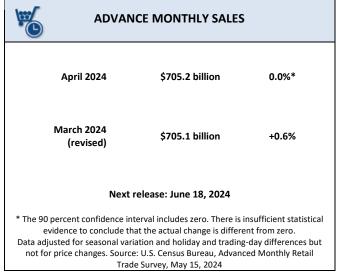
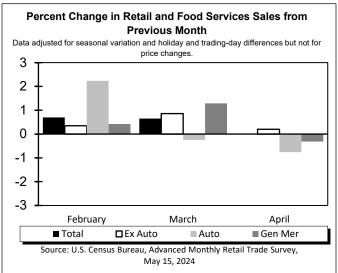
ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, APRIL 2024

Release Number: CB24-74

Notice of Revision: Monthly retail sales estimates were revised on April 23, 2024 based on the results of the 2022 Annual Retail Trade Survey and the Service Annual Survey. The Annual Revision of Monthly Retail and Food Services showing revised estimates can be found on our website at https://www.census.gov/retail/mrts/historic releases.html

May 15, 2024 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for April 2024:





Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for April 2024, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$705.2 billion, virtually unchanged (\pm 0.4 percent)* from the previous month, but up 3.0 percent (\pm 0.5 percent) above April 2023. Total sales for the February 2024 through April 2024 period were up 3.0 percent (\pm 0.5 percent) from the same period a year ago. The February 2024 to March 2024 percent change was revised from up 0.7 percent (\pm 0.5 percent) to up 0.6 percent (\pm 0.1 percent).

Retail trade sales were virtually unchanged (±0.4 percent)* from March 2024, but up 2.7 percent (±0.5 percent) above last year. Nonstore retailers were up 7.5 percent (±1.6 percent) from last year, while food services and drinking places were up 5.5 percent (±2.1 percent) from April 2023.

Data Inquiries Economic Indicators Division, Retail Indicator Branch 301-763-2713 eid.retail.indicator.branch@census.gov Media Inquiries Public Information Office 301-763-3030 pio@census.gov



General Information

The May 2024 Advance Monthly Retail report is scheduled for release on June 18, 2024 at 8:30 a.m. EDT. View the full schedule in the Economic Briefing Room: <<u>https://www.census.gov/economic-indicators/</u>>. The full text and tables of this release can be found at <<u>www.census.gov/retail/</u>>.

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, guestionnaires 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-toprevious 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).

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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.

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

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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 fourth quarter 2023 Quarterly Services Report was released on March 13, 2024 at 10:00 AM. Learn about historical revenue trends for certain industries going back 15 years and other data, such as inpatient days and discharges for hospitals, by visiting <<u>https://www.census.gov/services/index.html</u>>

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. <<u>www.census.gov/developers/</u>>

FRED Mobile App



Receive the latest updates on the nation's key economic indicators by downloading the FRED App <<u>https://fred.stlouisfed.org/fred-mobile/</u>> 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.)

