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## ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES NOVEMBER 2013

**Economic Indicator Webinar Series:** To learn more about this release and the other indicators the U.S. Census Bureau publishes, join us for the Economic Indicator Webinar Series. For more information go to [www.census.gov/econ/webinar](http://www.census.gov/econ/webinar).

The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for November, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$432.3 billion, an increase of 0.7 percent ( $\pm 0.5\%$ ) from the previous month, and 4.7 percent ( $\pm 0.7\%$ ) above November 2012. Total sales for the September through November 2013 period were up 4.1 percent ( $\pm 0.5\%$ ) from the same period a year ago. The September to October 2013 percent change was revised from +0.4 percent ( $\pm 0.5\%$ )\* to +0.6 percent ( $\pm 0.3\%$ ).

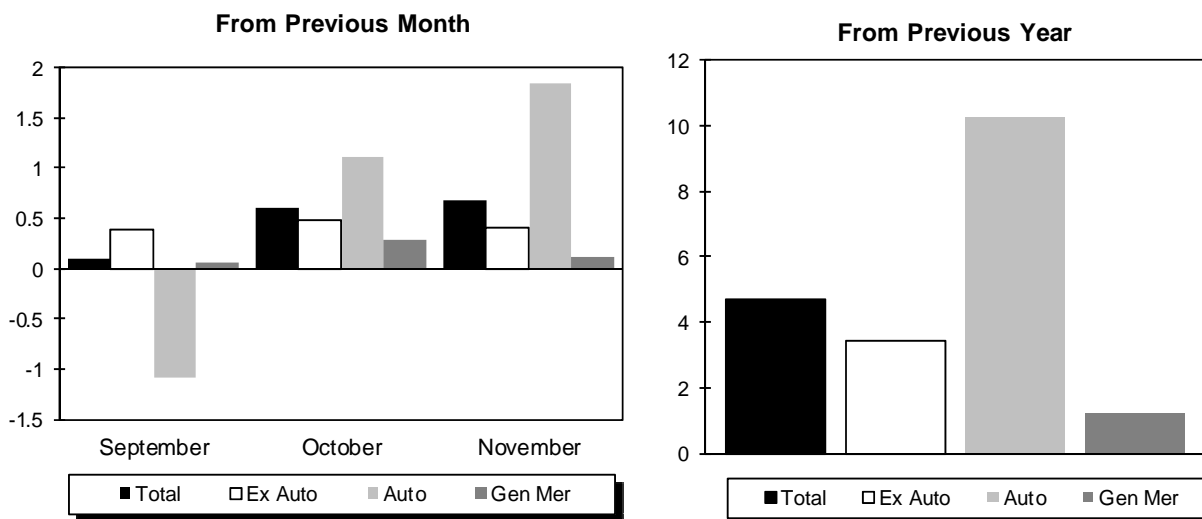
Retail trade sales were up 0.6 percent ( $\pm 0.5\%$ ) from October 2013, and 4.6 percent ( $\pm 0.7\%$ ) above last year. Auto and other motor vehicle dealers were up 10.9 percent ( $\pm 2.1\%$ ) from November of 2012 and nonstore retailers were up 9.4 percent ( $\pm 2.1\%$ ) from last year.

The scheduled release dates for 2014 are as follows: January 14, February 13, March 13, April 14, May 13, June 12, July 15, August 13, September 12, October 15, November 14, December 11.

*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 5,000 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. Responding firms account for approximately 65% of the MARTS dollar volume estimate. For an explanation of the measures of sampling variability included in this report, please see the Reliability of Estimates section on the last page of this publication.*

### Percent Change in Retail and Food Services Sales

(Estimates adjusted for seasonal variation and holiday and trading-day differences, but not for price changes)



The Advance Monthly Sales for Retail and Food Services for December is scheduled to be released January 14, 2014 at 8:30 a.m. EST.

For customized retail time series estimates by industry, visit the Census Bureau's web site at <[www.census.gov/timeseries](http://www.census.gov/timeseries)>.

To receive the latest updates on the nation's key economic indicators, download the America's Economy app for Apple and Android smartphones and tablets.

For additional survey information, visit <[www.census.gov/retail](http://www.census.gov/retail)>.

