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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES FEBRUARY 2014

Intention to Revise Retail Estimates: Monthly retail sales estimates will be revised based on the results of the 2012 Annual Retail Trade Survey. Revised not adjusted estimates and corresponding adjusted estimates are scheduled for release on April 30, 2014 at 10:00 a.m. EDT.

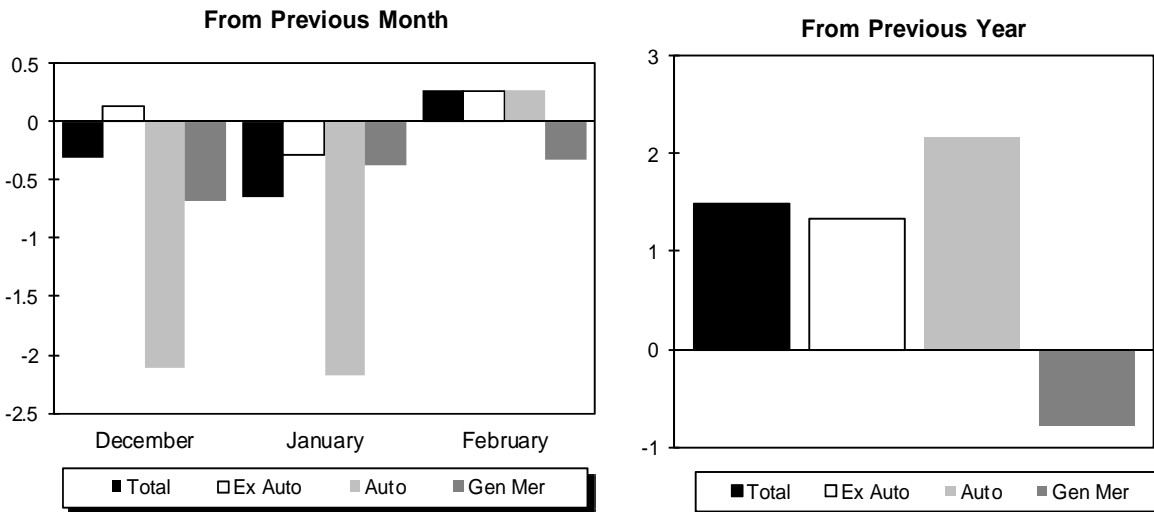
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for February, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$427.2 billion, an increase of 0.3 percent ($\pm 0.5\%$)* from the previous month, and 1.5 percent ($\pm 0.9\%$) above February 2013. Total sales for the December 2013 through February 2014 period were up 2.3 percent ($\pm 0.5\%$) from the same period a year ago. The December 2013 to January 2014 percent change was revised from -0.4 percent ($\pm 0.5\%$)* to -0.6 percent ($\pm 0.2\%$).

Retail trade sales were up 0.3 percent ($\pm 0.5\%$)* from January 2014, and 1.3 percent ($\pm 0.9\%$) above last year. Nonstore retailers were up 6.3 percent ($\pm 2.5\%$) from February 2013 and health and personal care stores were up 5.5 percent ($\pm 1.9\%$) 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 4,900 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 60% 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 14, 2014 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.

