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Rebecca DeNale / Paul Bucchioni
Economic Indicators Division
(301) 763-2713

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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JULY 2015

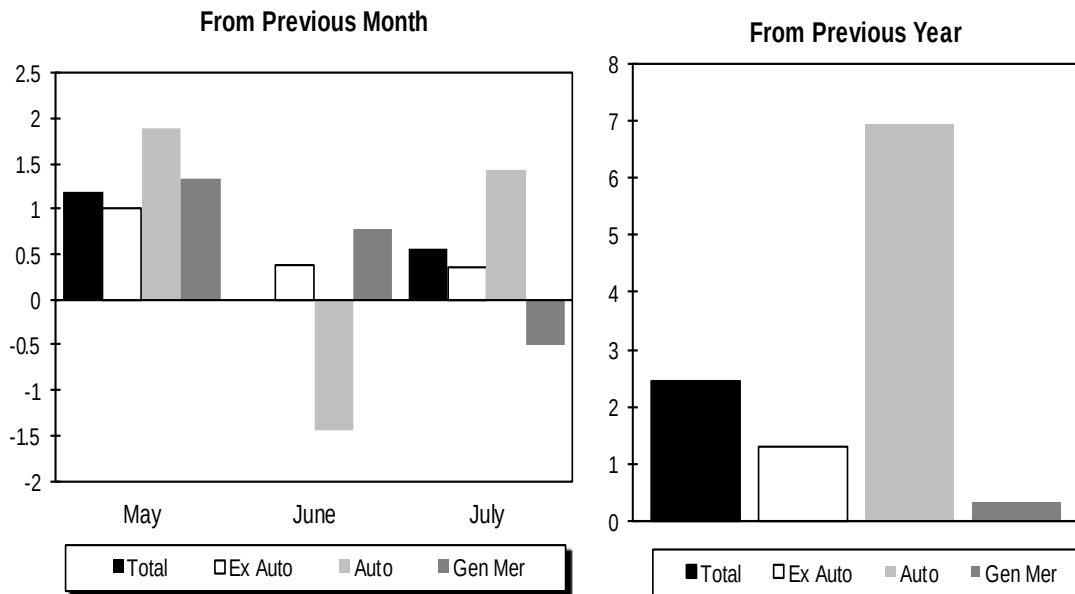
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for July, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$446.5 billion, an increase of 0.6 percent ($\pm 0.5\%$) from the previous month, and up 2.4 percent ($\pm 0.7\%$) above July 2014. Total sales for the May 2015 through July 2015 period were up 2.3 percent ($\pm 0.7\%$) from the same period a year ago. The May 2015 to June 2015 percent change was revised from -0.3 percent ($\pm 0.5\%$)* to virtually unchanged ($\pm 0.2\%$)*.

Retail trade sales were up 0.6 percent ($\pm 0.5\%$) from June 2015, and up 1.6 percent ($\pm 0.7\%$) above last year. Food services and drinking places were up 9.0 percent ($\pm 3.3\%$) from July 2014 and motor vehicle and parts dealers were up 6.9 percent ($\pm 2.8\%$) 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 15, 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 learn more about this release and the other indicators the U.S. Census Bureau publishes, join us for the Investigating Economic Indicators Webinar Series. For more information, visit <http://www.census.gov/econ/webinar>.

