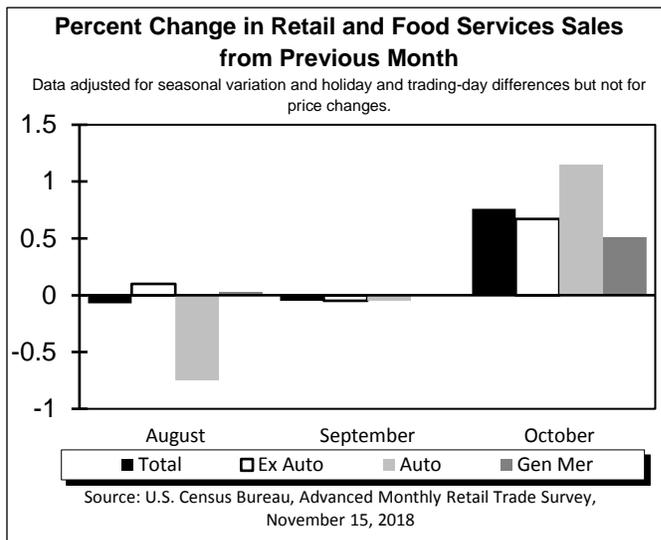


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, OCTOBER 2018

Release Number: CB18-171

November 15, 2018 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for October 2018:

ADVANCE MONTHLY SALES		
October 2018	\$511.5 billion	0.8%
September 2018 (revised)	\$507.6 billion	-0.1%*
Next release: December 14, 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, November 15, 2018.</small>		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for October 2018, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$511.5 billion, an increase of 0.8 percent (± 0.5 percent) from the previous month, and 4.6 percent (± 0.5 percent) above October 2017. Total sales for the August 2018 through October 2018 period were up 5.0 percent (± 0.5 percent) from the same period a year ago. The August 2018 to September 2018 percent change was revised from up 0.1 percent (± 0.5 percent)* to down 0.1 percent (± 0.2 percent)*.

Retail trade sales were up 0.9 percent (± 0.5 percent) from September 2018, and 4.3 percent (± 0.5 percent) above last year. Gasoline Stations were up 16.2 percent (± 1.6 percent) from October 2017, while Nonstore Retailers were also up 12.1 percent (± 1.4 percent) from last year.

General Information

The November 2018 Advance Monthly Retail report is scheduled for release on December 14, 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/.

Data Inquiries

Economic Indicators Division, Retail Indicator Branch
301-763-2713
eid.retail.indicator.branch@census.gov

Media Inquiries

Public Information Office
301-763-3030
pio@census.gov

EXPLANATORY NOTES

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 5,500 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 5,500 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

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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.

Hurricanes

For information on the impact of Hurricanes Florence and Michael on the compilation of this report, please see the Frequently Asked Questions (FAQs) on our website at: www.census.gov/retail/marts/www/hurricanesoct18faq.pdf.

RESOURCES

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/

FRED Mobile App



Receive the latest updates on the nation's key economic indicators by downloading the FRED App <https://fred.stlouisfed.org/fred-mobile/> for both Apple and Android devices. FRED, the signature database of the Federal Reserve Bank of St. Louis, now incorporates the Census Bureau's 13 economic indicators.

