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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JULY 2014

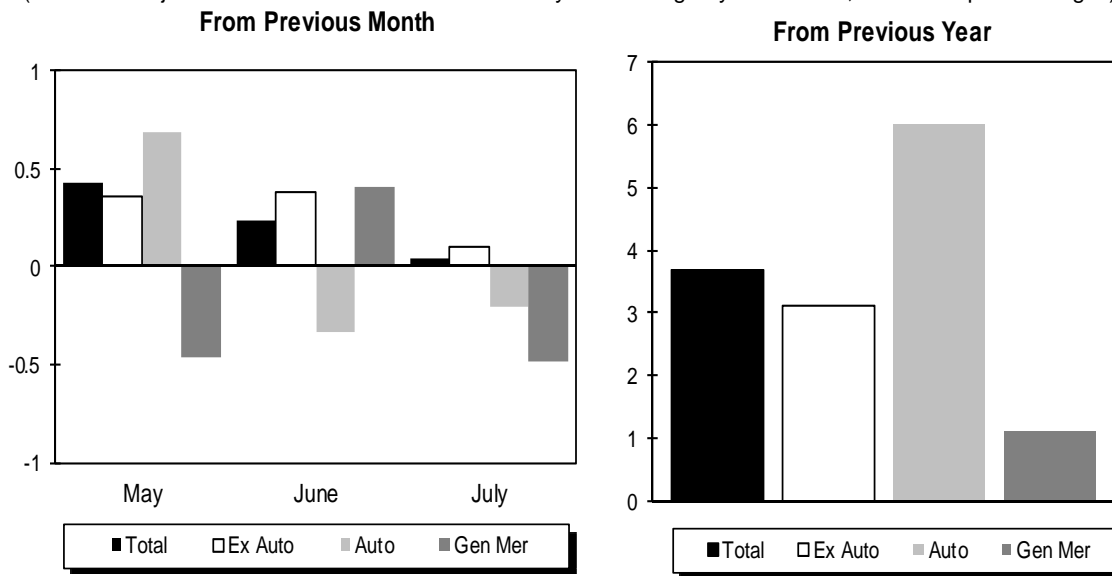
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for July, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$439.8 billion, virtually unchanged (± 0.5)* from the previous month, and 3.7 percent (± 0.9) above July 2013. Total sales for the May through July 2014 period were up 4.2 percent (± 0.7) from the same period a year ago. The May to June 2014 percent change was unrevised from +0.2 percent (± 0.2)*.

Retail trade sales were virtually unchanged (± 0.5)* from June 2014, and 3.4 percent (± 0.7) above last year. Health and personal care stores were up 7.3 percent (± 1.9) from July 2013 and auto and other motor vehicle dealers were up 6.4 percent (± 3.2) 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 August is scheduled to be released September 12, 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					
		7 Month Total		2014			2013		2014			2013	
		2014	% Chg. 2013	Jul. ³ (a)	Jun. (p)	May (r)	Jul.	Jun.	Jul. ³ (a)	Jun. (p)	May (r)	Jul. (r)	Jun. (r)
	Retail & food services,												
	total	2,998,558	3.7	446,251	438,735	464,429	428,090	420,523	439,802	439,641	438,605	424,202	421,678
	Total (excl. motor vehicle & parts) ...	2,383,288	2.7	353,015	348,683	367,800	340,514	336,428	352,162	351,825	350,497	341,519	339,056
	Retail	2,671,005	3.6	398,119	391,314	413,859	382,904	375,384	392,521	392,456	391,519	379,684	377,424
	GAFO³	(*)	(*)	(*)	98,579	104,467	97,819	98,025	(*)	103,928	103,634	102,849	102,391
441	Motor vehicle & parts dealers	615,270	7.6	93,236	90,052	96,629	87,576	84,095	87,640	87,816	88,108	82,683	82,622
4411, 4412	Auto & other motor veh. dealers .	567,164	8.1	85,997	83,138	89,540	80,496	77,271	80,824	81,031	81,252	75,940	75,905
44111	New car dealers	(*)	(*)	(*)	67,451	73,185	66,886	63,236	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,914	7,089	7,080	6,824	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	55,912	2.9	8,500	7,966	8,523	8,242	7,826	8,374	8,385	8,405	8,168	8,212
4421	Furniture stores	(*)	(*)	(*)	4,184	4,610	4,295	4,150	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,782	3,913	3,947	3,676	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	56,809	1.4	8,290	8,003	8,137	8,182	7,988	8,758	8,771	8,790	8,643	8,704
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,243	6,378	6,451	6,243	(*)	6,727	6,742	6,630	6,684
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	(S)	1,745	(*)	(S)	(S)	(S)	2,020
