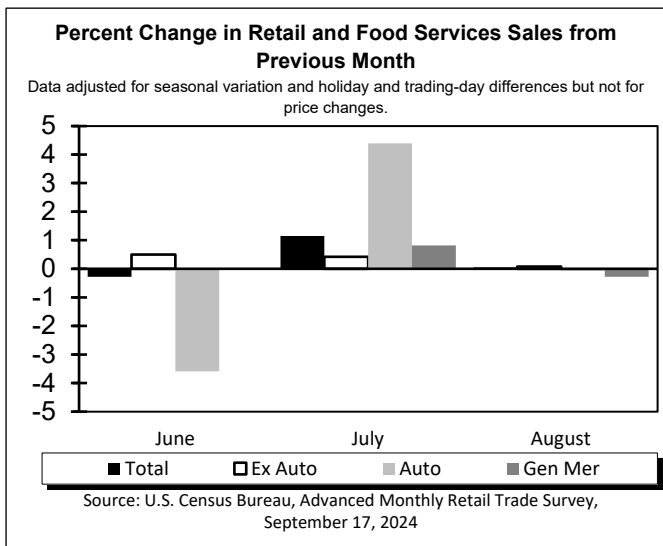


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, AUGUST 2024

Release Number: CB24-152

September 17, 2024 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for August 2024:

ADVANCE MONTHLY SALES		
August 2024	\$710.8 billion	0.1%*
July 2024 (revised)	\$710.4 billion	1.1%
Next release: October 17, 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, September 17, 2024</small>		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for August 2024, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$710.8 billion, an increase of 0.1 percent (± 0.5 percent)* from the previous month, and up 2.1 percent (± 0.5 percent) from August 2023. Total sales for the June 2024 through August 2024 period were up 2.3 percent (± 0.5 percent) from the same period a year ago. The June 2024 to July 2024 percent change was revised from up 1.0 percent (± 0.5 percent) to up 1.1 percent (± 0.2 percent).

Retail trade sales were up 0.1 percent (± 0.5 percent)* from July 2024, and up 2.0 percent (± 0.5 percent) from last year. Nonstore retailers were up 7.8 percent (± 1.4 percent) from last year, while food services and drinking places were up 2.7 percent (± 2.1 percent) from August 2023.

General Information

The September 2024 Advance Monthly Retail report is scheduled for release on October 17, 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 second quarter 2024 Quarterly Services Report was released on August 19, 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				
		8 Month Total		2024			2023		2024			2023	
		2024	% Chg. 2023	Aug. ³ (a)	Jul. (p)	Jun. (r)	Aug.	Jul.	Aug. ³ (a)	Jul. (p)	Jun. (r)	Aug. (r)	Jul. (r)
	Retail & food services,												
	total	5,598,571	2.9	736,604	725,752	701,555	718,533	696,200	710,773	710,409	702,350	695,940	690,641
	Total (excl. motor vehicle & parts) ...	4,515,073	3.2	592,341	585,485	570,931	577,027	561,498	576,478	576,009	573,599	563,322	558,584
	Total (excl. gasoline stations)	5,169,889	3.3	679,891	668,466	646,232	658,027	639,648	658,790	657,805	650,010	640,174	638,567
	Total (excl. motor vehicle & parts & gasoline stations)	4,086,391	3.7	535,628	528,199	515,608	516,521	504,946	524,495	523,405	521,259	507,556	506,510
	Retail	4,837,823	2.5	637,747	629,023	604,360	624,457	601,631	616,263	615,855	607,986	603,889	599,270
	GAFO⁴	(*)	(*)	(*)	129,938	129,215	133,614	128,320	(*)	131,905	131,225	129,812	129,730
441	Motor vehicle & parts dealers	1,083,498	1.5	144,263	140,267	130,624	141,506	134,702	134,295	134,400	128,751	132,618	132,057
4411, 4412	Auto & other motor veh. dealers .	990,786	1.3	131,881	128,234	118,881	129,346	123,394	122,680	122,830	117,124	121,338	120,738
44111	New car dealers	(*)	(*)	(*)	105,290	96,318	105,573	100,406	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	12,033	11,743	12,160	11,308	(*)	11,570	11,627	11,280	11,319
442	Furniture & home furn. stores	87,624	-5.1	11,924	11,411	10,826	11,906	11,169	11,217	11,298	11,104	11,296	11,351
4421	Furniture stores	(*)	(*)	(*)	6,174	5,885	6,528	6,282	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	59,081	1.7	7,866	7,647	7,281	7,685	7,205	7,819	7,908	7,821	7,670	7,576
444	Building material & garden eq. & supplies dealers	329,450	-2.3	42,946	44,079	43,795	43,921	41,865	41,170	41,144	40,803	41,223	41,014
4441	Building mat. & sup. dealers	(*)	(*)	(*)	39,150	37,893	38,698	36,649	(*)	35,950	35,547	35,601	35,375
445	Food & beverage stores	657,967	2.1	85,128	85,241	82,828	82,889	83,201	83,110	83,677	82,893	81,826	81,384
4451	Grocery stores	590,900	1.9	76,323	76,247	73,990	74,491	74,481	74,461	74,899	74,138	73,390	72,878
4453	Beer, wine & liquor stores	(*)	(*)	(*)	6,388	6,273	5,947	6,213	(*)	6,172	6,156	5,935	5,986
446	Health & personal care stores	291,168	2.7	38,251	37,318	35,656	37,069	34,589	37,797	37,543	36,911	36,521	35,844
44611	Pharmacies & drug stores	(*)	(*)	(*)	31,639	29,587	31,033	28,984	(*)	31,482	30,756	30,544	29,819
447	Gasoline stations	428,682	-1.3	56,713	57,286	55,323	60,506	56,552	51,983	52,604	52,340	55,766	52,074
448	Clothing & clothing accessories stores	195,576	2.6	27,312	25,409	25,121	26,657	24,911	26,097	26,276	26,248	25,843	25,584
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,926	2,845	3,055	3,019	(*)	3,032	3,040	3,133	3,128
44814	Family clothing stores	(*)	(*)	(*)	11,104	10,921	11,072	10,535	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	3,444	2,969	4,280	3,471	(*)	3,302	3,182	3,375	3,312
451	Sporting goods, hobby, musical instrument, & book stores	62,411	-3.5	8,929	8,008	8,152	9,194	8,470	8,169	8,146	8,218	8,474	8,777
452	General merchandise stores	586,618	3.1	78,861	74,861	75,183	75,414	73,787	75,655	75,864	75,247	74,074	73,793
4521	Department stores	82,209	-1.3	11,393	10,440	10,569	11,455	10,618	10,834	10,949	10,983	11,068	10,975
4529	Other general merch. stores.....	(*)	(*)	(*)	64,421	64,614	63,959	63,169	(*)	64,915	64,264	63,006	62,818
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	55,711	55,582	55,327	54,625	(*)	55,823	55,196	54,189	53,871
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	8,710	9,032	8,632	8,544	(*)	9,092	9,068	8,817	8,947
453	Miscellaneous store retailers	120,504	6.3	15,930	15,479	15,739	14,452	14,508	15,362	15,107	15,226	13,883	14,474
454	Nonstore retailers	935,244	8.3	119,624	122,017	113,832	113,258	110,672	123,589	121,888	122,424	114,695	115,342
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	113,954	106,244	103,679	102,289	(*)	112,938	113,874	104,515	105,670
722	Food services & drinking places	760,748	5.3	98,857	96,729	97,195	94,076	94,569	94,510	94,554	94,364	92,051	91,371

