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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES May 2010

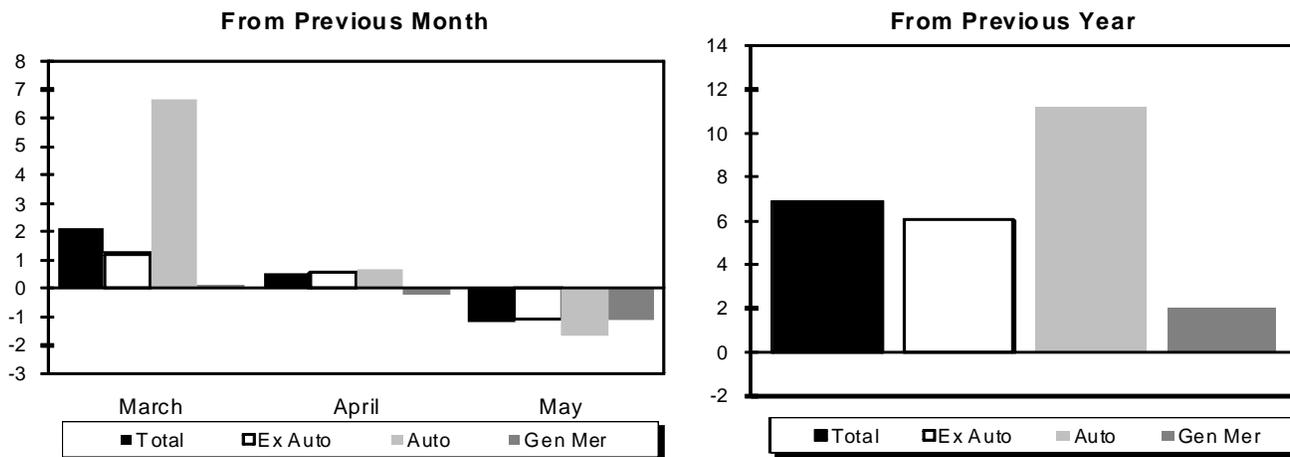
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for May, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$362.5 billion, a decrease of 1.2 percent ($\pm 0.5\%$) from the previous month, but 6.9 percent ($\pm 0.7\%$) above May 2009. Total sales for the March through May 2010 period were up 8.1 percent ($\pm 0.3\%$) from the same period a year ago. The March to April 2010 percent change was revised from +0.4 percent ($\pm 0.5\%$)* to +0.6 percent ($\pm 0.4\%$).