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		2015			2014		2015			2014	
		2015	% Chg. 2014	Jul. ³ (a)	Jun. (p)	May (r)	Jul.	Jun.	Jul. ³ (a)	Jun. (p)	May (r)	Jul. (r)	Jun. (r)
441	Retail & food services,												
	total	3,027,709	2.2	455,846	447,712	461,889	443,153	433,388	446,477	443,928	443,913	435,903	435,946
	Total (excl. motor vehicle & parts) ...	2,381,538	0.9	356,745	351,918	363,139	350,695	345,578	353,724	352,476	351,113	349,176	349,575
	Retail	2,667,176	1.3	402,418	395,638	406,577	394,494	385,525	394,199	392,010	392,268	387,963	388,226
	GAFO⁴	(*)	(*)	(*)	99,837	105,020	99,088	97,307	(*)	105,057	104,856	103,356	102,908
	Motor vehicle & parts dealers	646,171	7.4	99,101	95,794	98,750	92,458	87,810	92,753	91,452	92,800	86,727	86,371
	Auto & other motor veh. dealers .	595,288	8.0	91,207	88,077	91,388	84,938	80,530	85,320	84,123	85,489	79,679	79,262
	New car dealers	(*)	(*)	(*)	73,289	76,213	71,246	66,747	(NA)	(NA)	(NA)	(NA)	(NA)
	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,717	7,362	7,520	7,280	(NA)	(NA)	(NA)	(NA)	(NA)
	Furniture & home furn. stores	57,408	5.6	8,805	8,330	8,673	8,262	7,762	8,666	8,596	8,682	8,164	8,196
	Furniture stores	(*)	(*)	(*)	4,572	4,820	4,403	4,154	(NA)	(NA)	(NA)	(NA)	(NA)
	Home furnishings stores	(*)	(*)	(*)	3,758	3,853	3,859	3,608	(NA)	(NA)	(NA)	(NA)	(NA)
	Electronics & appliance stores	55,495	-1.2	8,017	8,063	7,775	8,259	7,998	8,610	8,711	8,620	8,832	8,771
	Appl., T.V. & camera.....	(*)	(*)	(*)	6,026	5,908	6,285	6,017	(*)	6,370	6,332	6,499	6,470
	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
444	Building material & garden eq. & supplies dealers.....	194,390	3.7	29,719	31,809	33,428	29,078	30,506	27,466	27,264	27,204	26,715	27,004
4441	Building mat. & sup. dealers	(*)	(*)	(*)	26,902	27,170	25,600	25,657	(*)	23,495	23,443	23,042	23,219
445	Food & beverage stores.....	391,924	3.2	58,533	56,205	58,679	56,680	54,678	56,737	56,731	56,751	55,301	55,391
4451	Grocery stores	350,744	3.0	52,012	50,012	52,290	50,568	48,726	50,497	50,517	50,571	49,335	49,368
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,239	4,371	4,249	4,098	(*)	4,222	4,215	4,078	4,139
446	Health & personal care stores	179,710	4.5	25,906	25,829	25,665	25,053	24,669	26,168	26,090	25,872	25,383	25,380
44611	Pharmacies & drug stores	(*)	(*)	(*)	21,566	21,494	20,980	20,488	(*)	21,762	21,646	21,149	21,078
447	Gasoline stations	258,668	-19.7	42,239	40,929	40,093	49,438	48,322	38,434	38,287	37,611	45,314	45,630
448	Clothing & clothing accessories stores	136,355	2.8	20,403	19,584	22,072	19,700	18,829	21,409	21,323	21,519	20,788	20,671
44811	Men's clothing stores	(*)	(*)	(*)	779	872	713	743	(*)	821	825	788	785
44812	Women's clothing stores	(*)	(*)	(*)	3,601	4,200	3,574	3,563	(*)	3,851	3,882	3,906	3,831
44814	Family clothing stores	(*)	(*)	(*)	7,581	8,355	7,789	7,169	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,513	2,860	2,807	2,540	(*)	2,817	2,863	2,856	2,854
451	Sporting goods, hobby, book & music stores.....	45,857	6.4	6,997	6,926	6,839	6,494	6,426	7,404	7,337	7,362	6,960	6,940
452	General merchandise stores.....	369,370	0.5	54,474	54,417	57,034	53,669	53,888	56,066	56,350	55,912	55,900	55,645
4521	Department stores (ex. L.D.).....	86,662	-2.0	12,581	12,688	13,714	12,716	13,000	13,769	13,874	13,927	14,153	14,050
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	12,840	13,927	12,974	13,270	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	41,729	43,320	40,953	40,888	(*)	42,476	41,985	41,747	41,595
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	36,124	37,421	35,603	35,546	(*)	36,786	36,296	36,293	36,161
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,605	5,899	5,350	5,342	(*)	5,690	5,689	5,454	5,434
453	Miscellaneous store retailers	67,389	4.8	10,299	10,419	10,656	9,936	9,768	9,993	9,976	9,975	9,690	9,655
454	Nonstore retailers	264,439	5.2	37,925	37,333	36,913	35,467	34,869	40,493	39,893	39,960	38,189	38,572
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	32,332	31,908	29,784	29,195	(*)	34,141	34,199	31,385	31,734
722	Food services & drinking places ...	360,533	9.1	53,428	52,074	55,312	48,659	47,863	52,278	51,918	51,645	47,940	47,720

