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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES DECEMBER 2013

Economic Indicator Webinar Series: To learn more about this release and the other indicators the U.S. Census Bureau publishes, join us for the Economic Indicator Webinar Series. For more information go to www.census.gov/econ/webinar.

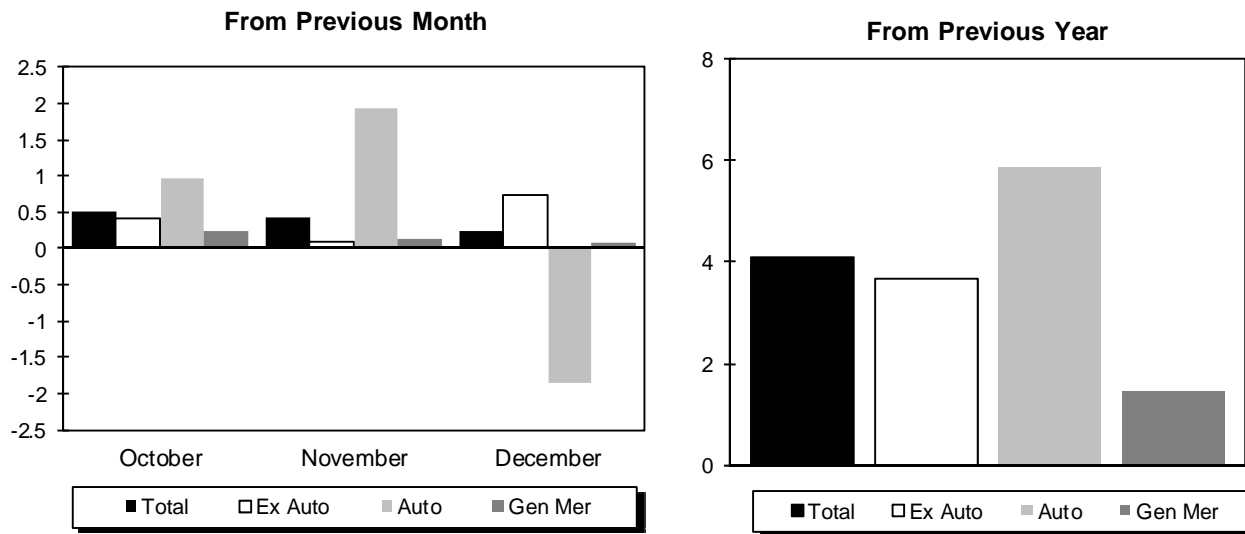
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for December, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$431.9 billion, an increase of 0.2 percent ($\pm 0.5\%$)* from the previous month, and 4.1 percent ($\pm 0.7\%$) above December 2012. Total sales for the 12 months of 2013 were up 4.2 percent ($\pm 1.7\%$) from 2012. Total sales for the October through December 2013 period were up 1.0 percent ($\pm 0.5\%$) from the same period a year ago. The October to November 2013 percent change was revised from +0.7 percent ($\pm 0.5\%$) to +0.4 percent ($\pm 0.2\%$).

Retail trade sales were up 0.2 percent ($\pm 0.5\%$)* from November 2013, and 4.0 percent ($\pm 0.7\%$) above last year. Nonstore retailers were up 9.9 percent ($\pm 2.1\%$) from December of 2012 and auto and other motor vehicle dealers were up 6.2 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 5,000 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 65% 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 January is scheduled to be released February 13, 2014 at 8:30 a.m. EST.

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.

