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## ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES FEBRUARY 2013

**INTENTION TO REVISE:** Monthly retail sales estimates will be revised to reflect the introduction of a new sample, new seasonal factors and results of the 2011 Annual Retail Trade Survey. Revised adjusted and not adjusted estimates are scheduled to be released on May 31, 2013. For further information, see <http://www.census.gov/retail/faqs.html>.

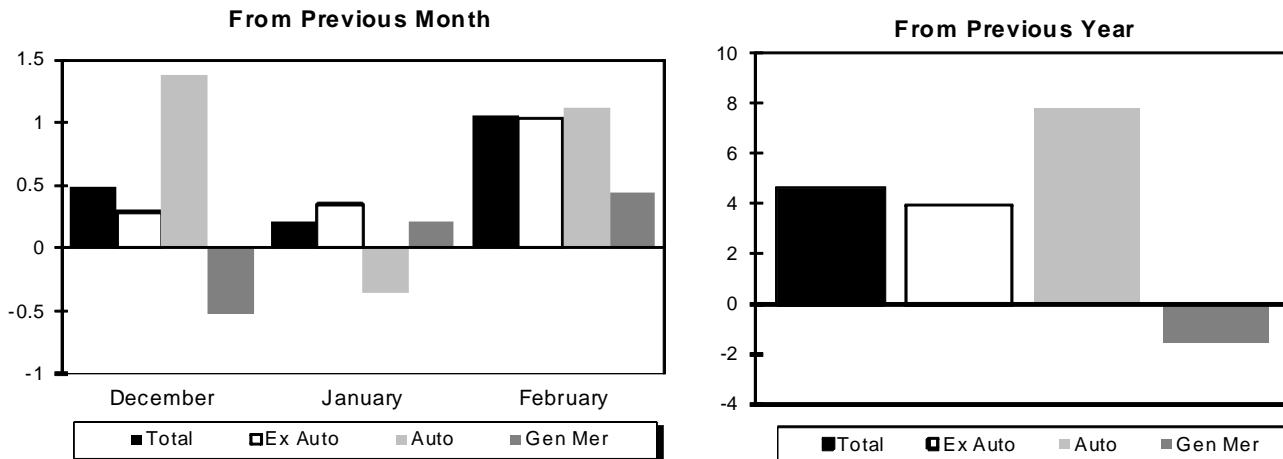
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for February, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$421.4 billion, an increase of 1.1 percent ( $\pm 0.5\%$ ) from the previous month and 4.6 percent ( $\pm 0.7\%$ ) above February 2012. Total sales for the December 2012 through February 2013 period were up 4.5 percent ( $\pm 0.5\%$ ) from the same period a year ago. The December 2012 to January 2013 percent change was revised from +0.1 percent ( $\pm 0.5\%$ )\* to +0.2 percent ( $\pm 0.3\%$ )\*.

