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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JULY 2013

2013 Economic Indicator Webinar Series: To learn more about this release and the other indicators the U.S. Census Bureau publishes, join us for the 2013 Economic Indicator Webinar Series. For more information go to www.census.gov/econ/webinar.

The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for July, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$424.5 billion, an increase of 0.2 percent ($\pm 0.5\%$)* from the previous month, and 5.4 percent ($\pm 0.7\%$) above July 2012. Total sales for the May through July 2013 period were up 5.2 percent ($\pm 0.5\%$) from the same period a year ago. The May to June 2013 percent change was revised from +0.4 percent ($\pm 0.5\%$)* to +0.6 percent ($\pm 0.2\%$).

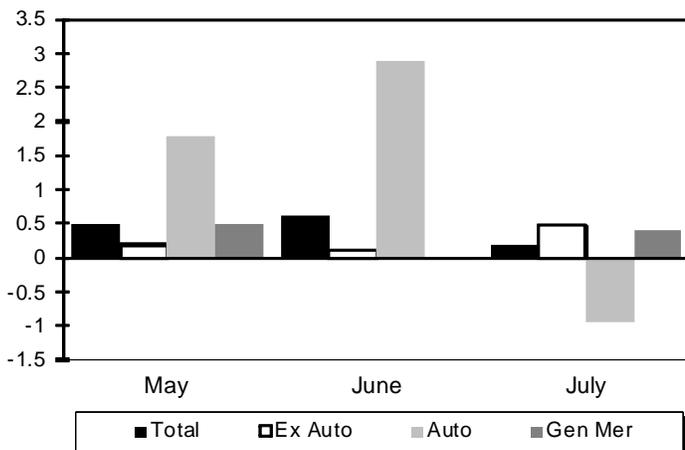
Retail trade sales were up 0.1 percent ($\pm 0.5\%$)* from June 2013 and 5.6 percent ($\pm 0.7\%$) above last year. Auto and other motor vehicle dealers were up 13.3 percent ($\pm 2.1\%$) from July 2012 and nonstore retailers were up 8.8 percent ($\pm 2.1\%$) from last year.

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.

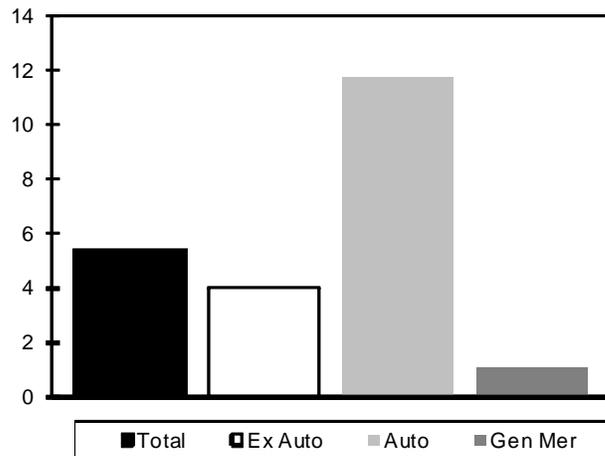
Percent Change in Retail and Food Services Sales

(Estimates adjusted for seasonal variation and holiday and trading-day differences, but not for price changes)

From Previous Month



From Previous Year



The Advance Monthly Sales for Retail and Food Services for August is scheduled to be released September 13, 2013 at 8:30 a.m. EDT.

For customized retail time series estimates by industry, visit the Census Bureau's web site at www.census.gov/timeseries.

