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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES October 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>.

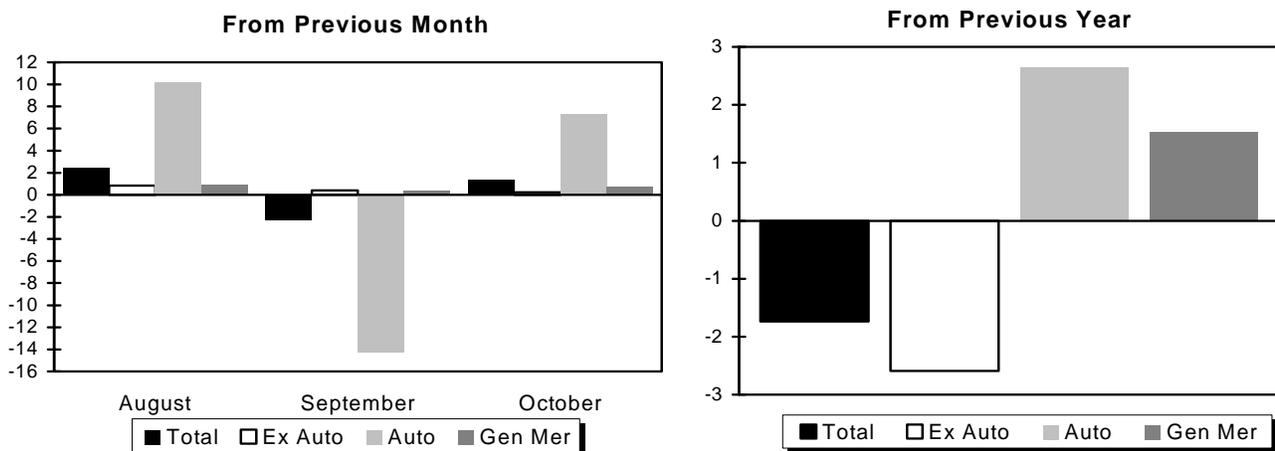
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for October, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$347.5 billion, an increase of 1.4 percent ($\pm 0.5\%$) from the previous month, but 1.7 percent ($\pm 0.5\%$) below October 2008. Total sales for the August through October 2009 period were up 1.5 percent ($\pm 0.3\%$) from the same period a year ago. The August to September 2009 percent change was revised from -1.5 percent ($\pm 0.5\%$) to -2.3 percent ($\pm 0.3\%$).

Retail trade sales were up 1.4 percent ($\pm 0.7\%$) from September 2009, but 2.1 percent ($\pm 0.5\%$) below last year. Gasoline stations sales were down 15.0 percent ($\pm 1.3\%$) from October 2008 and building material and garden equipment and supplies dealers were down 15.0 percent ($\pm 1.8\%$) 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 November is scheduled to be released December 11, 2009 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).

