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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES OCTOBER 2013

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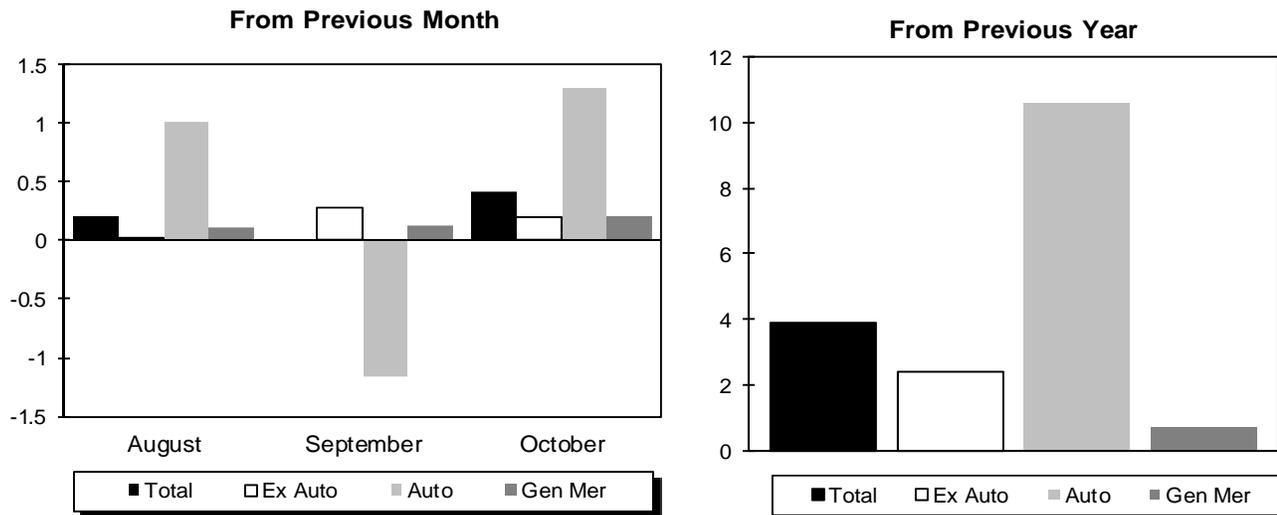
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for October, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$428.1 billion, an increase of 0.4 percent ($\pm 0.5\%$)* from the previous month, and 3.9 percent ($\pm 0.7\%$) above October 2012. Total sales for the August through October 2013 period were up 3.9 percent ($\pm 0.5\%$) from the same period a year ago. The August to September 2013 percent change was revised from -0.1 percent ($\pm 0.5\%$)* to virtually unchanged ($\pm 0.3\%$)*.

Retail trade sales were up 0.3 percent ($\pm 0.5\%$)* from September 2013, and 3.9 percent ($\pm 0.7\%$) above last year. Auto and other motor vehicle dealers were up 11.9 percent ($\pm 2.1\%$) from October of 2012 and nonstore retailers were up 8.2 percent ($\pm 2.1\%$) 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 November is scheduled to be released December 12, 2013 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.

