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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES November 2007

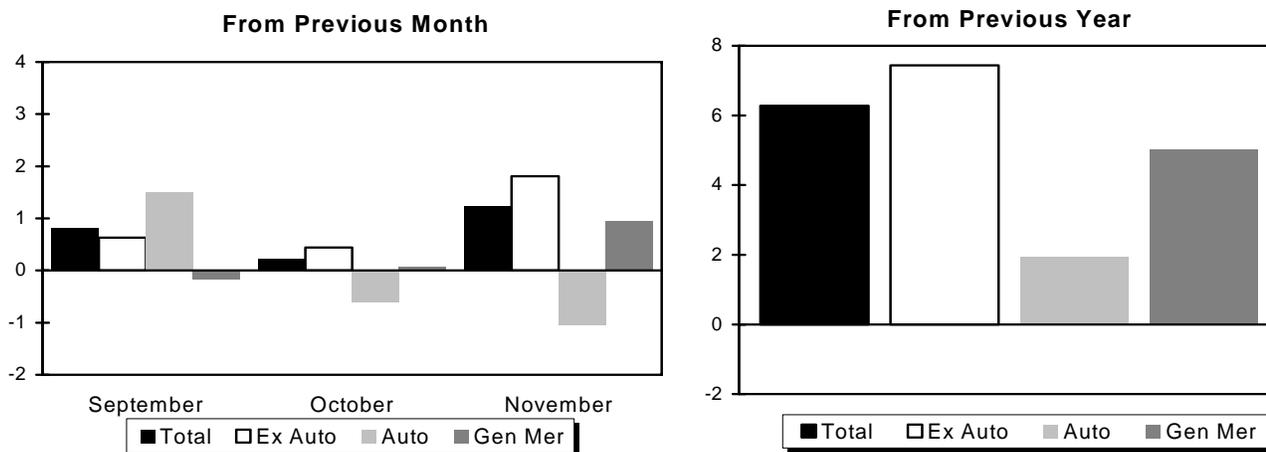
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for November, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$385.8 billion, an increase of 1.2 percent ($\pm 0.7\%$) from the previous month and 6.3 percent ($\pm 0.8\%$) above November 2006. Total sales for the September through November 2007 period were up 5.4 percent ($\pm 0.5\%$) from the same period a year ago. The September to October 2007 percent change was unrevised from +0.2 percent ($\pm 0.2\%$)*.

Retail trade sales were up 1.3 percent ($\pm 0.7\%$) from October 2007 and were 6.3 percent ($\pm 0.8\%$) above last year. Gasoline station sales were up 25.0 percent ($\pm 2.8\%$) from November 2006 and sales of nonstore retailers were up 10.7 percent ($\pm 2.0\%$) 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 5,000 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. Responding firms account for approximately 65% of the MARTS dollar volume estimate. 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 15, 2008 at 8:30 a.m. EST.

For information, visit the Census Bureau's Web site at <http://www.census.gov/retail>. This report is also available the day of issue through the Department of Commerce's STAT-USA (202-482-1986).

