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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES OCTOBER 2014

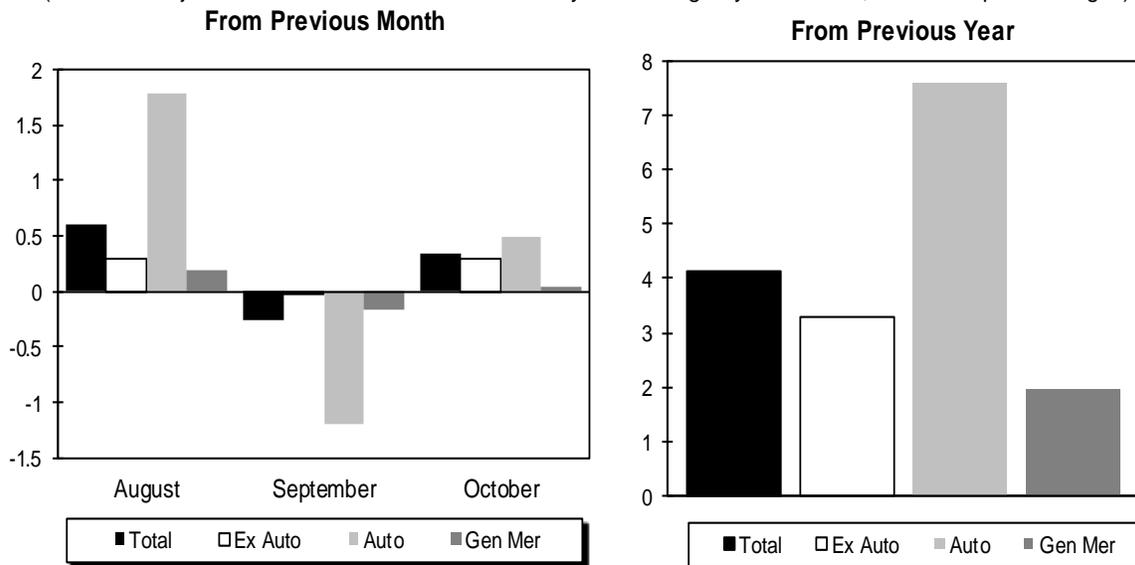
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for October, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$444.5 billion, an increase of 0.3 percent ($\pm 0.5\%$)* from the previous month, and 4.1 percent ($\pm 0.9\%$) above October 2013. Total sales for the August through October 2014 period were up 4.5 percent ($\pm 0.7\%$) from the same period a year ago. The August to September 2014 percent change was unrevised from -0.3% ($\pm 0.2\%$).

Retail trade sales were up 0.3 percent ($\pm 0.5\%$)* from September 2014, and 3.8 percent ($\pm 0.7\%$) above last year. Nonstore retailers were up 9.1 percent ($\pm 2.1\%$) from October 2013 and auto and other motor vehicle dealers were up 8.3 percent ($\pm 3.0\%$) 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 4,900 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 60% 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 11, 2014 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.

The U.S. Census Bureau updated its Application Programming Interface (API) with monthly and quarterly economic indicators. The API allows developers to combine Census Bureau statistics with other data sets to create tools for research on a variety of topics. For more information, visit www.census.gov/developers.

