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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES APRIL 2013

INTENTION TO REVISE: Monthly retail sales estimates will be revised to reflect the introduction of a new sample, new seasonal factors and results of the 2011 Annual Retail Trade Survey. Revised adjusted and not adjusted estimates are scheduled to be released on May 31, 2013. For further information, see <http://www.census.gov/retail/faqs.html>.

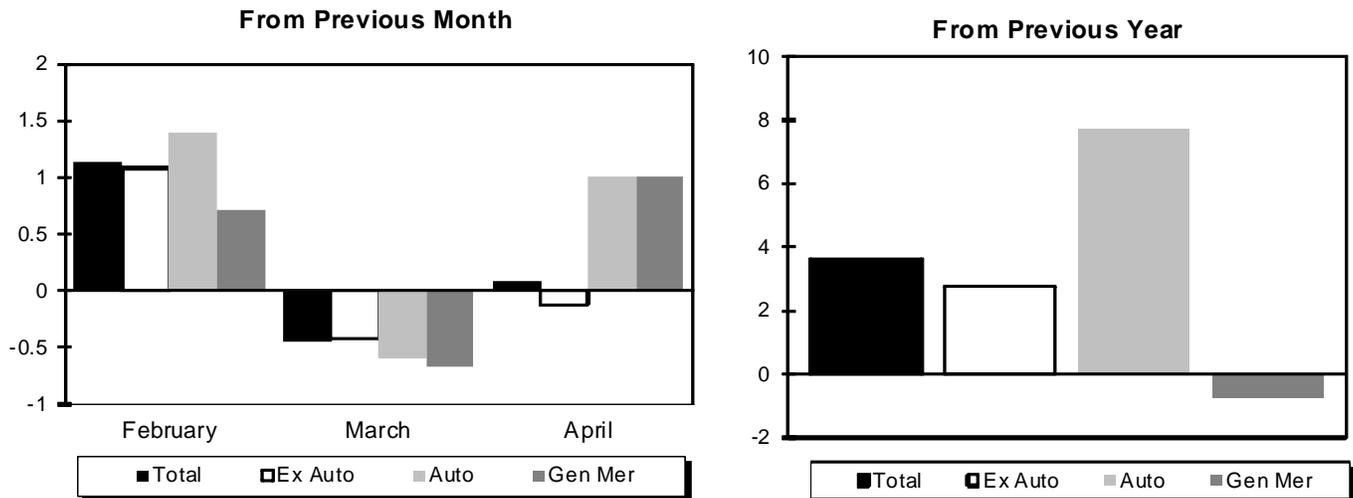
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for April, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$419.0 billion, an increase of 0.1 percent ($\pm 0.3\%$)* from the previous month, and 3.7 percent ($\pm 0.7\%$) above April 2012. Total sales for the February through April 2013 period were up 3.7 percent ($\pm 0.5\%$) from the same period a year ago. The February to March 2013 percent change was revised from -0.4 percent ($\pm 0.5\%$)* to -0.5 percent ($\pm 0.2\%$).

Retail trade sales were virtually unchanged ($\pm 0.5\%$)* from March 2013 and 3.6 percent ($\pm 0.7\%$) above last year. Nonstore retailers were up 15.4 percent (± 2.0) from April 2012 and auto and other motor vehicle dealers were up 8.8 percent (± 2.0) 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)