444	Building material & garden eq. & supplies dealers	194,129	4.8	30,266	31,596	35,294	28,512	28,987	27,730	27,688	27,407	26,387	25,853
4441	Building mat. & sup. dealers	(*)	(*)	(*)	25,577	27,188	24,149	23,645	(*)	23,022	22,732	21,775	21,673
445	Food & beverage stores	383,338	2.9	57,517	55,063	57,731	55,254	53,963	55,890	55,721	55,225	54,205	53,975
4451	Grocery stores	342,410	2.3	50,995	48,846	51,324	49,307	48,247	49,558	49,439	49,114	48,388	48,247
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,168	4,272	4,113	3,912	(*)	4,210	4,076	3,966	3,904
446	Health & personal care stores	170,301	5.8	24,863	24,280	25,163	23,195	22,251	25,114	25,005	24,767	23,406	23,130
44611	Pharmacies & drug stores	(*)	(*)	(*)	20,172	20,855	19,324	18,424	(*)	20,774	20,547	19,480	19,212
447	Gasoline stations	320,021	-1.2	48,883	47,737	49,450	49,244	47,983	45,600	45,551	45,915	46,152	45,961
448	Clothing & clothing accessories stores	135,024	1.4	19,935	19,238	21,845	19,417	19,244	21,205	21,117	21,078	20,872	20,734
44811	Men's clothing stores	(*)	(*)	(*)	701	788	657	693	(*)	734	734	742	699
44812	Women's clothing stores	(*)	(*)	(*)	3,304	3,867	3,086	3,176	(*)	3,534	3,541	3,384	3,340
44814	Family clothing stores	(*)	(*)	(*)	7,621	8,382	8,041	7,698	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,292	2,574	2,421	2,256	(*)	2,584	2,577	2,532	2,490
451	Sporting goods, hobby, book & music stores	44,811	-4.2	6,661	6,663	6,640	6,836	6,887	7,209	7,195	7,147	7,382	7,319
452	General merchandise stores	365,012	1.2	52,801	53,935	56,371	51,958	53,214	55,155	55,420	55,196	54,542	54,255
4521	Department stores (ex. L.D.).....	87,540	-3.1	12,341	12,921	13,894	12,692	13,355	13,817	13,918	14,071	14,249	14,232
4521	Department stores (incl. L.D.) ⁴	(*)	(*)	(*)	13,227	14,223	12,971	13,660	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	41,014	42,477	39,266	39,859	(*)	41,502	41,125	40,293	40,023
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	35,929	37,095	34,488	34,967	(*)	36,329	35,980	35,300	35,072
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,085	5,382	4,778	4,892	(*)	5,173	5,145	4,993	4,951
453	Miscellaneous store retailers	67,169	1.5	10,353	10,200	10,700	9,951	9,896	10,078	9,989	9,904	9,697	9,724
454	Nonstore retailers	263,209	6.7	36,814	36,581	37,376	34,537	33,050	39,768	39,798	39,577	37,547	36,935
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	30,614	30,743	28,349	26,975	(*)	32,707	32,192	30,223	29,708
722	Food services & drinking places ...	327,553	4.6	48,132	47,421	50,570	45,186	45,139	47,281	47,185	47,086	44,518	44,254

(*) 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					