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		2014			2013		2014			2013	
		2014	% Chg. 2013	Oct. ³ (a)	Sep. (p)	Aug. (r)	Oct.	Sep.	Oct. ³ (a)	Sep. (p)	Aug. (r)	Oct. (r)	Sep. (r)
	Retail & food services,												
	total	4,322,042	4.0	440,562	425,110	455,429	421,358	401,379	444,491	443,002	444,150	426,805	424,367
	Total (excl. motor vehicle & parts) ...	3,436,635	3.0	354,002	338,764	359,529	340,747	324,308	354,832	353,784	353,859	343,489	342,308
	Retail	3,848,825	3.8	391,431	378,540	405,710	375,769	358,058	395,846	394,793	396,297	381,262	379,428
	GAFO⁴	(*)	(*)	(*)	96,674	108,279	99,259	93,992	(*)	105,093	105,090	103,651	102,608
441	Motor vehicle & parts dealers	885,407	8.0	86,560	86,346	95,900	80,611	77,071	89,659	89,218	90,291	83,316	82,059
4411, 4412	Auto & other motor veh. dealers .	816,323	8.6	79,281	79,581	88,857	73,258	70,477	82,843	82,467	83,512	76,470	75,296
44111	New car dealers	(*)	(*)	(*)	65,652	74,097	61,353	58,914	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,765	7,043	7,353	6,594	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	81,684	2.8	8,436	8,495	8,833	8,273	8,073	8,513	8,495	8,493	8,399	8,263
4421	Furniture stores	(*)	(*)	(*)	4,581	4,694	4,293	4,303	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,914	4,139	3,980	3,770	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	82,546	2.1	8,500	8,694	8,594	8,271	7,937	9,189	9,338	8,916	9,048	8,723
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,700	6,778	6,226	5,948	(*)	7,235	6,833	6,872	6,587
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
444	Building material & garden eq. & supplies dealers	277,027	4.7	28,556	27,239	27,526	27,097	25,167	27,597	27,489	27,644	25,942	26,341
4441	Building mat. & sup. dealers	(*)	(*)	(*)	23,683	23,829	23,154	21,686	(*)	22,971	23,023	21,761	21,861
445	Food & beverage stores	550,832	2.9	56,566	54,085	57,060	54,329	52,354	56,272	56,176	55,955	54,469	54,542
4451	Grocery stores	491,669	2.5	50,395	48,225	50,713	48,600	46,881	50,045	49,922	49,719	48,600	48,682
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,944	4,293	3,901	3,740	(*)	4,174	4,144	3,981	3,991
446	Health & personal care stores	245,758	6.2	25,950	24,714	24,787	24,220	22,814	25,491	25,322	25,216	23,909	23,839
44611	Pharmacies & drug stores	(*)	(*)	(*)	20,554	20,408	20,287	19,033	(*)	21,038	20,910	19,831	19,867
447	Gasoline stations	457,317	-1.5	44,342	44,745	47,876	45,964	45,522	43,860	44,522	44,870	45,690	45,659
448	Clothing & clothing accessories stores	196,475	1.6	20,375	18,838	22,154	20,120	18,387	21,122	21,024	21,340	21,040	20,659
44811	Men's clothing stores	(*)	(*)	(*)	720	719	786	683	(*)	759	775	744	727
44812	Women's clothing stores	(*)	(*)	(*)	3,364	3,582	3,420	3,199	(*)	3,545	3,659	3,417	3,392
44814	Family clothing stores	(*)	(*)	(*)	7,522	8,639	8,181	7,262	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,274	3,330	2,366	2,211	(*)	2,558	2,589	2,572	2,479
451	Sporting goods, hobby, book & music stores	66,854	-1.7	6,641	6,949	8,350	6,412	6,690	7,479	7,393	7,357	7,353	7,272
452	General merchandise stores	527,256	1.7	54,490	50,626	56,701	52,821	49,835	55,760	55,734	55,821	54,686	54,523
4521	Department stores (ex. L.D.).....	127,098	-2.6	13,130	12,031	14,046	13,380	12,569	13,785	13,829	13,981	14,290	14,197
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	12,313	14,366	13,666	12,851	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	38,595	42,655	39,441	37,266	(*)	41,905	41,840	40,396	40,326
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	33,754	37,586	34,433	32,658	(*)	36,649	36,598	35,388	35,306
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	4,841	5,069	5,008	4,608	(*)	5,256	5,242	5,008	5,020
453	Miscellaneous store retailers	98,745	1.6	10,801	10,079	10,667	10,666	9,827	10,065	10,005	10,177	9,985	10,039
454	Nonstore retailers	378,924	7.1	40,214	37,730	37,262	36,985	34,381	40,839	40,077	40,217	37,425	37,509
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	31,572	31,313	29,657	28,283	(*)	33,094	33,135	30,109	30,445
722	Food services & drinking places ...	473,217	5.5	49,131	46,570	49,719	45,589	43,321	48,645	48,209	47,853	45,543	44,939

(*) 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.

