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## ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES NOVEMBER 2010

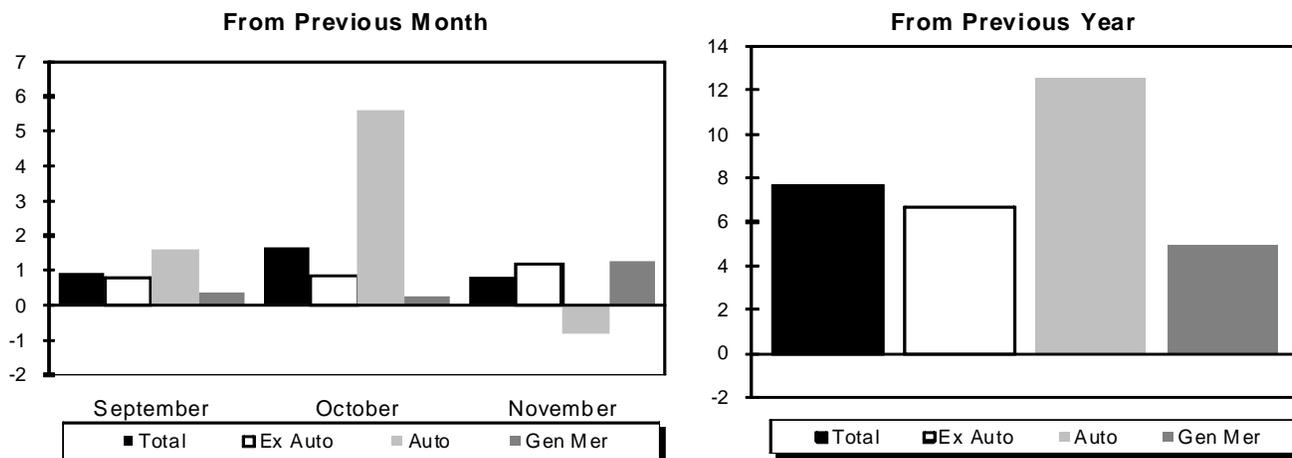
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for November, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$378.7 billion, an increase of 0.8 percent ( $\pm 0.5\%$ ) from the previous month, and 7.7 percent ( $\pm 0.7\%$ ) above November 2009. Total sales for the September through November 2010 period were up 7.8 percent ( $\pm 0.5\%$ ) from the same period a year ago. The September to October 2010 percent change was revised from +1.2 percent ( $\pm 0.5\%$ ) to +1.7 percent ( $\pm 0.2\%$ ).

Retail trade sales were up 0.9 percent ( $\pm 0.5\%$ ) from October 2010, and 8.1 percent ( $\pm 0.7\%$ ) above last year. Nonstore retailers sales were up 14.2 percent ( $\pm 3.1\%$ ) from November 2009 and auto and other motor vehicle dealers sales were up 12.8 percent ( $\pm 2.5\%$ ) 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 December is scheduled to be released January 14, 2011 at 8:30 a.m. EST.

For information, visit the Census Bureau's Web site at <http://www.census.gov/retail>.

