
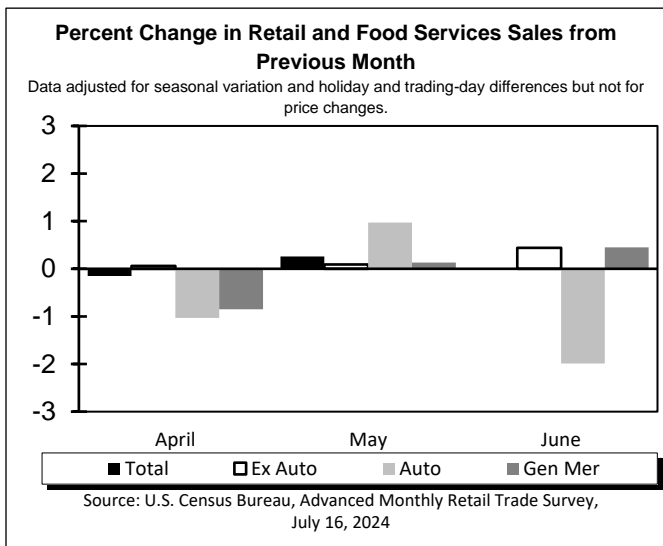


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, JUNE 2024

Release Number: CB24-110

July 16, 2024 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for June 2024:

 ADVANCE MONTHLY SALES		
June 2024	\$704.3 billion	0.0%*
May 2024 (revised)	\$704.5 billion	0.3%
Next release: August 15, 2024		
<small>* 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, July 16, 2024</small>		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for June 2024, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$704.3 billion, virtually unchanged (± 0.5 percent)* from the previous month, but up 2.3 percent (± 0.5 percent) above June 2023. Total sales for the April 2024 through June 2024 period were up 2.5 percent (± 0.5 percent) from the same period a year ago. The April 2024 to May 2024 percent change was revised from up 0.1 percent (± 0.4 percent)* to up 0.3 percent (± 0.2 percent).

Retail trade sales were down 0.1 percent (± 0.5 percent)* from May 2024, but up 2.0 percent (± 0.5 percent) above last year. Nonstore retailers were up 8.9 percent (± 1.4 percent) from last year, while food services and drinking places were up 4.4 percent (± 2.1 percent) from June 2023.

General Information

The July 2024 Advance Monthly Retail report is scheduled for release on August 15, 2024 at 8:30 a.m. EDT. View the full schedule in the Economic Briefing Room: <https://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 4,800 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 more information on how data is collected for the Advance Monthly Retail Trade Survey, see our methodology page at: https://www.census.gov/retail/marts/how_surveys_are_collected.html.

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 4,800 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.

The Census Bureau has reviewed this data product to ensure appropriate access, use, and disclosure avoidance protection of the confidential source data (Project No. P-7504206, Disclosure Review Board (DRB) approval number: CBDRB-FY24-0003).

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

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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.

Weather Information

For information on the impact of weather events on the compilation of this report, please see the Frequently Asked Questions (FAQs) on our website at:

<www.census.gov/retail/marts_weather_faqs.html>

RESOURCES

The Rest of the Consumer Spending Story

Retail and services together represent what's commonly referred to as consumer spending. Quarterly Services Survey (QSS) revenue comprises roughly 2/3 of the personal consumption expenditures component of the U.S. Gross Domestic Product (GDP) measured by the Bureau of Economic Analysis (BEA). The first quarter 2024 Quarterly Services Report was released on June 11, 2024 at 10:00 AM. Learn about historical revenue trends for certain industries going back 15 years and other data, such as in-patient days and discharges for hospitals, by visiting <<https://www.census.gov/services/index.html>>

