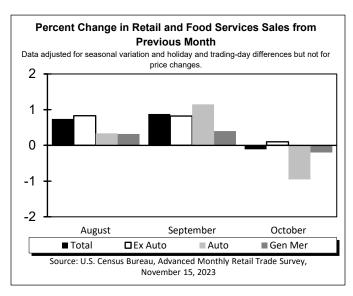
## FOR RELEASE AT 8:30 AM EST, WEDNESDAY, NOVEMBER 15, 2023

# **ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, OCTOBER 2023**

Release Number: CB23-185

**November 15, 2023** — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for October 2023:





### Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for October 2023, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$705.0 billion, down 0.1 percent (±0.5 percent)\* from the previous month, and up 2.5 percent (±0.7 percent) above October 2022. Total sales for the August 2023 through October 2023 period were up 3.1 percent (±0.4 percent) from the same period a year ago. The August 2023 to September 2023 percent change was revised from up 0.7 percent (±0.5 percent) to up 0.9 percent (±0.2 percent).

Retail trade sales were down 0.2 percent (±0.5 percent)\* from September 2023, and up 1.6 percent (±0.5 percent) above last year. Gasoline Stations were down 7.5 percent (±1.1 percent) from last year, while nonstore retailers were up 7.6 percent (±1.6 percent) from October 2022.

### **General Information**

The November 2023 Advance Monthly Retail report is scheduled for release on December 14, 2023 at 8:30 a.m. EST. View the full schedule in the Economic Briefing Room: <a href="https://www.census.gov/economic-indicators/">https://www.census.gov/economic-indicators/</a>. The full text and tables of this release can be found at <a href="https://www.census.gov/retail/">www.census.gov/retail/</a>.

**Data Inquiries** 

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#### **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 4,800 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 more information on how data is collected for the Advance Monthly Retail Trade Survey, see our methodology page at:

<a href="https://www.census.gov/retail/marts/how-surveys">https://www.census.gov/retail/marts/how-surveys</a> are collected.html>.

# **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 4,800 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-toprevious 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>.

The Census Bureau has reviewed this data product to ensure appropriate access, use, and disclosure avoidance protection of the confidential source data (Project No. P-7504206, Disclosure Review Board (DRB) approval number: CBDRB-FY24-0003).

## **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 Data Inquiries

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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  $\pm 1.2$  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  $\pm 0.4$  percent to  $\pm 0.4$  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 fags.html>

## **RESOURCES**

## The Rest of the Consumer Spending Story

Retail and services together represent what's commonly referred to as consumer spending. Quarterly Services Survey (QSS) revenue comprises roughly 2/3 of the personal consumption expenditures component of the U.S. Gross Domestic Product (GDP) measured by the Bureau of Economic Analysis (BEA). The second quarter 2023 Quarterly Services Report was released on September 7, 2023 at 10:00 AM. Learn about historical revenue trends for certain industries going back 15 years and other data, such as inpatient days and discharges for hospitals, by visiting <a href="https://www.census.gov/services/index.html">https://www.census.gov/services/index.html</a>

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### 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. <<a href="https://www.census.gov/developers/">www.census.gov/developers/</a>>

# **FRED Mobile App**



Receive the latest updates on the nation's key economic indicators by downloading the FRED App < <a href="https://fred.stlouisfed.org/fred-mobile/">https://fred.stlouisfed.org/fred-mobile/</a> 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.

**Data Inquiries** 

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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.)

