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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES SEPTEMBER 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 September, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$425.9 billion, a decrease of 0.1 percent ($\pm 0.5\%$)* from the previous month, but 3.2 percent ($\pm 0.7\%$) above September 2012. Total sales for the July through September 2013 period were up 4.5 percent ($\pm 0.5\%$) from the same period a year ago. The July to August 2013 percent change was unrevised from +0.2 percent ($\pm 0.2\%$)*.

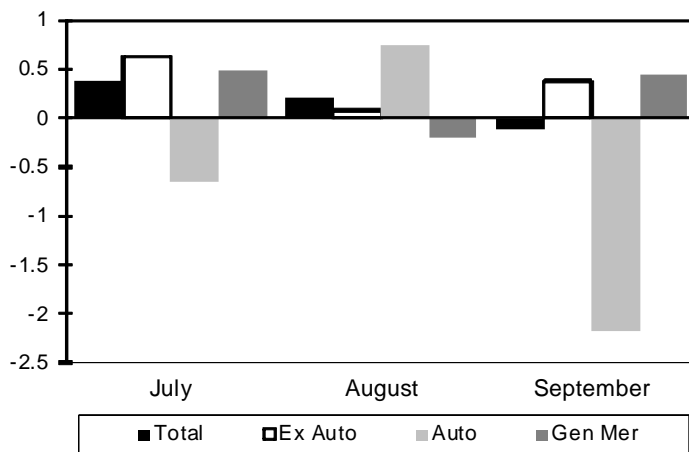
Retail trade sales were down 0.2 percent ($\pm 0.5\%$)* from August 2013, but 3.1 percent ($\pm 0.7\%$) above last year. Nonstore retailers were up 8.9 percent ($\pm 2.1\%$) from September 2012 and miscellaneous store retailers were up 6.2 percent ($\pm 4.9\%$) from last year.

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.

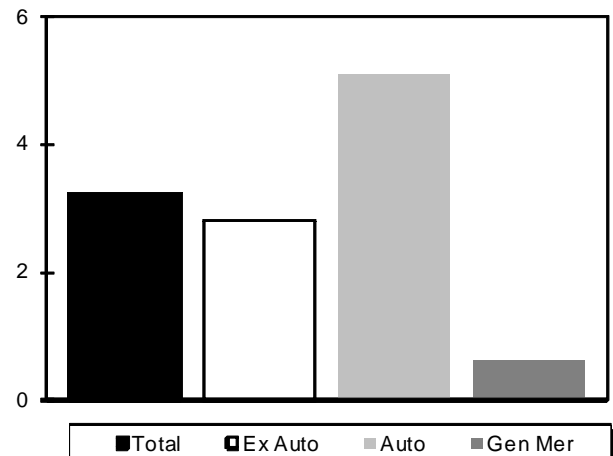
Percent Change in Retail and Food Services Sales

(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 October is scheduled to be released November 20, 2013 at 8:30 a.m. EST.

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					
		9 Month Total		2013			2012		2013			2012	
		2013	% Chg. 2012	Sep. ³ (a)	Aug. (p)	Jul. (r)	Sep.	Aug.	Sep. ³ (a)	Aug. (p)	Jul. (r)	Sep. (r)	Aug. (r)
	Retail & food services,												
	total	3,743,296	4.2	402,624	442,656	429,292	390,169	422,544	425,881	426,342	425,472	412,560	407,514
	Total (excl. motor vehicle & parts) ...	3,018,201	3.2	327,746	353,821	343,225	319,306	342,340	346,108	344,798	344,531	336,656	334,044
	Retail	3,329,961	4.3	357,710	394,671	382,807	346,472	376,937	379,530	380,423	379,764	368,062	363,278
	GAFO⁴	(*)	(*)	(*)	107,044	98,808	94,340	104,401	(*)	103,961	104,009	102,083	102,051
441	Motor vehicle & parts dealers	725,095	8.6	74,878	88,835	86,067	70,863	80,204	79,773	81,544	80,941	75,904	73,470
4411, 4412	Auto & other motor veh. dealers .	663,232	9.7	68,114	81,435	78,894	64,047	72,662	72,927	74,711	74,148	68,942	66,601
44111	New car dealers	(*)	(*)	(*)	67,825	65,618	53,996	60,728	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,400	7,173	6,816	7,542	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	73,603	3.5	8,286	9,036	8,544	7,960	8,656	8,507	8,492	8,443	8,156	8,135
4421	Furniture stores	(*)	(*)	(*)	4,708	4,384	4,271	4,536	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,328	4,160	3,689	4,120	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	70,508	0.1	7,708	8,358	7,946	7,572	8,228	8,521	8,464	8,414	8,369	8,317
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,508	6,210	5,617	6,277	(*)	6,406	6,409	6,255	6,221
44312	Computer & software stores.....	(*)	(*)	(*)	1,850	1,736	1,955	1,951	(*)	2,058	2,005	2,114	2,096
444	Building material & garden eq. & supplies dealers	236,989	6.8	25,167	26,955	28,465	23,323	25,242	26,417	26,400	26,472	24,970	24,295
4441	Building mat. & sup. dealers	(*)	(*)	(*)	23,537	24,415	20,244	22,231	(*)	22,247	22,195	20,892	20,680
445	Food & beverage stores	481,578	2.8	52,546	55,898	55,372	51,501	53,792	54,746	54,283	54,323	52,965	52,610
4451	Grocery stores	431,026	2.3	46,947	49,732	49,276	46,257	48,242	48,751	48,283	48,357	47,443	47,157
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,198	4,143	3,484	3,727	(*)	3,994	3,991	3,652	3,597
446	Health & personal care stores	209,403	1.3	22,719	23,790	23,530	21,723	23,356	23,839	23,743	23,720	23,012	23,148
44611	Pharmacies & drug stores	(*)	(*)	(*)	19,727	19,683	18,156	19,502	(*)	19,806	19,802	19,294	19,405
447	Gasoline stations	415,109	-0.1	45,243	48,859	48,615	46,782	49,726	45,470	45,450	45,605	47,255	46,300
448	Clothing & clothing accessories stores	174,686	3.5	18,770	21,978	19,509	18,643	20,963	20,901	21,013	21,064	20,358	20,327
44811	Men's clothing stores	(*)	(*)	(*)	665	615	714	646	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,422	3,114	3,416	3,359	(*)	3,542	3,483	3,558	3,503
44814	Family clothing stores	(*)	(*)	(*)	8,786	8,160	7,183	8,493	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	3,267	2,415	2,302	3,136	(*)	2,507	2,524	2,475	2,458
451	Sporting goods, hobby, book & music stores	63,344	3.3	6,847	8,523	6,995	6,787	8,264	7,499	7,463	7,513	7,298	7,262
452	General merchandise stores	469,649	0.4	50,320	55,260	52,427	50,410	54,889	55,196	54,953	55,058	54,852	54,965
4521	Department stores (ex. L.D.).....	119,050	-5.2	12,686	14,453	12,878	13,599	15,242	14,352	14,484	14,437	15,266	15,303
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	14,696	12,911	13,822	15,484	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	40,807	39,549	36,811	39,647	(*)	40,469	40,621	39,586	39,662
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	35,712	34,511	32,159	34,751	(*)	35,184	35,323	34,468	34,578
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,095	5,038	4,652	4,896	(*)	5,285	5,298	5,118	5,084
453	Miscellaneous store retailers	92,998	6.0	10,405	11,339	10,714	9,799	10,523	10,704	10,829	10,539	10,078	10,052
454	Nonstore retailers	316,999	10.8	34,821	35,840	34,623	31,109	33,094	37,957	37,789	37,672	34,845	34,397
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	29,039	28,026	24,785	26,565	(*)	30,217	30,135	27,447	27,080
722	Food services & drinking places ...	413,335	3.8	44,914	47,985	46,485	43,697	45,607	46,351	45,919	45,708	44,498	44,236

