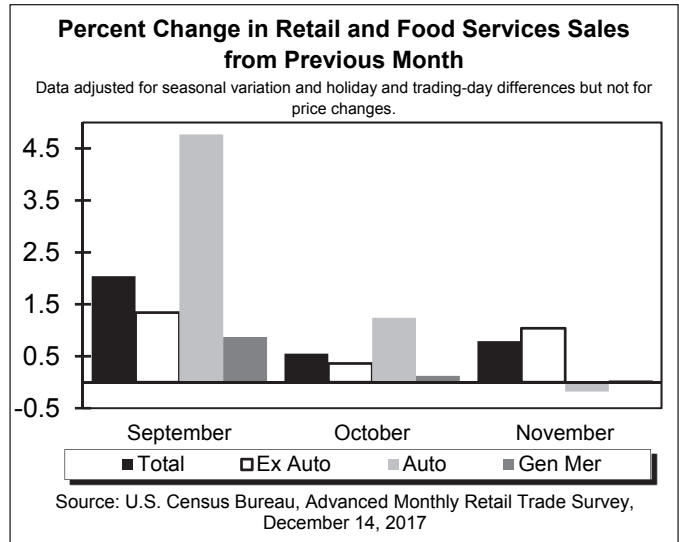


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, NOVEMBER 2017

Release Number: CB17-201

December 14, 2017 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for November 2017:

ADVANCE MONTHLY SALES		
November 2017	\$492.7 billion	0.8%
October 2017 (revised)	\$488.9 billion	0.5%
Next release: January 12, 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, December 14, 2017.</small>		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for November 2017, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$492.7 billion, an increase of 0.8 percent (± 0.5 percent) from the previous month, and 5.8 percent (± 0.7 percent) above November 2016. Total sales for the September 2017 through November 2017 period were up 5.2 percent (± 0.5 percent) from the same period a year ago. The September 2017 to October 2017 percent change was revised from up 0.2 percent (± 0.5 percent)* to up 0.5 percent (± 0.2 percent).

Retail trade sales were up 0.8 percent (± 0.5 percent) from October 2017, and were up 6.3 percent (± 0.7 percent) from last year. Gasoline Stations were up 12.2 percent (± 1.4 percent) from November 2016, while Building Materials and Garden Equipment and Supplies Dealers were up 10.7 percent (± 2.1 percent) from last year.

General Information

The December 2017 Advance Monthly Retail report is scheduled for release on January 12, 2018 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					
		11 Month Total		2017			2016		2017			2016	
		2017	% Chg. 2016	Nov. ³ (a)	Oct. (p)	Sept. (r)	Nov.	Oct.	Nov. ³ (a)	Oct. (p)	Sept. (r)	Nov. (r)	Oct. (r)
	Retail & food services,												
	total	5,191,445	4.2	499,149	476,895	470,868	469,324	454,601	492,717	488,863	486,213	465,691	465,977
	Total (excl. motor vehicle & parts) ...	4,104,812	4.2	403,192	379,143	370,631	379,648	362,421	390,272	386,237	384,845	369,288	369,310
	Retail	4,572,467	4.4	444,650	420,243	415,183	416,131	398,808	435,470	432,041	429,623	409,698	410,517
	GAFO⁴	(*)	(*)	(*)	103,035	100,901	114,530	100,902	(*)	107,964	107,353	104,510	104,727
441	Motor vehicle & parts dealers	1,086,633	4.5	95,957	97,752	100,237	89,676	92,180	102,445	102,626	101,368	96,403	96,667
4411, 4412	Auto & other motor veh. dealers .	1,004,086	4.9	88,569	90,143	92,748	82,422	84,601	94,929	95,188	93,780	89,009	89,148
44111	New car dealers	(*)	(*)	(*)	75,763	77,519	70,261	71,001	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,609	7,489	7,254	7,579	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	104,141	4.6	10,828	9,668	9,707	9,967	9,031	10,017	9,896	9,717	9,237	9,282
4421	Furniture stores	(*)	(*)	(*)	4,935	5,054	5,096	4,735	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,733	4,653	4,871	4,296	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	85,342	-0.3	10,384	7,572	7,692	9,677	7,387	8,383	8,210	8,112	7,882	7,993
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,430	5,566	7,112	5,444	(*)	5,934	5,804	5,912	5,930
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
444	Building material & garden eq. & supplies dealers	349,819	8.2	32,131	32,372	31,571	28,896	28,834	32,906	32,506	32,549	29,713	29,548
4441	Building mat. & sup. dealers	(*)	(*)	(*)	28,733	28,115	25,862	25,669	(*)	28,225	28,256	26,018	25,876
445	Food & beverage stores	651,538	2.3	61,071	59,804	59,305	58,887	58,550	60,809	60,697	60,371	58,920	58,880
4451	Grocery stores	582,891	2.1	54,215	53,414	52,987	52,431	52,424	54,107	54,063	53,849	52,536	52,582
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,471	4,470	4,605	4,372	(*)	4,614	4,543	4,524	4,452
446	Health & personal care stores	300,353	0.6	27,578	27,828	26,929	26,725	26,607	28,112	27,996	27,648	27,270	27,040
44611	Pharmacies & drug stores	(*)	(*)	(*)	23,149	22,032	21,881	22,115	(*)	23,034	22,760	22,396	22,271
447	Gasoline stations	417,034	8.8	38,676	40,330	39,991	34,212	37,284	40,456	39,346	39,245	36,051	36,339
448	Clothing & clothing accessories stores	226,292	1.1	24,681	20,538	19,939	23,529	20,385	22,134	21,970	21,809	21,529	21,483
44811	Men's clothing stores	(*)	(*)	(*)	750	755	757	712	(*)	766	774	730	713
44812	Women's clothing stores	(*)	(*)	(*)	3,235	3,046	3,674	3,251	(*)	3,301	3,251	3,334	3,294
44814	Family clothing stores	(*)	(*)	(*)	8,381	7,848	9,429	8,401	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,598	2,699	3,021	2,693	(*)	2,949	2,953	3,027	2,992
451	Sporting goods, hobby, book & music stores	74,081	-3.6	7,914	6,388	6,802	7,754	6,460	7,281	7,218	7,100	7,075	7,299
452	General merchandise stores	612,315	2.1	63,865	56,383	54,377	61,190	55,038	58,326	58,302	58,233	56,303	56,166
4521	Department stores (ex. L.D.).....	130,404	-2.0	15,716	11,670	11,317	15,115	11,809	12,755	12,722	12,674	12,541	12,578
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	11,946	11,570	15,631	12,043	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	44,713	43,060	46,075	43,229	(*)	45,580	45,559	43,762	43,588
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	38,459	37,062	39,817	37,401	(*)	39,244	39,178	37,813	37,665
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	6,254	5,998	6,258	5,828	(*)	6,336	6,381	5,949	5,923
453	Miscellaneous store retailers	117,365	3.1	10,628	11,379	10,849	10,474	11,185	10,874	10,860	10,870	10,646	10,795
454	Nonstore retailers	547,554	10.2	60,937	50,229	47,784	55,144	45,867	53,727	52,414	52,601	48,669	49,025
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	43,950	42,021	48,837	39,757	(*)	46,069	46,177	42,541	42,704
722	Food services & drinking places ...	618,978	2.7	54,499	56,652	55,685	53,193	55,793	57,247	56,822	56,590	55,993	55,460

