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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JANUARY 2015

Intention to Revise Retail Estimates: Monthly retail sales estimates will be revised based on the results of the 2013 Annual Retail Trade Survey and the preliminary results from the 2012 Economic Census. Revised not adjusted estimates and corresponding adjusted estimates are scheduled for release on April 30, 2015 at 10:00 a.m. EDT.

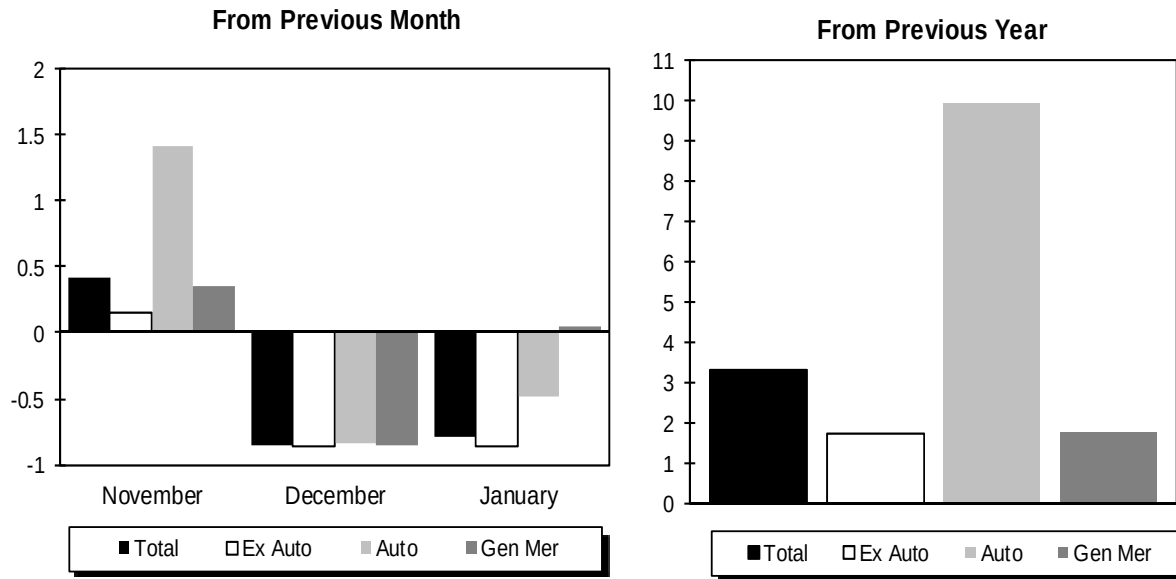
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for January, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$439.8 billion, a decrease of 0.8 percent ($\pm 0.5\%$) from the previous month, but up 3.3 percent ($\pm 0.9\%$) above January 2014. Total sales for the November 2014 through January 2015 period were up 3.8 percent ($\pm 0.7\%$) from the same period a year ago. The November to December 2014 percent change was unrevised from -0.9 percent ($\pm 0.3\%$).