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				
		12 Month Total		2013			2012		2013			2012	
		2013	% Chg. 2012	Dec. ³ (a)	Nov. (p)	Oct. (r)	Dec.	Nov.	Dec. ³ (a)	Nov. (p)	Oct. (r)	Dec. (r)	Nov. (r)
	Retail & food services,												
	total	5,087,550	4.2	488,666	431,809	422,952	468,589	416,397	431,879	430,881	429,004	414,880	413,444
	Total (excl. motor vehicle & parts) ...	4,127,783	3.2	410,218	355,768	343,690	394,759	347,098	350,189	347,652	347,348	337,733	338,040
	Retail	4,534,876	4.2	441,000	386,020	376,458	422,781	373,323	384,308	383,529	382,229	369,390	368,482
	GAFO³	(*)	(*)	(*)	115,433	100,267	146,593	112,361	(*)	105,000	105,147	102,524	102,110
441	Motor vehicle & parts dealers	959,767	8.7	78,448	76,041	79,262	73,830	69,299	81,690	83,229	81,656	77,147	75,404
4411, 4412	Auto & other motor veh. dealers .	877,092	9.8	71,875	69,166	71,811	67,563	62,547	74,637	76,090	74,725	70,305	68,507
44111	New car dealers	(*)	(*)	(*)	58,569	60,150	58,184	53,115	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,875	7,451	6,267	6,752	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	101,866	4.6	10,200	9,392	8,576	9,713	8,783	8,703	8,737	8,751	8,330	8,132
4421	Furniture stores	(*)	(*)	(*)	4,707	4,382	4,448	4,350	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,685	4,194	5,265	4,433	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	101,715	0.7	12,856	10,353	7,996	13,058	10,077	8,364	8,578	8,758	8,482	8,430
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	7,544	5,946	9,564	7,322	(*)	6,377	6,563	6,305	6,242
44312	Computer & software stores.....	(*)	(*)	(*)	2,809	2,050	3,494	2,755	(*)	2,201	2,195	2,177	2,188
444	Building material & garden eq. & supplies dealers.....	311,625	5.9	22,988	24,643	27,001	22,054	24,503	25,780	25,880	25,772	25,255	25,065
4441	Building mat. & sup. dealers	(*)	(*)	(*)	21,220	23,383	18,501	20,978	(*)	21,990	21,956	21,290	21,233
445	Food & beverage stores.....	650,231	2.9	58,936	55,309	54,409	57,467	53,352	55,580	54,490	54,636	53,339	53,169
4451	Grocery stores	579,041	2.4	50,495	49,024	48,538	49,656	47,560	49,360	48,443	48,635	47,563	47,560
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,188	3,921	5,117	3,857	(*)	4,011	4,001	3,839	3,730
446	Health & personal care stores	285,046	2.5	27,047	23,601	24,572	25,543	22,676	24,411	24,256	24,329	23,306	23,115
44611	Pharmacies & drug stores	(*)	(*)	(*)	19,682	20,665	20,949	19,003	(*)	20,166	20,200	19,415	19,273
447	Gasoline stations	545,920	-0.8	42,562	42,224	45,830	42,351	44,150	45,327	44,634	45,331	45,054	46,376
448	Clothing & clothing accessories stores	251,637	3.8	33,710	23,225	20,289	32,205	22,368	21,562	21,180	21,292	20,499	20,413
44811	Men's clothing stores	(*)	(*)	(*)	744	734	1,104	749	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,829	3,451	4,785	3,904	(*)	3,500	3,475	3,500	3,575
44814	Family clothing stores	(*)	(*)	(*)	9,853	8,375	12,356	9,219	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,536	2,360	3,254	2,523	(*)	2,489	2,543	2,428	2,486
451	Sporting goods, hobby, book & music stores.....	91,006	4.3	12,636	8,335	6,604	11,938	7,676	7,766	7,812	7,724	7,410	7,242
452	General merchandise stores.....	659,390	0.5	75,435	60,793	53,215	75,410	60,292	55,384	55,345	55,278	54,589	54,739
4521	Department stores (ex. L.D.).....	174,664	-4.7	24,647	17,474	13,507	25,484	18,251	14,453	14,551	14,509	14,943	14,955
4521	Department stores (incl. L.D.) ⁴	(*)	(*)	(*)	18,186	13,738	25,855	18,555	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	43,319	39,708	49,926	42,041	(*)	40,794	40,769	39,646	39,784
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	37,739	34,456	42,960	36,486	(*)	35,569	35,522	34,478	34,683
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,580	5,252	6,966	5,555	(*)	5,225	5,247	5,168	5,101
453	Miscellaneous store retailers	126,644	5.4	11,992	10,538	11,330	11,666	10,094	10,600	10,775	10,686	10,349	10,257
454	Nonstore retailers	450,029	10.3	54,190	41,566	37,374	47,546	40,053	39,141	38,613	38,016	35,630	36,140
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	33,160	29,358	39,206	32,107	(*)	30,311	30,111	28,206	28,565
722	Food services & drinking places ...	552,674	4.1	47,666	45,789	46,494	45,808	43,074	47,571	47,352	46,775	45,490	44,962

