

U.S. Census Bureau News

U.S. Department of Commerce • Washington, D.C. 20233

FOR IMMEDIATE RELEASE
TUESDAY, JULY 14, 2015, AT 8:30 A.M. EDT

Rebecca DeNale / Paul Bucchioni
Economic Indicators Division
(301) 763-2713

CB15-115

ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JUNE 2015

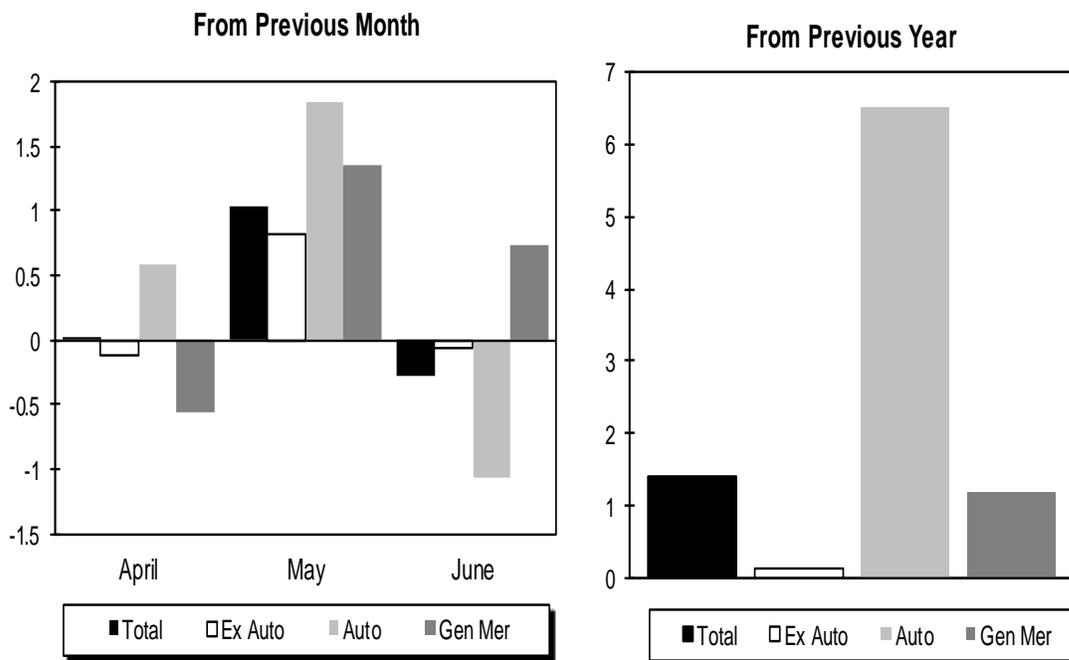
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for June, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$442.0 billion, a decrease of 0.3 percent ($\pm 0.5\%$)* from the previous month, but up 1.4 percent ($\pm 0.9\%$) above June 2014. Total sales for the April 2015 through June 2015 period were up 1.7 percent ($\pm 0.7\%$) from the same period a year ago. The April 2015 to May 2015 percent change was revised from +1.2 percent ($\pm 0.5\%$) to +1.0 percent ($\pm 0.3\%$).

Retail trade sales were down 0.3 percent ($\pm 0.5\%$)* from May 2015, but up 0.6 percent ($\pm 0.7\%$)* above last year. Food services and drinking places were up 7.7 percent ($\pm 3.3\%$) from June 2014 and sporting goods, hobby, books and music were up 6.6 percent ($\pm 1.9\%$) from last year. Gasoline stations were down 17.1% ($\pm 1.4\%$) from the previous 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 4,900 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 60% 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 July is scheduled to be released August 13, 2015 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 learn more about this release and the other indicators the U.S. Census Bureau publishes, join us for the Investigating Economic Indicators Webinar Series. For more information, visit <http://www.census.gov/econ/webinar>.

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.

The U.S. Census Bureau updated its Application Programming Interface (API) with monthly and quarterly economic indicators. The API allows developers to combine Census Bureau statistics with other data sets to create tools for research on a variety of topics. For more information, visit www.census.gov/developers.

