

U.S. Census Bureau News

U.S. Department of Commerce • Washington, D.C. 20233

FOR IMMEDIATE RELEASE
FRIDAY, AUGUST 13, 2010, AT 8:30 A.M. EDT

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CB10-117

ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JULY 2010

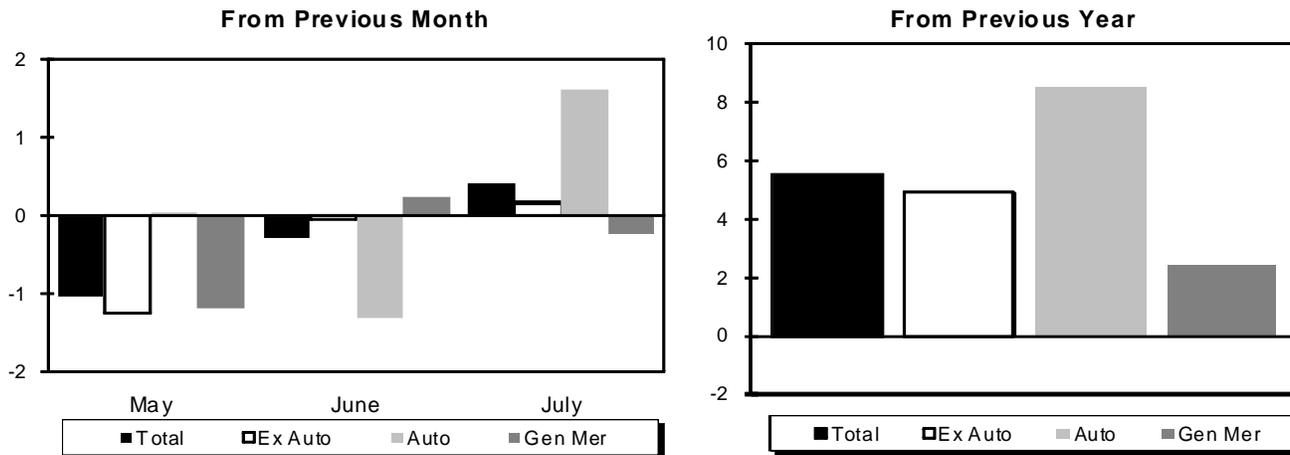
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for July, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$362.7 billion, an increase of 0.4 percent ($\pm 0.5\%$)* from the previous month, and 5.5 percent ($\pm 0.5\%$) above July 2009. Total sales for the May through July 2010 period were up 5.9 percent ($\pm 0.3\%$) from the same period a year ago. The May to June 2010 percent change was revised from -0.5 percent ($\pm 0.5\%$)* to -0.3 percent ($\pm 0.2\%$).

