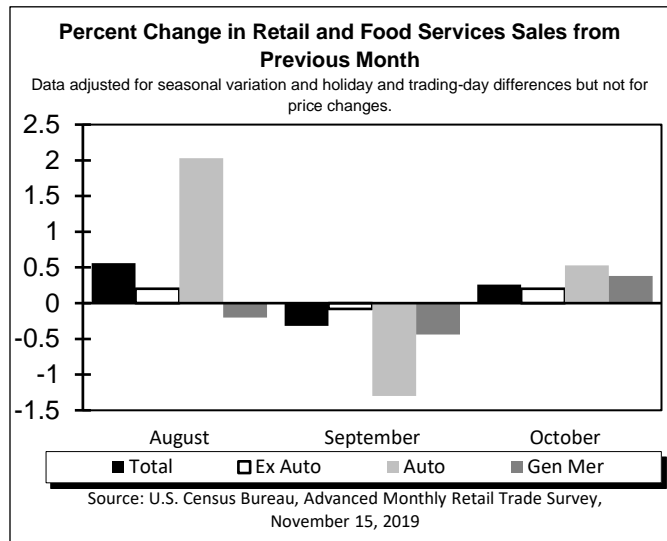


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, OCTOBER 2019

Release Number: CB19-168

November 15, 2019 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for October 2019:

ADVANCE MONTHLY SALES		
October 2019	\$526.5 billion	0.3%*
September 2019 (revised)	\$525.2 billion	-0.3%
Next release: December 13, 2019		
* 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, 2019.		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for October 2019, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$526.5 billion, an increase of 0.3 percent (± 0.4 percent)* from the previous month, and 3.1 percent (± 0.7 percent) above October 2018. Total sales for the August 2019 through October 2019 period were up 3.8 percent (± 0.5 percent) from the same period a year ago. The August 2019 to September 2019 percent change was unrevised from down 0.3 percent (± 0.2 percent).

Retail trade sales were up 0.3 percent (± 0.4 percent)* from September 2019, and 2.9 percent (± 0.7 percent) above last year. Nonstore retailers were up 14.3 percent (± 1.4 percent) from October 2018, and gasoline stations were down 5.0 percent (± 1.2 percent) from last year.

General Information

The November 2019 Advance Monthly Retail report is scheduled for release on December 13, 2019 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/>.

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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 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.

