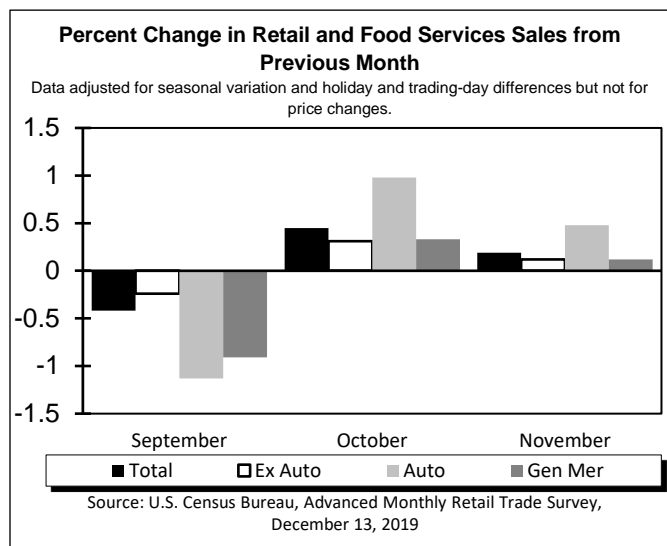


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, NOVEMBER 2019

Release Number: CB19-192

December 13, 2019 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for November 2019:

ADVANCE MONTHLY SALES		
November 2019	\$528.0 billion	0.2%*
October 2019 (revised)	\$527.0 billion	0.4%
Next release: January 16, 2020		
* 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, December 13, 2019.		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for November 2019, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$528.0 billion, an increase of 0.2 percent (± 0.4 percent)* from the previous month, and 3.3 percent (± 0.7 percent) above November 2018. Total sales for the September 2019 through November 2019 period were up 3.5 percent (± 0.5 percent) from the same period a year ago. The September 2019 to October 2019 percent change was revised from up 0.3 percent (± 0.4 percent)* to up 0.4 percent (± 0.1 percent).

Retail trade sales were up 0.3 percent (± 0.4 percent)* from October 2019, and 3.1 percent (± 0.5 percent) above last year. Nonstore retailers were up 11.5 percent (± 1.4 percent) from November 2018, and food services and drinking places were up 5.1 percent (± 3.3 percent) from last year.

General Information

The December 2019 Advance Monthly Retail report is scheduled for release on January 16, 2020 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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census.gov

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.

Weather Information

For information on the impact of weather events on the compilation of this report, please see the Frequently Asked Questions (FAQs) on our website at:

[<www.census.gov/retail/marts_weather_faqs.html>](http://www.census.gov/retail/marts_weather_faqs.html)

