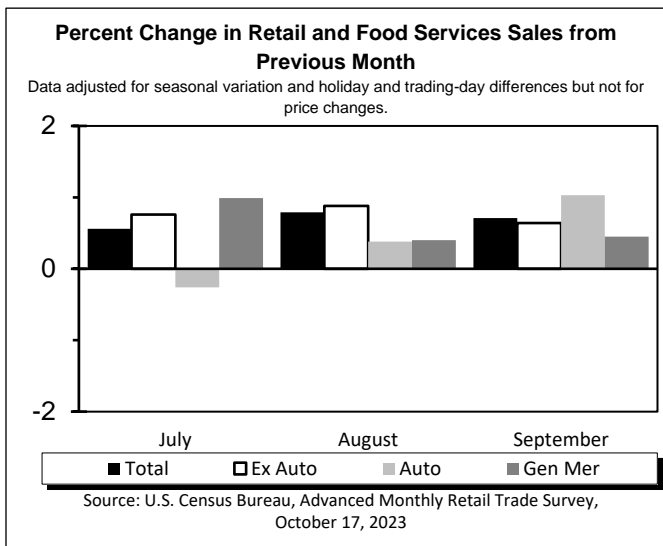


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, SEPTEMBER 2023

Release Number: CB23-169

October 17, 2023 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for September 2023:

ADVANCE MONTHLY SALES		
September 2023	\$704.9 billion	0.7%
August 2023 (revised)	\$699.9 billion	0.8%
Next release: November 15, 2023		
<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, October 17, 2023</small>		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for September 2023, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$704.9 billion, up 0.7 percent (± 0.5 percent) from the previous month, and up 3.8 percent (± 0.7 percent) above September 2022. Total sales for the July 2023 through September 2023 period were up 3.1 percent (± 0.4 percent) from the same period a year ago. The July 2023 to August 2023 percent change was revised from up 0.6 percent (± 0.5 percent) to up 0.8 percent (± 0.1 percent).

Retail trade sales were up 0.7 percent (± 0.5 percent) from August 2023, and up 3.0 percent (± 0.5 percent) above last year. Nonstore retailers were up 8.4 percent (± 1.6 percent) from last year, while food services and drinking places were up 9.2 percent (± 2.3 percent) from September 2022.

General Information

The October 2023 Advance Monthly Retail report is scheduled for release on November 15, 2023 at 8:30 a.m. EST. View the full schedule in the Economic Briefing Room: <<https://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 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: https://www.census.gov/retail/marts/how_surveys_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-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.

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

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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 +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 ± 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

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 in-patient days and discharges for hospitals, by visiting <https://www.census.gov/services/index.html>