(*) 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, December 14, 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					
		Nov. 2017 Advance from --		Oct. 2017 Preliminary from --		Sep. 2017 through Nov. 2017 from --	
		Oct. 2017 (p)	Nov. 2016 (r)	Sep. 2017 (r)	Oct. 2016 (r)	Jun. 2017 through Aug. 2017	Sep. 2016 through Nov. 2016
	Retail & food services,						
	total	0.8	5.8	0.5	4.9	2.8	5.2
	Total (excl. motor vehicle & parts) ...	1.0	5.7	0.4	4.6	2.4	5.0
	Retail	0.8	6.3	0.6	5.2	3.1	5.7
441	Motor vehicle & parts dealers	-0.2	6.3	1.2	6.2	4.3	6.0
4411, 4412	Auto & other motor veh. dealers ..	-0.3	6.7	1.5	6.8	4.5	6.4
442	Furniture & home furn. stores	1.2	8.4	1.8	6.6	2.7	6.1
443	Electronics & appliance stores	2.1	6.4	1.2	2.7	2.9	3.4
444	Building material & garden eq. & supplies dealers	1.2	10.7	-0.1	10.0	4.2	10.8
445	Food & beverage stores	0.2	3.2	0.5	3.1	1.7	3.1
4451	Grocery stores	0.1	3.0	0.4	2.8	1.6	2.9
446	Health & personal care stores	0.4	3.1	1.3	3.5	0.9	2.3
447	Gasoline stations	2.8	12.2	0.3	8.3	9.4	10.3
448	Clothing & clothing accessories stores	0.7	2.8	0.7	2.3	1.0	2.1
451	Sporting goods, hobby, book & music stores	0.9	2.9	1.7	-1.1	2.2	-0.5
452	General merchandise stores	0.0	3.6	0.1	3.8	1.4	4.1
4521	Department stores (ex. L.D.).....	0.3	1.7	0.4	1.1	0.7	1.0
453	Miscellaneous store retailers	0.1	2.1	-0.1	0.6	1.2	1.5
454	Nonstore retailers	2.5	10.4	-0.4	6.9	1.9	9.1
722	Food services & drinking places	0.7	2.2	0.4	2.5	0.6	2.1

(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, December 14, 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 Nov. 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	0.2
	Retail	0.7	0.3	0.1	0.4	0.2	0.3
441	Motor vehicle & parts dealers	1.4	0.9	0.4	1.0	0.2	0.7
4411, 4412	Auto & other motor veh. dealers .	1.5	1.0	0.4	1.0	0.2	0.6
442	Furniture & home furn. stores.....	2.6	1.0	0.7	1.4	0.2	0.7
443	Electronics & appliance stores	2.6	0.6	0.5	1.4	0.2	0.6
444	Building material & garden eq. &....						
	supplies dealers.....	2.5	0.8	0.8	1.2	0.5	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	2.2	0.4	0.4	1.7	0.1	0.3
447	Gasoline stations	1.8	0.5	0.4	0.8	0.3	0.4
448	Clothing & clothing accessories						
	stores	2.4	0.6	0.4	0.8	0.0	0.4
451	Sporting goods, hobby, book &						
	music stores.....	2.7	1.3	1.0	1.3	-0.1	0.4
452	General merchandise stores.....	0.2	0.0	0.0	0.1	0.1	0.1
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	1.1	2.8	0.2	0.8
454	Nonstore retailers	1.7	0.5	0.4	0.8	0.2	0.5
722	Food services & drinking places ..	2.3	1.0	0.6	1.3	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, December 14, 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>.