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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES AUGUST 2013

2013 Economic Indicator Webinar Series: To learn more about this release and the other indicators the U.S. Census Bureau publishes, join us for the 2013 Economic Indicator Webinar Series. For more information go to www.census.gov/econ/webinar.

The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for August, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$426.6 billion, an increase of 0.2 percent ($\pm 0.5\%$)* from the previous month, and 4.7 percent ($\pm 0.7\%$) above August 2012. Total sales for the June through August 2013 period were up 5.4 percent ($\pm 0.5\%$) from the same period a year ago. The June to July 2013 percent change was revised from +0.2 percent ($\pm 0.5\%$)* to +0.4 percent ($\pm 0.2\%$).

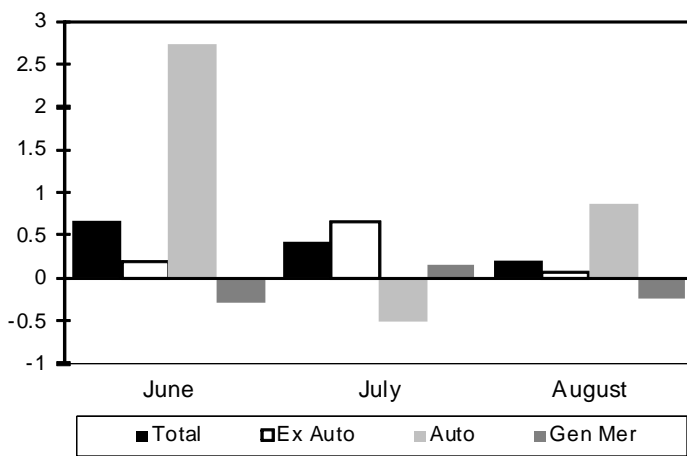
Retail trade sales were up 0.2 percent ($\pm 0.5\%$)* from July 2013 and 4.8 percent ($\pm 0.7\%$) above last year. Auto and other motor vehicle dealers were up 12.3 percent ($\pm 2.1\%$) from August 2012 and nonstore retailers were up 10.2 percent ($\pm 2.1\%$) from last year.

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.

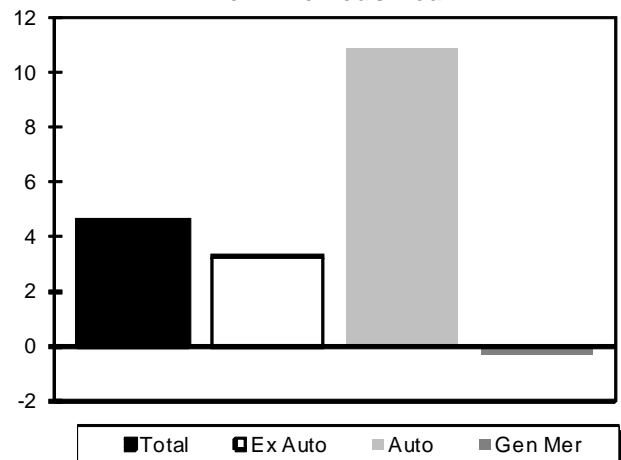
Percent Change in Retail and Food Services Sales

(Estimates adjusted for seasonal variation and holiday and trading-day differences, but not for price changes)

