

ECONOMIC INDICATOR
2013 webinar
SERIES



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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

U.S. Census Bureau News

U.S. Department of Commerce • Washington, D.C. 20233

FOR IMMEDIATE RELEASE
TUESDAY, AUGUST 13, 2013, AT 8:30 A.M. EDT

Ian Thomas / Paul Bucchioni
Service Sector Statistics Division
(301) 763-2713

CB13-135

ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JULY 2013

2013 Economic Indicator Webinar Series: To learn more about this release and the other indicators the U.S. Census Bureau publishes, join us for the 2013 Economic Indicator Webinar Series. For more information go to www.census.gov/eicon/webinar.

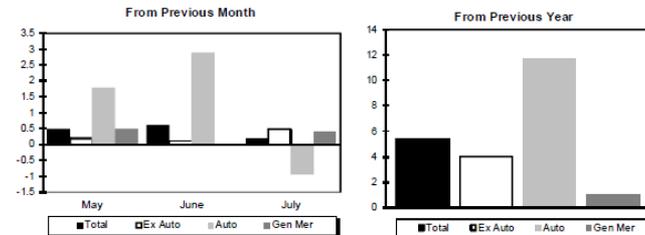
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for July, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$424.5 billion, an increase of 0.2 percent ($\pm 0.5\%$)^{*} from the previous month, and 5.4 percent ($\pm 0.7\%$) above July 2012. Total sales for the May through July 2013 period were up 5.2 percent ($\pm 0.5\%$) from the same period a year ago. The May to June 2013 percent change was revised from +0.4 percent ($\pm 0.5\%$)^{*} to +0.6 percent ($\pm 0.2\%$).

Retail trade sales were up 0.1 percent ($\pm 0.5\%$)^{*} from June 2013 and 5.6 percent ($\pm 0.7\%$) above last year. Auto and other motor vehicle dealers were up 13.3 percent ($\pm 2.1\%$) from July 2012 and nonstore retailers were up 8.5 percent ($\pm 2.1\%$) 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 13, 2013 at 8:30 a.m. EDT.

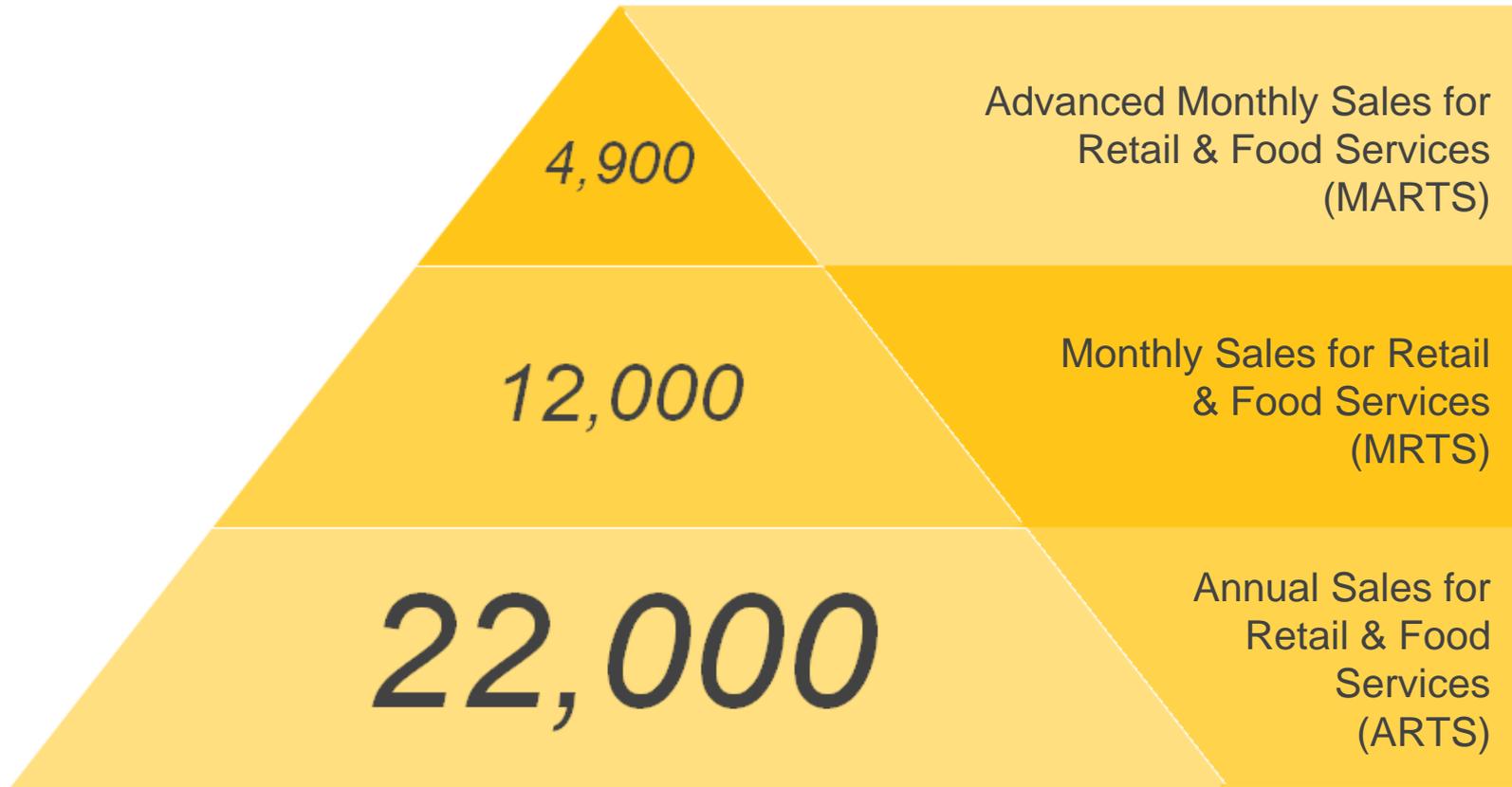
For customized retail time series estimates by industry, visit the Census Bureau's web site at <www.census.gov/timeseries>.

