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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JANUARY 2016

Intention to Revise Retail Estimates: Monthly retail sales estimates will be revised based on the results of the 2014 Annual Retail Trade Survey and the final results from the 2012 Economic Census. Revised not adjusted estimates and corresponding adjusted estimates are scheduled for release on April 29, 2016 at 10:00 a.m. EDT.

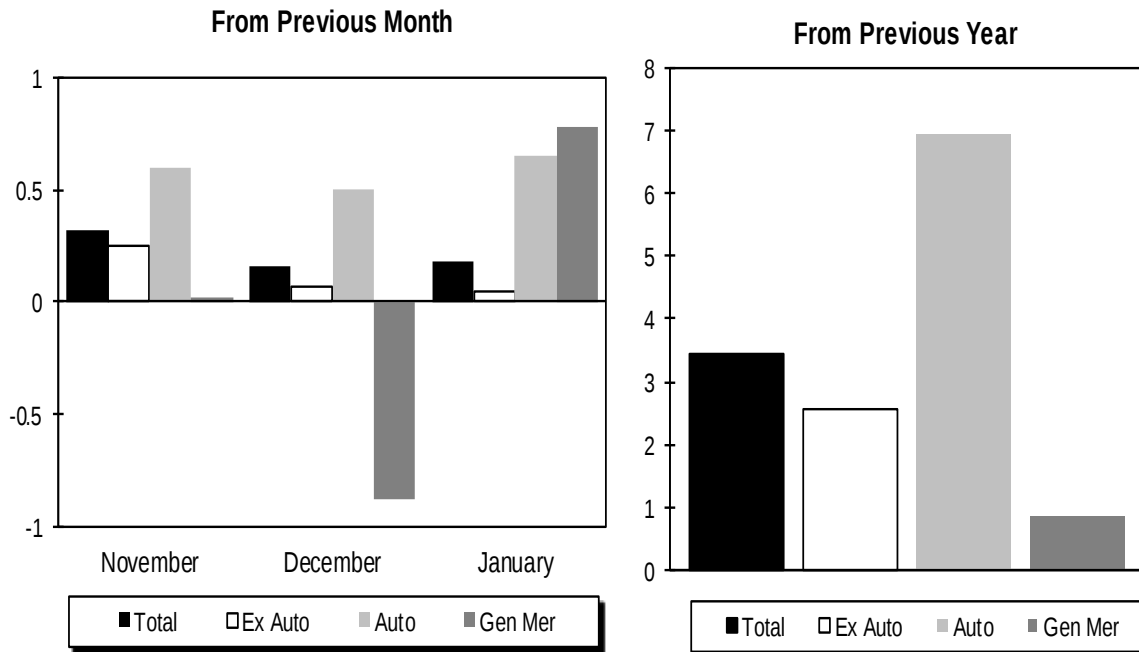
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for January, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$449.9 billion, an increase of 0.2 percent ($\pm 0.5\%$)* from the previous month, and 3.4 percent ($\pm 0.7\%$) above January 2015. Total sales for the November 2015 through January 2016 period were up 2.5 percent ($\pm 0.5\%$) from the same period a year ago. The November 2015 to December 2015 percent change was revised from down 0.1 percent ($\pm 0.5\%$)* to up 0.2 percent ($\pm 0.3\%$)*.