\* 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 <sup>1</sup> code	Kind of Business	Not Adjusted							Adjusted <sup>2</sup>				
		11 Month Total		2010			2009		2010			2009	
		2010	% Chg. 2009	Nov. <sup>3</sup> (a)	Oct. (p)	Sep. (r)	Nov.	Oct.	Nov. <sup>3</sup> (a)	Oct. (p)	Sep. (r)	Nov. (r)	Oct. (r)
	<b>Retail &amp; food services,</b>												
	<b>total</b> .....	3,963,860	6.5	377,547	365,514	355,393	345,700	344,716	378,706	375,571	369,440	351,764	347,880
	Total (excl. motor vehicle & parts) ...	3,268,208	5.8	317,636	302,860	292,368	294,276	288,294	311,854	308,166	305,611	292,352	289,147
	Retail .....	3,530,806	7.0	339,872	324,916	316,745	309,546	305,758	338,796	335,691	329,760	313,343	309,761
	<b>GAFO<sup>4</sup></b>	(*)	(*)	(*)	92,033	88,374	100,355	90,466	(*)	96,456	96,196	92,906	93,889
441	<b>Motor vehicle &amp; parts dealers</b> .....	695,652	9.9	59,911	62,654	63,025	51,424	56,422	66,852	67,405	63,829	59,412	58,733
4411, 4412	Auto & other motor veh. dealers .	623,861	10.7	53,377	55,862	56,286	45,672	49,906	60,109	60,720	57,143	53,293	52,533
44111	New car dealers .....	(*)	(*)	(*)	45,563	45,838	37,279	40,656	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,792	6,739	5,752	6,516	(NA)	(NA)	(NA)	(NA)	(NA)
442	<b>Furniture &amp; home furn. stores</b> .....	82,309	2.2	8,063	7,284	7,623	7,862	7,289	7,507	7,548	7,638	7,459	7,385
4421	Furniture stores .....	(*)	(*)	(*)	3,950	4,187	4,089	3,952	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores .....	(*)	(*)	(*)	3,334	3,436	3,773	3,337	(NA)	(NA)	(NA)	(NA)	(NA)
443	<b>Electronics &amp; appliance stores</b> .....	89,393	2.9	9,955	7,565	7,856	9,754	7,346	8,598	8,652	8,697	8,522	8,319
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,804	6,010	7,795	5,825	(*)	6,687	6,723	6,790	6,657
44312	Computer & software stores.....	(*)	(*)	(*)	1,761	1,846	1,959	1,521	(*)	1,965	1,974	1,732	1,662
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	266,034	6.0	24,247	24,556	23,591	20,915	22,240	24,868	24,901	24,117	22,148	21,651
4441	Building mat. & sup. dealers .....	(*)	(*)	(*)	19,873	19,757	18,022	19,510	(*)	19,657	19,294	18,792	18,706
445	<b>Food &amp; beverage stores</b> .....	534,892	2.3	49,900	49,456	48,222	48,092	48,566	50,103	49,689	49,380	48,527	48,205
4451	Grocery stores .....	478,384	2.2	44,399	44,047	43,040	42,851	43,373	44,667	44,268	44,008	43,284	43,071
4453	Beer, wine & liquor stores .....	(*)	(*)	(*)	3,529	3,403	3,346	3,424	(*)	3,533	3,501	3,363	3,363
446	<b>Health &amp; personal care stores</b> .....	238,818	3.5	22,335	22,070	21,631	20,825	21,556	22,515	22,315	22,277	21,447	21,427
44611	Pharmacies & drug stores .....	(*)	(*)	(*)	18,643	18,215	17,902	18,605	(*)	18,699	18,682	18,456	18,366
447	<b>Gasoline stations</b> .....	395,756	16.6	36,008	37,237	35,977	32,707	33,276	38,144	36,687	36,231	34,981	32,528
448	<b>Clothing &amp; clothing accessories stores</b> .....	189,056	4.6	20,550	17,742	16,550	18,750	17,400	18,823	18,324	18,108	17,507	17,620
44811	Men's clothing stores .....	(*)	(*)	(*)	713	634	689	677	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores .....	(*)	(*)	(*)	3,085	2,940	3,191	3,025	(*)	3,097	3,053	2,977	3,001
44814	Family clothing stores .....	(*)	(*)	(*)	7,000	6,419	7,661	7,036	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores .....	(*)	(*)	(*)	2,174	2,111	2,145	2,099	(*)	2,305	2,305	2,178	2,180
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	75,577	5.2	8,092	6,400	6,847	7,004	6,077	7,627	7,459	7,418	6,793	7,001
452	<b>General merchandise stores</b> .....	537,942	3.0	56,201	49,652	46,246	53,915	48,896	51,930	51,271	51,130	49,474	50,332
4521	Department stores (ex. L.D.).....	159,825	-0.9	18,573	14,515	13,635	18,436	15,112	15,737	15,306	15,445	15,505	15,775
4521	Department stores (incl. L.D.) <sup>5</sup> .....	(*)	(*)	(*)	14,838	13,952	18,879	15,518	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	35,137	32,611	35,479	33,784	(*)	35,965	35,685	33,969	34,557
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	30,728	28,488	31,067	29,694	(*)	31,484	31,237	29,872	30,455
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	4,409	4,123	4,412	4,090	(*)	4,481	4,448	4,097	4,102
453	<b>Miscellaneous store retailers</b> .....	107,986	6.9	10,129	10,804	10,209	9,093	9,761	10,297	10,548	10,295	9,465	9,331
454	<b>Nonstore retailers</b> .....	317,391	13.3	34,481	29,496	28,968	29,205	26,929	31,532	30,892	30,640	27,608	27,229
4541	Elect. shopping & m/o houses ....	(*)	(*)	(*)	22,298	22,118	22,006	19,681	(*)	23,621	23,331	20,566	20,144
722	<b>Food services &amp; drinking places</b> ...	433,054	2.8	37,675	40,598	38,648	36,154	38,958	39,910	39,880	39,680	38,421	38,119

