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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES AUGUST 2010

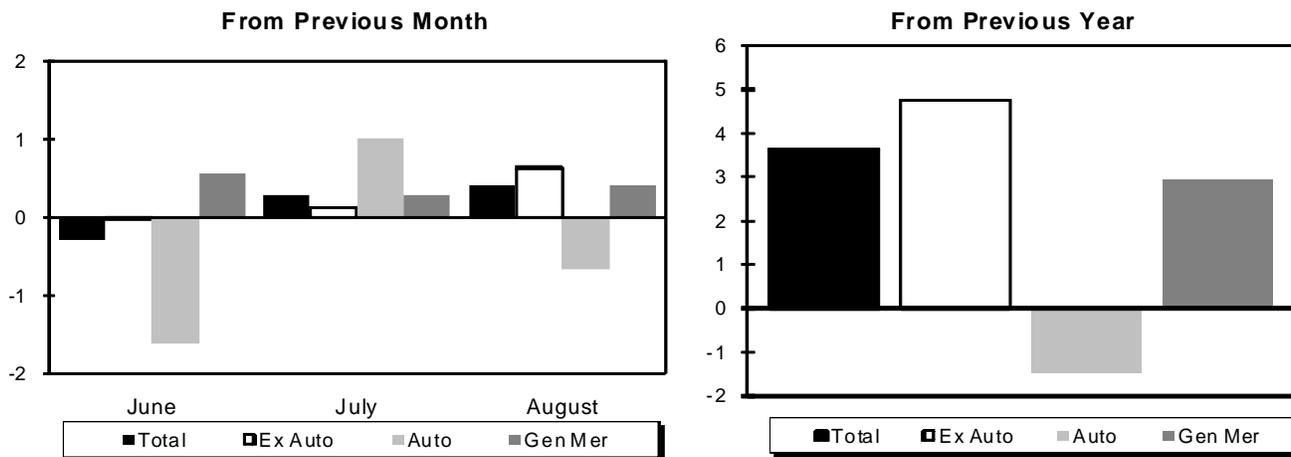
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for August, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$363.7 billion, an increase of 0.4 percent ($\pm 0.5\%$)* from the previous month, and 3.6 percent ($\pm 0.5\%$) above August 2009. Total sales for the June through August 2010 period were up 4.7 percent ($\pm 0.3\%$) from the same period a year ago. The June to July 2010 percent change was revised from +0.4 percent ($\pm 0.5\%$)* to +0.3 percent ($\pm 0.2\%$).

