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Timothy Winters / Ian Thomas  
Service Sector Statistics Division  
(301) 763-2713

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## ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JANUARY 2011

**Intention to Revise Retail Estimates:** Monthly retail sales estimates will be revised based on the results of the 2009 Annual Retail Trade Survey. Revised not adjusted estimates and corresponding adjusted estimates are scheduled for release on April 29, 2011.

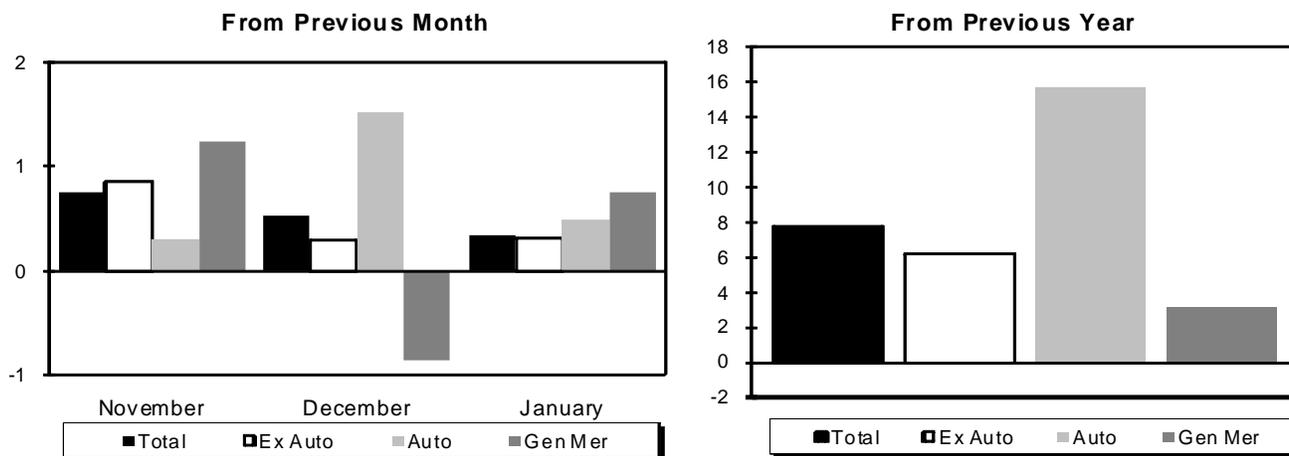
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for January, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$381.6 billion, an increase of 0.3 percent ( $\pm 0.5\%$ )\* from the previous month, and 7.8 percent ( $\pm 0.7\%$ ) above January 2010. Total sales for the November 2010 through January 2011 period were up 7.6 percent ( $\pm 0.5\%$ ) from the same period a year ago. The November to December 2010 percent change was revised from +0.6 percent ( $\pm 0.5\%$ ) to +0.5 percent ( $\pm 0.3\%$ ).