		Jul. 2014 Advance from --		Jun. 2014 Preliminary from --		May 2014 through Jul. 2014 from --	
		Jun. 2014 (p)	Jul. 2013 (r)	May 2014 (r)	Jun. 2013 (r)	Feb. 2014 through Apr. 2014	May 2013 through Jul. 2013
	Retail & food services, total	0.0	3.7	0.2	4.3	1.5	4.2
	Total (excl. motor vehicle & parts)	0.1	3.1	0.4	3.8	1.4	3.4
	Retail	0.0	3.4	0.2	4.0	1.5	3.9
441	Motor vehicle & parts dealers	-0.2	6.0	-0.3	6.3	2.2	7.2
4411, 4412	Auto & other motor veh. dealers ..	-0.3	6.4	-0.3	6.8	2.6	7.8
442	Furniture & home furn. stores	-0.1	2.5	-0.2	2.1	0.7	3.0
443	Electronics & appliance stores	-0.1	1.3	-0.2	0.8	-0.6	1.2
444	Building material & garden eq. & supplies dealers.....	0.2	5.1	1.0	7.1	3.7	5.5
445	Food & beverage stores.....	0.3	3.1	0.9	3.2	1.2	3.0
4451	Grocery stores	0.2	2.4	0.7	2.5	0.9	2.3
446	Health & personal care stores	0.4	7.3	1.0	8.1	2.9	7.5
447	Gasoline stations	0.1	-1.2	-0.8	-0.9	0.5	-0.3
448	Clothing & clothing accessories stores	0.4	1.6	0.2	1.8	1.1	1.7
451	Sporting goods, hobby, book & music stores.....	0.2	-2.3	0.7	-1.7	0.6	-2.1
452	General merchandise stores.....	-0.5	1.1	0.4	2.1	0.8	1.6
4521	Department stores (ex. L.D.).....	-0.7	-3.0	-1.1	-2.2	-1.0	-2.4
453	Miscellaneous store retailers	0.9	3.9	0.9	2.7	1.4	2.2
454	Nonstore retailers	-0.1	5.9	0.6	7.8	1.3	7.0
722	Food services & drinking places	0.2	6.2	0.2	6.6	1.7	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 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 Jul. 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	0.4	0.0	0.3
	Retail	0.5	0.3	0.2	0.4	0.1	0.2
441	Motor vehicle & parts dealers	1.7	1.1	0.5	1.6	0.3	0.3
4411, 4412	Auto & other motor veh. dealers .	1.6	1.3	0.6	1.8	0.3	0.3
442	Furniture & home furn. stores.....	2.4	1.4	0.9	1.9	0.0	0.6
443	Electronics & appliance stores	2.3	0.5	0.6	1.6	0.3	1.1
444	Building material & garden eq. &....						
	supplies dealers.....	2.0	1.1	0.9	1.6	0.3	0.8
445	Food & beverage stores.....	2.0	0.2	0.3	1.2	-0.1	0.2
4451	Grocery stores	2.2	0.2	0.3	1.3	-0.1	0.2
446	Health & personal care stores	2.1	0.3	0.4	1.1	0.1	0.3
447	Gasoline stations	1.9	0.4	0.4	0.9	-0.1	0.2
448	Clothing & clothing accessories						
	stores	2.5	0.4	0.7	1.5	-0.1	0.4
451	Sporting goods, hobby, book &						
	music stores.....	1.9	0.8	0.9	1.2	0.3	0.5
452	General merchandise stores.....	0.5	0.0	0.1	0.4	0.0	0.3
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.2	0.3
453	Miscellaneous store retailers	3.1	1.8	1.2	2.1	0.6	0.9
454	Nonstore retailers	1.4	0.6	0.6	1.3	0.0	0.3
722	Food services & drinking places ..	2.1	0.9	0.9	1.9	0.1	0.6

(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.