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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES August 2009

Special Notice – Beginning with the December 11, 2009 release for November 2009, estimates in this release will be based on a new sample. A new sample for the Advance Monthly Retail Trade Survey is selected about once every two and a half years. For further information on the sample revision, see our website at <http://www.census.gov/retail>.

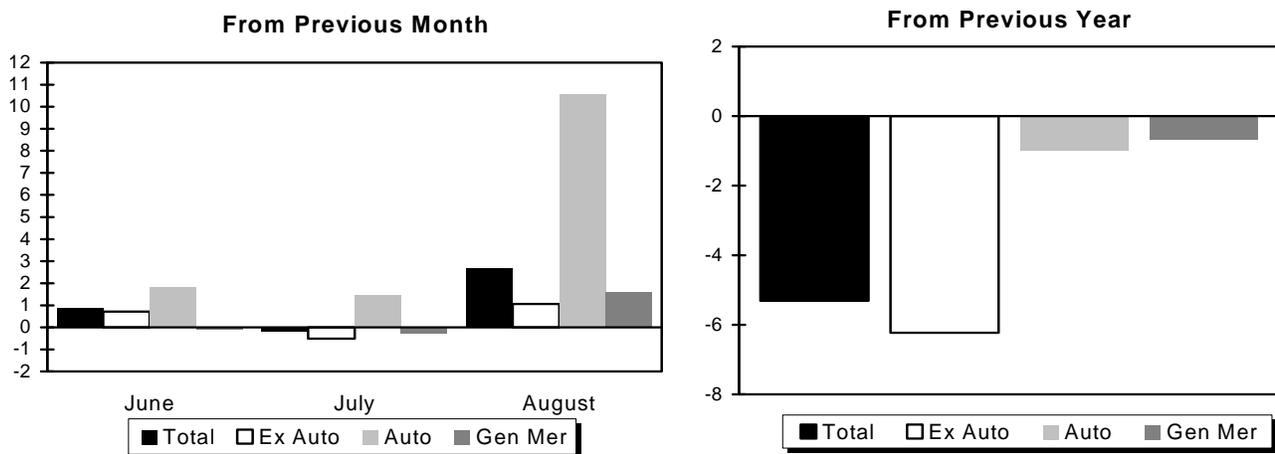
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for August, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$351.4 billion, an increase of 2.7 percent ($\pm 0.5\%$) from the previous month, but 5.3 percent ($\pm 0.7\%$) below August 2008. Total sales for the June through August 2009 period were down 7.6 percent ($\pm 0.3\%$) from the same period a year ago. The June to July 2009 percent change was revised from -0.1 percent ($\pm 0.5\%$)* to -0.2 percent ($\pm 0.2\%$)*.