To receive the latest updates on the nation's key economic indicators, download the America's Economy app for Apple and Android smartphones and tablets.

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.

How is the Survey Designed?



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

U.S. DEPARTMENT OF COMMERCE
ECONOMICS AND STATISTICS ADMINISTRATION
U.S. CENSUS BUREAU
FORM
SM-4412AE-A (08-14-2012)

OMB No. 0607-0104; Approval Expires 8/31/2015
ADVANCE MONTHLY RETAIL TRADE REPORT

Due Date

Need help or have questions?
Call 1-800-772-7852
(8:30 a.m. - 5:00 p.m. ET, M-F)
or
Visit census.gov/econhelp/mrts

YOUR CENSUS REPORT IS CONFIDENTIAL. It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Under the same law, information that you report cannot be used for taxation, regulation, or investigation and are exempt from release under the Freedom of Information Act. Further, copies of your response retained in your files are immune from legal process.

(Please correct any errors in name, address, and ZIP Code.)

Return via Internet: econhelp.census.gov/mrts **Return via Fax:** 1-800-451-4873 **To view Survey Results:** econhelp.census.gov/mrts

Username:
Password:

GENERAL INSTRUCTIONS

- Any significant change in this firm's operations should be noted in **Q**.
- For establishments sold or acquired during the month, report data only for the period the establishment was operated by this firm.
- Estimates are acceptable if book figures are not available.
- Enter "0" where applicable.

U.S. DEPARTMENT OF COMMERCE
ECONOMICS AND STATISTICS ADMINISTRATION
U.S. CENSUS BUREAU

Monthly Retail Report

Welcome to the Monthly Retail Report

If you have questions or comments regarding this survey, please call us at 1-800-772-7852. By Title 13, U.S. code, Section 9, YOUR REPORT IS CONFIDENTIAL. It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that your response is exempt from release under the Freedom of Information Act.

Login - Monthly Retail Report

- Log in by entering the appropriate information and press the "Login" button.
- Username and Password are case sensitive.

Username:
Password:

Login

For help call: 1-800-772-7852
Return Via Internet: econhelp.census.gov/mrts
Username:
Password:
Return Via Fax:

Your username and Password can be found here on t

Please note: sessions will expire (requiring you to log back in) after 15 minutes of inactivity

How are the Statistics Produced?

