

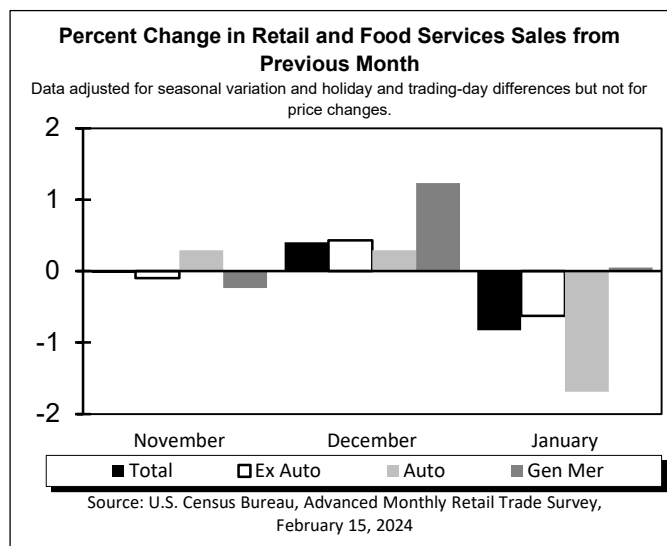
ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, JANUARY 2024

Release Number: CB24-22

Intention to Revise: Monthly retail sales estimates will be revised based on the results of the 2022 Annual Retail Trade Survey and the Service Annual Survey. Revised not adjusted estimates and corresponding adjusted estimates are scheduled for release on April 23, 2024 at 10:00 a.m. EDT.

February 15, 2024 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for January 2024:

ADVANCE MONTHLY SALES		
January 2024	\$700.3 billion	-0.8%
December 2023 (revised)	\$706.2 billion	+0.4%
Next release: March 14, 2024		
<small>* The 90 percent confidence interval includes zero. There is insufficient statistical evidence to conclude that the actual change is different from zero. Data adjusted for seasonal variation and holiday and trading-day differences but not for price changes. Source: U.S. Census Bureau, Advanced Monthly Retail Trade Survey, February 15, 2024</small>		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for January 2024, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$700.3 billion, down 0.8 percent (± 0.5 percent) from the previous month, and up 0.6 percent (± 0.7 percent)* above January 2023. Total sales for the November 2023 through January 2024 period were up 3.1 percent (± 0.5 percent) from the same period a year ago. The November 2023 to December 2023 percent change was revised from up 0.6 percent (± 0.5 percent) to up 0.4 percent (± 0.3 percent).

Retail trade sales were down 1.1 percent (± 0.5 percent) from December 2023, and down 0.2 percent (± 0.5 percent)* below last year. Nonstore retailers were up 6.4 percent (± 1.6 percent) from last year, while food services and drinking places were up 6.3 percent (± 2.3 percent) from January 2023.

General Information

The February 2024 Advance Monthly Retail report is scheduled for release on March 14, 2024 at 8:30 a.m.

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EST. View the full schedule in the Economic Briefing Room: <<https://www.census.gov/economic-indicators/>>. The full text and tables of this release can be found at <www.census.gov/retail/>.

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: <https://www.census.gov/retail/marts/how_surveys_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, questionnaires 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-to-previous 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.

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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 ± 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.

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>](https://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 2023 Quarterly Services Report was released on November 17, 2023 at 10:00 AM. Learn

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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>>

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.)

