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INTRODUCTION OF NEW SAMPLE ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES October 2006

The U.S. Census Bureau of the Department of Commerce released revisions today to the monthly retail trade sales estimates for October 2006, September 2006, August 2006, October 2005, and September 2005. These revisions reflect the introduction of a new sample beginning with the restatement of the September and October 2006 estimates, and provide for a consistent time series between the old and new samples. Estimates adjusted for seasonal variation and holiday and trading-day differences were revised for October 2006, September 2006, August 2006, October 2005, and September 2005. Estimates not adjusted for seasonality were revised for October 2006 and September 2006.

October 2006: The advance estimate for October 2006 retail and food services sales, after adjustment for seasonal variation and holiday and trading-day differences, but not for price changes, were \$363.8 billion, revised upward \$0.2 billion from the original October 2006 sales estimate that was released on November 14, 2006.

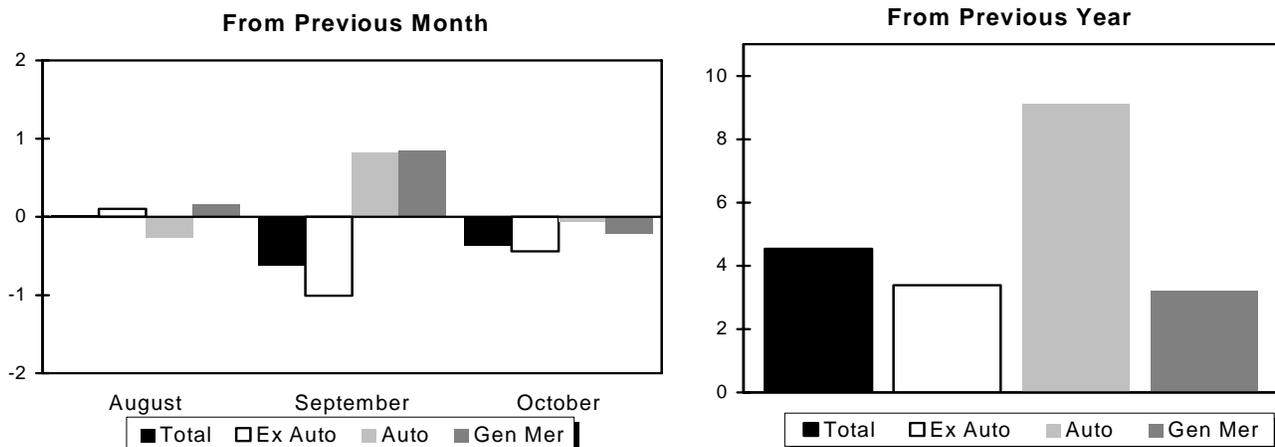
September 2006: The preliminary estimate for September 2006 retail and food services sales, after adjustment for seasonal variation and holiday and trading-day differences, but not for price changes, were \$365.2 billion, revised upward \$0.7 billion or 0.2 percent from the preliminary September 2006 sales estimate that was released on November 14, 2006.

The Census Bureau conducts a major sample revision about once every five years to reflect the results of the latest economic census, ensure the sample remains representative of the retail and food service industries, and redistribute respondent burden for small and medium size companies. The sample for the advance estimates is a subset of the larger Monthly Retail Trade Survey (MRTS) sample that generates the preliminary and final estimates. In addition, the advance sample is reselected from the MRTS sample once in between major sample revisions. The previous MRTS sample was introduced with the March 2001 data month and the previous advance sample was introduced with the October 2003 data month.

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 November is scheduled to be released December 13, 2006 at 8:30 a.m. EST.

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).