Retail trade sales were down 1.0 percent ($\pm 0.5\%$) from December 2014, but up 2.4 percent ($\pm 0.7\%$) above last year. Food services and drinking places were up 11.3 percent ($\pm 3.5\%$) from January 2014 and auto and other motor vehicle dealers were up 10.7 percent ($\pm 3.0\%$) from last year. Gasoline stations were down 23.5 percent ($\pm 1.6\%$) from the previous 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 February is scheduled to be released March 12, 2015 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				
		1 Month Total		2015	2014			2013	2015	2014			2013
		2015	% Chg. 2014	Jan. ³ (a)	Dec. (p)	Nov. (r)	Jan.	Dec.	Jan. ³ (a)	Dec. (p)	Nov. (r)	Jan. (r)	Dec. (r)
	Retail & food services,												
	total	399,338	2.8	399,338	506,062	442,221	388,279	483,162	439,771	443,275	447,137	425,602	428,942
	Total (excl. motor vehicle & parts) ...	319,991	1.4	319,991	416,362	360,481	315,529	402,594	349,441	352,497	355,589	343,448	345,115
	Retail	351,185	1.6	351,185	455,745	395,054	345,699	437,087	389,296	393,208	397,747	380,256	383,142
	GAFO ⁴	(*)	(*)	(*)	148,730	116,632	87,020	144,163	(*)	105,037	105,886	101,776	102,080
441	Motor vehicle & parts dealers	79,347	9.1	79,347	89,700	81,740	72,750	80,568	90,330	90,778	91,548	82,154	83,827
4411, 4412	Auto & other motor veh. dealers .	72,971	9.9	72,971	83,343	75,023	66,423	73,978	83,300	84,100	84,485	75,224	76,741
44111	New car dealers	(*)	(*)	(*)	71,369	63,613	55,649	63,842	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,357	6,717	6,327	6,590	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	7,742	5.3	7,742	10,448	9,047	7,355	9,571	8,593	8,656	8,543	8,145	8,111
4421	Furniture stores	(*)	(*)	(*)	4,764	4,700	3,914	4,234	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	5,684	4,347	3,441	5,337	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	8,243	3.5	8,243	13,592	11,093	7,966	12,768	9,007	8,981	9,155	8,691	8,457
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	9,991	8,372	5,905	9,265	(*)	6,848	7,047	6,605	6,342
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
444	Building material & garden eq. & supplies dealers.....	21,516	5.2	21,516	25,365	26,060	20,447	23,158	28,119	27,940	28,137	26,300	26,093
4441	Building mat. & sup. dealers	(*)	(*)	(*)	21,094	21,944	17,679	19,213	(*)	23,231	23,345	21,961	21,685
445	Food & beverage stores.....	56,279	3.7	56,279	61,133	56,681	54,297	58,665	56,719	56,898	56,554	55,023	55,276
4451	Grocery stores	50,920	3.7	50,920	52,333	50,338	49,104	50,510	50,466	50,514	50,238	48,957	49,278
4453	Beer, wine & liquor stores	(*)	(*)	(*)	5,693	4,205	3,452	5,371	(*)	4,205	4,180	4,037	4,026
446	Health & personal care stores	25,464	5.4	25,464	28,904	24,208	24,150	26,747	25,592	25,534	25,402	24,006	24,075
44611	Pharmacies & drug stores	(*)	(*)	(*)	23,546	19,943	20,455	21,835	(*)	21,136	20,949	20,015	19,995
447	Gasoline stations	32,088	-23.6	32,088	36,381	39,432	42,010	42,503	35,339	38,952	42,083	46,216	45,751
448	Clothing & clothing accessories stores	15,982	3.8	15,982	33,339	23,752	15,390	32,311	21,266	21,435	21,690	20,710	20,834
44811	Men's clothing stores	(*)	(*)	(*)	1,101	830	559	1,078	(*)	737	759	719	713
44812	Women's clothing stores	(*)	(*)	(*)	5,159	4,022	2,484	4,661	(*)	3,701	3,676	3,407	3,402
44814	Family clothing stores	(*)	(*)	(*)	12,616	9,989	5,744	12,257	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	3,475	2,634	1,833	3,375	(*)	2,617	2,605	2,514	2,565
451	Sporting goods, hobby, book & music stores.....	6,762	8.0	6,762	12,638	8,167	6,264	12,019	7,263	7,460	7,534	6,728	7,258
452	General merchandise stores.....	48,334	2.4	48,334	74,469	61,561	47,223	73,647	55,371	55,343	55,818	54,418	54,473
4521	Department stores (ex. L.D.).....	10,640	0.2	10,640	23,821	16,836	10,622	23,888	13,822	13,924	13,984	13,777	14,019
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	24,392	17,218	10,870	24,414	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	50,648	44,725	36,601	49,759	(*)	41,419	41,834	40,641	40,454
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	43,746	39,196	32,312	43,234	(*)	36,154	36,598	35,625	35,496
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	6,902	5,529	4,289	6,525	(*)	5,265	5,236	5,016	4,958
453	Miscellaneous store retailers	9,082	6.7	9,082	11,736	9,667	8,513	11,016	10,474	10,213	10,154	9,787	9,825
454	Nonstore retailers	40,346	2.6	40,346	58,040	43,646	39,334	54,114	41,223	41,018	41,129	38,078	39,162
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	50,271	36,597	28,902	44,500	(*)	34,456	34,107	30,106	31,054
722	Food services & drinking places ...	48,153	13.1	48,153	50,317	47,167	42,580	46,075	50,475	50,067	49,390	45,346	45,800