Retail trade sales were up 3.0 percent ($\pm 0.7\%$) from July 2009, but 6.0 percent ($\pm 0.7\%$) below last year. Gasoline stations sales were down 26.7 percent ($\pm 1.5\%$) from August 2008 and building material and garden equipment and supplies dealers were down 13.6 percent ($\pm 2.0\%$) 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 September is scheduled to be released October 14, 2009 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 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				
		8 Month Total		2009			2008		2009			2008	
		2009	% Chg. 2008	Aug. ³ (a)	Jul. (p)	Jun. (r)	Aug.	Jul.	Aug. ³ (a)	Jul. (p)	Jun. (r)	Aug. (r)	Jul. (r)
	Retail & food services,												
	total	2,710,755	-9.1	362,278	354,438	351,418	384,798	385,909	351,418	342,280	342,912	371,134	374,103
	Total (excl. motor vehicle & parts) ...	2,233,433	-7.2	292,178	289,719	289,242	314,306	315,525	287,197	284,191	285,670	306,263	310,890
	Retail	2,403,821	-10.2	322,599	314,640	312,547	344,528	346,516	313,192	304,159	304,728	333,179	336,079
	GAFO⁴	(*)	(*)	(*)	89,203	88,330	99,918	94,238	(*)	92,227	92,560	97,010	98,629
441	Motor vehicle & parts dealers	477,322	-16.7	70,100	64,719	62,176	70,492	70,384	64,221	58,089	57,242	64,871	63,213
4411, 4412	Auto & other motor veh. dealers .	425,119	-18.4	63,501	57,866	55,239	63,687	63,346	57,833	51,666	50,771	58,321	56,660
44111	New car dealers	(*)	(*)	(*)	45,553	42,530	50,978	49,741	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,853	6,937	6,805	7,038	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	60,858	-13.7	7,894	8,006	7,728	9,143	9,122	7,576	7,698	7,767	8,691	8,874
4421	Furniture stores	(*)	(*)	(*)	4,247	4,148	5,007	4,754	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,759	3,580	4,136	4,368	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	63,724	-9.8	8,219	7,738	7,791	9,199	8,983	8,342	8,253	8,333	9,308	9,610
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,077	6,085	7,354	7,158	(*)	6,465	6,508	7,421	7,664
44312	Computer & software stores.....	(*)	(*)	(*)	1,661	1,706	1,845	1,825	(*)	1,788	1,825	1,887	1,946
444	Building material & garden eq. & supplies dealers	196,579	-12.0	23,407	26,272	29,054	27,185	30,743	23,387	23,674	24,102	27,076	27,637
4441	Building mat. & sup. dealers	(*)	(*)	(*)	21,982	23,010	23,786	26,214	(*)	19,592	19,905	22,827	23,364
445	Food & beverage stores	388,586	-0.1	49,759	50,834	48,819	50,775	50,934	49,159	48,928	49,076	49,689	49,429
4451	Grocery stores	348,330	-0.5	44,507	45,323	43,579	45,440	45,536	43,849	43,706	43,842	44,462	44,210
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,682	3,437	3,647	3,691	(*)	3,422	3,427	3,513	3,509
446	Health & personal care stores	166,970	3.0	20,707	20,895	21,070	20,165	20,312	21,130	21,042	21,133	20,535	20,538
44611	Pharmacies & drug stores	(*)	(*)	(*)	17,389	17,368	16,588	16,786	(*)	17,512	17,561	16,979	16,973
447	Gasoline stations	233,327	-32.4	34,176	33,473	33,204	46,640	49,280	31,239	29,727	30,185	42,594	44,356
448	Clothing & clothing accessories stores	128,393	-6.6	17,927	16,285	15,717	19,049	17,377	17,502	17,100	17,062	18,441	18,541
44811	Men's clothing stores	(*)	(*)	(*)	678	730	749	710	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,627	2,840	3,069	2,906	(*)	2,865	2,904	3,164	3,211
44814	Family clothing stores	(*)	(*)	(*)	6,632	6,020	7,562	7,024	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,087	1,940	2,878	2,206	(*)	2,154	2,132	2,310	2,305
451	Sporting goods, hobby, book & music stores	54,145	-2.3	8,352	6,767	6,800	8,498	6,950	7,320	7,153	7,196	7,351	7,449
452	General merchandise stores	375,710	-1.1	49,823	47,355	47,338	50,374	48,611	49,635	48,843	48,976	49,967	50,784
4521	Department stores (ex. L.D.).....	114,486	-7.4	15,720	14,205	14,234	16,507	15,478	15,772	15,407	15,491	16,554	17,117
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	14,574	14,594	17,009	15,937	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	33,150	33,104	33,867	33,133	(*)	33,436	33,485	33,413	33,667
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	29,448	29,337	30,276	29,448	(*)	29,596	29,633	29,653	29,836
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	3,702	3,767	3,591	3,685	(*)	3,840	3,852	3,760	3,831
453	Miscellaneous store retailers	74,041	-4.9	9,398	9,589	9,930	9,899	10,315	9,464	9,448	9,441	9,783	10,156
454	Nonstore retailers	184,166	-4.5	22,837	22,707	22,920	23,109	23,505	24,217	24,204	24,215	24,873	25,492
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	16,635	16,761	16,185	16,461	(*)	17,382	17,315	16,824	17,183
722	Food services & drinking places ...	306,934	1.1	39,679	39,798	38,871	40,270	39,393	38,226	38,121	38,184	37,955	38,024

