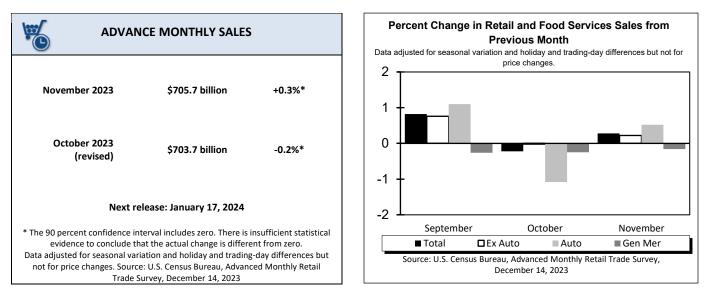
# ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, NOVEMBER 2023

Release Number: CB23-206

**December 14, 2023** — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for November 2023:



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

Advance estimates of U.S. retail and food services sales for November 2023, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$705.7 billion, up 0.3 percent (±0.5 percent)\* from the previous month, and up 4.1 percent (±0.7 percent) above November 2022. Total sales for the September 2023 through November 2023 period were up 3.4 percent (±0.4 percent) from the same period a year ago. The September 2023 to October 2023 percent change was revised from down 0.1 percent (±0.5 percent)\* to down 0.2 percent (±0.2 percent)\*.

Retail trade sales were up 0.1 percent (±0.5 percent)\* from October 2023, and up 3.1 percent (±0.5 percent) above last year. Nonstore retailers were up 10.6 percent (±1.6 percent) from last year, while food services and drinking places were up 11.3 percent (±2.3 percent) from November 2022.

# **General Information**

The December 2023 Advance Monthly Retail report is scheduled for release on January 17, 2024 at 8:30 a.m. EST. View the full schedule in the Economic Briefing Room: <<u>https://www.census.gov/economic-indicators/</u>>. The full text and tables of this release can be found at <<u>www.census.gov/retail/</u>>.

#### **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, guestionnaires 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** Economic Indicators Division, Retail Indicator Branch 301-763-2713 eid.retail.indicator.branch@census.gov

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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 -0.4 percent to  $\pm 2.8$  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: <a href="https://www.census.gov/retail/marts">www.census.gov/retail/marts</a> 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 third quarter 2023 Quarterly Services Report was released on November 17, 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 <<u>https://www.census.gov/services/index.html</u>>

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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. <<u>www.census.gov/developers/</u>>