* 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		2007			2006		2007			2006	
		2007	% Chg. 2006	Nov. ³ (a)	Oct. (p)	Sep. (r)	Nov.	Oct.	Nov. ³ (a)	Oct. (p)	Sep. (r)	Nov. (r)	Oct. (r)
	Retail & food services,												
	total	4,077,509	4.3	385,489	374,724	359,497	360,754	352,353	385,753	381,088	380,231	362,964	363,019
	Total (excl. motor vehicle & parts) ...	3,224,012	4.7	316,481	299,042	284,784	292,924	281,738	308,090	302,604	301,264	286,768	287,293
	Retail	3,667,185	4.2	348,860	336,648	322,366	326,634	316,195	347,518	342,974	342,381	326,820	326,897
	GAFO⁴	(*)	(*)	(*)	93,475	89,976	104,565	90,296	(*)	98,695	98,648	95,111	95,616
441	Motor vehicle & parts dealers	853,497	2.9	69,008	75,682	74,713	67,830	70,615	77,663	78,484	78,967	76,196	75,726
4411, 4412	Auto & other motor veh. dealers .	783,655	2.9	62,735	68,886	68,586	61,890	64,329	71,209	71,981	72,578	70,091	69,545
44111	New car dealers	(*)	(*)	(*)	56,881	56,371	51,698	53,368	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,796	6,127	5,940	6,286	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	111,636	2.2	11,341	10,162	9,898	11,063	9,976	10,367	10,265	10,268	10,178	10,221
4421	Furniture stores	(*)	(*)	(*)	5,286	5,394	5,639	5,213	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,876	4,504	5,424	4,763	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	96,638	3.4	11,091	8,421	8,403	10,452	8,063	9,716	9,478	9,424	9,256	9,111
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,723	6,690	8,400	6,464	(*)	7,622	7,568	7,394	7,379
44312	Computer & software stores.....	(*)	(*)	(*)	1,698	1,713	2,052	1,599	(*)	1,856	1,856	1,862	1,732
444	Building material & garden eq. & supplies dealers	328,779	-1.3	28,234	30,315	27,802	28,026	29,924	29,498	29,136	29,362	29,251	29,368
4441	Building mat. & sup. dealers	(*)	(*)	(*)	26,653	24,689	25,077	26,890	(*)	25,121	25,426	25,694	25,881
445	Food & beverage stores	518,722	5.8	49,265	47,672	46,822	46,177	45,222	48,837	48,350	48,153	45,970	46,311
4451	Grocery stores	463,125	5.6	43,634	42,487	41,778	41,008	40,359	43,417	43,003	42,805	40,885	41,225
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,319	3,274	3,295	3,055	(*)	3,415	3,439	3,215	3,189
446	Health & personal care stores	214,946	6.0	19,759	19,979	18,648	18,954	18,937	20,060	19,939	19,944	19,361	19,264
44611	Pharmacies & drug stores	(*)	(*)	(*)	16,884	15,631	16,125	16,241	(*)	16,750	16,700	16,404	16,405
447	Gasoline stations	392,007	5.0	37,624	37,325	35,770	30,015	31,609	39,438	36,919	35,806	31,562	31,389
448	Clothing & clothing accessories stores	193,758	5.8	21,194	17,925	17,002	19,580	17,379	19,312	18,830	18,928	18,110	18,353
44811	Men's clothing stores	(*)	(*)	(*)	837	769	920	873	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,373	3,230	3,449	3,238	(*)	3,435	3,433	3,257	3,314
44814	Family clothing stores	(*)	(*)	(*)	7,080	6,604	8,016	7,000	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,104	2,053	2,270	2,204	(*)	2,203	2,239	2,314	2,337
451	Sporting goods, hobby, book & music stores	77,264	3.6	8,495	6,720	7,031	7,631	6,312	7,786	7,619	7,601	7,112	7,230
452	General merchandise stores	505,546	4.8	54,309	46,142	43,830	51,758	44,587	48,876	48,421	48,390	46,543	46,673
4521	Department stores (ex. L.D.).....	179,851	-1.0	21,141	16,348	15,257	21,179	16,620	17,495	17,324	17,423	17,566	17,663
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	16,762	15,650	21,761	17,067	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	29,794	28,573	30,579	27,967	(*)	31,097	30,967	28,977	29,010
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	26,264	25,347	26,638	24,546	(*)	27,502	27,402	25,442	25,516
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	3,530	3,226	3,941	3,421	(*)	3,595	3,565	3,535	3,494
453	Miscellaneous store retailers	110,779	3.6	10,518	10,477	10,001	10,182	10,042	10,354	10,406	10,522	10,139	10,114
454	Nonstore retailers	263,613	9.3	28,022	25,828	22,446	24,966	23,529	25,611	25,127	25,016	23,142	23,137
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	17,413	15,333	16,982	15,867	(*)	17,038	16,924	15,666	15,710
722	Food services & drinking places ...	410,324	5.7	36,629	38,076	37,131	34,120	36,158	38,235	38,114	37,850	36,144	36,122

(*) Advance estimates are not available for this kind of business.

(NA) Not available. (S) Suppressed. (a) Advance estimate. (p) Preliminary estimate. (r) Revised estimate.

