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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 OCTOBER 2011

The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for October, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$397.7 billion, an increase of 0.5 percent ($\pm 0.5\%$)* from the previous month and 7.2 percent ($\pm 0.7\%$) above October 2010. Total sales for the August through October 2011 period were up 7.6 percent ($\pm 0.5\%$) from the same period a year ago. The August to September 2011 percent change was unrevised from +1.1 percent ($\pm 0.3\%$).

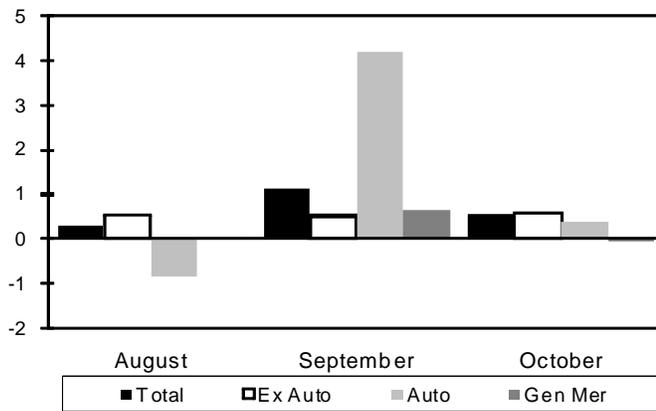
Retail trade sales were up 0.6 percent ($\pm 0.5\%$) from September 2011, and 7.3 percent ($\pm 0.7\%$) above last year. Gasoline stations sales were up 15.6 percent ($\pm 1.7\%$) from October 2010 and nonstore retailers sales were up 11.1 percent ($\pm 2.3\%$) from last year.

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.

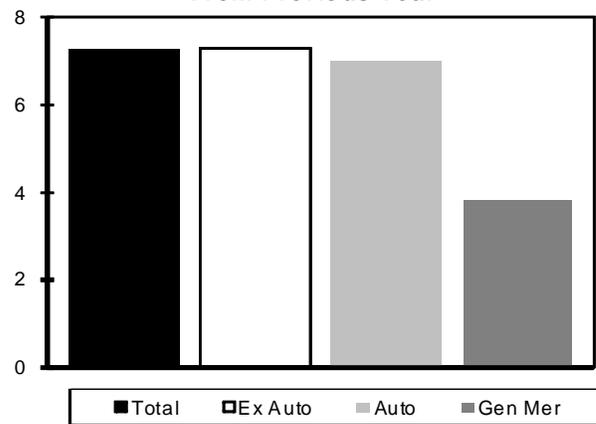
Percent Change in Retail and Food Services Sales

(Estimates adjusted for seasonal variation and holiday and trading-day differences, but not for price changes)

From Previous Month



From Previous Year



The Advance Monthly Sales for Retail and Food Services for November is scheduled to be released December 13, 2011 at 8:30 a.m. EST.