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. 2014 Advance from --		Sep. 2014 Preliminary from --		Aug. 2014 through Oct. 2014 from --	
		Sep. 2014 (p)	Oct. 2013 (r)	Aug. 2014 (r)	Sep. 2013 (r)	May 2014 through Jul. 2014	Aug. 2013 through Oct. 2013
	Retail & food services, total	0.3	4.1	-0.3	4.4	0.8	4.5
	Total (excl. motor vehicle & parts)	0.3	3.3	0.0	3.4	0.7	3.5
	Retail	0.3	3.8	-0.4	4.0	0.7	4.2
441	Motor vehicle & parts dealers	0.5	7.6	-1.2	8.7	1.6	8.6
4411, 4412	Auto & other motor veh. dealers ..	0.5	8.3	-1.3	9.5	1.7	9.4
442	Furniture & home furn. stores	0.2	1.4	0.0	2.8	1.3	2.6
443	Electronics & appliance stores	-1.6	1.6	4.7	7.1	3.8	3.4
444	Building material & garden eq. & supplies dealers.....	0.4	6.4	-0.6	4.4	0.2	5.4
445	Food & beverage stores.....	0.2	3.3	0.4	3.0	1.0	3.2
4451	Grocery stores	0.2	3.0	0.4	2.5	1.0	2.8
446	Health & personal care stores	0.7	6.6	0.4	6.2	1.5	6.8
447	Gasoline stations	-1.5	-4.0	-0.8	-2.5	-2.8	-2.7
448	Clothing & clothing accessories stores	0.5	0.4	-1.5	1.8	0.0	1.8
451	Sporting goods, hobby, book & music stores.....	1.2	1.7	0.5	1.7	2.5	2.5
452	General merchandise stores.....	0.0	2.0	-0.2	2.2	0.6	2.3
4521	Department stores (ex. L.D.).....	-0.3	-3.5	-1.1	-2.6	-1.3	-2.5
453	Miscellaneous store retailers	0.6	0.8	-1.7	-0.3	1.0	1.3
454	Nonstore retailers	1.9	9.1	-0.3	6.8	1.4	7.9
722	Food services & drinking places	0.9	6.8	0.7	7.3	2.0	7.1

(p) Preliminary estimate (r) Revised estimate

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

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

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 $\pm 1.753 \times 0.9$ 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. 2014

(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	0.5	0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.5	0.2	0.2	0.4	0.0	0.3
	Retail	0.5	0.3	0.2	0.4	0.1	0.2
441	Motor vehicle & parts dealers	1.6	1.1	0.6	1.5	0.2	0.3
4411, 4412	Auto & other motor veh. dealers .	1.6	1.3	0.6	1.7	0.3	0.4
442	Furniture & home furn. stores.....	2.4	1.5	0.9	1.8	-0.1	0.6
443	Electronics & appliance stores	2.3	0.4	0.6	1.6	0.5	1.3
444	Building material & garden eq. &....						
	supplies dealers.....	1.9	1.1	0.9	1.5	0.0	0.7
445	Food & beverage stores.....	1.4	0.2	0.3	1.3	0.0	0.2
4451	Grocery stores	1.5	0.2	0.2	1.4	0.1	0.1
446	Health & personal care stores	2.1	0.3	0.4	1.0	0.0	0.2
447	Gasoline stations	1.9	0.4	0.4	0.9	-0.1	0.2
448	Clothing & clothing accessories						
	stores	2.4	0.5	0.6	1.5	-0.1	0.4
451	Sporting goods, hobby, book &						
	music stores.....	2.0	0.7	0.9	1.3	0.3	0.6
452	General merchandise stores.....	0.3	0.0	0.1	0.4	0.1	0.4
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.1	0.3
453	Miscellaneous store retailers	3.1	1.8	1.2	2.0	0.3	0.9
454	Nonstore retailers	1.4	0.5	0.4	1.2	0.1	0.4
722	Food services & drinking places ..	2.1	1.0	0.6	1.9	0.2	0.5

(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.