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/>](http://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/>](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				
		11 Month Total		2019			2018		2019			2018	
		2019	% Chg. 2018	Nov. ³ (a)	Oct. (p)	Sept. (r)	Nov.	Oct.	Nov. ³ (a)	Oct. (p)	Sept. (r)	Nov. (r)	Oct. (r)
	Retail & food services,												
	total	5,640,658	3.4	538,185	525,865	498,792	522,804	506,360	527,994	526,991	524,651	510,882	510,412
	Total (excl. motor vehicle & parts) ...	4,494,979	3.2	437,543	420,650	398,016	427,005	406,873	421,214	420,718	419,405	409,067	409,384
	Total (excl. gasoline stations)	5,168,809	3.7	496,418	481,194	455,771	481,131	459,751	484,396	483,705	482,098	467,518	465,161
	Total (excl. motor vehicle & parts & gasoline stations)	4,023,130	3.7	395,776	375,979	354,995	385,332	360,264	377,616	377,432	376,852	365,703	364,133
	Retail	4,935,599	3.2	474,991	460,243	435,427	463,403	444,271	462,778	461,565	459,191	448,812	448,136
	GAFO⁴	(*)	(*)	(*)	106,326	100,011	122,433	105,621	(*)	108,995	108,999	109,551	109,229
441	Motor vehicle & parts dealers	1,145,679	3.9	100,642	105,215	100,776	95,799	99,487	106,780	106,273	105,246	101,815	101,028
4411, 4412	Auto & other motor veh. dealers .	1,056,976	3.8	92,692	96,574	92,953	88,071	91,224	98,609	98,144	97,231	93,993	93,181
44111	New car dealers	(*)	(*)	(*)	81,586	77,991	74,948	77,033	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	8,641	7,823	7,728	8,263	(*)	8,129	8,015	7,822	7,847
442	Furniture & home furn. stores	106,056	0.4	10,696	9,922	9,791	10,550	9,693	9,849	9,843	9,910	9,670	9,683
4421	Furniture stores	(*)	(*)	(*)	5,433	5,603	5,530	5,229	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,489	4,188	5,020	4,464	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	85,926	-3.7	10,216	7,581	7,658	10,388	7,860	8,166	8,108	8,173	8,291	8,415
444	Building material & garden eq. & supplies dealers.....	350,823	0.4	30,298	33,320	30,622	30,658	33,344	31,504	31,500	31,601	31,368	32,120
4441	Building mat. & sup. dealers	(*)	(*)	(*)	29,774	27,627	27,444	29,663	(*)	27,904	28,048	27,749	28,170
445	Food & beverage stores.....	707,246	3.1	66,629	65,148	62,620	64,068	63,038	65,429	65,201	65,102	63,605	63,579
4451	Grocery stores	634,539	3.2	59,328	58,394	56,209	56,922	56,372	58,509	58,336	58,248	56,808	56,769
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,914	4,677	5,181	4,786	(*)	4,984	4,997	4,906	4,874
446	Health & personal care stores	321,850	2.9	28,884	30,500	28,374	29,389	29,981	29,443	29,756	29,618	29,566	29,221
44611	Pharmacies & drug stores	(*)	(*)	(*)	25,518	23,315	24,226	25,275	(*)	24,631	24,491	24,397	24,326
447	Gasoline stations	471,849	-0.4	41,767	44,671	43,021	41,673	46,609	43,598	43,286	42,553	43,364	45,251
448	Clothing & clothing accessories stores	234,198	-0.6	25,076	21,341	19,719	25,831	21,473	22,240	22,378	22,441	22,988	22,831
44811	Men's clothing stores	(*)	(*)	(*)	764	753	851	778	(*)	759	761	796	787
44812	Women's clothing stores	(*)	(*)	(*)	3,278	3,112	4,055	3,412	(*)	3,294	3,364	3,598	3,464
44814	Family clothing stores	(*)	(*)	(*)	9,188	8,099	10,847	8,916	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,824	2,760	3,409	2,878	(*)	3,134	3,176	3,281	3,245
451	Sporting goods, hobby, musical instrument, & book stores	68,914	-2.0	7,382	6,164	6,150	7,078	5,897	6,573	6,607	6,613	6,359	6,361
452	General merchandise stores.....	634,658	1.4	66,069	58,255	54,231	66,046	57,558	59,600	59,531	59,336	59,680	59,315
4521	Department stores	116,826	-5.4	13,268	10,404	9,728	14,646	11,102	11,054	11,117	11,137	11,913	11,968
4529	Other general merch. stores.....	(*)	(*)	(*)	47,851	44,503	51,400	46,456	(*)	48,414	48,199	47,767	47,347
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	40,681	37,895	43,478	39,474	(*)	41,301	41,101	40,445	40,280
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	7,170	6,608	7,922	6,982	(*)	7,113	7,098	7,322	7,067
453	Miscellaneous store retailers	122,214	3.0	11,704	12,330	11,066	11,356	11,614	11,520	11,562	11,464	11,049	10,942
454	Nonstore retailers	686,186	12.1	75,628	65,796	61,399	70,567	57,717	68,076	67,520	67,134	61,057	59,390
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	58,201	54,764	62,847	50,575	(*)	60,001	59,591	53,807	52,193
722	Food services & drinking places	705,059	4.5	63,194	65,622	63,365	59,401	62,089	65,216	65,426	65,460	62,070	62,276

