

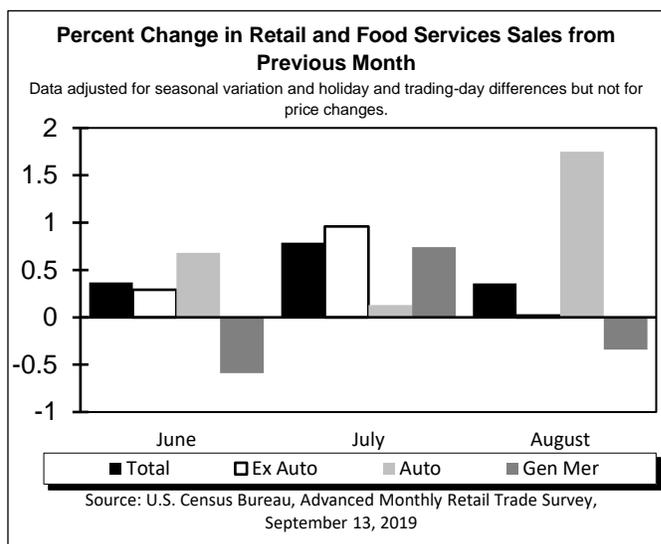
ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, AUGUST 2019

Release Number: CB19-134

Special Notice: On September 24, 2019, we discovered a typo on the front page of our August 2019 Press Release. In the beginning of the second paragraph, the sentence that reads "Retail trade sales were up 0.6 percent (± 0.5 percent) from July 2019..." previously said "...from June 2019..." All data included in the release was accurate and is unchanged.

September 13, 2019 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for August 2019:

ADVANCE MONTHLY SALES		
August 2019	\$526.1 billion	0.4%*
July 2019 (revised)	\$524.2 billion	0.8%
Next release: October 16, 2019		
<small>* 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, September 13, 2019.</small>		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for August 2019, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$526.1 billion, an increase of 0.4 percent (± 0.5 percent)* from the previous month, and 4.1 percent (± 0.7 percent) above August 2018.

Total sales for the June 2019 through August 2019 period were up 3.7 percent (± 0.5 percent) from the same period a year ago. The June 2019 to July 2019 percent change was revised from up 0.7 percent (± 0.5 percent) to up 0.8 percent (± 0.1 percent).

Retail trade sales were up 0.6 percent (± 0.5 percent) from July 2019, and 4.6 percent (± 0.7 percent) above last year. Nonstore retailers were up 16.0 percent (± 1.4 percent) from August 2018, and motor vehicles and parts dealers were up 6.8 percent (± 1.9 percent) from last year.

Data Inquiries

Economic Indicators Division, Retail Indicator Branch
301-763-2713
eid.retail.indicator.branch@census.gov

Media Inquiries

Public Information Office
301-763-3030
pio@census.gov

General Information

The September 2019 Advance Monthly Retail report is scheduled for release on October 16, 2019 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

Data Inquiries

Economic Indicators Division, Retail Indicator Branch
301-763-2713
eid.retail.indicator.branch@census.gov

Media Inquiries

Public Information Office
301-763-3030
pio@census.gov



U.S. Department of Commerce
U.S. CENSUS BUREAU
census.gov

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.

RESOURCES

Economic Census

On Thursday, September 19th, the Census Bureau will release the first set of data from the 2017 Economic Census, the First Look report. This report includes preliminary National-level data on the number of employer establishments, employment, annual payroll, and revenue for nearly every 2- thru 6-digit North American Industry Classification System (NAICS) code. The Economic Census provides the most comprehensive and detailed statistics on employer businesses available from the Census Bureau.

www.census.gov/programs-surveys/economic-census

E-Stats

The 2017 E-Stats report is tentatively scheduled to be released on Monday, September 23rd. This annual report summarizes 2017 e-commerce statistics on shipments, sales and revenues from four sectors of the economy: manufacturing, wholesale, services and retail. <https://www.census.gov/programs-surveys/e-stats.html>

Data Inquiries

Economic Indicators Division, Retail Indicator Branch
301-763-2713
eid.retail.indicator.branch@census.gov

Media Inquiries

Public Information Office
301-763-3030
pio@census.gov



U.S. Department of Commerce
U.S. CENSUS BUREAU
census.gov

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.