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				
		10 Month Total		2019			2018		2019			2018	
		2019	% Chg. 2018	Oct. ³ (a)	Sep. (p)	Aug. (r)	Oct.	Sep.	Oct. ³ (a)	Sep. (p)	Aug. (r)	Oct. (r)	Sep. (r)
	Retail & food services,												
	total	5,101,958	3.4	524,989	499,153	547,383	506,360	481,094	526,540	525,157	526,862	510,685	504,604
	Total (excl. motor vehicle & parts) ...	4,057,611	3.3	420,409	398,432	431,275	406,873	384,778	420,907	420,086	420,410	409,562	404,732
	Total (excl. gasoline stations)	4,672,150	3.8	480,613	456,111	501,223	459,751	437,161	483,540	482,625	484,279	465,434	461,235
	Total (excl. motor vehicle & parts & gasoline stations)	3,627,803	3.8	376,033	355,390	385,115	360,264	340,845	377,907	377,554	377,827	364,311	361,363
	Retail	4,460,337	3.3	459,666	435,733	479,296	444,271	420,602	461,217	459,640	461,893	448,284	442,814
	GAFO⁴	(*)	(*)	(*)	100,073	113,959	105,621	100,886	(*)	109,140	109,279	109,280	108,498
441	Motor vehicle & parts dealers	1,044,347	3.7	104,580	100,721	116,108	99,487	96,316	105,633	105,071	106,452	101,123	99,872
4411, 4412	Auto & other motor veh. dealers .	963,669	3.6	96,014	92,898	107,458	91,224	88,738	97,575	97,072	98,315	93,276	92,052
44111	New car dealers	(*)	(*)	(*)	77,942	90,174	77,033	74,305	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,823	8,650	8,263	7,578	(*)	7,999	8,137	7,847	7,820
442	Furniture & home furn. stores	95,238	0.1	9,844	9,747	10,276	9,693	9,546	9,785	9,875	9,805	9,693	9,672
4421	Furniture stores	(*)	(*)	(*)	5,565	5,698	5,229	5,430	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,182	4,578	4,464	4,116	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	75,719	-4.0	7,621	7,627	8,075	7,860	7,809	8,107	8,140	8,132	8,388	8,352
444	Building material & garden eq. & supplies dealers.....	320,473	0.6	33,264	30,626	33,110	33,344	30,142	31,423	31,573	32,145	32,068	31,630
4441	Building mat. & sup. dealers	(*)	(*)	(*)	27,623	29,950	29,663	27,060	(*)	28,015	28,606	28,197	27,926
445	Food & beverage stores.....	641,139	3.1	65,582	62,708	67,213	63,038	61,664	65,555	65,256	65,641	63,514	63,316
4451	Grocery stores	575,693	3.2	58,781	56,304	60,116	56,372	55,237	58,664	58,407	58,764	56,712	56,537
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,674	5,268	4,786	4,646	(*)	4,999	5,022	4,864	4,870
446	Health & personal care stores	293,192	3.5	30,494	28,606	29,765	29,981	27,392	29,838	29,829	29,646	29,278	28,956
44611	Pharmacies & drug stores	(*)	(*)	(*)	23,545	24,562	25,275	22,639	(*)	24,680	24,587	24,303	24,084
447	Gasoline stations	429,808	-0.5	44,376	43,042	46,160	46,609	43,933	43,000	42,532	42,583	45,251	43,369
448	Clothing & clothing accessories stores	208,870	-0.5	21,113	19,695	23,791	21,473	20,260	22,261	22,476	22,414	22,869	22,551
44811	Men's clothing stores	(*)	(*)	(*)	754	701	778	789	(*)	762	748	787	791
44812	Women's clothing stores	(*)	(*)	(*)	3,116	3,317	3,412	3,176	(*)	3,405	3,371	3,482	3,434
44814	Family clothing stores	(*)	(*)	(*)	8,103	9,954	8,916	8,241	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,729	4,146	2,878	2,783	(*)	3,166	3,189	3,252	3,130
451	Sporting goods, hobby, musical instrument, & book stores	61,128	-3.4	5,918	5,992	7,356	5,897	5,990	6,440	6,492	6,498	6,424	6,386
452	General merchandise stores.....	569,285	1.6	58,626	54,556	61,529	57,558	54,765	59,845	59,618	59,879	59,286	58,938
4521	Department stores	103,560	-4.9	10,420	9,714	11,529	11,102	10,487	11,134	11,126	11,297	11,959	11,854
4529	Other general merch. stores.....	(*)	(*)	(*)	44,842	50,000	46,456	44,278	(*)	48,492	48,582	47,327	47,084
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	38,234	42,952	39,474	37,698	(*)	41,379	41,419	40,239	40,062
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	6,608	7,048	6,982	6,580	(*)	7,113	7,163	7,088	7,022
453	Miscellaneous store retailers	110,342	2.9	12,129	11,099	12,066	11,614	10,319	11,418	11,482	11,508	10,950	10,703
454	Nonstore retailers	610,796	12.7	66,119	61,314	63,847	57,717	52,466	67,912	67,296	67,190	59,440	59,069
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	54,673	57,077	50,575	46,560	(*)	59,817	59,579	52,301	52,081
722	Food services & drinking places	641,621	4.3	65,323	63,420	68,087	62,089	60,492	65,323	65,517	64,969	62,401	61,790

