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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES MAY 2014

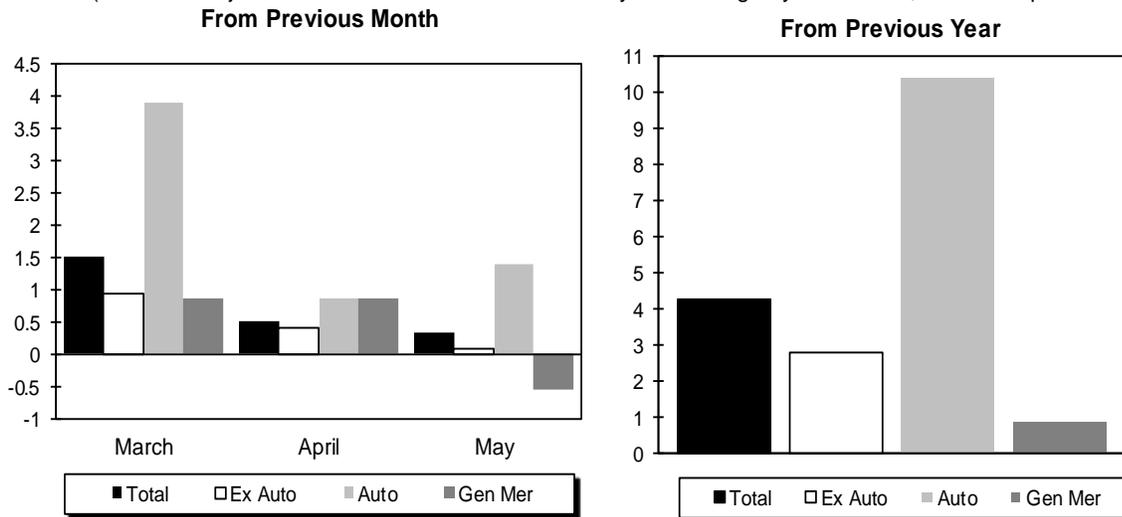
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for May, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$437.6 billion, an increase of 0.3 percent (± 0.5)* from the previous month, and 4.3 percent (± 0.9) above May 2013. Total sales for the March 2014 through May 2014 period were up 4.3 percent (± 0.7) from the same period a year ago. The March 2014 to April 2014 percent change was revised from +0.1 percent (± 0.5)* to +0.5 percent (± 0.2).

Retail trade sales were up 0.4 percent (± 0.5)* from April 2014, and 4.3 percent (± 0.9) above last year. Auto and other motor vehicle dealers were up 11.1 percent (± 3.2) from May 2013 and nonstore retailers were up 7.4 percent (± 2.3) 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 June is scheduled to be released July 15, 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				
		5 Month Total		2014			2013		2014			2013	
		2014	% Chg. 2013	May ³ (a)	Apr. (p)	Mar. (r)	May	Apr.	May ³ (a)	Apr. (p)	Mar. (r)	May (r)	Apr. (r)
	Retail & food services,												
	total	2,112,023	3.4	463,085	437,114	438,560	443,010	414,388	437,648	436,177	434,018	419,784	417,151
	Total (excl. motor vehicle & parts) ...	1,679,105	2.2	365,585	345,954	344,848	354,877	331,551	348,822	348,569	347,168	339,329	337,794
	Retail	1,880,852	3.3	413,343	389,786	389,563	395,897	368,725	391,160	389,594	387,310	375,127	372,251
	GAFO³	(*)	(*)	(*)	97,877	100,275	101,904	93,471	(*)	103,974	103,151	102,261	101,692
441	Motor vehicle & parts dealers	432,918	8.2	97,500	91,160	93,712	88,133	82,837	88,826	87,608	86,850	80,455	79,357
4411, 4412	Auto & other motor veh. dealers .	398,811	8.7	90,261	84,111	86,606	81,028	76,039	81,832	80,643	79,821	73,662	72,626
44111	New car dealers	(*)	(*)	(*)	68,602	70,645	66,407	62,002	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,049	7,106	7,105	6,798	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	39,652	3.5	8,685	7,961	8,264	8,140	7,412	8,548	8,505	8,373	8,028	7,944
4421	Furniture stores	(*)	(*)	(*)	4,136	4,589	4,299	3,877	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,825	3,675	3,841	3,535	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	40,482	1.5	8,122	7,647	8,602	8,017	7,473	8,824	8,854	8,920	8,710	8,679
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,994	6,607	6,364	5,809	(*)	6,811	6,868	6,814	6,677
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	1,653	1,664	(*)	(S)	(S)	1,896	2,002