	Kind of Business	Not Adjusted						Adjusted <sup>2</sup>					
NAICS1		10 Month Total		2023		2022		2023			2022		
code		2023	% Chg. 2022	Oct. <sup>3</sup> (a)	Sep. (p)	Aug. (r)	Oct.	Sep.	Oct. <sup>3</sup> (a)	Sep. (p)	Aug. (r)	Oct. (r)	Sep. (r)
	Retail & food services,												
	total	6,851,489	3.1	701,548	685,813	721,625	683,198	660,765	704,954	705,701	699,540	687,871	678,202
	Total (excl. motor vehicle & parts)	5,512,920	2.9	571,159	551,699	579,174	556,461	535,423	570,923	570,381	565,754	558,129	551,190
	Total (excl. gasoline stations)	6,297,697	4.7	642,978	627,650	660,700	620,095	600,510	648,365	648,957	643,336	626,665	619,474
	gasoline stations)	4,959,128	4.9	512,589	493,536	518,249	493,358	475,168	514,334	513,637	509,550	496,923	492,462
	Retail	5,949,029	2.0	608,839	594,022	628,192	597,170	577,966	612,059	613,076	608,386	602,356	594,142
	GAFO <sup>4</sup>	(*)	(*)	(*)	123,917	133,129	128,516	122,769	(*)	129,476	129,396	129,392	129,066
441	Motor vehicle & parts dealers	1,338,569	3.8	130,389	134,114	142,451	126,737	125,342	134,031	135,320	133,786	129,742	127,012
4411, 4412	Auto & other motor veh. dealers .	1,226,486	3.5	118,516	122,785	130,284	115,944	114,582	122,560	123,900	122,447	119,161	116,327
44111	New car dealers	. (*)	(*)	(*)	99,924	105,627	94,566	92,034	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores	. (*)	(*)	(*)	11,329	12,167	10,793	10,760	(*)	11,420	11,339	10,581	10,685
442	Furniture & home furn. stores	110,593	-5.2	10,502	11,043	11,474	11,885	11,889	10,619	10,837	10,907	12,042	11,633
4421	Furniture stores	, ,	(*)	(*)	6,479	6,532	6,707	6,802	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	72,510	-1.7	7,435	7,529	7,690	7,331	7,578	7,876	7,826	7,791	7,807	7,869
444	Building material & garden eq. &	422.025	2.0	42.057	40 202	44 245	42 547	42.054	44 443	44 530	44.544	42.000	42.250
4441	Building mat. & sup. dealers	422,025 (*)	-2.8 (*)	<b>42,067</b> (*)	<b>40,303</b> 34,857	<b>44,315</b> 38,791	<b>43,517</b> 37,640	<b>43,051</b> 37,651	41,412 (*)	<b>41,529</b> 35,424	<b>41,641</b> 35,752	<b>43,869</b> 37,829	<b>43,258</b> 37,278
					'	,	′	· '			,	,	
<b>445</b> 4451	Food & beverage stores	<b>811,355</b> 731,217	<b>2.8</b> 2.9	<b>82,198</b> 73,962	<b>80,946</b> 72,726	<b>83,301</b> 75,013	<b>82,064</b> 73,885	<b>79,393</b> 71,432	<b>82,988</b> 74,558	<b>82,455</b> 74,059	<b>82,292</b> 73,977	<b>82,174</b> 73,885	<b>81,307</b> 73,114
4453	Grocery stores  Beer, wine & liquor stores		(*)	(*)	5,892	5,954	5,854	5,728	(*)	6,006	5,948	5,980	5,893
446	Health & personal care stores	. 355,462	8.2	37,700	35,871	36,933	34,025	33,523	37,143	36,753	36,567	33,889	33,965
44611	Pharmacies & drug stores	. (*)	(*)	(*)	29,915	30,817	28,632	27,901	(*)	30,526	30,392	28,237	28,154
447	Gasoline stations	553,792	-11.8	58,570	58,163	60,925	63,103	60,255	56,589	56,744	56,204	61,206	58,728
448	Clothing & clothing accessories												
	stores	242,562	1.3	24,743	23,941	27,143	24,787	23,629	26,109	26,101	26,314	25,899	25,964
44811	Men's clothing stores	` '	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores		(*)	(*)	3,193	3,281	3,339	3,279	(*)	3,368	3,362	3,432	3,488
44814 4482	Family clothing stores	. (*) . (*)	(*) (*)	(*) (*)	10,161 3,068	11,545 4,155	10,590 3,079	9,598 3,096	(NA) (*)	(NA) 3,267	(NA) 3,287	(NA) 3,311	(NA) 3,343
451		. ,	( )	( )	3,000	4,133	3,073	3,050	( )	3,207	3,207	3,311	3,343
451	Sporting goods, hobby, musical instrument, & book stores	81,157	0.3	7,854	8,227	9,258	8,168	8,316	8,436	8,508	8,501	8,773	8,663
452	General merchandise stores	706,417	2.9	73,464	70,515	74,786	72,908	68,509	73,534	73,684	73,393	72,151	72,286
4521	Department stores		-2.3	10,411	10,140	11,477	11,095	10,587	10,901	11,036	11,049	11,372	11,588
4529	Other general merch. stores	(*)	(*)	(*)	60,375	63,309	61,813	57,922	(*)	62,648	62,344	60,779	60,698
45291	Warehouse clubs & supercenters	(*)	(*)	(*)	51,951	54,675	53,512	49,909	(*)	53,724	53,498	52,411	52,316
45299	All oth. gen. merch. stores	(*)	(*)	(*)	8,424	8,634	8,301	8,013	(*)	8,924	8,846	8,368	8,382
453	Miscellaneous store retailers	152,597	2.3	15,804	15,479	15,406	15,648	15,178	15,284	15,551	14,837	15,104	15,124
<b>454</b> 4541	Nonstore retailers  Elect. shopping & m/o houses	1,101,990 (*)	<b>8.1</b> (*)	118,113 (*)	<b>107,891</b> 98,594	<b>114,510</b> 104,693	<b>106,997</b> 96,412	<b>101,303</b> 92,034	118,038 (*)	<b>117,768</b> 107,284	<b>116,153</b> 105,751	<b>109,700</b> 98,783	<b>108,333</b> 98,117
722	Food services & drinking places	902,460	11.5	92,709	91,791	93,433	86,028	82,799	92,895	92,625	91,154	85,515	84,060

