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## ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES OCTOBER 2016

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 \$465.9 billion, an increase of 0.8 percent ( $\pm 0.5\%$ ) from the previous month, and 4.3 percent ( $\pm 0.9\%$ ) above October 2015. Total sales for the August 2016 through October 2016 period were up 3.3 percent ( $\pm 0.7\%$ ) from the same period a year ago. The August 2016 to September 2016 percent change was revised from up 0.6 percent ( $\pm 0.5\%$ ) to up 1.0 percent ( $\pm 0.1\%$ ).

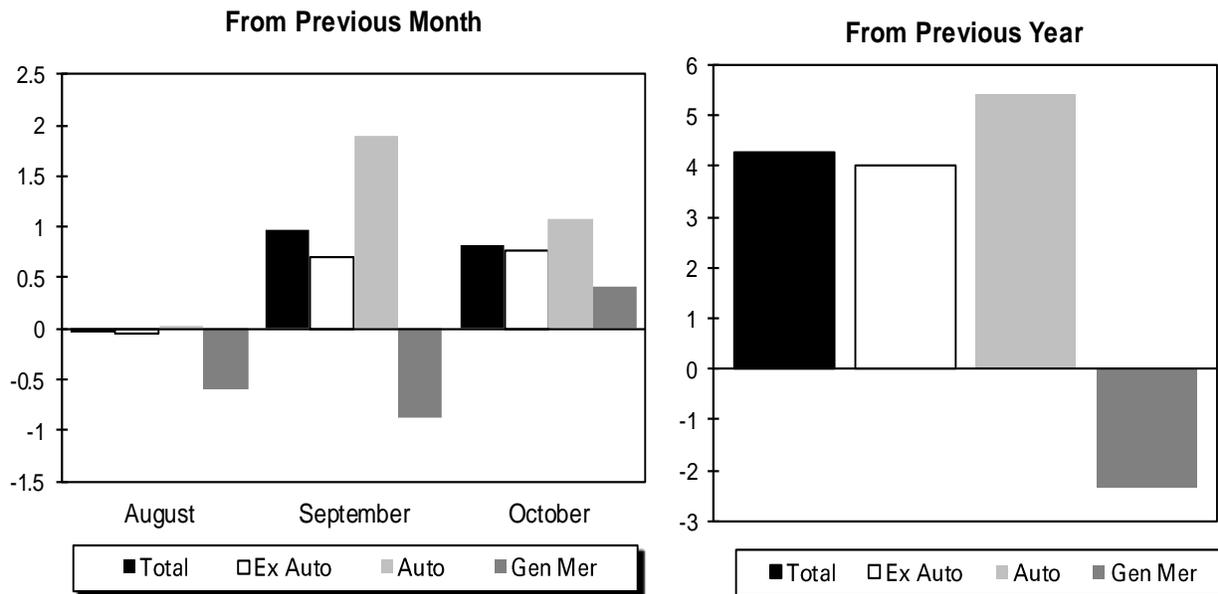
Retail trade sales were up 1.0 percent ( $\pm 0.5\%$ ) from September 2016, and up 4.3 percent ( $\pm 0.7\%$ ) from last year. Nonstore retailers were up 12.9 percent ( $\pm 1.6\%$ ) from October 2015, while Miscellaneous stores retailers were up 9.5 percent ( $\pm 4.2\%$ ) from last year.

The scheduled release dates for 2017 are as follows: January 13, February 15, March 15, April 14, May 12, June 14, July 14, August 15, September 15, October 13, November 15, December 14.

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 firms whose sales are then weighted and benchmarked to represent the complete universe of over three million retail and food services firms. 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 14, 2016 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](http://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 URL for the economic indicators data in the Census Bureau API ([Application Programming Interface](#)) has been updated to add /timeseries/. Examples can be found on the [Developers' webpage](#). The old URL will be discontinued on December 31, 2016.

