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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES MAY 2011

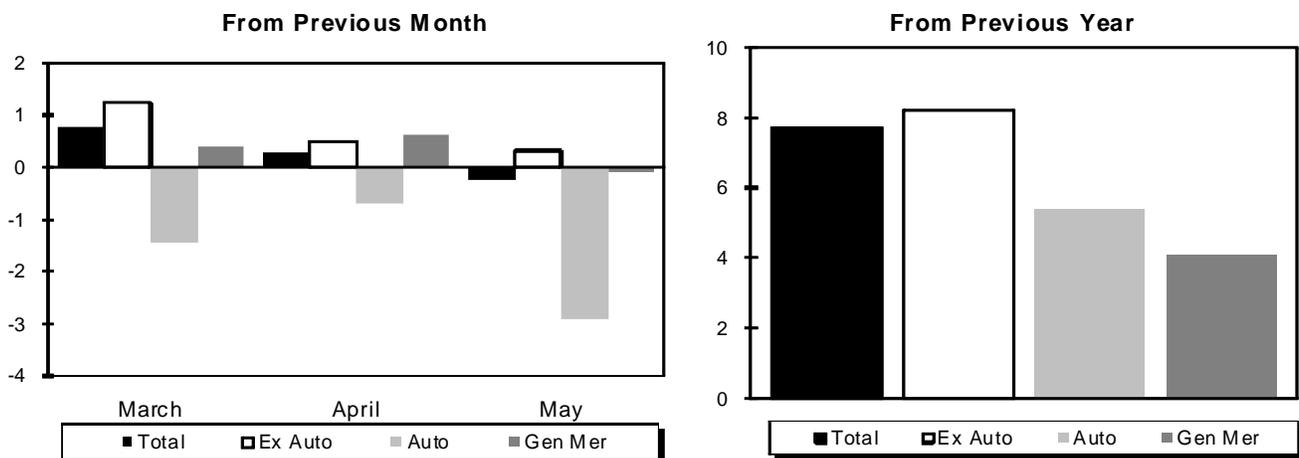
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for May, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$387.1 billion, a decrease of 0.2 percent ($\pm 0.5\%$)* from the previous month, but 7.7 percent ($\pm 0.7\%$) above May 2010. Total sales for the March through May 2011 period were up 7.5 percent ($\pm 0.5\%$) from the same period a year ago. The March to April 2011 percent change was revised from +0.5 percent ($\pm 0.5\%$)* to +0.3 percent ($\pm 0.3\%$)*.

Retail trade sales were down 0.3 percent ($\pm 0.5\%$)* from April 2011, but 8.0 percent ($\pm 0.7\%$) above last year. Gasoline stations sales were up 22.3 percent ($\pm 1.7\%$) from May 2010 and nonstore retailers sales were up 15.9 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 June is scheduled to be released July 14, 2011 at 8:30 a.m. EDT.