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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				
		6 Month Total		2024			2023		2024			2023	
		2024	% Chg. 2023	Jun. ³ (a)	May (p)	Apr. (r)	Jun.	May	Jun. ³ (a)	May (p)	Apr. (r)	Jun. (r)	May (r)
	Retail & food services,												
	total	4,138,967	2.8	703,632	745,229	700,302	702,231	722,019	704,324	704,483	702,681	688,630	686,672
	Total (excl. motor vehicle & parts) ...	3,338,181	3.2	571,141	600,414	561,592	563,062	579,809	573,593	571,095	570,577	554,922	554,719
	Total (excl. gasoline stations)	3,824,542	3.1	648,859	687,329	645,366	646,294	665,570	652,406	650,971	648,018	636,499	634,112
	Total (excl. motor vehicle & parts & gasoline stations)	3,023,756	3.6	516,368	542,514	506,656	507,125	523,360	521,675	517,583	515,914	502,791	502,159
	Retail	3,573,219	2.3	606,051	644,318	605,419	608,430	627,266	609,493	609,908	608,458	597,826	596,688
	GAFO⁴	(*)	(*)	(*)	134,697	121,802	127,859	130,729	(*)	130,975	130,367	128,802	128,712
441	Motor vehicle & parts dealers	800,786	1.3	132,491	144,815	138,710	139,169	142,210	130,731	133,388	132,104	133,708	131,953
4411, 4412	Auto & other motor veh. dealers .	732,495	0.9	120,763	132,598	126,921	127,343	130,540	119,096	121,873	120,647	122,445	120,870
44111	New car dealers	(*)	(*)	(*)	108,397	103,876	102,861	104,507	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	12,217	11,789	11,826	11,670	(*)	11,515	11,457	11,263	11,083
442	Furniture & home furn. stores	64,392	-7.0	10,940	11,420	10,635	11,689	11,732	11,084	11,013	10,941	11,550	11,446
4421	Furniture stores	(*)	(*)	(*)	5,988	5,562	6,448	6,198	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	43,559	0.8	7,454	7,462	6,974	7,359	7,279	7,863	7,830	7,810	7,658	7,711
444	Building material & garden eq. & supplies dealers	242,376	-3.5	43,741	48,457	44,866	46,360	50,535	40,675	40,112	40,402	41,034	41,919
4441	Building mat. & sup. dealers	(*)	(*)	(*)	41,313	38,192	39,816	42,641	(*)	34,863	35,071	35,329	36,106
445	Food & beverage stores	487,444	1.9	82,661	85,921	78,846	81,316	83,500	82,674	82,626	82,825	81,107	81,288
4451	Grocery stores	438,194	1.7	73,847	76,844	70,765	72,659	74,846	73,921	73,888	74,099	72,659	72,807
4453	Beer, wine & liquor stores	(*)	(*)	(*)	6,391	5,646	6,157	6,184	(*)	6,092	6,071	5,960	6,021
446	Health & personal care stores	214,904	1.4	35,484	36,733	35,467	36,375	36,924	36,544	36,226	36,117	36,302	36,414
44611	Pharmacies & drug stores	(*)	(*)	(*)	30,618	29,687	30,324	30,906	(*)	30,077	30,139	30,385	30,389
447	Gasoline stations	314,425	-0.9	54,773	57,900	54,936	55,937	56,449	51,918	53,512	54,663	52,131	52,560
448	Clothing & clothing accessories stores	142,997	2.9	25,282	27,543	23,993	24,364	26,096	26,363	26,210	25,893	25,277	25,195
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,411	3,052	2,915	3,398	(*)	3,090	3,089	3,033	3,109
44814	Family clothing stores	(*)	(*)	(*)	11,541	10,067	10,010	10,305	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	3,206	2,902	3,146	3,327	(*)	3,156	3,175	3,354	3,337
451	Sporting goods, hobby, musical instrument, & book stores	45,476	-3.2	8,141	8,033	7,332	8,590	8,291	8,257	8,264	8,129	8,547	8,574
452	General merchandise stores	433,773	3.3	76,084	77,816	70,741	73,294	74,795	75,619	75,283	75,189	73,238	73,235
4521	Department stores	60,350	-1.4	10,543	11,054	9,871	10,398	10,975	10,976	10,934	10,931	10,795	11,106
4529	Other general merch. stores.....	(*)	(*)	(*)	66,762	60,870	62,896	63,820	(*)	64,349	64,258	62,443	62,129
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	57,041	52,046	54,040	54,622	(*)	55,272	55,133	53,718	53,394
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	9,721	8,824	8,856	9,198	(*)	9,077	9,125	8,725	8,735
453	Miscellaneous store retailers	88,837	5.3	15,440	16,651	15,387	15,572	15,761	15,055	15,008	15,201	14,643	14,338
454	Nonstore retailers	694,250	8.5	113,560	121,567	117,532	108,405	113,694	122,710	120,436	119,184	112,631	112,055
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	112,929	108,547	98,994	104,270	(*)	111,590	109,865	102,478	102,326
722	Food services & drinking places	565,748	6.0	97,581	100,911	94,883	93,801	94,753	94,831	94,575	94,223	90,804	89,984