and administr		Not Adjusted							Adjusted ²				
NAICS ¹ code	Kind of Business	4 Month Total 2024				2023		2024			2023		
			% Chg.	Apr. ³	Mar.	Feb.	Apr.	Mar.	Apr. ³	Mar.	Feb.	Apr.	Mar.
		2024	2023	(a)	(p)	(r)			(a)	(p)	(r)	(r)	(r)
	Retail & food services,												
	total	2,692,373	3.5	701,649	708,557	644,825	674,516	692,701	705,180	705,057	700,519	684,397	679,067
	Total (excl. motor vehicle & parts)	2,169,876	3.7	563,955	567,997	518,529	541,636	551,718	572,863	571,723	566,846	553,167	549,907
	Total (excl. gasoline stations)	2,488,948	3.8	645,457	655,092	597,462	621,170	638,387	648,988	650,556	647,122	630,348	624,204
	Total (excl. motor vehicle & parts &	1,966,451	4.2	507,763	514,532	471,166	488,290	497,404	516,671	517,222	513,449	400 119	495,044
	gasoline stations) Retail	2,325,842	4.2 3.1	607,395	610,478	555,528	584,626	600,348	611,302	611,381	606,720	499,118 595,397	495,044 590,606
	GAFO ⁴	(*)	(*)	(*)	129,191	115,707	124,133	124,263	(*)	130,527	130,706	128,823	128,247
						,	,	,		,			,
441 4411, 4412	Motor vehicle & parts dealers Auto & other motor veh. dealers .	522,497 478,366	2.6 2.2	137,694 126,124	140,560 128,932	126,296 115,944	132,880 122,044	140,983 129,711	132,317 121,040	133,334 121,979	133,673 122,433	131,230 120,240	129,160 118,674
44111	New car dealers	(*)	(*)	(*)	105,688	95,883	97,979	103,509	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores	(*)	(*)	(*)	11,628	10,352	10,836	11,272	(*)	11,355	11,240	10,990	10,486
442	Furniture & home furn. stores	41,710	-9.0	10,315	11,020	10,343	11,091	12,450	10,667	10,720	10,968	11,650	11,835
4421	Furniture stores	(*)	(*)	(*)	5,997	5,705	5,885	6,777	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	28,549	-0.2	6,885	7,203	7,267	6,692	7,508	7,684	7,574	7,814	7,622	7,788
444	Building material & garden eq. &												
	supplies dealers	150,483	-2.5	45,193	38,674	33,820	43,232	41,869	40,695	40,477	40,301	41,104	40,867
4441	Building mat. & sup. dealers	(*)	(*)	(*)	33,337	29,585	36,260	36,073	(*)	35,129	35,053	35,445	35,435
445	Food & beverage stores	319,146	1.8	78,954	83,424	76,955	79,684	80,812	83,046	82,422	81,992	81,234	81,425
4451	Grocery stores	287,760	1.5	70,847	74,970	69 <i>,</i> 307	71,746	72,939	74,263	73,789	73,341	72,913	73,158
4453	Beer, wine & liquor stores	(*)	(*)	(*)	5,882	5,360	5,634	5,642	(*)	6,058	6,063	5,943	5,871
446	Health & personal care stores	142,602	2.9	35,320	36,300	34,588	34,595	36,645	36,004	36,228	36,142	36,112	35,682
44611	Pharmacies & drug stores	(*)	(*)	(*)	29,946	28,883	28,821	30,449	(*)	30,218	30,212	29,991	29,911
447	Gasoline stations	203,425	-0.8	56,192	53,465	47,363	53,346	54,314	56,192	54,501	53,397	54,049	54,863
448	Clothing & clothing accessories												
	stores	90,271	2.0	24,012	25,066	22,005	24,232	24,510	25,845	25,432	25,949	25,175	25,387
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,238	2,650	3,114	3,156	(*)	3,090	3,132	3,032	3,070
44814 4482	Family clothing stores Shoe stores	(*) (*)	(*) (*)	(*) (*)	10,472 3,186	8,566 2,774	9,867 3,184	9,812 3,367	(NA) (*)	(NA) 3,055	(NA) 3,267	(NA) 3,303	(NA) 3,307
		()	()	()	3,100	2,774	3,104	3,307		3,035	3,207	3,303	3,307
451	Sporting goods, hobby, musical instrument, & book stores	29,414	-2.3	7,447	7,989	6,891	7.918	8,203	8,238	8,313	8,424	8,644	8,554
452	General merchandise stores	280,694	3.3	71,447	75,807	67,287	71,953	69,256	75,866	76,113	75,145	73,142	72,099
452 4521	Department stores	38,888	-2.4	9,966	10,525	9,513	10,521	10,606	10,972	10,916	11,063	11,103	11,231
4529	Other general merch. stores	(*)	(*)	(*)	65,282	57,774	61,432	58,650	(*)	65,197	64,082	62,039	60,868
45291	Warehouse clubs &	. /									-		
	supercenters	(*)	(*)	(*)	56,125	49,609	52,816	50,180	(*)	55,957	54,877	53,457	52,216
45299	All oth. gen. merch. stores	(*)	(*)	(*)	9,157	8,165	8,616	8,470	(*)	9,240	9,205	8,582	8,652
453	Miscellaneous store retailers	56,983	7.5	15,587	14,975	13,391	14,128	13,978	15,419	15,488	15,109	14,437	14,121
454	Nonstore retailers	460,068	10.1	118,349	115,995	109,322	104,875	109,820	119,329	120,779	117,806	110,998	108,825
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	106,317	98,984	95,911	98,825	(*)	111,560	108,416	101,279	99,023
722	Food services & drinking places	366,531	6.2	94,254	98,079	89,297	89,890	92,353	93,878	93,676	93,799	89,000	88,461

(*) Advance estimates are not available for this kind of business.

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, May 15, 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.)

