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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES November 2009

Special Notice – The advance estimates in this report are the first estimates from a new sample. The new sample for the Advance Monthly Retail Trade Survey is selected about once every two and a half years. For further information on the sample revision, see our website at <http://www.census.gov/retail>.

The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for November, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$352.1 billion, an increase of 1.3 percent ($\pm 0.5\%$) from the previous month and 1.9 percent ($\pm 0.5\%$) above November 2008. Total sales for the September through November 2009 period were down 2.1 percent ($\pm 0.3\%$) from the same period a year ago. The September to October 2009 percent change was revised from +1.4 percent ($\pm 0.5\%$) to +1.1 percent ($\pm 0.2\%$).

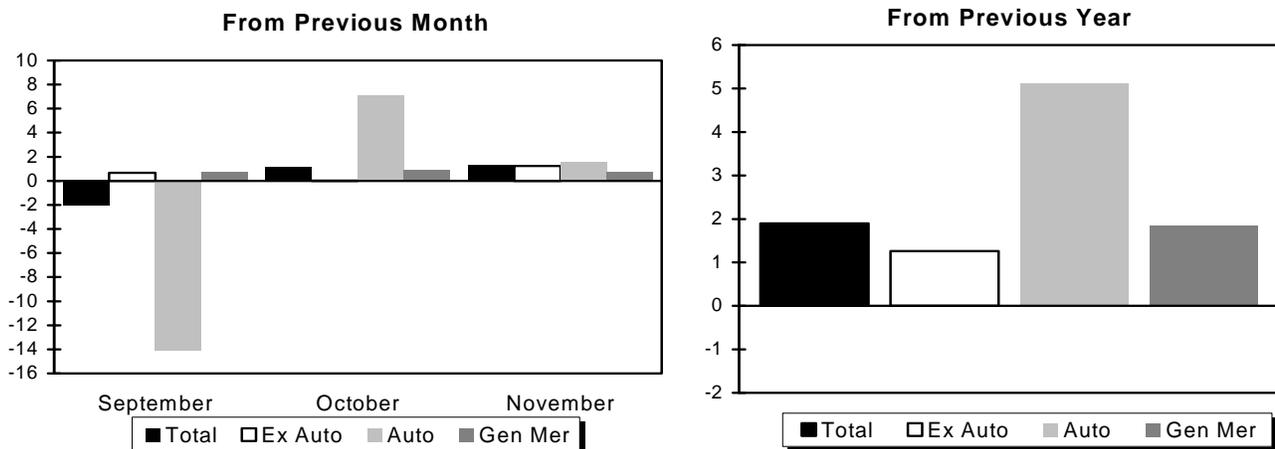
Retail trade sales were up 1.4 percent ($\pm 0.5\%$) from October 2009 and 2.2 percent ($\pm 0.5\%$) above last year. Building material and garden equipment and supplies dealers were down 9.3 percent ($\pm 1.8\%$) from November 2008, but gasoline stations sales were up 8.9% ($\pm 1.3\%$) from last year.

The scheduled release dates for 2010 are as follows: January 14, February 11, March 12, April 14, May 14, June 11, July 14, August 13, September 14, October 15, November 15, December 14.

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 December is scheduled to be released January 14, 2010 at 8:30 a.m. EST.

