a decrease of 0.3 percent (± 0.5 percent)* from the previous month, but 3.6 percent (± 0.7 percent) above January 2017. Total sales for the November 2017 through January 2018 period were up 4.9 percent (± 0.5 percent) from the same period a year ago. The November 2017 to December 2017 percent change was revised from up 0.4 percent (± 0.5 percent)* to virtually unchanged (± 0.3 percent)*.

Retail trade sales were down 0.3 percent (± 0.5 percent)* from December 2017, but 3.9 percent (± 0.7 percent) above last year. Nonstore Retailers were up 10.2 percent (± 1.4 percent) from January 2017, while Gasoline Stations were up 9.0 percent (± 1.6 percent) from last year.

General Information

The February 2018 Advance Monthly Retail report is scheduled for release on March 14, 2018 at 8:30 a.m. EDT. 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 sample. A stratified random sampling method is used to select approximately 4,700 retail and food services

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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				
		1 Month Total		2018	2017			2016	2018	2017			2016
		2018	% Chg. 2017	Jan. ³ (a)	Dec. (p)	Nov. (r)	Jan.	Dec.	Jan. ³ (a)	Dec. (p)	Nov. (r)	Jan. (r)	Dec. (r)
	Retail & food services,												
	total	444,632	5.1	444,632	561,925	500,265	423,111	542,055	492,003	493,300	493,168	474,692	468,940
	Total (excl. motor vehicle & parts) ...	356,437	5.3	356,437	461,125	405,084	338,453	441,641	391,635	391,646	391,441	375,852	369,794
	Retail	391,258	5.6	391,258	502,223	445,929	370,674	484,760	434,364	435,673	436,032	418,247	413,796
	GAFO⁴	(*)	(*)	(*)	152,019	120,261	89,431	148,733	(*)	107,949	108,585	106,197	104,163
441	Motor vehicle & parts dealers	88,195	4.2	88,195	100,800	95,181	84,658	100,414	100,368	101,654	101,727	98,840	99,146
4411, 4412	Auto & other motor veh. dealers .	81,160	4.2	81,160	93,723	87,751	77,874	92,974	92,754	93,911	94,153	91,294	91,240
44111	New car dealers	(*)	(*)	(*)	80,691	74,659	65,629	80,130	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,077	7,430	6,784	7,440	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	8,901	6.6	8,901	11,500	10,788	8,348	10,966	9,825	9,863	9,970	9,380	9,184
4421	Furniture stores	(*)	(*)	(*)	5,307	5,391	4,471	5,131	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	6,193	5,397	3,877	5,835	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	7,564	2.9	7,564	12,069	10,274	7,350	11,988	8,190	8,153	8,323	8,062	7,953
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	8,312	7,249	5,277	8,456	(*)	5,887	6,016	5,949	5,872
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
444	Building material & garden eq. & supplies dealers	25,313	6.0	25,313	29,044	31,717	23,873	27,311	31,858	32,653	32,438	30,747	29,760
4441	Building mat. & sup. dealers	(*)	(*)	(*)	25,286	28,007	21,466	23,964	(*)	28,190	28,063	26,833	25,991
445	Food & beverage stores	59,731	4.3	59,731	66,980	61,195	57,266	64,583	61,209	61,214	60,968	59,080	58,721
4451	Grocery stores	54,270	4.5	54,270	58,043	54,370	51,925	55,955	54,708	54,758	54,316	52,662	52,589
4453	Beer, wine & liquor stores	(*)	(*)	(*)	6,154	4,774	3,672	5,963	(*)	4,499	4,617	4,484	4,268
446	Health & personal care stores	27,040	1.8	27,040	30,658	27,535	26,564	30,692	27,396	27,720	27,954	27,273	27,233
44611	Pharmacies & drug stores	(*)	(*)	(*)	24,453	22,525	22,254	24,528	(*)	22,811	23,008	22,411	22,359
447	Gasoline stations	37,712	10.1	37,712	38,639	38,811	34,246	35,465	41,396	40,758	40,640	37,967	37,253
448	Clothing & clothing accessories stores	16,187	3.1	16,187	34,367	24,714	15,700	34,520	22,117	21,849	22,121	21,701	21,580
44811	Men's clothing stores	(*)	(*)	(*)	1,040	799	593	1,037	(*)	751	763	762	728
44812	Women's clothing stores	(*)	(*)	(*)	4,562	3,673	2,405	4,677	(*)	3,263	3,297	3,345	3,278
44814	Family clothing stores	(*)	(*)	(*)	13,256	10,339	5,841	12,947	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	4,071	3,017	2,100	4,254	(*)	2,941	2,969	3,009	3,030
451	Sporting goods, hobby, book & music stores	6,000	-5.9	6,000	11,090	7,866	6,378	11,677	6,857	6,910	7,151	7,382	7,142
452	General merchandise stores	50,952	3.0	50,952	79,790	64,286	49,479	76,128	58,924	58,826	58,631	57,192	55,817
4521	Department stores (ex. L.D.).....	9,652	1.0	9,652	21,480	15,738	9,554	21,612	12,720	12,622	12,756	12,674	12,566
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	21,998	16,083	9,712	22,720	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	58,310	48,548	39,925	54,516	(*)	46,204	45,875	44,518	43,251
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	50,002	41,762	34,693	46,758	(*)	39,779	39,473	38,377	37,347
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	8,308	6,786	5,232	7,758	(*)	6,425	6,402	6,141	5,904
453	Miscellaneous store retailers	9,736	6.4	9,736	12,166	11,275	9,154	12,105	11,251	11,077	11,368	10,755	10,653
454	Nonstore retailers	53,927	13.2	53,927	75,120	62,287	47,658	68,911	54,973	54,996	54,741	49,868	49,354
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	67,076	55,215	40,364	61,433	(*)	47,877	47,888	43,590	42,810
722	Food services & drinking places ...	53,374	1.8	53,374	59,702	54,336	52,437	57,295	57,639	57,627	57,136	56,445	55,144