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

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				
		2 Month Total		2014		2013			2014			2013	
		2014	% Chg. 2013	Feb. ³ (a)	Jan. (p)	Dec. (r)	Feb.	Jan.	Feb. ³ (a)	Jan. (p)	Dec. (r)	Feb. (r)	Jan. (r)
	Retail & food services,												
	total	775,023	1.9	385,143	389,880	485,306	379,466	380,949	427,186	426,054	428,789	420,952	417,931
	Total (excl. motor vehicle & parts) ...	629,599	1.8	310,822	318,777	406,394	306,586	311,912	347,220	346,306	347,263	342,674	340,760
	Retail	688,763	1.8	342,186	346,577	438,296	337,570	338,689	380,645	379,641	381,966	375,610	372,245
	GAFO³	(*)	(*)	(*)	87,997	146,202	91,461	88,527	(*)	102,474	103,176	103,008	103,763
441	Motor vehicle & parts dealers	145,424	2.5	74,321	71,103	78,912	72,880	69,037	79,966	79,748	81,526	78,278	77,171
4411, 4412	Auto & other motor veh. dealers .	132,482	2.5	67,821	64,661	72,235	66,535	62,777	72,847	72,653	74,392	71,313	70,299
44111	New car dealers	(*)	(*)	(*)	54,614	62,634	54,179	52,652	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,442	6,677	6,345	6,260	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	15,008	-1.4	7,489	7,519	9,745	7,490	7,734	8,312	8,281	8,358	8,285	8,546
4421	Furniture stores	(*)	(*)	(*)	3,915	4,309	4,026	4,028	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,604	5,436	3,464	3,706	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	15,497	-2.0	7,764	7,733	12,343	7,944	7,862	8,303	8,323	8,109	8,505	8,484
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,659	8,831	6,029	5,753	(*)	6,226	5,983	6,387	6,336
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	1,915	2,109	(*)	(S)	(S)	2,118	2,148
444	Building material & garden eq. & supplies dealers	40,633	3.2	19,974	20,659	23,102	19,350	20,028	26,424	26,338	25,976	25,612	25,424
4441	Building mat. & sup. dealers	(*)	(*)	(*)	17,860	19,410	16,756	17,457	(*)	22,104	21,883	21,565	21,499
445	Food & beverage stores	105,360	3.9	50,611	54,749	58,779	49,202	52,218	55,400	55,516	55,469	53,884	53,301
4451	Grocery stores	94,828	3.4	45,361	49,467	50,423	44,251	47,441	49,252	49,319	49,289	48,099	47,584
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,470	5,409	3,252	3,171	(*)	4,073	4,073	3,830	3,798
446	Health & personal care stores	47,842	4.4	23,358	24,484	27,086	22,116	23,708	24,510	24,218	24,402	23,231	23,473
44611	Pharmacies & drug stores	(*)	(*)	(*)	20,835	22,208	18,448	20,102	(*)	20,307	20,318	19,460	19,650
447	Gasoline stations	82,022	-1.8	40,024	41,998	42,428	41,958	41,537	45,689	45,650	45,184	47,897	45,346
448	Clothing & clothing accessories stores	33,654	1.2	18,221	15,433	32,853	17,787	15,482	20,910	20,822	21,207	20,385	20,893
44811	Men's clothing stores	(*)	(*)	(*)	523	1,008	552	595	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,517	4,703	2,830	2,694	(*)	3,374	3,456	3,393	3,636
44814	Family clothing stores	(*)	(*)	(*)	5,895	12,748	6,515	5,835	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	1,829	3,366	2,242	1,765	(*)	2,519	2,562	2,406	2,424
451	Sporting goods, hobby, book & music stores	12,441	-6.7	5,831	6,610	12,440	6,157	7,183	7,372	7,193	7,553	7,774	7,799
452	General merchandise stores	96,612	0.0	48,807	47,805	74,711	49,249	47,382	54,455	54,636	54,847	54,882	54,861
4521	Department stores (ex. L.D.).....	22,754	-5.7	11,787	10,967	24,607	12,433	11,685	14,103	14,011	14,350	14,818	15,162
4521	Department stores (incl. L.D.) ⁴	(*)	(*)	(*)	11,227	26,144	12,681	11,929	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	36,838	50,104	36,816	35,697	(*)	40,625	40,497	40,064	39,699
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	32,333	43,262	32,149	31,319	(*)	35,337	35,345	34,907	34,530
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	4,505	6,842	4,667	4,378	(*)	5,288	5,152	5,157	5,169
453	Miscellaneous store retailers	18,246	0.5	9,172	9,074	11,913	9,139	9,014	10,415	10,506	10,541	10,276	10,346
454	Nonstore retailers	76,024	5.9	36,614	39,410	53,984	34,298	37,504	38,889	38,410	38,794	36,601	36,601
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	28,531	43,958	25,461	28,118	(*)	29,751	30,274	28,835	28,928
722	Food services & drinking places ...	86,260	2.5	42,957	43,303	47,010	41,896	42,260	46,541	46,413	46,823	45,342	45,686

(*) 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) 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).

