

Estimated Quarterly U.S. Retail Sales (Adjusted1): Total and E-commerce2

(Estimates are based on data from the Monthly Retail Trade Survey and administrative records. Unless otherwise specified, all estimates are revised based on the 2014 Annual Retail Trade Survey and the final results from the 2012 Economic Census)

Quarter	Retail Sales (millions of dollars)		E-commerce as a Percent of Total	Percent Change From Prior Quarter		Percent Change From Same Quarter A Year Ago	
	Total	E-commerce		Total	E-commerce	Total	E-commerce
3rd quarter 2016(p)	1,212,489	101,251	8.4	0.9	4.0	2.2	15.7
2nd quarter 2016(r)	1,201,330	97,392	8.1	1.5	4.7	2.2	16.0
1st quarter 2016	1,183,779	93,046	7.9	-0.2	4.0	2.2	15.5
4th quarter 2015	1,186,184	89,454	7.5	0.0	2.2	1.4	15.1
3rd quarter 2015(r)	1,185,880	87,530	7.4	0.9	4.2	1.6	15.1
2nd quarter 2015	1,174,911	83,987	7.1	1.4	4.2	1.2	14.2
1st quarter 2015	1,158,391	80,569	7.0	-1.0	3.7	2.1	14.6
4th quarter 2014	1,169,921	77,710	6.6	0.3	2.2	4.0	13.9
3rd quarter 2014	1,166,946	76,027	6.5	0.5	3.4	4.4	15.2
2nd quarter 2014	1,160,589	73,552	6.3	2.3	4.6	4.6	14.8
1st quarter 2014	1,134,551	70,301	6.2	0.9	3.1	2.5	13.3
4th quarter 2013	1,124,817	68,206	6.1	0.6	3.4	3.2	12.9
3rd quarter 2013	1,117,639	65,986	5.9	0.7	3.0	4.1	13.5
2nd quarter 2013	1,109,667	64,082	5.8	0.3	3.3	4.2	14.1
1st quarter 2013	1,106,813	62,032	5.6	1.6	2.7	3.6	12.9
4th quarter 2012	1,089,590	60,410	5.5	1.5	3.9	4.1	13.5
3rd quarter 2012	1,073,654	58,158	5.4	0.8	3.6	4.4	15.8
2nd quarter 2012	1,064,973	56,141	5.3	-0.3	2.2	4.3	14.7
1st quarter 2012	1,068,584	54,958	5.1	2.1	3.3	6.3	16.6
4th quarter 2011	1,047,104	53,203	5.1	1.8	5.9	6.7	17.5
3rd quarter 2011	1,028,566	50,220	4.9	0.8	2.6	8.0	15.0
2nd quarter 2011	1,020,587	48,954	4.8	1.6	3.8	7.5	18.1
1st quarter 2011	1,004,990	47,148	4.7	2.4	4.1	7.6	19.6
4th quarter 2010	981,650	45,277	4.6	3.0	3.7	6.7	18.4
3rd quarter 2010	952,745	43,662	4.6	0.4	5.3	4.4	16.4
2nd quarter 2010	949,180	41,468	4.4	1.7	5.2	6.4	17.2
1st quarter 2010	933,758	39,433	4.2	1.5	3.1	5.0	15.1