Retail trade sales were up 0.5 percent ($\pm 0.5\%$)* from July 2010, and 3.7 percent ($\pm 0.7\%$) above last year. Nonstore retailers sales were up 10.5 percent ($\pm 2.8\%$) from August 2009 and gasoline stations sales were up 9.6 percent ($\pm 1.8\%$) 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 September is scheduled to be released October 15, 2010 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 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				
		8 Month Total		2010			2009		2010			2009	
		2010	% Chg. 2009	Aug. ³ (a)	Jul. (p)	Jun. (r)	Aug.	Jul.	Aug. ³ (a)	Jul. (p)	Jun. (r)	Aug. (r)	Jul. (r)
	Retail & food services,												
	total	2,863,994	6.0	371,733	372,679	369,031	359,221	353,617	363,704	362,189	361,170	350,935	343,518
	Total (excl. motor vehicle & parts) ...	2,353,812	5.6	304,048	303,743	302,350	291,080	289,398	301,679	299,756	299,365	287,984	285,590
	Retail	2,548,292	6.5	331,292	331,030	329,011	319,620	313,669	324,365	322,897	321,858	312,710	305,254
	GAFO⁴	(*)	(*)	(*)	92,218	90,853	94,276	88,559	(*)	95,328	95,271	92,851	91,925
441	Motor vehicle & parts dealers	510,182	8.2	67,685	68,936	66,681	68,141	64,219	62,025	62,433	61,805	62,951	57,928
4411, 4412	Auto & other motor veh. dealers .	458,465	9.0	60,627	62,103	59,720	61,660	57,537	55,367	55,999	55,348	56,725	51,695
44111	New car dealers	(*)	(*)	(*)	49,943	47,084	50,643	46,176	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,833	6,961	6,481	6,682	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	59,228	2.1	7,780	7,803	7,426	7,599	7,614	7,539	7,576	7,531	7,363	7,392
4421	Furniture stores	(*)	(*)	(*)	4,236	3,999	4,169	4,019	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,567	3,427	3,430	3,595	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	64,022	2.7	8,254	8,165	8,185	7,969	7,583	8,552	8,645	8,673	8,198	8,040
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,357	6,409	6,429	6,081	(*)	6,699	6,782	6,594	6,435
44312	Computer & software stores.....	(*)	(*)	(*)	1,808	1,776	1,540	1,502	(*)	1,946	1,891	1,604	1,605
444	Building material & garden eq. & supplies dealers	193,424	4.1	23,813	25,581	28,411	22,337	24,867	23,291	23,291	23,374	22,202	22,386
4441	Building mat. & sup. dealers	(*)	(*)	(*)	21,132	22,485	19,705	21,378	(*)	19,141	19,284	19,039	19,122
445	Food & beverage stores	387,105	2.1	48,932	50,418	48,497	48,521	49,570	49,081	48,451	48,679	48,010	47,922
4451	Grocery stores	346,816	2.0	43,790	44,913	43,239	43,344	44,185	43,834	43,227	43,413	42,788	42,773
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,686	3,442	3,413	3,575	(*)	3,400	3,432	3,396	3,341
446	Health & personal care stores	172,690	3.1	21,809	21,636	21,800	20,728	20,973	22,074	21,943	21,910	21,108	21,121
44611	Pharmacies & drug stores	(*)	(*)	(*)	18,278	18,496	17,692	18,031	(*)	18,575	18,664	18,183	18,176
447	Gasoline stations	287,014	19.2	38,185	38,300	36,913	35,153	34,558	35,888	35,202	34,434	32,731	31,502
448	Clothing & clothing accessories stores	134,409	4.6	18,529	17,212	16,532	17,995	16,334	18,282	18,072	18,118	17,604	17,376
44811	Men's clothing stores	(*)	(*)	(*)	617	671	608	633	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,731	2,949	2,878	2,670	(*)	2,988	3,012	3,001	2,931
44814	Family clothing stores	(*)	(*)	(*)	6,983	6,362	7,179	6,546	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,233	2,078	2,758	2,095	(*)	2,293	2,294	2,205	2,180
451	Sporting goods, hobby, book & music stores	54,444	4.5	8,411	6,880	6,925	8,074	6,506	7,308	7,242	7,251	7,027	6,899
452	General merchandise stores	385,756	2.9	49,923	49,196	48,842	49,192	47,434	50,888	50,682	50,533	49,425	49,010
4521	Department stores (ex. L.D.).....	113,103	-0.9	14,955	14,091	14,408	15,477	14,302	15,479	15,419	15,570	15,668	15,568
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	14,393	14,708	15,843	14,641	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	35,105	34,434	33,715	33,132	(*)	35,263	34,963	33,757	33,442
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	30,880	30,144	29,993	29,343	(*)	30,880	30,603	29,755	29,520
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	4,225	4,290	3,722	3,789	(*)	4,383	4,360	4,002	3,922
453	Miscellaneous store retailers	76,521	5.1	9,918	10,241	10,613	9,318	9,376	9,877	9,969	9,967	9,351	9,212
454	Nonstore retailers	223,497	12.5	28,053	26,662	28,186	24,593	24,635	29,560	29,391	29,583	26,740	26,466
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	20,593	21,630	18,631	18,460	(*)	22,311	22,299	19,948	19,493
722	Food services & drinking places ...	315,702	2.2	40,441	41,649	40,020	39,601	39,948	39,339	39,292	39,312	38,225	38,264