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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. <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					
		9 Month Total		2023			2022		2023			2022	
		2023	% Chg. 2022	Sep. ³ (a)	Aug. (p)	Jul. (r)	Sep.	Aug.	Sep. ³ (a)	Aug. (p)	Jul. (r)	Sep. (r)	Aug. (r)
	Retail & food services,												
	total	6,148,380	3.1	683,514	722,363	699,288	660,765	698,833	704,881	699,882	694,415	679,379	680,252
	Total (excl. motor vehicle & parts) ...	4,940,752	3.0	549,911	579,953	563,603	535,423	562,924	569,655	566,040	561,082	552,098	552,327
	Total (excl. gasoline stations)	5,653,193	4.8	625,420	661,404	642,318	600,510	632,519	648,204	643,699	641,763	620,651	618,736
	Total (excl. motor vehicle & parts & gasoline stations)	4,445,565	5.0	491,817	518,994	506,633	475,168	496,610	512,978	509,857	508,430	493,370	490,811
	Retail	5,339,528	1.9	592,660	628,892	605,403	577,966	613,508	613,016	608,868	603,792	595,234	596,600
	GAFO⁴	(*)	(*)	(*)	133,107	127,382	122,769	131,100	(*)	129,459	129,286	129,285	128,645
441	Motor vehicle & parts dealers	1,207,628	3.8	133,603	142,410	135,685	125,342	135,909	135,226	133,842	133,333	127,281	127,925
4411, 4412	Auto & other motor veh. dealers .	1,107,558	3.6	122,399	130,258	124,332	114,582	124,747	123,886	122,538	122,014	116,564	117,464
44111	New car dealers	(*)	(*)	(*)	105,622	100,459	92,034	99,421	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	12,152	11,353	10,760	11,162	(*)	11,304	11,319	10,717	10,461
442	Furniture & home furn. stores	100,180	-4.4	11,119	11,487	10,785	11,889	12,324	10,998	11,003	11,073	11,690	11,850
4421	Furniture stores	(*)	(*)	(*)	6,538	6,283	6,802	6,855	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	65,001	-2.1	7,391	7,754	7,155	7,578	7,787	7,715	7,777	7,685	7,886	7,842
444	Building material & garden eq. & supplies dealers	379,853	-2.8	40,260	44,253	42,170	43,051	45,581	41,606	41,674	41,440	43,339	43,489
4441	Building mat. & sup. dealers	(*)	(*)	(*)	38,776	36,706	37,651	40,043	(*)	35,804	35,533	37,352	37,423
445	Food & beverage stores	729,281	3.2	81,052	83,319	83,691	79,393	81,194	82,530	82,219	82,007	81,247	80,654
4451	Grocery stores	657,473	3.3	72,928	75,029	75,105	71,432	73,025	74,189	73,920	73,632	73,039	72,445
4453	Beer, wine & liquor stores	(*)	(*)	(*)	5,957	6,209	5,728	5,864	(*)	5,945	5,993	5,899	5,876
446	Health & personal care stores	317,714	7.9	35,955	36,801	34,672	33,523	33,997	36,726	36,437	36,042	33,896	33,627
44611	Pharmacies & drug stores	(*)	(*)	(*)	30,685	28,964	27,901	28,244	(*)	30,261	29,860	28,211	27,799
447	Gasoline stations	495,187	-12.3	58,094	60,959	56,970	60,255	66,314	56,677	56,183	52,652	58,728	61,516
448	Clothing & clothing accessories stores	217,624	1.4	23,828	27,061	25,364	23,629	26,049	26,017	26,226	26,052	25,999	25,708
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,251	3,243	3,279	3,396	(*)	3,317	3,333	3,511	3,519
44814	Family clothing stores	(*)	(*)	(*)	11,552	10,992	9,598	10,493	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	4,186	3,367	3,096	4,095	(*)	3,293	3,272	3,351	3,292
451	Sporting goods, hobby, musical instrument, & book stores	73,242	0.6	8,183	9,241	8,528	8,316	9,449	8,506	8,509	8,684	8,690	8,677
452	General merchandise stores	633,001	3.2	70,563	74,786	72,777	68,509	72,390	73,784	73,456	73,162	72,336	71,751
4521	Department stores	93,507	-1.8	10,135	11,477	10,619	10,587	11,752	11,062	11,060	11,030	11,610	11,440
4529	Other general merch. stores.....	(*)	(*)	(*)	63,309	62,158	57,922	60,638	(*)	62,396	62,132	60,726	60,311
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	54,675	53,560	49,909	52,668	(*)	53,550	53,241	52,370	51,992
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	8,634	8,598	8,013	7,970	(*)	8,846	8,891	8,356	8,319
453	Miscellaneous store retailers	136,317	2.1	15,049	15,360	15,651	15,178	15,963	15,207	14,769	15,326	15,241	15,382
454	Nonstore retailers	984,500	7.9	107,563	115,461	111,955	101,303	106,551	118,024	116,773	116,336	108,901	108,179
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	105,574	103,353	92,034	96,899	(*)	106,318	106,330	98,643	97,582
722	Food services & drinking places	808,852	11.8	90,854	93,471	93,885	82,799	85,325	91,865	91,014	90,623	84,145	83,652

