

U.S. Census Bureau News

U.S. Department of Commerce • Washington, D.C. 20233

FOR IMMEDIATE RELEASE
FRIDAY, AUGUST 11, 2006, AT 8:30 A.M. EDT

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CB06-118

ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES July 2006

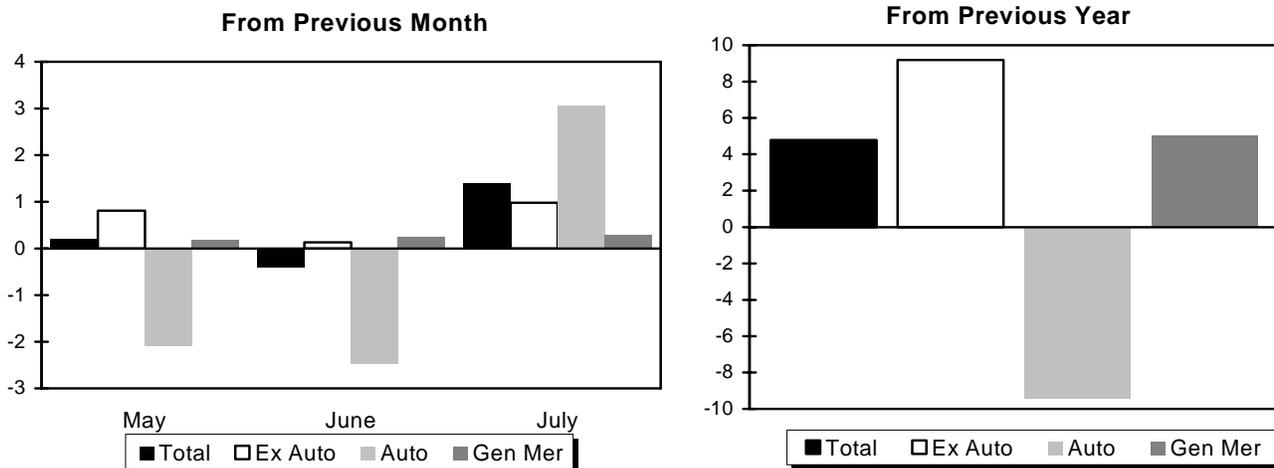
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for July, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$367.9 billion, an increase of 1.4 percent ($\pm 0.7\%$) from the previous month and up 4.8 percent ($\pm 0.8\%$) from July 2005. Total sales for the May through July 2006 period were up 5.9 percent ($\pm 0.3\%$) from the same period a year ago. The May to June 2006 percent change was revised from -0.1 percent ($\pm 0.7\%$)* to -0.4 percent ($\pm 0.2\%$).

Retail trade sales were up 1.5 percent ($\pm 0.7\%$) from June and were 4.5 percent ($\pm 0.8\%$) above last year. Gasoline stations were up 19.2 percent ($\pm 2.0\%$) from July 2005 and sales of nonstore retailers were up 15.6 percent ($\pm 4.5\%$) 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 August is scheduled to be released September 14, 2006 at 8:30 a.m. EDT.

For information, visit the Census Bureau's Web site at <<http://www.census.gov/retail>>. This report is also available the day of issue through the Department of Commerce's STAT-USA (202-482-1986).

