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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JULY 2016

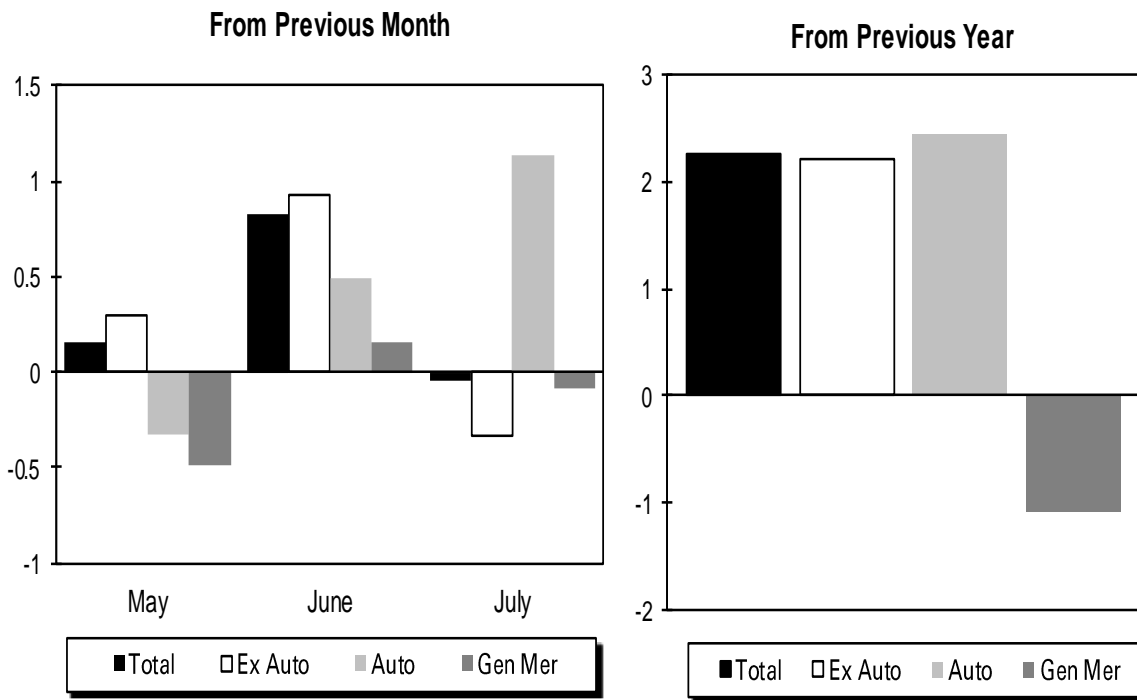
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for July, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$457.7 billion, virtually unchanged ($\pm 0.5\%$)* from the previous month, and 2.3 percent ($\pm 0.7\%$) above July 2015. Total sales for the May 2016 through July 2016 period were up 2.5 percent ($\pm 0.5\%$) from the same period a year ago. The May 2016 to June 2016 percent change was revised from up 0.6 percent ($\pm 0.5\%$) to up 0.8 percent ($\pm 0.2\%$).

Retail trade sales were virtually unchanged ($\pm 0.5\%$)* from June 2016, and up 1.9 percent ($\pm 0.5\%$) from last year. Nonstore retailers were up 14.1 percent ($\pm 1.2\%$) from July 2015, while Health and Personal Care Stores were up 7.8 percent ($\pm 2.3\%$) 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 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. 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 15, 2016 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 learn more about this release and the other indicators the U.S. Census Bureau publishes, join us for the Investigating Economic Indicators Webinar Series. For more information, visit <http://www.census.gov/econ/webinar>.