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 than 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				
		11 Month Total		2009			2008		2009			2008	
		2009	% Chg. 2008	Nov. ³ (a)	Oct. (p)	Sept. (r)	Nov.	Oct.	Nov. ³ (a)	Oct. (p)	Sept. (r)	Nov. (r)	Oct. (r)
	Retail & food services,												
	total	3,728,012	-7.4	344,966	344,797	330,411	338,788	352,479	352,073	347,605	343,687	345,508	354,744
	Total (excl. motor vehicle & parts) ...	3,089,307	-6.0	293,316	288,003	276,159	289,976	296,500	292,145	288,608	288,582	288,499	296,904
	Retail	3,310,288	-8.3	309,296	306,151	293,459	302,569	314,224	314,086	309,791	305,865	307,463	316,793
	GAFO⁴	(*)	(*)	(*)	91,120	85,896	103,191	90,452	(*)	94,390	94,132	94,547	94,131
441	Motor vehicle & parts dealers	638,705	-13.6	51,650	56,794	54,252	48,812	55,979	59,928	58,997	55,105	57,009	57,840
4411, 4412	Auto & other motor veh. dealers .	567,540	-14.9	45,783	50,112	47,886	42,565	49,007	53,673	52,639	48,764	50,313	51,263
44111	New car dealers	(*)	(*)	(*)	40,145	37,141	34,435	39,063	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,682	6,366	6,247	6,972	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	84,438	-12.1	8,027	7,667	7,782	8,754	8,393	7,587	7,644	7,759	8,235	8,351
4421	Furniture stores	(*)	(*)	(*)	4,168	4,287	4,469	4,359	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,499	3,495	4,285	4,034	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	88,727	-8.7	10,029	7,501	7,559	10,325	7,988	8,755	8,519	8,491	9,067	9,013
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,830	5,883	8,204	6,218	(*)	6,701	6,663	7,190	7,114
44312	Computer & software stores.....	(*)	(*)	(*)	1,671	1,676	2,121	1,770	(*)	1,818	1,828	1,877	1,899
444	Building material & garden eq. & supplies dealers	264,520	-12.2	21,471	23,265	23,208	23,230	27,676	23,183	22,847	23,259	25,559	26,656
4441	Building mat. & sup. dealers	(*)	(*)	(*)	20,079	20,351	19,830	23,912	(*)	19,214	19,606	21,346	22,432
445	Food & beverage stores	535,617	0.0	49,239	49,810	48,025	49,296	49,403	49,974	49,497	49,506	49,352	49,452
4451	Grocery stores	479,531	-0.3	43,933	44,467	42,915	44,062	44,164	44,647	44,202	44,197	44,150	44,208
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,559	3,376	3,548	3,516	(*)	3,500	3,491	3,496	3,512
446	Health & personal care stores	229,658	3.2	20,708	21,437	20,698	19,808	20,786	21,459	21,394	21,404	20,698	20,621
44611	Pharmacies & drug stores	(*)	(*)	(*)	17,963	17,241	16,403	17,392	(*)	17,768	17,756	17,158	17,101
447	Gasoline stations	327,932	-27.8	30,772	32,290	31,663	28,049	38,326	33,303	31,411	31,568	30,588	37,210
448	Clothing & clothing accessories stores	180,515	-4.5	18,701	17,388	15,950	18,858	16,860	17,480	17,596	17,630	17,316	17,295
44811	Men's clothing stores	(*)	(*)	(*)	752	702	817	764	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,970	2,817	3,210	3,002	(*)	2,949	2,931	2,994	2,993
44814	Family clothing stores	(*)	(*)	(*)	7,123	6,140	7,869	6,660	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,081	1,994	2,181	2,064	(*)	2,132	2,177	2,159	2,143
451	Sporting goods, hobby, book & music stores	74,674	-1.4	7,345	6,349	6,903	7,441	6,190	7,194	7,174	7,282	7,182	7,018
452	General merchandise stores	523,708	-0.5	55,419	48,763	44,472	54,778	47,705	50,562	50,178	49,749	49,650	49,296
4521	Department stores (ex. L.D.).....	161,374	-6.5	18,645	15,011	13,539	19,569	15,487	15,749	15,647	15,606	16,521	16,120
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	15,453	13,889	20,196	15,972	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	33,752	30,933	35,209	32,218	(*)	34,531	34,143	33,129	33,176
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	29,753	27,268	31,197	28,511	(*)	30,516	30,164	29,431	29,454
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	3,999	3,665	4,012	3,707	(*)	4,015	3,979	3,698	3,722
453	Miscellaneous store retailers	102,375	-3.9	9,024	9,940	9,449	9,065	9,984	9,429	9,601	9,539	9,455	9,735
454	Nonstore retailers	259,419	-2.4	26,911	24,947	23,498	24,153	24,934	25,232	24,933	24,573	23,352	24,306
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	17,816	17,279	16,993	17,091	(*)	17,996	17,924	16,246	16,822
722	Food services & drinking places ...	417,724	0.6	35,670	38,646	36,952	36,219	38,255	37,987	37,814	37,822	38,045	37,951