4th quarter 2009	919,780	38,235	4.2	0.8	1.9	1.0	15.4
3rd quarter 2009	912,503	37,514	4.1	2.3	6.0	-8.6	3.1
2nd quarter 2009	891,962	35,378	4.0	0.3	3.3	-11.9	-3.3
1st quarter 2009	889,441	34,245	3.9	-2.3	3.4	-11.6	-5.1
4th quarter 2008	910,622	33,126	3.6	-8.8	-9.0	-10.3	-7.6
3rd quarter 2008	998,140	36,384	3.6	-1.4	-0.6	-0.4	4.3
2nd quarter 2008	1,012,287	36,596	3.6	0.6	1.4	1.8	9.1
1st quarter 2008	1,006,382	36,101	3.6	-0.9	0.7	2.0	13.6
4th quarter 2007	1,015,026	35,853	3.5	1.3	2.8	4.3	18.8
3rd quarter 2007	1,001,704	34,876	3.5	0.7	4.0	3.0	20.7
2nd quarter 2007	994,447	33,533	3.4	0.8	5.6	2.8	22.4
1st quarter 2007	986,278	31,769	3.2	1.3	5.3	2.3	20.1
4th quarter 2006	973,299	30,174	3.1	0.1	4.5	3.8	23.7
3rd quarter 2006	972,427	28,887	3.0	0.6	5.4	4.1	22.1
2nd quarter 2006	967,005	27,404	2.8	0.3	3.6	5.4	23.2
1st quarter 2006	964,249	26,447	2.7	2.9	8.5	7.4	27.0
4th quarter 2005	937,276	24,386	2.6	0.4	3.0	5.2	24.0
3rd quarter 2005	933,839	23,665	2.5	1.8	6.4	7.5	27.9
2nd quarter 2005	917,615	22,247	2.4	2.2	6.8	7.3	26.9
1st quarter 2005	897,777	20,832	2.3	0.8	6.0	6.1	24.5
4th quarter 2004	890,999	19,660	2.2	2.6	6.2	7.3	26.1
3rd quarter 2004	868,427	18,509	2.1	1.5	5.6	4.9	25.1
2nd quarter 2004	855,367	17,525	2.0	1.1	4.7	6.3	27.1
1st quarter 2004	846,082	16,731	2.0	1.9	7.3	6.0	30.7
4th quarter 2003	830,668	15,595	1.9	0.4	5.4	5.0	27.5
3rd quarter 2003	827,707	14,796	1.8	2.8	7.3	5.0	28.9
2nd quarter 2003	805,019	13,786	1.7	0.8	7.7	3.4	28.2
1st quarter 2003	798,317	12,803	1.6	0.9	4.7	3.5	28.0
4th quarter 2002	791,372	12,231	1.5	0.4	6.5	0.8	31.4
3rd quarter 2002	788,436	11,482	1.5	1.2	6.8	4.1	38.7
2nd quarter 2002	778,751	10,752	1.4	1.0	7.5	1.9	28.7
1st quarter 2002	771,113	10,003	1.3	-1.8	7.5	2.0	21.6
4th quarter 2001	784,987	9,305	1.2	3.6	12.4	4.4	19.8
3rd quarter 2001	757,441	8,281	1.1	-0.9	-0.9	1.5	12.9
2nd quarter 2001	764,041	8,354	1.1	1.1	1.6	3.2	28.5

1st quarter 2001	755,812	8,224	1.1	0.5	5.9	2.1	41.4
4th quarter 2000	752,095	7,767	1.0	0.7	5.9	3.9	74.5
3rd quarter 2000	746,597	7,335	1.0	0.9	12.8	5.4	NA
2nd quarter 2000	740,192	6,502	0.9	0.0	11.8	6.9	NA
1st quarter 2000	740,463	5,817	0.8	2.3	30.7	9.3	NA
4th quarter 1999	723,520	4,451	0.6	2.2	NA	9.0	NA

NA Not Available. (p) Preliminary.

1 Estimates are adjusted for seasonal variation, but not for price changes. Total sales estimates are also adjusted for trading-day differences and moving holidays.

2 E-commerce sales are sales of goods and services where an order is placed by the buyer or price and terms of sale are negotiated over an Internet, extranet, Electronic Data Interchange (EDI) network, electronic mail, or other online system. Payment may or may not be made online.

Note: For information on confidentiality protection, sampling error, sample design, and definitions, see http://www.census.gov/retail/mrts/how_surveys_are_collected.html

Source: Retail Indicators Branch, U.S. Census Bureau
Last Revised: November 17, 2016