

U.S. Census Bureau News

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

FOR IMMEDIATE RELEASE
TUESDAY, MAY 13, 2014, AT 8:30 A.M. EDT

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CB14-81

ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES APRIL 2014

Notice of Revision: Monthly retail sales were revised on April 30, 2014 based on the results of the 2012 Annual Retail Trade Survey. The Annual Revision of Monthly Retail and Food Services showing revised estimates can be found on our website at www.census.gov/retail/mrts/www/benchmark/2014/html/annrev14.html

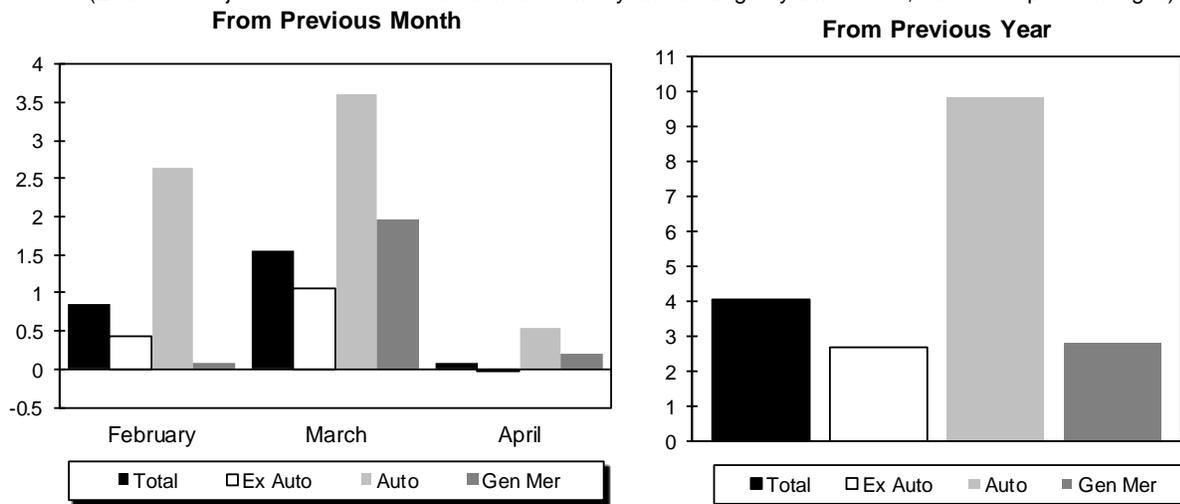
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for April, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$434.6 billion, an increase of 0.1 percent (± 0.5)* from the previous month, and 4.0 percent (± 0.7) above April 2013. Total sales for the February 2014 through April 2014 period were up 3.3 percent (± 0.5) from the same period a year ago. The February 2014 to March 2014 percent change was revised from +1.2 percent (± 0.5) to +1.5 percent (± 0.2).

Retail trade sales were up 0.2 percent (± 0.5)* from March 2014, and 4.2 percent (± 0.9) above last year. Auto and other motor vehicle dealers were up 10.5 percent (± 3.2) from April 2013 and nonstore retailers were up 6.5 percent (± 2.5) 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 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 May is scheduled to be released June 12, 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.