From Previous Month



From Previous Year



The Advance Monthly Sales for Retail and Food Services for September is scheduled to be released October 11, 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					
		8 Month Total		2013			2012		2013			2012	
		2013	% Chg. 2012	Aug. ³ (a)	Jul. (p)	Jun. (r)	Aug.	Jul.	Aug. ³ (a)	Jul. (p)	Jun. (r)	Aug. (r)	Jul. (r)
	Retail & food services,												
	total	3,340,686	4.3	442,847	429,115	421,600	422,544	400,379	426,563	425,657	423,842	407,534	402,603
	Total (excl. motor vehicle & parts) ...	2,690,687	3.3	354,085	343,193	338,977	342,340	325,579	344,787	344,586	342,366	333,800	330,059
	Retail	2,972,160	4.4	394,815	382,572	375,075	376,937	355,227	380,687	379,937	378,363	363,341	358,509
	GAFO⁴	(*)	(*)	(*)	98,706	98,885	104,401	95,945	(*)	103,923	103,552	101,878	101,818
441	Motor vehicle & parts dealers	649,999	8.9	88,762	85,922	82,623	80,204	74,800	81,776	81,071	81,476	73,734	72,544
4411, 4412	Auto & other motor veh. dealers .	595,108	10.1	81,526	78,793	75,709	72,662	67,573	75,070	74,333	74,737	66,846	65,541
44111	New car dealers	(*)	(*)	(*)	65,456	62,030	60,728	56,566	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,129	6,914	7,542	7,227	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	65,353	3.5	9,081	8,535	8,114	8,656	8,081	8,535	8,459	8,523	8,135	8,171
4421	Furniture stores	(*)	(*)	(*)	4,359	4,237	4,536	4,309	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,176	3,877	4,120	3,772	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	62,931	0.1	8,483	7,952	7,752	8,228	7,962	8,503	8,434	8,438	8,249	8,521
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,203	6,003	6,277	6,065	(*)	6,455	6,448	6,221	6,404
44312	Computer & software stores.....	(*)	(*)	(*)	1,749	1,749	1,951	1,897	(*)	1,979	1,990	2,028	2,117
444	Building material & garden eq. & supplies dealers	211,553	6.5	26,675	28,476	28,846	25,242	24,983	26,234	26,481	26,011	24,374	23,735
4441	Building mat. & sup. dealers	(*)	(*)	(*)	24,420	23,917	22,231	21,801	(*)	22,180	22,023	20,738	20,261
445	Food & beverage stores	429,309	3.0	56,131	55,416	54,060	53,792	53,168	54,419	54,346	54,127	52,528	52,582
4451	Grocery stores	384,325	2.5	49,972	49,282	48,203	48,242	47,625	48,422	48,363	48,251	47,065	47,107
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,180	3,941	3,727	3,707	(*)	4,015	3,933	3,601	3,617
446	Health & personal care stores	187,012	1.1	24,060	23,588	22,556	23,356	22,525	23,917	23,778	23,520	23,079	23,150
44611	Pharmacies & drug stores	(*)	(*)	(*)	19,740	18,753	19,502	18,879	(*)	19,859	19,596	19,424	19,403
447	Gasoline stations	370,090	0.4	49,092	48,606	47,282	49,726	46,222	45,625	45,639	45,333	46,300	43,565
448	Clothing & clothing accessories stores	155,929	3.8	21,919	19,581	19,365	20,963	18,480	20,980	21,159	20,958	20,254	20,161
44811	Men's clothing stores	(*)	(*)	(*)	615	647	646	644	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,164	3,296	3,359	3,164	(*)	3,543	3,477	3,495	3,579
44814	Family clothing stores	(*)	(*)	(*)	8,183	7,775	8,493	7,598	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,415	2,251	3,136	2,307	(*)	2,529	2,496	2,467	2,449
451	Sporting goods, hobby, book & music stores	56,550	3.7	8,571	7,000	7,031	8,264	6,666	7,499	7,535	7,472	7,255	7,301
452	General merchandise stores	419,035	0.4	55,106	52,287	53,573	54,889	51,863	54,747	54,879	54,795	54,920	54,597
4521	Department stores (ex. L.D.).....	106,324	-5.1	14,500	12,791	13,502	15,242	13,611	14,461	14,379	14,443	15,268	15,400
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	12,806	13,653	15,484	13,832	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	39,496	40,071	39,647	38,252	(*)	40,500	40,352	39,652	39,197
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	34,456	34,942	34,751	33,477	(*)	35,195	35,118	34,578	34,160
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,040	5,129	4,896	4,775	(*)	5,305	5,234	5,074	5,037
453	Miscellaneous store retailers	82,108	5.3	10,933	10,635	10,703	10,523	10,042	10,537	10,429	10,485	10,116	10,055
454	Nonstore retailers	282,291	10.7	36,002	34,574	33,170	33,094	30,435	37,915	37,727	37,225	34,397	34,127
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	27,969	26,708	26,565	24,234	(*)	30,204	29,808	27,080	26,689
722	Food services & drinking places ...	368,526	4.0	48,032	46,543	46,525	45,607	45,152	45,876	45,720	45,479	44,193	44,094

