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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JULY 2012

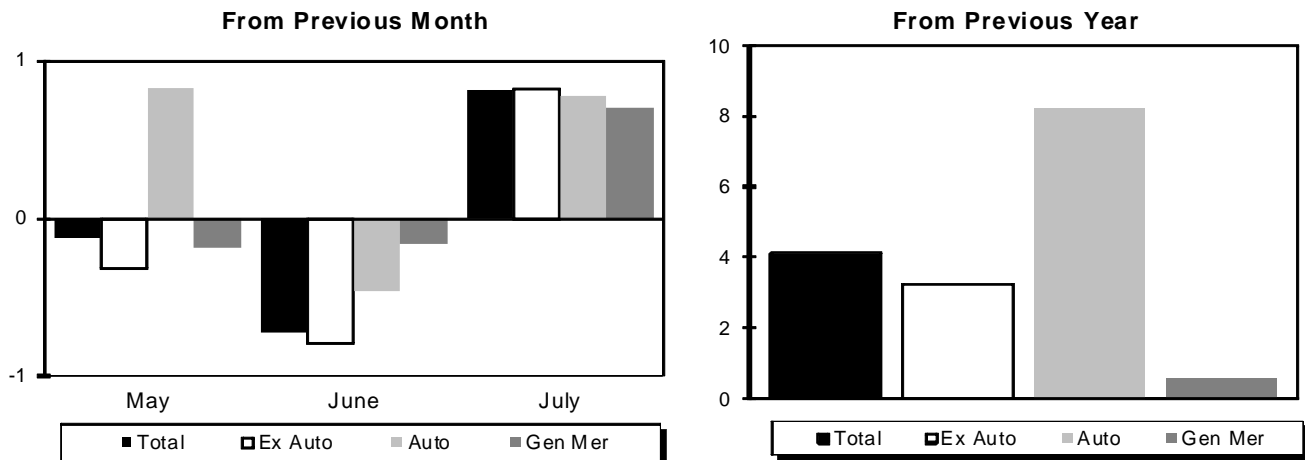
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for July, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$403.9 billion, an increase of 0.8 percent ($\pm 0.5\%$) from the previous month and 4.1 percent ($\pm 0.7\%$) above July 2011. Total sales for the May through July 2012 period were up 4.3 percent ($\pm 0.5\%$) from the same period a year ago. The May to June 2012 percent change was revised from -0.5 percent ($\pm 0.5\%$)* to -0.7% ($\pm 0.2\%$).

Retail trade sales were up 0.8 percent ($\pm 0.5\%$) from June 2012 and 3.7 percent ($\pm 0.7\%$) above last year. Nonstore retailers sales were up 11.8 percent ($\pm 3.1\%$) from July 2011 and sporting goods, hobby, book and music stores were up 10.6 percent ($\pm 4.3\%$) 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)



The Advance Monthly Sales for Retail and Food Services for August is scheduled to be released September 14, 2012 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 Android smartphones and tablets. iPhone and iPad versions are coming soon.