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

(NA) Not available (S) Suppressed (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/eos/www/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-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/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, 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/retail>

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					
		Nov. 2009 Advance from --		Oct. 2009 Preliminary from --		Sep. 2009 through Nov. 2009 from --	
		Oct. 2009 (p)	Nov. 2008 (r)	Sep. 2009 (r)	Oct. 2008 (r)	Jun. 2009 through Aug. 2009	Sep. 2008 through Nov. 2008
	Retail & food services,						
	total	1.3	1.9	1.1	-2.0	0.7	-2.1
	Total (excl. motor vehicle & parts) ...	1.2	1.3	0.0	-2.8	1.5	-2.2
	Retail	1.4	2.2	1.3	-2.2	0.8	-2.3
441	Motor vehicle & parts dealers	1.6	5.1	7.1	2.0	-3.1	-1.6
4411, 4412	Auto & other motor veh. dealers ..	2.0	6.7	7.9	2.7	-3.3	-1.3
442	Furniture & home furn. stores	-0.7	-7.9	-1.5	-8.5	-1.1	-7.9
443	Electronics & appliance stores	2.8	-3.4	0.3	-5.5	3.5	-5.4
444	Building material & garden eq. & supplies dealers.....	1.5	-9.3	-1.8	-14.3	-2.5	-12.2
445	Food & beverage stores.....	1.0	1.3	0.0	0.1	1.2	0.5
4451	Grocery stores	1.0	1.1	0.0	0.0	1.2	0.3
446	Health & personal care stores	0.3	3.7	0.0	3.7	1.6	3.8
447	Gasoline stations	6.0	8.9	-0.5	-15.6	5.8	-12.6
448	Clothing & clothing accessories stores	-0.7	0.9	-0.2	1.7	1.9	0.9
451	Sporting goods, hobby, book & music stores.....	0.3	0.2	-1.5	2.2	-0.1	1.3
452	General merchandise stores.....	0.8	1.8	0.9	1.8	2.1	1.3
4521	Department stores (ex. L.D.).....	0.7	-4.7	0.3	-2.9	1.1	-3.9
453	Miscellaneous store retailers	-1.8	-0.3	0.6	-1.4	0.7	-1.3
454	Nonstore retailers	1.2	8.1	1.5	2.6	2.9	3.2
722	Food services & drinking places	0.5	-0.2	0.0	-0.4	-0.5	-0.5

(p) Preliminary estimate (r) Revised estimate

(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/retail>.

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/retail>.

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 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 Nov 2009

(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	0.3	0.2	0.3	-0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.7	0.3	0.2	0.3	-0.1	0.2
	Retail	0.7	0.3	0.2	0.3	-0.2	0.1
441	Motor vehicle & parts dealers	2.2	1.6	0.7	1.5	-0.4	1.2
4411, 4412	Auto & other motor veh. dealers .	2.5	1.8	0.8	1.6	-0.4	1.3
442	Furniture & home furn. stores.....	2.8	1.9	0.9	2.0	-0.3	0.6
443	Electronics & appliance stores	1.5	0.7	0.5	1.0	0.3	1.1
444	Building material & garden eq. &....						
	supplies dealers.....	2.6	1.2	0.9	1.1	0.0	0.5
445	Food & beverage stores.....	1.0	0.2	0.3	0.4	0.0	0.2
4451	Grocery stores	1.0	0.2	0.3	0.5	0.0	0.3
446	Health & personal care stores	1.9	0.4	0.3	0.8	-0.1	0.3
447	Gasoline stations	2.4	0.7	0.5	0.8	-0.2	0.6
448	Clothing & clothing accessories						
	stores	2.3	0.7	0.6	1.0	-0.3	0.7
451	Sporting goods, hobby, book &						
	music stores.....	2.9	1.4	1.1	1.8	0.1	0.5
452	General merchandise stores.....	0.1	0.0	0.0	0.1	-0.1	0.2
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.2	0.4
453	Miscellaneous store retailers	3.3	2.7	1.6	3.2	0.7	0.8
454	Nonstore retailers	2.0	0.9	0.5	1.0	0.0	0.5
722	Food services & drinking places ..	1.9	0.8	0.6	1.3	0.3	0.6



- (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 revisions 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/retail>