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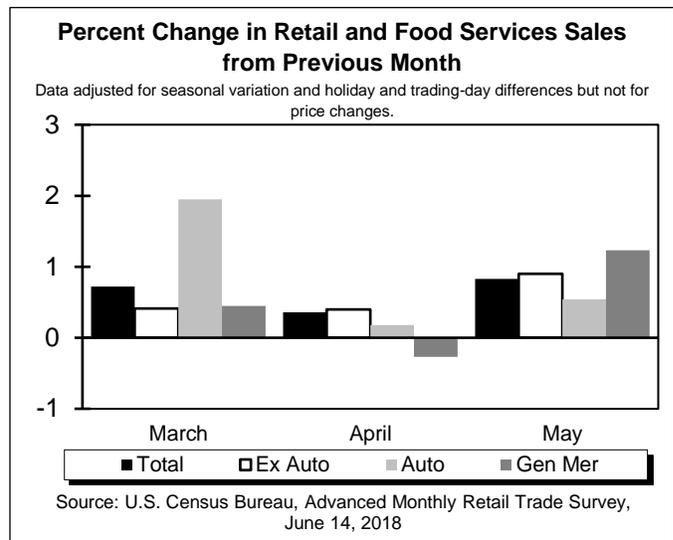
ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, MAY 2018

Release Number: CB18-90

Special Notice: Monthly retail sales estimates were revised to reflect the introduction of a new sample, new seasonal factors, and the results of the 2016 Annual Retail Trade Survey. Estimates were restated based on the incorporation of the NAICS 2012 definitions. Revised adjusted and not adjusted estimates were released on our website on May 25, 2018 at 10:00 a.m. EDT. Please visit our Sample Revision FAQs <www.census.gov/retail/marts_sample_revision_faqs.html> and our summary of NAICS restatement and publication table changes <www.census.gov/retail/samp_rev/restatnpubtbls.pdf> for additional information.

June 14, 2018 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for May 2018:

ADVANCE MONTHLY SALES		
May 2018	\$502.0 billion	0.8%
April 2018 (revised)	\$497.9 billion	0.4%
Next release: July 16, 2018		
* The 90 percent confidence interval includes zero. There is insufficient statistical evidence to conclude that the actual change is different from zero.		
Data adjusted for seasonal variation and holiday and trading-day differences but not for price changes. Source: U.S. Census Bureau, Advanced Monthly Retail Trade Survey, June 14, 2018.		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for May 2018, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$502.0 billion, an increase of 0.8 percent (± 0.5 percent) from the previous month, and 5.9 percent (± 0.5 percent) above May 2017. Total sales for the March 2018 through May 2018 period were up 5.2 percent (± 0.5 percent) from the same period a year ago. The March 2018 to April 2018 percent change was revised from up 0.2 percent (± 0.7 percent)* to up 0.4 percent (± 0.2 percent).

Retail trade sales were up 0.8 percent (± 0.5 percent) from April 2018, and 6.0 percent (± 0.5 percent) above last year. Gasoline Stations were up 17.7 percent (± 1.6 percent) from May 2017, while Nonstore Retailers were up 9.1 percent (± 1.4 percent) from last year.

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General Information

The June 2018 Advance Monthly Retail report is scheduled for release on July 16, 2018 at 8:30 a.m. EDT. View the full schedule in the Economic Briefing Room: <www.census.gov/economic-indicators/>. The full text and tables of this release can be found at <www.census.gov/retail/>.

EXPLANATORY NOTES

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 5,500 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.