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					
		10 Month Total		2013			2012		2013			2012	
		2013	% Chg. 2012	Oct. (a)	Sep. (p)	Aug. (r)	Oct.	Sep.	Oct. (a)	Sep. (p)	Aug. (r)	Oct. (r)	Sep. (r)
	Retail & food services,												
	total	4,165,953	4.2	421,946	402,927	443,064	404,534	390,169	428,099	426,369	426,355	412,107	412,547
	Total (excl. motor vehicle & parts) ...	3,360,339	3.2	342,331	327,166	354,208	332,677	319,306	346,228	345,554	344,592	338,066	336,636
	Retail	3,707,170	4.3	375,814	358,654	395,122	360,328	346,472	381,782	380,490	380,565	367,544	367,913
	GAFO ³	(*)	(*)	(*)	95,018	107,516	96,422	94,340	(*)	104,140	104,190	102,011	102,272
441	Motor vehicle & parts dealers	805,614	8.9	79,615	75,761	88,856	71,857	70,863	81,871	80,815	81,763	74,041	75,911
4411, 4412	Auto & other motor veh. dealers ..	736,451	10.1	72,259	69,049	81,460	64,459	64,047	75,035	74,008	74,940	67,075	68,942
44111	New car dealers	(*)	(*)	(*)	57,743	67,825	54,364	53,996	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,712	7,396	7,398	6,816	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	82,119	4.1	8,426	8,367	9,045	7,785	7,960	8,687	8,599	8,541	8,067	8,164
4421	Furniture stores	(*)	(*)	(*)	4,397	4,718	3,908	4,271	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,970	4,327	3,877	3,689	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	78,336	0.6	7,826	7,698	8,370	7,409	7,572	8,699	8,581	8,515	8,303	8,401
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,702	6,517	5,501	5,617	(*)	6,421	6,452	6,195	6,262
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	1,908	1,955	(*)	(S)	(S)	2,108	2,139
444	Building material & garden eq. & supplies dealers	264,003	6.6	26,987	25,174	26,975	25,774	23,323	25,793	26,282	26,310	24,742	24,873
4441	Building mat. & sup. dealers	(*)	(*)	(*)	21,892	23,534	22,158	20,244	(*)	22,069	22,139	21,003	20,806
445	Food & beverage stores	536,108	2.9	54,573	52,487	55,914	52,666	51,501	54,693	54,682	54,280	53,258	52,973
4451	Grocery stores	479,665	2.4	48,710	46,882	49,726	47,223	46,257	48,710	48,683	48,278	47,700	47,443
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,759	4,217	3,610	3,484	(*)	4,025	4,001	3,691	3,652
446	Health & personal care stores	234,432	2.0	24,595	23,137	23,806	23,225	21,723	24,327	24,202	23,854	22,927	22,963
44611	Pharmacies & drug stores	(*)	(*)	(*)	19,368	19,740	19,798	18,156	(*)	20,259	19,899	19,334	19,253
447	Gasoline stations	460,818	-0.7	45,571	45,344	48,896	48,658	46,782	45,165	45,435	45,358	48,512	47,112
448	Clothing & clothing accessories stores	194,528	3.5	20,019	18,572	21,999	19,119	18,643	21,074	20,785	20,972	20,309	20,450
44811	Men's clothing stores	(*)	(*)	(*)	642	650	733	714	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,253	3,411	3,559	3,416	(*)	3,439	3,520	3,602	3,573
44814	Family clothing stores	(*)	(*)	(*)	7,438	8,783	7,530	7,183	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,205	3,268	2,201	2,302	(*)	2,434	2,518	2,390	2,481
451	Sporting goods, hobby, book & music stores	70,065	3.6	6,634	6,944	8,513	6,293	6,787	7,714	7,589	7,494	7,326	7,282
452	General merchandise stores	523,211	0.6	53,258	50,201	55,683	52,507	50,410	55,303	55,193	55,119	54,908	54,890
4521	Department stores (ex. L.D.).....	132,539	-5.1	13,503	12,684	14,441	13,977	13,599	14,461	14,389	14,470	15,056	15,284
4521	Department stores (incl. L.D.) ⁴	(*)	(*)	(*)	12,904	14,696	14,198	13,822	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	37,517	41,242	38,530	36,811	(*)	40,804	40,649	39,852	39,606
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	32,668	36,150	33,480	32,159	(*)	35,470	35,372	34,694	34,505
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	4,849	5,092	5,050	4,652	(*)	5,334	5,277	5,158	5,101
453	Miscellaneous store retailers	103,928	5.6	11,145	10,271	11,258	10,664	9,799	10,609	10,617	10,745	10,166	10,119
454	Nonstore retailers	354,008	10.4	37,165	34,698	35,807	34,371	31,109	37,847	37,710	37,614	34,985	34,775
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	27,957	29,000	26,839	24,785	(*)	30,126	30,052	27,527	27,357
722	Food services & drinking places ...	458,783	3.7	46,132	44,273	47,942	44,206	43,697	46,317	45,879	45,790	44,563	44,634

(*) 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) 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).