Form SM-4412SS-A (09-14-2012) Page 2

3 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 **3C**

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

Dollars

C. What were the total sales in

D. Do the sales reported in **3C represent book figures or estimates?**

Book Figure

Estimate

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

Yes

No - Go to **4**

Dollars

F. What were the total e-commerce sales in

OR

Percent

%

If e-commerce sales not available - **What was the percent of total sales in **3C** that represents e-commerce?**

4 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



[Main Menu](#) [About Survey](#) [Instructions](#) [Contact Us](#) [Logout](#)

Help Telephone: 1-800-772-7852
(8:30am-5:00pm EST/M-F)
Fax: 1-800-447-4613

July Form Status: **In progress**

Sales

[+ Show Instructions](#)

What were the total sales in July 2013

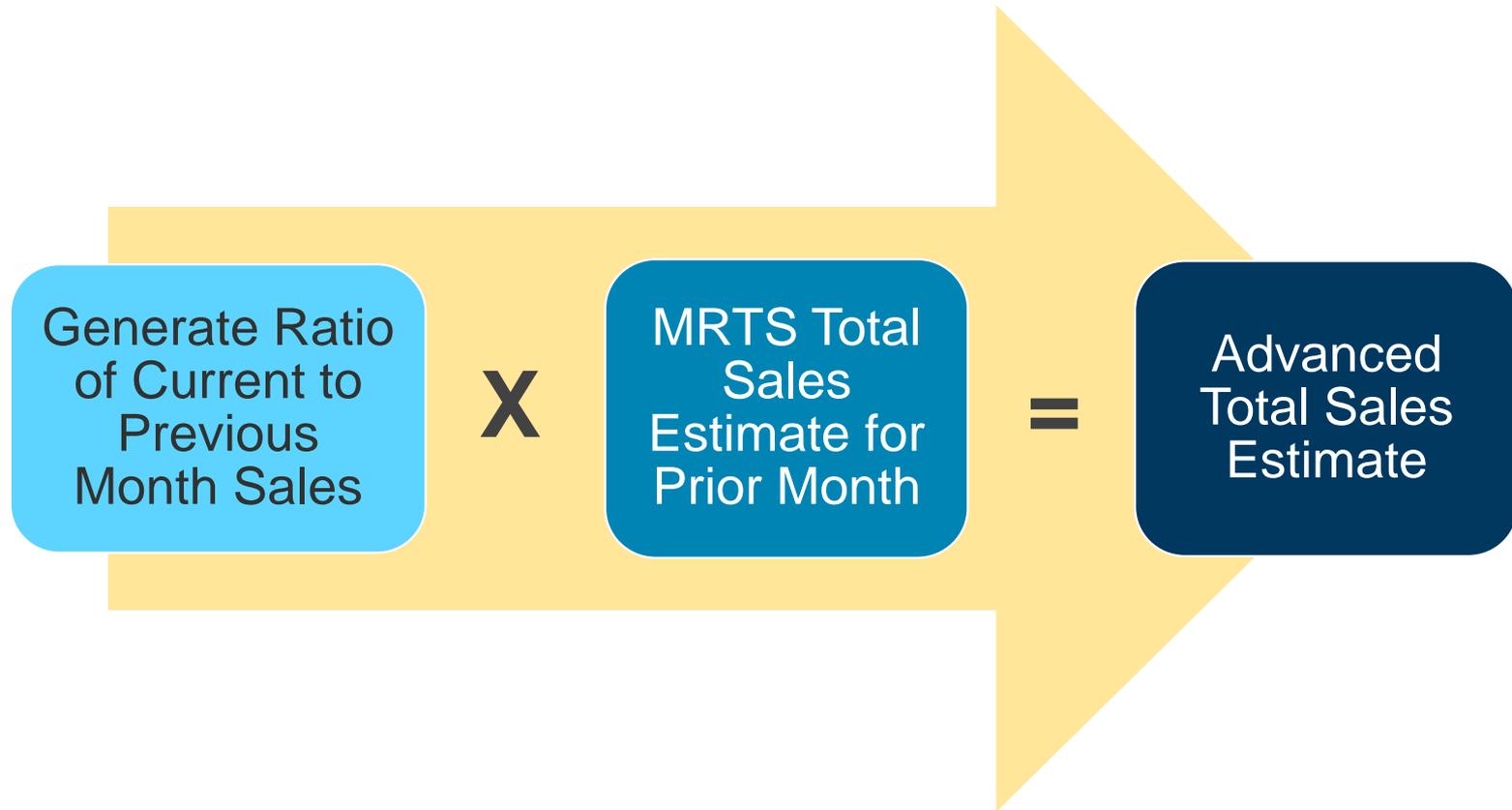
- Estimates are acceptable if book figures are not available.
- Explain any significant differences in sales from previous month in "Remarks" section.
- Report cash and credit sales. If none, enter "0".
- Please round to the nearest dollar

