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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES July 2005

Special notice: Due to the unique incentives offered by automobile dealers in July, the Census Bureau altered an option in its seasonal adjustment procedures to produce July adjusted estimates for Automotive and other motor vehicle dealers (combined NAICS industry groups 4411,4412). This alteration ensured that the published July adjusted estimates fully included the effects of the incentives. We used a statistical procedure to diminish the effect of the July 2005 observation in the computation of the seasonal factors for July and surrounding months since the appropriate statistical test showed that the unadjusted July value was atypical and this result was supported by independent sources. For technical details, see <http://www.census.gov/retail>.

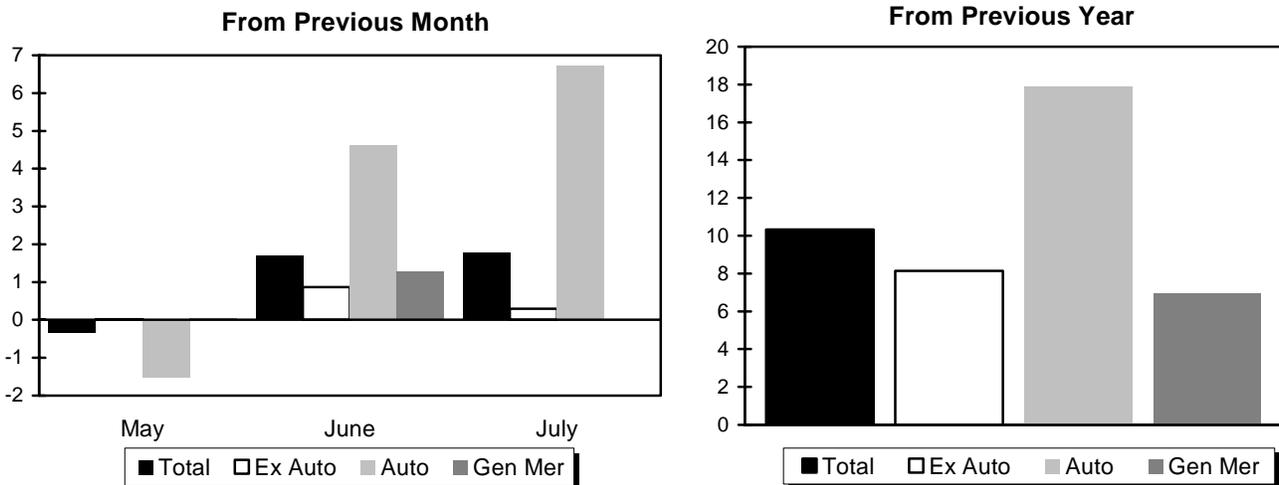
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for July, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$357.0 billion, an increase of 1.8 percent ($\pm 0.7\%$) from the previous month and up 10.3 percent ($\pm 0.8\%$) from July 2004. Total sales for the May through July 2005 period were up 8.8 percent ($\pm 0.5\%$) from the same period a year ago. The May to June 2005 percent change was unrevised from +1.7 percent ($\pm 0.3\%$).

Retail trade sales were up 1.9 percent ($\pm 0.7\%$) from June and were up 10.7 percent ($\pm 0.8\%$) above last year. Gasoline station sales were up 20.3 percent ($\pm 3.1\%$) from July 2004 and sales of motor vehicle and parts dealers were up 17.9 percent ($\pm 2.8\%$) from last year.

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 5,000 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. Responding firms account for approximately 65% of the MARTS dollar volume estimate. For an explanation of the measures of sampling variability included in this report, please see the Reliability of Estimates section on the last page of this publication.

Percent Change in Retail and Food Services Sales

(Estimates adjusted for seasonal variation and holiday and trading-day differences, but not for price changes)



The Advance Monthly Sales for Retail and Food Services for August is scheduled to be released September 14, 2005 at 8:30 a.m. EDT.

For information, visit the Census Bureau's Web site at <http://www.census.gov/retail>. This report is also available the day of issue through the Department of Commerce's STAT-USA (202-482-1986).

* The 90 percent confidence interval includes zero. The Census Bureau does not have sufficient statistical evidence to conclude that the actual change is different from zero.