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

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 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					
		7 Month Total		2013			2012		2013			2012	
		2013	% Chg. 2012	Jul. ³ (a)	Jun. (p)	May (r)	Jul.	Jun.	Jul. ³ (a)	Jun. (p)	May (r)	Jul. (r)	Jun. (r)
	Retail & food services,												
	total	2,896,307	4.2	427,547	421,636	444,370	400,379	405,484	424,481	423,649	421,020	402,716	400,037
	Total (excl. motor vehicle & parts) ...	2,334,953	3.2	341,537	338,984	357,939	325,579	329,897	343,682	342,065	341,720	330,432	327,814
	Retail	2,575,666	4.3	380,893	375,075	395,898	355,227	359,974	378,652	378,090	375,249	358,622	356,066
	GAFO⁴	(*)	(*)	(*)	98,787	103,093	95,945	97,949	(*)	103,446	103,184	101,797	101,255
441	Motor vehicle & parts dealers	561,354	8.6	86,010	82,652	86,431	74,800	75,587	80,799	81,584	79,300	72,284	72,223
4411, 4412	Auto & other motor veh. dealers .	513,564	9.8	78,782	75,702	79,232	67,573	68,287	73,974	74,804	72,424	65,288	65,284
44111	New car dealers	(*)	(*)	(*)	62,044	65,031	56,566	56,347	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,950	7,199	7,227	7,300	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	56,237	3.2	8,490	8,124	8,434	8,081	7,892	8,398	8,516	8,309	8,163	8,045
4421	Furniture stores	(*)	(*)	(*)	4,223	4,389	4,309	4,240	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,901	4,045	3,772	3,652	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	54,520	-0.2	8,026	7,750	7,775	7,962	7,789	8,402	8,411	8,393	8,439	8,314
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,000	6,118	6,065	5,889	(*)	6,445	6,495	6,338	6,205
44312	Computer & software stores.....	(*)	(*)	(*)	1,750	1,657	1,897	1,900	(*)	1,966	1,898	2,101	2,109
444	Building material & garden eq. & supplies dealers	183,847	6.0	27,439	28,852	34,121	24,983	26,988	25,802	25,909	26,330	23,922	23,493
4441	Building mat. & sup. dealers	(*)	(*)	(*)	23,915	26,924	21,801	22,736	(*)	21,940	22,141	20,394	20,210
445	Food & beverage stores	372,960	2.7	55,417	53,841	56,076	53,168	52,977	54,355	53,935	53,822	52,609	52,508
4451	Grocery stores	334,172	2.3	49,300	48,004	49,982	47,625	47,352	48,381	48,100	48,013	47,107	47,023
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,939	4,097	3,707	3,788	(*)	3,912	3,913	3,638	3,653
446	Health & personal care stores	162,457	0.6	23,272	22,377	23,907	22,525	22,382	23,507	23,334	23,301	23,174	22,792
44611	Pharmacies & drug stores	(*)	(*)	(*)	18,639	19,927	18,879	18,735	(*)	19,456	19,403	19,443	19,137
447	Gasoline stations	321,074	0.7	48,668	47,296	48,460	46,222	46,033	45,784	45,390	45,121	43,647	43,633
448	Clothing & clothing accessories stores	133,795	3.6	19,452	19,279	21,274	18,480	18,926	21,046	20,860	20,863	20,194	20,117
44811	Men's clothing stores	(*)	(*)	(*)	647	724	644	744	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,301	3,763	3,164	3,446	(*)	3,460	3,481	3,559	3,531
44814	Family clothing stores	(*)	(*)	(*)	7,757	8,288	7,598	7,390	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,261	2,429	2,307	2,229	(*)	2,496	2,466	2,462	2,420
451	Sporting goods, hobby, book & music stores	47,822	3.3	6,928	6,946	6,917	6,666	7,062	7,498	7,421	7,430	7,333	7,295
452	General merchandise stores	364,274	0.5	52,522	53,683	55,431	51,863	53,440	55,163	54,941	54,957	54,567	54,435
4521	Department stores (ex. L.D.).....	92,089	-4.8	13,083	13,475	14,208	13,611	14,388	14,556	14,463	14,634	15,295	15,289
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	13,653	14,470	13,832	14,619	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	40,208	41,223	38,252	39,052	(*)	40,478	40,323	39,272	39,146
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	35,079	35,812	33,477	34,118	(*)	35,255	35,110	34,230	34,152
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,129	5,411	4,775	4,934	(*)	5,223	5,213	5,042	4,994
453	Miscellaneous store retailers	71,370	5.8	10,806	10,727	11,641	10,042	10,343	10,595	10,513	10,684	10,014	9,875
454	Nonstore retailers	245,956	10.8	33,863	33,548	35,431	30,435	30,555	37,303	37,276	36,739	34,276	33,336
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	27,068	28,398	24,234	24,227	(*)	29,843	29,307	26,808	26,051
722	Food services & drinking places ...	320,641	3.9	46,654	46,561	48,472	45,152	45,510	45,829	45,559	45,771	44,094	43,971

(*) 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/eos/www/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, 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/retail>