(*) 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					
		Aug. 2013 Advance from --		Jul. 2013 Preliminary from --		Jun. 2013 through Aug. 2013 from --	
		Jul. 2013 (p)	Aug. 2012 (r)	Jun. 2013 (r)	Jul. 2012 (r)	Mar. 2013 through May 2013	Jun. 2012 through Aug. 2012
	Retail & food services, total	0.2	4.7	0.4	5.7	1.4	5.4
	Total (excl. motor vehicle & parts)	0.1	3.3	0.6	4.4	0.8	4.0
	Retail	0.2	4.8	0.4	6.0	1.6	5.7
441	Motor vehicle & parts dealers	0.9	10.9	-0.5	11.8	4.3	11.8
4411, 4412	Auto & other motor veh. dealers ..	1.0	12.3	-0.5	13.4	4.8	13.4
442	Furniture & home furn. stores	0.9	4.9	-0.8	3.5	2.9	4.8
443	Electronics & appliance stores	0.8	3.1	0.0	-1.0	1.2	1.2
444	Building material & garden eq. & supplies dealers.....	-0.9	7.6	1.8	11.6	1.4	9.9
445	Food & beverage stores.....	0.1	3.6	0.4	3.4	1.0	3.3
4451	Grocery stores	0.1	2.9	0.2	2.7	0.8	2.7
446	Health & personal care stores	0.6	3.6	1.1	2.7	2.1	3.2
447	Gasoline stations	0.0	-1.5	0.7	4.8	0.1	2.3
448	Clothing & clothing accessories stores	-0.8	3.6	1.0	5.0	1.1	4.2
451	Sporting goods, hobby, book & music stores.....	-0.5	3.4	0.8	3.2	1.0	3.0
452	General merchandise stores.....	-0.2	-0.3	0.2	0.5	-0.1	0.3
4521	Department stores (ex. L.D.).....	0.6	-5.3	-0.4	-6.6	-1.8	-5.8
453	Miscellaneous store retailers	1.0	4.2	-0.5	3.7	-0.6	4.7
454	Nonstore retailers	0.5	10.2	1.3	10.5	2.1	10.8
722	Food services & drinking places	0.3	3.8	0.5	3.7	-0.3	3.6

(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 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 Aug. 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	0.5	0.3	0.2	0.4	0.1	0.1
	Total (excl. motor vehicle & parts) ..	0.4	0.2	0.2	0.4	0.1	0.1
	Retail	0.5	0.3	0.2	0.4	0.1	0.1
441	Motor vehicle & parts dealers	1.7	1.2	0.6	1.1	0.2	0.4
4411, 4412	Auto & other motor veh. dealers .	1.9	1.3	0.6	1.2	0.2	0.4
442	Furniture & home furn. stores.....	2.5	1.2	0.8	2.2	0.1	0.2
443	Electronics & appliance stores	2.6	0.5	0.5	1.3	-0.2	0.3
444	Building material & garden eq. &....						
	supplies dealers.....	1.9	1.0	0.8	2.3	0.4	0.7
445	Food & beverage stores.....	2.1	0.3	0.3	0.6	0.0	0.1
4451	Grocery stores	2.4	0.3	0.3	0.6	-0.1	0.2
446	Health & personal care stores	2.0	0.4	0.4	0.7	0.0	0.4
447	Gasoline stations	1.8	0.5	0.4	0.8	0.0	0.4
448	Clothing & clothing accessories						
	stores	2.3	0.4	0.6	0.7	0.1	0.4
451	Sporting goods, hobby, book &						
	music stores.....	1.9	0.7	1.0	2.9	0.0	0.7
452	General merchandise stores.....	0.5	0.0	0.1	0.3	0.0	0.2
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.2	0.3
453	Miscellaneous store retailers	3.0	1.4	1.2	2.8	0.3	0.8
454	Nonstore retailers	1.7	0.5	0.4	1.2	0.3	0.5
722	Food services & drinking places ..	2.2	0.8	1.0	1.3	0.2	0.3

(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 period January 2013 - Present. For measures of sampling variability where there are not enough months collected on the new sample basis to calculate medians, the last available medians from the prior sample are provided.

(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.