* The 90 percent confidence interval includes zero. The Census Bureau does not have sufficient statistical evidence to conclude that the actual change is different from 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				
		7 Month Total		2006			2005		2006			2005	
		2006	% Chg. 2005	Jul. ³ (a)	Jun. (p)	May (r)	Jul.	Jun.	Jul. ³ (a)	Jun. (p)	May (r)	Jul. (r)	Jun. (r)
	Retail & food services,												
	total	2,486,606	7.0	368,405	373,387	380,085	354,414	353,605	367,941	362,874	364,343	351,128	344,293
	Total (excl. motor vehicle & parts) ...	1,947,534	9.3	288,501	291,831	297,509	266,100	267,446	292,782	289,948	289,561	268,138	267,295
	Retail	2,240,090	6.9	331,283	336,993	343,404	319,462	320,030	332,418	327,574	328,971	318,123	311,344
	GAFO⁴	(*)	(*)	(*)	89,592	90,226	83,701	84,515	(*)	93,510	93,145	88,381	88,636
441	Motor vehicle & parts dealers	539,072	-0.6	79,904	81,556	82,576	88,314	86,159	75,159	72,926	74,782	82,990	76,998
4411, 4412	Auto & other motor veh. dealers .	494,990	-1.1	73,454	74,823	76,064	82,072	79,638	68,842	66,628	68,526	76,918	70,915
44111	New car dealers	(*)	(*)	(*)	59,576	60,066	67,945	64,394	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,733	6,512	6,242	6,521	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	66,445	9.7	9,930	10,071	9,763	9,125	9,127	10,143	10,091	9,962	9,245	9,238
4421	Furniture stores	(*)	(*)	(*)	5,148	5,007	4,873	4,812	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,923	4,756	4,252	4,315	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	56,730	6.7	8,382	8,239	8,083	7,788	7,806	8,999	8,828	8,812	8,334	8,357
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,768	6,657	6,233	6,221	(*)	7,270	7,228	6,673	6,696
44312	Computer & software stores.....	(*)	(*)	(*)	1,471	1,426	1,555	1,585	(*)	1,558	1,584	1,661	1,661
444	Building material & garden eq. & supplies dealers	213,362	13.5	30,811	33,977	36,372	27,808	31,404	30,193	29,645	30,110	27,229	27,325
4441	Building mat. & sup. dealers	(*)	(*)	(*)	29,157	30,081	24,773	26,900	(*)	26,150	26,644	24,051	24,126
445	Food & beverage stores	309,656	4.7	46,330	45,750	46,515	44,635	43,309	45,426	45,312	45,113	43,267	43,074
4451	Grocery stores	276,156	3.8	41,088	40,601	41,337	39,847	38,724	40,282	40,239	40,055	38,649	38,493
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,255	3,207	3,047	2,894	(*)	3,207	3,197	2,919	2,903
446	Health & personal care stores	127,892	7.4	18,266	18,563	19,100	16,852	17,020	18,792	18,675	18,508	17,337	17,209
44611	Pharmacies & drug stores	(*)	(*)	(*)	15,503	15,988	14,062	14,241	(*)	15,581	15,447	14,542	14,399
447	Gasoline stations	251,972	18.8	41,399	39,390	39,356	34,884	32,752	38,655	37,694	37,411	32,420	31,492
448	Clothing & clothing accessories stores	110,954	6.3	16,243	16,603	17,199	15,271	15,621	17,883	17,762	17,673	16,618	16,839
44811	Men's clothing stores	(*)	(*)	(*)	773	757	698	776	(*)	796	794	780	809
44812	Women's clothing stores	(*)	(*)	(*)	3,225	3,381	2,713	3,010	(*)	3,277	3,254	3,045	3,084
44814	Family clothing stores	(*)	(*)	(*)	6,398	6,321	6,131	5,956	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,011	2,131	1,997	1,923	(*)	2,119	2,114	2,048	2,031
451	Sporting goods, hobby, book & music stores	45,329	7.3	6,552	6,721	6,501	6,266	6,152	7,264	7,282	7,264	6,841	6,753
452	General merchandise stores	299,193	5.9	43,918	44,686	45,311	42,106	42,701	46,136	46,001	45,892	43,918	44,014
4521	Department stores (ex. L.D.).....	111,652	-0.8	16,013	16,666	16,968	16,286	17,108	17,636	17,706	17,760	17,826	18,105
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	17,082	17,396	16,712	17,574	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	28,020	28,343	25,820	25,593	(*)	28,295	28,132	26,092	25,909
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	24,602	24,881	22,656	22,272	(*)	24,825	24,684	22,747	22,520
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	3,418	3,462	3,164	3,321	(*)	3,470	3,448	3,345	3,389
453	Miscellaneous store retailers	66,839	8.6	9,378	10,125	10,647	8,910	9,315	9,905	9,975	9,972	9,280	9,318
454	Nonstore retailers	152,646	13.5	20,170	21,312	21,981	17,503	18,664	23,863	23,383	23,472	20,644	20,727
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	14,313	14,464	12,014	12,535	(*)	15,178	14,989	13,545	13,421
722	Food services & drinking places ...	246,516	8.1	37,122	36,394	36,681	34,952	33,575	35,523	35,300	35,372	33,005	32,949

(*) Advance estimates are not available for this kind of business.