\$.00

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

[Previous](#) [Next](#)

How are the Data Estimated?



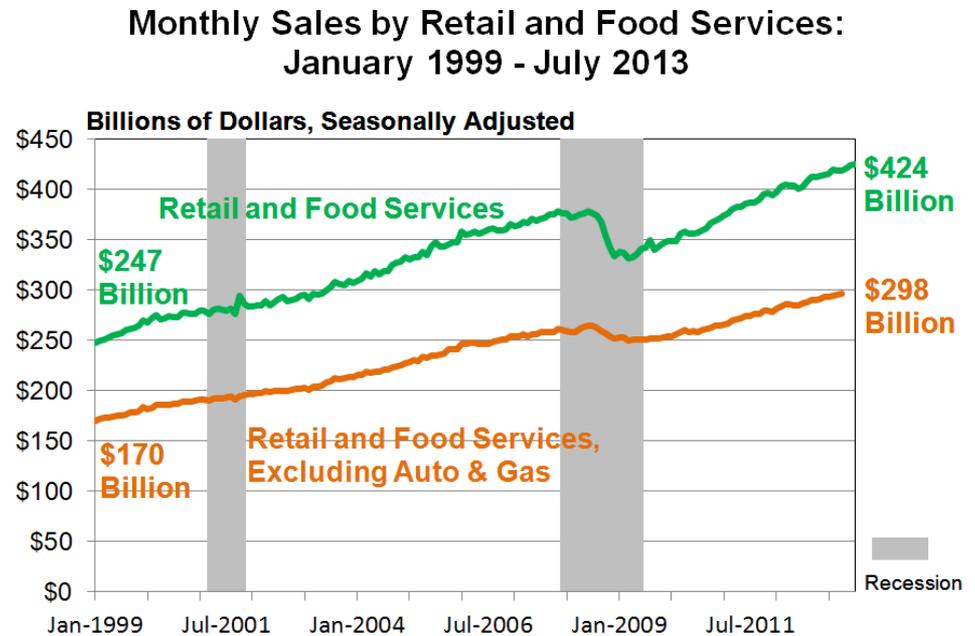
What are Adjusted Estimates?