(4) 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					
		Feb. 2014 Advance from --		Jan. 2014 Preliminary from --		Dec. 2013 through Feb. 2014 from --	
		Jan. 2014 (p)	Feb. 2013 (r)	Dec. 2013 (r)	Jan. 2013 (r)	Sep. 2013 through Nov. 2013	Dec. 2012 through Feb. 2013
	Retail & food services, total	0.3	1.5	-0.6	1.9	-0.3	2.3
	Total (excl. motor vehicle & parts)	0.3	1.3	-0.3	1.6	0.1	1.9
	Retail	0.3	1.3	-0.6	2.0	-0.3	2.3
441	Motor vehicle & parts dealers	0.3	2.2	-2.2	3.3	-1.9	3.9
4411, 4412	Auto & other motor veh. dealers ..	0.3	2.2	-2.3	3.3	-2.2	3.9
442	Furniture & home furn. stores	0.4	0.3	-0.9	-3.1	-4.1	-0.9
443	Electronics & appliance stores	-0.2	-2.4	2.6	-1.9	-4.5	-2.9
444	Building material & garden eq. & supplies dealers.....	0.3	3.2	1.4	3.6	0.8	3.2
445	Food & beverage stores.....	-0.2	2.8	0.1	4.2	1.5	3.7
4451	Grocery stores	-0.1	2.4	0.1	3.6	1.4	3.3
446	Health & personal care stores	1.2	5.5	-0.8	3.2	0.6	4.5
447	Gasoline stations	0.1	-4.6	1.0	0.7	0.9	-1.3
448	Clothing & clothing accessories stores	0.4	2.6	-1.8	-0.3	-0.2	1.9
451	Sporting goods, hobby, book & music stores.....	2.5	-5.2	-4.8	-7.8	-4.0	-3.7
452	General merchandise stores.....	-0.3	-0.8	-0.4	-0.4	-1.0	-0.3
4521	Department stores (ex. L.D.).....	0.7	-4.8	-2.4	-7.6	-2.3	-5.4
453	Miscellaneous store retailers	-0.9	1.4	-0.3	1.5	-1.7	1.3
454	Nonstore retailers	1.2	6.3	-1.0	4.9	1.6	6.8
722	Food services & drinking places	0.3	2.6	-0.9	1.6	-0.2	2.4

(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 Feb. 2014

(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	0.5	0.0	0.2
	Total (excl. motor vehicle & parts) ..	0.5	0.2	0.2	0.4	0.0	0.1
	Retail	0.5	0.3	0.2	0.5	0.0	0.2
441	Motor vehicle & parts dealers	1.7	1.2	0.5	1.6	0.1	0.3
4411, 4412	Auto & other motor veh. dealers .	1.7	1.3	0.5	1.8	0.1	0.4
442	Furniture & home furn. stores.....	2.4	1.2	0.9	2.3	-0.2	0.4
443	Electronics & appliance stores	2.5	0.5	0.5	1.0	-0.1	0.5
444	Building material & garden eq. &... supplies dealers.....	1.9	1.0	0.7	4.1	0.2	0.5
445	Food & beverage stores.....	2.2	0.2	0.2	0.4	-0.1	0.2
4451	Grocery stores	2.4	0.2	0.3	0.4	-0.1	0.2
446	Health & personal care stores	2.0	0.4	0.5	1.1	0.1	0.3
447	Gasoline stations	1.8	0.4	0.4	0.9	0.0	0.2
448	Clothing & clothing accessories stores	2.4	0.4	0.6	1.2	-0.1	0.5
451	Sporting goods, hobby, book & music stores.....	1.7	0.7	1.0	1.3	-0.2	0.5
452	General merchandise stores.....	0.6	0.0	0.1	0.1	0.0	0.2
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.1	0.2
453	Miscellaneous store retailers	3.0	1.6	1.2	2.8	0.4	1.1
454	Nonstore retailers	1.4	0.6	0.8	1.4	-0.1	0.3
722	Food services & drinking places ..	2.1	0.8	1.0	1.3	0.0	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 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.