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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JUNE 2011

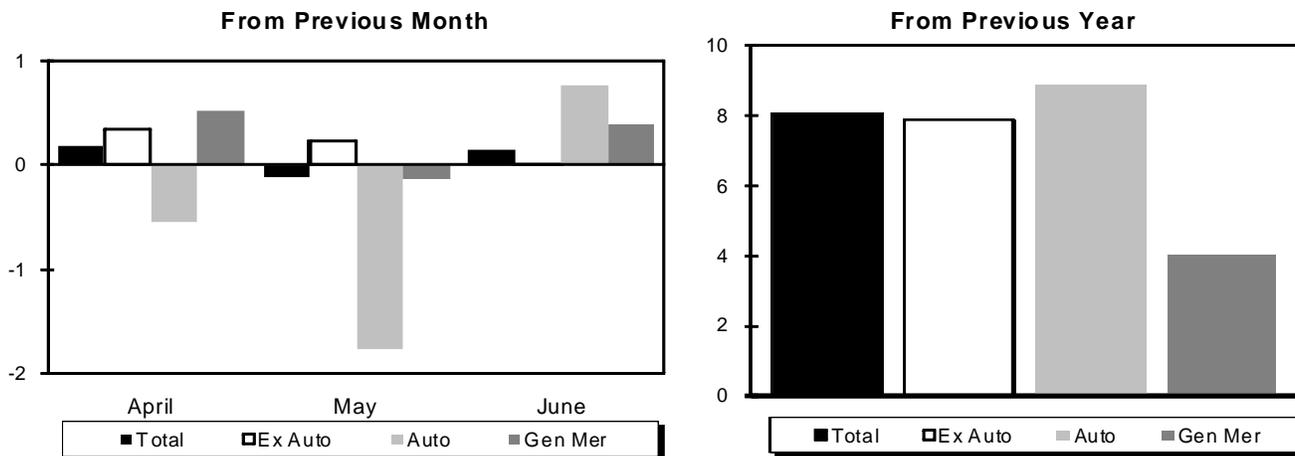
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for June, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$387.8 billion, an increase of 0.1 percent ($\pm 0.5\%$)* from the previous month, and 8.1 percent ($\pm 0.7\%$) above June 2010. Total sales for the April through June 2011 period were up 7.7 percent ($\pm 0.5\%$) from the same period a year ago. The April to May 2011 percent change was revised from -0.2 percent ($\pm 0.5\%$)* to -0.1 percent ($\pm 0.2\%$)*.

Retail trade sales were up 0.2 percent ($\pm 0.5\%$)* from May 2011, and 8.5 percent ($\pm 0.7\%$) above last year. Gasoline stations sales were up 23.6 percent ($\pm 1.7\%$) from June 2010 and nonstore retailers sales were up 12.3 percent ($\pm 3.0\%$) 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 July is scheduled to be released August 12, 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				
		6 Month Total		2011			2010		2011			2010	
		2011	% Chg. 2010	Jun. ³ (a)	May (p)	Apr. (r)	Jun.	May	Jun. ³ (a)	May (p)	Apr. (r)	Jun. (r)	May (r)
	Retail & food services,												
	total	2,266,457	8.1	395,410	400,940	389,209	364,774	371,518	387,789	387,255	387,705	358,864	359,262
	Total (excl. motor vehicle & parts) ...	1,858,088	7.2	324,695	331,035	318,845	299,938	306,142	321,266	321,238	320,500	297,760	297,419
	Retail	2,025,207	8.5	354,229	358,221	347,689	325,401	330,726	347,217	346,531	347,316	320,111	320,633
	GAFO⁴	(*)	(*)	(*)	95,168	93,134	89,565	92,760	(*)	97,067	97,313	93,927	93,702
441	Motor vehicle & parts dealers	408,369	12.1	70,715	69,905	70,364	64,836	65,376	66,523	66,017	67,205	61,104	61,843
4411, 4412	Auto & other motor veh. dealers .	369,184	12.9	63,479	63,136	63,762	57,973	58,971	59,829	59,394	60,610	54,743	55,476
44111	New car dealers	(*)	(*)	(*)	51,422	51,946	46,572	48,052	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,769	6,602	6,863	6,405	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	42,252	0.4	7,179	7,274	7,054	7,168	7,194	7,348	7,407	7,441	7,314	7,348
4421	Furniture stores	(*)	(*)	(*)	3,928	3,952	3,835	4,057	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,346	3,102	3,333	3,137	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	46,479	-0.2	7,822	7,555	7,337	8,007	7,704	8,277	8,290	8,439	8,478	8,420
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,889	5,683	6,274	6,090	(*)	6,429	6,555	6,632	6,598
44312	Computer & software stores.....	(*)	(*)	(*)	1,666	1,654	1,733	1,614	(*)	1,861	1,884	1,846	1,822
444	Building material & garden eq. & supplies dealers	149,204	5.3	30,296	31,522	27,600	27,911	28,815	25,140	24,806	24,676	23,330	23,498
4441	Building mat. & sup. dealers	(*)	(*)	(*)	23,546	20,968	22,411	22,552	(*)	19,954	19,856	19,353	19,679
445	Food & beverage stores	299,605	5.1	51,447	52,082	51,084	47,999	49,833	51,263	51,118	51,178	48,156	48,293
4451	Grocery stores	270,188	5.4	46,168	46,776	45,874	42,924	44,638	45,984	45,859	45,920	43,053	43,212
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,602	3,503	3,484	3,511	(*)	3,627	3,615	3,494	3,473
446	Health & personal care stores	135,734	5.4	22,554	22,967	22,456	21,711	21,551	22,805	22,853	22,592	21,908	21,573
44611	Pharmacies & drug stores	(*)	(*)	(*)	19,280	18,756	18,400	18,333	(*)	19,165	18,850	18,605	18,333
447	Gasoline stations	261,102	18.6	47,633	48,163	45,896	38,561	39,453	44,517	45,096	44,864	36,005	36,803
448	Clothing & clothing accessories stores	102,012	5.5	17,418	18,586	18,454	16,194	17,787	18,841	18,705	18,707	17,696	17,709
44811	Men's clothing stores	(*)	(*)	(*)	730	744	636	666	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,304	3,368	2,967	3,252	(*)	3,135	3,113	3,037	3,048
44814	Family clothing stores	(*)	(*)	(*)	7,037	7,140	6,430	6,978	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,180	2,288	1,973	2,159	(*)	2,247	2,217	2,187	2,181
451	Sporting goods, hobby, book & music stores	39,735	5.1	6,807	6,655	6,731	6,710	6,334	7,296	7,345	7,372	7,063	6,968
452	General merchandise stores	295,494	3.1	51,260	52,164	50,883	48,796	50,997	52,492	52,290	52,361	50,458	50,336
4521	Department stores (ex. L.D.).....	82,992	-1.0	14,884	14,568	14,529	14,410	15,062	15,614	15,404	15,509	15,486	15,477
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	14,833	14,805	14,596	15,271	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	37,596	36,354	34,386	35,935	(*)	36,886	36,852	34,972	34,859
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	32,997	31,802	30,050	31,487	(*)	32,350	32,286	30,570	30,481
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	4,599	4,552	4,336	4,448	(*)	4,536	4,566	4,402	4,378
453	Miscellaneous store retailers	57,083	7.9	10,497	10,503	9,544	9,986	9,685	9,919	9,912	9,923	9,383	9,300
454	Nonstore retailers	188,138	14.2	30,601	30,845	30,286	27,522	25,997	32,796	32,692	32,558	29,216	28,542
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	24,013	23,017	21,529	20,294	(*)	24,962	24,723	22,449	21,892
722	Food services & drinking places ...	241,250	4.8	41,181	42,719	41,520	39,373	40,792	40,572	40,724	40,389	38,753	38,629