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				
		7 Month Total		2012			2011		2012			2011	
		2012	% Chg. 2011	Jul. ³ (a)	Jun. (p)	May (r)	Jul.	Jun.	Jul. ³ (a)	Jun. (p)	May (r)	Jul. (r)	Jun. (r)
	Retail & food services,												
	total	2,787,000	5.9	401,988	405,820	424,012	388,749	392,888	403,929	400,682	403,641	387,932	387,045
	Total (excl. motor vehicle & parts) ...	2,264,394	5.4	325,662	329,573	343,770	318,246	321,351	330,202	327,524	330,145	319,812	319,150
	Retail	2,478,925	5.6	356,726	360,422	378,037	345,661	351,082	359,857	356,946	359,814	346,857	345,897
	GAFO⁴	(*)	(*)	(*)	95,372	98,022	93,214	93,161	(*)	99,086	99,346	97,177	97,490
441	Motor vehicle & parts dealers	522,606	8.3	76,326	76,247	80,242	70,503	71,537	73,727	73,158	73,496	68,120	67,895
4411, 4412	Auto & other motor veh. dealers .	474,073	8.8	69,238	69,029	73,005	63,514	64,099	66,832	66,310	66,610	61,248	60,989
44111	New car dealers	(*)	(*)	(*)	56,708	60,540	51,993	52,071	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,218	7,237	6,989	7,438	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	53,584	9.3	7,975	7,773	8,050	7,316	7,101	8,056	7,972	8,002	7,331	7,306
4421	Furniture stores	(*)	(*)	(*)	4,219	4,322	4,020	3,805	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,554	3,728	3,296	3,296	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	53,623	0.0	7,795	7,632	7,630	7,882	7,752	8,237	8,165	8,255	8,305	8,272
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,772	5,717	6,067	5,957	(*)	6,134	6,207	6,366	6,371
44312	Computer & software stores.....	(*)	(*)	(*)	1,860	1,913	1,815	1,795	(*)	2,031	2,048	1,939	1,901
444	Building material & garden eq. & supplies dealers.....	173,379	7.2	25,003	27,009	30,800	24,256	28,007	23,684	23,456	24,006	23,439	23,526
4441	Building mat. & sup. dealers	(*)	(*)	(*)	22,647	24,672	21,071	22,791	(*)	20,113	20,323	19,973	19,853
445	Food & beverage stores.....	364,480	3.5	53,260	53,162	54,425	53,005	51,506	52,765	52,600	52,523	51,453	51,311
4451	Grocery stores	328,093	3.3	47,790	47,552	48,767	47,570	46,256	47,317	47,128	47,027	46,229	46,072
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,869	3,831	3,825	3,629	(*)	3,745	3,763	3,608	3,611
446	Health & personal care stores	159,632	2.0	22,065	22,131	23,471	21,909	22,413	22,842	22,583	22,921	22,774	22,731
44611	Pharmacies & drug stores	(*)	(*)	(*)	18,260	19,531	18,406	18,935	(*)	18,728	19,036	19,193	19,262
447	Gasoline stations	316,747	3.8	45,889	45,706	48,401	47,493	46,880	43,414	43,200	44,733	44,553	44,060
448	Clothing & clothing accessories stores	127,462	6.1	18,242	18,618	19,908	17,776	17,637	19,912	19,752	19,683	18,967	19,012
44811	Men's clothing stores	(*)	(*)	(*)	745	769	639	718	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,357	3,676	2,938	3,155	(*)	3,412	3,423	3,254	3,246
44814	Family clothing stores	(*)	(*)	(*)	7,270	7,534	7,249	6,833	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,166	2,313	2,195	2,102	(*)	2,359	2,365	2,284	2,325
451	Sporting goods, hobby, book & music stores.....	47,827	7.5	6,959	7,245	6,980	6,441	6,666	7,597	7,477	7,570	6,867	7,099
452	General merchandise stores.....	352,471	2.1	50,295	51,213	52,312	50,990	51,193	52,973	52,605	52,689	52,654	52,735
4521	Department stores (ex. L.D.).....	96,454	-0.8	13,520	14,334	14,574	14,015	14,823	15,241	15,151	15,253	15,399	15,647
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	14,560	14,806	14,252	15,069	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	36,879	37,738	36,975	36,370	(*)	37,454	37,436	37,255	37,088
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	32,038	32,649	32,727	31,897	(*)	32,559	32,519	32,793	32,615
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	4,841	5,089	4,248	4,473	(*)	4,895	4,917	4,462	4,473
453	Miscellaneous store retailers	68,285	7.8	9,986	10,397	10,779	9,559	9,899	10,021	9,904	9,924	9,626	9,447
454	Nonstore retailers	238,829	11.9	32,931	33,289	35,039	28,531	30,491	36,629	36,074	36,012	32,768	32,503
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	26,319	27,410	22,352	23,694	(*)	28,209	27,884	25,171	24,889
722	Food services & drinking places ...	308,075	8.1	45,262	45,398	45,975	43,088	41,806	44,072	43,736	43,827	41,075	41,148