444	Building material & garden eq. & supplies dealers	132,453	3.6	35,481	31,871	25,155	34,274	30,098	27,496	27,207	26,694	26,288	25,893
4441	Building mat. & sup. dealers	(*)	(*)	(*)	24,548	20,662	26,601	23,990	(*)	22,418	22,146	21,822	21,869
445	Food & beverage stores	270,349	2.6	57,404	54,108	54,416	56,017	51,012	54,897	54,960	54,922	53,885	53,293
4451	Grocery stores	242,190	2.2	51,016	48,311	48,763	50,066	45,780	48,819	48,898	48,861	48,187	47,638
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,760	3,758	4,067	3,543	(*)	4,047	4,041	3,914	3,847
446	Health & personal care stores	120,754	4.5	24,678	24,506	24,634	23,677	22,947	24,361	24,384	24,222	23,167	23,016
44611	Pharmacies & drug stores	(*)	(*)	(*)	20,509	20,290	19,672	19,070	(*)	20,387	20,069	19,173	19,089
447	Gasoline stations	222,822	-1.7	49,036	46,173	45,592	48,773	46,500	45,657	45,491	45,096	45,455	45,499
448	Clothing & clothing accessories stores	95,690	1.3	21,751	20,481	20,289	21,085	19,428	21,008	21,141	20,895	20,711	20,805
44811	Men's clothing stores	(*)	(*)	(*)	767	685	774	747	(*)	725	749	739	746
44812	Women's clothing stores	(*)	(*)	(*)	3,673	3,605	3,632	3,398	(*)	3,482	3,470	3,363	3,338
44814	Family clothing stores	(*)	(*)	(*)	7,993	7,867	8,178	7,494	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,590	2,637	2,435	2,408	(*)	2,585	2,580	2,485	2,548
451	Sporting goods, hobby, book & music stores	31,528	-4.5	6,684	6,410	6,520	6,752	6,323	7,187	7,194	7,095	7,299	7,235
452	General merchandise stores	257,707	0.9	55,799	52,597	53,796	54,841	50,056	54,890	55,194	54,726	54,422	53,887
4521	Department stores (ex. L.D.).....	62,222	-3.2	13,838	13,035	13,215	14,052	12,576	14,087	14,287	14,025	14,377	14,293
4521	Department stores (incl. L.D.) ⁴	(*)	(*)	(*)	13,337	13,516	14,381	12,857	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	39,562	40,581	40,789	37,480	(*)	40,907	40,701	40,045	39,594
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	34,550	35,692	35,614	32,831	(*)	35,803	35,656	35,088	34,705
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,012	4,889	5,175	4,649	(*)	5,104	5,045	4,957	4,889
453	Miscellaneous store retailers	46,832	1.1	10,935	9,442	9,377	10,734	9,315	10,006	9,830	9,965	9,969	9,781
454	Nonstore retailers	189,665	5.9	37,268	37,430	39,206	35,454	35,324	39,460	39,226	39,552	36,738	36,862
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	30,407	30,443	28,748	28,218	(*)	31,840	31,613	29,546	29,455
722	Food services & drinking places ...	231,171	3.7	49,742	47,328	48,997	47,113	45,663	46,488	46,583	46,708	44,657	44,900

(*) 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					