(*) 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					
		Jun. 2011 Advance from --		May 2011 Preliminary from --		Apr. 2011 through Jun. 2011 from --	
		May 2011 (p)	Jun. 2010 (r)	Apr. 2011 (r)	May 2010 (r)	Jan. 2011 through Mar. 2011	Apr. 2010 through Jun. 2010
	Retail & food services, total	0.1	8.1	-0.1	7.8	1.1	7.7
	Total (excl. motor vehicle & parts) ..	0.0	7.9	0.2	8.0	1.7	7.5
	Retail	0.2	8.5	-0.2	8.1	1.1	8.0
441	Motor vehicle & parts dealers	0.8	8.9	-1.8	6.7	-1.9	8.4
4411, 4412	Auto & other motor veh. dealers	0.7	9.3	-2.0	7.1	-2.2	8.9
442	Furniture & home furn. stores	-0.8	0.5	-0.5	0.8	0.1	0.7
443	Electronics & appliance stores ...	-0.2	-2.4	-1.8	-1.5	-1.0	-0.7
444	Building material & garden eq. & supplies dealers.....	1.3	7.8	0.5	5.6	2.8	3.1
445	Food & beverage stores.....	0.3	6.5	-0.1	5.8	1.7	6.1
4451	Grocery stores	0.3	6.8	-0.1	6.1	1.9	6.5
446	Health & personal care stores	-0.2	4.1	1.2	5.9	0.0	4.5
447	Gasoline stations	-1.3	23.6	0.5	22.5	4.4	21.8
448	Clothing & clothing accessories stores	0.7	6.5	0.0	5.6	1.7	5.8
451	Sporting goods, hobby, book & music stores.....	-0.7	3.3	-0.4	5.4	0.7	5.0
452	General merchandise stores.....	0.4	4.0	-0.1	3.9	1.2	3.7
4521	Department stores (ex. L.D.).....	1.4	0.8	-0.7	-0.5	0.7	0.0
453	Miscellaneous store retailers	0.1	5.7	-0.1	6.6	1.7	7.0
454	Nonstore retailers	0.3	12.3	0.4	14.5	1.9	13.9
722	Food services & drinking places ..	-0.4	4.7	0.8	5.4	0.8	4.8

(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

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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 Jun 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) ..	0.7	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	2.3	0.9	0.5	1.3	0.3	0.8
4411, 4412	Auto & other motor veh. dealers .	2.4	1.0	0.6	1.5	0.3	0.8
442	Furniture & home furn. stores	3.2	1.7	0.9	1.8	0.0	0.7
443	Electronics & appliance stores	1.6	0.6	0.3	1.0	0.0	0.3
444	Building material & garden eq. & ...						
	supplies dealers	3.4	1.7	0.9	2.1	0.1	0.6
445	Food & beverage stores	1.2	0.2	0.2	0.6	0.1	0.2
4451	Grocery stores	1.4	0.2	0.2	0.6	0.0	0.2
446	Health & personal care stores	1.8	0.4	0.3	0.7	0.0	0.3
447	Gasoline stations	2.5	0.4	0.3	1.0	0.2	0.4
448	Clothing & clothing accessories						
	stores	2.6	0.6	0.6	0.9	-0.1	0.6
451	Sporting goods, hobby, book & music stores	3.8	1.8	1.2	2.1	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	0.0
453	Miscellaneous store retailers	3.9	2.3	1.3	2.8	0.5	1.0
454	No-store retailers	2.3	1.1	0.7	1.8	0.2	0.5
722	Food services & drinking places ..	2.0	0.8	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.