## **FRED Mobile App**



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

	Kind of Business	Not Adjusted							Adjusted <sup>2</sup>				
NAICS <sup>1</sup> code		11 Month Total		2023		2022		2023		2022			
		2023	% Chg. 2022	Nov. <sup>3</sup> (a)	Oct. (p)	Sept. (r)	Nov.	Oct.	Nov. <sup>3</sup> (a)	Oct. (p)	Sept. (r)	Nov. (r)	Oct. (r)
	Retail & food services,			.,	,	.,			.,	,	.,	.,	
	total	7,563,077	3.2	713,871	699,731	685,347	684,790	683,198	705,692	703,748	705,304	677,956	688,352
	Total (excl. motor vehicle & parts)	6,100,206	3.0	589,424	569,562	551,158	567,249	556,461	571,188	569,944	570,044	551,127	558,610
	Total (excl. gasoline stations) Total (excl. motor vehicle & parts &	6,957,383	4.7	661,605	641,528	627,181	627,076	620,095	651,248	647,676	648,557	617,837	627,265
	gasoline stations)	5,494,512	4.9	537,158	511,359	492,992	509,535	493,358	516,744	513,872	513,297	491,008	497,523
	Retail	6,572,016	2.0	625,140	607,013	593,695	605,205	597,170	610,995	610,564	612,633	592,838	602,581
	GAFO <sup>4</sup>	(*)	(*)	(*)	126,559	123,353	137,378	128,516	(*)	128,523	128,914	127,595	129,512
441	Motor vehicle & parts dealers	1,462,871	4.0	124,447	130,169	134,189	117,541	126,737	134,504	133,804	135,260	126,829	129,742
4411, 4412	Auto & other motor veh. dealers .	1,339,437	3.6	113,132	118,283	122,837	107,151	115,944	122,970	122,320	123,828	116,216	119,161
44111	New car dealers	(*)	(*)	(*)	97,365	99,926	88,870	94,566	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores	(*)	(*)	(*)	11,886	11,352	10,390	10,793	(*)	11,484	11,432	10,613	10,581
442	Furniture & home furn. stores	121,962	-5.5	11,402	10,461	11,051	12,320	11,885	10,736	10,642	10,877	11,579	12,091
4421	Furniture stores	(*)	(*)	(*)	5,741	6,472	6,892	6,707	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	82,008	-0.2	9,461	7,498	7,503	8,438	7,331	7,800	7,884	7,799	6,962	7,766
444	Building material & garden eq. &												** ***
4441	supplies dealers Building mat. & sup. dealers	<b>461,978</b> (*)	-2.8 (*)	39,947 (*)	<b>42,167</b> 36,394	<b>40,209</b> 34,868	<b>40,925</b> 35,575	<b>43,517</b> 37,640	<b>41,295</b> (*)	<b>41,445</b> 35,506	<b>41,501</b> 35,507	<b>42,374</b> 36,301	<b>43,850</b> 37,791
				(*)	-	-		, i		-		-	
<b>445</b> 4451	Food & beverage stores Grocery stores	<b>895,137</b> 805,958	<b>2.7</b> 2.6	<b>83,794</b> 74,832	<b>81,960</b> 73,654	<b>81,172</b> 72,943	<b>83,124</b> 74,506	<b>82,064</b> 73,885	<b>82,839</b> 74,312	<b>82,713</b> 74,248	<b>82,623</b> 74,204	<b>82,471</b> 74,209	<b>82,145</b> 73,885
4451	Beer, wine & liquor stores	(*)	(*)	(*)	5,847	5,897	6,138	5,854	(*)	6,040	6,017	5,942	5,967
446	Health & personal care stores	393.225	8.6	37,396	38,043	35,895	33.651	34,025	37.812	37,481	36,891	34.094	33.889
44611	Pharmacies & drug stores	(*)	(*)	(*)	32,412	29,933	27,848	28,632	(*)	31,437	30,669	28,330	28,126
447	Gasoline stations	605,694	-11.7	52,266	58,203	58,166	57,714	63,103	54,444	56,072	56,747	60,119	61,087
448	Clothing & clothing accessories												
	stores	271,360	1.2	29,112	24,530	23,840	28,645	24,787	26,115	25,970	25,995	25,778	26,018
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,210	3,192	3,888	3,339	(*)	3,313	3,335	3,471	3,439
44814	Family clothing stores	(*)	(*)	(*)	10,686	10,156	12,582	10,590	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	. (*)	(*)	(*)	2,955	3,005	3,389	3,079	(*)	3,226	3,210	3,306	3,329
451	Sporting goods, hobby, musical	00.002	0.2	0.262	7.005	0 250	0 422	0.100	0.020	0 510	8 5 4 0	0 (14	0.745
	instrument, & book stores	90,662	0.3	9,363	7,965	8,258	9,432	8,168	8,629	8,519	8,540	8,614	8,745
452	General merchandise stores	782,720	2.6	77,323	72,913	<b>70,046</b>	76,177	72,908	72,906	73,020	<b>73,203</b>	72,099	72,162
4521 4529	Department stores Other general merch. stores	116,131 (*)	-2.5 (*)	12,307 (*)	10,341 62,572	10,111 59,935	12,816 63,361	11,095 61,813	10,534 (*)	10,803 62,217	10,938 62,265	11,115 60,984	11,375 60,787
45291	Warehouse clubs &		( )		52,572	55,555	00,001			52,217	52,205	00,004	00,707
	supercenters	(*)	(*)	(*)	53,721	51,513	54,168	53,512	(*)	53,348	53,381	52,488	52,411
45299	All oth. gen. merch. stores	(*)	(*)	(*)	8,851	8,422	9,193	8,301	(*)	8,869	8,884	8,496	8,376
453	Miscellaneous store retailers	168,076	2.7	14,920	16,366	15,476	14,513	15,648	15,366	15,682	15,566	14,698	15,051
454	Nonstore retailers	1,236,323	8.3	135,709	116,738	107,890	122,725	106,997	118,549	117,332	117,631	107,221	110,035
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	106,831	98,719	111,915	96,412	(*)	107,368	107,303	96,812	99,087
722	Food services & drinking places	991,061	11.5	88,731	92,718	91,652	79,585	86,028	94,697	93,184	92,671	85,118	85,771

(\*) 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, December 14, 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>.

