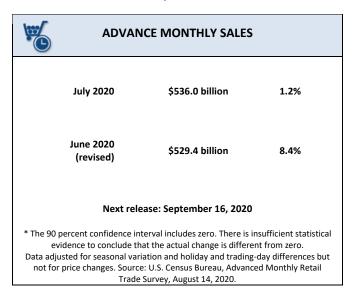
FOR RELEASE AT 8:30 AM EDT, FRIDAY, AUGUST 14, 2020

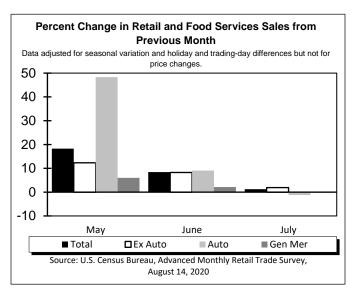
ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, JULY 2020

Release Number: CB20-118

Statement Regarding COVID-19 Impact: The Census Bureau continues to monitor response and data quality and determined estimates in this release meet publication standards. For more information, see COVID-19
FAQs.

August 14, 2020 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for July 2020:





Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for July 2020, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$536.0 billion, an increase of 1.2 percent (± 0.5 percent) from the previous month, and 2.7 percent (± 0.7 percent) above July 2019. Total sales for the May 2020 through July 2020 period were down 0.2 percent (± 0.5 percent)* from the same period a year ago. The May 2020 to June 2020 percent change was revised from up 7.5 percent (± 0.5 percent) to up 8.4 percent (± 0.2 percent).

Retail trade sales were up 0.8 percent (\pm 0.5 percent) from June 2020, and 5.8 percent (\pm 0.7 percent) above last year. Nonstore retailers were up 24.7 percent (\pm 1.4 percent) from July 2019, while food and beverage stores were up 11.1 percent (\pm 0.9 percent) from last year.

General Information

The August 2020 Advance Monthly Retail report is scheduled for release on September 16, 2020 at 8:30

Data Inquiries

Economic Indicators Division, Retail Indicator Branch 301-763-2713

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a.m. EDT. View the full schedule in the Economic Briefing Room: <<u>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 5,500 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.

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 5,500 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>.

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.

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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 ± 0.4 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 second quarter 2020 Advance Quarterly Services Report will be available on August 19, 2020 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.

Data Inquiries

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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.)

