

U.S. Census Bureau News

U.S. Department of Commerce • Washington, D.C. 20233

FOR IMMEDIATE RELEASE
TUESDAY, JULY 15, 2014, AT 8:30 A.M. EDT

Ian Thomas / Paul Bucchioni
Service Sector Statistics Division
(301) 763-2713

CB14-119

ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JUNE 2014

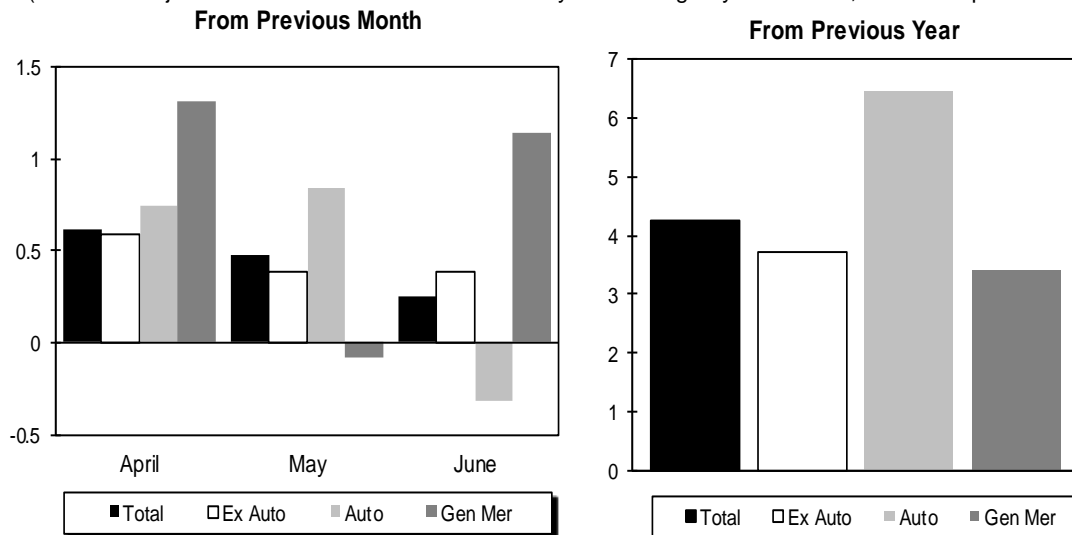
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for June, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$439.9 billion, an increase of 0.2 percent (± 0.5)* from the previous month, and 4.3 percent (± 0.9) above June 2013. Total sales for the April through June 2014 period were up 4.5 percent (± 0.7) from the same period a year ago. The April to May 2014 percent change was revised from +0.3 percent (± 0.5)* to +0.5 percent (± 0.2).

Retail trade sales were up 0.3 percent (± 0.5)* from May 2014, and 4.1 percent (± 0.9) above last year. Nonstore retailers were up 8.1 percent (± 2.3) from June 2013 and health and personal care stores were up 7.9 percent (± 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 July is scheduled to be released August 13, 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.

The U.S. Census Bureau updated its Application Programming Interface (API) with monthly and quarterly economic indicators. The API allows developers to combine Census Bureau statistics with other data sets to create tools for research on a variety of topics. For more information, visit www.census.gov/developers.

