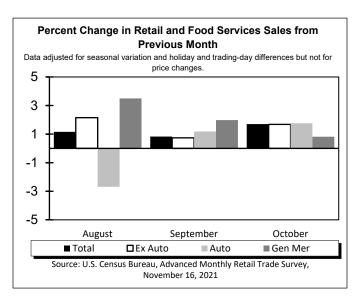
FOR RELEASE AT 8:30 AM EST, TUESDAY, NOVEMBER 16, 2021

ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, OCTOBER 2021

Release Number: CB21-176

November 16, 2021 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for October 2021:





Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for October 2021, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$638.2 billion, an increase of 1.7 percent (±0.5 percent) from the previous month, and 16.3 percent (±0.9 percent) above October 2020. Total sales for the August 2021 through October 2021 period were up 15.4 percent (±0.7 percent) from the same period a year ago. The August 2021 to September 2021 percent change was revised from up 0.7 percent (±0.5 percent) to up 0.8 percent (±0.2 percent).

Retail trade sales were up 1.9 percent (±0.4 percent) from September 2021, and up 14.8 percent (±0.7 percent) above last year. Gasoline stations were up 46.8 percent (±1.6 percent) from October 2020, while food services and drinking places were up 29.3 percent (±3.9 percent) from last year.

General Information

The November 2021 Advance Monthly Retail report is scheduled for release on December 15, 2021 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/>.

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 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-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>.

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.

Statement Regarding COVID-19 Impact

The Census Bureau continues to monitor response and data quality and has determined that estimates in this release meet publication standards. For more information, see <u>COVID-19 FAQs.</u>

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 third quarter 2021 Advance Quarterly Services Report will be available on November 19, 2021 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.)