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					
		4 Month Total		2014			2013		2014			2013	
		2014	% Chg. 2013	Apr. ³ (a)	Mar. (p)	Feb. (r)	Apr.	Mar.	Apr. ³ (a)	Mar. (p)	Feb. (r)	Apr. (r)	Mar. (r)
	Retail & food services,												
	total	1,647,177	3.0	434,458	439,455	384,985	414,388	426,840	434,571	434,168	427,554	417,661	416,983
	Total (excl. motor vehicle & parts) ...	1,312,258	1.9	343,771	345,769	307,189	331,551	341,983	347,487	347,563	343,955	338,368	338,538
	Retail	1,466,070	2.9	387,511	390,399	342,461	368,725	379,556	388,181	387,359	381,632	372,628	372,333
	GAFO³	(*)	(*)	(*)	101,069	90,003	93,471	101,734	(*)	103,570	101,965	102,006	101,625
441	Motor vehicle & parts dealers	334,919	7.3	90,687	93,686	77,796	82,837	84,857	87,084	86,605	83,599	79,293	78,445
4411, 4412	Auto & other motor veh. dealers ..	308,103	7.7	83,678	86,592	71,410	76,039	78,024	80,151	79,588	76,620	72,556	71,713
44111	New car dealers	(*)	(*)	(*)	70,563	57,555	62,002	63,852	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,094	6,386	6,798	6,833	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	30,694	1.8	7,678	8,274	7,387	7,412	8,016	8,265	8,316	8,181	7,987	7,968
4421	Furniture stores	(*)	(*)	(*)	4,581	4,077	3,877	4,402	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,693	3,310	3,535	3,614	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	32,043	0.6	7,339	8,593	8,145	7,473	8,145	8,678	8,882	8,689	8,808	8,392
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,599	6,231	5,809	6,137	(*)	6,860	6,615	6,818	6,386
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	1,664	2,008	(*)	(S)	(S)	1,990	2,006
444	Building material & garden eq. & supplies dealers	96,010	2.6	30,915	25,149	19,499	30,098	24,064	26,463	26,369	26,106	25,902	25,320
4441	Building mat. & sup. dealers	(*)	(*)	(*)	20,653	16,809	23,990	19,926	(*)	21,832	21,689	21,849	21,019
445	Food & beverage stores	213,199	2.8	54,322	54,456	50,124	51,012	54,968	55,181	55,015	54,969	53,333	53,844
4451	Grocery stores	191,275	2.3	48,368	48,807	44,996	45,780	49,400	49,005	48,954	48,962	47,688	48,148
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,759	3,428	3,543	3,700	(*)	4,042	4,028	3,839	3,870
446	Health & personal care stores	96,061	4.6	24,464	24,661	22,786	22,947	23,645	24,367	24,225	24,061	23,039	22,956
44611	Pharmacies & drug stores	(*)	(*)	(*)	20,317	18,965	19,070	19,547	(*)	20,017	19,984	19,147	19,126
447	Gasoline stations	173,697	-2.3	46,066	45,610	40,011	46,500	47,502	45,475	45,114	45,571	45,544	46,708
448	Clothing & clothing accessories stores	73,856	0.7	20,444	20,243	17,779	19,428	20,830	21,080	20,826	20,592	20,853	20,530
44811	Men's clothing stores	(*)	(*)	(*)	686	624	747	715	(*)	756	777	745	736
44812	Women's clothing stores	(*)	(*)	(*)	3,621	2,855	3,398	3,625	(*)	3,482	3,456	3,325	3,317
44814	Family clothing stores	(*)	(*)	(*)	7,824	6,300	7,494	8,149	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,642	2,402	2,408	2,649	(*)	2,583	2,580	2,564	2,439
451	Sporting goods, hobby, book & music stores	24,692	-6.0	6,285	6,493	5,650	6,323	7,050	7,134	7,081	7,143	7,285	7,390
452	General merchandise stores	202,890	1.2	52,697	54,678	48,292	50,056	54,850	55,435	55,328	54,262	53,914	54,269
4521	Department stores (ex. L.D.).....	48,303	-3.8	13,009	13,160	11,512	12,576	14,057	14,242	13,986	13,877	14,283	14,492
4521	Department stores (incl. L.D.) ⁴	(*)	(*)	(*)	13,462	11,776	12,857	14,366	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	41,518	36,780	37,480	40,793	(*)	41,342	40,385	39,631	39,777
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	36,634	32,170	32,831	35,857	(*)	36,307	35,313	34,742	34,880
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	4,884	4,610	4,649	4,936	(*)	5,035	5,072	4,889	4,897
453	Miscellaneous store retailers	35,674	0.2	9,248	9,348	8,565	9,315	9,335	9,726	9,958	9,766	9,781	9,756
454	Nonstore retailers	152,335	6.0	37,366	39,208	36,427	35,324	36,294	39,293	39,640	38,693	36,889	36,755
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	30,401	26,926	28,218	27,988	(*)	31,602	30,667	29,517	29,154
722	Food services & drinking places ...	181,107	3.0	46,947	49,056	42,524	45,663	47,284	46,390	46,809	45,922	45,033	44,650