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					
		7 Month Total		2005			2004		2005			2004	
		2005	% Chg. 2004	July ³ (a)	June (p)	May (r)	July	June	July ³ (a)	June (p)	May (r)	July (r)	June (r)
	Retail & food services,												
	total	2,363,105	7.3	360,496	359,512	353,294	333,020	325,584	357,013	350,801	344,933	323,604	319,926
	Total (excl. motor vehicle & parts) ...	1,808,037	7.4	269,599	271,410	272,511	252,710	248,937	271,396	270,576	268,253	250,977	249,342
	Retail	2,129,298	7.4	324,702	325,095	318,412	299,236	293,642	323,245	317,092	311,296	291,912	288,580
	GAFO⁴	(*)	(*)	(*)	84,773	84,574	80,227	78,458	(*)	88,902	87,969	84,031	83,106
441	Motor vehicle & parts dealers	555,068	7.2	90,897	88,102	80,783	80,310	76,647	85,617	80,225	76,680	72,627	70,584
4411, 4412	Auto & other motor veh. dealers .	513,078	7.2	84,660	81,585	74,677	74,374	70,748	79,568	74,168	70,717	67,064	65,086
44111	New car dealers	(*)	(*)	(*)	66,778	60,595	62,452	58,727	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,517	6,106	5,936	5,899	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	59,302	3.3	8,841	8,939	8,618	8,873	8,463	8,948	9,066	8,875	8,820	8,592
4421	Furniture stores	(*)	(*)	(*)	4,835	4,661	4,936	4,661	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,104	3,957	3,937	3,802	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	53,124	5.7	7,888	7,803	7,554	7,446	7,419	8,410	8,328	8,291	7,880	7,897
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,289	6,144	5,952	5,952	(*)	6,748	6,707	6,312	6,359
44312	Computer & software stores.....	(*)	(*)	(*)	1,514	1,410	1,494	1,467	(*)	1,580	1,584	1,568	1,538
444	Building material & garden eq. & supplies dealers	191,058	8.5	28,237	31,906	32,410	26,974	29,296	27,402	27,512	27,427	25,270	25,225
4441	Building mat. & sup. dealers	(*)	(*)	(*)	27,439	26,849	24,068	25,316	(*)	24,390	24,298	22,410	22,463
445	Food & beverage stores	297,498	4.2	44,664	43,592	44,089	43,223	41,110	43,301	43,323	43,200	41,344	41,230
4451	Grocery stores	267,571	3.9	39,884	38,987	39,506	38,784	36,933	38,722	38,754	38,656	37,149	37,044
4453	Beer, wine & liquor stores	(*)	(*)	(*)	2,831	2,749	2,840	2,618	(*)	2,831	2,799	2,657	2,647
446	Health & personal care stores	124,578	5.5	17,625	17,857	18,317	16,848	16,913	18,208	18,092	18,136	17,070	17,118
44611	Pharmacies & drug stores	(*)	(*)	(*)	15,234	15,688	14,329	14,443	(*)	15,482	15,533	14,607	14,693
447	Gasoline stations	211,141	16.8	34,290	32,688	31,902	28,857	27,963	31,898	31,161	30,557	26,523	26,657
448	Clothing & clothing accessories stores	104,415	5.4	15,335	15,574	16,014	14,636	14,214	16,726	16,805	16,629	15,653	15,576
44811	Men's clothing stores	(*)	(*)	(*)	816	792	706	723	(*)	852	837	785	768
44812	Women's clothing stores	(*)	(*)	(*)	3,062	3,175	2,616	2,801	(*)	3,131	3,092	2,891	2,924
44814	Family clothing stores	(*)	(*)	(*)	5,849	5,849	5,693	5,189	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	1,912	2,010	1,952	1,829	(*)	2,000	2,004	1,938	1,935
451	Sporting goods, hobby, book & music stores	41,956	1.5	6,241	6,134	5,977	6,177	6,060	6,813	6,778	6,831	6,736	6,609
452	General merchandise stores	286,636	6.2	42,846	43,314	43,333	40,111	39,393	44,600	44,599	44,036	41,696	41,213
4521	Department stores (ex. L.D.).....	112,720	0.1	16,421	17,108	16,913	16,440	16,286	17,968	18,147	17,897	17,867	17,726
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	17,292	17,098	16,651	16,511	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	26,206	26,420	23,671	23,107	(*)	26,452	26,139	23,829	23,487
45291	Warehouse clubs & superstores	(*)	(*)	(*)	22,822	22,984	20,549	19,988	(*)	23,006	22,734	20,570	20,272
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	3,384	3,436	3,122	3,119	(*)	3,446	3,405	3,259	3,215
453	Miscellaneous store retailers	63,538	5.9	9,328	9,624	9,968	8,749	8,835	9,710	9,570	9,565	8,877	8,833
454	Nonstore retailers	140,984	11.8	18,510	19,562	19,447	17,032	17,329	21,612	21,633	21,069	19,416	19,046
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	12,724	12,708	11,278	11,478	(*)	13,551	13,335	12,299	12,172
722	Food services & drinking places ...	233,807	6.7	35,794	34,417	34,882	33,784	31,942	33,768	33,709	33,637	31,692	31,346

(*) Advance estimates are not available for this kind of business.

(NA) Not available. (a) Advance estimate. (p) Preliminary estimate. (r) Revised estimate.

(1) For a full description of the NAICS codes used in this table, see <http://www.census.gov/epcd/www/naics.html>

(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-12 ARIMA 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/mrts/www/mrts.html>

(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, book, and music (451), general merchandise (452), office supply, stationery, and gift stores (4532).

(5) Estimates include data for leased departments operated within department stores. Data for this line are not included in broader kind-of-business totals.

