



## Monthly Retail Report



Help Telephone: 1-800-772-7852  
(8:30am-5:00pm EST/MT-F)  
Fax: 1-800-447-4613

### Welcome to the Monthly Retail Report

If you have questions or comments regarding this survey, please call us at **1-800-772-7852**.

By Title 13, U.S. code, Section 9, YOUR REPORT IS CONFIDENTIAL. It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

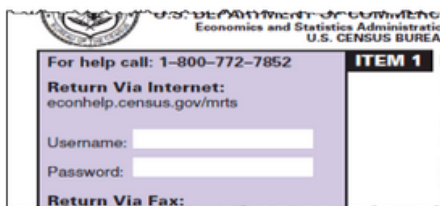
### Login - Monthly Retail Report

- Log in by entering the appropriate information and press the "Login" button.
- Username and Password are case sensitive.

Username:

Password:

Login



Your username and Password can be found here on the paper copy of the form.

**Please note: sessions will expire (requiring you to log back in) after 15 minutes of inactivity. No data will be lost.**

#### \*\* WARNING \*\*

You have accessed a UNITED STATES GOVERNMENT computer. Use of this computer without authorization or for purposes for which authorization has not been extended is a violation of Federal law and can be punished with fines or imprisonment (PUBLIC LAW 99-474). System usage may be monitored, recorded, and subject to audit. Any information you enter into this system may be used by the Census Bureau for statistical purposes, including but not limited to improving the efficiency of our data collection programs. For information regarding the use of this system, and how your privacy is protected, visit our online privacy webpage at <http://www.census.gov/privacy/>. Use of this system indicates consent to the collection, monitoring, recording, and use of information provided inside this system.

OMB No.: 0607-0104 Approval Expires: 03/31/2015  
OMB No.: 0607-0717 Approval Expires: 07/31/2017

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# Advance Monthly Sales for Retail and Food Services (MARTS)

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### DUE DATE

**2nd business day of the month**

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Welcome to the main page for the Advance Monthly Sales for Retail and Food Services (MARTS). If you are ready to report, please use the "Survey Log in" button below. If you are looking for information about this survey, please browse through the information on this page or use the tabs above to find additional information.

Ready to start?

[Survey Log in](#)

Log in to begin reporting for the Advance Monthly Sales for Retail and Food Services (MARTS). If needed, you can save and complete your survey over multiple sessions.

### RELATED SITES

- [North American Industry Classification System \(NAICS\)](#)
- [Census Bureau Economic Programs](#)

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## Business Help Site

### Legal/Confidentiality

This area addresses the Census Bureau's authority to gather these data and the protections guaranteed to your company. See [Census Bureau's Data Protection and Privacy Policy](#) for additional detailed information.

#### Confidentiality of Reported Data

Title 13 U.S. Code, Section 9, provides complete protection for all reported information. Your Census Bureau form is **CONFIDENTIAL**. It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Our publications provide **no information about individual company operations**. In addition, the forms you send to us and copies you retain are immune from legal action. Federal law specifically exempts the reports from the provisions of the Freedom of Information Act.

Note: Some surveys compile data from public records (e.g., building permits). The United States Code, Title 13, authorizes such data collection, but Section 9 provides an exception to the confidentiality of data compiled from public records.

#### Legal Authority to Conduct the Economic Census and Surveys

Title 13 of the U.S. Code, Section 131, directs the Census Bureau to conduct the economic census at 5-year intervals covering years ending in 2 and 7. Title 13, Section 182, authorizes the Census Bureau to conduct monthly, quarterly, and annual surveys to furnish more timely reports on subjects covered by the economic census.

#### Use of Data Your Company Reported to Other Government Agencies

We make extensive use of administrative information from other government agencies in order to help reduce your reporting burden. These provide basic data - total receipts, total payroll, and total employment - needed to produce statistics for geographic areas and types of businesses. However, we must obtain data from all large companies and a small, scientifically designed sample of smaller ones, in order to provide data on a wide range of subjects covered by the censuses. Confidentiality of data used from other federal agencies is strictly enforced. Also, please note that these same agencies cannot obtain data for an individual establishment or company from us.