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				
		7 Month Total		2016			2015		2016			2015	
		2016	% Chg. 2015	Jul. ³ (a)	Jun. (p)	May (r)	Jul.	Jun.	Jul. ³ (a)	Jun. (p)	May (r)	Jul. (r)	Jun. (r)
	Retail & food services,												
	total	3,119,531	2.8	460,947	463,844	469,435	457,710	448,229	457,727	457,901	454,135	447,619	444,747
	Total (excl. motor vehicle & parts) ...	2,466,998	2.8	364,110	367,364	372,473	360,510	354,120	364,517	365,728	362,411	356,624	353,983
	Retail	2,736,588	2.3	404,751	408,965	412,106	404,727	396,354	403,115	403,186	399,588	395,624	393,079
	GAFO⁴	(*)	(*)	(*)	101,459	103,562	102,594	100,211	(*)	105,686	105,380	105,973	105,494
441	Motor vehicle & parts dealers	652,533	2.8	96,837	96,480	96,962	97,200	94,109	93,210	92,173	91,724	90,995	90,764
4411, 4412	Auto & other motor veh. dealers .	601,822	3.0	89,560	88,763	89,600	89,387	86,400	86,033	84,941	84,528	83,617	83,478
44111	New car dealers	(*)	(*)	(*)	73,078	74,442	74,878	71,321	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,717	7,362	7,813	7,709	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	60,888	4.2	9,199	8,975	8,852	8,995	8,501	9,208	9,186	9,051	8,827	8,746
4421	Furniture stores	(*)	(*)	(*)	4,871	4,814	4,788	4,632	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,104	4,038	4,207	3,869	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	54,415	-3.0	7,941	7,879	7,693	8,290	8,311	8,493	8,500	8,538	8,829	9,039
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,044	5,870	6,228	6,088	(*)	6,369	6,360	6,434	6,442
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
444	Building material & garden eq. & supplies dealers	207,237	6.4	30,192	34,345	34,787	30,676	31,709	29,277	29,431	28,258	28,288	27,190
4441	Building mat. & sup. dealers	(*)	(*)	(*)	29,288	29,003	26,960	26,899	(*)	25,691	24,725	24,376	23,493
445	Food & beverage stores	406,608	2.2	60,285	59,075	59,791	59,550	57,062	58,450	58,814	58,698	57,652	57,475
4451	Grocery stores	364,929	2.2	53,606	52,762	53,502	53,116	50,950	52,095	52,552	52,453	51,519	51,361
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,403	4,322	4,524	4,241	(*)	4,342	4,313	4,240	4,220
446	Health & personal care stores	190,894	7.1	27,049	27,771	27,827	25,809	25,647	28,059	28,023	27,771	26,017	25,828
44611	Pharmacies & drug stores	(*)	(*)	(*)	23,318	23,555	21,806	21,530	(*)	23,601	23,438	21,916	21,726
447	Gasoline stations	230,579	-10.4	36,795	37,280	36,120	41,517	40,745	33,329	34,265	33,538	37,436	37,727
448	Clothing & clothing accessories stores	137,181	0.2	20,227	19,804	21,389	20,499	19,612	21,145	21,256	21,259	21,399	21,307
44811	Men's clothing stores	(*)	(*)	(*)	720	772	654	707	(*)	727	726	734	726
44812	Women's clothing stores	(*)	(*)	(*)	3,256	3,636	3,225	3,278	(*)	3,453	3,443	3,502	3,498
44814	Family clothing stores	(*)	(*)	(*)	7,962	8,265	8,513	7,870	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,629	2,797	2,809	2,481	(*)	2,899	2,878	2,837	2,772
451	Sporting goods, hobby, book & music stores	49,665	5.9	7,318	7,638	7,166	7,185	7,084	7,835	8,015	7,883	7,676	7,426
452	General merchandise stores	372,825	0.2	54,577	54,552	55,722	54,829	54,135	55,851	55,896	55,810	56,467	56,189
4521	Department stores (ex. L.D.).....	82,982	-3.9	12,029	12,415	12,536	12,555	12,561	13,159	13,221	13,146	13,706	13,752
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	12,784	12,851	12,721	12,737	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	42,137	43,186	42,274	41,574	(*)	42,675	42,664	42,761	42,437
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	36,287	37,244	36,631	35,927	(*)	36,802	36,839	37,038	36,698
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,850	5,942	5,643	5,647	(*)	5,873	5,825	5,723	5,739
453	Miscellaneous store retailers	71,277	4.3	10,721	10,971	11,306	10,580	10,584	10,553	10,526	10,548	10,238	10,117
454	Nonstore retailers	302,486	10.5	43,610	44,195	44,491	39,597	38,855	47,705	47,101	46,510	41,800	41,271
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	38,678	38,847	34,529	33,699	(*)	41,191	40,466	36,043	35,510
722	Food services & drinking places ...	382,943	6.5	56,196	54,879	57,329	52,983	51,875	54,612	54,715	54,547	51,995	51,668

(*) 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.