(*) 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, November 15, 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					
		Oct. 2019 Advance from --		Sep. 2019 Preliminary from --		Aug. 2019 through Oct. 2019 from --	
		Sep. 2019 (p)	Oct. 2018 (r)	Aug. 2019 (r)	Sep. 2018 (r)	May 2019 through Jul. 2019	Aug. 2018 through Oct. 2018
	Retail & food services,						
	total	0.3	3.1	-0.3	4.1	1.1	3.8
	Total (excl. motor vehicle & parts)	0.2	2.8	-0.1	3.8	0.9	3.4
	Total (excl. gasoline stations)	0.2	3.9	-0.3	4.6	1.2	4.5
	Total (excl. motor vehicle & parts & gasoline stations)	0.1	3.7	-0.1	4.5	1.1	4.2
	Retail	0.3	2.9	-0.5	3.8	1.0	3.7
441	Motor vehicle & parts dealers	0.5	4.5	-1.3	5.2	1.6	5.6
4411, 4412	Auto & other motor veh. dealers ...	0.5	4.6	-1.3	5.5	1.7	5.8
442	Furniture & home furn. stores	-0.9	0.9	0.7	2.1	0.4	1.4
443	Electronics & appliance stores	-0.4	-3.4	0.1	-2.5	-0.5	-3.4
444	Building material & garden eq. & supplies dealers.....	-0.5	-2.0	-1.8	-0.2	1.8	-0.2
445	Food & beverage stores.....	0.5	3.2	-0.6	3.1	0.7	3.5
4451	Grocery stores	0.4	3.4	-0.6	3.3	0.7	3.7
446	Health & personal care stores	0.0	1.9	0.6	3.0	-0.2	2.3
447	Gasoline stations	1.1	-5.0	-0.1	-1.9	-0.7	-3.1
448	Clothing & clothing accessories stores	-1.0	-2.7	0.3	-0.3	-0.5	-1.1
451	Sporting goods, hobby, musical instrument, & book stores	-0.8	0.2	-0.1	1.7	-1.0	0.7
452	General merchandise stores.....	0.4	0.9	-0.4	1.2	0.0	1.2
4521	Department stores	0.1	-6.9	-1.5	-6.1	-2.2	-6.1
453	Miscellaneous store retailers	-0.6	4.3	-0.2	7.3	1.9	6.3
454	Nonstore retailers	0.9	14.3	0.2	13.9	3.5	14.6
722	Food services & drinking places	-0.3	4.7	0.8	6.0	1.2	4.5

(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, 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 Oct. 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	0.2
	Total (excl. gasoline stations)	0.7	0.3	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	0.4	0.0	0.1
	Motor vehicle & parts dealers	1.3	0.9	0.5	1.1	0.0	0.5
	Auto & other motor veh. dealers	1.4	0.9	0.5	1.2	0.0	0.5
	Furniture & home furn. stores.....	2.5	1.3	0.8	1.6	0.0	0.5
	Electronics & appliance stores	1.2	0.5	0.4	0.9	-0.2	0.3
	Building material & garden eq. & supplies dealers.....	1.4	0.8	0.4	1.0	0.1	0.8
	Food & beverage stores.....	0.7	0.2	0.2	0.4	0.1	0.3
	Grocery stores	0.7	0.2	0.2	0.5	0.1	0.4
	Health & personal care stores	1.9	0.4	0.4	0.9	0.1	0.3
	Gasoline stations	1.4	0.3	0.3	0.7	0.0	0.6
	Clothing & clothing accessories stores	1.8	0.6	0.6	0.9	-0.1	0.5
	Sporting goods, hobby, musical instrument, & book stores	2.1	0.8	1.1	2.2	-0.3	0.6
	General merchandise stores.....	0.8	0.1	0.1	0.2	0.0	0.2
	Department stores	0.0	0.0	0.0	0.0	0.0	0.1
	Miscellaneous store retailers	4.2	1.9	1.5	2.6	0.6	1.0
	Nonstore retailers	1.2	0.4	0.4	0.8	0.1	0.5
	Food services & drinking places	3.5	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, November 15, 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>.