(*) 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, September 17, 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					
		Aug. 2024 Advance from --		Jul. 2024 Preliminary from --		Jun. 2024 through Aug. 2024 from --	
		Jul. 2024 (p)	Aug. 2023 (r)	Jun. 2024 (r)	Jul. 2023 (r)	Mar. 2024 through May 2024	Jun. 2023 through Aug. 2023
	Retail & food services,						
	total	0.1	2.1	1.1	2.9	0.6	2.3
	Total (excl. motor vehicle & parts)	0.1	2.3	0.4	3.1	0.8	2.9
	Total (excl. gasoline stations)	0.1	2.9	1.2	3.0	0.9	2.7
	Total (excl. motor vehicle & parts & gasoline stations)	0.2	3.3	0.4	3.3	1.3	3.4
	Retail	0.1	2.0	1.3	2.8	0.6	2.2
441	Motor vehicle & parts dealers	-0.1	1.3	4.4	1.8	-0.4	-0.2
4411, 4412	Auto & other motor veh. dealers ...	-0.1	1.1	4.9	1.7	-0.6	-0.5
442	Furniture & home furn. stores	-0.7	-0.7	1.7	-0.5	2.8	-1.9
443	Electronics & appliance stores	-1.1	1.9	1.1	4.4	0.8	2.3
444	Building material & garden eq. & supplies dealers.....	0.1	-0.1	0.8	0.3	1.9	-0.2
445	Food & beverage stores.....	-0.7	1.6	0.9	2.8	0.7	2.2
4451	Grocery stores	-0.6	1.5	1.0	2.8	0.8	2.1
446	Health & personal care stores	0.7	3.5	1.7	4.7	3.0	3.3
447	Gasoline stations	-1.2	-6.8	0.5	1.0	-3.1	-1.9
448	Clothing & clothing accessories stores	-0.7	1.0	0.1	2.7	1.5	2.5
451	Sporting goods, hobby, musical instrument, & book stores	0.3	-3.6	-0.9	-7.2	-0.6	-4.8
452	General merchandise stores.....	-0.3	2.1	0.8	2.8	0.2	2.5
4521	Department stores	-1.1	-2.1	-0.3	-0.2	0.1	-0.2
453	Miscellaneous store retailers	1.7	10.7	-0.8	4.4	0.1	6.2
454	Nonstore retailers	1.4	7.8	-0.4	5.7	2.3	7.4
722	Food services & drinking places	0.0	2.7	0.2	3.5	0.4	3.4

(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, September 17, 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 Aug. 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 ⁽¹⁾ for Current Mo. (%)	Median standard error ⁽¹⁾ for Percent change			Revision for month-to-month change ⁽²⁾	
			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	0.0	0.4
4411, 4412	Auto & other motor veh. dealers	1.7	0.9	0.5	1.1	0.0	0.4
442	Furniture & home furn. stores.....	2.9	1.8	0.8	1.8	0.3	1.2
443	Electronics & appliance stores	2.1	0.8	0.5	1.1	0.0	0.7
444	Building material & garden eq. & supplies dealers.....	3.0	0.8	0.6	1.1	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	0.4	-0.1	0.1
446	Health & personal care stores	3.4	0.5	0.3	0.8	-0.1	0.3
447	Gasoline stations	1.4	0.5	0.3	0.5	0.1	0.5
448	Clothing & clothing accessories stores	3.2	0.9	0.6	1.2	0.0	0.3
451	Sporting goods, hobby, musical instrument, & book stores	2.6	1.0	1.0	1.4	-0.2	0.4
452	General merchandise stores.....	1.5	0.1	0.1	0.2	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	2.6	1.4	3.0	0.9	1.7
454	Nonstore retailers	2.1	0.5	0.4	0.8	0.0	0.3
722	Food services & drinking places	3.4	0.8	0.5	1.2	0.0	0.2

(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, September 17, 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>.