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		2006			2005		2006			2005	
		2006	% Chg. 2005	Oct. ³ (a)	Sep. (p)	Aug. (r)	Oct.	Sep.	Oct. ³ (a)	Sep. (p)	Aug. (r)	Oct. (r)	Sep. (r)
	Retail & food services,												
	total	3,577,085	6.5	354,586	353,195	382,600	339,826	336,696	363,844	365,177	367,491	348,044	346,437
	Total (excl. motor vehicle & parts) ...	2,808,203	8.0	284,368	279,240	298,748	275,623	266,658	287,482	288,765	291,703	278,057	275,015
	Retail	3,221,109	6.3	318,177	317,218	345,319	305,801	303,761	327,435	328,910	331,575	314,289	312,966
	GAFO⁴	(*)	(*)	(*)	88,514	94,295	87,041	82,063	(*)	95,238	94,051	90,805	88,649
441	Motor vehicle & parts dealers	768,882	1.3	70,218	73,955	83,852	64,203	70,038	76,362	76,412	75,788	69,987	71,422
4411, 4412	Auto & other motor veh. dealers .	704,917	1.0	63,626	67,623	76,938	58,110	63,974	69,842	69,931	69,439	63,857	65,346
44111	New car dealers	(*)	(*)	(*)	55,164	62,997	47,051	52,130	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,332	6,914	6,093	6,064	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	97,091	8.8	9,965	10,168	10,620	9,355	9,446	10,148	10,178	10,124	9,507	9,513
4421	Furniture stores	(*)	(*)	(*)	5,304	5,544	4,939	5,051	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,864	5,076	4,416	4,395	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	81,398	5.6	7,959	8,141	8,776	7,781	7,807	8,797	8,822	8,825	8,557	8,465
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,646	7,126	6,178	6,179	(*)	7,303	7,257	6,903	6,843
44312	Computer & software stores.....	(*)	(*)	(*)	1,495	1,650	1,603	1,628	(*)	1,519	1,568	1,654	1,622
444	Building material & garden eq. & supplies dealers	303,187	10.7	29,958	28,746	31,665	28,657	28,193	29,137	29,237	29,642	28,430	27,932
4441	Building mat. & sup. dealers	(*)	(*)	(*)	25,858	28,623	25,795	25,646	(*)	25,501	26,021	25,117	24,683
445	Food & beverage stores	446,546	4.8	44,981	44,977	46,594	43,508	43,050	46,039	45,535	45,789	43,946	43,763
4451	Grocery stores	397,824	4.0	39,936	39,896	41,472	38,905	38,498	40,751	40,299	40,619	39,179	39,045
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,204	3,228	2,939	2,914	(*)	3,246	3,231	2,987	2,964
446	Health & personal care stores	183,589	7.5	18,901	18,174	18,869	17,281	16,971	19,169	18,951	18,907	17,634	17,641
44611	Pharmacies & drug stores	(*)	(*)	(*)	15,252	15,830	14,422	14,184	(*)	15,838	15,846	14,686	14,668
447	Gasoline stations	360,488	11.2	33,094	34,872	41,178	37,594	37,330	31,578	33,660	37,537	35,838	36,313
448	Clothing & clothing accessories stores	163,515	7.0	17,664	16,863	17,914	16,579	15,015	18,514	18,534	17,938	17,212	16,528
44811	Men's clothing stores	(*)	(*)	(*)	793	790	778	687	(*)	903	778	779	775
44812	Women's clothing stores	(*)	(*)	(*)	3,194	2,990	3,101	2,940	(*)	3,331	3,250	3,139	3,066
44814	Family clothing stores	(*)	(*)	(*)	6,579	7,074	6,644	5,775	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,128	2,588	2,045	1,879	(*)	2,274	2,193	2,132	2,038
451	Sporting goods, hobby, book & music stores	66,550	7.1	6,356	7,076	7,820	6,077	6,314	7,331	7,363	7,261	6,977	6,667
452	General merchandise stores	431,519	5.4	44,664	42,568	45,133	43,906	40,059	46,516	46,619	46,224	45,069	44,062
4521	Department stores (ex. L.D.).....	160,999	-1.0	16,646	15,766	16,963	17,406	15,460	17,627	17,744	17,628	17,986	17,464
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	16,136	17,370	17,855	15,867	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	26,802	28,170	26,500	24,599	(*)	28,875	28,596	27,083	26,598
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	23,613	24,831	23,153	21,473	(*)	25,363	25,107	23,650	23,189
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	3,189	3,339	3,347	3,126	(*)	3,512	3,489	3,433	3,409
453	Miscellaneous store retailers	97,325	8.5	10,431	9,780	10,190	9,350	9,272	10,349	10,040	9,903	9,491	9,407
454	Nonstore retailers	221,019	12.5	23,986	21,898	22,708	21,510	20,266	23,495	23,559	23,637	21,641	21,253
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	14,580	15,271	13,682	13,066	(*)	15,577	15,410	13,961	13,582
722	Food services & drinking places ...	355,976	8.1	36,409	35,977	37,281	34,025	32,935	36,409	36,267	35,916	33,755	33,471

