

Monthly State Retail Sales for April 2021

Released July 28, 2021

Overview

The U.S. Census Bureau introduced the Monthly State Retail Sales (MSRS) report as an experimental data product in September 2020. The MSRS is a blended data product combining Monthly Retail Trade Survey data, administrative data, and third-party data. Year-over-year percentage changes are available for Total Retail Sales excluding Nonstore Retailers as well as 11 North American Industry Classification System (NAICS) retail subsectors. These data are provided by state and NAICS beginning in January 2019. We will publish these data monthly on an ongoing basis and seek ways to improve the methodology whenever possible.

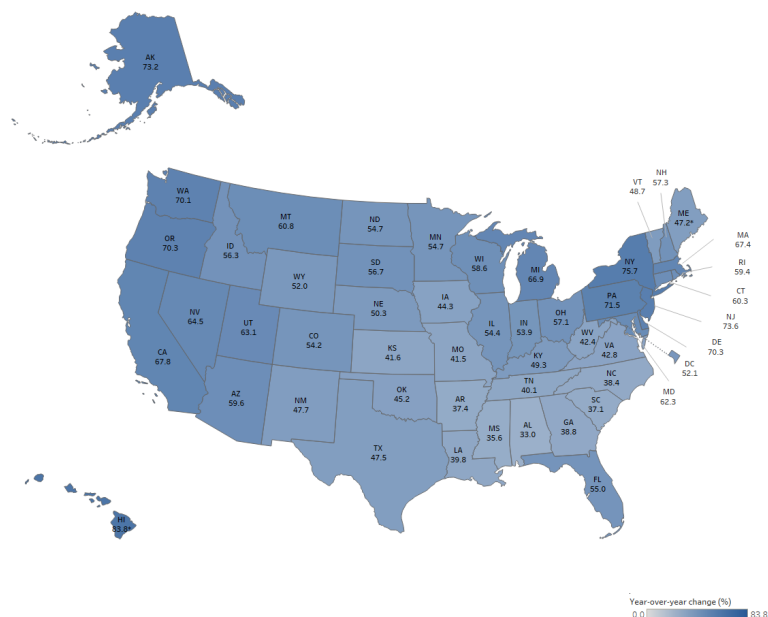
Total Retail Sales

Total U.S. Retail Sales excluding Nonstore Retailers (not seasonally adjusted) in April 2021 were up 55.5 (±2.3 percent) from April 2020. Forty-eight states and the District of Columbia had positive and significant year-over-year percentage changes from April 2020 to April 2021.

Total Retail Sales

The COVID-19 pandemic may lead to atypical year-over-year percentage changes in the MSRS data. The standard errors associated with these percentage changes may also be atypical. The MSRS standard errors are available [here](#). As you analyze the data during these months, it is important to consider this information in the use of these data. More information on the limitations of the MSRS data is available [here](#).

April 2021 State Year-over-Year Percentage Changes for Total Retail excluding Nonstore Retailers



S= Estimate suppressed due to quality concerns.
* The 90 percent confidence interval includes zero. There is insufficient statistical evidence to conclude that the actual change is different from zero.
Note: State retail sales data not adjusted for seasonal variation, trading-day differences, moving holidays or price changes.
Source: U.S. Census Bureau, Monthly Retail Sales by State, April 2021.

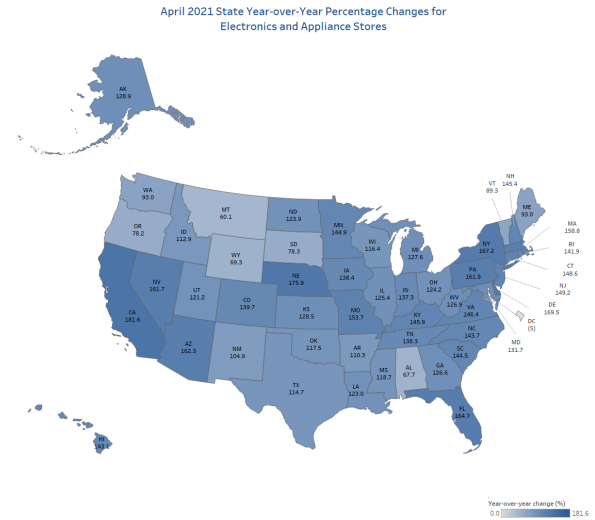
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Electronics and Appliances Stores (NAICS 443)

Retail sales for Electronics and Appliance Stores (not seasonally adjusted) for the United States in April 2021 were up 140.3 percent (± 5.2 percent) from April 2020.

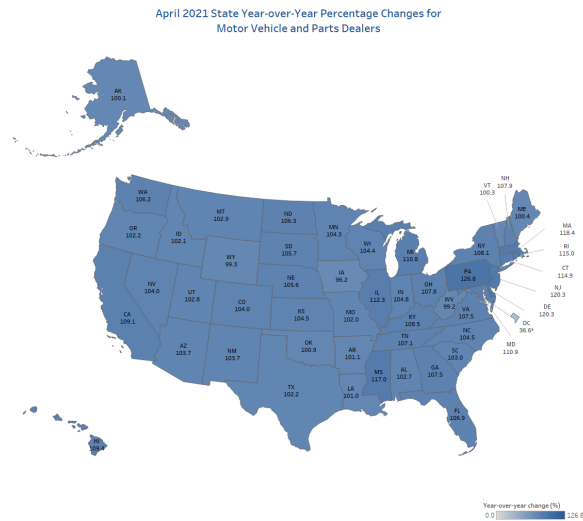
All 50 states had positive and significant year-over-year percentage changes from April 2020 to April 2021.



§) Estimate suppressed due to quality concerns.
 * The 90 percent confidence interval includes zero. There is insufficient statistical evidence to conclude that the actual change is different from zero.
 Note: State retail sales data not adjusted for seasonal variation, trading-day differences, moving holidays or price changes.

Source: U.S. Census Bureau, Monthly Retail Sales by State, April 2021

Motor vehicle and parts dealers (NAICS 441)



§) Estimate suppressed due to quality concerns.
 * The 90 percent confidence interval includes zero. There is insufficient statistical evidence to conclude that the actual change is different from zero.
 Note: State retail sales data not adjusted for seasonal variation, trading-day differences, moving holidays or price changes.

Source: U.S. Census Bureau, Monthly Retail Sales by State, April 2021

Retail sales for Motor vehicle and parts dealers (not seasonally adjusted) for the United States in April 2021 were up 107.3 percent (± 2.8 percent) from April 2020.

All 50 states had positive and significant year-over-year percentage changes from April 2020 to April 2021.

To view additional NAICS and state-level data in an interactive data visualization, please visit https://www.census.gov/retail/state_retail_sales.html.

State retail sales data not adjusted for seasonal variation, trading-day differences, moving holidays or price changes.

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For more state-level data on these subsectors, quality metrics, and technical documentation, please visit: https://www.census.gov/retail/state_retail_sales.html.

For more information on Census Bureau experimental data products, please visit <https://www.census.gov/data/experimental-data-products.html>

The Census Bureau has reviewed this monthly data product for unauthorized disclosure of confidential information and has approved the disclosure avoidance practices applied. (Approval ID: CBDRB-FY20-356).



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