(\*) 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 <sup>1</sup>					
		Nov. 2010 Advance from --		Oct. 2010 Preliminary from --		Sep. 2010 through Nov. 2010 from --	
		Oct. 2010 (p)	Nov. 2009 (r)	Sep. 2010 (r)	Oct. 2009 (r)	Jun. 2010 through Aug. 2010	Sep. 2009 through Nov. 2009
	<b>Retail &amp; food services, total .....</b>	0.8	7.7	1.7	8.0	3.1	7.8
	Total (excl. motor vehicle & parts) ...	1.2	6.7	0.8	6.6	2.5	6.3
	Retail .....	0.9	8.1	1.8	8.4	3.4	8.2
441	<b>Motor vehicle &amp; parts dealers .....</b>	-0.8	12.5	5.6	14.8	5.7	14.9
4411, 4412	Auto & other motor veh. dealers ..	-1.0	12.8	6.3	15.6	6.1	15.6
442	<b>Furniture &amp; home furn. stores .....</b>	-0.5	0.6	-1.2	2.2	-0.3	1.9
443	<b>Electronics &amp; appliance stores .....</b>	-0.6	0.9	-0.5	4.0	0.1	3.4
444	<b>Building material &amp; garden eq. &amp; supplies dealers.....</b>	-0.1	12.3	3.3	15.0	4.8	12.0
445	<b>Food &amp; beverage stores.....</b>	0.8	3.2	0.6	3.1	1.9	2.9
4451	Grocery stores .....	0.9	3.2	0.6	2.8	1.8	2.7
446	<b>Health &amp; personal care stores .....</b>	0.9	5.0	0.2	4.1	1.7	4.4
447	<b>Gasoline stations .....</b>	4.0	9.0	1.3	12.8	5.6	10.5
448	<b>Clothing &amp; clothing accessories stores .....</b>	2.7	7.5	1.2	4.0	1.7	4.8
451	<b>Sporting goods, hobby, book &amp; music stores.....</b>	2.3	12.3	0.6	6.5	3.7	7.9
452	<b>General merchandise stores.....</b>	1.3	5.0	0.3	1.9	1.5	3.3
4521	Department stores (ex. L.D.).....	2.8	1.5	-0.9	-3.0	0.0	-0.9
453	<b>Miscellaneous store retailers .....</b>	-2.4	8.8	2.5	13.0	3.5	10.8
454	<b>Nonstore retailers .....</b>	2.1	14.2	0.8	13.5	4.1	14.2
722	<b>Food services &amp; drinking places ....</b>	0.1	3.9	0.5	4.6	1.0	4.2

(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  $\pm 1.5$  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 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 <sup>(1)</sup> for Current Mo. (%)	Median standard error <sup>(1)</sup> for Percent change			Revision for month-to-month change <sup>(2)</sup>	
			Previous Mo. to Current Mo.	Previous Qtr. to Current Qtr.	Current Mo. to same Mo. Last Yr.	Average revision	Median absolute revision
	<b>Retail &amp; food services,</b>						
	total .....	0.6	0.3	0.2	0.4	0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.6	0.3	0.2	0.4	0.2	0.1
	<b>Retail .....</b>	0.7	0.3	0.2	0.4	0.1	0.2
441	<b>Motor vehicle &amp; parts dealers .....</b>	2.2	1.2	0.5	1.3	0.0	0.6
4411, 4412	Auto & other motor veh. dealers .	2.5	1.3	0.6	1.5	0.0	0.5
442	<b>Furniture &amp; home furn. stores.....</b>	3.0	1.5	0.8	1.8	0.2	0.7
443	<b>Electronics &amp; appliance stores .....</b>	1.6	0.6	0.3	1.0	0.0	0.2
444	<b>Building material &amp; garden eq. &amp;....</b>						
	<b>supplies dealers.....</b>	3.0	1.4	0.8	1.8	0.5	0.4
445	<b>Food &amp; beverage stores.....</b>	1.1	0.2	0.3	0.6	0.0	0.2
4451	Grocery stores .....	1.2	0.2	0.3	0.6	0.0	0.3
446	<b>Health &amp; personal care stores .....</b>	1.9	0.4	0.3	0.7	0.0	0.4
447	<b>Gasoline stations .....</b>	2.5	0.5	0.3	1.0	0.5	0.3
448	<b>Clothing &amp; clothing accessories</b>						
	<b>stores .....</b>	2.5	0.6	0.5	1.0	0.2	0.5
451	<b>Sporting goods, hobby, book &amp; music stores.....</b>	3.5	1.9	1.1	2.2	0.1	0.5
452	<b>General merchandise stores.....</b>	0.3	0.1	0.1	0.2	0.0	0.1
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	0.0	0.1
453	<b>Miscellaneous store retailers .....</b>	3.4	2.1	1.5	2.8	0.5	1.4
454	<b>Nonstore retailers .....</b>	2.0	0.8	0.8	1.9	0.1	0.4
722	<b>Food services &amp; drinking places ..</b>	1.9	0.7	0.6	1.1	0.2	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>