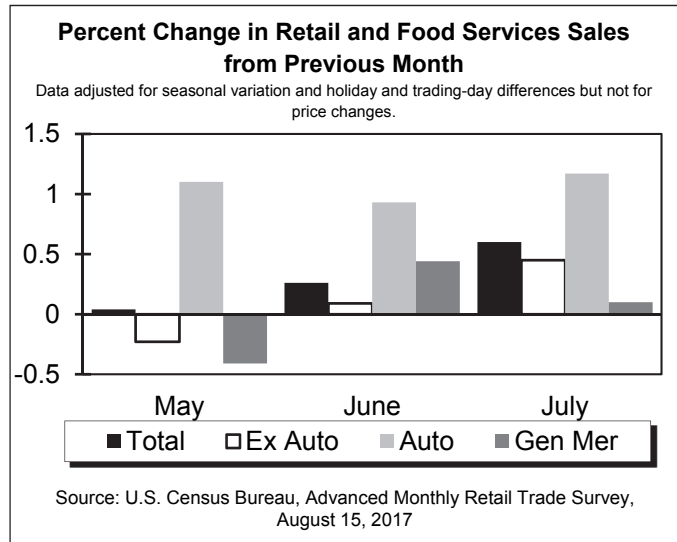


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, JULY 2017

Release Number: CB17-130

August 15, 2017 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for July 2017:

ADVANCE MONTHLY SALES		
July 2017	\$478.9 billion	+0.6%
June 2017 (revised)	\$476.0 billion	+0.3%
Next release: September 15, 2017		
<small>* The 90 percent confidence interval includes zero. There is insufficient statistical evidence to conclude that the actual change is different from zero. Data adjusted for seasonal variation and holiday and trading-day differences but not for price changes. Source: U.S. Census Bureau, Advanced Monthly Retail Trade Survey, August 15, 2017.</small>		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for July 2017, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$478.9 billion, an increase of 0.6 percent (± 0.5 percent) from the previous month, and 4.2 percent (± 0.9 percent) above July 2016. Total sales for the May 2017 through July 2017 period were up 3.9 percent (± 0.7 percent) from the same period a year ago. The May 2017 to June 2017 percent change was revised from down 0.2 percent (± 0.5 percent)* to up 0.3 percent (± 0.2 percent).

Retail trade sales were up 0.6 percent (± 0.5 percent) from June 2017, and up 4.3 percent (± 0.7 percent) from last year. Nonstore Retailers were up 11.5 percent (± 1.8 percent) from July 2016, while Building Materials and Garden Equipment and Supplies Dealers were up 8.3 percent (± 1.9 percent) from last year.

General Information

The August 2017 Advance Monthly Retail report is scheduled for release on September 15, 2017 at 8:30 a.m. EDT. View the full schedule in the Economic Briefing Room: www.census.gov/economic-indicators/. The full text and tables of this release can be found at www.census.gov/retail/.

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EXPLANATORY NOTES

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 4,700 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.

Survey Description

The U.S. Census Bureau conducts the Advance Monthly Retail Trade and Food Services Survey 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 4,700 employer firms selected from the larger Monthly Retail Trade Survey. Advance sales estimates are computed using a link relative estimator. For each detailed industry, we compute a ratio of current-to-previous month weighted sales using data from units for which we have obtained usable responses for both the current and previous month. For each detailed industry, the advance total sales estimates for the current month is computed by multiplying this ratio by the preliminary sales estimate for the previous month (derived from the larger MRTS) at the appropriate industry level. Total estimates for broader industries are computed as the sum of the detailed industry estimates. The link relative estimate is used because imputation is not performed for most nonrespondents in MARTS. For a limited number of nonresponding companies that have influential effects on the estimates, sales may be estimated based on historical performance of that company. The monthly estimates are benchmarked to the annual survey estimates from the Annual Retail Trade Survey once available. The estimates are adjusted for seasonal variation and holiday and trading day differences. Additional information on MARTS and MRTS can be found on the Census Bureau website at: www.census.gov/retail.

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

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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.

America's Economy Mobile App

The America's Economy app provides real-time updates for 19 key economic indicators released from the Census Bureau, Bureau of Labor Statistics, and Bureau of Economic Analysis.

www.census.gov/mobile/economy/

API

The Census Bureau's application programming interface lets developers create custom apps to reach new users and makes key demographic, socio-economic and housing statistics more accessible than ever before.

www.census.gov/developers/

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* The 90 percent confidence interval includes zero. There is insufficient statistical evidence to conclude that the actual change is different from zero.