(*) 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 <<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 <<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, October 17, 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 <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					
		Sep. 2023 Advance from --		Aug. 2023 Preliminary from --		Jul. 2023 through Sep. 2023 from --	
		Aug. 2023 (p)	Sep. 2022 (r)	Jul. 2023 (r)	Aug. 2022 (r)	Apr. 2023 through Jun. 2023	Jul. 2022 through Sep. 2022
	Retail & food services,						
	total	0.7	3.8	0.8	2.9	1.7	3.1
	Total (excl. motor vehicle & parts)	0.6	3.2	0.9	2.5	1.8	2.5
	Total (excl. gasoline stations)	0.7	4.4	0.3	4.0	1.5	4.6
	Total (excl. motor vehicle & parts & gasoline stations)	0.6	4.0	0.3	3.9	1.6	4.2
	Retail	0.7	3.0	0.8	2.1	1.6	2.2
441	Motor vehicle & parts dealers	1.0	6.2	0.4	4.6	1.3	6.0
4411, 4412	Auto & other motor veh. dealers ...	1.1	6.3	0.4	4.3	1.2	5.9
442	Furniture & home furn. stores	0.0	-5.9	-0.6	-7.1	-1.3	-6.3
443	Electronics & appliance stores	-0.8	-2.2	1.2	-0.8	0.2	-2.2
444	Building material & garden eq. & supplies dealers.....	-0.2	-4.0	0.6	-4.2	0.0	-4.0
445	Food & beverage stores.....	0.4	1.6	0.3	1.9	0.7	1.9
4451	Grocery stores	0.4	1.6	0.4	2.0	0.8	1.9
446	Health & personal care stores	0.8	8.3	1.1	8.4	1.6	8.0
447	Gasoline stations	0.9	-3.5	6.7	-8.7	3.6	-11.3
448	Clothing & clothing accessories stores	-0.8	0.1	0.7	2.0	1.6	1.6
451	Sporting goods, hobby, musical instrument, & book stores	0.0	-2.1	-2.0	-1.9	-0.1	-0.9
452	General merchandise stores.....	0.4	2.0	0.4	2.4	1.5	2.3
4521	Department stores	0.0	-4.7	0.3	-3.3	0.0	-3.6
453	Miscellaneous store retailers	3.0	-0.2	-3.6	-4.0	-2.3	-1.0
454	Nonstore retailers	1.1	8.4	0.4	7.9	3.2	8.4
722	Food services & drinking places	0.9	9.2	0.4	8.8	2.5	9.7

(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, October 17, 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

<www.census.gov/retail/how_surveys_are_collected.html>.

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

(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 Current Mo. (%)	Median standard error Percent change			Revision for month-to-month change	
			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	0.3	0.2	0.3	-0.1	0.2
	Total (excl. gasoline stations)	1.0	0.3	0.2	0.4	0.0	0.1
	Total (excl. motor vehicle & parts & gasoline stations)	1.2	0.3	0.2	0.4	-0.1	0.2
	Retail, total	0.8	0.3	0.2	0.3	0.0	0.1
441	Motor vehicle & parts dealers	1.6	1.0	0.4	1.0	0.2	0.3
4411, 4412	Auto & other motor veh. dealers	1.7	1.1	0.4	1.1	0.2	0.3
442	Furniture & home furn. stores	2.9	1.7	0.7	1.7	-0.3	0.8
443	Electronics & appliance stores	2.3	1.0	0.4	1.0	0.3	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	0.2
446	Health & personal care stores	3.2	0.5	0.3	0.7	0.0	0.3
447	Gasoline stations	1.4	0.4	0.4	0.6	0.0	0.7
448	Clothing & clothing accessories stores	2.9	0.9	0.6	1.5	-0.2	0.3
451	Sporting goods, hobby, musical instrument, & book stores	2.4	1.1	0.9	1.6	0.4	0.2
452	General merchandise stores	1.4	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	5.3	2.6	1.2	2.8	-0.4	0.7
454	Nonstore retailers	2.0	0.6	0.4	0.9	0.0	0.4
722	Food services & drinking places	3.6	0.9	0.7	1.3	-0.1	0.6

(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, October 17, 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>.