Retail trade sales were up 0.4 percent ($\pm 0.5\%$)* from June 2010, and 5.9 percent ($\pm 0.7\%$) above last year. Nonstore retailers sales were up 12.6 percent ($\pm 2.5\%$) from July 2009 and gasoline stations sales were up 12.2 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 August is scheduled to be released September 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				
		7 Month Total		2010			2009		2010			2009	
		2010	% Chg. 2009	Jul. ³ (a)	Jun. (p)	May (r)	Jul.	Jun.	Jul. ³ (a)	Jun. (p)	May (r)	Jul. (r)	Jun. (r)
	Retail & food services,												
	total	2,491,956	6.4	372,768	368,637	375,699	353,617	349,960	362,688	361,204	362,219	343,705	343,411
	Total (excl. motor vehicle & parts) ...	2,049,027	5.7	303,340	302,016	308,523	289,398	288,493	299,701	299,210	299,400	285,671	286,150
	Retail	2,216,717	6.9	331,046	328,712	334,269	313,669	310,938	323,328	321,908	322,912	305,441	305,079
	GAFO⁴	(*)	(*)	(*)	90,726	94,083	88,559	87,636	(*)	95,106	95,002	91,978	92,082
441	Motor vehicle & parts dealers	442,929	9.8	69,428	66,621	67,176	64,219	61,467	62,987	61,994	62,819	58,034	57,261
4411, 4412	Auto & other motor veh. dealers .	398,100	10.9	62,439	59,646	60,682	57,537	54,704	56,455	55,536	56,396	51,835	50,982
44111	New car dealers	(*)	(*)	(*)	47,026	48,580	46,176	43,031	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,975	6,494	6,682	6,763	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	51,254	1.7	7,647	7,388	7,469	7,614	7,317	7,460	7,485	7,606	7,421	7,428
4421	Furniture stores	(*)	(*)	(*)	4,002	4,230	4,019	3,907	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,386	3,239	3,595	3,410	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	55,796	2.6	8,196	8,182	7,876	7,583	7,631	8,711	8,716	8,610	8,065	8,140
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,406	6,223	6,081	6,088	(*)	6,829	6,742	6,469	6,490
44312	Computer & software stores.....	(*)	(*)	(*)	1,776	1,653	1,502	1,543	(*)	1,887	1,868	1,596	1,650
444	Building material & garden eq. & supplies dealers	169,607	3.8	25,588	28,400	29,376	24,867	27,271	23,286	23,356	23,547	22,402	22,658
4441	Building mat. & sup. dealers	(*)	(*)	(*)	22,478	22,614	21,378	22,386	(*)	19,311	19,562	19,156	19,298
445	Food & beverage stores	338,015	2.2	50,323	48,434	50,282	49,570	47,621	48,425	48,590	48,769	47,945	48,029
4451	Grocery stores	302,930	2.1	44,870	43,186	44,907	44,185	42,511	43,227	43,316	43,515	42,815	42,897
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,436	3,459	3,575	3,328	(*)	3,436	3,421	3,329	3,321
446	Health & personal care stores	150,733	2.7	21,535	21,753	21,605	20,973	21,131	21,841	21,840	21,627	21,121	21,195
44611	Pharmacies & drug stores	(*)	(*)	(*)	18,455	18,426	18,031	18,009	(*)	18,660	18,463	18,158	18,191
447	Gasoline stations	249,126	21.1	38,459	37,051	37,817	34,558	34,232	35,348	34,563	35,277	31,502	31,755
448	Clothing & clothing accessories stores	115,739	4.7	17,097	16,506	18,178	16,334	15,746	17,988	18,108	18,133	17,333	17,246
44811	Men's clothing stores	(*)	(*)	(*)	674	702	633	665	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,915	3,233	2,670	2,887	(*)	2,993	3,002	2,937	2,967
44814	Family clothing stores	(*)	(*)	(*)	6,356	6,904	6,546	5,946	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,080	2,266	2,095	1,959	(*)	2,286	2,271	2,166	2,155
451	Sporting goods, hobby, book & music stores	46,055	4.7	6,904	6,923	6,557	6,506	6,548	7,244	7,249	7,221	6,885	6,922
452	General merchandise stores	335,187	2.9	48,602	48,790	50,998	47,434	47,400	50,256	50,380	50,254	49,064	49,108
4521	Department stores (ex. L.D.).....	98,179	-0.5	14,134	14,396	15,006	14,302	14,322	15,405	15,559	15,396	15,529	15,600
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	14,696	15,335	14,641	14,658	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	34,394	35,992	33,132	33,078	(*)	34,821	34,858	33,535	33,508
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	30,094	31,594	29,343	29,231	(*)	30,460	30,555	29,609	29,586
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	4,300	4,398	3,789	3,847	(*)	4,361	4,303	3,926	3,922
453	Miscellaneous store retailers	66,606	4.9	10,249	10,608	10,292	9,376	9,761	10,032	9,949	9,860	9,248	9,213
454	Nonstore retailers	195,670	12.4	27,018	28,056	26,643	24,635	24,813	29,750	29,678	29,189	26,421	26,124
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	21,498	20,435	18,460	18,537	(*)	22,347	21,973	19,493	19,170
722	Food services & drinking places ...	275,239	2.2	41,722	39,925	41,430	39,948	39,022	39,360	39,296	39,307	38,264	38,332