(*) 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					
		Aug. 2009 Advance from --		Jul. 2009 Preliminary from --		Jun. 2009 through Aug. 2009 from --	
		Jul. 2009 (p)	Aug. 2008 (r)	Jun. 2009 (r)	Jul. 2008 (r)	Mar. 2009 through May 2009	Jun. 2008 through Aug. 2008
	Retail & food services,						
	total	2.7	-5.3	-0.2	-8.5	1.9	-7.6
	Total (excl. motor vehicle & parts) ...	1.1	-6.2	-0.5	-8.6	0.8	-7.5
	Retail	3.0	-6.0	-0.2	-9.5	2.1	-8.5
441	Motor vehicle & parts dealers	10.6	-1.0	1.5	-8.1	7.6	-7.9
4411, 4412	Auto & other motor veh. dealers ..	11.9	-0.8	1.8	-8.8	8.9	-8.5
442	Furniture & home furn. stores	-1.6	-12.8	-0.9	-13.3	-2.1	-13.0
443	Electronics & appliance stores	1.1	-10.4	-1.0	-14.1	-1.2	-12.4
444	Building material & garden eq. & supplies dealers	-1.2	-13.6	-1.8	-14.3	-2.3	-13.5
445	Food & beverage stores	0.5	-1.1	-0.3	-1.0	0.2	-0.8
4451	Grocery stores	0.3	-1.4	-0.3	-1.1	0.4	-1.0
446	Health & personal care stores	0.4	2.9	-0.4	2.5	0.2	2.8
447	Gasoline stations	5.1	-26.7	-1.5	-33.0	10.0	-30.3
448	Clothing & clothing accessories stores	2.4	-5.1	0.2	-7.8	-0.4	-7.0
451	Sporting goods, hobby, book & music stores	2.3	-0.4	-0.6	-4.0	0.1	-2.5
452	General merchandise stores	1.6	-0.7	-0.3	-3.8	-0.5	-2.5
4521	Department stores (ex. L.D.).....	2.4	-4.7	-0.5	-10.0	-1.3	-7.9
453	Miscellaneous store retailers	0.2	-3.3	0.1	-7.0	-1.3	-5.1
454	Nonstore retailers	0.1	-2.6	0.0	-5.1	2.2	-4.1
722	Food services & drinking places	0.3	0.7	-0.2	0.3	-0.1	0.5

(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/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 Aug 2009

(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	0.0	0.1
	Total (excl. motor vehicle & parts) ..	0.7	0.3	0.2	0.3	-0.1	0.2
	Retail	0.7	0.4	0.2	0.4	-0.1	0.1
441	Motor vehicle & parts dealers	2.3	1.6	0.8	1.5	0.1	0.8
4411, 4412	Auto & other motor veh. dealers .	2.7	1.8	0.9	1.6	0.2	0.9
442	Furniture & home furn. stores	2.9	1.9	0.9	2.1	-0.3	0.4
443	Electronics & appliance stores	1.5	0.7	0.6	1.0	0.1	0.9
444	Building material & garden eq. &... supplies dealers	2.6	1.4	0.9	1.2	-0.1	0.5
445	Food & beverage stores	1.0	0.3	0.3	0.6	-0.1	0.3
4451	Grocery stores	1.0	0.3	0.3	0.5	0.0	0.3
446	Health & personal care stores	1.9	0.4	0.3	0.9	-0.2	0.3
447	Gasoline stations	2.4	0.7	0.5	0.9	-0.2	0.6
448	Clothing & clothing accessories stores	2.1	0.7	0.6	0.9	-0.3	0.8
451	Sporting goods, hobby, book & music stores	2.6	1.3	1.2	1.6	0.0	0.6
452	General merchandise stores	0.1	0.0	0.0	0.1	-0.1	0.2
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.1	0.2
453	Miscellaneous store retailers	4.5	3.7	1.7	3.6	0.4	0.8
454	Nonstore retailers	1.7	1.0	0.5	1.1	0.1	0.5
722	Food services & drinking places ..	2.0	0.9	0.6	1.4	0.4	0.7



- (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>