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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, JULY 2019

Release Number: CB19-115

August 15, 2019 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for July 2019:

ADVANCE MONTHLY SALES

July 2019	**$523.5 billion**	**0.7%**
June 2019 (revised)	**$519.9 billion**	**0.3%**

Next release: September 13, 2019

* 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, 2019.

Percent Change in Retail and Food Services Sales from Previous Month

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, 2019

Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for July 2019, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were $523.5 billion, an increase of 0.7 percent (±0.5 percent) from the previous month, and 3.4 percent (±0.7 percent) above July 2018. Total sales for the May 2019 through July 2019 period were up 3.3 percent (±0.5 percent) from the same period a year ago. The May 2019 to June 2019 percent change was revised from up 0.4 percent (±0.5 percent)* to up 0.3 percent (±0.1 percent).

Retail trade sales were up 0.6 percent (±0.5 percent) from June 2019, and 3.4 percent (±0.7 percent) above last year. Nonstore retailers were up 16.0 percent (±1.4 percent) from July 2018, miscellaneous stores were up 6.0 percent (±4.6 percent) from last year.

General Information

The August 2019 Advance Monthly Retail report is scheduled for release on September 13, 2019 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 5,500 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 5,500 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

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standard error is 0.9 percent, then the margin of sampling error is ±1.753 x 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 ±1.753 x CV x (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.

RESOURCES

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/>

FRED Mobile App

Receive the latest updates on the nation's key economic indicators by downloading the FRED App <https://fred.stlouisfed.org/fred-mobile/> for both Apple and Android devices. FRED, the signature database of the Federal Reserve Bank of St. Louis, now incorporates the Census Bureau's 13 economic indicators.