(*) 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					
		Jul. 2015 Advance from --		Jun. 2015 Preliminary from --		May 2015 through Jul. 2015 from --	
		Jun. 2015 (p)	Jul. 2014 (r)	May 2015 (r)	Jun. 2014 (r)	Feb. 2015 through Apr. 2015	May 2014 through Jul. 2014
	Retail & food services, total	0.6	2.4	0.0	1.8	1.9	2.3
	Total (excl. motor vehicle & parts)	0.4	1.3	0.4	0.8	1.7	1.1
	Retail	0.6	1.6	-0.1	1.0	1.9	1.4
441	Motor vehicle & parts dealers	1.4	6.9	-1.5	5.9	2.9	7.0
4411, 4412	Auto & other motor veh. dealers ..	1.4	7.1	-1.6	6.1	3.0	7.3
442	Furniture & home furn. stores	0.8	6.1	-1.0	4.9	2.4	6.0
443	Electronics & appliance stores	-1.2	-2.5	1.1	-0.7	0.0	-1.8
444	Building material & garden eq. & supplies dealers.....	0.7	2.8	0.2	1.0	0.3	2.2
445	Food & beverage stores.....	0.0	2.6	0.0	2.4	0.6	2.9
4451	Grocery stores	0.0	2.4	-0.1	2.3	0.5	2.7
446	Health & personal care stores	0.3	3.1	0.8	2.8	0.7	3.0
447	Gasoline stations	0.4	-15.2	1.8	-16.1	5.1	-16.6
448	Clothing & clothing accessories stores	0.4	3.0	-0.9	3.2	2.0	3.6
451	Sporting goods, hobby, book & music stores.....	0.9	6.4	-0.3	5.7	2.0	6.6
452	General merchandise stores.....	-0.5	0.3	0.8	1.3	1.8	0.6
4521	Department stores (ex. L.D.).....	-0.8	-2.7	-0.4	-1.3	0.5	-2.0
453	Miscellaneous store retailers	0.2	3.1	0.0	3.3	1.5	3.9
454	Nonstore retailers	1.5	6.0	-0.2	3.4	1.2	5.2
722	Food services & drinking places	0.7	9.0	0.5	8.8	1.9	8.9

(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 4,900 employer firms selected from the larger Monthly Retail Trade Survey (MRTS). Firms responding to MARTS account for approximately 60% 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. 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	0.4	0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.6	0.2	0.2	0.4	0.0	0.2
	Retail	0.5	0.3	0.2	0.4	0.0	0.1
441	Motor vehicle & parts dealers	1.6	1.2	0.6	1.6	0.2	0.4
4411, 4412	Auto & other motor veh. dealers ..	1.5	1.3	0.6	1.7	0.3	0.4
442	Furniture & home furn. stores.....	2.4	1.3	0.8	1.7	0.4	0.6
443	Electronics & appliance stores	2.3	0.5	0.5	1.4	0.0	0.3
444	Building material & garden eq. &....						
	supplies dealers.....	2.0	1.4	0.8	1.4	-0.1	0.6
445	Food & beverage stores.....	1.4	0.2	0.2	0.9	0.1	0.1
4451	Grocery stores	1.5	0.1	0.2	1.0	0.1	0.1
446	Health & personal care stores	2.2	0.4	0.4	1.0	0.0	0.3
447	Gasoline stations	1.8	0.5	0.4	0.8	-0.1	0.4
448	Clothing & clothing accessories						
	stores	2.1	0.5	0.6	1.2	0.2	0.4
451	Sporting goods, hobby, book &						
	music stores.....	2.2	0.7	0.9	1.1	0.1	0.5
452	General merchandise stores.....	0.2	0.0	0.1	0.3	0.1	0.3
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	0.1	0.5
453	Miscellaneous store retailers	2.6	1.8	1.1	2.3	-0.1	1.0
454	Nonstore retailers	1.3	0.4	0.4	0.9	0.1	0.3
722	Food services & drinking places ..	2.4	1.0	0.8	1.9	0.2	0.4

(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.