

# U.S. Census Bureau News

U.S. Department of Commerce • Washington, D.C. 20233

FOR IMMEDIATE RELEASE  
FRIDAY, SEPTEMBER 12, 2014, AT 8:30 A.M. EDT

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CB14-150

## ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES AUGUST 2014

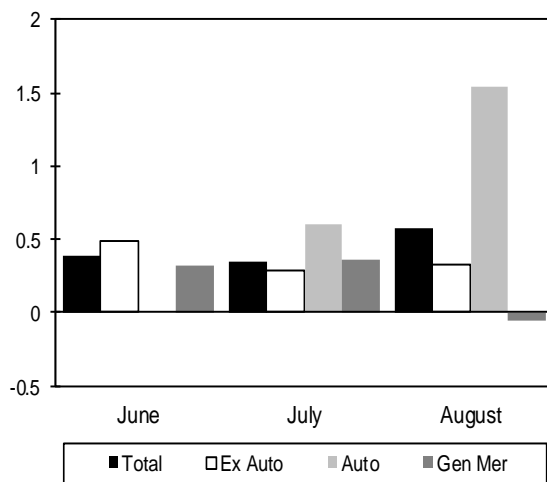
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for August, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$444.4 billion, an increase of 0.6 percent ( $\pm 0.5\%$ ) from the previous month, and 5.0 percent ( $\pm 0.9\%$ ) above August 2013. Total sales for the June through August 2014 period were up 4.5 percent ( $\pm 0.7\%$ ) from the same period a year ago. The June to July 2014 percent change was revised from virtually unchanged ( $\pm 0.5\%$ )\* to 0.3 percent ( $\pm 0.2\%$ ).

Retail trade sales were up 0.6 percent ( $\pm 0.5\%$ ) from July 2014, and 4.8 percent ( $\pm 0.7\%$ ) above last year. Auto and other motor vehicle dealers were up 9.5 percent ( $\pm 3.0\%$ ) from August 2013 and health and personal care stores were up 8.1 percent ( $\pm 1.9\%$ ) from last year.

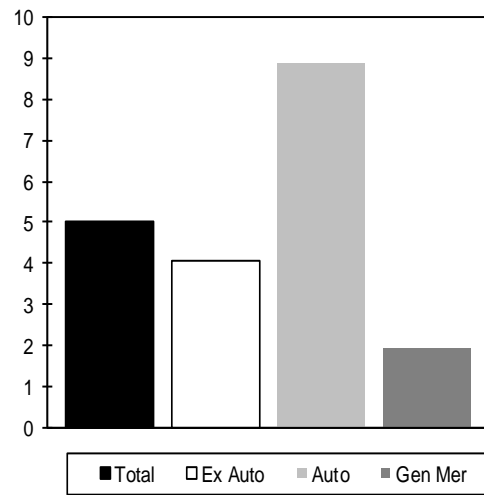
*The advance estimates are based on a subsample of the Census Bureau's full retail and food services sample. A stratified random sampling method is used to select approximately 4,900 retail and food services firms whose sales are then weighted and benchmarked to represent the complete universe of over 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)  
From Previous Month



From Previous Year



The Advance Monthly Sales for Retail and Food Services for September is scheduled to be released October 15, 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](http://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](http://www.census.gov/developers).

