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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JUNE 2010

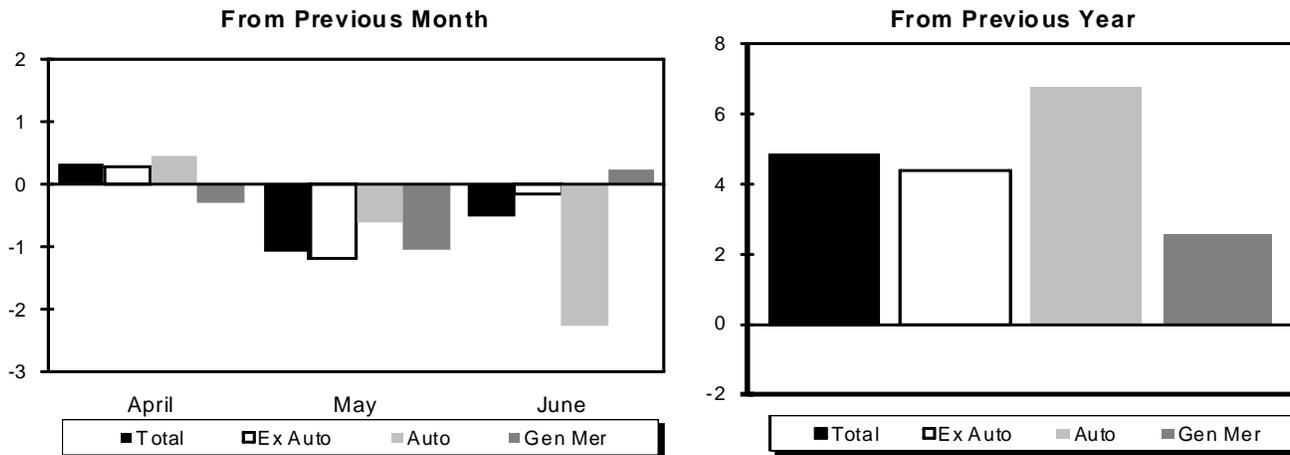
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for June, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$360.2 billion, a decrease of 0.5 percent ($\pm 0.5\%$)* from the previous month, but 4.8 percent ($\pm 0.7\%$) above June 2009. Total sales for the April through June 2010 period were up 6.8 percent ($\pm 0.3\%$) from the same period a year ago. The April to May 2010 percent change was revised from -1.2 percent ($\pm 0.5\%$) to -1.1 percent ($\pm 0.2\%$).

Retail trade sales were down 0.6 percent ($\pm 0.5\%$) from May 2010, but 5.0 percent ($\pm 0.7\%$) above last year. Nonstore retailers sales were up 12.1 percent ($\pm 2.1\%$) from June 2009 and gasoline stations sales were up 8.8 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 July is scheduled to be released August 13, 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				
		6 Month Total		2010			2009		2010			2009	
		2010	% Chg. 2009	Jun. ³ (a)	May (p)	Apr. (r)	Jun.	May	Jun. ³ (a)	May (p)	Apr. (r)	Jun. (r)	May (r)
	Retail & food services,												
	total	2,118,031	6.5	367,116	376,063	366,002	349,960	353,263	360,156	362,013	365,997	343,675	338,785
	Total (excl. motor vehicle & parts) ...	1,745,419	5.8	301,361	308,910	299,646	288,493	293,871	299,159	299,605	303,201	286,544	283,502
	Retail	1,884,386	7.1	327,037	334,659	325,949	310,938	312,353	320,747	322,693	326,614	305,343	300,408
	GAFO⁴	(*)	(*)	(*)	94,168	89,407	87,636	92,417	(*)	95,096	95,648	92,228	92,523
441	Motor vehicle & parts dealers	372,612	9.8	65,755	67,153	66,356	61,467	59,392	60,997	62,408	62,796	57,131	55,283
4411, 4412	Auto & other motor veh. dealers .	334,883	11.1	58,891	60,659	59,703	54,704	52,967	54,630	56,010	56,324	50,840	48,953
44111	New car dealers	(*)	(*)	(*)	48,599	47,314	43,031	41,423	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,494	6,653	6,763	6,425	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	43,695	2.2	7,469	7,476	7,238	7,317	7,331	7,544	7,629	7,676	7,421	7,420
4421	Furniture stores	(*)	(*)	(*)	4,240	3,920	3,907	4,048	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,236	3,318	3,410	3,283	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	47,644	1.8	8,210	7,892	7,336	7,631	7,523	8,726	8,614	8,534	8,132	8,173
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,238	5,733	6,088	6,065	(*)	6,766	6,737	6,497	6,522
44312	Computer & software stores.....	(*)	(*)	(*)	1,654	1,603	1,543	1,458	(*)	1,848	1,797	1,635	1,651
444	Building material & garden eq. & supplies dealers	143,862	3.8	28,240	29,379	29,710	27,271	27,838	23,292	23,522	25,842	22,686	22,767
4441	Building mat. & sup. dealers	(*)	(*)	(*)	22,627	22,521	22,386	22,428	(*)	19,590	20,853	19,315	19,537
445	Food & beverage stores	287,956	2.4	48,540	50,440	47,717	47,621	49,831	48,697	48,928	48,912	47,982	47,958
4451	Grocery stores	258,290	2.3	43,260	45,063	42,554	42,511	44,410	43,390	43,666	43,556	42,854	42,743
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,462	3,328	3,328	3,492	(*)	3,424	3,474	3,321	3,390
446	Health & personal care stores	129,042	2.5	21,601	21,601	21,754	21,131	21,198	21,731	21,623	21,754	21,216	21,135
44611	Pharmacies & drug stores	(*)	(*)	(*)	18,428	18,478	18,009	18,195	(*)	18,446	18,478	18,228	18,141
447	Gasoline stations	210,808	23.2	37,030	37,979	36,794	34,232	31,384	34,607	35,329	36,250	31,814	29,059
448	Clothing & clothing accessories stores	98,886	5.0	16,714	18,214	17,395	15,746	17,602	18,249	18,147	18,223	17,259	17,435
44811	Men's clothing stores	(*)	(*)	(*)	703	705	665	710	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,232	3,249	2,887	3,239	(*)	3,015	3,056	2,958	2,999
44814	Family clothing stores	(*)	(*)	(*)	6,896	6,752	5,946	6,472	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,262	2,262	1,959	2,168	(*)	2,262	2,267	2,165	2,144
451	Sporting goods, hobby, book & music stores	38,906	3.8	6,679	6,556	6,309	6,548	6,383	7,083	7,181	7,161	6,981	6,841
452	General merchandise stores	286,547	2.9	48,742	51,008	48,269	47,400	50,371	50,453	50,330	50,860	49,195	49,325
4521	Department stores (ex. L.D.).....	84,039	-0.4	14,390	15,006	14,305	14,322	15,501	15,573	15,407	15,668	15,623	15,834
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	15,336	14,620	14,658	15,876	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	36,002	33,964	33,078	34,870	(*)	34,923	35,192	33,572	33,491
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	31,604	29,635	29,231	30,796	(*)	30,624	30,806	29,646	29,555
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	4,398	4,329	3,847	4,074	(*)	4,299	4,386	3,926	3,936
453	Miscellaneous store retailers	56,292	4.0	10,521	10,314	9,383	9,761	9,813	9,939	9,833	9,736	9,263	9,297
454	Nonstore retailers	168,136	12.5	27,536	26,647	27,688	24,813	23,687	29,429	29,149	28,870	26,263	25,715
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	20,436	20,806	18,537	17,782	(*)	21,927	21,673	19,289	18,998
722	Food services & drinking places ...	233,645	1.9	40,079	41,404	40,053	39,022	40,910	39,409	39,320	39,383	38,332	38,377