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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				
		10 Month Total		2018			2017		2018			2017	
		2018	% Chg. 2017	Oct. ³ (a)	Sep. (p)	Aug. (r)	Oct.	Sep.	Oct. ³ (a)	Sep. (p)	Aug. (r)	Oct. (r)	Sep. (r)
	Retail & food services,												
	total	4,942,136	5.4	505,604	482,985	524,577	477,592	471,043	511,488	507,606	507,872	489,148	487,096
	Total (excl. motor vehicle & parts) ...	3,915,697	6.0	404,908	384,914	413,995	379,380	370,260	408,438	405,725	405,935	385,748	384,944
	Total (excl. gasoline stations)	4,507,442	4.6	458,675	438,796	477,144	437,275	431,097	465,926	463,593	463,666	449,929	447,663
	Total (excl. motor vehicle & parts & gasoline stations)	3,481,003	5.0	357,979	340,725	366,562	339,063	330,314	362,876	361,712	361,729	346,529	345,511
	Retail	4,345,190	5.3	445,842	424,222	461,392	421,000	415,471	451,061	447,088	446,408	432,272	430,563
	GAFO⁴	*	*	*	102,769	113,111	103,279	101,099	*	110,386	110,323	107,974	107,515
441	Motor vehicle & parts dealers	1,026,439	3.0	100,696	98,071	110,582	98,212	100,783	103,050	101,881	101,937	103,400	102,152
4411, 4412	Auto & other motor veh. dealers .	949,972	3.1	92,557	90,611	102,408	90,589	93,280	95,321	94,190	94,298	95,963	94,604
44111	New car dealers	*	*	*	75,539	84,782	75,883	77,688	NA	NA	NA	NA	NA
4413	Auto parts, acc. & tire stores.....	*	*	*	7,460	8,174	7,623	7,503	*	7,691	7,639	7,437	7,548
442	Furniture & home furn. stores	98,923	4.3	10,166	9,928	10,615	9,851	9,879	10,166	10,193	10,138	10,042	9,859
4421	Furniture stores	*	*	*	5,543	5,759	5,081	5,202	NA	NA	NA	NA	NA
4422	Home furnishings stores	*	*	*	4,385	4,856	4,770	4,677	NA	NA	NA	NA	NA
443	Electronics & appliance stores	76,570	2.5	7,680	7,601	8,212	7,499	7,634	8,267	8,208	8,337	8,133	8,078
444	Building material & garden eq. & supplies dealers	328,433	3.8	34,298	31,075	34,127	32,191	31,394	33,230	32,885	32,845	32,082	32,579
4441	Building mat. & sup. dealers	*	*	*	27,678	30,526	28,539	27,935	*	28,712	28,744	27,870	28,303
445	Food & beverage stores	612,141	3.8	61,982	60,682	63,045	59,773	59,275	62,489	62,333	62,114	60,651	60,329
4451	Grocery stores	546,842	3.7	55,157	54,182	56,173	53,296	52,865	55,546	55,458	55,343	53,943	53,725
4453	Beer, wine & liquor stores	*	*	*	4,597	4,898	4,536	4,538	*	4,824	4,765	4,671	4,602
446	Health & personal care stores	284,549	3.8	29,574	27,613	29,592	28,538	27,318	29,023	29,036	29,069	28,509	28,076
44611	Pharmacies & drug stores	*	*	*	22,813	24,571	24,047	22,591	*	24,192	24,280	23,715	23,435
447	Gasoline stations	434,694	15.0	46,929	44,189	47,433	40,317	39,946	45,562	44,013	44,206	39,219	39,433
448	Clothing & clothing accessories stores	212,835	5.0	21,631	20,679	23,563	20,653	20,038	23,062	22,937	22,761	22,034	21,965
44811	Men's clothing stores	*	*	*	834	770	725	733	*	849	824	738	746
44812	Women's clothing stores	*	*	*	3,347	3,384	3,263	3,081	*	3,557	3,467	3,309	3,230
44814	Family clothing stores	*	*	*	8,412	9,553	8,690	8,135	NA	NA	NA	NA	NA
4482	Shoe stores	*	*	*	2,722	3,773	2,601	2,708	*	3,028	2,950	2,916	2,973
451	Sporting goods, hobby, musical instrument, & book stores	62,412	-3.6	5,832	5,947	7,154	6,268	6,643	6,487	6,457	6,545	7,090	6,993
452	General merchandise stores	568,050	3.6	58,506	56,148	60,638	56,559	54,553	60,382	60,073	60,068	58,346	58,288
4521	Department stores	113,162	-0.3	11,606	10,956	12,556	11,557	11,214	12,492	12,337	12,467	12,527	12,584
4529	Other general merch. stores....	*	*	*	45,192	48,082	45,002	43,339	*	47,736	47,601	45,819	45,704
45291	Warehouse clubs & supercenters.....	*	*	*	38,470	41,173	38,435	37,040	*	40,623	40,565	39,179	39,031
45299	All oth. gen. merch. stores.....	*	*	*	6,722	6,909	6,567	6,299	*	7,113	7,036	6,640	6,673
453	Miscellaneous store retailers	107,399	4.1	11,348	10,371	11,344	10,940	10,486	10,829	10,769	10,828	10,573	10,645
454	Nonstore retailers	532,745	10.4	57,200	51,918	55,087	50,199	47,522	58,514	58,303	57,560	52,193	52,166
4541	Elect. shopping & m/o houses	*	*	*	46,322	49,186	44,166	41,965	*	51,641	50,865	46,054	45,863
722	Food services & drinking places	596,946	6.0	59,762	58,763	63,185	56,592	55,572	60,427	60,518	61,464	56,876	56,533

(*) 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, musical instrument, and book (451), general merchandise (452), office supply, stationery, and gift stores (4532).