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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					
		7 Month Total		2017			2016		2017			2016	
		2017	% Chg. 2016	Jul. ³ (a)	Jun. (p)	May (r)	Jul.	Jun.	Jul. ³ (a)	Jun. (p)	May (r)	Jul. (r)	Jun. (r)
	Retail & food services,												
	total	3,256,419	3.9	479,912	483,749	497,070	463,245	465,901	478,873	476,009	474,760	459,468	460,563
	Total (excl. motor vehicle & parts) ...	2,566,839	3.8	375,757	380,798	391,385	364,485	368,464	378,797	377,093	376,752	364,761	367,287
	Retail	2,861,113	4.0	422,320	426,329	438,098	406,853	410,863	422,132	419,438	418,381	404,612	405,580
	GAFO⁴	(*)	(*)	(*)	103,064	104,945	102,144	101,449	(*)	106,250	105,871	104,894	105,498
441	Motor vehicle & parts dealers	689,580	4.5	104,155	102,951	105,685	98,760	97,437	100,076	98,916	98,008	94,707	93,276
4411, 4412	Auto & other motor veh. dealers .	637,413	5.0	96,553	95,122	97,862	91,198	89,462	92,572	91,551	90,529	87,271	85,774
44111	New car dealers	(*)	(*)	(*)	76,631	79,690	76,002	73,311	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,829	7,823	7,562	7,975	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	63,915	3.8	9,520	9,549	9,616	9,124	9,067	9,675	9,636	9,587	9,161	9,252
4421	Furniture stores	(*)	(*)	(*)	4,891	4,987	4,863	4,881	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,658	4,629	4,261	4,186	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	52,029	-1.3	7,546	7,672	7,546	7,655	7,623	8,092	8,135	8,170	8,168	8,144
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,780	5,728	5,947	5,863	(*)	5,983	6,029	6,144	6,139
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
444	Building material & garden eq. & supplies dealers	220,812	7.0	32,752	36,240	38,588	30,194	34,196	31,438	31,079	30,742	29,026	29,284
4441	Building mat. & sup. dealers	(*)	(*)	(*)	30,937	31,814	26,873	29,180	(*)	27,043	26,712	25,400	25,574
445	Food & beverage stores	410,923	1.8	60,709	59,579	61,237	59,897	58,603	59,520	59,254	59,674	58,194	58,429
4451	Grocery stores	368,251	1.6	53,957	53,055	54,666	53,385	52,381	53,003	52,844	53,229	51,981	52,224
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,589	4,578	4,692	4,423	(*)	4,481	4,510	4,397	4,397
446	Health & personal care stores	190,420	0.2	26,978	27,755	28,284	26,564	27,452	27,899	27,783	27,702	27,499	27,646
44611	Pharmacies & drug stores	(*)	(*)	(*)	22,917	23,568	22,158	22,694	(*)	22,986	22,882	22,820	22,877
447	Gasoline stations	258,407	8.4	38,680	38,641	39,383	38,162	38,499	35,815	35,945	36,500	35,075	35,947
448	Clothing & clothing accessories stores	138,291	0.2	20,508	20,441	21,750	20,487	19,977	21,690	21,728	21,583	21,378	21,428
44811	Men's clothing stores	(*)	(*)	(*)	777	846	640	725	(*)	773	778	714	728
44812	Women's clothing stores	(*)	(*)	(*)	3,237	3,478	3,095	3,202	(*)	3,358	3,290	3,332	3,367
44814	Family clothing stores	(*)	(*)	(*)	8,136	8,367	8,430	7,969	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,709	2,859	3,008	2,719	(*)	2,977	2,960	3,020	3,008
451	Sporting goods, hobby, book & music stores	45,378	-4.9	6,684	6,797	6,644	7,089	7,363	7,133	7,110	7,144	7,446	7,800
452	General merchandise stores	379,947	1.0	56,013	56,320	57,019	55,263	55,016	57,283	57,223	56,972	56,179	56,276
4521	Department stores (ex. L.D.).....	79,097	-3.9	11,616	11,710	12,222	11,771	12,243	12,642	12,521	12,610	12,808	13,035
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	11,981	12,515	11,967	12,488	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	44,610	44,797	43,492	42,773	(*)	44,702	44,362	43,371	43,241
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	38,348	38,539	37,751	36,889	(*)	38,502	38,233	37,489	37,375
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	6,262	6,258	5,741	5,884	(*)	6,200	6,129	5,882	5,866
453	Miscellaneous store retailers	72,978	3.6	10,754	11,120	11,790	10,551	10,916	10,771	10,585	10,771	10,468	10,502
454	Nonstore retailers	338,433	11.0	48,021	49,264	50,556	43,107	44,714	52,740	52,044	51,528	47,311	47,596
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	43,474	44,373	37,763	38,747	(*)	45,810	45,186	41,047	41,176
722	Food services & drinking places ...	395,306	3.0	57,592	57,420	58,972	56,392	55,038	56,741	56,571	56,379	54,856	54,983

(*) 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) 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.