Retail trade sales were up 1.3 percent ( $\pm 0.5\%$ ) from January 2013 and 4.7 percent ( $\pm 0.8\%$ ) above last year. Nonstore retailers were up 15.7 percent ( $\pm 2.3\%$ ) from February 2012 and auto and other motor vehicle dealers were up 8.8 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 March is scheduled to be released April 12, 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](http://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](http://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 <sup>1</sup> code	Kind of Business	Not Adjusted							Adjusted <sup>2</sup>				
		2 Month Total		2013		2012			2013		2012		
		2013	% Chg. 2012	Feb. <sup>3</sup> (a)	Jan. (p)	Dec. (r)	Feb.	Jan.	Feb. <sup>3</sup> (a)	Jan. (p)	Dec. (r)	Feb. (r)	Jan. (r)
	<b>Retail &amp; food services,</b>												
	<b>total</b> .....	763,376	3.6	381,015	382,361	468,461	376,652	360,415	421,399	416,990	416,070	402,800	400,197
	Total (excl. motor vehicle & parts) ...	619,682	2.7	307,337	312,345	393,975	305,549	297,658	342,933	339,390	338,200	330,039	328,079
	Retail .....	679,500	3.6	339,330	340,170	422,758	335,404	320,540	376,334	371,623	370,413	359,472	357,275
	<b>GAFO<sup>4</sup></b> .....	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)
441	<b>Motor vehicle &amp; parts dealers</b> .....	143,694	7.3	73,678	70,016	74,486	71,103	62,757	78,466	77,600	77,870	72,761	72,118
4411, 4412	Auto & other motor veh. dealers .	131,168	8.4	67,353	63,815	68,285	64,465	56,500	71,500	70,748	71,056	65,714	64,943
44111	New car dealers .....	(*)	(*)	(*)	53,323	58,587	52,960	47,475	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,201	6,201	6,638	6,257	(NA)	(NA)	(NA)	(NA)	(NA)
442	<b>Furniture &amp; home furn. stores</b> .....	14,865	2.5	7,273	7,592	9,552	7,424	7,083	8,019	8,146	8,143	7,889	7,818
4421	Furniture stores .....	(*)	(*)	(*)	3,992	4,408	4,436	3,986	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores .....	(*)	(*)	(*)	3,600	5,144	2,988	3,097	(NA)	(NA)	(NA)	(NA)	(NA)
443	<b>Electronics &amp; appliance stores</b> .....	15,383	-0.7	7,698	7,685	12,834	7,949	7,535	8,290	8,309	8,321	8,250	8,262
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,629	9,412	6,047	5,616	(*)	6,152	6,140	6,164	6,192
44312	Computer & software stores.....	(*)	(*)	(*)	2,056	3,422	1,902	1,919	(*)	2,157	2,181	2,086	2,070
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	39,422	3.7	19,451	19,971	22,024	19,280	18,728	25,603	25,314	25,113	24,495	24,565
4441	Building mat. & sup. dealers .....	(*)	(*)	(*)	17,348	18,415	16,812	16,329	(*)	21,260	21,094	20,756	20,696
445	<b>Food &amp; beverage stores</b> .....	101,669	2.3	49,254	52,415	57,659	49,208	50,173	54,006	53,596	53,566	52,130	52,171
4451	Grocery stores .....	91,940	2.0	44,278	47,662	49,866	44,437	45,729	48,233	47,902	47,810	46,727	46,758
4453	Beer, wine & liquor stores .....	(*)	(*)	(*)	3,229	5,216	3,248	3,042	(*)	3,849	3,907	3,699	3,701
446	<b>Health &amp; personal care stores</b> .....	45,380	0.0	21,964	23,416	25,145	22,618	22,772	23,120	23,115	23,069	22,939	22,909
44611	Pharmacies & drug stores .....	(*)	(*)	(*)	19,603	20,441	18,823	19,188	(*)	19,088	18,962	19,129	19,093
447	<b>Gasoline stations</b> .....	82,961	0.8	41,687	41,274	42,054	41,540	40,742	47,642	45,356	45,026	46,002	44,969
448	<b>Clothing &amp; clothing accessories stores</b> .....	33,262	3.6	17,902	15,360	31,706	17,831	14,283	20,481	20,446	20,293	19,872	19,377
44811	Men's clothing stores .....	(*)	(*)	(*)	590	1,101	583	564	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores .....	(*)	(*)	(*)	2,639	4,674	2,999	2,505	(*)	3,495	3,467	3,483	3,376
44814	Family clothing stores .....	(*)	(*)	(*)	5,738	12,158	6,564	5,232	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores .....	(*)	(*)	(*)	1,748	3,161	2,365	1,720	(*)	2,362	2,375	2,453	2,347
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	13,659	5.9	6,170	7,489	12,352	6,131	6,769	7,751	7,825	7,715	7,459	7,186
452	<b>General merchandise stores</b> .....	91,687	-4.0	46,831	44,856	71,686	49,130	46,363	52,101	51,866	51,759	52,932	53,836
4521	Department stores (ex. L.D.).....	24,090	-4.4	12,436	11,654	25,423	13,482	11,719	14,888	15,032	14,961	15,472	15,291
4521	Department stores (incl. L.D.) <sup>5</sup> .....	(*)	(*)	(*)	11,897	25,792	13,702	11,914	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	33,202	46,263	35,648	34,644	(*)	36,834	36,798	37,460	38,545
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	28,887	39,424	31,147	30,613	(*)	31,709	31,717	32,615	33,641
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	4,315	6,839	4,501	4,031	(*)	5,125	5,081	4,845	4,904
453	<b>Miscellaneous store retailers</b> .....	18,855	5.1	9,655	9,200	11,880	9,347	8,586	10,667	10,476	10,529	10,006	9,953
454	<b>Nonstore retailers</b> .....	78,663	14.7	37,767	40,896	51,380	33,843	34,749	40,188	39,574	39,009	34,737	34,111
4541	Elect. shopping & m/o houses ....	(*)	(*)	(*)	30,912	42,419	24,885	25,655	(*)	31,224	30,873	26,903	26,421
722	<b>Food services &amp; drinking places</b> ...	83,876	3.4	41,685	42,191	45,703	41,248	39,875	45,065	45,367	45,657	43,328	42,922