* 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		2009			2008		2009			2008	
		2009	% Chg. 2008	Oct. ³ (a)	Sep. (p)	Aug. (r)	Oct.	Sep.	Oct. ³ (a)	Sep. (p)	Aug. (r)	Oct. (r)	Sep. (r)
	Retail & food services,												
	total	3,384,719	-8.2	346,584	330,297	359,483	352,479	352,554	347,483	342,783	350,800	353,641	365,855
	Total (excl. motor vehicle & parts) ...	2,797,197	-6.6	289,286	276,082	290,828	296,500	291,226	288,468	287,809	286,661	296,142	303,757
	Retail	3,001,928	-9.2	307,197	293,349	320,197	314,224	315,534	309,094	304,849	312,879	315,802	327,651
	GAFO⁴	(*)	(*)	(*)	85,862	94,988	90,452	86,587	(*)	93,796	93,401	94,056	95,217
441	Motor vehicle & parts dealers	587,522	-14.9	57,298	54,215	68,655	55,979	61,328	59,015	54,974	64,139	57,499	62,098
4411, 4412	Auto & other motor veh. dealers .	522,275	-16.4	50,675	47,841	62,009	49,007	54,744	52,677	48,619	57,736	50,890	55,521
44111	New car dealers	(*)	(*)	(*)	37,113	50,054	39,063	44,022	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,374	6,646	6,972	6,584	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	76,476	-12.4	7,753	7,761	7,988	8,393	8,338	7,699	7,761	7,696	8,335	8,363
4421	Furniture stores	(*)	(*)	(*)	4,288	4,401	4,359	4,459	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,473	3,587	4,034	3,879	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	78,602	-9.5	7,406	7,558	8,131	7,988	8,226	8,343	8,394	8,316	8,969	9,143
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,882	6,428	6,218	6,522	(*)	6,594	6,546	7,082	7,303
44312	Computer & software stores.....	(*)	(*)	(*)	1,676	1,703	1,770	1,704	(*)	1,800	1,770	1,887	1,840
444	Building material & garden eq. & supplies dealers	242,853	-12.6	23,069	23,208	23,415	27,676	26,895	22,557	23,116	23,249	26,540	26,726
4441	Building mat. & sup. dealers	(*)	(*)	(*)	20,349	20,261	23,912	23,445	(*)	19,417	19,389	22,348	22,435
445	Food & beverage stores	486,612	0.1	50,047	48,022	49,727	49,403	47,664	49,590	49,516	49,222	49,355	49,453
4451	Grocery stores	435,818	-0.3	44,681	42,921	44,417	44,164	42,741	44,282	44,203	43,890	44,120	44,245
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,368	3,524	3,516	3,303	(*)	3,487	3,500	3,512	3,488
446	Health & personal care stores	209,040	3.1	21,567	20,658	20,624	20,786	19,907	21,460	21,363	21,110	20,580	20,565
44611	Pharmacies & drug stores	(*)	(*)	(*)	17,225	17,062	17,392	16,567	(*)	17,739	17,553	17,118	17,062
447	Gasoline stations	297,419	-30.2	32,565	31,647	34,063	38,326	42,785	31,464	31,458	31,165	37,030	42,319
448	Clothing & clothing accessories stores	161,903	-4.9	17,473	15,954	17,971	16,860	15,929	17,647	17,577	17,465	17,382	17,639
44811	Men's clothing stores	(*)	(*)	(*)	705	667	764	729	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,791	2,831	3,002	2,984	(*)	2,904	2,931	2,990	3,121
44814	Family clothing stores	(*)	(*)	(*)	6,168	7,263	6,660	6,102	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	1,992	2,734	2,064	1,948	(*)	2,179	2,198	2,141	2,143
451	Sporting goods, hobby, book & music stores	67,339	-1.4	6,374	6,888	8,296	6,190	6,710	7,202	7,289	7,303	7,010	7,169
452	General merchandise stores	468,297	-0.7	48,771	44,472	49,186	47,705	44,179	49,948	49,567	49,407	49,196	49,672
4521	Department stores (ex. L.D.).....	142,778	-6.7	15,060	13,539	15,441	15,487	13,958	15,602	15,557	15,584	16,070	16,286
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	13,889	15,840	15,972	14,407	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	30,933	33,745	32,218	30,221	(*)	34,010	33,823	33,126	33,386
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	27,268	30,101	28,511	26,842	(*)	30,031	29,892	29,393	29,627
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	3,665	3,644	3,707	3,379	(*)	3,979	3,931	3,733	3,759
453	Miscellaneous store retailers	93,430	-4.2	10,011	9,457	9,423	9,984	9,686	9,615	9,525	9,512	9,746	9,743
454	Nonstore retailers	232,435	-3.8	24,863	23,509	22,718	24,934	23,887	24,554	24,309	24,295	24,160	24,761
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	17,294	16,860	17,091	16,618	(*)	17,665	17,618	16,674	16,905
722	Food services & drinking places ...	382,791	1.0	39,387	36,948	39,286	38,255	37,020	38,389	37,934	37,921	37,839	38,204