Note: 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 <http://www.census.gov/mrts/www/mrts.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					
		July 2005 Advance from --		June 2005 Preliminary from --		May 2005 through July 2005 from --	
		June 2005 (p)	July 2004 (r)	May 2005 (r)	June 2004 (r)	Feb. 2005 through Apr. 2005	May 2004 through July 2004
	Retail & food services,						
	total	1.8	10.3	1.7	9.7	2.7	8.8
	Total (excl. motor vehicle & parts)	0.3	8.1	0.9	8.5	1.8	8.1
	Retail	1.9	10.7	1.9	9.9	2.9	8.9
441	Motor vehicle & parts dealers	6.7	17.9	4.6	13.7	5.7	11.1
4411, 4412	Auto & other motor veh. dealers	7.3	18.6	4.9	14.0	6.1	11.3
442	Furniture & home furn. stores	-1.3	1.5	2.2	5.5	1.1	4.3
443	Electronics & appliance stores	1.0	6.7	0.4	5.5	0.7	6.0
444	Building material & garden eq. & supplies dealers	-0.4	8.4	0.3	9.1	2.2	9.0
445	Food & beverage stores	-0.1	4.7	0.3	5.1	0.9	4.9
4451	Grocery stores	-0.1	4.2	0.3	4.6	0.8	4.4
446	Health & personal care stores	0.6	6.7	-0.2	5.7	1.5	6.5
447	Gasoline stations	2.4	20.3	2.0	16.9	4.6	17.2
448	Clothing & clothing accessories stores	-0.5	6.9	1.1	7.9	0.9	6.9
451	Sporting goods, hobby, book & music stores	0.5	1.1	-0.8	2.6	0.5	2.6
452	General merchandise stores	0.0	7.0	1.3	8.2	1.7	6.8
4521	Department stores (ex. L.D.).....	-1.0	0.6	1.4	2.4	-0.1	0.8
453	Miscellaneous store retailers	1.5	9.4	0.1	8.3	2.8	7.7
454	Nonstore retailers	-0.1	11.3	2.7	13.6	2.4	12.3
722	Food services & drinking places	0.2	6.6	0.2	7.5	1.2	7.3

(p) Preliminary estimates. (r) Revised estimates.

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

Note: 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 <http://www.census.gov/mrts/www/mrts.html>.

Source: U.S. Census Bureau

Survey Description

The U.S. Census Bureau conducts the Advance Monthly Retail Trade and Food Services Survey (MARTS) 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 5,000 employer firms selected from the larger Monthly Retail Trade Survey (MRTS). Firms responding to MARTS account for approximately 65% of the total national sales estimate. Advance sales estimates are computed using a link relative estimator. The change in sales from the previous month is estimated using only units that have reported data for both the current and

previous month. There is no imputation or adjustment for nonrespondents in MARTS. The total sales estimate is derived by multiplying this ratio by the preliminary sales estimate for the previous month (derived from the larger MRTS sample). Detailed industry estimates are summed to derive total estimates at broad industry levels. The monthly estimates are adjusted using annual survey estimates and for seasonal variation and holiday and trading-day differences. Additional information on MARTS and MRTS can be found on the Census Bureau website at: <http://www.census.gov/mrts/www/mrts.html>.

Official Business

Penalty for Private Use, \$300

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.

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 $\pm 1.65 \times 0.9$ percent or ± 1.5 percent, and the 90 percent confidence interval is -0.3 percent to +2.7 percent. If the interval contains 0, then one does not have sufficient statistical 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 $\pm 1.65 \times CV \times$ (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.

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

(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	0.7	0.4	0.2	0.5	0.2	0.1
	Total (excl. motor vehicle & parts) ..	0.6	0.3	0.2	0.4	0.1	0.2
	Retail	0.6	0.4	0.2	0.5	0.1	0.1
441	Motor vehicle & parts dealers	1.8	1.4	0.7	1.7	0.2	0.3
4411, 4412	Auto & other motor veh. dealers ..	1.9	1.5	0.7	1.9	0.2	0.3
442	Furniture & home furn. stores	4.0	1.5	1.0	2.1	0.0	0.6
443	Electronics & appliance stores	2.1	0.5	0.5	1.0	0.3	0.4
444	Building material & garden eq. &... supplies dealers	1.9	1.0	0.6	1.3	0.4	0.4
445	Food & beverage stores	0.8	0.2	0.2	0.5	0.0	0.2
4451	Grocery stores	0.9	0.2	0.2	0.4	0.0	0.1
446	Health & personal care stores	3.1	0.5	0.4	0.8	0.1	0.2
447	Gasoline stations	1.7	0.6	0.5	1.9	0.2	0.3
448	Clothing & clothing accessories stores	1.5	0.7	0.5	0.9	0.0	0.2
451	Sporting goods, hobby, book & music stores	2.7	1.8	1.2	1.9	-0.1	0.6
452	General merchandise stores	0.3	0.0	0.1	0.3	0.0	0.1
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	0.0	0.1
453	Miscellaneous store retailers	3.3	2.7	1.4	3.2	0.3	0.6
454	Nonstore retailers	4.2	1.8	0.8	2.1	0.2	0.7
722	Food services & drinking places ..	2.9	0.6	0.7	1.5	0.2	0.2

(1) Estimated measures of sampling variability are based on estimates not adjusted for seasonal variation or holiday or trading-day differences. 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 differences are based on estimates for the most recent 12 months.

Note: Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <http://www.census.gov/mrts/www/mrts.html>