(*) 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, February 14, 2018. 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					
		Jan. 2018 Advance from --		Dec. 2017 Preliminary from --		Nov. 2017 through Jan. 2018 from --	
		Dec. 2017 (p)	Jan. 2017 (r)	Nov. 2017 (r)	Dec. 2016 (r)	Aug. 2017 through Oct. 2017	Nov. 2016 through Jan. 2017
	Retail & food services,						
	total	-0.3	3.6	0.0	5.2	1.8	4.9
	Total (excl. motor vehicle & parts) ...	0.0	4.2	0.1	5.9	2.0	5.4
	Retail	-0.3	3.9	-0.1	5.3	1.9	5.2
441	Motor vehicle & parts dealers	-1.3	1.5	-0.1	2.5	0.9	3.1
4411, 4412	Auto & other motor veh. dealers ..	-1.2	1.6	-0.3	2.9	0.8	3.3
442	Furniture & home furn. stores	-0.4	4.7	-1.1	7.4	1.3	6.5
443	Electronics & appliance stores	0.5	1.6	-2.0	2.5	1.4	3.2
444	Building material & garden eq. & supplies dealers	-2.4	3.6	0.7	9.7	0.4	7.4
445	Food & beverage stores	0.0	3.6	0.4	4.2	1.3	3.8
4451	Grocery stores	-0.1	3.9	0.8	4.1	1.5	3.8
446	Health & personal care stores	-1.2	0.5	-0.8	1.8	-0.4	1.6
447	Gasoline stations	1.6	9.0	0.3	9.4	6.2	10.4
448	Clothing & clothing accessories stores	1.2	1.9	-1.2	1.2	0.9	2.2
451	Sporting goods, hobby, book & music stores	-0.8	-7.1	-3.4	-3.2	-1.8	-3.2
452	General merchandise stores	0.2	3.0	0.3	5.4	1.2	4.2
4521	Department stores (ex. L.D.).....	0.8	0.4	-1.1	0.4	0.1	0.9
453	Miscellaneous store retailers	1.6	4.6	-2.6	4.0	3.3	5.4
454	Nonstore retailers	0.0	10.2	0.5	11.4	4.7	11.4
722	Food services & drinking places	0.0	2.1	0.9	4.5	1.4	2.8

(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, February 14, 2018. 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 Jan. 2018

(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	0.3
	Retail	0.7	0.3	0.2	0.4	0.1	0.3
441	Motor vehicle & parts dealers	1.4	0.8	0.4	1.0	0.0	0.7
4411, 4412	Auto & other motor veh. dealers .	1.5	0.9	0.4	1.0	0.0	0.8
442	Furniture & home furn. stores.....	2.6	1.0	0.7	1.4	0.1	0.8
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	0.9	0.8	1.3	0.3	0.7
445	Food & beverage stores.....	1.6	0.2	0.2	0.5	0.0	0.2
4451	Grocery stores	1.6	0.1	0.2	0.5	0.1	0.2
446	Health & personal care stores	2.2	0.4	0.4	1.7	0.0	0.3
447	Gasoline stations	1.8	0.5	0.4	0.9	0.3	0.3
448	Clothing & clothing accessories						
	stores	2.4	0.7	0.4	0.8	-0.1	0.6
451	Sporting goods, hobby, book &						
	music stores.....	2.6	1.2	0.9	1.4	-0.3	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	2.4	1.1	2.7	0.4	1.0
454	Nonstore retailers	1.7	0.4	0.4	0.8	0.2	0.5
722	Food services & drinking places ..	2.3	1.0	0.6	1.4	0.0	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, February 14, 2018. 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>.