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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES November 2006

Notice of Sample Revision: A new sample was introduced effective with the restated October 2006 advance estimates that were released on November 30, 2006. This release, and all subsequent retail estimates, will be based on this new sample. For more information please visit <http://www.census.gov/retail>.

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 \$368.9 billion, an increase of 1.0 percent ($\pm 0.8\%$) from the previous month and up 5.6 percent ($\pm 0.7\%$) from November 2005. Total sales for the September through November 2006 period were up 5.3 percent ($\pm 0.5\%$) from the same period a year ago. The September to October 2006 percent change was revised from -0.4 percent ($\pm 0.7\%$)* to -0.1 percent ($\pm 0.2\%$)*.

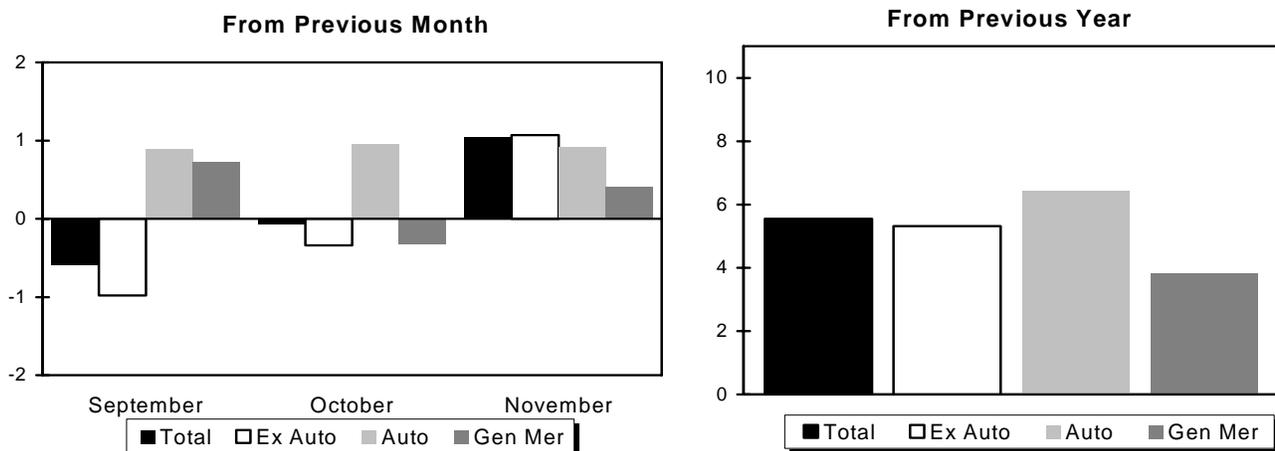
Retail trade sales were up 1.1 percent ($\pm 0.8\%$) from October and were 5.3 percent ($\pm 0.8\%$) above last year. Nonstore retailers were up 10.1 percent ($\pm 4.5\%$) from November 2005 and sales of health and personal care stores were up 8.7 percent ($\pm 1.7\%$) from last year.

The scheduled release dates for 2007 are as follows: January 12, February 14, March 13, April 16, May 11, June 13, July 13, August 13, September 14, October 12, November 14, December 13.

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 12, 2007 at 8:30 a.m. EST.

For information, visit the Census Bureau's Web site at <<http://www.census.gov/retail>>. This report is also available the day of issue through the Department of Commerce's STAT-USA (202-482-1986).

