Call in number 1-888-455-8222
Passcode 3917663
U.S. Advance Monthly Sales for Retail & Food Services

Comprehensive Data on Retail Economic Activity
Questions to be Discussed

• Introduction to the survey
• How is the survey designed?
• How are the statistics produced?
• How are the data estimated?
• What are adjusted estimates?
• What statistics are released?
• How do economic conditions reflect in the data?
• Where can the results be accessed?
• Who are the major data users?
• How is it reported on?
• When are the results revised?
Introduction to the Survey

- Otherwise known as MARTS
- Conducted by the U.S. Census Bureau
- Economic Indicator
- Produce early national nominal estimates for retail and food service establishments
How is the Survey Designed?

- Advanced Monthly Sales for Retail & Food Services (MARTS): 4,900
- Monthly Sales for Retail & Food Services (MRTS): 12,000
- Annual Sales for Retail & Food Services (ARTS): 22,000
How are the Statistics Produced?

- Mail / Fax initial questionnaires
- Companies respond via mail, fax, phone, internet
- Fax reminders for delinquent respondents for monthly surveys
- Telephone follow-up for delinquent respondents and edit failures
How are the Statistics Produced?

Form SM-4412SS-A (09-14-2012)

SALES, RECEIPTS, OR REVENUE

INCLUDE
- Cash and credit sales of merchandise whether or not payment was received
- E-commerce sales if not submitted on a separate monthly retail report
- Wholesale sales and services revenue made by retail establishments covered by this report
- Value of trade-ins taken as part payment for other merchandise

EXCLUDE
- Commissions from vending machine operators and from sales of government lottery tickets
- Nonoperating receipts (such as interest income, income from investments, and receipts from the rental or sale of real estate)
- Refunds and allowances for returned goods
- The actual value of rebates and discounts granted to the purchaser, even if granted as an increase in trade-in allowance

A. What type of reporting period do this month’s sales represent?

☐ Calendar month reporting period - Go to C
☐ 4-week reporting period
☐ 5-week reporting period

B. If not a calendar month reporting period, what is the ending date for the period you are reporting sales?

Ending Date
Month Day

C. What were the total sales in


D. Do the sales reported in C represent book figures or estimates?

☐ Book Figure
☐ Estimate

E. Did this firm have any e-commerce sales in

☐ Yes
☐ No - Go to F

F. What were the total e-commerce sales in


OR

If e-commerce sales not available - What was the percent of total sales in C that represents e-commerce?


REMARKS - Please use this space to explain any significant month-to-month changes, to clarify responses, or indicate where data were estimated.
How are the Statistics Produced?

Monthly Retail Report  
Reporting for: July 2013

Sales

Show Instructions

What were the total sales in July 2013

- Estimates are acceptable if book figures are not available.
- Explain any significant differences in sales from previous month in “Remarks” section.
- Report cash and credit sales. If none, enter “0”.
- Please round to the nearest dollar

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If applicable, please explain below any unusual circumstances that may have caused a large difference in sales from the previous month.
How are the Data Estimated?

Generate Ratio of Current to Previous Month Sales \times MRTS Total Sales Estimate for Prior Month = Advanced Total Sales Estimate
What are Adjusted Estimates?

- To produce series whose movements are easier to analyze
- Seasonality
- Trading-day differences
- Moving holidays
- Data is not adjusted
  - Price changes
  - Nonrespondents
What Statistics are Released?

- Advance monthly sales for retail and food services for the reporting month and preliminary sales data for the previous month
- Seasonally adjusted and not adjusted
- Available in electronic and print media

Monthly Sales by Retail and Food Services: January 1999 - July 2013

- Billions of Dollars, Seasonally Adjusted
  - $424 Billion
  - $298 Billion
  - $170 Billion

Retail and Food Services
Retail and Food Services, Excluding Auto & Gas
Recession
How do Economic Conditions Reflect in the Data?

Share of Total Retail and Food Services for Major Retail Industries: 2012

- Motor Vehicle and Parts Dealers, 18.1%
- General Merchandise Stores, 13.4%
- Food and Beverage Stores, 12.9%
- Gasoline Stations, 11.3%
- Nonstore Retailers, 8.4%
- Food Services and Drinking Places, 10.9%
- Other, 25.0%
Gasoline Stations (NAICS 447)

Monthly Sales by Gasoline Stations (447):
January 1999 - July 2013

Billions of Dollars, Seasonally Adjusted

Recession

$46 Billion

$16 Billion
Nonstore Retailers (NAICS 454)


Billions of Dollars, Seasonally Adjusted

$37 Billion

$12 Billion

Recession
Where Can the Results be Accessed?

www.census.gov/retail

Monthly & Annual Retail Trade

Advance Monthly Retail Trade Report

The July 2013 Advance Monthly Sales for Retail Trade and Food Services report was released on August 13, 2013 at 6:30 a.m., and available as:

- Full Publication in Excel [250kB] | PDF [66KB]
- Time Series (Adjusted Sales/Seasonal Factors—1992 to present)

Monthly Retail Trade Report

The June 2013 Monthly Retail Trade and Food Services report was released on August 13, 2013 for sales and inventories, and available as:

- Retail and Food Services Sales: Excel (1992-present) [553kB]
- Retail Inventories and Inventories/Sales Ratios: Excel (1992-present) [342kB]
Where Can the Results be Accesssed?