###

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

Data Inquiries

Economic Indicators Division, Retail Indicator Branch
301-763-2713
eid.retail.indicator.branch@census.gov

Media Inquiries

Public Information Office
301-763-3030
pio@census.gov



U.S. Department of Commerce
U.S. CENSUS BUREAU
census.gov

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					
		8 Month Total		2019			2018		2019			2018	
		2019	% Chg. 2018	Aug. ³ (a)	Jul. (p)	Jun. (r)	Aug.	Jul.	Aug. ³ (a)	Jul. (p)	Jun. (r)	Aug. (r)	Jul. (r)
	Retail & food services,												
	total	4,076,435	3.3	545,940	533,058	517,984	523,933	508,010	526,057	524,165	520,055	505,167	506,047
	Total (excl. motor vehicle & parts) ...	3,237,997	3.3	430,364	422,685	412,166	415,396	404,116	419,891	419,828	415,856	405,724	405,171
	Total (excl. gasoline stations)	3,734,034	3.6	499,667	486,646	473,143	476,746	461,683	483,488	481,191	477,672	461,596	462,952
	Total (excl. motor vehicle & parts & gasoline stations)	2,895,596	3.6	384,091	376,273	367,325	368,209	357,789	377,322	376,854	373,473	362,153	362,076
	Retail	3,564,706	3.2	479,049	466,829	451,733	458,781	443,977	461,985	459,298	455,546	441,790	443,270
	GAFO⁴	(*)	(*)	(*)	106,568	105,425	111,994	105,477	(*)	109,784	109,045	108,737	109,383
441	Motor vehicle & parts dealers	838,438	3.3	115,576	110,373	105,818	108,537	103,894	106,166	104,337	104,199	99,443	100,876
4411, 4412	Auto & other motor veh. dealers .	774,216	3.3	107,019	101,934	97,749	100,234	95,910	98,093	96,346	96,210	91,705	93,117
44111	New car dealers	(*)	(*)	(*)	84,306	79,962	83,392	79,328	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	8,439	8,069	8,303	7,984	(*)	7,991	7,989	7,738	7,759
442	Furniture & home furn. stores	75,522	-0.5	10,158	9,872	9,461	10,170	9,700	9,711	9,755	9,754	9,704	9,778
4421	Furniture stores	(*)	(*)	(*)	5,491	5,326	5,606	5,350	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,381	4,135	4,564	4,350	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	60,598	-4.1	8,196	7,739	7,542	8,439	7,914	8,196	8,198	8,127	8,490	8,473
444	Building material & garden eq. & supplies dealers	256,296	0.4	32,824	34,370	34,133	33,022	34,099	31,923	31,468	31,152	31,600	31,978
4441	Building mat. & sup. dealers	(*)	(*)	(*)	30,936	30,223	29,799	30,807	(*)	27,946	27,778	27,954	28,472
445	Food & beverage stores	513,145	3.2	67,256	66,974	64,768	64,109	63,862	65,740	65,872	64,970	63,028	63,217
4451	Grocery stores	460,823	3.3	60,099	59,860	57,960	57,318	57,011	58,805	58,975	58,134	56,360	56,502
4453	Beer, wine & liquor stores	(*)	(*)	(*)	5,255	5,006	4,951	5,016	(*)	5,010	4,976	4,811	4,846
446	Health & personal care stores	234,612	3.9	30,258	29,320	28,602	29,418	27,934	30,018	29,797	29,825	28,955	28,857
44611	Pharmacies & drug stores	(*)	(*)	(*)	24,380	23,433	24,461	23,317	(*)	24,601	24,563	24,195	23,964
447	Gasoline stations	342,401	0.3	46,273	46,412	44,841	47,187	46,327	42,569	42,974	42,383	43,571	43,095
448	Clothing & clothing accessories stores	168,284	0.1	23,909	21,818	21,123	23,381	21,919	22,525	22,724	22,425	22,444	23,021
44811	Men's clothing stores	(*)	(*)	(*)	659	733	724	667	(*)	756	740	775	765
44812	Women's clothing stores	(*)	(*)	(*)	3,212	3,298	3,351	3,165	(*)	3,432	3,425	3,426	3,407
44814	Family clothing stores	(*)	(*)	(*)	9,212	8,886	9,474	9,109	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	3,282	2,934	3,798	3,125	(*)	3,292	3,231	2,979	3,153
451	Sporting goods, hobby, musical instrument, & book stores	49,377	-3.9	7,530	6,343	6,405	7,256	6,219	6,576	6,519	6,596	6,438	6,533
452	General merchandise stores	455,542	1.7	61,099	58,046	58,422	59,769	57,145	59,721	59,923	59,483	59,121	59,019
4521	Department stores	83,346	-4.5	11,496	10,544	10,588	12,081	11,050	11,308	11,439	11,336	11,956	12,116
4529	Other general merch. stores.....	(*)	(*)	(*)	47,502	47,834	47,688	46,095	(*)	48,484	48,147	47,165	46,903
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	40,637	40,773	40,889	39,461	(*)	41,340	40,978	40,206	40,021
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	6,865	7,061	6,799	6,634	(*)	7,144	7,169	6,959	6,882
453	Miscellaneous store retailers	86,792	1.7	11,763	11,603	11,503	11,332	10,638	11,280	11,249	11,262	10,772	10,497
454	Nonstore retailers	483,699	12.1	64,207	63,959	59,115	56,161	54,326	67,560	66,482	65,370	58,224	57,926
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	57,355	52,680	49,969	48,415	(*)	58,947	57,890	51,250	50,856
722	Food services & drinking places	511,729	3.9	66,891	66,229	66,251	65,152	64,033	64,072	64,867	64,509	63,377	62,777

(*) 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, musical instrument, and book (451), general merchandise (452), office supply, stationery, and gift stores (4532).

