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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES
JANUARY 2014

> **Intention to Revise Retail Estimates:** Monthly retail sales estimates will be revised based on the results of the 2012 Annual Retail Trade Survey. Revised not adjusted estimates and corresponding adjusted estimates are scheduled for release on April 30, 2014 at 10:00 a.m. EDT.
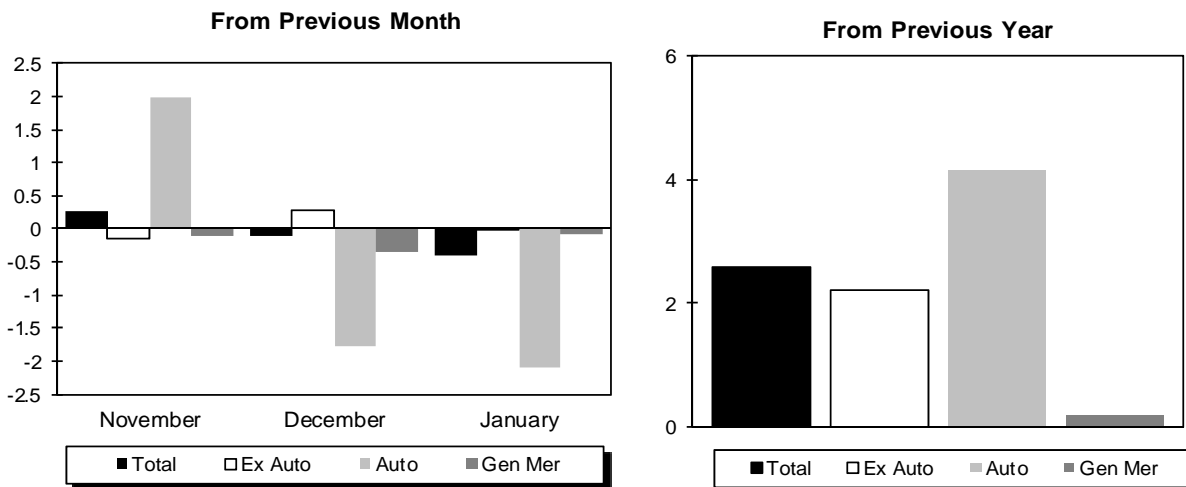
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for January, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were $427.8 billion, a decrease of 0.4 percent (±0.5%)* from the previous month, but 2.6 percent (±0.9%) above January 2013. Total sales for the November 2013 through January 2014 period were up 3.4 percent (±0.5%) from the same period a year ago. The November to December 2013 percent change was revised from +0.2 percent (±0.5%)* to -0.1 percent (±0.3%)*.

Retail trade sales were down 0.4 percent (±0.5%)* from December 2013, but 2.6 percent (± 1.1%) above last year. Nonstore retailers were up 6.5 percent (±2.3%) from January 2013 and auto and other motor vehicle dealers were up 4.1 percent (±3.2%) 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 February is scheduled to be released March 13, 2014 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.