NAICS ¹ code	Kind of Business	Not Adjusted							Adjusted ²				
		1 Month Total		2024	2023			2022	2024	2023			2022
		2024	% Chg. 2023	Jan. ³ (a)	Dec. (p)	Nov. (r)	Jan.	Dec.	Jan. ³ (a)	Dec. (p)	Nov. (r)	Jan. (r)	Dec. (r)
	Retail & food services,												
	total	641,509	2.0	641,509	769,114	711,216	629,035	741,521	700,291	706,180	703,336	695,776	670,566
	Total (excl. motor vehicle & parts) ...	522,008	2.1	522,008	638,233	586,460	511,052	618,540	567,860	571,468	569,013	561,172	547,498
	Total (excl. gasoline stations)	594,970	2.8	594,970	720,074	659,470	578,703	688,622	647,882	652,876	649,602	639,096	613,807
	Total (excl. motor vehicle & parts & gasoline stations)	475,469	3.2	475,469	589,193	534,714	460,720	565,641	515,451	518,164	515,279	504,492	490,739
	Retail	554,784	1.4	554,784	672,967	623,010	547,156	654,825	605,198	611,733	609,099	606,291	585,653
	GAFO⁴	(*)	(*)	(*)	169,738	138,199	112,264	167,477	(*)	129,645	128,547	131,232	126,797
441	Motor vehicle & parts dealers	119,501	1.3	119,501	130,881	124,756	117,983	122,981	132,431	134,712	134,323	134,604	123,068
4411, 4412	Auto & other motor veh. dealers .	108,784	0.6	108,784	120,260	113,530	108,108	112,803	121,006	123,217	122,868	123,835	112,354
44111	New car dealers	(*)	(*)	(*)	102,814	95,044	89,104	95,313	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	10,621	11,226	9,875	10,178	(*)	11,495	11,455	10,769	10,714
442	Furniture & home furn. stores	10,140	-7.5	10,140	11,355	11,658	10,965	12,241	11,070	10,908	10,926	12,279	11,430
4421	Furniture stores	(*)	(*)	(*)	6,259	6,543	6,168	6,686	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	6,829	-5.5	6,829	10,085	8,797	7,225	9,876	7,335	7,367	7,436	7,786	7,069
444	Building material & garden eq. & supplies dealers.....	33,149	-6.4	33,149	36,916	40,042	35,432	39,244	39,655	41,331	40,959	43,236	42,559
4441	Building mat. & sup. dealers	(*)	(*)	(*)	31,798	34,552	30,810	33,610	(*)	35,528	35,043	37,210	36,533
445	Food & beverage stores.....	81,470	2.5	81,470	90,262	84,018	79,445	89,483	83,267	83,165	82,993	81,689	82,137
4451	Grocery stores	74,483	2.9	74,483	78,901	75,061	72,370	78,604	75,008	74,576	74,465	73,323	74,015
4453	Beer, wine & liquor stores	(*)	(*)	(*)	8,008	6,285	5,093	7,801	(*)	6,127	6,061	6,056	5,879
446	Health & personal care stores	36,540	6.7	36,540	40,555	37,080	34,230	37,277	36,467	36,868	37,455	34,716	33,165
44611	Pharmacies & drug stores	(*)	(*)	(*)	32,608	30,881	28,685	29,878	(*)	30,675	31,224	28,656	27,487
447	Gasoline stations	46,539	-7.5	46,539	49,040	51,746	50,332	52,899	52,409	53,304	53,734	56,680	56,759
448	Clothing & clothing accessories stores	19,679	1.4	19,679	41,228	29,150	19,405	39,883	26,551	26,604	26,262	26,418	25,374
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	4,687	3,843	2,514	4,660	(*)	3,431	3,395	3,407	3,392
44814	Family clothing stores	(*)	(*)	(*)	16,843	13,003	7,786	16,471	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	4,544	3,297	2,299	4,476	(*)	3,288	3,220	3,327	3,195
451	Sporting goods, hobby, musical instrument, & book stores	7,124	-1.8	7,124	11,983	9,451	7,257	12,424	8,481	8,499	8,561	8,764	8,706
452	General merchandise stores.....	65,812	0.8	65,812	92,223	77,037	65,276	89,740	73,938	73,904	73,006	73,255	71,543
4521	Department stores	8,822	-5.1	8,822	16,637	12,305	9,296	17,292	10,997	10,940	10,646	11,785	11,235
4529	Other general merch. stores.....	(*)	(*)	(*)	75,586	64,732	55,980	72,448	(*)	62,964	62,360	61,470	60,308
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	64,361	55,066	48,504	61,810	(*)	53,904	53,410	52,837	51,811
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	11,225	9,666	7,476	10,638	(*)	9,060	8,950	8,633	8,497
453	Miscellaneous store retailers	13,160	-2.5	13,160	16,042	15,614	13,500	15,670	15,201	15,666	15,719	15,619	14,809
454	Nonstore retailers	114,841	8.2	114,841	142,397	133,661	106,106	133,107	118,393	119,405	117,725	111,245	109,034
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	132,140	123,515	94,787	121,274	(*)	109,842	108,062	100,945	98,517
722	Food services & drinking places	86,725	5.9	86,725	96,147	88,206	81,879	86,696	95,093	94,447	94,237	89,485	84,913