	lative records.)	Not Adjusted							Adjusted ²				
NAICS ¹ code	Kind of Business	7 Month Total		2020		2019		2020		2019			
			% Chg.	Jul. ³	Jun.	May	Jul.	Jun.	Jul. ³	Jun.	May	Jul.	Jun.
		2020	2019	(a)	(p)	(r)			(a)	(p)	(r)	(r)	(r)
	Retail & food services,												
	total	3,450,423	-2.1	552,472	536,142	508,221	532,103	518,273	535,982	529,396	488,218	521,710	518,397
	Total (excl. motor vehicle & parts)	2,766,127	-1.5	435,601	420,721	399,954	422,834	413,530	426,590	418,653	386,681	418,581	415,992
	Total (excl. gasoline stations) Total (excl. motor vehicle & parts &	3,209,636	-0.8	513,747	500,582	476,790	486,653	474,450	500,389	495,880	459,034	479,549	476,859
	gasoline stations)	2,525,340	0.2	396,876	385,161	368,523	377,384	369,707	390,997	385,137	357,497	376,420	374,454
	Retail	3,102,505	0.7	498,066	485,248	465,913	466,160	452,242	483,517	479,451	448,788	456,997	454,039
	GAFO ⁴	(*)	(*)	(*)	99,821	89,280	106,940	105,686	(*)	103,856	87,586	109,660	109,192
441	Motor vehicle & parts dealers	684,296	-4.3	116,871	115,421	108,267	109,269	104,743	109,392	110,743	101,537	103,129	102,405
4411, 4412	Auto & other motor veh. dealers .	628,712	-4.7	107,640	106,281	99,909	100,916	96,728	100,692	101,997	93,286	95,204	94,461
44111	New car dealers	(*)	(*)	(*)	81,473	77,564	82,192	77,853	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores	. ,	(*)	(*)	9,140	8,358	8,353	8,015	(*)	8,746	8,251	7,925	7,944
442	Furniture & home furn. stores	56,956	-13.5	9,996	9,630	7,136	9,944	9,539	9,819	9,817	7,143	9,885	9,895
4421 4422	Furniture stores Home furnishings stores	(*) . (*)	(*) (*)	(*) (*)	5,430 4,200	4,056 3,080	5,259 4,685	5,098 4,441	(NA) (NA)	(NA) (NA)	(NA) (NA)	(NA) (NA)	(NA) (NA)
						l '	· ·	l '	` ′	` ′			
443	Electronics & appliance stores	. 42,294	-18.6	7,491	6,033	4,319	7,669	7,481	7,919	6,446	4,684	8,150	8,070
444	Building material & garden eq. &	251,643	11.3	40,308	43,116	43,298	34,755	34,575	36,211	37,295	37,004	31,533	31,280
4441	supplies dealers Building mat. & sup. dealers	(*)	(*)	(*)	37,287	36,691	30,901	30,187	(*)	32,537	32,384	27,664	27,593
445	Food & beverage stores		12.8	74,105	70,885	75,358	65,690	63,795	71,754	71,582	72,658	64,573	63,845
4451	Grocery stores	444,038	12.9	65,743	62,852	67,124	58,557	56,948	63,828	63,551	64,667	57,692	57,005
4453	Beer, wine & liquor stores		(*)	(*)	6,057	6,263	5,245	5,011	(*)	6,033	6,051	4,995	4,976
446	Health & personal care stores	205,358	-0.5	30,437	29,637	27,757	29,508	28,966	30,776	29,696	27,785	29,836	30,017
44611	Pharmacies & drug stores	. (*)	(*)	(*)	25,923	24,923	24,531	23,745	(*)	26,158	24,824	24,704	24,786
447	Gasoline stations	240,787	-16.8	38,725	35,560	31,431	45,450	43,823	35,593	33,516	29,184	42,161	41,538
448	Clothing & clothing accessories												
	stores	90,877	-36.5	17,403	15,564	8,748	21,650	20,960	17,728	16,777	8,440	22,414	22,255
44811	Men's clothing stores	(*)	(*)	(*)	243	146	581	645	(*)	251	130	667	652
44812	Women's clothing stores	. (*)	(*)	(*)	2,080	1,148	3,261	3,272	(*)	2,178	1,037	3,444	3,419
44814 4482	Family clothing stores	. (*) . (*)	(*) (*)	(*) (*)	6,804 2,375	2,993 1,480	9,264 3,361	9,016 3,008	(NA) (*)	(NA) 2,642	(NA) 1,483	(NA) 3,302	(NA) 3,284
			()	()	2,373	1,460	3,301	3,008	()	2,042	1,465	3,302	3,204
451	Sporting goods, hobby, musical instrument, & book stores	41,980	-2.2	7,784	8,102	6,143	6,549	6,585	7,895	8,310	6,514	6,703	6,845
452	General merchandise stores	404,591	2.3	60,310	58,825	61,682	58,487	58,727	60,641	60,767	59,492	59,989	59,594
4521	Department stores	58,251	-18.5	9,503	9,109	8,346	10,630	10,625	9,901	9,894	8,431	11,431	11,326
4529	Other general merch. stores		(*)	(*)	49,716	53,336	47,857	48,102	(*)	50,873	51,061	48,558	48,268
45291	Warehouse clubs &												
45200	supercenters	. (*)	(*)	(*)	41,789	44,921	41,138	41,281	(*)	42,817	42,946	41,638	41,364
45299	All oth. gen. merch. stores	. (*)	(*)	(*)	7,927	8,415	6,719	6,821	(*)	8,056	8,115	6,920	6,904
453	Miscellaneous store retailers	71,850	-4.2	12,047	11,613	9,974	11,545	11,468	11,749	11,060	9,091	11,244	11,269
454	Nonstore retailers	516,978	19.8	82,589	80,862	81,800	65,644	61,580	84,040	83,442	85,256	67,380	67,026
4541	Elect. shopping & m/o houses	. (*)	(*)	(*)	74,851	76,336	58,814	54,928	(*)	76,928	79,351	59,770	59,446
722	Food services & drinking places	347,918	-21.4	54,406	50,894	42,308	65,943	66,031	52,465	49,945	39,430	64,713	64,358

^(*) 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.

 $^{(1) \ \ \}text{For a full description of the NAICS codes used in this table, see http://www.census.gov/eos/www/naics}$

