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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES SEPTEMBER 2014

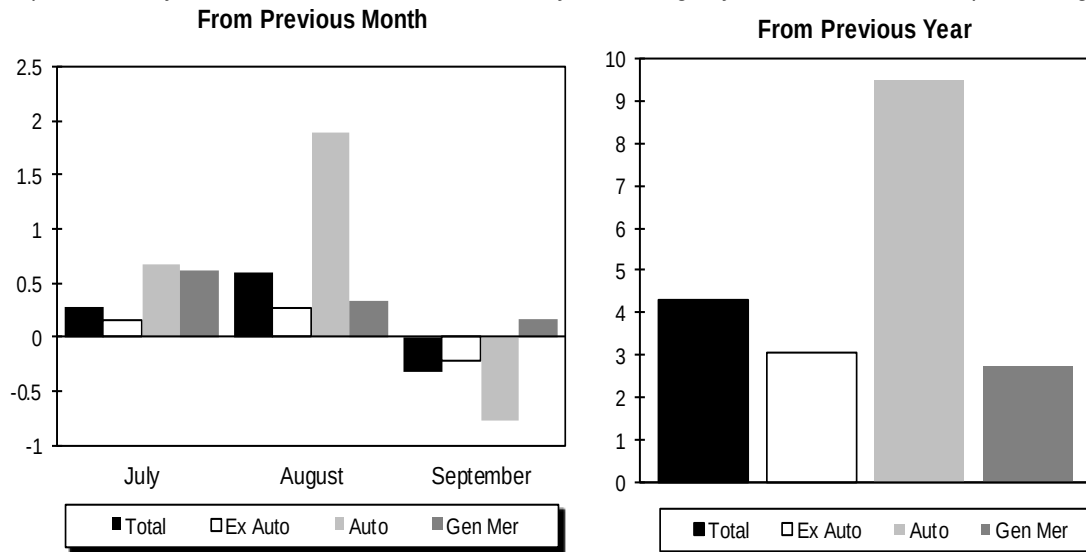
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for September, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$442.7 billion, a decrease of 0.3 percent ($\pm 0.5\%$)* from the previous month, but 4.3 percent ($\pm 0.9\%$) above September 2013. Total sales for the July through September 2014 period were up 4.5 percent ($\pm 0.7\%$) from the same period a year ago. The July to August 2014 percent change was unrevised from 0.6% ($\pm 0.2\%$).

Retail trade sales were down 0.4 percent ($\pm 0.5\%$)* from August 2014, but 4.0 percent ($\pm 0.7\%$) above last year. Auto and other motor vehicle dealers were up 10.4 percent ($\pm 3.2\%$) from September 2013 and food services and drinking places were up 7.1 percent ($\pm 3.3\%$) 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 October is scheduled to be released November 14, 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.

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				
		9 Month Total		2014			2013		2014			2013	
		2014	% Chg. 2013	Sep. ³ (a)	Aug. (p)	Jul. (r)	Sep.	Aug.	Sep. ³ (a)	Aug. (p)	Jul. (r)	Sep. (r)	Aug. (r)
	Retail & food services,												
	total	3,881,115	3.9	424,608	455,566	448,572	401,379	441,013	442,689	444,132	441,506	424,384	422,818
	Total (excl. motor vehicle & parts) ...	3,081,623	2.9	337,644	359,639	353,969	324,308	350,617	353,000	353,750	352,799	342,486	340,367
	Retail	3,457,118	3.8	378,124	405,850	400,263	358,058	394,456	394,619	396,328	394,005	379,492	378,223
	GAFO⁴	(*)	(*)	(*)	108,244	100,192	93,992	106,229	(*)	105,132	104,630	102,552	102,316
441	Motor vehicle & parts dealers	799,492	8.1	86,964	95,927	94,603	77,071	90,396	89,689	90,382	88,707	81,898	82,451
4411, 4412	Auto & other motor veh. dealers .	737,717	8.7	80,230	88,883	87,468	70,477	83,098	82,968	83,615	81,976	75,135	75,681
44111	New car dealers	(*)	(*)	(*)	74,116	71,966	58,914	69,169	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,044	7,135	6,594	7,298	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	72,914	2.5	8,279	8,715	8,500	8,073	8,723	8,312	8,380	8,358	8,289	8,198
4421	Furniture stores	(*)	(*)	(*)	4,670	4,428	4,303	4,621	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,045	4,072	3,770	4,102	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	73,925	1.8	8,574	8,593	8,259	7,937	8,622	9,228	8,925	8,870	8,719	8,777
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,772	6,505	5,948	6,774	(*)	6,834	6,804	6,587	6,714
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
444	Building material & garden eq. & supplies dealers.....	248,138	4.5	26,944	27,488	29,836	25,167	27,008	27,268	27,580	27,439	26,367	26,223
4441	Building mat. & sup. dealers	(*)	(*)	(*)	23,789	25,523	21,686	23,286	(*)	22,962	22,870	21,927	21,803
445	Food & beverage stores.....	493,970	2.7	53,782	57,067	57,187	52,354	55,882	55,902	55,917	55,702	54,587	54,212
4451	Grocery stores	440,928	2.2	47,876	50,716	50,816	46,881	49,849	49,612	49,673	49,480	48,733	48,350
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,293	4,319	3,740	4,184	(*)	4,144	4,145	3,991	3,977
446	Health & personal care stores	219,741	6.0	24,655	24,779	24,856	22,814	23,490	25,261	25,182	25,107	23,839	23,467
44611	Pharmacies & drug stores	(*)	(*)	(*)	20,400	20,676	19,033	19,398	(*)	20,902	20,864	19,888	19,515
447	Gasoline stations	412,881	-1.3	44,635	47,892	49,060	45,522	48,975	44,680	45,054	45,552	45,843	45,601
448	Clothing & clothing accessories stores	176,325	1.7	18,997	22,220	20,059	18,387	21,833	21,174	21,423	21,255	20,626	20,675
44811	Men's clothing stores	(*)	(*)	(*)	719	672	683	695	(*)	776	746	723	748
44812	Women's clothing stores	(*)	(*)	(*)	3,595	3,292	3,199	3,379	(*)	3,668	3,578	3,400	3,424
44814	Family clothing stores	(*)	(*)	(*)	8,681	8,244	7,262	8,579	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	3,340	2,553	2,211	3,276	(*)	2,601	2,616	2,473	2,518
451	Sporting goods, hobby, book & music stores.....	60,155	-2.3	6,873	8,368	6,762	6,690	8,124	7,327	7,334	7,294	7,280	7,058
452	General merchandise stores.....	473,038	1.6	50,896	56,703	53,478	49,835	55,209	55,980	55,893	55,708	54,485	54,406
4521	Department stores (ex. L.D.).....	114,219	-2.5	12,280	14,048	12,670	12,569	14,239	14,035	14,042	14,088	14,148	14,183
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	14,369	12,961	12,851	14,547	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	42,655	40,808	37,266	40,970	(*)	41,851	41,620	40,337	40,223
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	37,586	35,707	32,658	36,126	(*)	36,598	36,399	35,306	35,245
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,069	5,101	4,608	4,844	(*)	5,253	5,221	5,031	4,978
453	Miscellaneous store retailers	88,197	1.9	10,332	10,667	10,387	9,827	10,516	10,194	10,217	10,067	9,978	9,837
454	Nonstore retailers	338,342	6.8	37,193	37,431	37,276	34,381	35,678	39,604	40,041	39,946	37,581	37,318
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	31,491	31,257	28,283	29,297	(*)	32,975	32,833	30,412	30,048
722	Food services & drinking places ...	423,997	5.2	46,484	49,716	48,309	43,321	46,557	48,070	47,804	47,501	44,892	44,595