Survey Description

The U.S. Census Bureau conducts the Advance Monthly Retail Trade and Food Services Survey 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 5,500 employer firms selected from the larger Monthly Retail Trade Survey. Advance sales estimates are computed using a link relative estimator. For each detailed industry, we compute a ratio of current-to-previous month weighted sales using data from units for which we have obtained usable responses for both the current and previous month. For each detailed industry, the advance total sales estimates for the current month is computed by multiplying this ratio by the preliminary sales estimate for the previous month (derived from the larger MRTS) at the appropriate industry level. Total estimates for broader industries are computed as the sum of the detailed industry estimates. The link relative estimate is used because imputation is not performed for most nonrespondents in MARTS. For a limited number of nonresponding companies that have influential effects on the estimates, sales may be estimated based on historical performance of that company. The monthly estimates are benchmarked to the annual survey estimates from the Annual Retail Trade Survey once available. The estimates are adjusted for seasonal variation and holiday and trading day differences. Additional information on MARTS and MRTS can be found on the Census Bureau website at: <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

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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.

RESOURCES

API

The Census Bureau's application programming interface lets developers create custom apps to reach new users and makes key demographic, socio-economic and housing statistics more accessible than ever before. <www.census.gov/developers/>

FRED Mobile App



Receive the latest updates on the nation's key economic indicators by downloading the FRED App <<https://fred.stlouisfed.org/fred-mobile/>> for both Apple and Android devices. FRED, the signature database of the Federal Reserve Bank of St. Louis, now incorporates the Census Bureau's 13 economic indicators.

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* The 90 percent confidence interval includes zero. There is insufficient statistical evidence to conclude that the actual change is different from zero.

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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		2018			2017		2018			2017	
		2018	% Chg. 2017	May ³ (a)	Apr. (p)	Mar. (r)	May	Apr.	May ³ (a)	Apr. (p)	Mar. (r)	May (r)	Apr. (r)
	Retail & food services,												
	total	2,406,319	5.2	527,943	484,492	511,626	496,410	467,082	501,971	497,852	496,077	474,157	475,145
	Total (excl. motor vehicle & parts) ...	1,902,448	5.5	417,064	383,229	400,119	390,040	369,212	399,327	395,757	394,170	375,459	377,139
	Total (excl. gasoline stations)	2,202,905	4.5	481,556	442,513	470,378	457,071	429,509	459,020	455,747	454,370	437,664	437,459
	Total (excl. motor vehicle & parts & gasoline stations)	1,699,034	4.8	370,677	341,250	358,871	350,701	331,639	356,376	353,652	352,463	338,966	339,453
	Retail	2,116,503	5.4	465,740	425,364	449,698	437,604	409,718	443,067	439,712	437,764	418,098	419,071
	GAFO⁴	(*)	(*)	(*)	100,325	109,698	104,476	100,906	(*)	109,324	108,939	105,525	106,464
441	Motor vehicle & parts dealers	503,871	3.8	110,879	101,263	111,507	106,370	97,870	102,644	102,095	101,907	98,698	98,006
4411, 4412	Auto & other motor veh. dealers ..	466,856	4.1	102,870	93,840	103,569	98,530	90,460	95,074	94,597	94,411	91,231	90,460
44111	New car dealers	(*)	(*)	(*)	76,350	84,914	79,876	72,922	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores	(*)	(*)	(*)	7,423	7,938	7,840	7,410	(*)	7,498	7,496	7,467	7,546
442	Furniture & home furn. stores	47,878	5.2	10,161	9,532	10,353	9,755	8,878	10,100	10,350	10,081	9,755	9,640
4421	Furniture stores	(*)	(*)	(*)	5,180	5,807	5,105	4,710	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,352	4,546	4,650	4,168	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	37,546	2.0	7,696	7,031	7,899	7,490	6,990	8,258	8,243	8,194	8,106	8,253
444	Building material & garden eq. & supplies dealers	157,502	4.1	40,520	34,278	31,962	38,487	33,686	32,526	31,769	32,022	30,910	31,201
4441	Building mat. & sup. dealers	(*)	(*)	(*)	29,108	27,482	31,635	27,540	(*)	28,097	27,957	26,606	26,921
445	Food & beverage stores	301,358	3.8	63,803	59,007	63,179	61,141	58,711	61,809	61,813	61,523	59,646	59,525
4451	Grocery stores	270,105	3.7	56,918	52,849	56,455	54,479	52,512	55,046	55,051	54,704	53,098	52,989
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,308	4,629	4,647	4,251	(*)	4,755	4,777	4,574	4,576
446	Health & personal care stores	139,805	3.4	28,990	27,689	29,104	28,259	26,650	28,505	28,370	28,229	27,705	27,559
44611	Pharmacies & drug stores	(*)	(*)	(*)	23,060	23,958	23,743	22,301	(*)	23,507	23,396	23,096	22,896
447	Gasoline stations	203,414	12.4	46,387	41,979	41,248	39,339	37,573	42,951	42,105	41,707	36,493	37,686
448	Clothing & clothing accessories stores	102,391	4.6	23,660	20,981	22,699	21,870	21,092	22,904	22,606	22,343	21,625	21,665
44811	Men's clothing stores	(*)	(*)	(*)	871	801	816	777	(*)	833	792	742	718
44812	Women's clothing stores	(*)	(*)	(*)	3,475	3,540	3,519	3,574	(*)	3,410	3,343	3,255	3,372
44814	Family clothing stores	(*)	(*)	(*)	8,102	9,091	8,672	8,486	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,830	3,209	2,868	3,006	(*)	2,985	2,949	2,957	2,982
451	Sporting goods, hobby, musical instrument, & book stores	30,757	-1.4	6,475	6,164	6,804	6,509	6,312	6,903	6,981	6,993	6,954	7,006
452	General merchandise stores	276,089	3.5	59,686	54,538	59,736	56,515	55,519	59,520	58,797	58,957	56,704	57,529
4521	Department stores	55,074	-0.1	12,422	11,183	12,072	12,072	11,669	12,706	12,522	12,435	12,447	12,594
4529	Other general merch. stores	(*)	(*)	(*)	43,355	47,664	44,443	43,850	(*)	46,275	46,522	44,257	44,935
45291	Warehouse clubs & supercenters	(*)	(*)	(*)	36,905	40,721	37,872	37,449	(*)	39,428	39,728	37,834	38,370
45299	All oth. gen. merch. stores	(*)	(*)	(*)	6,450	6,943	6,571	6,401	(*)	6,847	6,794	6,423	6,565
453	Miscellaneous store retailers	52,461	6.1	12,436	10,285	10,583	11,420	9,940	11,118	10,821	10,850	10,347	10,531
454	Nonstore retailers	263,431	10.6	55,047	52,617	54,624	50,449	46,497	55,829	55,762	54,958	51,155	50,470
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	46,082	47,350	44,473	40,909	(*)	48,971	48,514	45,013	44,515
722	Food services & drinking places ...	289,816	3.7	62,203	59,128	61,928	58,806	57,364	58,904	58,140	58,313	56,059	56,074