* 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 ¹ code	Kind of Business	Not Adjusted							Adjusted ²				
		11 Month Total		2006			2005		2006			2005	
		2006	% Chg. 2005	Nov. ³ (a)	Oct. (p)	Sep. (r)	Nov.	Oct.	Nov. ³ (a)	Oct. (p)	Sep. (r)	Nov. (r)	Oct. (r)
	Retail & food services,												
	total	3,945,238	6.4	367,812	355,436	352,686	346,993	339,826	368,861	365,075	365,319	349,459	348,095
	Total (excl. motor vehicle & parts) ...	3,105,656	7.7	298,054	284,068	278,939	281,633	275,623	290,955	287,878	288,857	276,261	278,445
	Retail	3,554,481	6.3	333,024	319,009	316,734	314,773	305,801	332,165	328,648	329,040	315,436	314,307
	GAFO⁴	(*)	(*)	(*)	90,263	88,525	98,987	87,041	(*)	94,870	95,168	90,482	90,681
441	Motor vehicle & parts dealers	839,582	1.9	69,758	71,368	73,747	65,360	64,203	77,906	77,197	76,462	73,198	69,650
4411, 4412	Auto & other motor veh. dealers .	769,848	1.7	63,710	64,968	67,502	59,237	58,110	71,665	70,848	70,096	66,859	63,508
44111	New car dealers	(*)	(*)	(*)	52,856	55,016	48,798	47,051	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,400	6,245	6,123	6,093	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	108,030	8.3	10,947	9,925	10,200	10,506	9,355	10,071	10,086	10,159	9,595	9,507
4421	Furniture stores	(*)	(*)	(*)	5,093	5,337	5,341	4,939	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,832	4,863	5,165	4,416	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	91,797	6.0	10,387	7,972	8,140	9,528	7,781	9,279	8,874	8,873	8,544	8,587
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,510	6,648	7,844	6,178	(*)	7,373	7,354	6,899	6,934
44312	Computer & software stores.....	(*)	(*)	(*)	1,462	1,492	1,684	1,603	(*)	1,501	1,519	1,645	1,653
444	Building material & garden eq. & supplies dealers	331,840	10.1	28,814	29,961	28,582	27,583	28,657	29,817	29,289	29,152	28,607	28,520
4441	Building mat. & sup. dealers	(*)	(*)	(*)	26,810	25,702	24,899	25,795	(*)	25,533	25,397	25,227	25,141
445	Food & beverage stores	493,393	5.0	46,885	44,963	44,957	43,776	43,508	46,546	46,151	45,576	43,913	43,985
4451	Grocery stores	439,153	4.2	41,390	39,875	39,896	38,940	38,905	41,143	40,814	40,340	39,096	39,219
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,130	3,212	3,083	2,939	(*)	3,250	3,248	3,026	2,996
446	Health & personal care stores	202,409	7.5	18,931	18,837	18,127	17,396	17,281	19,337	19,163	18,941	17,787	17,652
44611	Pharmacies & drug stores	(*)	(*)	(*)	16,039	15,208	14,480	14,422	(*)	16,136	15,842	14,821	14,582
447	Gasoline stations	392,192	10.1	31,409	33,343	34,918	32,054	37,594	32,786	32,061	33,868	33,564	36,044
448	Clothing & clothing accessories stores	183,306	7.0	19,955	17,504	16,859	18,479	16,579	18,332	18,341	18,454	17,185	17,173
44811	Men's clothing stores	(*)	(*)	(*)	890	796	876	778	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,216	3,187	3,329	3,101	(*)	3,278	3,316	3,177	3,129
44814	Family clothing stores	(*)	(*)	(*)	7,131	6,579	7,563	6,644	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,106	2,128	2,079	2,045	(*)	2,224	2,259	2,159	2,128
451	Sporting goods, hobby, book & music stores	74,274	6.9	7,772	6,308	7,076	7,390	6,077	7,353	7,292	7,356	6,855	6,993
452	General merchandise stores	483,500	5.4	51,962	44,694	42,557	49,509	43,906	46,599	46,409	46,562	44,886	44,952
4521	Department stores (ex. L.D.).....	182,274	-0.8	21,245	16,681	15,761	21,103	17,406	17,643	17,641	17,736	18,018	17,983
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	17,070	16,131	21,658	17,855	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	28,013	26,796	28,406	26,500	(*)	28,768	28,826	26,868	26,969
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	24,611	23,603	24,665	23,153	(*)	25,268	25,298	23,513	23,529
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	3,402	3,193	3,741	3,347	(*)	3,500	3,528	3,355	3,440
453	Miscellaneous store retailers	107,154	7.9	10,218	10,068	9,754	9,585	9,350	10,126	10,089	10,037	9,493	9,558
454	Nonstore retailers	247,004	12.2	25,986	24,066	21,817	23,607	21,510	24,013	23,696	23,600	21,809	21,686
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	15,904	14,563	15,391	13,682	(*)	15,888	15,710	14,094	14,004
722	Food services & drinking places ...	390,757	8.1	34,788	36,427	35,952	32,220	34,025	36,696	36,427	36,279	34,023	33,788

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

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

(1) For a full description of the NAICS codes used in this table, see <http://www.census.gov/epcd/www/naics.html>

(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-12 ARIMA 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/mrts/www/mrts.html>