Retail trade sales were up 0.5 percent ( $\pm 0.5\%$ )\* from December 2010, and 8.3 percent ( $\pm 0.7\%$ ) above last year. Auto and other motor vehicle dealers sales were up 16.7 percent ( $\pm 2.3\%$ ) from January 2010 and nonstore retailers sales were up 13.5 percent ( $\pm 3.1\%$ ) 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 February is scheduled to be released March 11, 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>				
		1 Month Total		2011	2010			2009	2011	2010		2009	
		2011	% Chg. 2010	Jan. <sup>3</sup> (a)	Dec. (p)	Nov. (r)	Jan.	Dec.	Jan. <sup>3</sup> (a)	Dec. (p)	Nov. (r)	Jan. (r)	Dec. (r)
	<b>Retail &amp; food services,</b>												
	<b>total</b> .....	344,244	7.1	344,244	440,247	376,326	321,550	408,576	381,565	380,275	378,301	354,073	353,255
	Total (excl. motor vehicle & parts) ...	285,104	5.4	285,104	374,283	316,172	270,535	351,276	312,733	311,776	310,828	294,604	293,575
	Retail .....	307,505	7.7	307,505	400,095	338,533	285,435	370,345	342,018	340,442	338,393	315,775	315,024
	<b>GAFO<sup>4</sup></b>	(*)	(*)	(*)	141,745	105,664	82,496	136,746	(*)	96,415	97,270	94,205	93,458
441	<b>Motor vehicle &amp; parts dealers</b> .....	59,140	15.9	59,140	65,964	60,154	51,015	57,300	68,832	68,499	67,473	59,469	59,680
4411, 4412	Auto & other motor veh. dealers .	53,394	17.0	53,394	59,486	53,664	45,649	51,334	62,158	61,772	60,775	53,266	53,529
44111	New car dealers .....	(*)	(*)	(*)	50,231	44,130	37,378	42,689	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,478	6,490	5,366	5,966	(NA)	(NA)	(NA)	(NA)	(NA)
442	<b>Furniture &amp; home furn. stores</b> .....	6,751	-0.2	6,751	9,086	8,177	6,767	8,986	7,568	7,591	7,592	7,502	7,558
4421	Furniture stores .....	(*)	(*)	(*)	4,301	4,259	3,922	4,192	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores .....	(*)	(*)	(*)	4,785	3,918	2,845	4,794	(NA)	(NA)	(NA)	(NA)	(NA)
443	<b>Electronics &amp; appliance stores</b> .....	7,844	-0.7	7,844	13,377	9,813	7,899	13,252	8,436	8,414	8,492	8,461	8,307
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	10,359	7,631	6,213	10,555	(*)	6,478	6,573	6,638	6,585
44312	Computer & software stores.....	(*)	(*)	(*)	3,018	2,182	1,686	2,697	(*)	1,936	1,919	1,823	1,722
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	17,466	6.9	17,466	22,624	23,925	16,345	20,228	24,227	24,954	24,515	22,282	22,167
4441	Building mat. & sup. dealers .....	(*)	(*)	(*)	18,355	19,495	14,195	17,269	(*)	19,908	19,554	18,556	18,649
445	<b>Food &amp; beverage stores</b> .....	49,386	3.6	49,386	54,605	49,721	47,659	52,906	50,296	49,666	50,014	48,228	48,443
4451	Grocery stores .....	44,978	3.8	44,978	47,196	44,244	43,313	45,738	44,933	44,315	44,601	43,055	43,190
4453	Beer, wine & liquor stores .....	(*)	(*)	(*)	4,722	3,550	2,854	4,583	(*)	3,459	3,511	3,382	3,407
446	<b>Health &amp; personal care stores</b> .....	22,253	6.2	22,253	25,316	22,167	20,956	23,820	22,754	22,644	22,482	21,384	21,421
44611	Pharmacies & drug stores .....	(*)	(*)	(*)	21,044	18,767	18,009	20,208	(*)	18,959	18,918	18,283	18,304
447	<b>Gasoline stations</b> .....	36,588	12.2	36,588	37,758	35,895	32,618	33,599	39,469	38,926	38,227	35,225	35,219
448	<b>Clothing &amp; clothing accessories stores</b> .....	13,844	1.8	13,844	29,443	20,372	13,605	27,955	18,328	18,381	18,647	17,721	17,440
44811	Men's clothing stores .....	(*)	(*)	(*)	1,122	754	531	1,033	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores .....	(*)	(*)	(*)	4,432	3,377	2,278	4,149	(*)	3,108	3,127	3,017	2,936
44814	Family clothing stores .....	(*)	(*)	(*)	11,382	8,381	4,990	10,582	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores .....	(*)	(*)	(*)	3,098	2,322	1,732	2,935	(*)	2,331	2,341	2,241	2,232
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	7,002	0.4	7,002	12,539	7,922	6,974	11,762	7,386	7,482	7,495	7,168	7,086
452	<b>General merchandise stores</b> .....	45,530	2.7	45,530	72,859	56,075	44,319	70,475	51,745	51,358	51,804	50,194	49,936
4521	Department stores (ex. L.D.).....	12,318	-0.9	12,318	26,839	18,570	12,429	26,762	15,499	15,428	15,738	15,628	15,624
4521	Department stores (incl. L.D.) <sup>5</sup> .....	(*)	(*)	(*)	27,441	19,010	12,707	27,375	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	46,020	37,505	31,890	43,713	(*)	35,930	36,066	34,566	34,312
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	39,950	32,698	28,433	37,941	(*)	31,631	31,623	30,345	30,256
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	6,070	4,807	3,457	5,772	(*)	4,299	4,443	4,221	4,056
453	<b>Miscellaneous store retailers</b> .....	8,719	6.4	8,719	12,187	10,181	8,198	11,424	10,353	10,296	10,243	9,399	9,571
454	<b>Nonstore retailers</b> .....	32,982	13.4	32,982	44,337	34,131	29,080	38,638	32,624	32,231	31,409	28,742	28,196
4541	Elect. shopping & m/o houses ....	(*)	(*)	(*)	34,440	26,384	20,201	29,826	(*)	24,168	23,834	21,287	20,975
722	<b>Food services &amp; drinking places</b> ...	36,739	1.7	36,739	40,152	37,793	36,115	38,231	39,547	39,833	39,908	38,298	38,231