(*) 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.

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, June 14, 2018. 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 www.census.gov/retail/how_surveys_are_collected.html.

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 2018 Advance from --		Apr. 2018 Preliminary from --		Mar. 2018 through May 2018 from --	
		Apr. 2018 (p)	May 2017 (r)	Mar. 2018 (r)	Apr. 2017 (r)	Dec. 2017 through Feb. 2018	Mar. 2017 through May 2017
	Retail & food services,						
	total	0.8	5.9	0.4	4.8	1.3	5.2
	Total (excl. motor vehicle & parts) ...	0.9	6.4	0.4	4.9	1.3	5.5
	Total (excl. gasoline stations)	0.7	4.9	0.3	4.2	1.2	4.6
	Total (excl. motor vehicle & parts & gasoline stations)	0.8	5.1	0.3	4.2	1.2	4.6
	Retail	0.8	6.0	0.4	4.9	1.2	5.4
441	Motor vehicle & parts dealers	0.5	4.0	0.2	4.2	1.2	4.4
4411, 4412	Auto & other motor veh. dealers ..	0.5	4.2	0.2	4.6	1.3	4.7
442	Furniture & home furn. stores	-2.4	3.5	2.7	7.4	1.9	4.9
443	Electronics & appliance stores	0.2	1.9	0.6	-0.1	0.8	0.8
444	Building material & garden eq. & supplies dealers	2.4	5.2	-0.8	1.8	-0.5	3.7
445	Food & beverage stores	0.0	3.6	0.5	3.8	0.8	3.7
4451	Grocery stores	0.0	3.7	0.6	3.9	0.8	3.6
446	Health & personal care stores	0.5	2.9	0.5	2.9	1.0	3.0
447	Gasoline stations	2.0	17.7	1.0	11.7	2.0	13.2
448	Clothing & clothing accessories stores	1.3	5.9	1.2	4.3	2.0	4.4
451	Sporting goods, hobby, musical instrument, & book stores	-1.1	-0.7	-0.2	-0.4	2.6	-0.1
452	General merchandise stores	1.2	5.0	-0.3	2.2	0.7	3.5
4521	Department stores	1.5	2.1	0.7	-0.6	0.8	0.3
453	Miscellaneous store retailers	2.7	7.5	-0.3	2.8	-0.5	4.9
454	Nonstore retailers	0.1	9.1	1.5	10.5	2.3	10.0
722	Food services & drinking places	1.3	5.1	-0.3	3.7	1.9	4.3