\* The 90 percent confidence interval includes zero. The Census Bureau does not have sufficient statistical evidence to conclude that the actual change is different than zero.

# 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 <sup>1</sup> code	Kind of Business	Not Adjusted						Adjusted <sup>2</sup>					
		11 Month Total		2013			2012		2013			2012	
		2013	% Chg. 2012	Nov. <sup>3</sup> (a)	Oct. (p)	Sept. (r)	Nov.	Oct.	Nov. <sup>3</sup> (a)	Oct. (p)	Sept. (r)	Nov. (r)	Oct. (r)
	<b>Retail &amp; food services,</b>												
	<b>total</b> .....	4,601,195	4.3	434,119	422,953	403,043	416,397	404,534	432,310	429,390	426,799	412,931	412,405
	Total (excl. motor vehicle & parts) ...	3,720,010	3.2	358,248	343,655	327,265	347,098	332,677	349,023	347,611	345,916	337,383	338,217
	Retail .....	4,096,281	4.3	388,396	376,487	358,696	373,323	360,328	385,027	382,691	380,748	367,969	367,798
	GAFO <sup>3</sup> .....	(*)	(*)	(*)	100,203	94,920	112,361	96,422	(*)	105,316	104,148	102,055	102,018
441	<b>Motor vehicle &amp; parts dealers</b> .....	881,185	8.9	75,871	79,298	75,778	69,299	71,857	83,287	81,779	80,883	75,548	74,188
4411, 4412	Auto & other motor veh. dealers ..	805,094	10.1	69,008	71,846	69,097	62,547	64,459	76,168	74,840	74,059	68,658	67,215
44111	New car dealers .....	(*)	(*)	(*)	60,180	57,777	53,115	54,364	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,452	6,681	6,752	7,398	(NA)	(NA)	(NA)	(NA)	(NA)
442	<b>Furniture &amp; home furn. stores</b> .....	91,807	4.7	9,607	8,502	8,372	8,783	7,785	8,895	8,792	8,640	8,110	8,084
4421	Furniture stores .....	(*)	(*)	(*)	4,333	4,394	4,350	3,908	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores .....	(*)	(*)	(*)	4,169	3,978	4,433	3,877	(NA)	(NA)	(NA)	(NA)	(NA)
443	<b>Electronics &amp; appliance stores</b> .....	89,390	1.7	10,884	7,996	7,698	10,077	7,409	8,989	8,894	8,668	8,419	8,303
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,946	5,704	7,322	5,501	(*)	6,666	6,489	6,231	6,181
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	2,755	1,908	(*)	(S)	(S)	2,188	2,122
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	289,162	6.2	25,166	27,003	25,151	24,503	25,774	26,391	25,933	26,320	25,059	24,821
4441	Building mat. & sup. dealers .....	(*)	(*)	(*)	23,380	21,901	20,978	22,158	(*)	22,119	22,257	21,190	21,003
445	<b>Food &amp; beverage stores</b> .....	591,594	3.0	55,544	54,473	52,529	53,352	52,666	54,555	54,593	54,662	53,175	53,266
4451	Grocery stores .....	528,755	2.5	49,177	48,594	46,911	47,560	47,223	48,450	48,594	48,663	47,560	47,700
4453	Beer, wine & liquor stores .....	(*)	(*)	(*)	3,920	3,770	3,857	3,610	(*)	4,004	4,023	3,727	3,699
446	<b>Health &amp; personal care stores</b> .....	258,079	2.2	23,697	24,556	23,126	22,676	23,225	24,305	24,313	24,190	23,068	22,950
44611	Pharmacies & drug stores .....	(*)	(*)	(*)	20,662	19,369	19,003	19,798	(*)	20,217	20,239	19,253	19,315
447	<b>Gasoline stations</b> .....	503,588	-0.9	42,470	45,814	45,401	44,150	48,658	44,752	45,271	45,446	46,279	48,464
448	<b>Clothing &amp; clothing accessories stores</b> .....	218,037	3.7	23,344	20,280	18,476	22,368	19,119	21,218	21,255	20,716	20,373	20,249
44811	Men's clothing stores .....	(*)	(*)	(*)	726	639	749	733	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores .....	(*)	(*)	(*)	3,447	3,229	3,904	3,559	(*)	3,447	3,421	3,575	3,599
44814	Family clothing stores .....	(*)	(*)	(*)	8,392	7,375	9,219	7,530	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores .....	(*)	(*)	(*)	2,360	2,205	2,523	2,201	(*)	2,529	2,428	2,483	2,387
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	78,145	3.8	8,100	6,614	6,944	7,676	6,293	7,714	7,709	7,589	7,310	7,334
452	<b>General merchandise stores</b> .....	584,032	0.6	60,847	53,238	50,195	60,292	52,507	55,380	55,313	55,152	54,702	54,930
4521	Department stores (ex. L.D.).....	150,013	-5.0	17,470	13,507	12,684	18,251	13,977	14,560	14,511	14,416	14,946	15,088
4521	Department stores (incl. L.D.) <sup>4</sup> .....	(*)	(*)	(*)	13,738	12,904	18,555	14,198	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	39,731	37,511	42,041	38,530	(*)	40,802	40,736	39,756	39,842
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	34,477	32,668	36,486	33,480	(*)	35,543	35,432	34,650	34,694
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,254	4,843	5,555	5,050	(*)	5,259	5,304	5,106	5,148
453	<b>Miscellaneous store retailers</b> .....	114,283	5.3	10,201	11,298	10,272	10,094	10,664	10,530	10,667	10,620	10,260	10,171
454	<b>Nonstore retailers</b> .....	396,979	10.1	42,665	37,415	34,754	40,053	34,371	39,011	38,172	37,862	35,666	35,038
4541	Elect. shopping & m/o houses ....	(*)	(*)	(*)	29,407	27,996	32,107	26,839	(*)	30,254	30,168	28,115	27,527
722	<b>Food services &amp; drinking places</b> ...	504,914	4.0	45,723	46,466	44,347	43,074	44,206	47,283	46,699	46,051	44,962	44,607