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



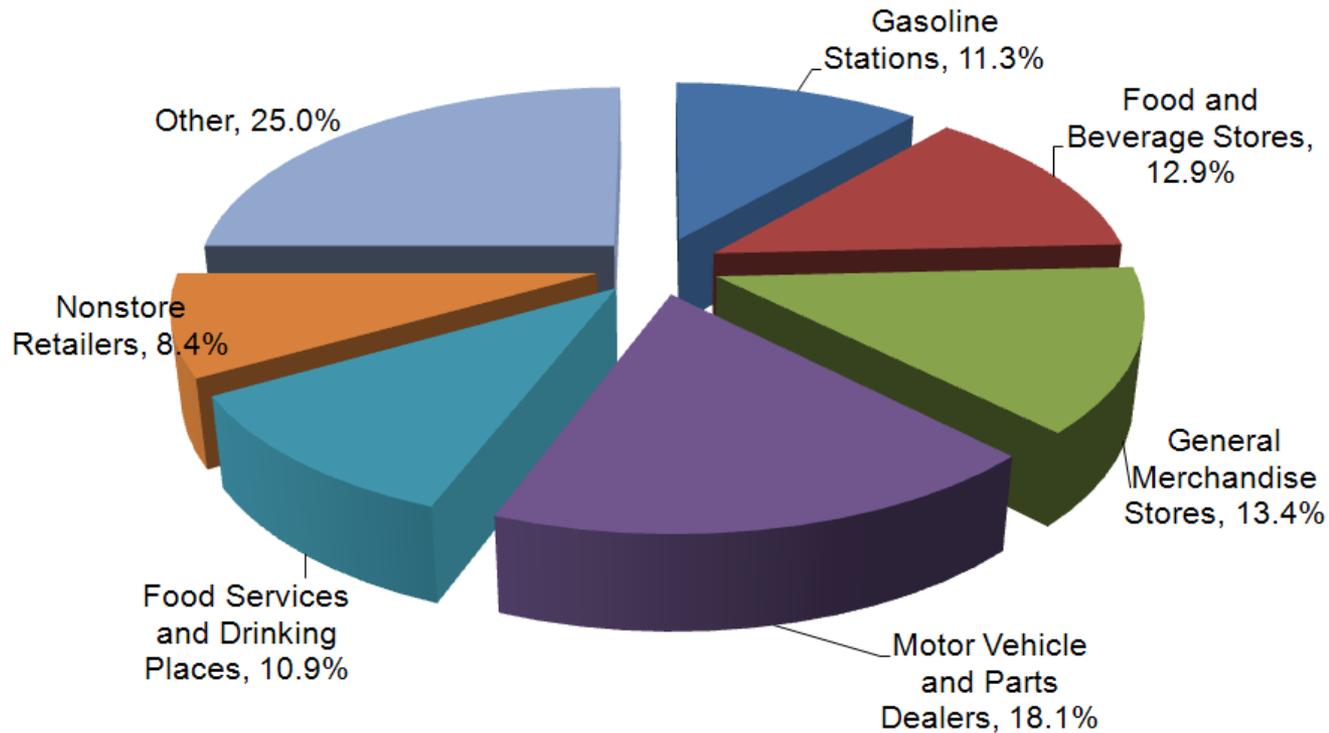
What Statistics are Released?