(p) Preliminary estimate (r) Revised estimate

(1) Estimates shown in this table are derived from adjusted estimates provided in Table 1 of this report.

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, June 14, 2018. 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 <www.census.gov/retail/how_surveys_are_collected.html>.

Table 3. Estimated Measures of Sampling Variability and Revision to Advance Estimates May 2018

(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	0.3	0.2	0.3	0.1	0.2
	Total (excl. motor vehicle & parts) ..	1.0	0.3	0.2	0.4	0.1	0.2
	Total (excl. gasoline stations)	0.6	0.3	0.2	0.4	0.1	0.1
	Total (excl. motor vehicle & parts & gasoline stations)	0.7	0.3	0.2	0.4	0.0	0.0
	Retail, total	0.7	0.3	0.1	0.3	0.1	0.2
441	Motor vehicle & parts dealers	1.1	1.0	0.4	0.9	0.0	0.5
4411, 4412	Auto & other motor veh. dealers .	1.2	1.1	0.4	1.0	0.0	0.5
442	Furniture & home furn. stores	2.1	1.2	0.7	1.3	0.2	0.7
443	Electronics & appliance stores	2.1	0.8	0.5	1.3	0.7	0.7
444	Building material & garden eq. &....						
	supplies dealers	1.8	1.4	0.7	1.3	0.2	0.7
445	Food & beverage stores	0.9	0.2	0.2	0.4	0.0	0.2
4451	Grocery stores	0.8	0.2	0.2	0.5	0.0	0.2
446	Health & personal care stores	1.6	0.4	0.4	1.3	0.0	0.4
447	Gasoline stations	6.1	0.5	0.4	0.9	0.5	0.4
448	Clothing & clothing accessories						
	stores	1.4	0.7	0.4	0.8	0.0	0.4
451	Sporting goods, hobby, musical						
	instrument, & book stores	3.0	0.6	0.9	1.3	1.0	1.0
452	General merchandise stores	0.6	0.1	0.0	0.1	0.0	0.2
4521	Department stores	0.0	0.0	0.0	0.0	0.0	0.1
453	Miscellaneous store retailers	3.4	2.5	1.1	2.4	0.3	1.4
454	Nonstore retailers	1.2	0.4	0.5	0.8	0.2	0.6
722	Food services & drinking places ..	3.8	0.8	0.6	1.4	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 period January 2018 - present. For measures of sampling variability where there are not enough months to collect on the new sample basis to calculate medians, the last available medians from the prior sample are provided.

(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 with exception to the following: Total (excl. gasoline stations), Total (excl. motor vehicles & parts & gasoline stations), Electronics & appliance stores, and Sporting goods, hobby, musical instrument, & book stores which are based on estimates from April 2018 to present until we have 12 months of revisions.

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, June 14, 2018. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <www.census.gov/retail/how_surveys_are_collected.html>.