Monthly & Annual Retail Trade

Advance Monthly Retail Trade Report

The July 2013 Advance Monthly Sales for Retail Trade and Food Services report was released on August 13, 2013 at 8:30 a.m., and available as:

- Full Publication in Excel [50KB] | PDF [66KB]
- Time Series (Adjusted Sales Data/Seasonal Factors—1992 to present)

**Time Series/Trend Charts**: Create your own customizable time series.

Monthly Retail Trade Report

The June 2013 Monthly Retail Trade and Food Services report was released on August 13, 2013 for sales and inventories, and available as:

- Retail and Food Services Sales: Excel (1992-present) [66KB]
- Retail Inventories and Inventories/Sales Ratio: Excel (1992-present) [342KB]
- Adjustment Factors for Seasonal and Other Variations of Monthly Estimates: Sales | Inventories
- Reliability of Monthly Estimates: Sales | Inventories

**Time Series/Trend Charts**: Create your own customizable time series.
Who are the Major Data Users?

- The Bureau of Economic Analysis
- The Federal Reserve Board
- The Council of Economic Advisors
- Financial Markets
- Large Retail and Wholesale firms
- Market Research firms
- Academia, Consultants, Media
How is it Reported On?

July Retail Sales Rose 0.2%, Despite a Drop in Auto Sales

BY THE ASSOCIATED PRESS
Published: August 13, 2013

WASHINGTON — Retail sales edged up in July despite a drop in auto sales, and a category of purchases that excludes the most volatile areas rose by the most in seven months, a sign that consumer spending could increase economic growth in coming months.

The Commerce Department reported on Tuesday that retail sales increased 0.2 percent in July from June. Sales had risen 0.6 percent in June from May because of a surge in auto sales.

The core figures for retail sales, which exclude the volatile auto, gas and building supply categories, rose 0.5 percent in July. It was the biggest such gain since a similar increase in December.

Retail sales are closely watched because they are the government’s first report each month on consumer spending, which accounts for 70 percent of American economic activity.

New York Times

Los Angeles Times
http://www.latimes.com/business/money/la-fi-mo-july-retail-sales-20130813,0,7434397.story

MONEY & CO. TRACKING THE MARKET AND ECONOMIC TRENDS THAT SHAPE YOUR FINANCES

July retail sales a ‘mixed bag,’ up slightly on back-to-school buying

By Tiffany Hsu
August 14, 2013 10:09 a.m.

Retail sales rose a nudged in July, growing 0.2% amid back-to-school shopping even as auto dealers and home goods retailers lagged.

The slight month-to-month uptick represents the fourth straight gain, according to the Commerce Department. Wall Street had expected a 0.3% increase.

Sales had advanced 0.8% in June, an upward revision. Compared with July 2012, the gauge last month is up 4.4%, according to the government.
When are the Results Revised?

- One month after the advance release
- Benchmark once a year
- Incorporate Results of the Economic Census
- Introduction of a new sample
For More Information

- Service Sector Statistics Division: (800-327-4389)
  - Option 1 – MARTS/MRTS/EC
  - Option 2 – ARTS/Accommodations
  - Option 3 – Monthly/Annual Wholesale
  - Option 4 – Commodity Flow
  - Option 5 – Service Annual Survey
- Fax: 301-763-8385 (secure)
- Email: retail.trade@census.gov
- Web site: www.census.gov/retail
America’s Economy: Mobile App

Indicators Available:

- Advance Monthly Retail Sales
- Advance Report Durable Goods
- Business Inventories
- Construction Spending
- **Consumer Price Index** *
- Homeownership Rate
- International Trade
- Manufacturers’ Goods
- Monthly Wholesale
- New Residential Construction
- New Residential Sales
- **Nonfarm Payroll** *
- Personal Income
- **Producer Price Index** *
- QFR—Manufacturing
- QFR—Retail Trade
- Quarterly Services Survey
- Real Gross Domestic Product
- Unemployment Rate

*Newly Added July 16, 2013

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Upcoming Webinars

Quarterly Services Survey (QSS)

The Quarterly Services Report is the only source of service industry indicator performance providing estimates of revenue for selected service industries, source-of-revenue estimates for a subset of industries, estimates of total operating expenses from tax-exempt firms in industries that have a large not-for-profit component, as well as estimates of inpatient days and discharges for hospital services.

September 11, 2013 @ 1:00 PM EDT

New Residential Construction and Sales (NRC & NRS)

The New Residential Construction series provides monthly estimates of the numbers of new privately owned housing units authorized by permits, started and completed, as well as the inventories of units authorized but not yet started and units under construction. The New Residential Sales series provides monthly estimates of the numbers of new houses sold and for sale, as well as the median and average prices of new houses sold.

September 25, 2013 @ 1:00 PM EDT

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2013 webinar SERIES

Questions & Answers Session