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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		2019			2018		2019			2018	
		2019	% Chg. 2018	Jul.[3] (a)	Jun. (p)	May (r)	Jul.	Jun.	Jul.[3] (a)	Jun. (p)	May (r)	Jul. (r)	Jun. (r)
	Retail & food services, total	**3,529,980**	**3.1**	**532,348**	**518,179**	**547,036**	**508,010**	**510,029**	**523,514**	**519,860**	**518,131**	**506,066**	**503,283**
	Total (excl. motor vehicle & parts)	2,808,386	3.2	423,141	412,463	434,187	404,116	405,277	420,301	416,045	414,635	405,213	402,813
	Total (excl. gasoline stations)	3,233,784	3.3	485,836	473,370	499,744	461,683	464,191	480,287	477,387	474,664	462,851	460,364
	Total (excl. motor vehicle & parts & gasoline stations)	2,512,190	3.5	376,629	367,654	386,895	357,789	359,439	377,074	373,572	371,168	361,998	359,894
	Retail	3,085,130	3.0	465,871	452,164	479,072	443,977	445,793	458,340	455,392	454,135	443,289	441,099
	GAFO[4]	**(*)**	**(*)**	**(*)**	**105,748**	**110,811**	**105,477**	**106,233**	**(*)**	**109,298**	**109,309**	**109,475**	**108,870**
441	**Motor vehicle & parts dealers**	**721,594**	**2.6**	**109,207**	**105,716**	**112,849**	**103,894**	**104,752**	**103,213**	**103,815**	**103,496**	**100,853**	**100,470**
4411, 4412	Auto & other motor veh. dealers	665,849	2.5	100,695	97,640	104,373	95,910	96,794	95,175	95,819	95,492	93,117	92,803
44111	New car dealers	(*)	(*)	(*)	79,882	85,668	79,328	79,222	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores	(*)	(*)	(*)	8,076	8,476	7,984	7,958	(*)	7,996	8,004	7,736	7,667
442	**Furniture & home furn. stores**	**65,357**	**-0.5**	**9,894**	**9,432**	**10,004**	**9,700**	**9,713**	**9,786**	**9,754**	**9,789**	**9,788**	**9,781**
4421	Furniture stores	(*)	(*)	(*)	5,309	5,582	5,350	5,454	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,123	4,422	4,350	4,259	(NA)	(NA)	(NA)	(NA)	(NA)
443	**Electronics & appliance stores**	**52,372**	**-4.4**	**7,729**	**7,522**	**7,634**	**7,914**	**8,052**	**8,179**	**8,106**	**8,165**	**8,473**	**8,575**
444	**Building material & garden eq. & supplies dealers**	**223,028**	**0.4**	**33,918**	**34,141**	**37,844**	**34,099**	**36,045**	**31,037**	**30,984**	**30,918**	**31,967**	**31,958**
4441	Building mat. & sup. dealers	(*)	(*)	(*)	30,222	33,200	30,807	31,818	(*)	27,600	27,782	28,446	28,409
445	**Food & beverage stores**	**445,429**	**2.8**	**66,448**	**64,834**	**66,911**	**63,862**	**63,240**	**65,341**	**64,969**	**64,439**	**63,170**	**62,813**
4451	Grocery stores	400,403	3.0	59,475	58,024	59,937	57,011	56,409	58,538	58,140	57,687	56,447	56,128
4453	Beer, wine & liquor stores	(*)	(*)	(*)	5,005	5,107	5,016	4,995	(*)	4,970	4,920	4,851	4,821
446	**Health & personal care stores**	**205,057**	**4.4**	**29,646**	**28,979**	**30,585**	**27,934**	**28,016**	**30,036**	**30,092**	**29,927**	**28,798**	**28,501**
44611	Pharmacies & drug stores	(*)	(*)	(*)	23,767	25,496	23,317	23,015	(*)	24,835	24,777	23,890	23,509
447	**Gasoline stations**	**296,196**	**0.7**	**46,512**	**44,809**	**47,292**	**46,327**	**45,838**	**43,227**	**42,473**	**43,467**	**43,215**	**42,919**
448	**Clothing & clothing accessories stores**	**144,068**	**-0.5**	**21,571**	**21,063**	**23,200**	**21,919**	**21,589**	**22,547**	**22,373**	**22,385**	**23,105**	**22,683**
44811	Men's clothing stores	(*)	(*)	(*)	733	849	667	780	(*)	737	753	773	777
44812	Women's clothing stores	(*)	(*)	(*)	3,305	3,816	3,165	3,330	(*)	3,436	3,466	3,425	3,405
44814	Family clothing stores	(*)	(*)	(*)	8,863	9,323	9,109	8,698	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,898	3,125	3,125	2,833	(*)	3,199	3,186	3,157	3,096
451	**Sporting goods, hobby, musical instrument, & book stores**	**41,850**	**-5.2**	**6,342**	**6,409**	**6,277**	**6,219**	**6,642**	**6,485**	**6,560**	**6,518**	**6,519**	**6,689**
452	**General merchandise stores**	**395,209**	**1.8**	**58,355**	**58,879**	**61,068**	**57,145**	**57,871**	**60,239**	**59,876**	**59,839**	**59,012**	**58,637**
4521	Department stores	72,006	-4.3	10,649	10,639	11,400	11,050	11,256	11,526	11,390	11,515	12,095	12,027
4529	Other general merch. stores	(*)	(*)	(*)	48,240	49,668	46,095	46,615	(*)	48,486	48,324	46,917	46,610
45291	Warehouse clubs & supercenters	(*)	(*)	(*)	41,179	42,185	39,461	39,877	(*)	41,303	41,156	40,021	39,797
45299	All oth. gen. merch. stores	(*)	(*)	(*)	7,061	7,483	6,634	6,738	(*)	7,183	7,168	6,896	6,813
453	**Miscellaneous store retailers**	**74,747**	**1.0**	**11,457**	**11,367**	**12,640**	**10,638**	**11,286**	**11,181**	**11,146**	**11,189**	**10,547**	**10,831**
454	**Nonstore retailers**	**420,223**	**11.9**	**64,792**	**59,013**	**62,768**	**54,326**	**52,749**	**67,069**	**65,244**	**64,003**	**57,842**	**57,242**
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	52,592	55,719	48,415	46,800	(*)	57,793	56,798	50,803	50,377
722	**Food services & drinking places**	**444,850**	**4.1**	**66,477**	**66,015**	**67,964**	**64,033**	**64,236**	**65,174**	**64,468**	**63,996**	**62,777**	**62,184**

(*) 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, musical instrument, and book (451), general merchandise (452), office supply, stationery, and gift stores (4532).

