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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES MAY 2016

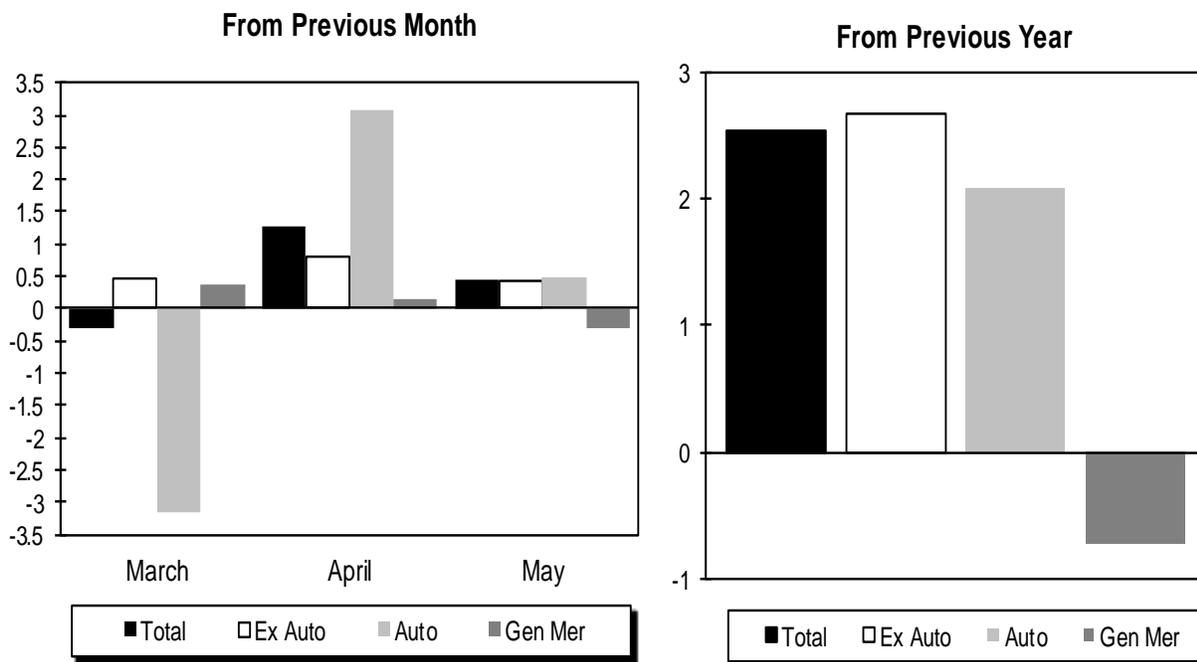
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for May, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$455.6 billion, an increase of 0.5 percent ($\pm 0.5\%$)* from the previous month, and 2.5 percent ($\pm 0.7\%$) above May 2015. Total sales for the March 2016 through May 2016 period were up 2.4 percent ($\pm 0.5\%$) from the same period a year ago. The March 2016 to April 2016 percent change was unrevised at up 1.3 percent ($\pm 0.2\%$).