(*) 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					
		Jul. 2012 Advance from --		Jun. 2012 Preliminary from --		May 2012 through Jul. 2012 from --	
		Jun. 2012 (p)	Jul. 2011 (r)	May 2012 (r)	Jun. 2011 (r)	Feb. 2012 through Apr. 2012	May 2011 through Jul. 2011
	Retail & food services,						
	total	0.8	4.1	-0.7	3.5	-0.6	4.3
	Total (excl. motor vehicle & parts)	0.8	3.2	-0.8	2.6	-0.8	3.3
	Retail	0.8	3.7	-0.8	3.2	-0.7	4.0
441	Motor vehicle & parts dealers	0.8	8.2	-0.5	7.8	0.6	8.7
4411, 4412	Auto & other motor veh. dealers ..	0.8	9.1	-0.5	8.7	0.9	9.6
442	Furniture & home furn. stores	1.1	9.9	-0.4	9.1	2.1	9.7
443	Electronics & appliance stores	0.9	-0.8	-1.1	-1.3	-0.5	-0.5
444	Building material & garden eq. & supplies dealers.....	1.0	1.0	-2.3	-0.3	-4.9	1.6
445	Food & beverage stores.....	0.3	2.5	0.1	2.5	0.4	2.7
4451	Grocery stores	0.4	2.4	0.2	2.3	0.4	2.4
446	Health & personal care stores	1.1	0.3	-1.5	-0.7	-1.0	0.3
447	Gasoline stations	0.5	-2.6	-3.4	-2.0	-5.2	-1.3
448	Clothing & clothing accessories stores	0.8	5.0	0.4	3.9	0.2	4.6
451	Sporting goods, hobby, book & music stores.....	1.6	10.6	-1.2	5.3	1.3	8.2
452	General merchandise stores.....	0.7	0.6	-0.2	-0.2	-0.8	0.4
4521	Department stores (ex. L.D.).....	0.6	-1.0	-0.7	-3.2	-1.2	-1.7
453	Miscellaneous store retailers	1.2	4.1	-0.2	4.8	-1.0	4.9
454	Nonstore retailers	1.5	11.8	0.2	11.0	2.9	11.6
722	Food services & drinking places	0.8	7.3	-0.2	6.3	0.5	7.0

(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

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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 $\pm 1.65 \times 0.9$ percent or ± 1.5 percent, and the 90 percent confidence interval is -0.3 percent to +2.7 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 $\pm 1.65 \times CV \times$ (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 Jul. 2012

(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	0.8	0.3	0.2	0.4	0.0	0.2
	Total (excl. motor vehicle & parts) ..	0.7	0.3	0.2	0.4	0.0	0.2
	Retail	0.9	0.3	0.2	0.4	0.0	0.1
441	Motor vehicle & parts dealers	2.5	1.0	0.5	1.3	0.0	0.4
4411, 4412	Auto & other motor veh. dealers .	2.6	1.1	0.6	1.5	0.0	0.4
442	Furniture & home furn. stores.....	3.2	1.4	0.8	1.8	0.4	0.4
443	Electronics & appliance stores	1.5	0.6	0.4	1.0	-0.6	0.5
444	Building material & garden eq. &....						
	supplies dealers.....	3.3	1.6	1.2	1.8	-0.1	0.5
445	Food & beverage stores.....	1.2	0.2	0.3	0.5	-0.1	0.1
4451	Grocery stores	1.3	0.2	0.3	0.5	-0.1	0.1
446	Health & personal care stores	1.7	0.4	0.3	0.9	0.0	0.3
447	Gasoline stations	2.4	0.5	0.4	0.9	-0.2	0.5
448	Clothing & clothing accessories						
	stores	2.8	0.6	0.6	0.8	0.0	0.4
451	Sporting goods, hobby, book &						
	music stores.....	4.4	1.6	1.5	2.6	0.1	0.7
452	General merchandise stores.....	0.4	0.1	0.1	0.2	-0.1	0.1
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.2	0.1
453	Miscellaneous store retailers	3.8	2.4	1.4	3.2	0.4	0.7
454	Nonstore retailers	2.2	1.0	0.7	1.9	0.1	0.3
722	Food services & drinking places ..	2.1	0.8	0.6	1.1	0.2	0.3

(1) Estimated measures of sampling variability are based on estimates not adjusted for seasonal variation or holiday or trading-day differences. 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.