(*) 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					
		Jan. 2015 Advance from --		Dec. 2014 Preliminary from --		Nov. 2014 through Jan. 2015 from --	
		Dec. 2014 (p)	Jan. 2014 (r)	Nov. 2014 (r)	Dec. 2013 (r)	Aug. 2014 through Oct. 2014	Nov. 2013 through Jan. 2014
	Retail & food services, total	-0.8	3.3	-0.9	3.3	-0.2	3.8
	Total (excl. motor vehicle & parts)	-0.9	1.7	-0.9	2.1	-0.5	2.6
	Retail	-1.0	2.4	-1.1	2.6	-0.7	3.2
441	Motor vehicle & parts dealers	-0.5	10.0	-0.8	8.3	0.9	8.8
4411, 4412	Auto & other motor veh. dealers ..	-1.0	10.7	-0.5	9.6	0.8	9.7
442	Furniture & home furn. stores	-0.7	5.5	1.3	6.7	1.1	4.6
443	Electronics & appliance stores	0.3	3.6	-1.9	6.2	-1.2	4.7
444	Building material & garden eq. & supplies dealers.....	0.6	6.9	-0.7	7.1	1.6	7.5
445	Food & beverage stores.....	-0.3	3.1	0.6	2.9	1.0	3.3
4451	Grocery stores	-0.1	3.1	0.5	2.5	1.0	3.1
446	Health & personal care stores	0.2	6.6	0.5	6.1	0.9	6.3
447	Gasoline stations	-9.3	-23.5	-7.4	-14.9	-12.4	-14.5
448	Clothing & clothing accessories stores	-0.8	2.7	-1.2	2.9	1.1	3.6
451	Sporting goods, hobby, book & music stores.....	-2.6	8.0	-1.0	2.8	-0.5	4.3
452	General merchandise stores.....	0.1	1.8	-0.9	1.6	-0.4	1.9
4521	Department stores (ex. L.D.).....	-0.7	0.3	-0.4	-0.7	0.0	-0.5
453	Miscellaneous store retailers	2.6	7.0	0.6	3.9	1.3	4.3
454	Nonstore retailers	0.5	8.3	-0.3	4.7	1.8	7.0
722	Food services & drinking places	0.8	11.3	1.4	9.3	3.2	9.0

(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 Jan. 2015

(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	0.1	0.2
	Retail	0.5	0.3	0.2	0.4	0.1	0.2
441	Motor vehicle & parts dealers	1.7	1.2	0.6	1.6	0.2	0.3
4411, 4412	Auto & other motor veh. dealers .	1.7	1.3	0.6	1.7	0.3	0.4
442	Furniture & home furn. stores.....	2.5	1.5	0.9	1.8	0.2	0.5
443	Electronics & appliance stores	2.3	0.4	0.6	1.6	0.7	0.7
444	Building material & garden eq. &....						
	supplies dealers.....	2.0	1.2	0.9	1.4	0.1	0.7
445	Food & beverage stores.....	1.3	0.2	0.2	1.3	0.1	0.1
4451	Grocery stores	1.4	0.2	0.2	1.4	0.1	0.1
446	Health & personal care stores	2.2	0.3	0.4	1.0	0.0	0.2
447	Gasoline stations	1.9	0.4	0.4	0.9	-0.3	0.3
448	Clothing & clothing accessories						
	stores	2.3	0.5	0.5	1.6	-0.1	0.4
451	Sporting goods, hobby, book &						
	music stores.....	2.0	0.7	0.9	1.2	0.3	0.6
452	General merchandise stores.....	0.3	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	2.8	1.8	1.1	2.1	0.4	1.0
454	Nonstore retailers	1.3	0.5	0.4	1.2	0.1	0.3
722	Food services & drinking places ..	2.2	0.9	0.6	2.0	0.4	0.5

(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.