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, August 15, 2019. 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. 2019 Advance from --		Jun. 2019 Preliminary from --		May 2019 through Jul. 2019 from --	
		Jun. 2019 (p)	Jul. 2018 (r)	May 2019 (r)	Jun. 2018 (r)	Feb. 2019 through Apr. 2019	May 2018 through Jul. 2018
	Retail & food services, total	**0.7**	**3.4**	**0.3**	**3.3**	**1.8**	**3.3**
	Total (excl. motor vehicle & parts)	1.0	3.7	0.3	3.3	2.0	3.3
	Total (excl. gasoline stations)	0.6	3.8	0.6	3.7	1.9	3.5
	Total (excl. motor vehicle & parts & gasoline stations)	0.9	4.2	0.6	3.8	2.1	3.7
	Retail	0.6	3.4	0.3	3.2	1.7	3.2
441	**Motor vehicle & parts dealers**	**-0.6**	**2.3**	**0.3**	**3.3**	**1.3**	**2.9**
4411, 4412	Auto & other motor veh. dealers	-0.7	2.2	0.3	3.2	1.3	2.8
442	**Furniture & home furn. stores**	**0.3**	**0.0**	**-0.4**	**-0.3**	**0.7**	**0.0**
443	**Electronics & appliance stores**	**0.9**	**-3.5**	**-0.7**	**-5.5**	**0.4**	**-4.4**
444	**Building material & garden eq. & supplies dealers**	**0.2**	**-2.9**	**0.2**	**-3.0**	**-1.9**	**-2.6**
445	**Food & beverage stores**	**0.6**	**3.4**	**0.8**	**3.4**	**1.9**	**3.1**
4451	Grocery stores	0.7	3.7	0.8	3.6	2.1	3.3
446	**Health & personal care stores**	**-0.2**	**4.3**	**0.6**	**5.6**	**1.6**	**4.4**
447	**Gasoline stations**	**1.8**	**0.0**	**-2.3**	**-1.0**	**0.9**	**0.4**
448	**Clothing & clothing accessories stores**	**0.8**	**-2.4**	**-0.1**	**-1.4**	**0.7**	**-2.2**
451	**Sporting goods, hobby, musical instrument, & book stores**	**-1.1**	**-0.5**	**0.6**	**-1.9**	**1.1**	**-3.0**
452	**General merchandise stores**	**0.6**	**2.1**	**0.1**	**2.1**	**1.3**	**1.7**
4521	Department stores	1.2	-4.7	-1.1	-5.3	-0.8	-5.5
453	**Miscellaneous store retailers**	**0.3**	**6.0**	**-0.4**	**2.9**	**3.3**	**3.7**
454	**Nonstore retailers**	**2.8**	**16.0**	**1.9**	**14.0**	**5.5**	**14.2**
722	**Food services & drinking places**	**1.1**	**3.8**	**0.7**	**3.7**	**2.7**	**3.9**

(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, 2019. 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 2019

(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	0.7	0.3	0.2	0.4	0.1	0.1
	Total (excl. motor vehicle & parts)	0.8	0.2	0.2	0.4	0.1	0.2
	Total (excl. gasoline stations)	0.7	0.3	0.2	0.4	0.1	0.2
	Total (excl. motor vehicle & parts & gasoline stations)	0.8	0.2	0.2	0.5	0.1	0.1
	Retail, total	**0.5**	**0.3**	**0.1**	**0.4**	**0.0**	**0.1**
441	**Motor vehicle & parts dealers**	**1.2**	**0.9**	**0.4**	**1.1**	**0.0**	**0.5**
4411, 4412	Auto & other motor veh. dealers	1.2	1.0	0.4	1.1	0.0	0.5
442	**Furniture & home furn. stores**	**2.2**	**1.3**	**0.8**	**1.7**	**-0.1**	**0.5**
443	**Electronics & appliance stores**	**1.2**	**0.5**	**0.5**	**0.9**	**-0.3**	**0.7**
444	**Building material & garden eq. & supplies dealers**	**1.4**	**0.8**	**0.5**	**1.1**	**0.1**	**0.5**
445	**Food & beverage stores**	**0.7**	**0.2**	**0.2**	**0.5**	**0.0**	**0.3**
4451	Grocery stores	0.6	0.2	0.2	0.5	0.0	0.3
446	**Health & personal care stores**	**1.9**	**0.4**	**0.4**	**1.1**	**0.2**	**0.2**
447	**Gasoline stations**	**1.5**	**0.4**	**0.4**	**0.7**	**0.0**	**0.5**
448	**Clothing & clothing accessories stores**	**1.9**	**0.6**	**0.7**	**0.8**	**-0.1**	**0.5**
451	**Sporting goods, hobby, musical instrument, & book stores**	**3.3**	**0.8**	**0.9**	**1.5**	**-0.4**	**0.7**
452	**General merchandise stores**	**0.7**	**0.1**	**0.1**	**0.2**	**-0.1**	**0.2**
4521	Department stores	0.0	0.0	0.0	0.0	0.0	0.1
453	**Miscellaneous store retailers**	**4.0**	**2.1**	**1.5**	**2.6**	**0.7**	**1.0**
454	**Nonstore retailers**	**1.2**	**0.4**	**0.4**	**0.8**	**0.3**	**0.4**
722	**Food services & drinking places**	**3.5**	**0.9**	**0.7**	**2.0**	**0.2**	**0.2**

(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, 2019. 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>.