(*) 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					
		Aug. 2010 Advance from --		Jul. 2010 Preliminary from --		Jun. 2010 through Aug. 2010 from --	
		Jul. 2010 (p)	Aug. 2009 (r)	Jun. 2010 (r)	Jul. 2009 (r)	Mar. 2010 through May 2010	Jun. 2009 through Aug. 2009
	Retail & food services,						
	total	0.4	3.6	0.3	5.4	-0.5	4.7
	Total (excl. motor vehicle & parts)	0.6	4.8	0.1	5.0	-0.5	4.8
	Retail	0.5	3.7	0.3	5.8	-0.6	5.0
441	Motor vehicle & parts dealers	-0.7	-1.5	1.0	7.8	-1.0	4.6
4411, 4412	Auto & other motor veh. dealers ..	-1.1	-2.4	1.2	8.3	-1.3	4.6
442	Furniture & home furn. stores	-0.5	2.4	0.6	2.5	-2.2	2.1
443	Electronics & appliance stores	-1.1	4.3	-0.3	7.5	0.7	6.1
444	Building material & garden eq. & supplies dealers.....	0.0	4.9	-0.4	4.0	-4.6	4.0
445	Food & beverage stores.....	1.3	2.2	-0.5	1.1	-0.4	1.6
4451	Grocery stores	1.4	2.4	-0.4	1.1	-0.3	1.6
446	Health & personal care stores	0.6	4.6	0.2	3.9	1.4	3.9
447	Gasoline stations	1.9	9.6	2.2	11.7	-2.0	9.9
448	Clothing & clothing accessories stores	1.2	3.9	-0.3	4.0	-0.6	4.3
451	Sporting goods, hobby, book & music stores.....	0.9	4.0	-0.1	5.0	0.7	4.6
452	General merchandise stores.....	0.4	3.0	0.3	3.4	0.0	3.1
4521	Department stores (ex. L.D.).....	0.4	-1.2	-1.0	-1.0	-1.2	-0.8
453	Miscellaneous store retailers	-0.9	5.6	0.0	8.2	1.6	7.3
454	Nonstore retailers	0.6	10.5	-0.6	11.1	1.6	11.6
722	Food services & drinking places	0.1	2.9	-0.1	2.7	-0.1	2.7

(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

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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 Aug 2010

(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	0.6	0.3	0.2	0.3	0.0	0.2
	Total (excl. motor vehicle & parts) ..	0.6	0.3	0.2	0.3	0.1	0.1
	Retail	0.6	0.3	0.2	0.4	-0.1	0.2
441	Motor vehicle & parts dealers	2.2	1.3	0.5	1.3	-0.6	0.8
4411, 4412	Auto & other motor veh. dealers .	2.5	1.3	0.6	1.5	-0.7	0.9
442	Furniture & home furn. stores	2.8	1.6	0.9	1.6	0.1	0.7
443	Electronics & appliance stores	1.6	0.6	0.4	1.0	0.1	0.5
444	Building material & garden eq. &....						
	supplies dealers	2.8	1.4	0.9	1.5	0.3	0.3
445	Food & beverage stores	1.1	0.2	0.2	0.5	-0.1	0.2
4451	Grocery stores	1.1	0.2	0.2	0.5	-0.1	0.2
446	Health & personal care stores	1.9	0.4	0.3	0.8	0.0	0.4
447	Gasoline stations	2.5	0.5	0.4	1.1	0.4	0.2
448	Clothing & clothing accessories						
	stores	2.5	0.7	0.6	1.1	0.1	0.6
451	Sporting goods, hobby, book & music stores	3.3	1.9	1.0	2.2	0.1	0.3
452	General merchandise stores	0.3	0.1	0.1	0.1	-0.1	0.2
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.2	0.2
453	Miscellaneous store retailers	3.1	2.0	1.6	2.6	0.3	1.1
454	Nonstore retailers	2.0	0.8	0.8	1.7	0.1	0.4
722	Food services & drinking places ..	1.8	0.7	0.7	1.0	0.0	0.3



- (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>