- 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

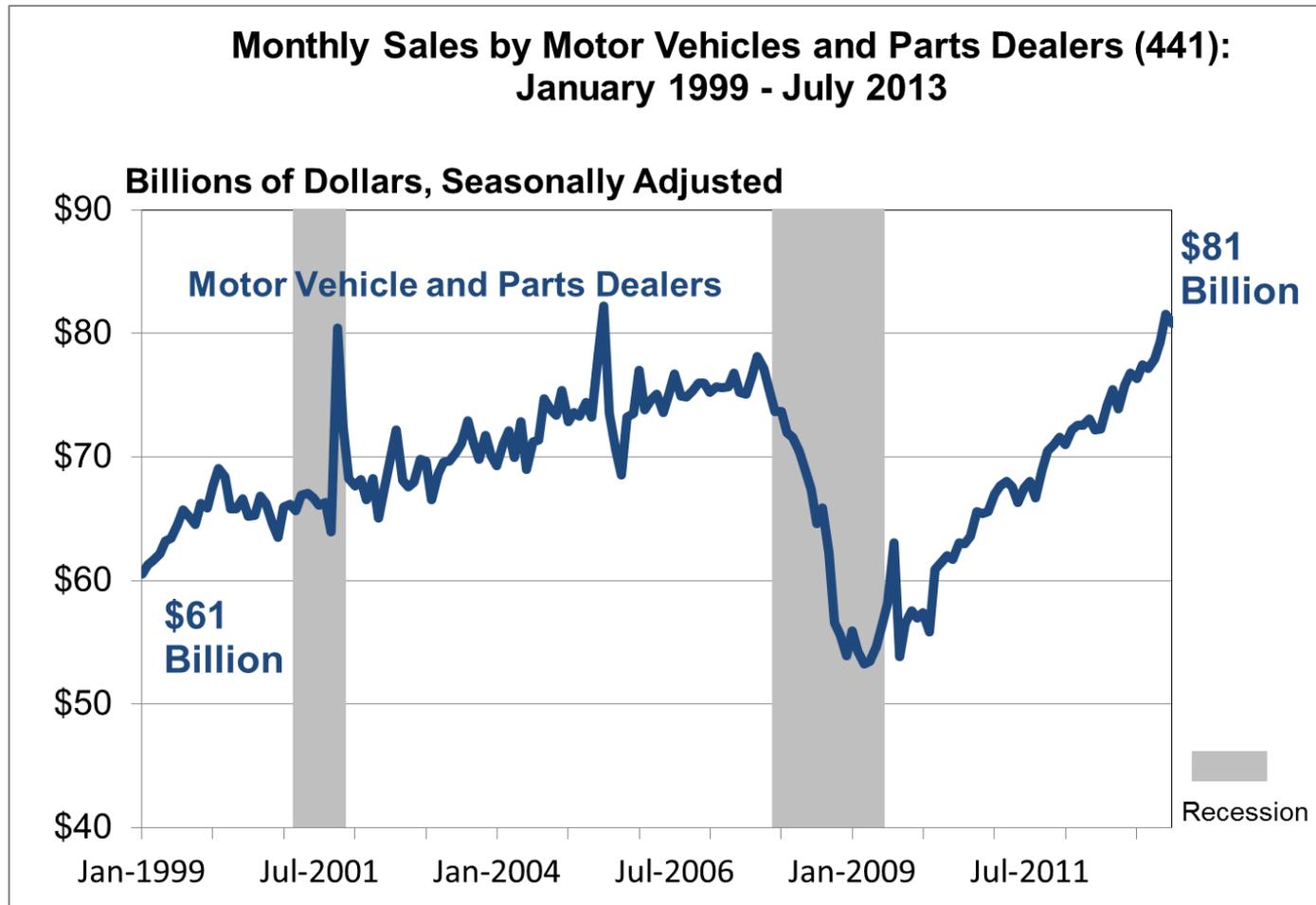


How do Economic Conditions Reflect in the Data?

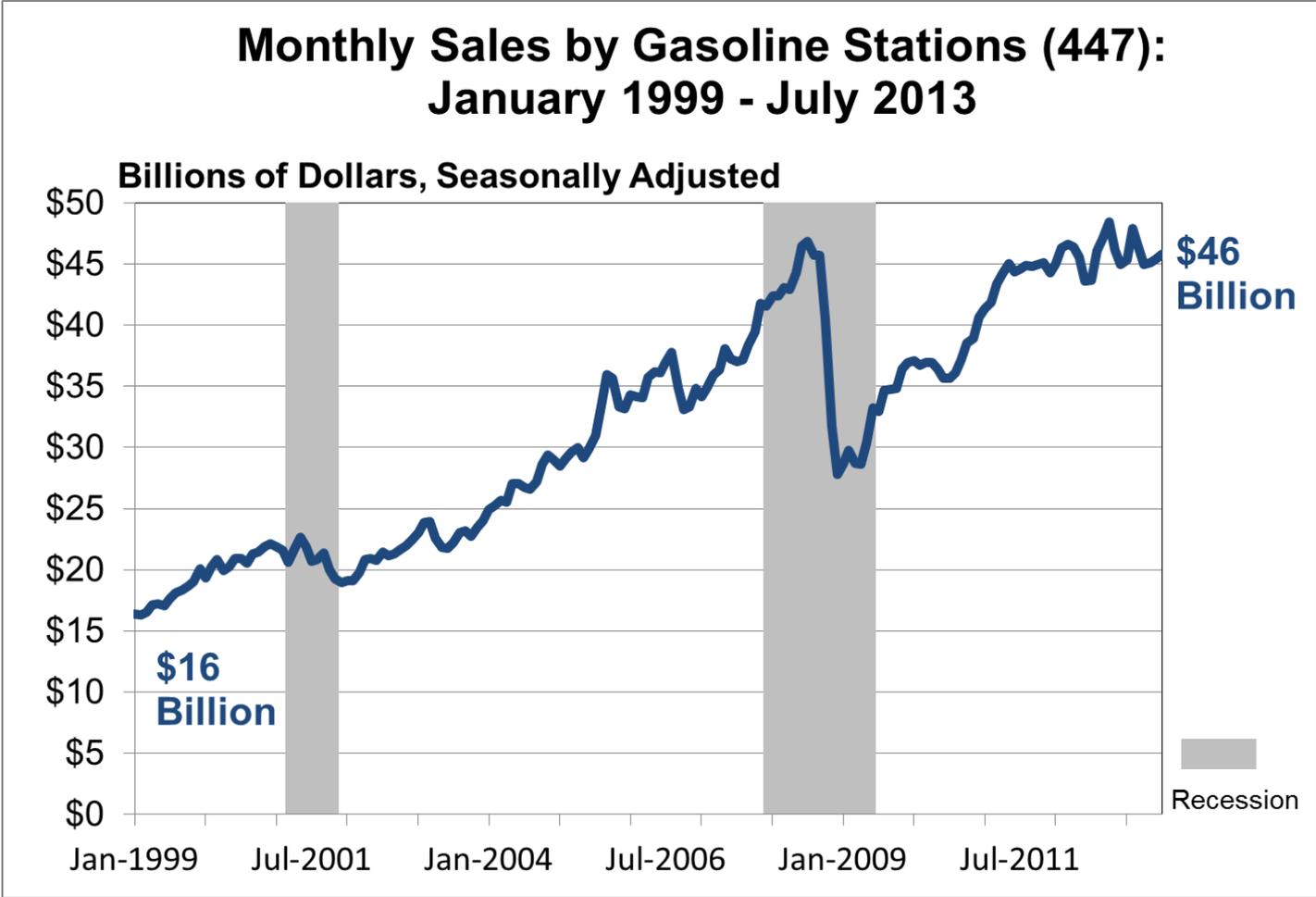
Share of Total Retail and Food Services for Major Retail Industries: 2012