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 ¹ code	Kind of Business	Not Adjusted							Adjusted ²				
		5 Month Total		2011			2010		2011			2010	
		2011	% Chg. 2010	May ³ (a)	Apr. (p)	Mar. (r)	May	Apr.	May ³ (a)	Apr. (p)	Mar. (r)	May (r)	Apr. (r)
	Retail & food services,												
	total	1,870,899	8.0	400,649	389,352	394,861	371,518	362,038	387,117	388,049	386,960	359,345	361,735
	Total (excl. motor vehicle & parts) ...	1,534,237	7.1	331,649	319,075	318,879	306,142	297,491	321,959	320,940	319,392	297,509	300,450
	Retail	1,670,882	8.4	358,036	347,778	353,036	330,726	322,599	346,417	347,607	346,195	320,680	322,993
	GAFO⁴	(*)	(*)	(*)	93,182	93,875	92,760	88,208	(*)	97,376	97,295	93,656	94,004
441	Motor vehicle & parts dealers	336,662	12.4	69,000	70,277	75,982	65,376	64,547	65,158	67,109	67,568	61,836	61,285
4411, 4412	Auto & other motor veh. dealers .	304,767	13.3	62,279	63,681	68,923	58,971	57,984	58,588	60,533	60,940	55,476	54,857
44111	New car dealers	(*)	(*)	(*)	51,960	56,083	48,052	46,802	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,596	7,059	6,405	6,563	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	35,045	0.4	7,235	7,065	7,705	7,194	6,980	7,398	7,453	7,547	7,371	7,386
4421	Furniture stores	(*)	(*)	(*)	3,947	4,360	4,057	3,760	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,118	3,345	3,137	3,220	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	38,781	0.5	7,649	7,367	8,260	7,704	7,176	8,380	8,490	8,594	8,404	8,295
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,714	6,264	6,090	5,612	(*)	6,568	6,629	6,570	6,510
44312	Computer & software stores.....	(*)	(*)	(*)	1,653	1,996	1,614	1,564	(*)	1,922	1,965	1,834	1,785
444	Building material & garden eq. & supplies dealers	119,489	5.1	32,076	27,627	24,543	28,815	29,140	25,017	24,714	24,580	23,371	25,530
4441	Building mat. & sup. dealers	(*)	(*)	(*)	20,996	19,636	22,552	22,444	(*)	19,845	19,755	19,559	20,781
445	Food & beverage stores	247,946	4.6	51,875	51,079	50,159	49,833	47,230	50,934	51,173	50,546	48,295	48,247
4451	Grocery stores	223,890	4.9	46,650	45,870	45,355	44,638	42,247	45,735	45,916	45,355	43,212	43,065
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,495	3,353	3,511	3,376	(*)	3,607	3,598	3,476	3,542
446	Health & personal care stores	112,965	5.5	22,750	22,458	23,848	21,551	21,698	22,773	22,594	22,821	21,659	21,851
44611	Pharmacies & drug stores	(*)	(*)	(*)	18,758	19,858	18,333	18,383	(*)	18,796	19,039	18,388	18,475
447	Gasoline stations	213,495	17.5	48,055	46,030	44,427	39,453	38,553	45,164	45,039	44,427	36,941	37,576
448	Clothing & clothing accessories stores	84,612	5.1	18,611	18,447	18,086	17,787	17,087	18,729	18,693	18,681	17,673	17,776
44811	Men's clothing stores	(*)	(*)	(*)	747	646	666	669	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,368	3,243	3,252	3,268	(*)	3,098	3,173	3,048	3,080
44814	Family clothing stores	(*)	(*)	(*)	7,129	7,083	6,978	6,824	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,285	2,250	2,159	2,168	(*)	2,214	2,243	2,179	2,197
451	Sporting goods, hobby, book & music stores	32,873	5.7	6,624	6,707	6,910	6,334	6,104	7,344	7,370	7,390	6,983	6,928
452	General merchandise stores	244,420	2.8	52,308	50,925	50,089	50,997	48,229	52,354	52,400	52,084	50,288	50,682
4521	Department stores (ex. L.D.).....	68,137	-1.9	14,597	14,529	14,197	15,062	14,309	15,351	15,459	15,464	15,429	15,565
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	14,805	14,467	15,271	14,510	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	36,396	35,892	35,935	33,920	(*)	36,941	36,620	34,859	35,117
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	31,802	31,367	31,487	29,542	(*)	32,319	32,040	30,511	30,677
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	4,594	4,525	4,448	4,378	(*)	4,622	4,580	4,348	4,440
453	Miscellaneous store retailers	46,824	9.2	10,740	9,545	9,516	9,685	8,806	10,100	9,897	9,700	9,321	9,131
454	Nonstore retailers	157,770	14.9	31,113	30,251	33,511	25,997	27,049	33,066	32,675	32,257	28,538	28,306
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	22,997	24,693	20,294	20,721	(*)	24,835	24,521	21,916	21,697
722	Food services & drinking places ...	200,017	4.9	42,613	41,574	41,825	40,792	39,439	40,700	40,442	40,765	38,665	38,742