and administ		Not Adjusted							Adjusted ²				
NAICS ¹ code	Kind of Business	10 Month Total		2021		2020		2021		2020			
		2021	% Chg. 2020	Oct. ³	Sep.	Aug.	Oct.	Sep.	Oct. ³	Sep.	Aug.	Oct.	Sep.
	Retail & food services,	2021	2020	(a)	(p)	(r)			(a)	(p)	(r)	(r)	(r)
	•	6,053,865	19.6	634,596	608,462	631 415	FF2 114	530,987	638,189	627 526	622,383	548,676	549,211
	Total (excl. motor vehicle & parts)	4,764,887	18.1	509,308	485,247	631,415 503,052	553,114 438,435	417,929	511,603	627,536 503,140	499,439	435,165	434,837
	Total (excl. motor venicle & parts) Total (excl. gasoline stations)	5,570,580	18.5	579,152	556,008	578,143	514,953	493,756	584,203	575,601	572,079	511,912	512,312
	Total (excl. motor vehicle & parts &	3,370,300	20.5	373,132	330,000	370,210	32.,333	130,730	30.,200	373,001	372,073	011,012	312,012
	gasoline stations)	4,281,602	16.5	453,864	432,793	449,780	400,274	380,698	457,617	451,205	449,135	398,401	397,938
	Retail	5,376,914	18.4	560,508	537,292	557,018	495,722	476,247	565,767	555,135	550,293	492,684	493,411
	GAFO ⁴	(*)	(*)	(*)	121,674	129,394	111,528	104,834	(*)	130,405	128,172	111,585	112,839
441	Motor vehicle & parts dealers	1,288,978	25.8	125,288	123,215	128,363	114,679	113,058	126,586	124,396	122,944	113,511	114,374
4411, 4412	Auto & other motor veh. dealers .	1,195,489	26.9	115,421	113,746	118,495	105,948	104,451	116,941	115,011	113,501	105,212	105,827
44111	New car dealers	(*)	(*)	(*)	89,134	93,126	87,522	85,909	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores	(*)	(*)	(*)	9,469	9,868	8,731	8,607	(*)	9,385	9,443	8,299	8,547
442	Furniture & home furn. stores	119,055	29.1	12,177	12,400	12,541	11,114	11,071	12,153	12,109	12,247	10,864	10,843
4421 4422	Furniture stores Home furnishings stores	(*) (*)	(*) (*)	(*) (*)	6,791 (S)	6,713 (S)	6,053 (S)	6,112 4,959	(NA) (NA)	(NA) (NA)	(NA) (NA)	(NA) (NA)	(NA) (NA)
443	Electronics & appliance stores	75.749	28.6	8.060	7.627	7,952	6,865	6,459	8,422	8,114	8,131	7,114	6,879
		75,743	20.0	8,000	7,027	7,332	0,803	0,433	0,422	0,114	0,131	7,114	0,673
444	Building material & garden eq. & supplies dealers	404,783	13.6	40,038	39,319	39,997	37,582	36,930	40,452	39,351	39,275	36,706	37,035
4441	Building mat. & sup. dealers	(*)	(*)	(*)	34,728	35,401	33,018	32,647	(*)	34,181	33,273	31,932	32,101
445	Food & beverage stores	738,874	3.2	77,397	74,590	76,299	71,957	69,741	77,129	76,458	76,288	71,198	71,771
4451	Grocery stores	660,129	2.7	69,359	66,756	68,259	64,017	62,100	69,083	68,328	68,123	63,383	63,823
4453	Beer, wine & liquor stores	(*)	(*)	(*)	5,633	5,766	5,766	5,582	(*)	5,837	5,854	5,675	5,790
446	Health & personal care stores	313,700	9.5	32,286	31,778	32,233	30,630	29,462	32,093	32,295	32,624	29,883	29,972
44611	Pharmacies & drug stores	(*)	(*)	(*)	26,987	27,461	26,435	25,237	(*)	27,850	27,710	25,615	26,071
447	Gasoline stations	483,285	34.6	55,444	52,454	53,272	38,161	37,231	53,986	51,935	50,304	36,764	36,899
448	Clothing & clothing accessories												
	stores	231,482	53.6	24,651	23,330	25,745	20,088	18,790	26,119	26,306	25,776	20,758	21,334
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	401	(*)	(S)	(S)	(S)	414
44812	Women's clothing stores	(*)	(*)	(*)	3,096	3,100	2,634	2,494	(*)	3,287	3,243	2,560	2,662
44814 4482	Family clothing stores Shoe stores	(*) (*)	(*) (*)	(*) (*)	9,087 2,936	10,332 3,910	8,520 2,677	7,561 2,643	(NA) (*)	(NA) 3,367	(NA) 3,248	(NA) 2,965	(NA) 3,048
		()	()	()	2,930	3,910	2,077	2,043	()	3,307	3,240	2,903	3,046
451	Sporting goods, hobby, musical instrument, & book stores	87,384	31.0	8,923	8,832	9,765	7,657	7,794	9,442	9,307	8,910	8,026	8,127
452	General merchandise stores	665,715	11.8	73,148	66,852	70,669	63,203	58,567	72,654	72,062	70,665	62,678	63.602
4521	Department stores	107,067	22.2	12,278	11,158	12,314	9,733	9,182	12,853	12,575	12,452	10,073	10,567
4529	Other general merch. stores	(*)	(*)	(*)	55,694	58,355	53,470	49,385	(*)	59,487	58,213	52,605	53,035
45291	Warehouse clubs &	(*)	(4)	(*)	40.000	50 700	45.74	40.000	(*)	F4 605	50 20-	45.000	45.046
45299	supercentersAll oth. gen. merch. stores	(*) (*)	(*) (*)	(*) (*)	48,222 7,472	50,738 7,617	45,714 7,756	42,093 7,292	(*) (*)	51,630 7,857	50,385 7,828	45,038 7,567	45,310 7,725
45299 453	Miscellaneous store retailers	136,844	28.1			-	12,400	11,604	15,043	,		11,957	11,733
		,		15,656	14,490	14,469	· ·	,	· ·	14,629	14,226	· ·	,
454 4541	Nonstore retailers Elect. shopping & m/o houses	831,065 (*)	14.2 (*)	87,440 (*)	82,405 74,440	85,713 78,023	81,386 73,023	75,540 68,425	91,688 (*)	88,173 79,445	88,903 80,188	83,225 74,972	80,842 73,026
										,	72,090		
722	Food services & drinking places	676,951	30.4	74,088	71,170	74,397	57,392	54,740	72,422	72,401	72,090	55,992	55,800

^(*) Advance estimates are not available for this kind of business.

(NA) Not available (a) Advance estimate (p) Preliminary estimate (r) Revised estimate

- (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, November 16, 2021. 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>.

⁽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.

Table 2. Estimated Change in Monthly Sales for Retail and Food Services, by Kind of Business

 $(Estimates\ are\ shown\ as\ percents\ and\ are\ based\ on\ data\ from\ the\ Advance\ Monthly\ Retail\ Trade\ Survey,\ Monthly\ Mon$

and administrative records.)