Retail trade sales were up 0.3 percent ($\pm 0.5\%$)* from December 2015, and up 3.1 percent ($\pm 0.5\%$) from last year. Sporting goods, hobby, book and music stores were up 9.1 percent ($\pm 2.1\%$) from January 2015 and nonstore retailers were up 8.7 percent ($\pm 1.2\%$) 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 4,700 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. 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 15, 2016 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				
		1 Month Total		2016	2015			2014	2016	2015			2014
		2016	% Chg. 2015	Jan. ³ (a)	Dec. (p)	Nov. (r)	Jan.	Dec.	Jan. ³ (a)	Dec. (p)	Nov. (r)	Jan. (r)	Dec. (r)
	Retail & food services,												
	total	402,209	1.4	402,209	514,928	444,375	396,495	499,976	449,904	449,109	448,376	434,929	438,418
	Total (excl. motor vehicle & parts) ...	320,169	1.0	320,169	420,790	359,528	317,033	412,103	354,159	353,978	353,716	345,396	349,378
	Retail	351,518	0.8	351,518	460,304	394,128	348,575	449,272	396,376	395,292	395,261	384,487	388,116
	GAFO ⁴	(*)	(*)	(*)	149,106	115,345	89,902	146,974	(*)	105,128	105,463	103,827	104,119
441	Motor vehicle & parts dealers	82,040	3.2	82,040	94,138	84,847	79,462	87,873	95,745	95,131	94,660	89,533	89,040
4411, 4412	Auto & other motor veh. dealers .	75,505	3.5	75,505	87,252	77,889	72,978	81,267	88,310	87,867	87,320	82,368	82,005
44111	New car dealers	(*)	(*)	(*)	76,278	67,506	62,426	70,992	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,886	6,958	6,484	6,606	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	7,883	1.6	7,883	10,624	9,187	7,759	10,063	8,798	8,839	8,775	8,461	8,435
4421	Furniture stores	(*)	(*)	(*)	5,038	4,842	4,371	4,751	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	5,586	4,345	3,388	5,312	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	7,760	-5.4	7,760	13,009	10,353	8,206	13,650	8,453	8,448	8,526	8,822	8,884
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	8,968	7,258	5,853	9,597	(*)	6,097	6,167	6,467	6,489
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
444	Building material & garden eq. & supplies dealers.....	21,575	1.7	21,575	26,191	26,574	21,222	24,613	28,716	28,551	28,144	27,338	27,013
4441	Building mat. & sup. dealers	(*)	(*)	(*)	22,801	23,422	18,857	21,171	(*)	24,838	24,449	23,542	23,214
445	Food & beverage stores.....	56,497	1.0	56,497	61,793	56,671	55,954	60,610	57,366	57,070	57,219	56,230	56,503
4451	Grocery stores	51,324	1.3	51,324	53,186	50,480	50,652	52,109	51,273	50,847	50,990	50,101	50,347
4453	Beer, wine & liquor stores	(*)	(*)	(*)	5,843	4,244	3,578	5,610	(*)	4,293	4,278	4,136	4,137
446	Health & personal care stores	26,261	1.5	26,261	30,501	25,937	25,865	29,448	26,797	26,802	26,794	25,891	25,854
44611	Pharmacies & drug stores	(*)	(*)	(*)	24,963	21,606	21,775	24,137	(*)	22,429	22,343	21,496	21,609
447	Gasoline stations	28,963	-9.5	28,963	31,481	31,846	32,002	36,515	32,801	33,851	34,024	35,677	39,391
448	Clothing & clothing accessories stores	15,586	0.0	15,586	33,026	23,010	15,589	32,350	21,286	21,251	21,271	20,834	21,139
44811	Men's clothing stores	(*)	(*)	(*)	1,143	814	636	1,169	(*)	767	775	817	797
44812	Women's clothing stores	(*)	(*)	(*)	5,502	4,172	2,806	5,606	(*)	3,880	3,838	3,818	4,019
44814	Family clothing stores	(*)	(*)	(*)	12,125	9,469	5,813	11,850	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	3,938	2,827	2,057	3,762	(*)	2,908	2,864	2,795	2,816
451	Sporting goods, hobby, book & music stores.....	6,848	7.6	6,848	13,076	8,025	6,365	11,935	7,558	7,719	7,578	6,926	7,092
452	General merchandise stores.....	49,965	1.0	49,965	75,473	62,180	49,475	75,421	56,514	56,077	56,576	56,032	55,952
4521	Department stores (ex. L.D.).....	10,369	-4.5	10,369	23,478	16,430	10,855	23,988	13,569	13,682	13,660	14,100	13,988
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	24,456	16,775	11,083	24,462	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	51,995	45,750	38,620	51,433	(*)	42,395	42,916	41,932	41,964
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	44,443	39,731	33,847	44,200	(*)	36,669	37,167	36,356	36,409
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	7,552	6,019	4,773	7,233	(*)	5,726	5,749	5,576	5,555
453	Miscellaneous store retailers	8,634	0.0	8,634	11,703	9,718	8,635	11,240	10,177	10,057	10,156	9,966	9,780
454	Nonstore retailers	39,506	3.9	39,506	59,289	45,780	38,041	55,554	42,165	41,496	41,538	38,777	39,033
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	53,228	40,386	30,633	48,266	(*)	36,210	36,221	32,763	32,856
722	Food services & drinking places ...	50,691	5.8	50,691	54,624	50,247	47,920	50,704	53,528	53,817	53,115	50,442	50,302