<sup>(\*)</sup> Advance estimates are not available for this kind of business.

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

- $(1) \ \ \text{For a full description of the NAICS codes used in this table, see $$ <$ \text{https://www.census.gov/naics/}$ >. $$$
- (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 <a href="http://www.census.gov/retail">http://www.census.gov/retail</a>.
- (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, 2023. 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 <a href="https://www.census.gov/retail/how\_surveys\_are\_collected.html">www.census.gov/retail/how\_surveys\_are\_collected.html</a>.

<sup>(</sup>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.

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.)

	ative records.)	Percent Change <sup>1</sup>								
NAICS	Kind of Business		3 Advance m	Sep. 2023	Preliminary m	Aug. 2023 through Oct. 2023 from				
code		Sep. 2023 (p)	Oct. 2022 (r)	Aug. 2023 (r)	Sep. 2022 (r)	May 2023 through Jul. 2023	Aug. 2022 through Oct. 2022			
	Retail & food services,									
	total	-0.1	2.5	0.9	4.1	1.7	3.1			
	Total (excl. motor vehicle & parts)	0.1	2.3	0.8	3.5	2.0	2.7			
	Total (excl. gasoline stations)	-0.1	3.5	0.9	4.8	1.3	4.1			
	Total (excl. motor vehicle & parts & gasoline stations)	0.1	3.5	0.8	4.3	1.4	3.9			
	Retail	-0.2	1.6	0.8	3.2	1.6	2.3			
441	Motor vehicle & parts dealers	-1.0	3.3	1.1	6.5	0.8	4.8			
4411, 4412	Auto & other motor veh. dealers	-1.1	2.9	1.2	6.5	0.7	4.5			
442	Furniture & home furn. stores	-2.0	-11.8	-0.6	-6.8	-3.1	-8.9			
443	Electronics & appliance stores	0.6	0.9	0.4	-0.5	1.3	-0.1			
444	Building material & garden eq. & supplies dealers	-0.3	-5.6	-0.3	-4.0	-0.1	-4.6			
445	Food & beverage stores	0.6	1.0	0.2	1.4	1.0	1.5			
4451	Grocery stores	0.7	0.9	0.1	1.3	1.1	1.4			
446	Health & personal care stores	1.1	9.6	0.5	8.2	2.3	8.9			
447	Gasoline stations	-0.3	-7.5	1.0	-3.4	7.3	-6.6			
448	Clothing & clothing accessories stores	0.0	0.8	-0.8	0.5	1.3	1.2			
451	Sporting goods, hobby, musical instrument, & book stores	-0.8	-3.8	0.1	-1.8	-1.5	-2.6			
452	General merchandise stores	-0.2	1.9	0.4	1.9	1.1	2.0			
4521	Department stores	-1.2	-4.1	-0.1	-4.8	-0.2	-4.1			
453	Miscellaneous store retailers	-1.7	1.2	4.8	2.8	-1.1	0.1			
454	Nonstore retailers	0.2	7.6	1.4	8.7	2.2	7.9			
722	Food services & drinking places	0.3	8.6	1.6	10.2	2.6	9.3			