For additional survey information, visit [www.census.gov/retail](http://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 <sup>1</sup> code	Kind of Business	Not Adjusted						Adjusted <sup>2</sup>					
		8 Month Total		2014			2013		2014			2013	
		2014	% Chg. 2013	Aug. <sup>3</sup> (a)	Jul. (p)	Jun. (r)	Aug.	Jul.	Aug. <sup>3</sup> (a)	Jul. (p)	Jun. (r)	Aug. (r)	Jul. (r)
	<b>Retail &amp; food services,</b>												
	<b>total</b> .....	3,456,295	3.7	455,181	448,745	438,797	441,013	428,090	444,377	441,829	440,328	423,225	424,000
	Total (excl. motor vehicle & parts) ...	2,744,603	2.8	359,982	354,250	348,781	350,617	340,514	354,378	353,198	352,223	340,572	341,434
	Retail .....	3,078,753	3.6	405,477	400,395	391,309	394,456	382,904	396,631	394,381	393,076	378,630	379,482
	<b>GAFO<sup>4</sup></b> .....	(*)	(*)	(*)	100,230	98,296	106,229	97,819	(*)	104,513	103,984	102,405	102,769
441	<b>Motor vehicle &amp; parts dealers</b> .....	711,692	7.5	95,199	94,495	90,016	90,396	87,576	89,999	88,631	88,105	82,653	82,566
4411, 4412	Auto & other motor veh. dealers .	656,509	8.0	88,024	87,349	83,107	83,098	80,496	83,120	81,864	81,318	75,889	75,797
44111	New car dealers .....	(*)	(*)	(*)	71,885	67,411	69,169	66,886	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,146	6,909	7,298	7,080	(NA)	(NA)	(NA)	(NA)	(NA)
442	<b>Furniture &amp; home furn. stores</b> .....	64,701	2.6	8,781	8,500	7,974	8,723	8,242	8,451	8,391	8,403	8,206	8,177
4421	Furniture stores .....	(*)	(*)	(*)	4,432	4,178	4,621	4,295	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores .....	(*)	(*)	(*)	4,068	3,796	4,102	3,947	(NA)	(NA)	(NA)	(NA)	(NA)
443	<b>Electronics &amp; appliance stores</b> .....	65,413	1.2	8,666	8,248	7,983	8,622	8,182	8,847	8,784	8,774	8,699	8,700
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,496	6,223	6,774	6,451	(*)	6,732	6,720	6,648	6,685
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	221,577	4.4	27,888	29,819	31,603	27,008	28,512	27,979	27,598	27,723	26,234	26,596
4441	Building mat. & sup. dealers .....	(*)	(*)	(*)	25,507	25,567	23,286	24,149	(*)	23,021	23,033	21,803	21,874
445	<b>Food &amp; beverage stores</b> .....	440,662	2.8	57,262	57,466	55,176	55,882	55,254	56,109	55,919	55,834	54,160	54,209
4451	Grocery stores .....	393,497	2.4	50,912	51,065	48,951	49,849	49,307	49,865	49,674	49,546	48,303	48,388
4453	Beer, wine & liquor stores .....	(*)	(*)	(*)	4,334	4,166	4,184	4,113	(*)	4,159	4,208	3,970	3,970
446	<b>Health &amp; personal care stores</b> .....	195,367	5.9	24,983	24,933	24,293	23,490	23,195	25,338	25,185	25,044	23,443	23,406
44611	Pharmacies & drug stores .....	(*)	(*)	(*)	20,754	20,192	19,398	19,324	(*)	20,921	20,795	19,515	19,441
447	<b>Gasoline stations</b> .....	368,405	-1.2	48,065	49,046	47,893	48,975	49,244	45,216	45,582	45,569	45,601	45,979
448	<b>Clothing &amp; clothing accessories stores</b> .....	157,189	1.4	22,050	20,090	19,198	21,833	19,417	21,367	21,306	21,125	20,710	20,888
44811	Men's clothing stores .....	(*)	(*)	(*)	672	701	695	657	(*)	744	742	749	747
44812	Women's clothing stores .....	(*)	(*)	(*)	3,304	3,288	3,379	3,086	(*)	3,611	3,539	3,417	3,414
44814	Family clothing stores .....	(*)	(*)	(*)	8,246	7,607	8,579	8,041	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores .....	(*)	(*)	(*)	2,548	2,292	3,276	2,421	(*)	2,619	2,587	2,522	2,527
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	53,372	-2.7	8,458	6,762	6,665	8,124	6,836	7,387	7,318	7,245	7,046	7,382
452	<b>General merchandise stores</b> .....	421,630	1.4	56,197	53,472	53,685	55,209	51,958	55,538	55,568	55,371	54,485	54,404
4521	Department stores (ex. L.D.).....	101,919	-2.5	14,028	12,670	12,943	14,239	12,692	14,011	14,070	13,998	14,187	14,183
4521	Department stores (incl. L.D.) <sup>5</sup> .....	(*)	(*)	(*)	12,961	13,249	14,547	12,971	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	40,802	40,742	40,970	39,266	(*)	41,498	41,373	40,298	40,221
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	35,707	35,649	36,126	34,488	(*)	36,288	36,192	35,314	35,228
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,095	5,093	4,844	4,778	(*)	5,210	5,181	4,984	4,993
453	<b>Miscellaneous store retailers</b> .....	77,877	1.5	10,740	10,326	10,195	10,516	9,951	10,247	10,001	9,988	9,909	9,711
454	<b>Nonstore retailers</b> .....	300,868	6.5	37,188	37,238	36,628	35,678	34,537	40,153	40,098	39,895	37,484	37,464
4541	Elect. shopping & m/o houses ....	(*)	(*)	(*)	31,193	30,615	29,297	28,349	(*)	32,939	32,778	30,172	30,191
722	<b>Food services &amp; drinking places</b> ...	377,542	4.9	49,704	48,350	47,488	46,557	45,186	47,746	47,448	47,252	44,595	44,518