Retail trade sales were down 1.4 percent ($\pm 0.5\%$) from April 2010, but 7.4 percent ($\pm 0.7\%$) above last year. Gasoline stations sales were up 20.2 percent ($\pm 1.8\%$) from May 2009 and nonstore retailers sales were up 15.6 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 June is scheduled to be released July 14, 2010 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				
		5 Month Total		2010			2009		2010			2009	
		2010	% Chg. 2009	May ³ (a)	Apr. (p)	Mar. (r)	May	Apr.	May ³ (a)	Apr. (p)	Mar. (r)	May (r)	Apr. (r)
	Retail & food services,												
	total	1,750,770	6.8	375,586	366,334	369,339	353,263	334,767	362,517	366,915	364,836	339,088	336,671
	Total (excl. motor vehicle & parts) ...	1,445,121	6.2	309,652	299,967	300,064	293,871	277,188	300,655	304,002	302,328	283,473	282,044
	Retail	1,556,860	7.5	333,982	326,137	329,308	312,353	296,355	323,007	327,429	325,435	300,711	298,297
	GAFO⁴	(*)	(*)	(*)	89,514	92,552	92,417	86,369	(*)	95,877	96,404	92,410	92,222
441	Motor vehicle & parts dealers	305,649	10.0	65,934	66,367	69,275	59,392	57,579	61,862	62,913	62,508	55,615	54,627
4411, 4412	Auto & other motor veh. dealers .	274,837	11.4	59,497	59,710	62,589	52,967	51,082	55,501	56,437	56,134	49,272	48,282
44111	New car dealers	(*)	(*)	(*)	47,326	50,271	41,423	39,956	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,657	6,686	6,425	6,497	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	36,412	2.7	7,667	7,233	7,810	7,331	6,933	7,800	7,719	7,873	7,405	7,447
4421	Furniture stores	(*)	(*)	(*)	3,920	4,362	4,048	3,758	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,313	3,448	3,283	3,175	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	39,416	0.6	7,871	7,339	8,109	7,523	7,093	8,553	8,505	8,558	8,142	8,251
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,735	6,300	6,065	5,574	(*)	6,723	6,760	6,487	6,589
44312	Computer & software stores.....	(*)	(*)	(*)	1,604	1,809	1,458	1,519	(*)	1,782	1,798	1,655	1,662
444	Building material & garden eq. & supplies dealers	115,457	3.8	29,139	29,785	23,563	27,838	25,730	23,512	25,921	23,917	22,794	22,752
4441	Building mat. & sup. dealers	(*)	(*)	(*)	22,574	19,682	22,428	20,898	(*)	20,941	20,207	19,537	19,458
445	Food & beverage stores	239,642	2.6	50,656	47,727	48,771	49,831	46,975	49,147	48,999	49,150	47,924	47,765
4451	Grocery stores	215,214	2.5	45,241	42,560	43,757	44,410	42,024	43,838	43,607	43,801	42,743	42,621
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,332	3,205	3,492	3,153	(*)	3,496	3,472	3,371	3,351
446	Health & personal care stores	107,782	2.9	21,924	21,772	22,761	21,198	21,174	21,837	21,772	21,657	21,072	21,132
44611	Pharmacies & drug stores	(*)	(*)	(*)	18,496	19,369	18,195	18,267	(*)	18,515	18,429	18,104	18,176
447	Gasoline stations	173,274	26.6	37,502	36,767	35,734	31,384	28,066	35,213	36,403	36,205	29,303	27,871
448	Clothing & clothing accessories stores	82,198	4.7	18,120	17,515	17,718	17,602	16,498	18,120	18,350	18,471	17,407	17,136
44811	Men's clothing stores	(*)	(*)	(*)	714	635	710	728	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,314	3,183	3,239	3,199	(*)	3,100	3,136	2,985	2,968
44814	Family clothing stores	(*)	(*)	(*)	6,797	6,894	6,472	6,097	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,260	2,368	2,168	2,187	(*)	2,271	2,306	2,149	2,123
451	Sporting goods, hobby, book & music stores	32,251	4.2	6,592	6,297	6,741	6,383	6,097	7,212	7,180	7,272	6,834	7,032
452	General merchandise stores	237,704	2.9	50,908	48,268	49,181	50,371	46,880	50,333	50,912	51,012	49,341	49,100
4521	Department stores (ex. L.D.).....	69,638	-0.6	14,992	14,308	14,783	15,501	14,694	15,383	15,660	15,952	15,829	15,778
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	14,620	15,116	15,876	15,086	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	33,960	34,398	34,870	32,186	(*)	35,252	35,060	33,512	33,322
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	29,635	30,138	30,796	28,355	(*)	30,870	30,722	29,583	29,444
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	4,325	4,260	4,074	3,831	(*)	4,382	4,338	3,929	3,878
453	Miscellaneous store retailers	45,869	3.3	10,392	9,403	9,555	9,813	9,010	9,834	9,747	9,751	9,273	9,433
454	Nonstore retailers	141,206	13.3	27,277	27,664	30,090	23,687	24,320	29,584	29,008	29,061	25,601	25,751
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	20,788	21,973	17,782	17,896	(*)	21,836	21,799	18,917	18,958
722	Food services & drinking places ...	193,910	1.9	41,604	40,197	40,031	40,910	38,412	39,510	39,486	39,401	38,377	38,374