For customized retail time series estimates by industry, visit the Census Bureau's web site at <http://www.census.gov/timeseries>. For additional survey information, visit <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				
		10 Month Total		2011			2010		2011			2010	
		2011	% Chg. 2010	Oct. ³ (a)	Sep. (p)	Aug. (r)	Oct.	Sep.	Oct. ³ (a)	Sep. (p)	Aug. (r)	Oct. (r)	Sep. (r)
	Retail & food services,												
	total	3,829,762	7.9	386,133	381,852	401,864	361,750	351,696	397,666	395,533	391,074	370,790	366,417
	Total (excl. motor vehicle & parts) ...	3,146,567	7.5	320,454	314,513	330,101	300,321	290,020	328,269	326,398	324,729	305,923	302,974
	Retail	3,419,377	8.2	344,098	340,682	359,624	321,844	313,704	355,840	353,863	349,904	331,590	327,451
	GAFO⁴	(*)	(*)	(*)	91,840	98,897	90,681	87,029	(*)	98,916	98,099	94,869	94,314
441	Motor vehicle & parts dealers	683,195	10.1	65,679	67,339	71,763	61,429	61,676	69,397	69,135	66,345	64,867	63,443
4411, 4412	Auto & other motor veh. dealers .	615,401	10.6	58,709	60,263	64,221	54,734	55,032	62,523	62,191	59,464	58,290	56,910
44111	New car dealers	(*)	(*)	(*)	50,363	52,936	45,127	45,336	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,076	7,542	6,695	6,644	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	72,434	1.2	7,176	7,691	7,893	7,026	7,357	7,522	7,577	7,489	7,273	7,328
4421	Furniture stores	(*)	(*)	(*)	4,133	4,200	3,788	4,016	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,558	3,693	3,238	3,341	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	77,892	0.2	7,658	7,652	8,235	7,399	7,685	8,692	8,381	8,410	8,397	8,453
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,922	6,570	5,680	5,885	(*)	6,573	6,663	6,514	6,568
44312	Computer & software stores.....	(*)	(*)	(*)	1,730	1,665	1,719	1,800	(*)	1,808	1,747	1,883	1,885
444	Building material & garden eq. & supplies dealers	252,129	5.9	25,718	24,887	26,223	24,196	23,288	25,770	25,388	25,351	24,402	23,716
4441	Building mat. & sup. dealers	(*)	(*)	(*)	20,959	22,073	19,784	19,694	(*)	20,428	20,457	19,511	19,251
445	Food & beverage stores	506,930	5.6	51,650	50,464	52,122	48,945	47,710	52,266	51,682	51,744	49,168	48,932
4451	Grocery stores	456,035	5.8	46,279	45,239	46,806	43,740	42,718	46,841	46,351	46,435	43,960	43,768
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,670	3,744	3,577	3,446	(*)	3,711	3,685	3,573	3,538
446	Health & personal care stores	226,629	5.0	22,978	22,461	23,254	22,023	21,546	23,281	23,108	23,115	22,290	22,258
44611	Pharmacies & drug stores	(*)	(*)	(*)	18,659	19,296	18,572	18,107	(*)	19,216	19,277	18,722	18,686
447	Gasoline stations	447,645	19.0	44,970	45,333	48,216	38,954	37,596	45,105	45,288	44,978	39,032	37,937
448	Clothing & clothing accessories stores	174,985	5.9	18,161	17,774	19,079	17,433	16,229	19,076	19,216	18,896	18,032	17,684
44811	Men's clothing stores	(*)	(*)	(*)	689	592	678	601	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,089	2,838	3,100	2,957	(*)	3,175	3,035	3,103	3,064
44814	Family clothing stores	(*)	(*)	(*)	6,875	7,711	7,047	6,479	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,161	2,834	2,100	2,019	(*)	2,316	2,287	2,222	2,190
451	Sporting goods, hobby, book & music stores	69,046	6.1	6,580	7,241	8,573	6,150	6,594	7,696	7,598	7,533	7,053	7,030
452	General merchandise stores	498,044	3.5	51,148	48,366	51,777	49,588	46,166	53,108	53,130	52,787	51,154	50,868
4521	Department stores (ex. L.D.).....	139,743	-0.8	14,396	13,711	14,829	14,503	13,604	15,287	15,466	15,307	15,312	15,306
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	13,973	15,102	14,712	13,813	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	34,655	36,948	35,085	32,562	(*)	37,664	37,480	35,842	35,562
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	30,306	32,581	30,632	28,399	(*)	33,013	32,844	31,353	31,105
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	4,349	4,367	4,453	4,163	(*)	4,651	4,636	4,489	4,457
453	Miscellaneous store retailers	99,021	8.4	10,587	10,387	10,648	9,922	9,591	10,372	10,300	10,283	9,716	9,600
454	Nonstore retailers	311,427	12.8	31,793	31,087	31,841	28,779	28,266	33,555	33,060	32,973	30,206	30,202
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	23,886	24,819	22,146	21,989	(*)	25,303	25,171	23,385	23,393
722	Food services & drinking places ...	410,385	5.4	42,035	41,170	42,240	39,906	37,992	41,826	41,670	41,170	39,200	38,966