<sup>(</sup>p) Preliminary estimate

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, November 15, 2023. 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 <a href="https://www.census.gov/retail/how\_surveys\_are\_collected.html">www.census.gov/retail/how\_surveys\_are\_collected.html</a>.

<sup>(</sup>r) Revised estimate

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

Table 3. Estimated Measures of Sampling Variability and Revision to Advance Estimates Oct. 2023

(Estimates are shown as percents and are based on data from the Advance Monthly Retail Trade Survey and Monthly Retail Trade Survey)

		Median	Medi	an standard error	Revision for month- to-month change <sup>(2)</sup>		
NAICS Code	Kind of Business	CV <sup>(1)</sup> for Current Mo. (%)	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	0.9	0.3	0.2	0.4	0.0	0.2
	Total (excl. motor vehicle & parts)	1.1	0.2	0.2	0.3	0.0	0.2
	Total (excl. gasoline stations)	0.9	0.3	0.2	0.4	0.0	0.2
	Total (excl. motor vehicle & parts &						
	gasoline stations)	1.2	0.2	0.2	0.4	0.0	0.2
	Retail, total	0.8	0.3	0.2	0.3	0.0	0.1
441	Motor vehicle & parts dealers	1.6	0.9	0.4	1.0	0.1	0.1
4411, 4412	Auto & other motor veh. dealers	1.7	0.9	0.4	1.1	0.1	0.2
442	Furniture & home furn. stores	3.0	1.7	0.7	1.7	-0.4	0.6
443	Electronics & appliance stores	2.2	1.0	0.4	1.0	0.5	0.5
444	Building material & garden eq. &						
	supplies dealers	2.5	0.7	0.5	1.1	-0.2	0.5
445	Food & beverage stores	0.7	0.2	0.2	0.5	-0.1	0.2
4451	Grocery stores	0.7	0.2	0.2	0.5	-0.1	0.3
446	Health & personal care stores	3.2	0.5	0.3	0.6	0.0	0.3
447	Gasoline stations	1.4	0.5	0.4	0.6	-0.1	0.5
448	Clothing & clothing accessories						
	stores	2.9	0.9	0.6	1.4	-0.2	0.3
451	Sporting goods, hobby, musical						
	instrument, & book stores	2.4	1.2	1.0	1.6	0.3	0.2
452	General merchandise stores	1.5	0.1	0.1	0.3	0.0	0.1
4521	Department stores	0.0	0.0	0.0	0.0	0.3	0.1
453	Miscellaneous store retailers	5.2	2.6	1.2	2.6	-0.3	0.7
454	Nonstore retailers	2.0	0.5	0.4	0.9	0.1	0.4
722	Food services & drinking places	3.6	0.9	0.7	1.3	0.0	0.7

<sup>(1)</sup> 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.

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, November 15, 2023. 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>.

<sup>(2)</sup> 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.