(*) 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					
		Jul. 2010 Advance from --		Jun. 2010 Preliminary from --		May 2010 through Jul. 2010 from --	
		Jun. 2010 (p)	Jul. 2009 (r)	May 2010 (r)	Jun. 2009 (r)	Feb. 2010 through Apr. 2010	May 2009 through Jul. 2009
	Retail & food services, total	0.4	5.5	-0.3	5.2	-0.2	5.9
	Total (excl. motor vehicle & parts) ...	0.2	4.9	-0.1	4.6	-0.6	5.0
	Retail	0.4	5.9	-0.3	5.5	-0.2	6.3
441	Motor vehicle & parts dealers	1.6	8.5	-1.3	8.3	2.1	10.1
4411, 4412	Auto & other motor veh. dealers ..	1.7	8.9	-1.5	8.9	2.2	10.9
442	Furniture & home furn. stores	-0.3	0.5	-1.6	0.8	-3.0	1.3
443	Electronics & appliance stores	-0.1	8.0	1.2	7.1	1.0	6.8
444	Building material & garden eq. & supplies dealers.....	-0.3	3.9	-0.8	3.1	-2.4	3.5
445	Food & beverage stores.....	-0.3	1.0	-0.4	1.2	-1.1	1.3
4451	Grocery stores	-0.2	1.0	-0.5	1.0	-1.0	1.2
446	Health & personal care stores	0.0	3.4	1.0	3.0	0.6	2.9
447	Gasoline stations	2.3	12.2	-2.0	8.8	-2.8	13.9
448	Clothing & clothing accessories stores	-0.7	3.8	-0.1	5.0	-0.8	4.3
451	Sporting goods, hobby, book & music stores.....	-0.1	5.2	0.4	4.7	0.5	5.2
452	General merchandise stores.....	-0.2	2.4	0.3	2.6	-1.3	2.3
4521	Department stores (ex. L.D.).....	-1.0	-0.8	1.1	-0.3	-2.5	-1.3
453	Miscellaneous store retailers	0.8	8.5	0.9	8.0	3.0	7.5
454	Nonstore retailers	0.2	12.6	1.7	13.6	2.2	13.2
722	Food services & drinking places	0.2	2.9	0.0	2.5	0.0	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

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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 July 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	0.6	0.3	0.2	0.3	0.0	0.2
	Total (excl. motor vehicle & parts) ..	0.6	0.3	0.2	0.3	0.1	0.1
	Retail	0.6	0.3	0.2	0.4	-0.1	0.2
441	Motor vehicle & parts dealers	2.2	1.3	0.5	1.4	-0.6	0.9
4411, 4412	Auto & other motor veh. dealers .	2.6	1.5	0.6	1.6	-0.7	1.0
442	Furniture & home furn. stores	2.8	1.5	0.9	1.6	0.0	0.7
443	Electronics & appliance stores	1.5	0.6	0.4	1.0	0.1	0.5
444	Building material & garden eq. & ...						
	supplies dealers	2.8	1.4	0.9	1.4	0.3	0.3
445	Food & beverage stores	1.1	0.2	0.2	0.5	-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	0.4	0.3
448	Clothing & clothing accessories						
	stores	2.5	0.7	0.6	1.0	0.0	0.6
451	Sporting goods, hobby, book & music stores	3.3	1.9	1.0	2.2	0.2	0.4
452	General merchandise stores	0.2	0.1	0.1	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	2.0	1.6	2.6	0.5	1.1
454	No store retailers	2.1	0.8	0.8	1.5	0.1	0.3
722	Food services & drinking places ..	1.8	0.7	0.7	1.0	0.0	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>