(4) 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					
		Oct. 2013 Advance from --		Sep. 2013 Preliminary from --		Aug. 2013 through Oct. 2013 from --	
		Sep. 2013 (p)	Oct. 2012 (r)	Aug. 2013 (r)	Sep. 2012 (r)	May 2013 through Jul. 2013	Aug. 2012 through Oct. 2012
	Retail & food services, total	0.4	3.9	0.0	3.4	0.8	3.9
	Total (excl. motor vehicle & parts)	0.2	2.4	0.3	2.6	0.8	2.7
	Retail	0.3	3.9	0.0	3.4	0.8	4.0
441	Motor vehicle & parts dealers	1.3	10.6	-1.2	6.5	1.1	9.4
4411, 4412	Auto & other motor veh. dealers ..	1.4	11.9	-1.2	7.3	1.2	10.5
442	Furniture & home furn. stores	1.0	7.7	0.7	5.3	2.2	6.0
443	Electronics & appliance stores	1.4	4.8	0.8	2.1	2.2	3.1
444	Building material & garden eq. & supplies dealers.....	-1.9	4.2	-0.1	5.7	-0.5	6.1
445	Food & beverage stores.....	0.0	2.7	0.7	3.2	0.9	3.0
4451	Grocery stores	0.1	2.1	0.8	2.6	0.7	2.4
446	Health & personal care stores	0.5	6.1	1.5	5.4	2.6	4.8
447	Gasoline stations	-0.6	-6.9	0.2	-3.6	-0.1	-4.2
448	Clothing & clothing accessories stores	1.4	3.8	-0.9	1.6	-0.1	2.9
451	Sporting goods, hobby, book & music stores.....	1.6	5.3	1.3	4.2	1.7	4.2
452	General merchandise stores.....	0.2	0.7	0.1	0.6	0.5	0.5
4521	Department stores (ex. L.D.).....	0.5	-4.0	-0.6	-5.9	-0.4	-5.1
453	Miscellaneous store retailers	-0.1	4.4	-1.2	4.9	0.8	5.4
454	Nonstore retailers	0.4	8.2	0.3	8.4	1.4	8.7
722	Food services & drinking places	1.0	3.9	0.2	2.8	0.8	3.4

(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 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/retail>.

Official Business

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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 Oct. 2013

(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	0.4	0.1	0.1
	Total (excl. motor vehicle & parts) ..	0.5	0.2	0.2	0.4	0.1	0.1
	Retail	0.5	0.3	0.2	0.4	0.1	0.1
441	Motor vehicle & parts dealers	1.7	1.1	0.5	1.1	0.2	0.4
4411, 4412	Auto & other motor veh. dealers ..	1.8	1.3	0.5	1.2	0.2	0.5
442	Furniture & home furn. stores.....	2.4	1.2	0.8	2.2	0.1	0.2
443	Electronics & appliance stores	2.5	0.5	0.5	1.3	0.0	0.2
444	Building material & garden eq. &... supplies dealers.....	1.9	1.0	0.7	2.3	0.3	0.6
445	Food & beverage stores.....	2.2	0.2	0.2	0.6	-0.1	0.2
4451	Grocery stores	2.4	0.3	0.3	0.6	-0.1	0.2
446	Health & personal care stores	2.0	0.4	0.4	0.7	0.1	0.4
447	Gasoline stations	1.8	0.5	0.4	0.8	0.0	0.3
448	Clothing & clothing accessories stores	2.4	0.4	0.6	0.7	0.1	0.4
451	Sporting goods, hobby, book & music stores.....	1.8	0.7	1.0	2.9	0.1	0.8
452	General merchandise stores.....	0.6	0.0	0.1	0.3	-0.1	0.2
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.2	0.3
453	Miscellaneous store retailers	2.9	1.4	1.2	2.8	0.3	1.1
454	Nonstore retailers	1.7	0.5	0.5	1.2	0.1	0.3
722	Food services & drinking places ..	2.1	0.8	1.0	1.3	0.1	0.3

(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 period January 2013 - Present. For measures of sampling variability where there are not enough months collected on the new sample basis to calculate medians, the last available medians from the prior sample are provided.

(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.