For additional survey information, visit [www.census.gov/retail](http://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 <sup>1</sup> code	Kind of Business	Not Adjusted						Adjusted <sup>2</sup>					
		10 Month Total		2016			2015		2016			2015	
		2016	% Chg. 2015	Oct. <sup>3</sup> (a)	Sep. (p)	Aug. (r)	Oct.	Sep.	Oct. <sup>3</sup> (a)	Sep. (p)	Aug. (r)	Oct. (r)	Sep. (r)
	<b>Retail &amp; food services,</b>												
	<b>total</b> .....	4,494,704	2.9	454,520	447,774	471,574	444,959	430,917	465,914	462,106	457,722	446,708	447,641
	Total (excl. motor vehicle & parts) ...	3,552,844	2.8	362,560	353,912	369,300	355,300	340,802	369,099	366,317	363,721	354,861	355,327
	Retail .....	3,946,643	2.5	399,181	393,467	416,217	391,072	380,320	410,905	406,691	402,695	393,981	395,317
	<b>GAFO<sup>4</sup></b> .....	(*)	(*)	(*)	97,275	106,225	103,167	98,009	(*)	104,209	104,533	105,491	106,007
441	<b>Motor vehicle &amp; parts dealers</b> .....	941,860	3.3	91,960	93,862	102,274	89,659	90,115	96,815	95,789	94,001	91,847	92,314
4411, 4412	Auto & other motor veh. dealers .	868,835	3.5	84,647	86,629	94,529	82,125	82,903	89,574	88,578	86,803	84,665	85,116
44111	New car dealers .....	(*)	(*)	(*)	73,087	79,497	69,656	70,223	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,233	7,745	7,534	7,212	(NA)	(NA)	(NA)	(NA)	(NA)
442	<b>Furniture &amp; home furn. stores</b> .....	88,181	3.4	8,818	9,312	9,385	8,973	8,847	9,110	9,192	9,015	8,955	8,821
4421	Furniture stores .....	(*)	(*)	(*)	5,073	4,924	4,860	4,999	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores .....	(*)	(*)	(*)	4,239	4,461	4,113	3,848	(NA)	(NA)	(NA)	(NA)	(NA)
443	<b>Electronics &amp; appliance stores</b> .....	78,490	-3.3	7,755	7,973	8,363	8,213	8,413	8,342	8,325	8,482	8,690	8,822
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,092	6,464	6,007	6,173	(*)	6,320	6,381	6,404	6,457
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	296,239	6.3	29,370	29,194	30,257	28,546	27,377	29,919	29,594	29,073	28,105	27,857
4441	Building mat. & sup. dealers .....	(*)	(*)	(*)	26,071	27,094	25,100	24,325	(*)	25,762	25,321	24,322	24,037
445	<b>Food &amp; beverage stores</b> .....	582,711	2.2	59,240	57,813	59,036	58,065	56,109	59,694	59,155	58,793	57,583	57,791
4451	Grocery stores .....	522,424	2.1	52,942	51,651	52,769	51,987	50,244	53,208	52,813	52,506	51,472	51,638
4453	Beer, wine & liquor stores .....	(*)	(*)	(*)	4,339	4,386	4,291	4,091	(*)	4,405	4,364	4,240	4,235
446	<b>Health &amp; personal care stores</b> .....	276,283	7.6	28,306	27,915	28,799	26,602	26,072	28,650	28,427	28,401	26,443	26,658
44611	Pharmacies & drug stores .....	(*)	(*)	(*)	23,276	24,132	22,640	22,025	(*)	23,751	23,846	22,349	22,520
447	<b>Gasoline stations</b> .....	337,061	-8.6	35,582	34,850	35,954	35,932	35,574	34,816	34,066	33,076	34,550	35,048
448	<b>Clothing &amp; clothing accessories stores</b> .....	199,576	0.4	20,503	19,573	22,086	20,563	19,080	21,550	21,430	21,377	21,071	21,233
44811	Men's clothing stores .....	(*)	(*)	(*)	698	681	734	683	(*)	726	722	706	717
44812	Women's clothing stores .....	(*)	(*)	(*)	3,218	3,404	3,510	3,212	(*)	3,427	3,459	3,465	3,446
44814	Family clothing stores .....	(*)	(*)	(*)	7,819	8,551	8,571	7,752	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores .....	(*)	(*)	(*)	2,626	3,704	2,641	2,542	(*)	2,898	2,930	2,849	2,847
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	72,137	3.9	6,808	7,224	8,350	6,876	7,292	7,816	7,718	7,626	7,683	7,749
452	<b>General merchandise stores</b> .....	531,923	-0.7	53,760	50,417	54,859	55,544	51,588	55,009	54,784	55,269	56,325	56,592
4521	Department stores (ex. L.D.).....	118,510	-5.2	11,861	11,339	12,628	12,936	12,023	12,663	12,748	12,846	13,658	13,659
4521	Department stores (incl. L.D.) <sup>5</sup> .....	(*)	(*)	(*)	11,450	13,009	13,115	12,185	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	39,078	42,231	42,608	39,565	(*)	42,036	42,423	42,667	42,933
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	33,533	36,591	36,768	34,148	(*)	36,174	36,554	36,879	37,158
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,545	5,640	5,840	5,417	(*)	5,862	5,869	5,788	5,775
453	<b>Miscellaneous store retailers</b> .....	104,463	4.8	11,491	10,749	11,023	10,647	9,991	10,942	10,687	10,473	9,992	9,961
454	<b>Nonstore retailers</b> .....	437,719	11.1	45,588	44,585	45,831	41,452	39,862	48,242	47,524	47,109	42,737	42,471
4541	Elect. shopping & m/o houses ....	(*)	(*)	(*)	39,233	40,611	35,824	34,783	(*)	41,737	41,355	37,085	36,885
722	<b>Food services &amp; drinking places</b> ...	548,061	6.0	55,339	54,307	55,357	53,887	50,597	55,009	55,415	55,027	52,727	52,324

