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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JANUARY 2013

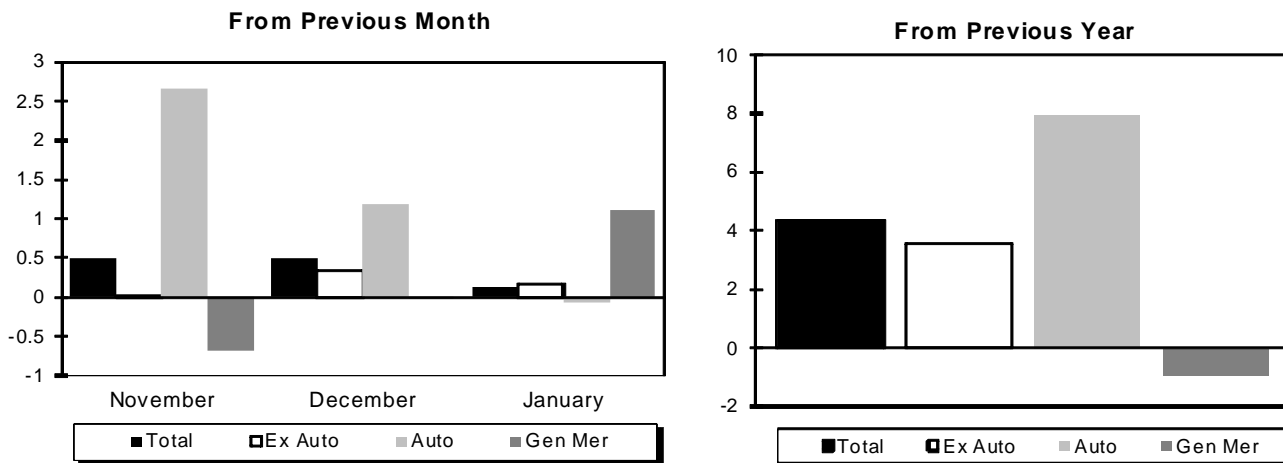
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for January, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$416.6 billion, an increase of 0.1 percent ($\pm 0.5\%$)* from the previous month and 4.4 percent ($\pm 0.7\%$) above January 2012. Total sales for the November 2012 through January 2013 period were up 4.5 percent ($\pm 0.5\%$) from the same period a year ago. The November to December 2012 percent change was unrevised from +0.5 percent ($\pm 0.3\%$).

Retail trade sales were up 0.1 percent ($\pm 0.5\%$)* from December 2012 and 4.1 percent ($\pm 0.8\%$) above last year. Nonstore retailers were up 15.7 percent ($\pm 2.3\%$) from January 2012 and auto and other motor vehicle dealers were up 9.4 percent ($\pm 2.3\%$) 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 5,000 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 65% 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 13, 2013 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.

