

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

The U.S. Census Bureau is required by Title 13 United States Code, Section 9, to keep your information confidential and can use your responses only to produce statistics. The Census Bureau is not permitted to publicly release your responses in a way that could identify your business, organization, or institution. Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data.

Note: Some surveys compile data from public records (e.g., building permits). Title 13 United States Code authorizes the Census Bureau to conduct these collections, but these data are subject to provisions of Title 13 United States Code, Section 9(b), exempting data that are customarily provided in public records from rules of confidentiality.

Legal Authority to Conduct the Economic Census and Surveys

Title 13, U.S.C., Section 131, directs the Census Bureau to conduct the economic census at 5-year intervals covering years ending in 2 and 7. Title 13, U.S.C., 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 surveys/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](#).



- Topics: Population, Economy
- Geography: Maps, Products
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- Data: Tools, Developers
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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](#)

Advance Monthly Sales for Retail and Food Services (MARTS)

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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.

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DUE DATE

8 business days from receipt

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About the Survey

Purpose:

To provide current estimates of sales at retail and food services stores and inventories held by retail stores. The United States Code, Title 13, authorizes this survey and provides for voluntary responses.

Coverage:

Companies with one or more establishments that sell merchandise and related services to final consumers.

Content:

Retail firms provide data on dollar value of retail sales and end-of-month inventories.

Frequency:

Monthly since 1951; A new sample is chosen approximately every 5 years; most recently for 2013.

Methods:

A mail-out/mail-back survey of about 12,000 retail businesses with paid employees; supplemented by estimates for nonemployers, new employers, and missed employers obtained from benchmarking to the Annual Retail Trade Survey. The sample of retail firms is drawn from the Business Register which contains all Employer Identification Numbers (EINs) and listed establishment locations. Sales and inventories data are collected using one combined survey form.

Firms selected for the survey are first stratified by major kind of business and estimated sales. All firms with sales above applicable size cutoffs are selected into the survey with certainty (i.e., probability equal to one) and report for all their retail establishments. Approximately 2,500 of the 12,000 are selected with certainty. EINs are stratified by major kind of business and sales, and randomly selected from each stratum.

The sample is updated quarterly to reflect employer business "births" and "deaths"; adding new employer businesses identified in the Business and Professional Classification Survey and dropping firms and EINs when it is determined they are no longer active. There is about a 9 month delay before new firms are represented in the sample.

Products:

Monthly Retail Trade Sales and Inventories estimates are released approximately 6 weeks after the end of the reference month. Statistics include retail sales, inventories, and ratios of inventories-to-sales. Estimates are both seasonally adjusted and unadjusted.

The Annual Revision of Monthly Retail Trade and Food Services is released annually each spring. This report includes revised and benchmarked monthly estimates of sales and inventories; monthly data for the entire time series; and detailed annual estimates and ratios for the U.S. by kind of business.

Uses:

These data are widely used throughout government, academic, and business communities. The Bureau of Economic Analysis uses the estimates to calculate Gross Domestic Product. The Bureau of Labor Statistics uses the estimates to develop consumer price indexes and productivity measurements. The Council of Economic Advisers uses the estimates to analyze current economic activity. The Federal Reserve Board uses the estimates to assess recent trends in consumer purchases. The media use the estimates to report news of recent consumer activity. Financial and investment companies use the estimates to measure recent economic trends.

Special Features:

Contributes to two designated principal economic indicators. This survey is an integral component of the Advance Monthly Retail Trade Survey and the Manufacturing and Trade Inventories and Sales Report.

RELATED SITES

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



Monthly Retail Report



Help Telephone: 1-800-772-7852
(8:30am-5:00pm EST/M-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**.

Title 13 United States Code (U.S.C.), Sections 131 and 182, authorizes the Census Bureau to conduct this collection and to request your assistance. The U.S. Census Bureau is required by Section 9 of the same law to keep your information confidential and can use your responses only to produce statistics. The Census Bureau is not permitted to publicly release your responses in a way that could identify your business, organization, or institution. Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data.

This collection has been approved by the Office of Management and Budget (OMB). The eight-digit OMB approval number is 0607-0717 and appear at the upper right of this screen. Without this approval, we could not conduct this survey.

Login

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

Username:

Password:

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.

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Monthly Retail Report



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

Burden Statement

Monthly Retail Surveys

We estimate this survey will take an average of 7 minutes to complete, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this voluntary collection of information, including suggestions for reducing this burden, to:

EID Survey Comments 0607-0717
U.S. Census Bureau
4600 Silver Hill Road
Room EID-8K170
Washington, DC 20233

You may email comments to eid.retail.indicator.branch@census.gov, use "EID Survey Comments 0607-0717" as the subject.

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