		Percent Change ¹								
NAICS code	Kind of Business		Advance m	Sep. 2021 F	Preliminary n	Aug. 2021 through Oct. 2021 from				
		Sep. 2021 (p)	Oct. 2020 (r)	Aug. 2021 (r)	Sep. 2020 (r)	May 2021 through Jul. 2021	Aug. 2020 through Oct. 2020			
	Retail & food services, total	1.7	16.3	0.8	14.3	1.5	15.4			
	Total (excl. motor vehicle & parts) Total (excl. gasoline stations) Total (excl. motor vehicle & parts &	1.7 1.7 1.5	17.6 14.1	0.7 0.6	15.7 12.4	3.2 0.9	16.6 13.5			
	gasoline stations)	1.4	14.9	0.5	13.4	2.6	14.3			
	Retail	1.9	14.8	0.9	12.5	1.4	13.7			
441 4411, 4412	Motor vehicle & parts dealers Auto & other motor veh. dealers	1.8 1.7	11.5 11.1	1.2 1.3	8.8 8.7	- 4.9 -5.4	10.7 10.7			
442	Furniture & home furn. stores	0.4	11.9	-1.1	11.7	0.2	12.3			
443	Electronics & appliance stores	3.8	18.4	-0.2	18.0	-2.6	17.6			
444	Building material & garden eq. & supplies dealers	2.8	10.2	0.2	6.3	1.4	7.8			
445 4451	Food & beverage stores	0.9 1.1	8.3 9.0	0.2 0.3	6.5 7.1	2.6 3.1	7.1 7.6			
446	Health & personal care stores	-0.6	7.4	-1.0	7.8	1.0	8.4			
447	Gasoline stations	3.9	46.8	3.2	40.7	8.2	41.9			
448	Clothing & clothing accessories stores	-0.7	25.8	2.1	23.3	0.5	28.7			
451	Sporting goods, hobby, musical instrument, & book stores	1.5	17.6	4.5	14.5	-2.2	16.8			
452 4521	General merchandise stores Department stores	0.8 2.2	15.9 27.6	2.0 1.0	13.3 19.0	5.2 5.9	14.9 25.1			
453	Miscellaneous store retailers	2.8	25.8	2.8	24.7	7.6	24.1			
454	Nonstore retailers	4.0	10.2	-0.8	9.1	3.4	9.1			
722	Food services & drinking places	0.0	29.3	0.4	29.8	2.1	30.4			

⁽p) Preliminary estimate (r) Revised estimate

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, November 16, 2021. 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.

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

Table 3. Estimated Measures of Sampling Variability and Revision to Advance Estimates Oct. 2021

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

			Medi	an standard erro	Revision for month- to-month change			
		Median		Percent change				
NAICS Code	Kind of Business	CV	Previous Mo.	Previous Qtr.	Current Mo.		Median	
		Current Mo.	to	to	to same	Average	absolute	
		(%)	Current Mo.	Current Qtr.	Mo. Last Yr.	revision	revision	
	Retail & food services,							
	total	0.7	0.3	0.2	0.5	0.3	0.3	
	Total (excl. motor vehicle & parts)	0.9	0.2	0.2	0.4	0.2	0.4	
	Total (excl. gasoline stations)	0.7	0.3	0.2	0.5	0.3	0.4	
	Total (excl. motor vehicle & parts &							
	gasoline stations)	0.9	0.3	0.2	0.4	0.2	0.5	
	Retail, total	0.6	0.2	0.2	0.4	0.2	0.4	
441	Motor vehicle & parts dealers	1.4	0.8	0.5	1.3	0.5	0.6	
4411, 4412	Auto & other motor veh. dealers	1.4	0.8	0.5	1.4	0.5	0.6	
442	Furniture & home furn. stores	2.9	1.0	0.7	1.6	0.1	1.3	
443	Electronics & appliance stores	1.7	0.7	0.5	1.1	-0.3	1.7	
444	Building material & garden eq. &							
	supplies dealers	2.3	0.8	0.6	1.4	-0.1	0.3	
445	Food & beverage stores	0.6	0.2	0.2	0.6	0.0	0.1	
4451	Grocery stores	0.7	0.1	0.2	0.6	-0.1	0.3	
446	Health & personal care stores	3.5	0.8	0.5	1.9	0.3	0.4	
447	Gasoline stations	1.2	0.4	0.4	0.9	0.5	0.5	
448	Clothing & clothing accessories							
	stores	2.1	0.8	0.8	1.9	0.8	1.0	
451	Sporting goods, hobby, musical							
	instrument, & book stores	2.7	0.7	0.9	1.8	0.2	0.8	
452	General merchandise stores	1.0	0.1	0.1	0.3	0.5	0.5	
4521	Department stores	0.0	0.0	0.0	0.0	0.0	0.2	
453	Miscellaneous store retailers	4.5	2.4	1.6	4.5	0.5	1.0	
454	Nonstore retailers	1.6	0.4	0.4	0.9	-0.1	1.5	
722	Food services & drinking places	3.5	1.0	0.7	2.2	0.6	0.4	

⁽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.

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, November 16, 2021. 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>.

⁽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.