(*) 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 <<https://www.census.gov/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, July 16, 2024. (Project No. P-7504206 / Approval CBDRB-FY24-0003), 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					
		Jun. 2024 Advance from --		May 2024 Preliminary from --		Apr. 2024 through Jun. 2024 from --	
		May 2024 (p)	Jun. 2023 (r)	Apr. 2024 (r)	May 2023 (r)	Jan. 2024 through Mar. 2024	Apr. 2023 through Jun. 2023
	Retail & food services,						
	total	0.0	2.3	0.3	2.6	0.6	2.5
	Total (excl. motor vehicle & parts)	0.4	3.4	0.1	3.0	0.8	3.2
	Total (excl. gasoline stations)	0.2	2.5	0.5	2.7	0.6	2.7
	Total (excl. motor vehicle & parts & gasoline stations)	0.8	3.8	0.3	3.1	0.8	3.4
	Retail	-0.1	2.0	0.2	2.2	0.5	2.1
441	Motor vehicle & parts dealers	-2.0	-2.2	1.0	1.1	-0.4	-0.1
4411, 4412	Auto & other motor veh. dealers ...	-2.3	-2.7	1.0	0.8	-0.6	-0.5
442	Furniture & home furn. stores	0.6	-4.0	0.7	-3.8	0.4	-4.4
443	Electronics & appliance stores	0.4	2.7	0.3	1.5	2.1	2.2
444	Building material & garden eq. & supplies dealers	1.4	-0.9	-0.7	-4.3	1.1	-2.3
445	Food & beverage stores	0.1	1.9	-0.2	1.6	0.8	1.9
4451	Grocery stores	0.0	1.7	-0.3	1.5	0.7	1.6
446	Health & personal care stores	0.9	0.7	0.3	-0.5	0.3	0.1
447	Gasoline stations	-3.0	-0.4	-2.1	1.8	0.3	0.9
448	Clothing & clothing accessories stores	0.6	4.3	1.2	4.0	1.6	3.8
451	Sporting goods, hobby, musical instrument, & book stores	-0.1	-3.4	1.7	-3.6	-1.8	-4.2
452	General merchandise stores	0.4	3.3	0.1	2.8	0.1	2.9
4521	Department stores	0.4	1.7	0.0	-1.5	-0.6	-0.6
453	Miscellaneous store retailers	0.3	2.8	-1.3	4.7	-0.3	4.3
454	Nonstore retailers	1.9	8.9	1.1	7.5	1.4	7.9
722	Food services & drinking places	0.3	4.4	0.4	5.1	0.9	5.2

(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, July 16, 2024. (Project No. P-7504206 / Approval CBDRB-FY24-0003),

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 Jun. 2024

(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 Current Mo. (%)	Median standard error Percent change			Revision for month-to-month change	
			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	0.9	0.3	0.1	0.3	0.0	0.2
	Total (excl. motor vehicle & parts)	1.1	0.2	0.2	0.3	0.0	0.2
	Total (excl. gasoline stations)	0.9	0.3	0.2	0.3	0.0	0.2
	Total (excl. motor vehicle & parts & gasoline stations)	1.2	0.3	0.2	0.4	0.0	0.2
	Retail, total	0.8	0.3	0.2	0.3	0.0	0.2
441	Motor vehicle & parts dealers	1.5	0.8	0.4	1.0	0.1	0.3
4411, 4412	Auto & other motor veh. dealers	1.6	0.8	0.5	1.1	0.1	0.3
442	Furniture & home furn. stores	3.0	1.8	0.8	1.7	0.2	0.9
443	Electronics & appliance stores	2.1	0.9	0.5	1.1	0.3	0.6
444	Building material & garden eq. & supplies dealers	2.9	0.7	0.6	1.2	0.0	0.2
445	Food & beverage stores	0.7	0.2	0.2	0.4	-0.1	0.1
4451	Grocery stores	0.8	0.1	0.2	0.5	-0.1	0.1
446	Health & personal care stores	3.2	0.4	0.3	0.8	-0.1	0.3
447	Gasoline stations	1.4	0.5	0.2	0.5	0.0	0.5
448	Clothing & clothing accessories stores	3.1	0.9	0.6	1.2	0.0	0.2
451	Sporting goods, hobby, musical instrument, & book stores	2.6	1.1	0.9	1.4	-0.2	0.4
452	General merchandise stores	1.5	0.2	0.1	0.3	0.0	0.1
4521	Department stores	0.0	0.0	0.0	0.0	0.0	0.2
453	Miscellaneous store retailers	5.0	2.4	1.4	2.9	0.4	1.7
454	Nonstore retailers	2.0	0.5	0.4	0.8	0.0	0.4
722	Food services & drinking places	3.4	0.9	0.6	1.2	0.0	0.3

(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, July 16, 2024. (Project No. P-7504206 / Approval CBDRB-FY24-0003), 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>.