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. 2016 Advance from --		Jun. 2016 Preliminary from --		May 2016 through Jul. 2016 from --	
		Jun. 2016 (p)	Jul. 2015 (r)	May 2016 (r)	Jun. 2015 (r)	Feb. 2016 through Apr. 2016	May 2015 through Jul. 2015
	Retail & food services, total	0.0	2.3	0.8	3.0	1.4	2.5
	Total (excl. motor vehicle & parts)	-0.3	2.2	0.9	3.3	1.5	2.7
	Retail	0.0	1.9	0.9	2.6	1.5	2.1
441	Motor vehicle & parts dealers	1.1	2.4	0.5	1.6	1.0	1.6
4411, 4412	Auto & other motor veh. dealers ..	1.3	2.9	0.5	1.8	1.1	1.9
442	Furniture & home furn. stores	0.2	4.3	1.5	5.0	2.2	3.5
443	Electronics & appliance stores	-0.1	-3.8	-0.4	-6.0	0.1	-4.3
444	Building material & garden eq. & supplies dealers.....	-0.5	3.5	4.2	8.2	-1.3	5.0
445	Food & beverage stores.....	-0.6	1.4	0.2	2.3	0.8	2.0
4451	Grocery stores	-0.9	1.1	0.2	2.3	0.7	1.9
446	Health & personal care stores	0.1	7.8	0.9	8.5	2.1	8.2
447	Gasoline stations	-2.7	-11.0	2.2	-9.2	5.3	-10.0
448	Clothing & clothing accessories stores	-0.5	-1.2	0.0	-0.2	0.0	-0.8
451	Sporting goods, hobby, book & music stores.....	-2.2	2.1	1.7	7.9	1.4	4.9
452	General merchandise stores.....	-0.1	-1.1	0.2	-0.5	-0.2	-0.8
4521	Department stores (ex. L.D.).....	-0.5	-4.0	0.6	-3.9	-0.7	-4.6
453	Miscellaneous store retailers	0.3	3.1	-0.2	4.0	1.0	4.0
454	Nonstore retailers	1.3	14.1	1.3	14.1	5.3	13.8
722	Food services & drinking places	-0.2	5.0	0.3	5.9	0.8	5.6

(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 4,700 employer firms selected from the larger Monthly Retail Trade Survey (MRTS). 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 Jul. 2016

(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	0.0	0.2
	Total (excl. motor vehicle & parts) ..	0.6	0.2	0.2	0.4	0.0	0.2
	Retail	0.5	0.3	0.1	0.3	0.0	0.2
441	Motor vehicle & parts dealers	1.3	1.0	0.4	1.2	0.0	0.5
4411, 4412	Auto & other motor veh. dealers ..	1.3	1.0	0.4	1.3	0.0	0.5
442	Furniture & home furn. stores.....	2.5	1.3	0.8	1.4	0.1	0.2
443	Electronics & appliance stores	2.9	0.5	0.7	1.6	-0.1	0.3
444	Building material & garden eq. &....						
	supplies dealers.....	2.1	1.1	0.8	1.2	-0.1	0.6
445	Food & beverage stores.....	1.4	0.2	0.2	0.5	0.0	0.2
4451	Grocery stores	1.4	0.2	0.2	0.5	0.0	0.2
446	Health & personal care stores	2.2	0.4	0.4	1.3	0.1	0.2
447	Gasoline stations	2.0	0.5	0.4	0.8	0.1	0.5
448	Clothing & clothing accessories						
	stores	2.2	0.5	0.4	0.9	0.0	0.4
451	Sporting goods, hobby, book &						
	music stores.....	2.3	0.9	0.9	1.2	0.1	0.4
452	General merchandise stores.....	0.2	0.0	0.0	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	2.9	2.2	1.1	2.4	0.2	1.1
454	Nonstore retailers	1.4	0.4	0.4	0.7	0.1	0.4
722	Food services & drinking places ..	2.3	0.9	0.7	2.0	0.0	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.