(*) 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 ¹					
		Sep. 2014 Advance from --		Aug. 2014 Preliminary from --		Jul. 2014 through Sep. 2014 from --	
		Aug. 2014 (p)	Sep. 2013 (r)	Jul. 2014 (r)	Aug. 2013 (r)	Apr. 2014 through Jun. 2014	Jul. 2013 through Sep. 2013
	Retail & food services, total	-0.3	4.3	0.6	5.0	1.0	4.5
	Total (excl. motor vehicle & parts)	-0.2	3.1	0.3	3.9	0.7	3.4
	Retail	-0.4	4.0	0.6	4.8	0.9	4.2
441	Motor vehicle & parts dealers	-0.8	9.5	1.9	9.6	1.9	8.9
4411, 4412	Auto & other motor veh. dealers ..	-0.8	10.4	2.0	10.5	2.2	9.7
442	Furniture & home furn. stores	-0.8	0.3	0.3	2.2	-0.8	1.6
443	Electronics & appliance stores	3.4	5.8	0.6	1.7	2.3	3.2
444	Building material & garden eq. & supplies dealers.....	-1.1	3.4	0.5	5.2	0.1	3.9
445	Food & beverage stores.....	0.0	2.4	0.4	3.1	0.9	2.8
4451	Grocery stores	-0.1	1.8	0.4	2.7	0.8	2.3
446	Health & personal care stores	0.3	6.0	0.3	7.3	1.7	6.8
447	Gasoline stations	-0.8	-2.5	-1.1	-1.2	-1.4	-1.6
448	Clothing & clothing accessories stores	-1.2	2.7	0.8	3.6	0.7	2.7
451	Sporting goods, hobby, book & music stores.....	-0.1	0.6	0.5	3.9	1.8	1.1
452	General merchandise stores.....	0.2	2.7	0.3	2.7	0.9	2.6
4521	Department stores (ex. L.D.).....	0.0	-0.8	-0.3	-1.0	-0.5	-0.8
453	Miscellaneous store retailers	-0.2	2.2	1.5	3.9	2.5	3.2
454	Nonstore retailers	-1.1	5.4	0.2	7.3	0.6	6.4
722	Food services & drinking places	0.6	7.1	0.6	7.2	1.7	7.0

(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 Sep. 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	0.6	1.6	0.4	0.3
4411, 4412	Auto & other motor veh. dealers .	1.7	1.3	0.6	1.8	0.4	0.4
442	Furniture & home furn. stores.....	2.4	1.5	0.9	1.9	-0.1	0.6
443	Electronics & appliance stores	2.3	0.5	0.6	1.6	0.4	1.1
444	Building material & garden eq. &....						
	supplies dealers.....	1.9	1.1	0.9	1.4	-0.1	0.7
445	Food & beverage stores.....	1.7	0.2	0.3	1.3	0.0	0.2
4451	Grocery stores	1.8	0.2	0.2	1.4	0.0	0.1
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	2.4	0.5	0.5	1.5	-0.1	0.4
451	Sporting goods, hobby, book &						
	music stores.....	1.9	0.8	0.9	1.2	0.4	0.7
452	General merchandise stores.....	0.4	0.0	0.1	0.4	0.1	0.3
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	0.1	0.3
453	Miscellaneous store retailers	3.1	1.8	1.2	2.1	0.4	0.8
454	Nonstore retailers	1.4	0.5	0.5	1.2	0.0	0.3
722	Food services & drinking places ..	2.1	1.0	0.6	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.