(*) 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					
		Jun. 2010 Advance from --		May 2010 Preliminary from --		Apr. 2010 through Jun. 2010 from --	
		May 2010 (p)	Jun. 2009 (r)	Apr. 2010 (r)	May 2009 (r)	Jan. 2010 through Mar. 2010	Apr. 2009 through Jun. 2009
	Retail & food services, total	-0.5	4.8	-1.1	6.9	1.0	6.8
	Total (excl. motor vehicle & parts)	-0.1	4.4	-1.2	5.7	0.7	5.9
	Retail	-0.6	5.0	-1.2	7.4	1.0	7.3
441	Motor vehicle & parts dealers	-2.3	6.8	-0.6	12.9	2.7	11.5
4411, 4412	Auto & other motor veh. dealers ..	-2.5	7.5	-0.6	14.4	2.8	12.8
442	Furniture & home furn. stores	-1.1	1.7	-0.6	2.8	-1.0	2.5
443	Electronics & appliance stores	1.3	7.3	0.9	5.4	0.8	5.4
444	Building material & garden eq. & supplies dealers.....	-1.0	2.7	-9.0	3.3	6.8	6.5
445	Food & beverage stores.....	-0.5	1.5	0.0	2.0	-0.4	2.0
4451	Grocery stores	-0.6	1.3	0.3	2.2	-0.5	1.9
446	Health & personal care stores	0.5	2.4	-0.6	2.3	0.8	2.6
447	Gasoline stations	-2.0	8.8	-2.5	21.6	-1.3	19.7
448	Clothing & clothing accessories stores	0.6	5.7	-0.4	4.1	1.0	5.4
451	Sporting goods, hobby, book & music stores.....	-1.4	1.5	0.3	5.0	-0.6	2.7
452	General merchandise stores.....	0.2	2.6	-1.0	2.0	-0.5	2.7
4521	Department stores (ex. L.D.).....	1.1	-0.3	-1.7	-2.7	-2.0	-1.2
453	Miscellaneous store retailers	1.1	7.3	1.0	5.8	3.2	5.4
454	Nonstore retailers	1.0	12.1	1.0	13.4	1.0	12.5
722	Food services & drinking places	0.2	2.8	-0.2	2.5	1.1	2.6

(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 June 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	0.1
	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	-0.7	0.8
4411, 4412	Auto & other motor veh. dealers .	2.5	1.5	0.7	1.6	-0.8	0.9
442	Furniture & home furn. stores	2.9	1.6	0.8	1.6	0.1	0.7
443	Electronics & appliance stores	1.4	0.6	0.5	1.0	0.0	0.5
444	Building material & garden eq. & ...						
	supplies dealers	2.7	1.3	0.9	1.3	0.3	0.4
445	Food & beverage stores	1.1	0.2	0.2	0.4	-0.1	0.2
4451	Grocery stores	1.1	0.2	0.2	0.5	-0.1	0.2
446	Health & personal care stores	2.0	0.4	0.4	0.8	-0.1	0.5
447	Gasoline stations	2.5	0.5	0.4	1.1	0.6	0.4
448	Clothing & clothing accessories						
	stores	2.5	0.7	0.6	1.0	0.0	0.6
451	Sporting goods, hobby, book & music stores	3.2	1.9	1.0	2.2	0.0	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	1.6	2.6	0.5	1.1
454	Nonstore retailers	2.1	0.8	0.8	1.3	0.1	0.3
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>