(\*) 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 <sup>1</sup>					
		Feb. 2013 Advance from --		Jan. 2013 Preliminary from --		Dec. 2012 through Feb. 2013 from --	
		Jan. 2013 (p)	Feb. 2012 (r)	Dec. 2012 (r)	Jan. 2012 (r)	Sep. 2012 through Nov. 2012	Dec. 2011 through Feb. 2012
	<b>Retail &amp; food services,</b>						
	<b>total</b> .....	1.1	4.6	0.2	4.2	1.3	4.5
	Total (excl. motor vehicle & parts) .....	1.0	3.9	0.4	3.4	0.9	3.9
	Retail .....	1.3	4.7	0.3	4.0	1.2	4.4
441	<b>Motor vehicle &amp; parts dealers</b> .....	1.1	7.8	-0.3	7.6	2.8	7.6
4411, 4412	Auto & other motor veh. dealers ..	1.1	8.8	-0.4	8.9	3.0	8.6
442	<b>Furniture &amp; home furn. stores</b> .....	-1.6	1.6	0.0	4.2	1.3	3.9
443	<b>Electronics &amp; appliance stores</b> .....	-0.2	0.5	-0.1	0.6	0.0	0.7
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	1.1	4.5	0.8	3.0	2.2	3.6
445	<b>Food &amp; beverage stores</b> .....	0.8	3.6	0.1	2.7	0.7	3.4
4451	Grocery stores .....	0.7	3.2	0.2	2.4	0.3	3.0
446	<b>Health &amp; personal care stores</b> .....	0.0	0.8	0.2	0.9	1.4	0.8
447	<b>Gasoline stations</b> .....	5.0	3.6	0.7	0.9	-1.8	2.1
448	<b>Clothing &amp; clothing accessories stores</b> .....	0.2	3.1	0.8	5.5	1.6	4.6
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	-0.9	3.9	1.4	8.9	2.6	7.9
452	<b>General merchandise stores</b> .....	0.5	-1.6	0.2	-3.7	-0.8	-2.6
4521	Department stores (ex. L.D.).....	-1.0	-3.8	0.5	-1.7	-1.0	-2.7
453	<b>Miscellaneous store retailers</b> .....	1.8	6.6	-0.5	5.3	2.1	7.7
454	<b>Nonstore retailers</b> .....	1.6	15.7	1.4	16.0	4.3	15.1
722	<b>Food services &amp; drinking places</b> .....	-0.7	4.0	-0.6	5.7	1.6	5.8

(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

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  $\pm 1.65 \times 0.9$  percent or  $\pm 1.5$  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 Feb. 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 <sup>(1)</sup> for Current Mo. (%)	Median standard error <sup>(1)</sup> for Percent change			Revision for month-to-month change <sup>(2)</sup>	
			Previous Mo. to Current Mo.	Previous Qtr. to Current Qtr.	Current Mo. to same Mo. Last Yr.	Average revision	Median absolute revision
	<b>Retail &amp; food services,</b>						
	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
	<b>Retail .....</b>	0.9	0.3	0.2	0.5	0.0	0.1
441	<b>Motor vehicle &amp; parts dealers .....</b>	2.5	1.0	0.6	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	<b>Furniture &amp; home furn. stores.....</b>	3.3	1.5	0.8	1.9	0.0	0.2
443	<b>Electronics &amp; appliance stores .....</b>	1.6	0.6	0.8	1.3	-0.5	0.3
444	<b>Building material &amp; garden eq. &amp;...   supplies dealers.....</b>	3.0	1.4	1.0	2.4	0.0	0.6
445	<b>Food &amp; beverage stores.....</b>	1.3	0.2	0.3	0.6	0.0	0.1
4451	Grocery stores .....	1.3	0.2	0.3	0.6	-0.1	0.2
446	<b>Health &amp; personal care stores .....</b>	1.6	0.3	0.3	0.7	-0.1	0.4
447	<b>Gasoline stations .....</b>	2.5	0.5	0.3	1.0	-0.2	0.4
448	<b>Clothing &amp; clothing accessories   stores .....</b>	2.7	0.6	0.6	0.8	0.0	0.4
451	<b>Sporting goods, hobby, book &amp;   music stores.....</b>	4.9	1.6	1.4	2.9	0.2	0.6
452	<b>General merchandise stores.....</b>	0.5	0.1	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	<b>Miscellaneous store retailers .....</b>	3.4	2.2	1.4	3.2	0.3	0.5
454	<b>Nonstore retailers .....</b>	2.3	1.0	0.6	1.4	0.3	0.4
722	<b>Food services &amp; drinking places ..</b>	2.3	0.8	0.6	1.2	0.0	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.