(*) 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. 2009 Advance from --		Sep. 2009 Preliminary from --		Aug. 2009 through Oct. 2009 from --	
		Sep. 2009 (p)	Oct. 2008 (r)	Aug. 2009 (r)	Sep. 2008 (r)	May 2009 through Jul. 2009	Aug. 2008 through Oct. 2008
	Retail & food services, total	1.4	-1.7	-2.3	-6.3	1.5	-4.6
	Total (excl. motor vehicle & parts) ...	0.2	-2.6	0.4	-5.3	1.1	-4.8
	Retail	1.4	-2.1	-2.6	-7.0	1.8	-5.1
441	Motor vehicle & parts dealers	7.4	2.6	-14.3	-11.5	3.8	-3.4
4411, 4412	Auto & other motor veh. dealers ..	8.3	3.5	-15.8	-12.4	4.5	-3.4
442	Furniture & home furn. stores	-0.8	-7.6	0.8	-7.2	-0.9	-8.9
443	Electronics & appliance stores	-0.6	-7.0	0.9	-8.2	0.7	-8.7
444	Building material & garden eq. & supplies dealers.....	-2.4	-15.0	-0.6	-13.5	-4.3	-14.3
445	Food & beverage stores.....	0.1	0.5	0.6	0.1	0.8	-0.2
4451	Grocery stores	0.2	0.4	0.7	-0.1	0.8	-0.4
446	Health & personal care stores	0.5	4.3	1.2	3.9	1.1	3.6
447	Gasoline stations	0.0	-15.0	0.9	-25.7	6.7	-22.8
448	Clothing & clothing accessories stores	0.4	1.5	0.6	-0.4	2.2	-1.4
451	Sporting goods, hobby, book & music stores.....	-1.2	2.7	-0.2	1.7	1.5	1.1
452	General merchandise stores.....	0.8	1.5	0.3	-0.2	1.3	0.0
4521	Department stores (ex. L.D.).....	0.3	-2.9	-0.2	-4.5	0.6	-4.5
453	Miscellaneous store retailers	0.9	-1.3	0.1	-2.2	1.2	-2.1
454	Nonstore retailers	1.0	1.6	0.1	-1.8	1.6	-0.9
722	Food services & drinking places	1.2	1.5	0.0	-0.7	-0.2	0.2

(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 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	0.3	-0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.7	0.3	0.2	0.3	-0.1	0.2
	Retail	0.7	0.4	0.2	0.3	-0.2	0.1
441	Motor vehicle & parts dealers	2.3	1.6	0.8	1.5	-0.3	1.2
4411, 4412	Auto & other motor veh. dealers .	2.6	1.8	0.9	1.6	-0.3	1.3
442	Furniture & home furn. stores.....	2.9	1.9	0.9	2.0	-0.1	0.6
443	Electronics & appliance stores	1.4	0.6	0.5	1.0	0.2	1.1
444	Building material & garden eq. &... supplies dealers.....	2.6	1.3	0.9	1.1	-0.1	0.5
445	Food & beverage stores.....	1.0	0.2	0.3	0.5	-0.1	0.3
4451	Grocery stores	1.0	0.2	0.3	0.5	-0.1	0.3
446	Health & personal care stores	1.9	0.3	0.4	0.9	-0.1	0.3
447	Gasoline stations	2.4	0.7	0.5	0.8	-0.1	0.6
448	Clothing & clothing accessories stores	2.2	0.6	0.6	0.9	-0.3	0.6
451	Sporting goods, hobby, book & music stores.....	2.8	1.3	1.2	1.7	0.0	0.5
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	-0.2	0.4
453	Miscellaneous store retailers	4.5	3.7	1.7	3.6	0.7	0.8
454	Nonstore retailers	1.9	1.0	0.5	1.0	0.0	0.3
722	Food services & drinking places ..	2.0	0.8	0.6	1.3	0.3	0.6



- (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>