		May 2014 Advance from --		Apr. 2014 Preliminary from --		Mar. 2014 through May 2014 from --	
		Apr. 2014 (p)	May 2013 (r)	Mar. 2014 (r)	Apr. 2013 (r)	Dec. 2013 through Feb. 2014	Mar. 2013 through May 2013
	Retail & food services, total	0.3	4.3	0.5	4.6	2.2	4.3
	Total (excl. motor vehicle & parts)	0.1	2.8	0.4	3.2	1.3	2.8
	Retail	0.4	4.3	0.6	4.7	2.3	4.3
441	Motor vehicle & parts dealers	1.4	10.4	0.9	10.4	5.9	10.5
4411, 4412	Auto & other motor veh. dealers ..	1.5	11.1	1.0	11.0	6.5	11.1
442	Furniture & home furn. stores	0.5	6.5	1.6	7.1	3.9	6.2
443	Electronics & appliance stores	-0.3	1.3	-0.7	2.0	3.6	3.2
444	Building material & garden eq. & supplies dealers.....	1.1	4.6	1.9	5.1	4.0	5.0
445	Food & beverage stores.....	-0.1	1.9	0.1	3.1	-0.4	2.3
4451	Grocery stores	-0.2	1.3	0.1	2.6	-0.5	1.8
446	Health & personal care stores	-0.1	5.2	0.7	5.9	1.3	5.5
447	Gasoline stations	0.4	0.4	0.9	0.0	-0.2	-1.0
448	Clothing & clothing accessories stores	-0.6	1.4	1.2	1.6	1.5	1.6
451	Sporting goods, hobby, book & music stores.....	-0.1	-1.5	1.4	-0.6	1.8	-2.0
452	General merchandise stores.....	-0.6	0.9	0.9	2.4	1.2	1.4
4521	Department stores (ex. L.D.).....	-1.4	-2.0	1.9	0.0	2.0	-1.8
453	Miscellaneous store retailers	1.8	0.4	-1.4	0.5	1.5	1.0
454	Nonstore retailers	0.6	7.4	-0.8	6.4	2.2	7.1
722	Food services & drinking places	-0.2	4.1	-0.3	3.7	1.7	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 $\pm 1.753 \times 0.9$ 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 May 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	0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.5	0.2	0.2	0.5	0.0	0.2
	Retail	0.5	0.3	0.2	0.5	0.1	0.2
441	Motor vehicle & parts dealers	1.8	1.1	0.6	1.6	0.4	0.3
4411, 4412	Auto & other motor veh. dealers .	1.7	1.3	0.6	1.8	0.4	0.4
442	Furniture & home furn. stores.....	2.6	1.4	0.9	1.9	0.1	0.6
443	Electronics & appliance stores	2.4	0.5	0.5	1.2	0.4	1.1
444	Building material & garden eq. &....						
	supplies dealers.....	1.9	1.0	0.8	1.9	0.2	0.6
445	Food & beverage stores.....	2.1	0.2	0.3	0.5	-0.1	0.2
4451	Grocery stores	2.3	0.2	0.3	0.5	-0.1	0.2
446	Health & personal care stores	2.1	0.3	0.4	1.1	0.0	0.3
447	Gasoline stations	1.9	0.4	0.4	0.9	0.0	0.2
448	Clothing & clothing accessories						
	stores	2.5	0.4	0.6	1.3	-0.2	0.4
451	Sporting goods, hobby, book &						
	music stores.....	1.8	0.7	0.9	1.2	0.3	0.7
452	General merchandise stores.....	0.6	0.0	0.1	0.1	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	1.8	1.2	2.1	0.7	0.7
454	Nonstore retailers	1.4	0.6	0.6	1.3	0.0	0.4
722	Food services & drinking places ..	2.1	0.9	1.0	1.7	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.