(\*) 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 <sup>1</sup>					
		Oct. 2016 Advance from --		Sep. 2016 Preliminary from --		Aug. 2016 through Oct. 2016 from --	
		Sep. 2016 (p)	Oct. 2015 (r)	Aug. 2016 (r)	Sep. 2015 (r)	May 2016 through Jul. 2016	Aug. 2015 through Oct. 2015
	<b>Retail &amp; food services, total .....</b>	0.8	4.3	1.0	3.2	1.2	3.3
	Total (excl. motor vehicle & parts) ....	0.8	4.0	0.7	3.1	0.7	3.1
	Retail .....	1.0	4.3	1.0	2.9	1.2	3.0
441	<b>Motor vehicle &amp; parts dealers .....</b>	1.1	5.4	1.9	3.8	3.1	4.0
4411, 4412	Auto & other motor veh. dealers ..	1.1	5.8	2.0	4.1	3.4	4.3
442	<b>Furniture &amp; home furn. stores .....</b>	-0.9	1.7	2.0	4.2	0.3	2.6
443	<b>Electronics &amp; appliance stores .....</b>	0.2	-4.0	-1.9	-5.6	-1.5	-4.3
444	<b>Building material &amp; garden eq. &amp; supplies dealers.....</b>	1.1	6.5	1.8	6.2	2.0	5.4
445	<b>Food &amp; beverage stores.....</b>	0.9	3.7	0.6	2.4	0.9	2.6
4451	Grocery stores .....	0.7	3.4	0.6	2.3	0.8	2.5
446	<b>Health &amp; personal care stores .....</b>	0.8	8.3	0.1	6.6	1.7	8.0
447	<b>Gasoline stations .....</b>	2.2	0.8	3.0	-2.8	0.6	-4.1
448	<b>Clothing &amp; clothing accessories stores .....</b>	0.6	2.3	0.2	0.9	0.8	1.1
451	<b>Sporting goods, hobby, book &amp; music stores.....</b>	1.3	1.7	1.2	-0.4	-2.4	0.3
452	<b>General merchandise stores.....</b>	0.4	-2.3	-0.9	-3.2	-1.4	-2.5
4521	Department stores (ex. L.D.).....	-0.7	-7.3	-0.8	-6.7	-2.5	-6.7
453	<b>Miscellaneous store retailers .....</b>	2.4	9.5	2.0	7.3	1.7	5.7
454	<b>Nonstore retailers .....</b>	1.5	12.9	0.9	11.9	2.1	12.3
722	<b>Food services &amp; drinking places ....</b>	-0.7	4.3	0.7	5.9	0.8	5.2

(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 4,700 employer firms selected from the larger Monthly Retail Trade Survey (MRTS). 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  $\pm 1.6$  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. 2016**

(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 <sup>(1)</sup> for Current Mo. (%)	Median standard error <sup>(1)</sup> for Percent change			Revision for month-to-month change <sup>(2)</sup>	
			Previous Mo. to Current Mo.	Previous Qtr. to Current Qtr.	Current Mo. to same Mo. Last Yr.	Average revision	Median absolute revision
	<b>Retail &amp; food services,</b>						
	total .....	0.5	0.3	0.2	0.5	0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.6	0.3	0.2	0.5	0.0	0.1
	<b>Retail .....</b>	0.5	0.3	0.2	0.4	0.1	0.2
441	<b>Motor vehicle &amp; parts dealers .....</b>	1.2	1.0	0.4	1.2	0.2	0.7
4411, 4412	Auto & other motor veh. dealers ..	1.3	1.0	0.4	1.3	0.2	0.8
442	<b>Furniture &amp; home furn. stores.....</b>	2.5	1.1	0.8	1.3	0.1	0.3
443	<b>Electronics &amp; appliance stores .....</b>	3.1	0.6	0.6	2.1	-0.2	0.3
444	<b>Building material &amp; garden eq. &amp;....</b>						
	<b>supplies dealers.....</b>	2.1	1.0	0.7	1.2	-0.1	0.5
445	<b>Food &amp; beverage stores.....</b>	1.4	0.2	0.2	0.5	0.0	0.2
4451	Grocery stores .....	1.5	0.2	0.2	0.5	0.0	0.2
446	<b>Health &amp; personal care stores .....</b>	2.2	0.4	0.5	1.4	0.1	0.3
447	<b>Gasoline stations .....</b>	1.8	0.5	0.4	0.8	0.2	0.5
448	<b>Clothing &amp; clothing accessories</b>						
	<b>stores .....</b>	2.2	0.6	0.4	0.7	0.1	0.2
451	<b>Sporting goods, hobby, book &amp;</b>						
	<b>music stores.....</b>	2.2	0.9	0.8	1.2	0.0	0.2
452	<b>General merchandise stores.....</b>	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	-0.1	0.2
453	<b>Miscellaneous store retailers .....</b>	2.9	2.3	1.3	2.4	0.3	0.8
454	<b>Nonstore retailers .....</b>	1.5	0.5	0.4	0.9	0.1	0.4
722	<b>Food services &amp; drinking places ..</b>	2.3	1.0	0.7	1.8	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 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.