(*) 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					
		Sep. 2013 Advance from --		Aug. 2013 Preliminary from --		Jul. 2013 through Sep. 2013 from --	
		Aug. 2013 (p)	Sep. 2012 (r)	Jul. 2013 (r)	Aug. 2012 (r)	Apr. 2013 through Jun. 2013	Jul. 2012 through Sep. 2012
	Retail & food services,						
	total	-0.1	3.2	0.2	4.6	1.1	4.5
	Total (excl. motor vehicle & parts)	0.4	2.8	0.1	3.2	1.0	3.5
	Retail	-0.2	3.1	0.2	4.7	1.2	4.6
441	Motor vehicle & parts dealers	-2.2	5.1	0.7	11.0	1.5	9.2
4411, 4412	Auto & other motor veh. dealers ..	-2.4	5.8	0.8	12.2	1.6	10.3
442	Furniture & home furn. stores	0.2	4.3	0.6	4.4	1.4	4.0
443	Electronics & appliance stores	0.7	1.8	0.6	1.8	0.7	0.8
444	Building material & garden eq. & supplies dealers	0.1	5.8	-0.3	8.7	1.2	8.6
445	Food & beverage stores	0.9	3.4	-0.1	3.2	1.2	3.3
4451	Grocery stores	1.0	2.8	-0.2	2.4	1.0	2.6
446	Health & personal care stores	0.4	3.6	0.1	2.6	1.7	2.9
447	Gasoline stations	0.0	-3.8	-0.3	-1.8	0.8	-0.4
448	Clothing & clothing accessories stores	-0.5	2.7	-0.2	3.4	0.3	3.5
451	Sporting goods, hobby, book & music stores	0.5	2.8	-0.7	2.8	0.8	2.8
452	General merchandise stores	0.4	0.6	-0.2	0.0	0.5	0.5
4521	Department stores (ex. L.D.).....	-0.9	-6.0	0.3	-5.4	-1.1	-5.9
453	Miscellaneous store retailers	-1.2	6.2	2.8	7.7	1.3	6.3
454	Nonstore retailers	0.4	8.9	0.3	9.9	2.2	9.7
722	Food services & drinking places	0.9	4.2	0.5	3.8	0.5	3.9

(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

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 Sep. 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	0.5	1.1	0.1	0.4
4411, 4412	Auto & other motor veh. dealers .	1.8	1.3	0.6	1.2	0.1	0.4
442	Furniture & home furn. stores.....	2.5	1.2	0.8	2.2	0.0	0.2
443	Electronics & appliance stores	2.5	0.4	0.5	1.3	-0.3	0.3
444	Building material & garden eq. &....						
	supplies dealers.....	1.9	1.0	0.7	2.3	0.4	0.6
445	Food & beverage stores.....	2.2	0.3	0.3	0.6	0.0	0.2
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	-0.1	0.3
448	Clothing & clothing accessories						
	stores	2.4	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.....	0.6	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	2.9	1.3	1.2	2.8	0.3	1.1
454	Nonstore retailers	1.5	0.5	0.5	1.2	0.2	0.3
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.