(\*) 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>					
		Jan. 2011 Advance from --		Dec. 2010 Preliminary from --		Nov. 2010 through Jan. 2011 from --	
		Dec. 2010 (p)	Jan. 2010 (r)	Nov. 2010 (r)	Dec. 2009 (r)	Aug. 2010 through Oct. 2010	Nov. 2009 through Jan. 2010
	<b>Retail &amp; food services, total .....</b>	0.3	7.8	0.5	7.6	2.6	7.6
	Total (excl. motor vehicle & parts) ...	0.3	6.2	0.3	6.2	2.0	6.2
	Retail .....	0.5	8.3	0.6	8.1	2.9	8.1
441	<b>Motor vehicle &amp; parts dealers .....</b>	0.5	15.7	1.5	14.8	5.6	14.6
4411, 4412	Auto & other motor veh. dealers ..	0.6	16.7	1.6	15.4	6.2	15.2
442	<b>Furniture &amp; home furn. stores .....</b>	-0.3	0.9	0.0	0.4	-0.4	1.0
443	<b>Electronics &amp; appliance stores .....</b>	0.3	-0.3	-0.9	1.3	-2.1	0.2
444	<b>Building material &amp; garden eq. &amp; supplies dealers.....</b>	-2.9	8.7	1.8	12.6	1.2	10.5
445	<b>Food &amp; beverage stores.....</b>	1.3	4.3	-0.7	2.5	1.2	3.3
4451	Grocery stores .....	1.4	4.4	-0.6	2.6	1.3	3.3
446	<b>Health &amp; personal care stores .....</b>	0.5	6.4	0.7	5.7	1.7	5.5
447	<b>Gasoline stations .....</b>	1.4	12.0	1.8	10.5	7.4	10.6
448	<b>Clothing &amp; clothing accessories stores .....</b>	-0.3	3.4	-1.4	5.4	1.4	5.3
451	<b>Sporting goods, hobby, book &amp; music stores.....</b>	-1.3	3.0	-0.2	5.6	1.1	6.0
452	<b>General merchandise stores.....</b>	0.8	3.1	-0.9	2.8	1.1	3.6
4521	Department stores (ex. L.D.).....	0.5	-0.8	-2.0	-1.3	1.0	-0.2
453	<b>Miscellaneous store retailers .....</b>	0.6	10.2	0.5	7.6	0.1	8.6
454	<b>Nonstore retailers .....</b>	1.2	13.5	2.6	14.3	4.9	13.7
722	<b>Food services &amp; drinking places ....</b>	-0.7	3.3	-0.2	4.2	0.1	3.8

(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  $\pm 1.5$  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 Jan 2011**

(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	0.1
	Total (excl. motor vehicle & parts) ..	0.6	0.3	0.2	0.4	0.1	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	1.1	0.5	1.3	0.1	0.6
4411, 4412	Auto & other motor veh. dealers .	2.5	1.2	0.6	1.4	0.1	0.6
442	<b>Furniture &amp; home furn. stores</b> .....	3.2	1.7	0.9	2.0	0.0	0.7
443	<b>Electronics &amp; appliance stores</b> ....	1.6	0.6	0.3	1.0	0.0	0.3
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	3.0	1.5	0.8	2.1	0.3	0.4
445	<b>Food &amp; beverage stores</b> .....	1.2	0.2	0.3	0.6	-0.1	0.2
4451	Grocery stores .....	1.3	0.2	0.3	0.6	-0.1	0.3
446	<b>Health &amp; personal care stores</b> .....	1.9	0.4	0.3	0.7	-0.1	0.5
447	<b>Gasoline stations</b> .....	2.5	0.5	0.3	1.0	0.3	0.2
448	<b>Clothing &amp; clothing accessories stores</b> .....	2.4	0.6	0.5	1.0	0.0	0.7
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	3.6	1.9	1.2	2.2	0.0	0.7
452	<b>General merchandise stores</b> .....	0.3	0.1	0.1	0.2	0.1	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	1.3	2.7	0.3	1.1
454	<b>Nonstore retailers</b> .....	2.0	0.8	0.7	1.9	0.0	0.3
722	<b>Food services &amp; drinking places</b> ..	1.9	0.7	0.6	1.1	0.1	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>