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, August 15, 2017. 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 www.census.gov/retail/how_surveys_are_collected.html.

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					
		Jul. 2017 Advance from --		Jun. 2017 Preliminary from --		May 2017 through Jul. 2017 from --	
		Jun. 2017 (p)	Jul. 2016 (r)	May-17 (r)	Jun. 2016 (r)	Feb. 2017 through Apr. 2017	May 2016 through Jul. 2016
	Retail & food services,						
	total	0.6	4.2	0.3	3.4	0.7	3.9
	Total (excl. motor vehicle & parts) ...	0.5	3.8	0.1	2.7	0.3	3.4
	Retail	0.6	4.3	0.3	3.4	0.7	4.0
441	Motor vehicle & parts dealers	1.2	5.7	0.9	6.0	2.3	5.8
4411, 4412	Auto & other motor veh. dealers ..	1.1	6.1	1.1	6.7	2.5	6.3
442	Furniture & home furn. stores	0.4	5.6	0.5	4.2	1.7	4.9
443	Electronics & appliance stores	-0.5	-0.9	-0.4	-0.1	0.1	-0.5
444	Building material & garden eq. & supplies dealers	1.2	8.3	1.1	6.1	0.2	7.9
445	Food & beverage stores	0.4	2.3	-0.7	1.4	0.1	2.0
4451	Grocery stores	0.3	2.0	-0.7	1.2	-0.1	1.8
446	Health & personal care stores	0.4	1.5	0.3	0.5	1.3	0.9
447	Gasoline stations	-0.4	2.1	-1.5	0.0	-4.9	2.4
448	Clothing & clothing accessories stores	-0.2	1.5	0.7	1.4	1.2	1.2
451	Sporting goods, hobby, book & music stores	0.3	-4.2	-0.5	-8.8	-1.5	-6.1
452	General merchandise stores	0.1	2.0	0.4	1.7	0.6	1.6
4521	Department stores (ex. L.D.).....	1.0	-1.3	-0.7	-3.9	-0.2	-2.7
453	Miscellaneous store retailers	1.8	2.9	-1.7	0.8	-1.4	2.3
454	Nonstore retailers	1.3	11.5	1.0	9.3	3.0	10.4
722	Food services & drinking places	0.3	3.4	0.3	2.9	0.6	3.1

(p) Preliminary estimate (r) Revised estimate

(1) Estimates shown in this table are derived from adjusted estimates provided in Table 1 of this report.

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, August 15, 2017. 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 <www.census.gov/retail/how_surveys_are_collected.html>

Table 3. Estimated Measures of Sampling Variability and Revision to Advance Estimates July 2017

(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	0.6	0.3	0.2	0.5	0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.7	0.2	0.2	0.5	0.1	0.1
	Retail	0.6	0.3	0.2	0.4	0.1	0.3
441	Motor vehicle & parts dealers	1.5	1.0	0.4	1.2	0.3	0.6
4411, 4412	Auto & other motor veh. dealers .	1.5	1.0	0.4	1.2	0.3	0.6
442	Furniture & home furn. stores.....	2.6	1.0	0.8	1.4	0.2	0.7
443	Electronics & appliance stores	2.7	0.6	0.5	1.7	0.0	0.5
444	Building material & garden eq. &....						
	supplies dealers.....	2.3	0.8	0.7	1.1	0.2	0.6
445	Food & beverage stores.....	1.5	0.2	0.2	0.5	0.0	0.2
4451	Grocery stores	1.6	0.2	0.2	0.5	0.1	0.3
446	Health & personal care stores	2.9	0.4	0.7	2.9	0.1	0.3
447	Gasoline stations	1.8	0.5	0.3	0.7	0.1	0.3
448	Clothing & clothing accessories stores	2.4	0.7	0.4	0.8	-0.1	0.4
451	Sporting goods, hobby, book & music stores.....	2.5	1.3	0.7	1.2	-0.2	0.4
452	General merchandise stores.....	0.2	0.0	0.0	0.1	0.1	0.2
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	0.0	0.1
453	Miscellaneous store retailers	2.7	2.4	1.3	2.7	0.2	0.8
454	Nonstore retailers	1.7	0.5	0.4	1.0	0.1	0.5
722	Food services & drinking places ..	2.2	1.1	0.7	1.4	0.2	0.4

(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.

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, August 15, 2017. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <www.census.gov/retail/how_surveys_are_collected.html>.