(*) 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					
		May 2010 Advance from --		Apr. 2010 Preliminary from --		Mar. 2010 through May 2010 from --	
		Apr. 2010 (p)	May 2009 (r)	Mar. 2010 (r)	Apr. 2009 (r)	Dec. 2009 through Feb. 2010	Mar. 2009 through May 2009
	Retail & food services, total	-1.2	6.9	0.6	9.0	2.6	8.1
	Total (excl. motor vehicle & parts)	-1.1	6.1	0.6	7.8	2.2	7.1
	Retail	-1.4	7.4	0.6	9.8	2.6	8.8
441	Motor vehicle & parts dealers	-1.7	11.2	0.6	15.2	4.6	13.6
4411, 4412	Auto & other motor veh. dealers ..	-1.7	12.6	0.5	16.9	4.8	15.2
442	Furniture & home furn. stores	1.0	5.3	-2.0	3.7	2.8	4.9
443	Electronics & appliance stores	0.6	5.0	-0.6	3.1	1.2	3.8
444	Building material & garden eq. & supplies dealers.....	-9.3	3.1	8.4	13.9	10.5	7.1
445	Food & beverage stores.....	0.3	2.6	-0.3	2.6	0.7	2.8
4451	Grocery stores	0.5	2.6	-0.4	2.3	0.5	2.6
446	Health & personal care stores	0.3	3.6	0.5	3.0	1.4	3.0
447	Gasoline stations	-3.3	20.2	0.5	30.6	0.9	26.7
448	Clothing & clothing accessories stores	-1.3	4.1	-0.7	7.1	3.8	6.6
451	Sporting goods, hobby, book & music stores.....	0.4	5.5	-1.3	2.1	1.2	4.7
452	General merchandise stores.....	-1.1	2.0	-0.2	3.7	0.6	3.1
4521	Department stores (ex. LD.).....	-1.8	-2.8	-1.8	-0.7	-0.7	-0.7
453	Miscellaneous store retailers	0.9	6.0	0.0	3.3	3.6	4.5
454	Nonstore retailers	2.0	15.6	-0.2	12.6	2.2	14.2
722	Food services & drinking places	0.1	3.0	0.2	2.9	2.3	2.9

(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

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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 May 2010

(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	0.1	0.3	0.1	0.2
	Retail	0.7	0.3	0.2	0.4	-0.1	0.2
441	Motor vehicle & parts dealers	2.2	1.4	0.6	1.4	-0.9	0.7
4411, 4412	Auto & other motor veh. dealers .	2.6	1.6	0.7	1.6	-1.0	0.8
442	Furniture & home furn. stores	2.8	1.6	0.8	1.6	0.2	0.6
443	Electronics & appliance stores	1.4	0.7	0.5	1.0	0.1	0.7
444	Building material & garden eq. & ... supplies dealers	2.6	1.2	0.9	1.2	0.0	0.4
445	Food & beverage stores	1.1	0.2	0.2	0.4	0.0	0.1
4451	Grocery stores	1.1	0.2	0.2	0.5	0.0	0.2
446	Health & personal care stores	1.9	0.4	0.4	0.8	0.0	0.5
447	Gasoline stations	2.4	0.5	0.4	1.1	0.7	0.6
448	Clothing & clothing accessories stores	2.5	0.7	0.6	1.0	-0.1	0.5
451	Sporting goods, hobby, book & music stores	3.2	1.8	1.0	2.0	-0.1	0.4
452	General merchandise stores	0.2	0.1	0.0	0.1	-0.1	0.2
4521	Department stores (ex. L.D.)	0.0	0.0	0.0	0.0	-0.1	0.3
453	Miscellaneous store retailers	3.1	2.1	1.7	2.6	0.5	1.1
454	No store retailers	2.0	0.8	0.6	1.1	0.2	0.2
722	Food services & drinking places ..	1.8	0.7	0.7	1.0	0.1	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.

Note: Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <http://www.census.gov/retail>