The Advance Monthly Sales for Retail and Food Services for May is scheduled to be released June 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				
		4 Month Total		2013			2012		2013			2012	
		2013	% Chg. 2012	Apr. ³ (a)	Mar. (p)	Feb. (r)	Apr.	Mar.	Apr. ³ (a)	Mar. (p)	Feb. (r)	Apr. (r)	Mar. (r)
	Retail & food services,												
	total	1,606,433	3.3	416,504	427,779	380,346	398,514	419,599	419,027	418,650	420,549	404,268	406,573
	Total (excl. motor vehicle & parts) ...	1,296,442	2.5	334,335	343,346	306,672	324,506	337,676	340,383	340,789	342,226	331,251	333,518
	Retail	1,428,294	3.2	370,100	379,989	338,560	354,268	373,528	373,173	373,179	375,326	360,373	362,821
	GAFO⁴	(*)	(*)	(*)	98,627	88,591	92,280	99,246	(*)	99,318	99,685	98,801	100,560
441	Motor vehicle & parts dealers	309,991	7.0	82,169	84,433	73,674	74,008	81,923	78,644	77,861	78,323	73,017	73,055
4411, 4412	Auto & other motor veh. dealers .	283,952	8.0	75,338	77,690	67,401	67,175	74,661	71,887	71,145	71,399	66,052	66,072
44111	New car dealers	(*)	(*)	(*)	63,219	54,554	55,140	61,366	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,743	6,273	6,833	7,262	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	30,853	3.6	7,647	8,258	7,353	7,185	8,094	8,179	8,176	8,089	7,870	7,858
4421	Furniture stores	(*)	(*)	(*)	4,474	3,990	3,914	4,566	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,784	3,363	3,271	3,528	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	30,346	-0.7	6,995	7,821	7,808	6,915	8,167	8,215	8,152	8,312	8,180	8,375
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,858	5,933	5,099	5,939	(*)	6,212	6,258	6,063	6,212
44312	Computer & software stores.....	(*)	(*)	(*)	1,963	1,875	1,816	2,228	(*)	1,940	2,054	2,117	2,163
444	Building material & garden eq. & supplies dealers	92,709	2.4	29,405	23,942	19,345	27,305	25,254	25,497	25,108	25,373	24,503	25,610
4441	Building mat. & sup. dealers	(*)	(*)	(*)	20,084	16,686	21,667	20,989	(*)	21,163	21,338	20,596	21,461
445	Food & beverage stores	208,526	2.4	51,453	55,297	49,380	51,271	52,981	53,686	54,137	54,048	52,658	52,349
4451	Grocery stores	188,119	2.2	46,331	49,711	44,432	46,072	47,746	48,161	48,404	48,296	47,205	46,902
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,706	3,315	3,452	3,597	(*)	3,873	3,877	3,728	3,712
446	Health & personal care stores	91,542	-0.5	22,693	23,565	21,855	22,686	23,889	22,830	22,856	23,005	23,031	22,948
44611	Pharmacies & drug stores	(*)	(*)	(*)	19,264	18,003	18,864	19,732	(*)	18,794	18,970	19,093	19,102
447	Gasoline stations	174,738	-1.1	44,966	46,888	41,651	46,882	47,587	43,869	46,014	47,547	45,963	46,246
448	Clothing & clothing accessories stores	72,726	2.9	19,173	20,713	17,552	18,526	20,054	20,624	20,374	20,240	19,507	19,910
44811	Men's clothing stores	(*)	(*)	(*)	685	550	756	665	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,689	2,765	3,569	3,801	(*)	3,388	3,327	3,402	3,559
44814	Family clothing stores	(*)	(*)	(*)	8,057	6,411	7,150	7,911	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,593	2,178	2,301	2,526	(*)	2,385	2,360	2,331	2,408
451	Sporting goods, hobby, book & music stores	28,147	5.6	6,869	7,421	6,351	6,573	7,170	7,779	7,738	7,841	7,546	7,524
452	General merchandise stores	191,819	-3.4	48,971	51,397	46,635	50,349	52,809	52,182	51,661	52,004	52,561	53,741
4521	Department stores (ex. L.D.).....	51,068	-5.5	13,014	14,063	12,337	13,975	14,850	14,713	14,675	14,753	15,261	15,736
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	14,360	12,584	14,203	15,087	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	37,334	34,298	36,374	37,959	(*)	36,986	37,251	37,300	38,005
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	32,184	29,717	31,634	32,925	(*)	31,897	32,161	32,512	32,991
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,150	4,581	4,740	5,034	(*)	5,089	5,090	4,788	5,014
453	Miscellaneous store retailers	39,132	5.4	10,322	10,345	9,312	9,432	9,758	10,730	10,723	10,462	10,052	9,981
454	Nonstore retailers	157,765	14.7	39,437	39,909	37,644	33,136	35,842	40,938	40,379	40,082	35,485	35,224
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	30,601	28,220	25,555	27,045	(*)	31,843	31,566	27,538	27,318
722	Food services & drinking places ...	178,139	3.9	46,404	47,790	41,786	44,246	46,071	45,854	45,471	45,223	43,895	43,752