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				
		6 Month Total		2014			2013		2014			2013	
		2014	% Chg. 2013	Jun. ³ (a)	May (p)	Apr. (r)	Jun.	May	Jun. ³ (a)	May (p)	Apr. (r)	Jun. (r)	May (r)
	Retail & food services,												
	total	2,552,036	3.6	438,468	464,425	437,319	420,523	443,010	439,891	438,814	436,730	421,926	419,491
	Total (excl. motor vehicle & parts) ...	2,029,888	2.6	348,365	367,733	346,224	336,428	354,877	351,939	350,576	349,225	339,298	338,963
	Retail	2,273,172	3.5	391,544	413,915	389,990	375,384	395,897	393,061	391,828	390,146	377,585	374,961
	GAFO³	(*)	(*)	(*)	104,524	97,941	98,025	101,904	(*)	103,911	104,223	102,312	102,172
441	Motor vehicle & parts dealers	522,148	7.8	90,103	96,692	91,095	84,095	88,133	87,952	88,238	87,505	82,628	80,528
4411, 4412	Auto & other motor veh. dealers .	481,343	8.3	83,235	89,619	84,050	77,271	81,028	81,205	81,398	80,585	75,905	73,729
44111	New car dealers	(*)	(*)	(*)	73,249	68,596	63,236	66,407	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,073	7,045	6,824	7,105	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	47,454	2.9	8,001	8,530	7,917	7,826	8,140	8,422	8,429	8,440	8,212	8,043
4421	Furniture stores	(*)	(*)	(*)	4,626	4,160	4,150	4,299	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,904	3,757	3,676	3,841	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	48,594	1.5	8,053	8,162	7,666	7,988	8,017	8,817	8,804	8,861	8,704	8,660
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,403	6,013	6,243	6,364	(*)	6,747	6,833	6,677	6,777
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	1,745	1,653	(*)	(S)	(S)	2,027	1,883
444	Building material & garden eq. & supplies dealers	162,833	3.8	30,487	35,373	31,872	28,987	34,274	26,967	27,240	27,070	26,013	26,237
4441	Building mat. & sup. dealers	(*)	(*)	(*)	27,189	24,543	23,645	26,601	(*)	22,545	22,292	21,753	21,804
445	Food & beverage stores	325,479	2.6	54,636	57,816	54,190	53,963	56,017	55,386	55,178	55,035	54,041	53,837
4451	Grocery stores	291,096	2.0	48,461	51,390	48,382	48,247	50,066	49,149	49,083	48,970	48,295	48,140
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,278	3,775	3,912	4,067	(*)	4,059	4,050	3,916	3,918
446	Health & personal care stores	145,376	5.5	24,238	25,143	24,425	22,251	23,677	24,962	24,747	24,474	23,130	23,122
44611	Pharmacies & drug stores	(*)	(*)	(*)	20,868	20,425	18,424	19,672	(*)	20,519	20,344	19,272	19,136
447	Gasoline stations	271,880	-1.0	48,495	49,434	46,338	47,983	48,773	46,186	46,028	45,698	45,917	45,412
448	Clothing & clothing accessories stores	115,386	1.5	19,509	21,871	20,548	19,244	21,085	21,285	21,110	21,215	20,684	20,710
44811	Men's clothing stores	(*)	(*)	(*)	790	767	693	774	(*)	739	730	694	740
44812	Women's clothing stores	(*)	(*)	(*)	3,882	3,677	3,176	3,632	(*)	3,548	3,502	3,315	3,357
44814	Family clothing stores	(*)	(*)	(*)	8,377	8,028	7,698	8,178	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,570	2,591	2,256	2,435	(*)	2,573	2,588	2,490	2,477
451	Sporting goods, hobby, book & music stores	38,115	-4.5	6,631	6,637	6,413	6,887	6,752	7,184	7,144	7,181	7,334	7,307
452	General merchandise stores	312,864	1.4	54,588	56,371	52,594	53,214	54,841	56,037	55,408	55,450	54,198	54,343
4521	Department stores (ex. L.D.).....	75,511	-2.7	13,233	13,894	13,035	13,355	14,052	14,169	14,143	14,307	14,180	14,372
4521	Department stores (incl. L.D.) ⁴	(*)	(*)	(*)	14,223	13,337	13,660	14,381	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	42,477	39,559	39,859	40,789	(*)	41,265	41,143	40,018	39,971
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	37,095	34,550	34,967	35,614	(*)	36,120	36,027	35,072	35,019
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,382	5,009	4,892	5,175	(*)	5,145	5,116	4,946	4,952
453	Miscellaneous store retailers	56,689	0.8	10,068	10,705	9,461	9,896	10,734	9,898	9,891	9,837	9,760	9,915
454	Nonstore retailers	226,354	6.7	36,735	37,181	37,471	33,050	35,454	39,965	39,611	39,380	36,964	36,847
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	30,501	30,371	26,975	28,748	(*)	32,174	31,936	29,708	29,607
722	Food services & drinking places ...	278,864	4.0	46,924	50,510	47,329	45,139	47,113	46,830	46,986	46,584	44,341	44,530