(NA) Not available. (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/epcd/www/naics.html>

(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/mrts/www/mrts.html>

(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/mrts/www/mrts.html>

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					
		Jul. 2006 Advance from --		Jun. 2006 Preliminary from --		May 2006 through Jul. 2006 from --	
		Jun. 2006 (p)	Jul. 2005 (r)	May 2006 (r)	Jun. 2005 (r)	Feb. 2006 through Apr. 2006	May 2005 through Jul. 2005
	Retail & food services, total	1.4	4.8	-0.4	5.4	1.1	5.9
	Total (excl. motor vehicle & parts) ...	1.0	9.2	0.1	8.5	1.9	9.1
	Retail	1.5	4.5	-0.4	5.2	1.1	5.7
441	Motor vehicle & parts dealers	3.1	-9.4	-2.5	-5.3	-2.1	-4.8
4411, 4412	Auto & other motor veh. dealers ..	3.3	-10.5	-2.8	-6.0	-2.2	-5.5
442	Furniture & home furn. stores	0.5	9.7	1.3	9.2	2.1	9.4
443	Electronics & appliance stores	1.9	8.0	0.2	5.6	1.8	6.8
444	Building material & garden eq. & supplies dealers.....	1.8	10.9	-1.5	8.5	-1.9	10.1
445	Food & beverage stores.....	0.3	5.0	0.4	5.2	1.3	5.0
4451	Grocery stores	0.1	4.2	0.5	4.5	1.2	4.3
446	Health & personal care stores	0.6	8.4	0.9	8.5	2.6	8.1
447	Gasoline stations	2.5	19.2	0.8	19.7	7.4	20.2
448	Clothing & clothing accessories stores	0.7	7.6	0.5	5.5	1.7	6.5
451	Sporting goods, hobby, book & music stores.....	-0.2	6.2	0.2	7.8	0.3	6.7
452	General merchandise stores.....	0.3	5.1	0.2	4.5	0.8	5.1
4521	Department stores (ex. L.D.).....	-0.4	-1.1	-0.3	-2.2	-0.7	-1.2
453	Miscellaneous store retailers	-0.7	6.7	0.0	7.1	0.6	7.2
454	Nonstore retailers	2.1	15.6	-0.4	12.8	4.4	15.0
722	Food services & drinking places	0.6	7.6	-0.2	7.1	0.9	7.6

(p) Preliminary estimates (r) Revised estimates

(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/mrts/www/mrts.html>.

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/mrts/www/mrts.html>.

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 statistical 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

(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	0.8	0.4	0.2	0.5	0.2	0.3
	Total (excl. motor vehicle & parts) ..	0.7	0.4	0.2	0.5	0.1	0.1
	Retail	0.8	0.4	0.2	0.5	0.2	0.3
441	Motor vehicle & parts dealers	2.1	1.4	0.6	1.4	0.5	1.1
4411, 4412	Auto & other motor veh. dealers .	2.2	1.5	0.6	1.5	0.5	1.2
442	Furniture & home furn. stores	4.1	1.5	1.1	1.9	0.5	0.8
443	Electronics & appliance stores	1.9	0.5	0.4	1.0	0.4	0.5
444	Building material & garden eq. &... supplies dealers	2.6	0.8	0.6	1.2	0.2	0.5
445	Food & beverage stores	1.0	0.2	0.2	0.5	-0.1	0.1
4451	Grocery stores	0.9	0.2	0.2	0.5	-0.1	0.1
446	Health & personal care stores	3.2	0.5	0.4	1.0	-0.1	0.2
447	Gasoline stations	2.0	0.7	0.6	1.2	0.1	0.3
448	Clothing & clothing accessories stores	1.6	0.7	0.6	0.8	0.0	0.3
451	Sporting goods, hobby, book & music stores	3.0	1.8	1.2	2.1	0.1	0.2
452	General merchandise stores	0.3	0.0	0.0	0.1	0.0	0.1
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	0.0	0.1
453	Miscellaneous store retailers	3.6	3.2	1.5	3.5	0.4	0.9
454	Nonstore retailers	4.9	2.0	1.0	2.7	0.2	0.4
722	Food services & drinking places ..	3.1	0.6	0.5	1.2	0.2	0.2

(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 differences 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/mrts/www/mrts.html>