(*) 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, February 15, 2024. 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 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					
		Jan. 2024 Advance from --		Dec. 2023 Preliminary from --		Nov. 2023 through Jan. 2024 from --	
		Dec. 2023 (p)	Jan. 2023 (r)	Nov. 2023 (r)	Dec. 2022 (r)	Aug. 2023 through Oct. 2023	Nov. 2022 through Jan. 2023
	Retail & food services,						
	total	-0.8	0.6	0.4	5.3	0.1	3.1
	Total (excl. motor vehicle & parts)	-0.6	1.2	0.4	4.4	0.2	2.9
	Total (excl. gasoline stations)	-0.8	1.4	0.5	6.4	0.6	4.2
	Total (excl. motor vehicle & parts & gasoline stations)	-0.5	2.2	0.6	5.6	0.8	4.1
	Retail	-1.1	-0.2	0.4	4.5	-0.3	2.2
441	Motor vehicle & parts dealers	-1.7	-1.6	0.3	9.5	-0.4	4.4
4411, 4412	Auto & other motor veh. dealers ...	-1.8	-2.3	0.3	9.7	-0.4	4.1
442	Furniture & home furn. stores	1.5	-9.8	-0.2	-4.6	1.5	-6.6
443	Electronics & appliance stores	-0.4	-5.8	-0.9	4.2	-5.5	1.3
444	Building material & garden eq. & supplies dealers.....	-4.1	-8.3	0.9	-2.9	-2.2	-4.9
445	Food & beverage stores.....	0.1	1.9	0.2	1.3	0.7	1.3
4451	Grocery stores	0.6	2.3	0.1	0.8	0.7	1.2
446	Health & personal care stores	-1.1	5.0	-1.6	11.2	-0.1	8.6
447	Gasoline stations	-1.7	-7.5	-0.8	-6.1	-5.5	-8.0
448	Clothing & clothing accessories stores	-0.2	0.5	1.3	4.8	1.5	2.3
451	Sporting goods, hobby, musical instrument, & book stores	-0.2	-3.2	-0.7	-2.4	-0.2	-1.8
452	General merchandise stores.....	0.0	0.9	1.2	3.3	0.5	1.7
4521	Department stores	0.5	-6.7	2.8	-2.6	-0.7	-4.7
453	Miscellaneous store retailers	-3.0	-2.7	-0.3	5.8	1.0	3.3
454	Nonstore retailers	-0.8	6.4	1.4	9.5	1.3	8.3
722	Food services & drinking places	0.7	6.3	0.2	11.2	2.5	9.3

(p) Preliminary estimate (r) Revised estimate

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

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, February 15, 2024. 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 Jan. 2024

(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
441 4411, 4412 442 443 444 445 4451 446 447 448 451 452 4521 453 454 722	Retail & food services, total	0.9	0.3	0.1	0.4	0.0	0.2
	Total (excl. motor vehicle & parts)	1.1	0.2	0.2	0.3	0.0	0.1
	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	0.4	-0.1	0.1
	Retail, total	0.8	0.3	0.1	0.3	-0.1	0.1
	Motor vehicle & parts dealers	1.6	0.8	0.4	1.0	0.1	0.1
	Auto & other motor veh. dealers	1.7	0.8	0.4	1.2	0.0	0.1
	Furniture & home furn. stores.....	3.0	1.8	0.8	1.7	-0.4	0.6
	Electronics & appliance stores	2.2	0.9	0.5	1.0	0.1	0.6
	Building material & garden eq. & supplies dealers.....	2.6	0.8	0.5	1.1	-0.2	0.3
	Food & beverage stores.....	0.7	0.2	0.2	0.4	-0.1	0.1
	Grocery stores	0.7	0.2	0.2	0.5	-0.1	0.2
	Health & personal care stores	3.2	0.5	0.3	0.7	0.0	0.3
	Gasoline stations	1.4	0.4	0.3	0.5	0.1	0.5
	Clothing & clothing accessories stores	2.9	1.0	0.6	1.3	-0.1	0.2
	Sporting goods, hobby, musical instrument, & book stores	2.4	1.2	0.9	1.5	0.2	0.4
	General merchandise stores.....	1.6	0.1	0.1	0.3	-0.1	0.1
	Department stores	0.0	0.0	0.0	0.0	0.3	0.1
	Miscellaneous store retailers	5.2	2.4	1.3	2.5	0.1	0.7
	Nonstore retailers	2.0	0.6	0.4	0.9	-0.1	0.4
	Food services & drinking places	3.5	0.9	0.7	1.3	0.2	0.2

(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, February 15, 2024. 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>.