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, November 15, 2018. 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					
		Oct. 2018 Advance from --		Sep. 2018 Preliminary from --		Aug. 2018 through Oct. 2018 from --	
		Sep. 2018 (p)	Oct. 2017 (r)	Aug. 2018 (r)	Sep. 2017 (r)	May 2018 through Jul. 2018	Aug. 2017 through Oct. 2017
	Retail & food services,						
	total	0.8	4.6	-0.1	4.2	0.6	5.0
	Total (excl. motor vehicle & parts)	0.7	5.9	-0.1	5.4	0.9	6.1
	Total (excl. gasoline stations)	0.5	3.6	0.0	3.6	0.4	4.1
	Total (excl. motor vehicle & parts & gasoline stations)	0.3	4.7	0.0	4.7	0.6	5.0
	Retail	0.9	4.3	0.2	3.8	0.7	4.7
441	Motor vehicle & parts dealers	1.1	-0.3	-0.1	-0.3	-0.4	1.2
4411, 4412	Auto & other motor veh. dealers ...	1.2	-0.7	-0.1	-0.4	-0.6	1.0
442	Furniture & home furn. stores	-0.3	1.2	0.5	3.4	-0.4	2.6
443	Electronics & appliance stores	0.7	1.6	-1.5	1.6	-0.4	2.4
444	Building material & garden eq. & supplies dealers	1.0	3.6	0.1	0.9	1.4	3.1
445	Food & beverage stores	0.3	3.0	0.4	3.3	0.5	3.4
4451	Grocery stores	0.2	3.0	0.2	3.2	0.5	3.4
446	Health & personal care stores	0.0	1.8	-0.1	3.4	-0.3	3.0
447	Gasoline stations	3.5	16.2	-0.4	11.6	3.0	15.7
448	Clothing & clothing accessories stores	0.5	4.7	0.8	4.4	-1.6	4.3
451	Sporting goods, hobby, musical instrument, & book stores	0.5	-8.5	-1.3	-7.7	-3.8	-7.2
452	General merchandise stores	0.5	3.5	0.0	3.1	0.9	3.4
4521	Department stores	1.3	-0.3	-1.0	-2.0	-1.0	-0.9
453	Miscellaneous store retailers	0.6	2.4	-0.5	1.2	-0.4	2.1
454	Nonstore retailers	0.4	12.1	1.3	11.8	3.1	11.4
722	Food services & drinking places	-0.2	6.2	-1.5	7.0	0.2	7.5

(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, November 15, 2018. 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 Oct. 2018

(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	0.7	0.3	0.2	0.3	0.0	0.1
	Total (excl. motor vehicle & parts)	0.8	0.2	0.2	0.4	0.1	0.2
	Total (excl. gasoline stations)	0.6	0.3	0.2	0.4	0.0	0.2
	Total (excl. motor vehicle & parts & gasoline stations)	0.7	0.3	0.2	0.4	0.1	0.1
	Retail, total	0.5	0.3	0.1	0.3	0.0	0.1
441	Motor vehicle & parts dealers	1.1	1.0	0.4	0.9	-0.2	0.3
4411, 4412	Auto & other motor veh. dealers	1.1	1.0	0.4	1.0	-0.2	0.4
442	Furniture & home furn. stores	2.1	0.9	0.7	1.3	0.1	0.6
443	Electronics & appliance stores	1.7	0.6	0.7	1.3	-0.2	0.6
444	Building material & garden eq. & supplies dealers	1.7	0.9	0.5	1.3	-0.1	0.5
445	Food & beverage stores	0.8	0.2	0.2	0.4	0.1	0.2
4451	Grocery stores	0.7	0.2	0.3	0.5	0.1	0.2
446	Health & personal care stores	1.6	0.4	0.5	1.3	-0.1	0.7
447	Gasoline stations	1.8	0.5	0.4	0.9	0.3	0.4
448	Clothing & clothing accessories stores	1.5	0.6	0.5	0.8	0.1	0.8
451	Sporting goods, hobby, musical instrument, & book stores	3.2	0.7	0.9	1.3	-0.1	0.8
452	General merchandise stores	0.6	0.1	0.2	0.1	0.0	0.2
4521	Department stores	0.0	0.0	0.0	0.0	0.0	0.1
453	Miscellaneous store retailers	3.5	2.6	1.4	2.4	-0.3	1.6
454	Nonstore retailers	1.2	0.5	0.3	0.8	0.1	0.6
722	Food services & drinking places	3.2	0.9	0.7	1.4	0.3	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 2018 - 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 with exception to the following: Total (excl. gasoline stations), Total (excl. motor vehicles & parts & gasoline stations), Electronics & appliance stores, and Sporting goods, hobby, musical instrument, & book stores which are based on estimates from April 2018 to present until we have 12 months of revisions.

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, November 15, 2018. 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>.