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		2013	2012			2011	2013	2012			2011
		2013	% Chg. 2012	Jan. ³ (a)	Dec. (p)	Nov. (r)	Jan.	Dec.	Jan. ³ (a)	Dec. (p)	Nov. (r)	Jan. (r)	Dec. (r)
	Retail & food services,												
	total	382,917	6.2	382,917	469,067	415,899	360,415	457,468	416,633	416,107	414,036	399,174	397,051
	Total (excl. motor vehicle & parts) ...	312,595	5.0	312,595	394,623	345,964	297,658	385,794	338,967	338,384	337,227	327,237	324,440
	Retail	340,447	6.2	340,447	423,302	372,942	320,540	414,458	370,917	370,388	368,960	356,252	354,718
	GAFO⁴	(*)	(*)	(*)	142,831	108,960	84,968	143,357	(*)	99,838	99,366	99,118	98,340
441	Motor vehicle & parts dealers	70,322	12.1	70,322	74,444	69,935	62,757	71,674	77,666	77,723	76,809	71,937	72,611
4411, 4412	Auto & other motor veh. dealers .	64,153	13.5	64,153	68,238	63,252	56,500	65,093	70,887	70,933	69,969	64,794	65,684
44111	New car dealers	(*)	(*)	(*)	58,522	53,482	47,475	56,081	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,206	6,683	6,257	6,581	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	7,493	5.8	7,493	9,569	8,625	7,083	9,267	8,145	8,165	8,038	7,896	7,684
4421	Furniture stores	(*)	(*)	(*)	4,406	4,312	3,986	4,376	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	5,163	4,313	3,097	4,891	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	7,737	2.7	7,737	12,831	9,900	7,535	12,850	8,365	8,349	8,390	8,260	8,224
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	9,409	7,202	5,616	9,671	(*)	6,138	6,140	6,185	6,180
44312	Computer & software stores.....	(*)	(*)	(*)	3,422	2,698	1,919	3,179	(*)	2,211	2,250	2,075	2,044
444	Building material & garden eq. & supplies dealers	19,790	5.7	19,790	22,031	24,483	18,728	22,065	25,031	24,963	24,884	24,533	24,303
4441	Building mat. & sup. dealers	(*)	(*)	(*)	18,419	20,890	16,329	18,476	(*)	21,002	21,016	20,670	20,415
445	Food & beverage stores	52,440	4.5	52,440	57,572	53,516	50,173	56,466	53,504	53,516	53,347	52,066	51,619
4451	Grocery stores	47,938	4.8	47,938	49,728	47,740	45,729	49,114	48,034	47,724	47,740	46,662	46,334
4453	Beer, wine & liquor stores	(*)	(*)	(*)	5,238	3,932	3,042	4,994	(*)	3,924	3,803	3,692	3,611
446	Health & personal care stores	22,936	0.7	22,936	25,122	22,384	22,772	25,387	22,822	23,048	22,794	23,025	22,912
44611	Pharmacies & drug stores	(*)	(*)	(*)	20,480	18,544	19,188	21,105	(*)	18,928	18,788	19,188	19,186
447	Gasoline stations	41,293	1.4	41,293	42,136	43,847	40,742	42,058	45,080	44,969	45,769	44,722	44,179
448	Clothing & clothing accessories stores	15,119	5.9	15,119	31,871	22,061	14,283	30,893	20,278	20,343	20,109	19,416	19,282
44811	Men's clothing stores	(*)	(*)	(*)	1,105	747	564	1,171	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	4,667	3,813	2,505	4,666	(*)	3,478	3,508	3,399	3,379
44814	Family clothing stores	(*)	(*)	(*)	12,284	9,072	5,232	11,972	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	3,228	2,451	1,720	3,214	(*)	2,409	2,403	2,347	2,348
451	Sporting goods, hobby, book & music stores	7,329	8.3	7,329	12,335	7,930	6,769	11,524	7,756	7,709	7,610	7,247	6,942
452	General merchandise stores	46,350	0.0	46,350	71,871	57,215	46,363	74,634	52,610	52,028	52,032	53,126	53,138
4521	Department stores (ex. L.D.).....	11,796	0.7	11,796	25,453	18,153	11,719	26,541	15,171	15,018	15,016	15,262	15,364
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	25,824	18,453	11,914	26,952	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	46,418	39,062	34,644	48,093	(*)	37,010	37,016	37,864	37,774
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	39,581	33,609	30,613	41,694	(*)	31,869	32,009	33,059	33,090
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	6,837	5,453	4,031	6,399	(*)	5,141	5,007	4,805	4,684
453	Miscellaneous store retailers	8,793	2.4	8,793	11,829	10,269	8,586	10,974	10,236	10,507	10,447	9,949	9,445
454	Nonstore retailers	40,845	17.5	40,845	51,691	42,777	34,749	46,666	39,424	39,068	38,731	34,075	34,379
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	42,694	34,220	25,655	37,768	(*)	30,915	30,445	26,367	26,710
722	Food services & drinking places ...	42,470	6.5	42,470	45,765	42,957	39,875	43,010	45,716	45,719	45,076	42,922	42,333

(*) Advance estimates are not available for this kind of business.