#### 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.)

		Percent Change <sup>1</sup>								
NAICS code	Kind of Business		3 Advance m		Preliminary m	Sep. 2023 through Nov. 2023 from				
		Oct. 2023 (p)	Nov. 2022 (r)	Sep. 2023 (r)	Oct. 2022 (r)	Jun. 2023 through Aug. 2023	Sep. 2022 through Nov. 2022			
	Retail & food services, total Total (excl. motor vehicle & parts) Total (excl. gasoline stations) Total (excl. motor vehicle & parts & gasoline stations)	<b>0.3</b> 0.2 0.6 0.6	<b>4.1</b> 3.6 5.4 5.2	-0.2 0.0 -0.1 0.1	<b>2.2</b> 2.0 3.3 3.3	<b>1.5</b> 1.6 1.3 1.4	<b>3.4</b> 3.0 4.4 4.2			
	Retail	0.0	3.1	-0.3	1.3	1.4	2.5			
<b>441</b> 4411, 4412	Motor vehicle & parts dealers Auto & other motor veh. dealers	<b>0.5</b> 0.5	<b>6.1</b> 5.8	- <b>1.1</b> -1.2	<b>3.1</b> 2.7	<b>0.7</b> 0.6	<b>5.2</b> 5.0			
442	Furniture & home furn. stores	0.9	-7.3	-2.2	-12.0	-3.0	-8.6			
443	Electronics & appliance stores	-1.1	12.0	1.1	1.5	1.1	3.9			
444	Building material & garden eq. & supplies dealers	-0.4	-2.5	-0.1	-5.5	-0.2	-4.0			
<b>445</b> 4451	Food & beverage stores Grocery stores	<b>0.2</b> 0.1	<b>0.4</b> 0.1	<b>0.1</b> 0.1	<b>0.7</b> 0.5	<b>1.0</b> 0.9	<b>0.9</b> 0.7			
446	Health & personal care stores	0.9	10.9	1.6	10.6	3.3	10.0			
447	Gasoline stations	-2.9	-9.4	-1.2	-8.2	3.7	-7.0			
448	Clothing & clothing accessories stores	0.6	1.3	-0.1	-0.2	0.0	0.4			
451	Sporting goods, hobby, musical instrument, & book stores	1.3	0.2	-0.2	-2.6	-0.2	-1.3			
<b>452</b> 4521	General merchandise stores Department stores	<b>-0.2</b> -2.5	<b>1.1</b> -5.2	- <b>0.2</b> -1.2	<b>1.2</b> -5.0	<b>0.1</b> -2.1	<b>1.2</b> -5.3			
453	Miscellaneous store retailers	-2.0	4.5	0.7	4.2	2.0	3.9			
454	Nonstore retailers	1.0	10.6	-0.3	6.6	1.9	8.6			
722	Food services & drinking places	1.6	11.3	0.6	8.6	3.3	10.0			

(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, December 14, 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 Nov. 2023

		Median	Medi	an standard erro Percent change	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	0.1
	Total (excl. motor vehicle & parts &						
	gasoline stations)	1.2	0.2	0.2	0.3	0.0	0.2
	Retail, total	0.8	0.3	0.2	0.3	0.0	0.1
141	Motor vehicle & parts dealers	1.6	0.9	0.4	1.0	0.2	0.1
1411, 4412	Auto & other motor veh. dealers	1.7	0.9	0.5	1.2	0.1	0.1
42	Furniture & home furn. stores	3.0	1.8	0.7	1.7	-0.5	0.6
43	Electronics & appliance stores	2.2	0.9	0.4	1.0	0.5	0.5
144	Building material & garden eq. &						
	supplies dealers	2.6	0.7	0.5	1.1	-0.2	0.3
145	Food & beverage stores	0.7	0.2	0.2	0.5	-0.1	0.2
1451	Grocery stores	0.7	0.2	0.2	0.5	-0.1	0.3
146	Health & personal care stores	3.2	0.5	0.3	0.7	0.1	0.3
147	Gasoline stations	1.4	0.4	0.4	0.5	0.0	0.5
48	Clothing & clothing accessories						
	stores	2.9	0.9	0.6	1.3	-0.2	0.3
451	Sporting goods, hobby, musical						
	instrument, & book stores	2.4	1.2	1.0	1.6	0.3	0.4
152	General merchandise stores	1.5	0.1	0.1	0.3	0.0	0.1
521	Department stores	0.0	0.0	0.0	0.0	0.3	0.1
153	Miscellaneous store retailers	5.2	2.4	1.3	2.5	0.5	0.7
154	Nonstore retailers	2.0	0.5	0.4	0.9	-0.1	0.4
722	Food services & drinking places	3.5	0.8	0.7	1.3	0.1	0.6

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

(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, December 14, 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>.