#### Full Text of Laws Authorizing and Controlling Data Collection by the Census Bureau

Full text of the [United States Code](#).

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# Advance Monthly Sales for Retail and Food Services (MARTS)

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### DUE DATE

**2nd business day of the month**

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### ADDITIONAL LINKS

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## About the Survey

### Purpose:

The Advance Monthly Retail Trade Survey (MARTS) provides an early indication of sales of retail and food service companies. It was developed in response to requests by government, business, and other users to provide an early indication of current retail trade activity in the United States. Retail sales are one of the primary measures of consumer demand for both durable and non-durable goods. MARTS also provides an estimate of monthly sales at food service establishments and drinking places.

### Coverage:

Retail and food service companies with one or more establishments that sell merchandise and associated services to final consumers (NAICS Sector 44-45 & Sector 72, subsector 722). During 2012, monthly retail and food service sales ranged from \$358 billion to \$469 billion.

### Content:

Companies provide data on dollar value of sales, reporting period, and number of retail establishments.

### Frequency:

Monthly since 1953; except for February 1970 to February 1972. Reported data are for activity taking place during the previous month. Forms are mailed 5 working days before the end of the reporting month and responses are due 2 working days after the reporting month. Smaller and medium sized retailers participate in the survey for about two years and then are replaced with new firms.

### Methods:

A mail-out/mail-back survey of a sub-sample of companies and Employer Identification Numbers (EINs) selected from the monthly retail trade survey. The advance survey sample of about 4,900 firms is selected by stratifying the companies in the larger monthly sample by sales size and major kind-of-business and selecting the desired number of cases randomly from each stratum. Some 1,500 firms, because of their relatively large effect on the sales of certain industry groups, are selected with certainty.

Advance sales estimates for each kind of business are developed by applying a ratio of current-month to previous-month sales (derived from the advance retail and food service sample) to the preliminary estimate of sales for the previous month (from the larger monthly sample). Industry estimates are summed to derive total retail sales figures. Data are seasonally adjusted. Publication of the advance report was suspended in the 1970's because of unsatisfactory relationships between the advance and later monthly estimates, and was resumed after modification of the estimating procedure. Numerous improvements to the estimation procedure have been made since then and the average absolute revision to the advance estimate is now two-tenths of one percent.

### Products:

Advance Monthly Retail Sales reports are released about 9 working days after the close of the reference month. They contain the advance estimates for the reporting month and preliminary sales data for the previous month by major kind-of-business group. Data presented are both seasonally adjusted and unadjusted.

### Uses:

This economic indicator is widely used and closely watched throughout government, academic, and business communities. The Bureau of Economic Analysis uses the estimates as an input for estimating Gross Domestic Product. The Federal Reserve Board uses the estimates to anticipate economic trends. The Council of Economic Advisors uses the estimates for economic policy analysis.

The news media report on this indicator regularly and use the estimates for economic analysis. Financial analysts and market research firms use the data to analyze market trends as well as to determine the direction of the economy. Businesses use the estimates to measure how they are performing and predict future demand for their products.

### Special Features:

Provides a designated principal economic indicator and the earliest available monthly estimates of broad based retail trade activity.

### RELATED SITES

- [North American Industry Classification System \(NAICS\)](#)
- [Census Bureau Economic Programs](#)



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### Burden Statement

#### **Advance Monthly Retail Trade Survey**

Public reporting burden for this collection of voluntary information is estimated to average 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

#### **Monthly Retail Trade Survey**

Public reporting burden for this collection of voluntary information is estimated to average 8 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget (OMB). The 8-digit OMB number appears in the bottom left hand corner of this collection instrument.

Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to:

Monthly Retail Comments  
U.S. Census Bureau  
4600 Silver Hill Road  
Room EMD-8K122  
Washington, DC 20233

You may email comments to [econ.survey.comments@census.gov](mailto:econ.survey.comments@census.gov), use "Monthly Retail Comments" as the subject.

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