(*) 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					
		Jun. 2014 Advance from --		May 2014 Preliminary from --		Apr. 2014 through Jun. 2014 from --	
		May 2014 (p)	Jun. 2013 (r)	Apr. 2014 (r)	May 2013 (r)	Jan. 2014 through Mar. 2014	Apr. 2013 through Jun. 2013
	Retail & food services, total	0.2	4.3	0.5	4.6	2.3	4.5
	Total (excl. motor vehicle & parts)	0.4	3.7	0.4	3.4	1.8	3.5
	Retail	0.3	4.1	0.4	4.5	2.4	4.5
441	Motor vehicle & parts dealers	-0.3	6.4	0.8	9.6	4.7	8.7
4411, 4412	Auto & other motor veh. dealers ..	-0.2	7.0	1.0	10.4	5.3	9.4
442	Furniture & home furn. stores	-0.1	2.6	-0.1	4.8	2.6	4.5
443	Electronics & appliance stores	0.1	1.3	-0.6	1.7	1.1	1.7
444	Building material & garden eq. & supplies dealers.....	-1.0	3.7	0.6	3.8	2.9	4.0
445	Food & beverage stores.....	0.4	2.5	0.3	2.5	0.4	2.7
4451	Grocery stores	0.1	1.8	0.2	2.0	0.3	2.2
446	Health & personal care stores	0.9	7.9	1.1	7.0	2.8	7.1
447	Gasoline stations	0.3	0.6	0.7	1.4	1.2	0.8
448	Clothing & clothing accessories stores	0.8	2.9	-0.5	1.9	2.4	2.3
451	Sporting goods, hobby, book & music stores.....	0.6	-2.0	-0.5	-2.2	3.2	-1.7
452	General merchandise stores.....	1.1	3.4	-0.1	2.0	2.3	2.8
4521	Department stores (ex. L.D.).....	0.2	-0.1	-1.1	-1.6	2.5	-0.5
453	Miscellaneous store retailers	0.1	1.4	0.5	-0.2	0.4	0.6
454	Nonstore retailers	0.9	8.1	0.6	7.5	2.1	7.5
722	Food services & drinking places	-0.3	5.6	0.9	5.5	1.6	5.0

(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

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 Jun. 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	0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.5	0.2	0.2	0.5	0.1	0.3
	Retail	0.5	0.3	0.2	0.5	0.1	0.2
441	Motor vehicle & parts dealers	1.7	1.1	0.6	1.6	0.4	0.3
4411, 4412	Auto & other motor veh. dealers .	1.6	1.3	0.6	1.8	0.4	0.4
442	Furniture & home furn. stores.....	2.4	1.4	0.9	1.8	0.0	0.6
443	Electronics & appliance stores	2.3	0.5	0.6	1.4	0.4	1.1
444	Building material & garden eq. &....						
	supplies dealers.....	2.0	1.1	0.8	1.7	0.1	0.6
445	Food & beverage stores.....	2.1	0.2	0.3	0.9	-0.1	0.2
4451	Grocery stores	2.3	0.2	0.3	1.0	-0.1	0.2
446	Health & personal care stores	2.1	0.3	0.4	1.1	0.1	0.3
447	Gasoline stations	1.9	0.4	0.4	0.9	0.0	0.2
448	Clothing & clothing accessories						
	stores	2.5	0.4	0.7	1.4	-0.2	0.4
451	Sporting goods, hobby, book &						
	music stores.....	1.9	0.7	0.9	1.2	0.2	0.7
452	General merchandise stores.....	0.5	0.0	0.1	0.3	0.0	0.3
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.1	0.2
453	Miscellaneous store retailers	3.1	1.8	1.2	2.3	0.6	0.9
454	Nonstore retailers	1.4	0.6	0.6	1.3	0.0	0.3
722	Food services & drinking places ..	2.1	0.9	1.0	1.9	0.2	0.6

(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.