(*) 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					
		Apr. 2014 Advance from --		Mar. 2014 Preliminary from --		Feb. 2014 through Apr. 2014 from --	
		Mar. 2014 (p)	Apr. 2013 (r)	Feb. 2014 (r)	Mar. 2013 (r)	Nov. 2013 through Jan. 2014	Feb. 2013 through Apr. 2013
	Retail & food services, total	0.1	4.0	1.5	4.1	1.3	3.3
	Total (excl. motor vehicle & parts)	0.0	2.7	1.0	2.7	0.9	2.1
	Retail	0.2	4.2	1.5	4.0	1.3	3.2
441	Motor vehicle & parts dealers	0.6	9.8	3.6	10.4	2.9	8.4
4411, 4412	Auto & other motor veh. dealers ..	0.7	10.5	3.9	11.0	3.2	8.9
442	Furniture & home furn. stores	-0.6	3.5	1.7	4.4	0.4	3.4
443	Electronics & appliance stores	-2.3	-1.5	2.2	5.8	1.8	1.4
444	Building material & garden eq. & supplies dealers.....	0.4	2.2	1.0	4.1	1.0	2.4
445	Food & beverage stores.....	0.3	3.5	0.1	2.2	0.2	2.5
4451	Grocery stores	0.1	2.8	0.0	1.7	0.1	2.0
446	Health & personal care stores	0.6	5.8	0.7	5.5	1.1	5.3
447	Gasoline stations	0.8	-0.2	-1.0	-3.4	0.7	-2.9
448	Clothing & clothing accessories stores	1.2	1.1	1.1	1.4	0.4	1.0
451	Sporting goods, hobby, book & music stores.....	0.7	-2.1	-0.9	-4.2	-0.2	-4.1
452	General merchandise stores.....	0.2	2.8	2.0	2.0	1.1	1.4
4521	Department stores (ex. L.D.).....	1.8	-0.3	0.8	-3.5	0.7	-2.7
453	Miscellaneous store retailers	-2.3	-0.6	2.0	2.1	-0.3	1.0
454	Nonstore retailers	-0.9	6.5	2.4	7.8	2.2	6.6
722	Food services & drinking places	-0.9	3.0	1.9	4.8	0.9	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>.

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 Apr. 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	0.4	0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.5	0.2	0.2	0.4	0.0	0.2
	Retail	0.5	0.3	0.2	0.5	0.1	0.2
441	Motor vehicle & parts dealers	1.9	1.2	0.6	1.6	0.3	0.4
4411, 4412	Auto & other motor veh. dealers .	1.8	1.3	0.6	1.8	0.3	0.4
442	Furniture & home furn. stores.....	2.5	1.3	0.9	2.1	-0.1	0.4
443	Electronics & appliance stores	2.5	0.5	0.5	1.0	0.3	0.9
444	Building material & garden eq. &... supplies dealers.....	1.9	1.0	0.8	2.1	0.1	0.6
445	Food & beverage stores.....	2.2	0.2	0.3	0.5	-0.1	0.2
4451	Grocery stores	2.4	0.2	0.3	0.4	-0.1	0.2
446	Health & personal care stores	2.1	0.4	0.4	1.1	0.1	0.4
447	Gasoline stations	1.9	0.4	0.4	1.0	0.0	0.2
448	Clothing & clothing accessories stores	2.5	0.4	0.6	1.3	-0.1	0.4
451	Sporting goods, hobby, book & music stores.....	1.7	0.7	0.9	1.2	0.1	0.8
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	3.1	1.8	1.2	2.0	0.7	0.7
454	Nonstore retailers	1.4	0.6	0.7	1.4	0.0	0.4
722	Food services & drinking places ..	2.1	0.9	1.0	1.5	0.1	0.5

(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.