(*) 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					
		Apr. 2013 Advance from --		Mar. 2013 Preliminary from --		Feb. 2013 through Apr. 2013 from --	
		Mar. 2013 (p)	Apr. 2012 (r)	Feb. 2013 (r)	Mar. 2012 (r)	Nov. 2012 through Jan. 2013	Feb. 2012 through Apr. 2012
	Retail & food services, total	0.1	3.7	-0.5	3.0	1.0	3.7
	Total (excl. motor vehicle & parts)	-0.1	2.8	-0.4	2.2	0.9	2.9
	Retail	0.0	3.6	-0.6	2.9	1.1	3.6
441	Motor vehicle & parts dealers	1.0	7.7	-0.6	6.6	1.3	7.4
4411, 4412	Auto & other motor veh. dealers ..	1.0	8.8	-0.4	7.7	1.4	8.5
442	Furniture & home furn. stores	0.0	3.9	1.1	4.0	0.4	3.5
443	Electronics & appliance stores	0.8	0.4	-1.9	-2.7	-1.3	-0.3
444	Building material & garden eq. & supplies dealers.....	1.5	4.1	-1.0	-2.0	0.9	1.9
445	Food & beverage stores.....	-0.8	2.0	0.2	3.4	0.9	3.1
4451	Grocery stores	-0.5	2.0	0.2	3.2	1.0	2.9
446	Health & personal care stores	-0.1	-0.9	-0.6	-0.4	-0.4	-0.3
447	Gasoline stations	-4.7	-4.6	-3.2	-0.5	1.1	-0.6
448	Clothing & clothing accessories stores	1.2	5.7	0.7	2.3	0.8	3.2
451	Sporting goods, hobby, book & music stores.....	0.5	3.1	-1.3	2.8	0.8	4.1
452	General merchandise stores.....	1.0	-0.7	-0.7	-3.9	0.3	-2.1
4521	Department stores (ex. L.D.).....	0.3	-3.6	-0.5	-6.7	-1.7	-5.0
453	Miscellaneous store retailers	0.1	6.7	2.5	7.4	1.7	6.0
454	Nonstore retailers	1.4	15.4	0.7	14.6	3.7	15.1
722	Food services & drinking places	0.8	4.5	0.5	3.9	0.3	4.2

(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 $\pm 1.65 \times 0.9$ 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 Apr. 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	0.8	0.2	0.2	0.4	0.0	0.1
	Total (excl. motor vehicle & parts) ..	0.8	0.2	0.2	0.4	0.0	0.1
	Retail	0.9	0.3	0.2	0.4	0.0	0.1
441	Motor vehicle & parts dealers	2.4	1.0	0.6	1.1	0.0	0.4
4411, 4412	Auto & other motor veh. dealers .	2.5	1.1	0.6	1.2	0.0	0.4
442	Furniture & home furn. stores.....	3.3	1.5	0.8	2.2	0.1	0.2
443	Electronics & appliance stores	1.6	0.6	0.8	1.3	-0.5	0.2
444	Building material & garden eq. &... supplies dealers.....	2.9	1.4	0.9	2.3	0.0	0.6
445	Food & beverage stores.....	1.3	0.3	0.2	0.6	0.0	0.1
4451	Grocery stores	1.4	0.2	0.2	0.6	0.0	0.2
446	Health & personal care stores	1.5	0.3	0.3	0.7	-0.2	0.3
447	Gasoline stations	2.4	0.4	0.3	0.8	-0.3	0.5
448	Clothing & clothing accessories stores	2.7	0.6	0.6	0.7	0.1	0.4
451	Sporting goods, hobby, book & music stores.....	5.1	1.6	1.3	2.9	0.2	0.6
452	General merchandise stores.....	0.5	0.1	0.0	0.3	-0.1	0.2
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.1	0.3
453	Miscellaneous store retailers	3.4	2.1	1.3	2.8	0.2	0.5
454	Nonstore retailers	2.3	1.1	0.7	1.2	0.3	0.4
722	Food services & drinking places ..	2.4	0.7	0.7	1.3	0.0	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 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.