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

(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-12 ARIMA 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/mrts/www/mrts.html>

(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/mrts/www/mrts.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. 2007 Advance from --		Oct. 2007 Preliminary from --		Sep. 2007 through Nov. 2007 from --	
		Oct. 2007 (p)	Nov. 2006 (r)	Sep. 2007 (r)	Oct. 2006 (r)	Jun. 2007 through Aug. 2007	Sep. 2006 through Nov. 2006
	Retail & food services,						
	total	1.2	6.3	0.2	5.0	1.6	5.4
	Total (excl. motor vehicle & parts) ...	1.8	7.4	0.4	5.3	1.3	5.9
	Retail	1.3	6.3	0.2	4.9	1.7	5.4
441	Motor vehicle & parts dealers	-1.0	1.9	-0.6	3.6	3.0	3.5
4411, 4412	Auto & other motor veh. dealers ..	-1.1	1.6	-0.8	3.5	3.1	3.5
442	Furniture & home furn. stores	1.0	1.9	0.0	0.4	0.1	0.7
443	Electronics & appliance stores	2.5	5.0	0.6	4.0	2.6	4.2
444	Building material & garden eq. & supplies dealers	1.2	0.8	-0.8	-0.8	-1.3	-0.1
445	Food & beverage stores	1.0	6.2	0.4	4.4	1.4	5.7
4451	Grocery stores	1.0	6.2	0.5	4.3	1.3	5.6
446	Health & personal care stores	0.6	3.6	0.0	3.5	0.5	4.0
447	Gasoline stations	6.8	25.0	3.1	17.6	5.5	17.7
448	Clothing & clothing accessories stores	2.6	6.6	-0.5	2.6	0.4	3.8
451	Sporting goods, hobby, book & music stores	2.2	9.5	0.2	5.4	0.9	5.7
452	General merchandise stores	0.9	5.0	0.1	3.7	0.5	4.1
4521	Department stores (ex. L.D.).....	1.0	-0.4	-0.6	-1.9	-0.5	-1.5
453	Miscellaneous store retailers	-0.5	2.1	-1.1	2.9	-0.9	3.6
454	Nonstore retailers	1.9	10.7	0.4	8.6	2.2	9.5
722	Food services & drinking places	0.3	5.8	0.7	5.5	1.2	5.5

(p) Preliminary estimates (r) Revised estimates

(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/mrts/www/mrts.html>.

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 5,000 employer firms selected from the larger Monthly Retail Trade Survey (MRTS). Firms responding to MARTS account for approximately 65% of the total national sales estimate. 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/mrts/www/mrts.html>.

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 $\pm 1.65 \times 0.9$ percent or ± 1.5 percent, and the 90 percent confidence interval is -0.3 percent to +2.7 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 $\pm 1.65 \times CV \times$ (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

(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	0.4	0.2	0.5	0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.4	0.3	0.2	0.4	0.1	0.2
	Retail	0.6	0.4	0.2	0.5	0.1	0.1
441	Motor vehicle & parts dealers	1.9	1.4	0.6	1.7	0.0	0.5
4411, 4412	Auto & other motor veh. dealers .	2.1	1.6	0.7	1.8	0.0	0.5
442	Furniture & home furn. stores.....	2.0	1.5	0.8	1.7	0.2	0.7
443	Electronics & appliance stores	1.2	0.6	0.5	1.4	0.1	0.5
444	Building material & garden eq. &... supplies dealers.....	2.3	1.2	0.8	1.4	0.0	0.9
445	Food & beverage stores.....	0.7	0.2	0.2	0.6	0.0	0.1
4451	Grocery stores	0.8	0.2	0.3	0.6	0.0	0.2
446	Health & personal care stores	1.7	0.5	0.4	1.0	-0.2	0.4
447	Gasoline stations	2.0	0.7	0.5	1.7	0.3	0.3
448	Clothing & clothing accessories stores	1.8	0.5	0.5	0.9	0.1	0.3
451	Sporting goods, hobby, book & music stores.....	2.2	1.3	1.1	1.7	0.1	0.4
452	General merchandise stores.....	0.1	0.0	0.1	0.1	0.1	0.2
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	0.1	0.2
453	Miscellaneous store retailers	3.2	2.5	1.6	3.1	1.1	1.2
454	Nonstore retailers	1.6	0.9	0.5	1.2	0.4	0.6
722	Food services & drinking places ..	1.6	0.8	0.7	1.3	0.2	0.4



- (1) Estimated measures of sampling variability are based on estimates not adjusted for seasonal variation or holiday or trading-day differences. 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.

Note: Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <http://www.census.gov/mrts/www/mrts.html>