(*) 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					
		Dec. 2013 Advance from --		Nov. 2013 Preliminary from --		Oct. 2013 through Dec. 2013 from --	
		Nov. 2013 (p)	Dec. 2012 (r)	Oct. 2013 (r)	Nov. 2012 (r)	Jul. 2013 through Sep. 2013	Oct. 2012 through Dec. 2012
	Retail & food services, total	0.2	4.1	0.4	4.2	1.0	4.1
	Total (excl. motor vehicle & parts)	0.7	3.7	0.1	2.8	1.0	3.1
	Retail	0.2	4.0	0.3	4.1	0.8	4.0
441	Motor vehicle & parts dealers	-1.8	5.9	1.9	10.4	1.2	8.7
4411, 4412	Auto & other motor veh. dealers ..	-1.9	6.2	1.8	11.1	1.0	9.4
442	Furniture & home furn. stores	-0.4	4.5	-0.2	7.4	2.2	6.7
443	Electronics & appliance stores	-2.5	-1.4	-2.1	1.8	0.4	1.9
444	Building material & garden eq. & supplies dealers.....	-0.4	2.1	0.4	3.3	-2.1	3.0
445	Food & beverage stores.....	2.0	4.2	-0.3	2.5	0.9	3.1
4451	Grocery stores	1.9	3.8	-0.4	1.9	0.8	2.5
446	Health & personal care stores	0.6	4.7	-0.3	4.9	1.7	5.2
447	Gasoline stations	1.6	0.6	-1.5	-3.8	-0.8	-3.3
448	Clothing & clothing accessories stores	1.8	5.2	-0.5	3.8	2.0	4.7
451	Sporting goods, hobby, book & music stores.....	-0.6	4.8	1.1	7.9	3.1	6.0
452	General merchandise stores.....	0.1	1.5	0.1	1.1	0.4	1.1
4521	Department stores (ex. L.D.).....	-0.7	-3.3	0.3	-2.7	0.4	-3.3
453	Miscellaneous store retailers	-1.6	2.4	0.8	5.1	0.5	4.2
454	Nonstore retailers	1.4	9.9	1.6	6.8	2.3	8.4
722	Food services & drinking places	0.5	4.6	1.2	5.3	3.0	4.9

(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

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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 Dec. 2013

(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	0.1
	Total (excl. motor vehicle & parts) ..	0.5	0.2	0.2	0.4	0.1	0.1
	Retail	0.5	0.3	0.2	0.4	0.1	0.2
441	Motor vehicle & parts dealers	1.7	1.2	0.5	1.1	0.1	0.4
4411, 4412	Auto & other motor veh. dealers .	1.8	1.3	0.5	1.2	0.1	0.4
442	Furniture & home furn. stores.....	2.4	1.2	0.8	2.2	0.1	0.3
443	Electronics & appliance stores	2.5	0.5	0.5	1.3	-0.2	0.3
444	Building material & garden eq. &... supplies dealers.....	1.9	1.0	0.7	2.3	0.2	0.5
445	Food & beverage stores.....	2.2	0.2	0.2	0.6	-0.1	0.2
4451	Grocery stores	2.4	0.2	0.3	0.6	-0.1	0.2
446	Health & personal care stores	2.0	0.4	0.4	0.7	0.2	0.3
447	Gasoline stations	1.8	0.5	0.4	0.8	0.0	0.3
448	Clothing & clothing accessories stores	2.4	0.4	0.6	0.7	0.2	0.4
451	Sporting goods, hobby, book & music stores.....	1.7	0.7	1.0	2.9	0.2	0.8
452	General merchandise stores.....	0.6	0.0	0.1	0.3	0.0	0.2
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.1	0.3
453	Miscellaneous store retailers	3.0	1.5	1.2	2.8	0.6	1.3
454	Nonstore retailers	1.5	0.5	0.7	1.2	0.1	0.3
722	Food services & drinking places ..	2.1	0.9	1.0	1.3	0.1	0.2

(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 2013 - Present. For measures of sampling variability where there are not enough months collected 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.