

U.S. Census Bureau News

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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES NOVEMBER 2015

SPECIAL NOTICE: The advance estimates in this report are the first estimates from a new sample. The new sample for the Advance Survey is selected about once every two and a half years. For further information on the sample revision, see our website at http://www.census.gov/retail/marts_sample_revision_faqs.html.

The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for November, adjusted for holiday and trading-day differences, but not for price changes, were \$448.1 billion, an increase of 0.2 percent ($\pm 0.5\%$)* from the previous month and 0.7 percent ($\pm 0.7\%$)* above November 2014. Total sales for the September 2015 through November 2015 period were up 1.7 percent ($\pm 0.5\%$) a year ago. The September 2015 to October 2015 percent change was unrevised from +0.1 percent ($\pm 0.2\%$)*.

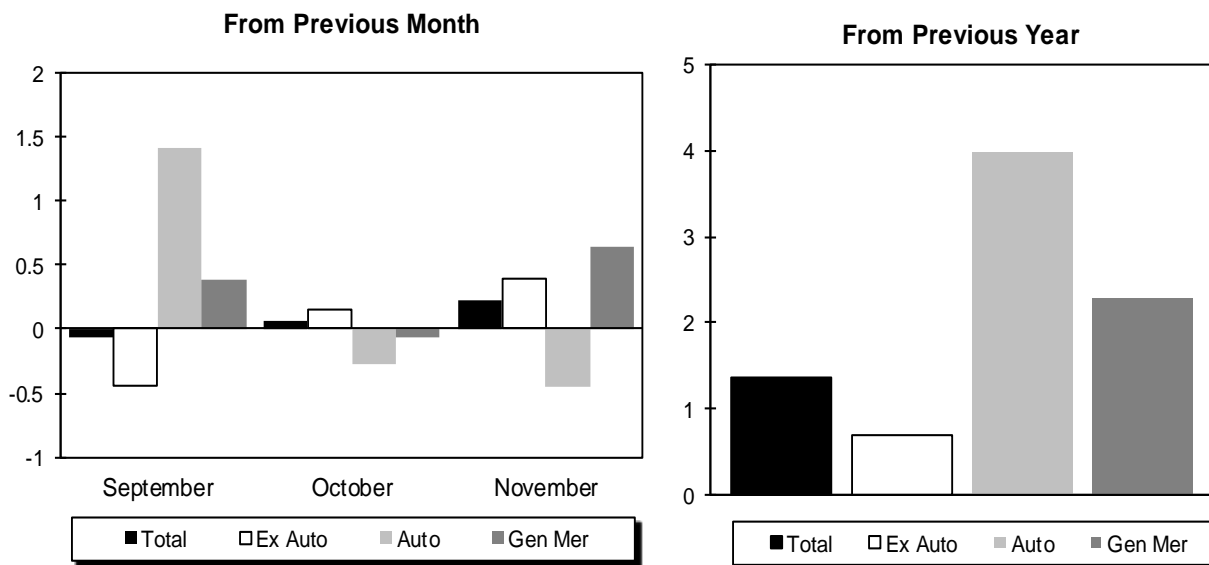
Retail trade sales were up 0.2 percent ($\pm 0.5\%$)* from October 2015, and up 0.7 percent ($\pm 0.7\%$)* above last year. Nonstore retailers were up 1.2 percent ($\pm 1.2\%$) from November 2014 and food services and drinking places were up 6.5 percent ($\pm 3.7\%$) from last year.

The scheduled release dates for 2016 are as follows: January 15, February 12, March 15, April 13, May 13, June 14, July 15, August 12, September 15, October 14, November 15, December 14.

The advance estimates are based on a subsample of the Census Bureau's full retail and food services sample. A stratified random sample selects approximately 4,700 retail and food services firms whose sales are then weighted and benchmarked to represent the complete 1 million retail and food services firms. For an explanation of the measures of sampling variability included in this report, please see the 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 15, 2016 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.

To learn more about this release and the other indicators the U.S. Census Bureau publishes, join us for the Investigating Economic Indicators Webinar Series. For more information, visit <http://www.census.gov/econ/webinar>.

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

The U.S. Census Bureau updated its Application Programming Interface (API) with monthly and quarterly economic indicators. The API combines Census Bureau statistics with other data sets to create tools for research on a variety of topics. For more information, visit www.census.gov/econ/api.

www.census.gov/developers.

For additional survey information, visit www.census.gov/retail.

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

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Monthly Retail Trade

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rose up 7.3 percent

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API allows developers to

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