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, September 13, 2019. 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					
		Aug. 2019 Advance from --		Jul. 2019 Preliminary from --		Jun. 2019 through Aug. 2019 from --	
		Jul. 2019 (p)	Aug. 2018 (r)	Jun. 2019 (r)	Jul. 2018 (r)	Mar. 2019 through May-19	Jun. 2018 through Aug. 2018
	Retail & food services,						
	total	0.4	4.1	0.8	3.6	1.5	3.7
	Total (excl. motor vehicle & parts)	0.0	3.5	1.0	3.6	1.5	3.4
	Total (excl. gasoline stations)	0.5	4.7	0.7	3.9	1.8	4.1
	Total (excl. motor vehicle & parts & gasoline stations)	0.1	4.2	0.9	4.1	1.8	4.0
	Retail	0.6	4.6	0.8	3.6	1.5	3.8
441	Motor vehicle & parts dealers	1.8	6.8	0.1	3.4	1.5	4.6
4411, 4412	Auto & other motor veh. dealers ...	1.8	7.0	0.1	3.5	1.6	4.7
442	Furniture & home furn. stores	-0.5	0.1	0.0	-0.2	-0.3	-0.1
443	Electronics & appliance stores	0.0	-3.5	0.9	-3.2	0.4	-4.0
444	Building material & garden eq. & supplies dealers	1.4	1.0	1.0	-1.6	0.4	-1.0
445	Food & beverage stores	-0.2	4.3	1.4	4.2	2.0	4.0
4451	Grocery stores	-0.3	4.3	1.4	4.4	2.1	4.1
446	Health & personal care stores	0.7	3.7	-0.1	3.3	0.5	3.9
447	Gasoline stations	-0.9	-2.3	1.4	-0.3	-1.5	-1.3
448	Clothing & clothing accessories stores	-0.9	0.4	1.3	-1.3	0.6	-0.7
451	Sporting goods, hobby, musical instrument, & book stores	0.9	2.1	-1.2	-0.2	1.2	0.2
452	General merchandise stores	-0.3	1.0	0.7	1.5	0.1	1.3
4521	Department stores	-1.1	-5.4	0.9	-5.6	-1.5	-5.6
453	Miscellaneous store retailers	0.3	4.7	-0.1	7.2	2.3	5.3
454	Nonstore retailers	1.6	16.0	1.7	14.8	5.7	15.0
722	Food services & drinking places	-1.2	1.1	0.6	3.3	1.7	2.7

(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, September 13, 2019. 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 August 2019

(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	0.7	0.3	0.2	0.4	0.1	0.1
	Total (excl. motor vehicle & parts)	0.8	0.2	0.2	0.4	0.1	0.2
	Total (excl. gasoline stations)	0.7	0.3	0.2	0.4	0.1	0.2
	Total (excl. motor vehicle & parts & gasoline stations)	0.8	0.2	0.2	0.4	0.1	0.1
	Retail, total	0.5	0.3	0.1	0.4	0.1	0.2
441	Motor vehicle & parts dealers	1.3	0.9	0.4	1.1	0.0	0.6
4411, 4412	Auto & other motor veh. dealers	1.3	1.0	0.4	1.1	0.0	0.6
442	Furniture & home furn. stores	2.4	1.3	0.8	1.7	-0.1	0.5
443	Electronics & appliance stores	1.2	0.5	0.5	0.9	-0.3	0.7
444	Building material & garden eq. & supplies dealers	1.4	0.8	0.5	1.0	0.1	0.5
445	Food & beverage stores	0.7	0.2	0.2	0.5	0.1	0.3
4451	Grocery stores	0.7	0.2	0.2	0.5	0.1	0.3
446	Health & personal care stores	1.9	0.3	0.4	1.0	0.2	0.2
447	Gasoline stations	1.5	0.4	0.3	0.7	0.0	0.5
448	Clothing & clothing accessories stores	1.9	0.6	0.7	0.9	0.1	0.5
451	Sporting goods, hobby, musical instrument, & book stores	3.0	0.8	1.1	1.6	-0.3	0.6
452	General merchandise stores	0.7	0.1	0.1	0.2	0.0	0.2
4521	Department stores	0.0	0.0	0.0	0.0	-0.1	0.2
453	Miscellaneous store retailers	4.2	1.9	1.5	2.6	0.6	1.0
454	Nonstore retailers	1.2	0.4	0.4	0.8	0.2	0.4
722	Food services & drinking places	3.5	0.9	0.7	1.9	0.1	0.3

(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.

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, September 13, 2019. 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>.