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				
		6 Month Total		2015			2014		2015			2014	
		2015	% Chg. 2014	Jun. ³ (a)	May (p)	Apr. (r)	Jun.	May	Jun. ³ (a)	May (p)	Apr. (r)	Jun. (r)	May (r)
	Retail & food services,												
	total	2,569,992	2.0	445,819	461,911	437,160	433,388	458,705	442,032	443,236	438,717	435,981	433,081
	Total (excl. motor vehicle & parts) ...	2,022,024	0.6	349,285	363,003	342,182	345,578	364,347	350,256	350,478	347,631	349,830	347,216
	Retail	2,263,372	1.1	394,221	406,608	384,957	385,525	407,633	390,537	391,647	387,235	388,166	385,572
	GAFO⁴	(*)	(*)	(*)	105,000	96,255	97,307	103,651	(*)	104,793	103,600	102,928	102,692
441	Motor vehicle & parts dealers	547,968	7.6	96,534	98,908	94,978	87,810	94,358	91,776	92,758	91,086	86,151	85,865
4411, 4412	Auto & other motor veh. dealers .	505,190	8.3	89,012	91,562	87,561	80,530	86,889	84,612	85,492	83,871	79,028	78,704
44111	New car dealers	(*)	(*)	(*)	76,381	72,374	66,747	72,476	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,346	7,417	7,280	7,469	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	48,562	5.4	8,268	8,694	8,034	7,762	8,293	8,533	8,668	8,547	8,196	8,122
4421	Furniture stores	(*)	(*)	(*)	4,819	4,314	4,154	4,583	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,875	3,720	3,608	3,710	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	47,496	-0.8	8,058	7,798	7,322	7,998	8,066	8,768	8,677	8,660	8,799	8,808
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,914	5,448	6,017	6,086	(*)	6,345	6,320	6,498	6,454
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
444	Building material & garden eq. & supplies dealers	163,944	3.5	31,038	33,472	31,628	30,506	33,889	26,708	27,056	27,163	27,082	26,460
4441	Building mat. & sup. dealers	(*)	(*)	(*)	27,212	25,840	25,657	27,377	(*)	23,298	23,448	23,282	22,720
445	Food & beverage stores	333,317	3.2	56,165	58,645	55,070	54,678	57,208	56,720	56,729	56,433	55,387	54,732
4451	Grocery stores	298,604	2.9	49,911	52,263	49,257	48,726	51,084	50,466	50,544	50,262	49,368	48,884
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,372	3,867	4,098	4,202	(*)	4,228	4,181	4,131	3,991
446	Health & personal care stores	153,343	4.3	25,401	25,632	25,742	24,669	25,398	25,867	25,813	25,923	25,537	25,097
44611	Pharmacies & drug stores	(*)	(*)	(*)	21,467	21,590	20,488	21,118	(*)	21,597	21,633	21,100	20,847
447	Gasoline stations	215,950	-20.8	40,472	40,071	36,297	48,322	49,803	37,824	37,520	36,188	45,630	46,199
448	Clothing & clothing accessories stores	115,599	2.3	19,297	22,006	20,306	18,829	21,451	21,083	21,407	21,110	20,685	20,557
44811	Men's clothing stores	(*)	(*)	(*)	872	839	743	835	(*)	820	814	793	777
44812	Women's clothing stores	(*)	(*)	(*)	4,195	3,873	3,563	4,191	(*)	3,884	3,797	3,827	3,834
44814	Family clothing stores	(*)	(*)	(*)	8,353	7,774	7,169	7,922	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,854	2,734	2,540	2,849	(*)	2,857	2,793	2,848	2,818
451	Sporting goods, hobby, book & music stores	38,936	6.4	6,998	6,843	6,414	6,426	6,382	7,366	7,358	7,314	6,910	6,826
452	General merchandise stores	314,828	0.3	54,352	57,031	51,667	53,888	56,914	56,325	55,915	55,170	55,667	55,747
4521	Department stores (ex. L.D.).....	73,999	-2.3	12,606	13,714	12,390	13,000	14,017	13,826	13,909	13,647	14,066	14,199
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	13,927	12,539	13,270	14,301	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	43,317	39,277	40,888	42,897	(*)	42,006	41,523	41,601	41,548
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	37,422	33,835	35,546	37,253	(*)	36,332	35,918	36,161	36,168
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,895	5,442	5,342	5,644	(*)	5,674	5,605	5,440	5,380
453	Miscellaneous store retailers	56,958	4.8	10,347	10,596	9,480	9,768	10,317	9,929	9,951	9,956	9,650	9,470
454	Nonstore retailers	226,471	4.9	37,291	36,912	38,019	34,869	35,554	39,638	39,795	39,685	38,472	37,689
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	31,907	32,270	29,195	29,294	(*)	34,016	33,720	31,631	30,546
722	Food services & drinking places ...	306,620	8.8	51,598	55,303	52,203	47,863	51,072	51,495	51,589	51,482	47,815	47,509