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

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

(5) 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, December 13, 2019. 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					
		Nov. 2019 Advance from --		Oct. 2019 Preliminary from --		Sep. 2019 through Nov. 2019 from --	
		Oct. 2019 (p)	Nov. 2018 (r)	Sep. 2019 (r)	Oct. 2018 (r)	Jun. 2019 through Aug. 2019	Sep. 2018 through Nov. 2018
	Retail & food services,						
	total	0.2	3.3	0.4	3.2	0.6	3.5
	Total (excl. motor vehicle & parts)	0.1	3.0	0.3	2.8	0.4	3.1
	Total (excl. gasoline stations)	0.1	3.6	0.3	4.0	0.5	4.0
	Total (excl. motor vehicle & parts & gasoline stations)	0.0	3.3	0.2	3.7	0.4	3.7
	Retail	0.3	3.1	0.5	3.0	0.5	3.3
441	Motor vehicle & parts dealers	0.5	4.9	1.0	5.2	1.1	5.1
4411, 4412	Auto & other motor veh. dealers ...	0.5	4.9	0.9	5.3	1.1	5.3
442	Furniture & home furn. stores	0.1	1.9	-0.7	1.7	0.9	2.0
443	Electronics & appliance stores	0.7	-1.5	-0.8	-3.6	0.0	-2.4
444	Building material & garden eq. & supplies dealers.....	0.0	0.4	-0.3	-1.9	-0.1	-0.5
445	Food & beverage stores.....	0.3	2.9	0.2	2.6	-0.3	2.7
4451	Grocery stores	0.3	3.0	0.2	2.8	-0.3	2.9
446	Health & personal care stores	-1.1	-0.4	0.5	1.8	-0.4	1.2
447	Gasoline stations	0.7	0.5	1.7	-4.3	1.1	-1.9
448	Clothing & clothing accessories stores	-0.6	-3.3	-0.3	-2.0	-0.7	-1.9
451	Sporting goods, hobby, musical instrument, & book stores	-0.5	3.4	-0.1	3.9	0.9	3.6
452	General merchandise stores.....	0.1	-0.1	0.3	0.4	-0.5	0.3
4521	Department stores	-0.6	-7.2	-0.2	-7.1	-2.3	-6.8
453	Miscellaneous store retailers	-0.4	4.3	0.9	5.7	1.4	5.7
454	Nonstore retailers	0.8	11.5	0.6	13.7	2.0	12.9
722	Food services & drinking places	-0.3	5.1	-0.1	5.1	0.9	5.4

(p) Preliminary estimate (r) Revised estimate

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

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, December 13, 2019. 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 Nov. 2019

(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
441 4411, 4412 442 443 444 445 4451 446 447 448 451 452 4521 453 454 722	Retail & food services,						
	total	0.7	0.2	0.2	0.4	0.1	0.1
	Total (excl. motor vehicle & parts)	0.8	0.2	0.1	0.4	0.1	0.1
	Total (excl. gasoline stations)	0.7	0.2	0.2	0.4	0.1	0.2
	Total (excl. motor vehicle & parts & gasoline stations)	0.8	0.2	0.2	0.4	0.1	0.1
	Retail, total	0.5	0.2	0.1	0.3	0.1	0.2
	Motor vehicle & parts dealers	1.3	0.9	0.5	1.1	0.0	0.5
	Auto & other motor veh. dealers	1.3	0.9	0.5	1.1	0.0	0.5
	Furniture & home furn. stores	2.4	1.3	0.8	1.6	0.1	0.4
	Electronics & appliance stores	1.2	0.5	0.4	0.9	-0.1	0.3
	Building material & garden eq. & supplies dealers	1.3	0.8	0.4	1.0	0.2	0.8
	Food & beverage stores	0.7	0.2	0.2	0.5	0.1	0.3
	Grocery stores	0.7	0.2	0.2	0.5	0.1	0.3
	Health & personal care stores	1.9	0.4	0.4	1.0	0.1	0.3
	Gasoline stations	1.4	0.3	0.3	0.7	0.2	0.6
	Clothing & clothing accessories stores	1.8	0.6	0.6	1.0	-0.1	0.5
	Sporting goods, hobby, musical instrument, & book stores	2.0	0.8	1.1	2.3	-0.1	0.6
	General merchandise stores	0.8	0.1	0.1	0.2	-0.1	0.2
	Department stores	0.0	0.0	0.0	0.0	-0.1	0.1
	Miscellaneous store retailers	4.0	1.8	1.5	2.6	0.4	1.0
	Nonstore retailers	1.2	0.4	0.4	0.8	0.1	0.5
	Food services & drinking places	3.4	0.9	0.7	1.9	0.2	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.

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, December 13, 2019. 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>.