Retail trade sales were up 0.4 percent ($\pm 0.5\%$)* from April 2016, and up 2.0 percent ($\pm 0.5\%$) from last year. Nonstore retailers were up 12.2 percent ($\pm 1.2\%$) from May 2015, while Health and Personal Care Stores were up 8.3 percent ($\pm 2.1\%$) 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 4,700 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. 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, 2016 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				
		5 Month Total		2016			2015		2016			2015	
		2016	% Chg. 2015	May ³ (a)	Apr. (p)	Mar. (r)	May	Apr.	May ³ (a)	Apr. (p)	Mar. (r)	May (r)	Apr. (r)
	Retail & food services,												
	total	2,196,931	3.2	471,421	450,935	460,093	462,615	438,217	455,644	453,601	447,907	444,319	440,355
	Total (excl. motor vehicle & parts) ...	1,736,213	3.0	373,006	355,168	361,020	365,642	344,920	362,709	361,111	358,183	353,283	350,607
	Retail	1,924,751	2.7	413,821	394,298	404,012	407,384	386,098	400,787	399,195	393,775	392,798	388,905
	GAFO⁴	(*)	(*)	(*)	98,535	103,670	105,975	97,444	(*)	105,400	105,146	105,884	104,558
441	Motor vehicle & parts dealers	460,718	3.8	98,415	95,767	99,073	96,973	93,297	92,935	92,490	89,724	91,036	89,748
4411, 4412	Auto & other motor veh. dealers .	424,963	4.0	91,030	88,534	91,366	89,629	85,892	85,716	85,293	82,535	83,765	82,509
44111	New car dealers	(*)	(*)	(*)	72,878	75,242	74,245	70,464	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,233	7,707	7,344	7,405	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	42,639	4.1	8,771	8,524	9,102	8,831	8,193	8,950	8,963	8,932	8,929	8,697
4421	Furniture stores	(*)	(*)	(*)	4,608	5,013	4,867	4,357	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,916	4,089	3,964	3,836	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	38,576	-2.3	7,665	7,188	8,057	7,931	7,358	8,545	8,522	8,508	8,820	8,750
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,492	6,038	5,963	5,465	(*)	6,334	6,342	6,426	6,369
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
444	Building material & garden eq. & supplies dealers	142,995	8.0	35,027	32,551	30,027	33,282	31,512	28,365	28,892	29,477	27,370	27,237
4441	Building mat. & sup. dealers	(*)	(*)	(*)	27,085	25,617	27,130	25,822	(*)	25,125	25,313	23,612	23,496
445	Food & beverage stores	287,378	2.2	59,915	56,785	58,653	59,494	55,803	58,808	58,543	57,870	57,344	57,292
4451	Grocery stores	258,608	2.2	53,553	50,954	52,741	53,201	50,091	52,503	52,368	51,707	51,253	51,218
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,049	3,986	4,369	3,864	(*)	4,285	4,254	4,221	4,177
446	Health & personal care stores	136,099	7.3	27,847	27,168	28,595	25,436	25,511	27,764	27,610	27,390	25,641	25,665
44611	Pharmacies & drug stores	(*)	(*)	(*)	22,985	23,976	21,503	21,597	(*)	23,288	23,054	21,655	21,619
447	Gasoline stations	156,510	-10.6	36,147	32,831	31,342	39,999	36,211	33,625	32,930	32,113	37,174	36,211
448	Clothing & clothing accessories stores	97,402	0.6	21,552	20,310	21,264	22,093	20,346	21,396	21,223	21,132	21,507	21,228
44811	Men's clothing stores	(*)	(*)	(*)	730	701	791	761	(*)	718	716	732	736
44812	Women's clothing stores	(*)	(*)	(*)	3,609	3,722	3,801	3,505	(*)	3,507	3,488	3,523	3,393
44814	Family clothing stores	(*)	(*)	(*)	7,847	8,291	8,669	8,066	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,770	3,064	2,822	2,698	(*)	2,867	2,856	2,833	2,762
451	Sporting goods, hobby, book & music stores	34,728	6.4	7,190	6,965	7,382	6,995	6,559	7,901	7,800	7,812	7,513	7,505
452	General merchandise stores	263,759	0.3	55,767	52,978	55,303	57,441	52,424	55,906	56,075	55,983	56,314	55,547
4521	Department stores (ex. L.D.).....	58,546	-4.4	12,544	11,925	12,648	13,692	12,349	13,124	13,237	13,217	13,938	13,543
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	12,207	13,038	13,896	12,523	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	41,053	42,655	43,749	40,075	(*)	42,838	42,766	42,376	42,004
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	35,492	36,720	37,812	34,598	(*)	37,009	36,942	36,640	36,381
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,561	5,935	5,937	5,477	(*)	5,829	5,824	5,736	5,623
453	Miscellaneous store retailers	49,449	4.8	11,203	10,207	10,197	10,697	9,573	10,515	10,645	10,424	10,067	9,994
454	Nonstore retailers	214,498	9.8	44,322	43,024	45,017	38,212	39,311	46,077	45,502	44,410	41,083	41,031
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	37,465	38,894	33,091	33,449	(*)	39,730	39,011	35,391	35,025
722	Food services & drinking places ...	272,180	6.9	57,600	56,637	56,081	55,231	52,119	54,857	54,406	54,132	51,521	51,450