(*) 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 <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					
		Jun. 2015 Advance from --		May 2015 Preliminary from --		Apr. 2015 through Jun. 2015 from --	
		May 2015 (p)	Jun. 2014 (r)	Apr. 2015 (r)	May 2014 (r)	Jan. 2015 through Mar. 2015	Apr. 2014 through Jun. 2014
	Retail & food services, total	-0.3	1.4	1.0	2.3	1.5	1.7
	Total (excl. motor vehicle & parts)	-0.1	0.1	0.8	0.9	1.1	0.4
	Retail	-0.3	0.6	1.1	1.6	1.4	0.8
441	Motor vehicle & parts dealers	-1.1	6.5	1.8	8.0	3.0	6.9
4411, 4412	Auto & other motor veh. dealers ..	-1.0	7.1	1.9	8.6	3.2	7.5
442	Furniture & home furn. stores	-1.6	4.1	1.4	6.7	2.2	5.0
443	Electronics & appliance stores	1.0	-0.4	0.2	-1.5	0.1	-1.3
444	Building material & garden eq. & supplies dealers.....	-1.3	-1.4	-0.4	2.3	-1.3	1.1
445	Food & beverage stores.....	0.0	2.4	0.5	3.6	0.5	3.1
4451	Grocery stores	-0.2	2.2	0.6	3.4	0.4	2.8
446	Health & personal care stores	0.2	1.3	-0.4	2.9	0.1	3.0
447	Gasoline stations	0.8	-17.1	3.7	-18.8	3.4	-19.3
448	Clothing & clothing accessories stores	-1.5	1.9	1.4	4.1	1.5	2.4
451	Sporting goods, hobby, book & music stores.....	0.1	6.6	0.6	7.8	3.6	7.0
452	General merchandise stores.....	0.7	1.2	1.4	0.3	0.7	0.0
4521	Department stores (ex. L.D.).....	-0.6	-1.7	1.9	-2.0	-0.7	-3.2
453	Miscellaneous store retailers	-0.2	2.9	-0.1	5.1	1.2	4.8
454	Nonstore retailers	-0.4	3.0	0.3	5.6	0.9	4.8
722	Food services & drinking places	-0.2	7.7	0.2	8.6	1.9	8.5

(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 4,900 employer firms selected from the larger Monthly Retail Trade Survey (MRTS). Firms responding to MARTS account for approximately 60% 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 Jun. 2015

(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	0.5	0.0	0.1
	Total (excl. motor vehicle & parts) ..	0.6	0.2	0.2	0.4	0.0	0.1
	Retail	0.5	0.3	0.2	0.4	0.0	0.1
441	Motor vehicle & parts dealers	1.7	1.2	0.6	1.6	0.3	0.4
4411, 4412	Auto & other motor veh. dealers .	1.6	1.3	0.6	1.7	0.3	0.4
442	Furniture & home furn. stores.....	2.4	1.3	0.8	1.7	0.3	0.5
443	Electronics & appliance stores	2.3	0.5	0.5	1.5	0.0	0.3
444	Building material & garden eq. &.....						
	supplies dealers.....	2.0	1.4	0.9	1.4	0.0	0.6
445	Food & beverage stores.....	1.4	0.2	0.2	1.2	0.1	0.2
4451	Grocery stores	1.5	0.1	0.2	1.3	0.1	0.2
446	Health & personal care stores	2.2	0.4	0.4	1.0	-0.1	0.2
447	Gasoline stations	1.8	0.5	0.4	0.8	-0.2	0.4
448	Clothing & clothing accessories						
	stores	2.2	0.5	0.6	1.3	0.1	0.4
451	Sporting goods, hobby, book &						
	music stores.....	2.2	0.7	0.9	1.1	0.1	0.5
452	General merchandise stores.....	0.2	0.0	0.0	0.4	0.0	0.3
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.1	0.6
453	Miscellaneous store retailers	2.6	1.8	1.1	2.1	-0.1	1.0
454	Nonstore retailers	1.3	0.4	0.4	1.0	0.0	0.3
722	Food services & drinking places ..	2.4	0.9	0.8	1.9	0.2	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.

(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.