(*) 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					
		Oct. 2006 Advance from --		Sep. 2006 Preliminary from --		Aug. 2006 through Oct. 2006 from --	
		Sep. 2006 (p)	Oct. 2005 (r)	Aug. 2006 (r)	Sep. 2005 (r)	May 2006 through Jul. 2006	Aug. 2005 through Oct. 2005
	Retail & food services, total	-0.4	4.5	-0.6	5.4	0.2	5.4
	Total (excl. motor vehicle & parts) ...	-0.4	3.4	-1.0	5.0	-0.3	5.2
	Retail	-0.4	4.2	-0.8	5.1	0.0	5.1
441	Motor vehicle & parts dealers	-0.1	9.1	0.8	7.0	2.2	6.1
4411, 4412	Auto & other motor veh. dealers ..	-0.1	9.4	0.7	7.0	2.1	6.1
442	Furniture & home furn. stores	-0.3	6.7	0.5	7.0	1.3	7.2
443	Electronics & appliance stores	-0.3	2.8	0.0	4.2	0.2	4.1
444	Building material & garden eq. & supplies dealers.....	-0.3	2.5	-1.4	4.7	-1.7	5.0
445	Food & beverage stores.....	1.1	4.8	-0.6	4.0	0.9	4.7
4451	Grocery stores	1.1	4.0	-0.8	3.2	0.7	4.0
446	Health & personal care stores	1.2	8.7	0.2	7.4	2.2	8.3
447	Gasoline stations	-6.2	-11.9	-10.3	-7.3	-9.0	-3.2
448	Clothing & clothing accessories stores	-0.1	7.6	3.3	12.1	2.9	8.7
451	Sporting goods, hobby, book & music stores.....	-0.4	5.1	1.4	10.4	0.7	6.8
452	General merchandise stores.....	-0.2	3.2	0.9	5.8	1.0	4.6
4521	Department stores (ex. L.D.).....	-0.7	-2.0	0.7	1.6	-0.2	-0.5
453	Miscellaneous store retailers	3.1	9.0	1.4	6.7	1.4	7.6
454	Nonstore retailers	-0.3	8.6	-0.3	10.9	0.2	10.2
722	Food services & drinking places	0.4	7.9	1.0	8.4	2.4	8.2

(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 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	0.4	0.1	0.3
	Total (excl. motor vehicle & parts) ..	0.7	0.4	0.2	0.5	0.0	0.1
	Retail	0.8	0.4	0.2	0.5	0.1	0.3
441	Motor vehicle & parts dealers	2.1	1.3	0.6	1.4	0.6	1.2
4411, 4412	Auto & other motor veh. dealers .	2.2	1.4	0.6	1.6	0.7	1.3
442	Furniture & home furn. stores.....	3.9	1.4	1.2	1.9	0.2	0.6
443	Electronics & appliance stores	1.9	0.6	0.4	1.0	0.3	0.6
444	Building material & garden eq. &.....						
	supplies dealers.....	2.6	0.8	0.6	1.2	-0.1	0.5
445	Food & beverage stores.....	1.0	0.2	0.2	0.5	-0.1	0.2
4451	Grocery stores	1.0	0.2	0.2	0.5	-0.1	0.1
446	Health & personal care stores	3.4	0.5	0.4	1.0	0.0	0.2
447	Gasoline stations	2.0	0.6	0.5	1.2	-0.4	0.3
448	Clothing & clothing accessories						
	stores	1.6	0.7	0.5	0.9	0.0	0.2
451	Sporting goods, hobby, book &						
	music stores.....	3.0	1.9	1.2	2.1	0.0	0.4
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	0.2
453	Miscellaneous store retailers	3.5	2.8	1.6	3.1	0.7	0.7
454	Nonstore retailers	5.1	2.0	1.0	2.7	0.0	0.5
722	Food services & drinking places ..	3.1	0.6	0.5	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 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>