(*) 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					
		Oct. 2011 Advance from --		Sep. 2011 Preliminary from --		Aug. 2011 through Oct. 2011 from --	
		Sep. 2011 (p)	Oct. 2010 (r)	Aug. 2011 (r)	Sep. 2010 (r)	May-11 through Jul. 2011	Aug. 2010 through Oct. 2010
	Retail & food services, total	0.5	7.2	1.1	7.9	1.6	7.6
	Total (excl. motor vehicle & parts) ..	0.6	7.3	0.5	7.7	1.4	7.7
	Retail	0.6	7.3	1.1	8.1	1.6	7.7
441	Motor vehicle & parts dealers	0.4	7.0	4.2	9.0	2.7	7.2
4411, 4412	Auto & other motor veh. dealers	0.5	7.3	4.6	9.3	2.7	7.4
442	Furniture & home furn. stores	-0.7	3.4	1.2	3.4	1.7	2.8
443	Electronics & appliance stores	3.7	3.5	-0.3	-0.9	1.8	1.2
444	Building material & garden eq. & supplies dealers.....	1.5	5.6	0.1	7.1	2.3	7.0
445	Food & beverage stores.....	1.1	6.3	-0.1	5.6	1.0	6.0
4451	Grocery stores	1.1	6.6	-0.2	5.9	1.0	6.3
446	Health & personal care stores	0.7	4.4	0.0	3.8	1.3	4.2
447	Gasoline stations	-0.4	15.6	0.7	19.4	0.8	18.7
448	Clothing & clothing accessories stores	-0.7	5.8	1.7	8.7	0.9	6.8
451	Sporting goods, hobby, book & music stores.....	1.3	9.1	0.9	8.1	3.4	8.1
452	General merchandise stores.....	0.0	3.8	0.6	4.4	0.9	4.0
4521	Department stores (ex. L.D.).....	-1.2	-0.2	1.0	1.0	-0.5	0.0
453	Miscellaneous store retailers	0.7	6.8	0.2	7.3	2.6	8.0
454	Nonstore retailers	1.5	11.1	0.3	9.5	1.6	10.6
722	Food services & drinking places	0.4	6.7	1.2	6.9	1.6	6.3

(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 ± 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 Oct. 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	0.2
	Total (excl. motor vehicle & parts) ..	0.7	0.3	0.2	0.4	0.1	0.2
	Retail	0.8	0.3	0.2	0.4	0.1	0.2
441	Motor vehicle & parts dealers	2.3	1.0	0.5	1.3	0.2	0.6
4411, 4412	Auto & other motor veh. dealers .	2.5	1.1	0.6	1.5	0.2	0.7
442	Furniture & home furn. stores	3.2	1.6	0.9	1.7	0.0	0.5
443	Electronics & appliance stores	1.6	0.6	0.4	0.9	0.0	0.4
444	Building material & garden eq. & ...						
	supplies dealers	3.4	1.7	1.1	1.7	0.1	0.6
445	Food & beverage stores	1.2	0.2	0.2	0.5	0.1	0.1
4451	Grocery stores	1.3	0.2	0.2	0.6	0.1	0.2
446	Health & personal care stores	1.8	0.4	0.4	1.0	0.0	0.3
447	Gasoline stations	2.5	0.5	0.4	1.0	0.0	0.5
448	Clothing & clothing accessories						
	stores	2.6	0.7	0.6	0.9	0.1	0.5
451	Sporting goods, hobby, book & music stores	3.9	1.8	1.3	2.2	0.4	0.5
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	4.1	2.4	1.3	3.0	0.6	0.9
454	No-store retailers	2.2	1.1	0.7	1.4	0.1	0.3
722	Food services & drinking places ..	2.0	0.8	0.7	1.1	0.2	0.4

(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.