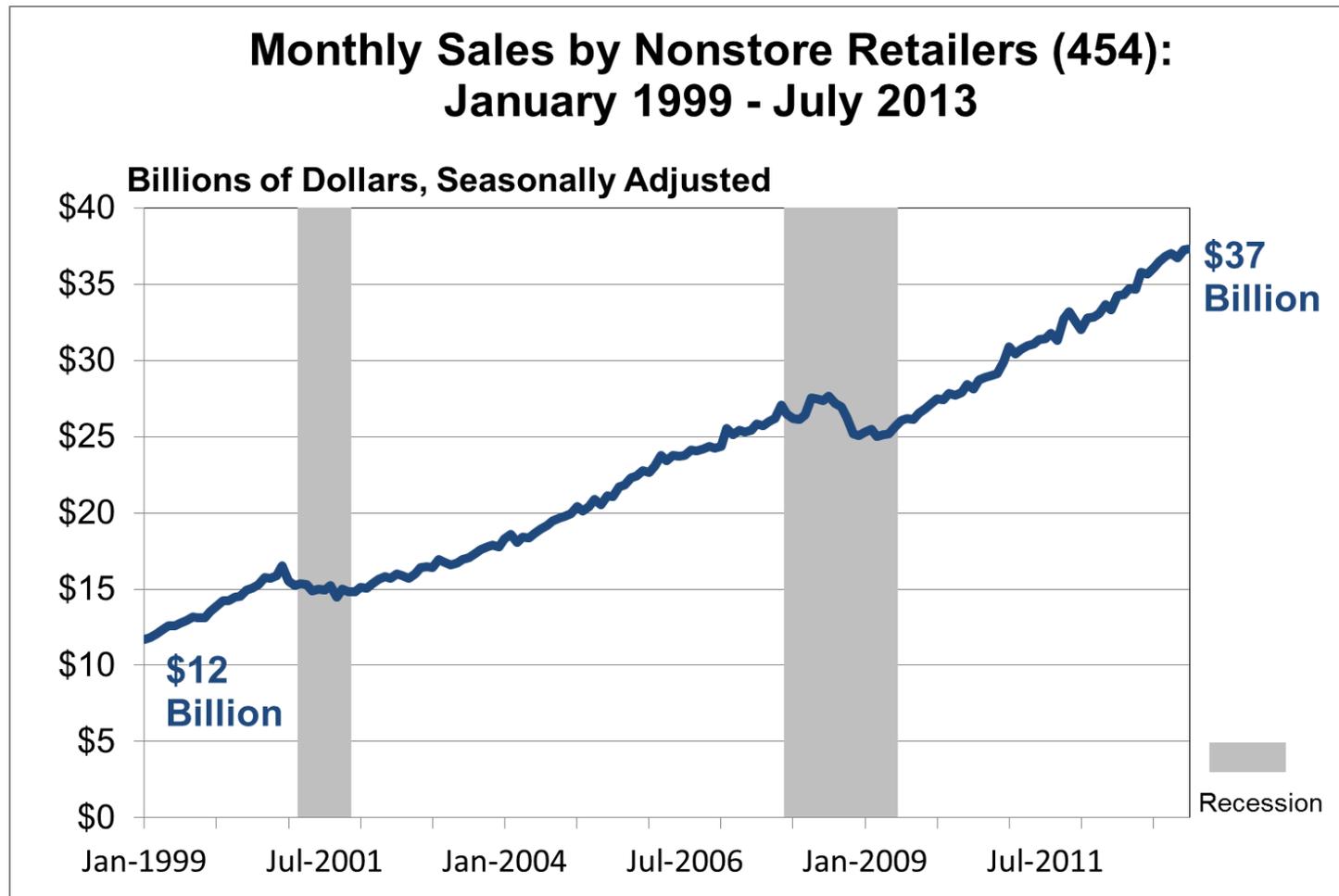
Motor Vehicles and Parts Dealers (NAICS 441)