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

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]				
		1 Month Total		2014	2013			2012	2014	2013			2012
		2014	% Chg. 2013	Jan.[3] (a)	Dec. (p)	Nov. (r)	Jan.	Dec.	Jan.[3] (a)	Dec. (p)	Nov. (r)	Jan. (r)	Dec. (r)
	Retail & food services, total	392,332	3.0	392,332	485,885	431,893	380,949	468,589	427,829	429,589	430,104	417,112	414,558
	Total (excl. motor vehicle & parts)	320,670	2.8	320,670	406,859	355,795	311,912	394,759	347,740	347,784	346,819	340,206	337,718
	Retail	348,726	3.0	348,726	438,845	386,157	338,689	422,781	381,142	382,643	382,807	371,475	369,068
	GAFO[3]	(*)	(*)	(*)	146,526	115,246	88,527	146,593	(*)	103,423	104,373	103,568	102,669
441	**Motor vehicle & parts dealers**	71,662	3.8	71,662	79,026	76,098	69,037	73,830	80,089	81,805	83,285	76,906	76,840
4411, 4412	Auto & other motor veh. dealers	65,135	3.8	65,135	72,352	69,222	62,777	67,563	72,940	74,667	76,152	70,064	70,013
44111	New car dealers	(*)	(*)	(*)	62,802	58,579	52,652	58,184	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores	(*)	(*)	(*)	6,674	6,876	6,260	6,267	(NA)	(NA)	(NA)	(NA)	(NA)
442	**Furniture & home furn. stores**	7,575	-2.1	7,575	9,762	9,392	7,734	9,713	8,315	8,365	8,624	8,518	8,337
4421	Furniture stores	(*)	(*)	(*)	4,322	4,695	4,028	4,448	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	5,440	4,697	3,706	5,265	(NA)	(NA)	(NA)	(NA)	(NA)
443	**Electronics & appliance stores**	7,476	-4.9	7,476	12,406	10,322	7,862	13,058	8,131	8,099	8,470	8,532	8,493
44311, 13	Appl., T.V. & camera	(*)	(*)	(*)	8,896	7,514	5,753	9,564	(*)	5,974	6,293	6,371	6,321
44312	Computer & software stores	(*)	(*)	(*)	(S)	(S)	2,109	3,494	(*)	(S)	(S)	2,161	2,172
444	**Building material & garden eq. & supplies dealers**	20,679	3.3	20,679	23,173	24,678	20,028	22,054	26,354	26,002	26,011	25,420	25,277
4441	Building mat. & sup. dealers	(*)	(*)	(*)	19,471	21,251	17,457	18,501	(*)	21,952	22,067	21,446	21,364
445	**Food & beverage stores**	54,885	5.1	54,885	58,772	55,342	52,218	57,467	55,617	55,502	54,554	53,303	53,241
4451	Grocery stores	49,696	4.8	49,696	50,402	49,060	47,441	49,656	49,498	49,317	48,478	47,584	47,518
4453	Beer, wine & liquor stores	(*)	(*)	(*)	5,427	4,184	3,171	5,117	(*)	4,087	4,027	3,793	3,799
446	**Health & personal care stores**	24,441	3.1	24,441	26,977	23,600	23,708	25,543	24,151	24,304	24,205	23,473	23,284
44611	Pharmacies & drug stores	(*)	(*)	(*)	22,102	19,686	20,102	20,949	(*)	20,277	20,170	19,631	19,415
447	**Gasoline stations**	42,115	1.4	42,115	42,497	42,162	41,537	42,351	45,777	45,258	44,569	45,346	45,054
448	**Clothing & clothing accessories stores**	15,694	1.4	15,694	32,844	23,119	15,482	32,205	20,985	21,179	21,034	20,742	20,514
44811	Men's clothing stores	(*)	(*)	(*)	1,008	744	595	1,104	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	4,704	3,775	2,694	4,785	(*)	3,451	3,432	3,616	3,503
44814	Family clothing stores	(*)	(*)	(*)	12,762	9,821	5,835	12,356	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	3,378	2,532	1,765	3,254	(*)	2,557	2,482	2,421	2,425
451	**Sporting goods, hobby, book & music stores**	7,072	-1.5	7,072	12,550	8,323	7,183	11,938	7,556	7,666	7,735	7,715	7,387
452	**General merchandise stores**	48,066	1.4	48,066	74,863	60,774	47,382	75,410	54,974	55,022	55,221	54,878	54,673
4521	Department stores (ex. L.D.)	11,232	-3.9	11,232	24,638	17,474	11,685	25,484	14,197	14,411	14,526	15,058	14,921
4521	Department stores (incl. L.D.)[4]	(*)	(*)	(*)	26,144	18,186	11,929	25,855	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores	(*)	(*)	(*)	50,225	43,300	35,697	49,926	(*)	40,611	40,695	39,820	39,752
45291	Warehouse clubs & supercenters	(*)	(*)	(*)	43,407	37,730	31,319	42,960	(*)	35,492	35,494	34,645	34,534
45299	All oth. gen. merch. stores	(*)	(*)	(*)	6,818	5,570	4,378	6,966	(*)	5,119	5,201	5,175	5,218
453	**Miscellaneous store retailers**	9,117	1.1	9,117	11,869	10,512	9,014	11,666	10,504	10,535	10,708	10,311	10,421
454	**Nonstore retailers**	39,944	6.5	39,944	54,106	41,835	37,504	47,546	38,689	38,906	38,391	36,331	35,547
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	44,095	33,342	28,118	39,206	(*)	30,368	29,984	28,751	28,145
722	**Food services & drinking places**	43,606	3.2	43,606	47,040	45,736	42,260	45,808	46,687	46,946	47,297	45,637	45,490

(*) 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) 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).