(NA) Not available (S) Suppressed (a) Advance estimate (p) Preliminary estimate (r) Revised estimate

(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. 2013 Advance from --		Dec. 2012 Preliminary from --		Nov. 2012 through Jan. 2013 from --	
		Dec. 2012 (p)	Jan. 2012 (r)	Nov. 2012 (r)	Dec. 2011 (r)	Aug. 2012 through Oct. 2012	Nov. 2011 through Jan. 2012
	Retail & food services, total	0.1	4.4	0.5	4.8	1.2	4.5
	Total (excl. motor vehicle & parts)	0.2	3.6	0.3	4.3	0.8	3.8
	Retail	0.1	4.1	0.4	4.4	1.0	4.1
441	Motor vehicle & parts dealers	-0.1	8.0	1.2	7.0	3.0	7.4
4411, 4412	Auto & other motor veh. dealers ..	-0.1	9.4	1.4	8.0	3.4	8.6
442	Furniture & home furn. stores	-0.2	3.2	1.6	6.3	1.6	5.1
443	Electronics & appliance stores	0.2	1.3	-0.5	1.5	1.9	0.4
444	Building material & garden eq. & supplies dealers.....	0.3	2.0	0.3	2.7	1.4	3.3
445	Food & beverage stores.....	0.0	2.8	0.3	3.7	0.6	3.1
4451	Grocery stores	0.6	2.9	0.0	3.0	0.3	2.8
446	Health & personal care stores	-1.0	-0.9	1.1	0.6	0.3	-0.3
447	Gasoline stations	0.2	0.8	-1.7	1.8	-3.5	1.5
448	Clothing & clothing accessories stores	-0.3	4.4	1.2	5.5	0.9	4.8
451	Sporting goods, hobby, book & music stores.....	0.6	7.0	1.3	11.0	2.5	8.0
452	General merchandise stores.....	1.1	-1.0	0.0	-2.1	-0.6	-1.8
4521	Department stores (ex. L.D.).....	1.0	-0.6	0.0	-2.3	-0.9	-1.8
453	Miscellaneous store retailers	-2.6	2.9	0.6	11.2	1.2	7.3
454	Nonstore retailers	0.9	15.7	0.9	13.6	4.7	13.7
722	Food services & drinking places	0.0	6.5	1.4	8.0	2.8	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

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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 $\pm 1.65 \times 0.9$ percent or ± 1.5 percent, and the 90 percent confidence interval is -0.3 percent to +2.7 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 $\pm 1.65 \times CV \times$ (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. 2013

(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	0.8	0.3	0.2	0.4	0.0	0.1
	Total (excl. motor vehicle & parts) ..	0.8	0.2	0.2	0.4	0.0	0.1
	Retail	0.9	0.3	0.2	0.5	0.0	0.1
441	Motor vehicle & parts dealers	2.5	1.0	0.5	1.3	-0.1	0.4
4411, 4412	Auto & other motor veh. dealers .	2.5	1.1	0.6	1.4	-0.1	0.4
442	Furniture & home furn. stores.....	3.2	1.4	0.8	1.9	0.2	0.3
443	Electronics & appliance stores	1.6	0.6	0.8	1.3	-0.5	0.3
444	Building material & garden eq. &....						
	supplies dealers.....	3.1	1.4	1.0	2.4	0.1	0.7
445	Food & beverage stores.....	1.3	0.2	0.3	0.6	0.0	0.1
4451	Grocery stores	1.4	0.2	0.3	0.6	0.0	0.2
446	Health & personal care stores	1.6	0.3	0.3	0.7	-0.2	0.3
447	Gasoline stations	2.5	0.5	0.4	1.0	-0.2	0.4
448	Clothing & clothing accessories						
	stores	2.7	0.6	0.6	0.8	0.0	0.4
451	Sporting goods, hobby, book &						
	music stores.....	4.9	1.6	1.4	2.9	0.3	0.6
452	General merchandise stores.....	0.5	0.0	0.0	0.3	-0.2	0.1
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.2	0.2
453	Miscellaneous store retailers	3.4	2.3	1.4	3.4	0.5	0.5
454	Nonstore retailers	2.3	1.0	0.6	1.4	0.3	0.4
722	Food services & drinking places ..	2.3	0.7	0.6	1.2	0.1	0.3

(1) Estimated measures of sampling variability are based on estimates not adjusted for seasonal variation or holiday or trading-day differences. 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.