(*) 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					
		May 2011 Advance from --		Apr. 2011 Preliminary from --		Mar. 2011 through May 2011 from --	
		Apr. 2011 (p)	May 2010 (r)	Mar. 2011 (r)	Apr. 2010 (r)	Dec. 2010 through Feb. 2011	Mar. 2010 through May 2010
	Retail & food services, total	-0.2	7.7	0.3	7.3	2.0	7.5
	Total (excl. motor vehicle & parts)	0.3	8.2	0.5	6.8	2.7	7.3
	Retail	-0.3	8.0	0.4	7.6	2.0	7.8
441	Motor vehicle & parts dealers	-2.9	5.4	-0.7	9.5	-1.4	8.6
4411, 4412	Auto & other motor veh. dealers ..	-3.2	5.6	-0.7	10.3	-1.6	9.1
442	Furniture & home furn. stores	-0.7	0.4	-1.2	0.9	1.9	0.8
443	Electronics & appliance stores	-1.3	-0.3	-1.2	2.4	2.0	1.7
444	Building material & garden eq. & supplies dealers.....	1.2	7.0	0.5	-3.2	2.5	2.9
445	Food & beverage stores.....	-0.5	5.5	1.2	6.1	2.1	5.2
4451	Grocery stores	-0.4	5.8	1.2	6.6	2.3	5.7
446	Health & personal care stores	0.8	5.1	-1.0	3.4	0.3	4.9
447	Gasoline stations	0.3	22.3	1.4	19.9	7.4	19.9
448	Clothing & clothing accessories stores	0.2	6.0	0.1	5.2	2.6	5.2
451	Sporting goods, hobby, book & music stores.....	-0.4	5.2	-0.3	6.4	2.1	5.9
452	General merchandise stores.....	-0.1	4.1	0.6	3.4	1.6	3.3
4521	Department stores (ex. L.D.).....	-0.7	-0.5	0.0	-0.7	0.4	-1.4
453	Miscellaneous store retailers	2.1	8.4	2.0	8.4	1.8	7.5
454	Nonstore retailers	1.2	15.9	1.3	15.4	2.8	14.9
722	Food services & drinking places	0.6	5.3	-0.8	4.4	2.1	5.0

(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 May 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 ⁽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	0.4	0.1	0.1
	Total (excl. motor vehicle & parts) ..	0.6	0.3	0.2	0.4	0.1	0.2
	Retail	0.7	0.3	0.2	0.4	0.1	0.1
441	Motor vehicle & parts dealers	2.2	1.0	0.5	1.4	0.3	0.8
4411, 4412	Auto & other motor veh. dealers .	2.3	1.2	0.6	1.6	0.3	0.8
442	Furniture & home furn. stores	3.2	1.8	0.9	1.9	-0.2	0.9
443	Electronics & appliance stores	1.5	0.5	0.3	1.0	0.1	0.3
444	Building material & garden eq. &... supplies dealers	3.4	1.8	0.9	2.2	0.2	0.5
445	Food & beverage stores	1.2	0.2	0.2	0.6	0.0	0.2
4451	Grocery stores	1.3	0.2	0.2	0.6	0.0	0.2
446	Health & personal care stores	1.9	0.4	0.3	0.7	-0.1	0.3
447	Gasoline stations	2.5	0.4	0.3	1.0	0.2	0.6
448	Clothing & clothing accessories stores	2.6	0.6	0.6	0.9	0.0	0.7
451	Sporting goods, hobby, book & music stores	3.8	1.9	1.2	2.2	0.3	0.6
452	General merchandise stores	0.3	0.1	0.1	0.1	0.1	0.1
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	0.0	0.1
453	Miscellaneous store retailers	3.7	2.3	1.3	2.8	0.6	0.6
454	Nonstore retailers	2.3	1.1	0.7	1.9	0.2	0.5
722	Food services & drinking places ..	2.0	0.7	0.7	1.2	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>