(*) 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. 2016 Advance from --		Dec. 2015 Preliminary from --		Nov. 2015 through Jan. 2016 from --	
		Dec. 2015 (p)	Jan. 2015 (r)	Nov. 2015 (r)	Dec. 2014 (r)	Aug. 2015 through Oct. 2015	Nov. 2014 through Jan. 2015
	Retail & food services, total	0.2	3.4	0.2	2.4	0.5	2.5
	Total (excl. motor vehicle & parts)	0.1	2.5	0.1	1.3	0.2	1.5
	Retail	0.3	3.1	0.0	1.8	0.3	1.9
441	Motor vehicle & parts dealers	0.6	6.9	0.5	6.8	1.4	6.4
4411, 4412	Auto & other motor veh. dealers ..	0.5	7.2	0.6	7.1	1.4	6.8
442	Furniture & home furn. stores	-0.5	4.0	0.7	4.8	0.5	4.7
443	Electronics & appliance stores	0.1	-4.2	-0.9	-4.9	-1.9	-4.8
444	Building material & garden eq. & supplies dealers.....	0.6	5.0	1.4	5.7	2.3	4.6
445	Food & beverage stores.....	0.5	2.0	-0.3	1.0	0.5	1.7
4451	Grocery stores	0.8	2.3	-0.3	1.0	0.7	1.8
446	Health & personal care stores	0.0	3.5	0.0	3.7	0.9	3.8
447	Gasoline stations	-3.1	-8.1	-0.5	-14.1	-5.6	-14.6
448	Clothing & clothing accessories stores	0.2	2.2	-0.1	0.5	0.2	0.9
451	Sporting goods, hobby, book & music stores.....	-2.1	9.1	1.9	8.8	1.9	7.6
452	General merchandise stores.....	0.8	0.9	-0.9	0.2	-0.5	0.7
4521	Department stores (ex. L.D.).....	-0.8	-3.8	0.2	-2.2	-1.0	-3.0
453	Miscellaneous store retailers	1.2	2.1	-1.0	2.8	0.7	3.1
454	Nonstore retailers	1.6	8.7	-0.1	6.3	1.9	7.4
722	Food services & drinking places	-0.5	6.1	1.3	7.0	2.0	6.6

(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 4,700 employer firms selected from the larger Monthly Retail Trade Survey (MRTS). 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. 2016

(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	0.1
	Retail	0.5	0.3	0.1	0.3	0.1	0.2
441	Motor vehicle & parts dealers	1.4	1.0	0.5	1.4	0.2	0.3
4411, 4412	Auto & other motor veh. dealers ..	1.4	1.1	0.5	1.5	0.3	0.3
442	Furniture & home furn. stores.....	2.5	1.3	0.8	1.5	0.4	0.5
443	Electronics & appliance stores	2.7	0.5	0.6	1.3	-0.1	0.3
444	Building material & garden eq. &....						
	supplies dealers.....	2.0	1.2	0.8	1.4	0.1	0.5
445	Food & beverage stores.....	1.4	0.3	0.2	0.5	0.0	0.2
4451	Grocery stores	1.5	0.2	0.2	0.5	0.0	0.2
446	Health & personal care stores	2.3	0.5	0.4	1.1	0.1	0.2
447	Gasoline stations	1.8	0.5	0.4	0.9	0.1	0.6
448	Clothing & clothing accessories						
	stores	2.1	0.5	0.5	1.0	0.1	0.3
451	Sporting goods, hobby, book &						
	music stores.....	2.3	0.7	0.9	1.2	0.0	0.4
452	General merchandise stores.....	0.2	0.0	0.1	0.1	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	2.7	2.0	1.1	2.4	-0.1	1.5
454	Nonstore retailers	1.3	0.4	0.4	0.7	-0.1	0.3
722	Food services & drinking places ..	2.1	1.0	0.9	2.1	0.1	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.