		Percent Change ¹								
NAICS	Kind of Business	•	I Advance m	Mar. 2024	Preliminary m	Feb. 2024 through Apr. 2024 from				
code		Mar. 2024 (p)	Apr. 2023 (r)	Feb. 2024 (r)	Mar. 2023 (r)	Nov. 2023 through Jan. 2024	Feb. 2023 through Apr. 2023			
	Retail & food services,									
	total	0.0	3.0	0.6	3.8	0.5	3.0			
	Total (excl. motor vehicle & parts)	0.2	3.6	0.9	4.0	0.6	3.2			
	Total (excl. gasoline stations)	-0.2	3.0	0.5	4.2	0.3	3.2			
	Total (excl. motor vehicle & parts &									
	gasoline stations)	-0.1	3.5	0.7	4.5	0.3	3.5			
	Retail	0.0	2.7	0.8	3.5	0.7	2.5			
441	Motor vehicle & parts dealers	-0.8	0.8	-0.3	3.2	0.4	2.2			
4411, 4412	Auto & other motor veh. dealers	-0.8	0.7	-0.4	2.8	0.5	1.9			
442	Furniture & home furn. stores	-0.5	-8.4	-2.3	-9.4	-4.1	-9.2			
443	Electronics & appliance stores	1.5	0.8	-3.1	-2.7	2.7	-0.3			
444	Building material & garden eq. & supplies dealers	0.5	-1.0	0.4	-1.0	0.2	-2.6			
445	Food & beverage stores	0.8	2.2	0.5	1.2	0.5	1.2			
4451	Grocery stores	0.6	1.9	0.6	0.9	0.4	0.8			
446	Health & personal care stores	-0.6	-0.3	0.2	1.5	-1.9	0.9			
447	Gasoline stations	3.1	4.0	2.1	-0.7	3.2	0.0			
448	Clothing & clothing accessories stores	1.6	2.7	-2.0	0.2	-0.8	1.5			
451	Sporting goods, hobby, musical instrument, & book stores	-0.9	-4.7	-1.3	-2.8	-1.0	-3.0			
452	General merchandise stores	-0.3	3.7	1.3	5.6	1.6	3.4			
4521	Department stores	0.5	-1.2	-1.3	-2.8	0.6	-2.7			
453	Miscellaneous store retailers	-0.4	6.8	2.5	9.7	3.9	7.3			
454	Nonstore retailers	-1.2	7.5	2.5	11.0	0.8	8.7			
722	Food services & drinking places	0.2	5.5	-0.1	5.9	-0.5	5.9			

(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, May 15, 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 Apr. 2024

(Estimates are shown as percents and are based on data from the Advance Monthly Retail Trade Survey and Monthly Retail Trade Survey)
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		Median CV ⁽¹⁾ for Current Mo. (%)	Medi	an standard erroi Percent change	Revision for month- to-month change ⁽²⁾		
NAICS Code	Kind of Business		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	0.2	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	0.4	0.0	0.1
	Total (excl. motor vehicle & parts &						
	gasoline stations)	1.1	0.2	0.2	0.4	0.0	0.1
	Retail, total	0.8	0.2	0.1	0.3	0.0	0.1
41	Motor vehicle & parts dealers	1.5	0.7	0.4	1.0	0.1	0.3
411, 4412	Auto & other motor veh. dealers	1.6	0.8	0.5	1.1	0.1	0.3
42	Furniture & home furn. stores	3.0	1.8	0.8	1.6	-0.1	0.7
43	Electronics & appliance stores	2.2	0.9	0.5	1.1	0.3	0.6
44	Building material & garden eq. &						
	supplies dealers	2.8	0.8	0.5	1.1	0.0	0.3
45	Food & beverage stores	0.7	0.2	0.2	0.4	-0.1	0.1
451	Grocery stores	0.7	0.1	0.2	0.5	-0.1	0.1
46	Health & personal care stores	3.1	0.5	0.3	0.8	-0.1	0.3
47	Gasoline stations	1.4	0.4	0.2	0.5	0.2	0.5
48	Clothing & clothing accessories						
	stores	3.1	1.0	0.6	1.3	-0.1	0.3
151	Sporting goods, hobby, musical						
	instrument, & book stores	2.5	1.1	0.9	1.4	0.0	0.4
52	General merchandise stores	1.6	0.1	0.1	0.3	0.0	0.1
521	Department stores	0.0	0.0	0.0	0.0	0.0	0.2
53	Miscellaneous store retailers	5.0	2.3	1.4	2.6	0.5	1.1
154	Nonstore retailers	2.0	0.5	0.4	0.9	0.1	0.4
/22	Food services & drinking places	3.4	0.9	0.6	1.2	0.0	0.6

(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, May 15, 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>.