(*) 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					
		May 2016 Advance from --		Apr. 2016 Preliminary from --		Mar. 2016 through May 2016 from --	
		Apr. 2016 (p)	May 2015 (r)	Mar. 2016 (r)	Apr. 2015 (r)	Dec. 2015 through Feb. 2016	Mar. 2015 through May 2015
	Retail & food services, total	0.5	2.5	1.3	3.0	0.7	2.4
	Total (excl. motor vehicle & parts)	0.4	2.7	0.8	3.0	1.1	2.6
	Retail	0.4	2.0	1.4	2.6	0.6	1.9
441	Motor vehicle & parts dealers	0.5	2.1	3.1	3.1	-0.9	1.7
4411, 4412	Auto & other motor veh. dealers ..	0.5	2.3	3.3	3.4	-0.9	1.9
442	Furniture & home furn. stores	-0.1	0.2	0.3	3.1	0.1	2.2
443	Electronics & appliance stores	0.3	-3.1	0.2	-2.6	0.7	-2.4
444	Building material & garden eq. & supplies dealers.....	-1.8	3.6	-2.0	6.1	-2.1	5.9
445	Food & beverage stores.....	0.5	2.6	1.2	2.2	0.7	1.9
4451	Grocery stores	0.3	2.4	1.3	2.2	0.6	1.8
446	Health & personal care stores	0.6	8.3	0.8	7.6	2.9	7.7
447	Gasoline stations	2.1	-9.5	2.5	-9.1	1.4	-10.3
448	Clothing & clothing accessories stores	0.8	-0.5	0.4	0.0	-0.1	-0.5
451	Sporting goods, hobby, book & music stores.....	1.3	5.2	-0.2	3.9	1.3	4.9
452	General merchandise stores.....	-0.3	-0.7	0.2	1.0	-0.1	0.0
4521	Department stores (ex. L.D.).....	-0.9	-5.8	0.2	-2.3	-1.7	-4.9
453	Miscellaneous store retailers	-1.2	4.5	2.1	6.5	3.5	5.4
454	Nonstore retailers	1.3	12.2	2.5	10.9	4.0	10.4
722	Food services & drinking places	0.8	6.5	0.5	5.7	1.5	6.2

(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 4,700 employer firms selected from the larger Monthly Retail Trade Survey (MRTS). 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 2016

(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	0.0	0.2
	Total (excl. motor vehicle & parts) ..	0.6	0.3	0.2	0.4	0.0	0.2
	Retail	0.5	0.3	0.2	0.3	0.0	0.2
441	Motor vehicle & parts dealers	1.3	1.0	0.4	1.3	0.0	0.3
4411, 4412	Auto & other motor veh. dealers ..	1.3	1.1	0.5	1.3	0.0	0.4
442	Furniture & home furn. stores	2.4	1.3	0.8	1.3	0.1	0.3
443	Electronics & appliance stores	2.8	0.5	0.7	1.5	-0.1	0.3
444	Building material & garden eq. &....						
	supplies dealers	2.0	1.1	0.8	1.3	-0.1	0.6
445	Food & beverage stores	1.4	0.3	0.2	0.5	0.0	0.2
4451	Grocery stores	1.4	0.2	0.2	0.5	0.0	0.2
446	Health & personal care stores	2.2	0.4	0.4	1.2	0.1	0.2
447	Gasoline stations	1.9	0.5	0.4	0.9	0.1	0.5
448	Clothing & clothing accessories						
	stores	2.1	0.5	0.4	1.0	0.0	0.4
451	Sporting goods, hobby, book &						
	music stores	2.3	0.9	0.9	1.2	0.0	0.4
452	General merchandise stores	0.2	0.0	0.1	0.1	0.0	0.3
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	0.1	0.2
453	Miscellaneous store retailers	2.9	2.1	1.2	2.5	0.3	0.8
454	Nonstore retailers	1.4	0.4	0.4	0.7	0.0	0.4
722	Food services & drinking places ..	2.2	1.0	0.8	2.1	0.1	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.