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

(5) 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/mrts/www/mrts.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					
		Nov. 2006 Advance from --		Oct. 2006 Preliminary from --		Sep. 2006 through Nov. 2006 from --	
		Oct. 2006 (p)	Nov. 2005 (r)	Sep. 2006 (r)	Oct. 2005 (r)	Jun. 2006 through Aug. 2006	Sep. 2005 through Nov. 2005
	Retail & food services, total	1.0	5.6	-0.1	4.9	0.2	5.3
	Total (excl. motor vehicle & parts) ...	1.1	5.3	-0.3	3.4	-0.6	4.6
	Retail	1.1	5.3	-0.1	4.6	-0.1	5.0
441	Motor vehicle & parts dealers	0.9	6.4	1.0	10.8	3.0	8.1
4411, 4412	Auto & other motor veh. dealers ..	1.2	7.2	1.1	11.6	3.3	8.6
442	Furniture & home furn. stores	-0.1	5.0	-0.7	6.1	0.3	5.9
443	Electronics & appliance stores	4.6	8.6	0.0	3.3	2.3	5.6
444	Building material & garden eq. & supplies dealers.....	1.8	4.2	0.5	2.7	-0.9	3.8
445	Food & beverage stores.....	0.9	6.0	1.3	4.9	1.1	5.0
4451	Grocery stores	0.8	5.2	1.2	4.1	0.7	4.2
446	Health & personal care stores	0.9	8.7	1.2	8.6	2.2	8.2
447	Gasoline stations	2.3	-2.3	-5.3	-11.1	-12.7	-6.8
448	Clothing & clothing accessories stores	0.0	6.7	-0.6	6.8	2.7	8.3
451	Sporting goods, hobby, book & music stores.....	0.8	7.3	-0.9	4.3	0.9	7.2
452	General merchandise stores.....	0.4	3.8	-0.3	3.2	0.9	4.2
4521	Department stores (ex. L.D.).....	0.0	-2.1	-0.5	-1.9	0.1	-0.8
453	Miscellaneous store retailers	0.4	6.7	0.5	5.6	1.5	6.3
454	Nonstore retailers	1.3	10.1	0.4	9.3	0.8	10.1
722	Food services & drinking places	0.7	7.9	0.4	7.8	2.7	8.0

(p) Preliminary estimates (r) Revised estimates

(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/mrts/www/mrts.html>.

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/mrts/www/mrts.html>.

Official Business

Penalty for Private Use, \$300

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 $\pm 1.65 \times 0.9$ percent or ± 1.5 percent, and the 90 percent confidence interval is -0.3 percent to +2.7 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 $\pm 1.65 \times CV \times$ (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

(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 ⁽¹⁾ for Current Mo. (%)	Median standard error ⁽¹⁾ for Percent change			Revision for month-to-month change ⁽²⁾	
			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	0.6	0.5	0.2	0.4	0.1	0.3
	Total (excl. motor vehicle & parts) ..	0.5	0.3	0.2	0.5	0.0	0.1
	Retail	0.7	0.5	0.2	0.5	0.1	0.3
441	Motor vehicle & parts dealers	2.0	1.8	0.6	1.4	0.5	1.1
4411, 4412	Auto & other motor veh. dealers .	2.1	1.9	0.6	1.6	0.5	1.2
442	Furniture & home furn. stores.....	1.8	1.5	1.2	1.9	0.4	0.5
443	Electronics & appliance stores	1.3	0.5	0.4	1.0	0.3	0.6
444	Building material & garden eq. &.....						
	supplies dealers.....	2.1	1.2	0.6	1.2	0.0	0.6
445	Food & beverage stores.....	0.7	0.4	0.2	0.5	-0.1	0.1
4451	Grocery stores	0.8	0.3	0.2	0.5	-0.1	0.1
446	Health & personal care stores	1.6	0.5	0.4	1.0	0.1	0.1
447	Gasoline stations	3.2	1.5	0.5	1.2	-0.3	0.6
448	Clothing & clothing accessories						
	stores	1.5	0.5	0.5	0.9	0.1	0.3
451	Sporting goods, hobby, book &						
	music stores.....	2.4	1.6	1.2	2.1	-0.1	0.3
452	General merchandise stores.....	0.1	0.0	0.0	0.1	0.0	0.1
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	0.0	0.2
453	Miscellaneous store retailers	3.1	3.3	1.6	3.1	0.4	0.7
454	Nonstore retailers	1.4	1.2	1.0	2.7	0.1	0.5
722	Food services & drinking places ..	1.6	0.8	0.5	1.1	0.1	0.3

(1) Estimated measures of sampling variability are based on estimates not adjusted for seasonal variation or holiday or trading-day differences. Medians are based on estimates for the period August 2006 to present.

(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 differences are based on estimates for the most recent 12 months.

Note: Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <http://www.census.gov/mrts/www/mrts.html>