(4) 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]					
		Jan. 2014 Advance from --		Dec. 2013 Preliminary from --		Nov. 2013 through Jan. 2014 from --	
		Dec. 2013 (p)	Jan. 2013 (r)	Nov. 2013 (r)	Dec. 2012 (r)	Aug. 2013 through Oct. 2013	Nov. 2012 through Jan. 2013
	Retail & food services, total ……………………..	-0.4	2.6	-0.1	3.6	0.4	3.4
	Total (excl. motor vehicle & parts) ….	0.0	2.2	0.3	3.0	0.4	2.6
	Retail ……………………..………	-0.4	2.6	0.0	3.7	0.3	3.4
441	**Motor vehicle & parts dealers** ……..	-2.1	4.1	-1.8	6.5	0.4	7.0
4411, 4412	Auto & other motor veh. dealers ..	-2.3	4.1	-2.0	6.6	0.0	7.3
442	**Furniture & home furn. stores** ……..	-0.6	-2.4	-3.0	0.3	-2.4	1.3
443	**Electronics & appliance stores** ……	0.4	-4.7	-4.4	-4.6	-4.8	-3.0
444	**Building material & garden eq. & supplies dealers**……………………	1.4	3.7	0.0	2.9	0.0	3.4
445	**Food & beverage stores**…………….	0.2	4.3	1.7	4.2	1.3	3.7
4451	Grocery stores ……………………	0.4	4.0	1.7	3.8	1.2	3.2
446	**Health & personal care stores** ……..	-0.6	2.9	0.4	4.4	0.4	4.0
447	**Gasoline stations** ……………………	1.1	1.0	1.5	0.5	-0.4	-0.9
448	**Clothing & clothing accessories stores** …………………………………	-0.9	1.2	0.7	3.2	0.3	2.5
451	**Sporting goods, hobby, book & music stores**………………………	-1.4	-2.1	-0.9	3.8	0.7	2.7
452	**General merchandise stores**……….	-0.1	0.2	-0.4	0.6	-0.2	0.6
4521	Department stores (ex. L.D.)………	-1.5	-5.7	-0.8	-3.4	-0.6	-4.0
453	**Miscellaneous store retailers** ……..	-0.3	1.9	-1.6	1.1	-0.9	2.4
454	**Nonstore retailers** ……………………	-0.6	6.5	1.3	9.4	2.2	7.4
722	**Food services & drinking places** ….	-0.6	2.3	-0.7	3.2	1.7	3.6

(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.

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 ±1.753 x 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 ±1.753 x CV x (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 Jan. 2014

(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) ..	0.5	0.2	0.2	0.5	0.0	0.1
	Retail ...….…………………..	0.5	0.3	0.2	0.6	0.0	0.2
441	Motor vehicle & parts dealers ……..	1.7	1.2	0.5	1.7	0.1	0.3
4411, 4412	Auto & other motor veh. dealers .	1.7	1.3	0.5	1.8	0.1	0.4
442	Furniture & home furn. stores…….	2.4	1.2	0.8	2.8	-0.2	0.4
443	Electronics & appliance stores …..	2.5	0.5	0.5	1.2	-0.3	0.3
444	Building material & garden eq. &…. supplies dealers……………………	1.9	1.0	0.7	5.6	0.2	0.5
445	Food & beverage stores……………	2.2	0.3	0.3	0.5	-0.1	0.2
4451	Grocery stores …………………..	2.4	0.2	0.3	0.5	-0.1	0.2
446	Health & personal care stores ……	2.0	0.4	0.4	1.0	0.2	0.3
447	Gasoline stations …………………..	1.8	0.5	0.4	0.9	0.0	0.3
448	Clothing & clothing accessories stores ……………………………….	2.4	0.4	0.6	1.3	0.1	0.5
451	Sporting goods, hobby, book & music stores……………………….	1.6	0.7	1.0	1.3	0.1	0.5
452	General merchandise stores……….	0.6	0.0	0.1	0.1	-0.1	0.2
4521	Department stores (ex. L.D.)……	0.0	0.0	0.0	0.0	-0.1	0.2
453	Miscellaneous store retailers ……..	3.0	1.6	1.2	3.4	0.6	1.3
454	Nonstore retailers …………………	1.5	0.6	0.8	1.3	0.0	0.3
722	Food services & drinking places ..	2.1	0.9	1.0	1.4	0.0	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.

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