⁽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, August 14, 2020. 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		Advance m		Preliminary m	May 2020 through Jul. 2020 from				
code		Jun. 2020 (p)	Jul. 2019 (r)	May 2020 (r)	Jun. 2019 (r)	Feb. 2020 through Apr. 2020	May 2019 through Jul. 2019			
	Retail & food services, total Total (excl. motor vehicle & parts) Total (excl. gasoline stations) Total (excl. motor vehicle & parts & gasoline stations)	1.2 1.9 0.9	2.7 1.9 4.3	8.4 8.3 8.0	2.1 0.6 4.0	9.1 5.1 10.1	- 0.2 -1.4 1.7			
	Retail	0.8	5.8	6.8	5.6	10.0	3.5			
441 4411, 4412	Motor vehicle & parts dealers Auto & other motor veh. dealers	- 1.2 -1.3	6.1 5.8	9.1 9.3	8.1 8.0	27.8 28.6	4.4 4.2			
442	Furniture & home furn. stores	0.0	-0.7	37.4	-0.8	21.4	-9.7			
443	Electronics & appliance stores	22.9	-2.8	37.6	-20.1	3.2	-21.7			
444 445	Building material & garden eq. & supplies dealers	-2.9 0.2	14.8 11.1	0.8 -1.5	19.2 12.1	10.9 -0.5	17.5 12.6			
4451	Grocery stores	0.4	10.6	-1.7	11.5	-1.5	12.1			
446	Health & personal care stores	3.6	3.2	6.9	-1.1	-0.3	-1.8			
447	Gasoline stations	6.2	-15.6	14.8	-19.3	-3.5	-22.1			
448	Clothing & clothing accessories stores	5.7	-20.9	98.8	-24.6	17.6	-35.7			
451	Sporting goods, hobby, musical instrument, & book stores	-5.0	17.8	27.6	21.4	42.5	11.9			
452 4521	General merchandise stores Department stores	- 0.2 0.1	1.1 -13.4	2.1 17.4	2.0 -12.6	- 0.1 9.4	1.0 -17.4			
453	Miscellaneous store retailers	6.2	4.5	21.7	-1.9	7.4	-5.3			
454	Nonstore retailers	0.7	24.7	-2.1	24.5	14.7	26.1			
722	Food services & drinking places	5.0	-18.9	26.7	-22.4	0.5	-26.4			

⁽p) Preliminary estimate (r) Revised estimate

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, August 14, 2020. 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>.

⁽¹⁾ Estimates shown in this table are derived from adjusted estimates provided in Table 1 of this report.

Table 3. Estimated Measures of Sampling Variability and Revision to Advance Estimates July 2020

(Estimates are shown as percents and are based on data from the Advance Monthly Retail Trade Survey and Monthly Retail Trade Survey)

			Medi	an standard erro	Revision for month- to-month change ⁽²⁾			
		Median		Percent change				
NAICS Code	Kind of Business	CV ⁽¹⁾ for	Previous Mo.	Previous Qtr.	Current Mo.		Median	
		Current Mo.	to	to	to same	Average	absolute	
		(%)	Current Mo.	Current Qtr.	Mo. Last Yr.	revision	revision	
	Retail & food services,							
	total	0.7	0.3	0.2	0.4	0.4	0.2	
	Total (excl. motor vehicle & parts)	0.8	0.2	0.2	0.4	0.3	0.2	
	Total (excl. gasoline stations)	0.7	0.3	0.2	0.4	0.4	0.1	
	Total (excl. motor vehicle & parts &							
	gasoline stations)	0.8	0.3	0.2	0.5	0.3	0.2	
	Retail, total	0.6	0.3	0.2	0.4	0.4	0.3	
441	Motor vehicle & parts dealers	1.4	1.1	0.5	1.2	0.7	0.5	
4411, 4412	Auto & other motor veh. dealers	1.4	1.2	0.5	1.3	0.7	0.4	
442	Furniture & home furn. stores	2.6	1.3	0.8	1.8	1.1	1.7	
443	Electronics & appliance stores	1.4	0.7	0.5	1.0	0.7	0.4	
444	Building material & garden eq. &							
	supplies dealers	1.5	0.7	0.4	1.2	0.4	1.1	
445	Food & beverage stores	0.7	0.3	0.2	0.5	0.1	0.3	
4451	Grocery stores	0.8	0.2	0.2	0.5	0.1	0.2	
446	Health & personal care stores	2.0	0.5	0.4	1.1	0.5	0.8	
447	Gasoline stations	1.4	0.4	0.5	0.8	0.4	0.6	
448	Clothing & clothing accessories							
	stores	2.4	0.9	0.6	1.1	-1.0	1.1	
451	Sporting goods, hobby, musical							
	instrument, & book stores	2.2	1.0	1.0	2.7	-0.3	1.1	
452	General merchandise stores	0.8	0.1	0.1	0.3	0.7	0.2	
4521	Department stores	0.0	0.0	0.0	0.0	-0.5	0.2	
453	Miscellaneous store retailers	4.3	3.5	1.6	3.6	0.7	1.6	
454	Nonstore retailers	1.4	0.5	0.4	0.8	-0.1	0.4	
722	Food services & drinking places	3.4	1.2	0.7	2.0	0.3	1.0	

⁽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, August 14, 2020. 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>.