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

(4) Estimates include data for leased departments operated within department stores. Data for this line are not included in broader kind-of-business totals.

Note: 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 <http://www.census.gov/retail>

**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 <sup>1</sup>					
		Nov. 2013 Advance from --		Oct. 2013 Preliminary from --		Sep. 2013 through Nov. 2013 from --	
		Oct. 2013 (p)	Nov. 2012 (r)	Sep. 2013 (r)	Oct. 2012 (r)	Jun. 2013 through Aug. 2013	Sep. 2012 through Nov. 2012
	<b>Retail &amp; food services, total .....</b>	0.7	4.7	0.6	4.1	1.0	4.1
	Total (excl. motor vehicle & parts) ....	0.4	3.5	0.5	2.8	1.1	3.0
	Retail .....	0.6	4.6	0.5	4.0	0.9	4.1
441	<b>Motor vehicle &amp; parts dealers .....</b>	1.8	10.2	1.1	10.2	0.7	9.0
4411, 4412	Auto & other motor veh. dealers ..	1.8	10.9	1.1	11.3	0.6	9.9
442	<b>Furniture &amp; home furn. stores .....</b>	1.2	9.7	1.8	8.8	3.2	8.1
443	<b>Electronics &amp; appliance stores .....</b>	1.1	6.8	2.6	7.1	4.7	5.7
444	<b>Building material &amp; garden eq. &amp; supplies dealers.....</b>	1.8	5.3	-1.5	4.5	-0.2	5.2
445	<b>Food &amp; beverage stores.....</b>	-0.1	2.6	-0.1	2.5	0.7	2.8
4451	Grocery stores .....	-0.3	1.9	-0.1	1.9	0.6	2.1
446	<b>Health &amp; personal care stores .....</b>	0.0	5.4	0.5	5.9	2.4	5.5
447	<b>Gasoline stations .....</b>	-1.1	-3.3	-0.4	-6.6	-0.6	-4.5
448	<b>Clothing &amp; clothing accessories stores .....</b>	-0.2	4.1	2.6	5.0	0.3	3.5
451	<b>Sporting goods, hobby, book &amp; music stores.....</b>	0.1	5.5	1.6	5.1	2.4	5.0
452	<b>General merchandise stores.....</b>	0.1	1.2	0.3	0.7	0.5	0.8
4521	Department stores (ex. L.D.).....	0.3	-2.6	0.7	-3.8	0.3	-4.0
453	<b>Miscellaneous store retailers .....</b>	-1.3	2.6	0.4	4.9	0.2	4.1
454	<b>Nonstore retailers .....</b>	2.2	9.4	0.8	8.9	2.3	9.1
722	<b>Food services &amp; drinking places ....</b>	1.3	5.2	1.4	4.7	2.2	4.3