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					
		Jul. 2013 Advance from --		Jun. 2013 Preliminary from --		May 2013 through Jul. 2013 from --	
		Jun. 2013 (p)	Jul. 2012 (r)	May 2013 (r)	Jun. 2012 (r)	Feb. 2013 through Apr. 2013	May 2012 through Jul. 2012
	Retail & food services, total	0.2	5.4	0.6	5.9	1.0	5.2
	Total (excl. motor vehicle & parts)	0.5	4.0	0.1	4.3	0.3	3.9
	Retail	0.1	5.6	0.8	6.2	1.1	5.4
441	Motor vehicle & parts dealers	-1.0	11.8	2.9	13.0	3.9	11.1
4411, 4412	Auto & other motor veh. dealers ..	-1.1	13.3	3.3	14.6	4.4	12.5
442	Furniture & home furn. stores	-1.4	2.9	2.5	5.9	2.1	3.3
443	Electronics & appliance stores	-0.1	-0.4	0.2	1.2	0.3	0.3
444	Building material & garden eq. & supplies dealers.....	-0.4	7.9	-1.6	10.3	1.7	9.6
445	Food & beverage stores.....	0.8	3.3	0.2	2.7	0.5	3.0
4451	Grocery stores	0.6	2.7	0.2	2.3	0.4	2.5
446	Health & personal care stores	0.7	1.4	0.1	2.4	0.6	1.5
447	Gasoline stations	0.9	4.9	0.6	4.0	-2.1	2.6
448	Clothing & clothing accessories stores	0.9	4.2	0.0	3.7	1.1	4.2
451	Sporting goods, hobby, book & music stores.....	1.0	2.3	-0.1	1.7	-0.4	1.6
452	General merchandise stores.....	0.4	1.1	0.0	0.9	0.4	1.0
4521	Department stores (ex. L.D.).....	0.6	-4.8	-1.2	-5.4	-1.5	-4.8
453	Miscellaneous store retailers	0.8	5.8	-1.6	6.5	1.9	7.4
454	Nonstore retailers	0.1	8.8	1.5	11.8	0.9	9.9
722	Food services & drinking places	0.6	3.9	-0.5	3.6	0.1	4.0

(p) Preliminary estimate (r) Revised estimate

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

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/retail>.

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/retail>.

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 $\pm 1.753 \times 0.9$ 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.

Table 3. Estimated Measures of Sampling Variability and Revision to Advance Estimates Jul. 2013

(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	0.5	0.3	0.2	0.4	0.1	0.1
	Total (excl. motor vehicle & parts) ..	0.4	0.2	0.2	0.4	0.1	0.1
	Retail	0.5	0.3	0.2	0.4	0.1	0.1
441	Motor vehicle & parts dealers	1.8	1.2	0.6	1.1	0.1	0.4
4411, 4412	Auto & other motor veh. dealers .	2.0	1.3	0.6	1.2	0.0	0.4
442	Furniture & home furn. stores.....	2.5	1.2	0.9	2.2	0.0	0.2
443	Electronics & appliance stores	2.5	0.5	0.5	1.3	-0.2	0.3
444	Building material & garden eq. &....						
	supplies dealers.....	1.9	1.0	0.8	2.3	0.2	0.6
445	Food & beverage stores.....	2.1	0.3	0.3	0.6	0.0	0.1
4451	Grocery stores	2.3	0.3	0.3	0.6	-0.1	0.2
446	Health & personal care stores	2.0	0.4	0.4	0.7	0.0	0.4
447	Gasoline stations	1.8	0.5	0.4	0.8	0.0	0.4
448	Clothing & clothing accessories						
	stores	2.3	0.4	0.5	0.7	0.0	0.4
451	Sporting goods, hobby, book &						
	music stores.....	1.9	0.7	1.0	2.9	0.0	0.7
452	General merchandise stores.....	0.5	0.0	0.1	0.3	0.0	0.2
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.1	0.2
453	Miscellaneous store retailers	3.1	1.7	1.2	2.8	0.4	0.6
454	Nonstore retailers	1.8	0.5	0.5	1.2	0.2	0.4
722	Food services & drinking places ..	2.1	0.8	1.1	1.3	0.1	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 period January 2013 - Present. For measures of sampling variability where there are not enough months collected on the new sample basis to calculate medians, the last available medians from the prior sample are provided.

(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.