(\*) 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 <sup>1</sup>					
		Aug. 2014 Advance from --		Jul. 2014 Preliminary from --		Jun. 2014 through Aug. 2014 from --	
		Jul. 2014 (p)	Aug. 2013 (r)	Jun. 2014 (r)	Jul. 2013 (r)	Mar. 2014 through May 2014	Jun. 2013 through Aug. 2013
	<b>Retail &amp; food services, total .....</b>	0.6	5.0	0.3	4.2	1.3	4.5
	Total (excl. motor vehicle & parts) ....	0.3	4.1	0.3	3.4	1.2	3.8
	Retail .....	0.6	4.8	0.3	3.9	1.3	4.3
441	<b>Motor vehicle &amp; parts dealers .....</b>	1.5	8.9	0.6	7.3	1.6	7.6
4411, 4412	Auto & other motor veh. dealers ..	1.5	9.5	0.7	8.0	1.9	8.2
442	<b>Furniture &amp; home furn. stores .....</b>	0.7	3.0	-0.1	2.6	0.1	2.6
443	<b>Electronics &amp; appliance stores .....</b>	0.7	1.7	0.1	1.0	-0.6	1.2
444	<b>Building material &amp; garden eq. &amp; supplies dealers.....</b>	1.4	6.7	-0.5	3.8	2.6	5.9
445	<b>Food &amp; beverage stores.....</b>	0.3	3.6	0.2	3.2	1.6	3.4
4451	Grocery stores .....	0.4	3.2	0.3	2.7	1.5	2.9
446	<b>Health &amp; personal care stores .....</b>	0.6	8.1	0.6	7.6	2.9	8.0
447	<b>Gasoline stations .....</b>	-0.8	-0.8	0.0	-0.9	-0.3	-0.9
448	<b>Clothing &amp; clothing accessories stores .....</b>	0.3	3.2	0.9	2.0	1.0	2.4
451	<b>Sporting goods, hobby, book &amp; music stores.....</b>	0.9	4.8	1.0	-0.9	2.5	0.9
452	<b>General merchandise stores.....</b>	-0.1	1.9	0.4	2.1	0.7	2.0
4521	Department stores (ex. L.D.).....	-0.4	-1.2	0.5	-0.8	-0.8	-1.2
453	<b>Miscellaneous store retailers .....</b>	2.5	3.4	0.1	3.0	1.8	3.0
454	<b>Nonstore retailers .....</b>	0.1	7.1	0.5	7.0	1.4	7.4
722	<b>Food services &amp; drinking places ....</b>	0.6	7.1	0.4	6.6	1.5	6.8

(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  $\pm 1.6$  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 Aug. 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 <sup>(1)</sup> for Current Mo. (%)	Median standard error <sup>(1)</sup> for Percent change			Revision for month-to-month change <sup>(2)</sup>	
			Previous Mo. to Current Mo.	Previous Qtr. to Current Qtr.	Current Mo. to same Mo. Last Yr.	Average revision	Median absolute revision
	<b>Retail &amp; food services,</b>						
	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
	<b>Retail .....</b>	0.5	0.3	0.2	0.4	0.1	0.2
441	<b>Motor vehicle &amp; parts dealers .....</b>	1.7	1.1	0.5	1.5	0.3	0.3
4411, 4412	Auto & other motor veh. dealers .	1.6	1.3	0.6	1.7	0.3	0.3
442	<b>Furniture &amp; home furn. stores.....</b>	2.4	1.5	0.9	1.8	-0.1	0.6
443	<b>Electronics &amp; appliance stores .....</b>	2.3	0.5	0.6	1.6	0.3	1.1
444	<b>Building material &amp; garden eq. &amp;....</b>						
	<b>supplies dealers.....</b>	1.9	1.1	0.9	1.5	0.0	0.6
445	<b>Food &amp; beverage stores.....</b>	2.0	0.2	0.3	1.3	0.0	0.2
4451	Grocery stores .....	2.2	0.2	0.2	1.4	0.0	0.1
446	<b>Health &amp; personal care stores .....</b>	2.1	0.3	0.4	1.1	0.1	0.3
447	<b>Gasoline stations .....</b>	1.9	0.4	0.4	0.9	-0.1	0.2
448	<b>Clothing &amp; clothing accessories</b>						
	<b>stores .....</b>	2.5	0.4	0.6	1.5	-0.1	0.4
451	<b>Sporting goods, hobby, book &amp;</b>						
	<b>music stores.....</b>	1.9	0.8	0.9	1.3	0.4	0.7
452	<b>General merchandise stores.....</b>	0.5	0.0	0.1	0.4	0.1	0.3
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	0.0	0.3
453	<b>Miscellaneous store retailers .....</b>	3.1	1.8	1.2	2.1	0.6	0.8
454	<b>Nonstore retailers .....</b>	1.4	0.6	0.6	1.2	0.0	0.3
722	<b>Food services &amp; drinking places ..</b>	2.1	0.9	0.7	1.9	0.2	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.