(p) Preliminary estimate (r) Revised estimate

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

Note: 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 <http://www.census.gov/retail>.

Source: U.S. Census Bureau

### Survey Description

The U.S. Census Bureau conducts the Advance Monthly Retail Trade and Food Services Survey (MARTS) 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 5,000 employer firms selected from the larger Monthly Retail Trade Survey (MRTS). Firms responding to MARTS account for approximately 65% of the total national sales estimate. Advance sales estimates are computed using a link relative estimator. The change in sales from the previous month is estimated using only units that have reported data for both the current and

previous month. There is no imputation or adjustment for nonrespondents in MARTS. The total sales estimate is derived by multiplying this ratio by the preliminary sales estimate for the previous month (derived from the larger MRTS sample). Detailed industry estimates are summed to derive total estimates at broad industry levels. The monthly estimates are adjusted using annual survey estimates and for seasonal variation and holiday and trading-day differences. Additional information on MARTS and MRTS can be found on the Census Bureau website at: <http://www.census.gov/retail>.

Official Business

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## 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 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 -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.

**Table 3. Estimated Measures of Sampling Variability and Revision to Advance Estimates Nov. 2013**

(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 <sup>(1)</sup> for Current Mo. (%)	Median standard error <sup>(1)</sup> for Percent change			Revision for month-to-month change <sup>(2)</sup>	
			Previous Mo. to Current Mo.	Previous Qtr. to Current Qtr.	Current Mo. to same Mo. Last Yr.	Average revision	Median absolute revision
	<b>Retail &amp; food services,</b>						
	total .....	0.5	0.3	0.2	0.4	0.1	0.1
	Total (excl. motor vehicle & parts) ..	0.5	0.2	0.2	0.4	0.1	0.1
	<b>Retail .....</b>	0.5	0.3	0.2	0.4	0.1	0.1
441	<b>Motor vehicle &amp; parts dealers .....</b>	1.7	1.2	0.4	1.1	0.2	0.4
4411, 4412	Auto & other motor veh. dealers ..	1.7	1.3	0.5	1.2	0.2	0.4
442	<b>Furniture &amp; home furn. stores.....</b>	2.4	1.2	0.8	2.2	0.2	0.3
443	<b>Electronics &amp; appliance stores .....</b>	2.5	0.5	0.5	1.3	0.1	0.3
444	<b>Building material &amp; garden eq. &amp;... supplies dealers.....</b>	1.9	1.0	0.7	2.3	0.2	0.5
445	<b>Food &amp; beverage stores.....</b>	2.2	0.2	0.2	0.6	0.0	0.1
4451	Grocery stores .....	2.5	0.3	0.3	0.6	-0.1	0.2
446	<b>Health &amp; personal care stores .....</b>	2.0	0.4	0.4	0.7	0.2	0.4
447	<b>Gasoline stations .....</b>	1.8	0.5	0.4	0.8	0.0	0.3
448	<b>Clothing &amp; clothing accessories stores .....</b>	2.5	0.4	0.6	0.7	0.1	0.5
451	<b>Sporting goods, hobby, book &amp; music stores.....</b>	1.8	0.8	1.0	2.9	0.0	0.7
452	<b>General merchandise stores.....</b>	0.6	0.0	0.1	0.3	0.0	0.2
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.1	0.3
453	<b>Miscellaneous store retailers .....</b>	2.9	1.4	1.2	2.8	0.4	1.1
454	<b>Nonstore retailers .....</b>	1.5	0.5	0.6	1.2	0.1	0.3
722	<b>Food services &amp; drinking places ..</b>	2.1	0.8	1.0	1.3	0.1	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 2013 - 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.