Gasoline Stations (NAICS 447)



Nonstore Retailers (NAICS 454)



Where Can the Results be Accessed?

www.census.gov/retail

U.S. Department of Commerce



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Monthly & Annual Retail Trade

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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](#) [250KB] | [PDF](#) [66KB]
- [Time Series \(Adjusted Sales Data/Seasonal Factors—1992 to present\)](#)

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

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 \(1992-present\)](#) [559KB]
- Retail Inventories and Inventories/Sales Ratios: [Excel \(1992-present\)](#) [342KB]

Where Can the Results be Accessed?

U.S. Department of Commerce

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United States Census Bureau

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Monthly & Annual Retail Trade

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- Adjustment Factors for Seasonal and Other Variations of Monthly Estimates: [Sales](#) | [Inventories](#)
- Reliability of Monthly Estimates: [Sales](#) | [Inventories](#)
- [Annual Revision of Monthly Retail and Food Services: Sales and Inventories—January 1992 through April 2013](#)

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

Announcements

- **2013 Economic Indicator Webinar Series** Discover the U.S. Census Bureau's economic statistics through the 2013 Economic Indicator Webinar Series. Each of the 13 economic indicators in this webinar series will provide an in-depth description of how the critical economic indicator data are collected and how you can access and use these statistics. Sessions include construction, housing, international trade, retail trade and more.
- **Special Notice:** Annual Retail Trade Survey estimates were revised to reflect the introduction of a new sample. Revised estimates were released on our website on March 29, 2013. For further information...

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- [Economic Indicators](#)
- [E-Stats](#)
- [North American Industry Classification System \(NAICS\)](#)
- [Nonemployer Statistics](#)
- [Business Data Gateway](#)

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?

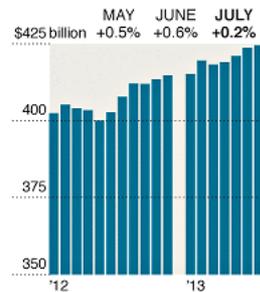
July Retail Sales Rose 0.2%, Despite a Drop in Auto Sales

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.

Retail Sales

Total retail and food services sales, seasonally adjusted.



Source: Commerce Department
The New York Times

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

http://www.nytimes.com/2013/08/14/business/economy/july-retail-sales-rose-0-2-despite-a-drop-in-auto-sales.html?_r=0

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

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July retail sales rose a smidgen, growing 0.2% amid back-to-school shopping even as auto dealers and home goods merchants lagged. (Katie Falkenberg / Los Angeles Times / July 21, 2013)

By Tiffany Hsu
August 13, 2013 | 8:07 a.m.

Retail sales rose a smidgen in July, growing 0.2% amid back-to-school shopping even as auto dealers and home goods merchants 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 0.6% in June, an upward revision. Compared with July 2012, the gauge last month is up 5.4%, according to the government.

Los Angeles Times

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

When are the Results Revised?

- One month after the advance release
- Benchmarked 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*



www.census.gov/mobile

Available for iPhone, iPad,
and Android devices

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

 **many
more**

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Questions & Answers Session