

# U.S. Census Bureau News

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

FOR IMMEDIATE RELEASE  
MONDAY, NOVEMBER 15, 2010, AT 8:30 A.M. EST

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CB10-169

## ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES OCTOBER 2010

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 \$373.1 billion, an increase of 1.2 percent ( $\pm 0.5\%$ ) from the previous month, and 7.3 percent ( $\pm 0.7\%$ ) above October 2009. Total sales for the August through October 2010 period were up 6.3 percent ( $\pm 0.5\%$ ) from the same period a year ago. The August to September 2010 percent change was revised from +0.6 percent ( $\pm 0.5\%$ ) to +0.7 percent ( $\pm 0.3\%$ ).

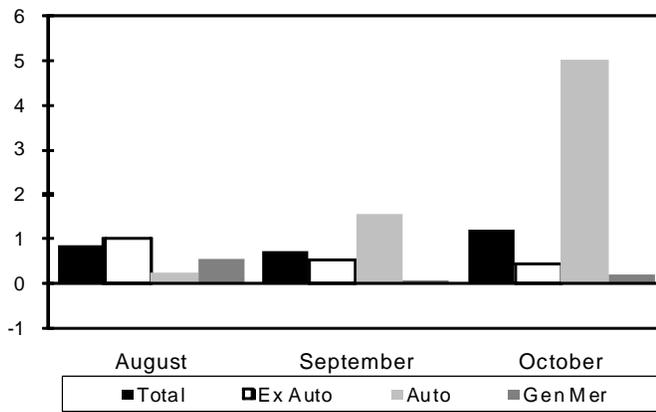
Retail trade sales were up 1.3 percent ( $\pm 0.5\%$ ) from September 2010, and 7.7 percent ( $\pm 0.7\%$ ) above last year. Auto and other motor vehicle dealers sales were up 14.7 percent ( $\pm 2.5\%$ ) from October 2009 and nonstore retailers sales were up 13.5 percent ( $\pm 3.1\%$ ) from last year.

*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.*

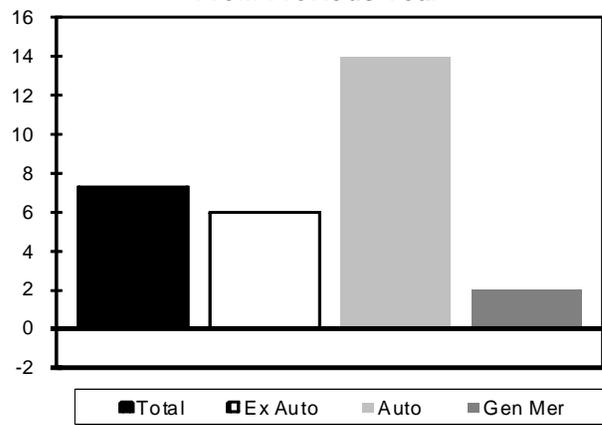
### Percent Change in Retail and Food Services Sales

(Estimates adjusted for seasonal variation and holiday and trading-day differences, but not for price changes)

From Previous Month



From Previous Year



The Advance Monthly Sales for Retail and Food Services for November is scheduled to be released December 14, 2010 at 8:30 a.m. EST.

For information, visit the Census Bureau's Web site at <http://www.census.gov/retail>.

\* 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 <sup>1</sup> code	Kind of Business	Not Adjusted							Adjusted <sup>2</sup>				
		10 Month Total		2010			2009		2010			2009	
		2010	% Chg. 2009	Oct. <sup>3</sup> (a)	Sep. (p)	Aug. (r)	Oct.	Sep.	Oct. <sup>3</sup> (a)	Sep. (p)	Aug. (r)	Oct. (r)	Sep. (r)
	<b>Retail &amp; food services,</b>												
	<b>total</b> .....	3,584,345	6.2	363,390	355,549	373,373	344,716	330,260	373,103	368,576	365,992	347,674	343,179
	Total (excl. motor vehicle & parts) ...	2,948,872	5.5	301,160	292,368	305,698	288,294	276,548	306,098	304,777	303,161	288,886	288,933
	Retail .....	3,189,106	6.6	322,910	316,923	332,491	305,758	292,976	333,339	328,919	326,339	309,555	305,017
	<b>GAFO<sup>4</sup></b>	(*)	(*)	88,324	96,168	90,466	85,240	(*)	95,931	95,716	93,544	93,171	
441	<b>Motor vehicle &amp; parts dealers</b> .....	635,473	9.2	62,230	63,181	67,675	56,422	53,712	67,005	63,799	62,831	58,788	54,246
4411, 4412	Auto & other motor veh. dealers .	570,217	10.1	55,455	56,426	60,612	49,906	47,499	60,343	57,111	56,174	52,588	48,076
44111	New car dealers .....	(*)	(*)	(*)	45,951	49,085	40,656	37,578	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,755	7,063	6,516	6,213	(NA)	(NA)	(NA)	(NA)	(NA)
442	<b>Furniture &amp; home furn. stores</b> .....	74,283	2.2	7,335	7,609	7,895	7,289	7,397	7,593	7,647	7,635	7,378	7,427
4421	Furniture stores .....	(*)	(*)	(*)	4,191	4,260	3,952	4,057	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores .....	(*)	(*)	(*)	3,418	3,635	3,337	3,340	(NA)	(NA)	(NA)	(NA)	(NA)
443	<b>Electronics &amp; appliance stores</b> .....	79,386	3.0	7,512	7,857	8,255	7,346	7,400	8,647	8,708	8,584	8,345	8,242
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,007	6,369	5,825	5,884	(*)	6,727	6,621	6,672	6,596
44312	Computer & software stores.....	(*)	(*)	(*)	1,850	1,886	1,521	1,516	(*)	1,981	1,963	1,673	1,646
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	241,109	4.8	23,864	23,605	24,036	22,240	22,171	24,451	23,996	23,697	21,796	22,182
4441	Building mat. & sup. dealers .....	(*)	(*)	(*)	19,771	20,194	19,510	19,791	(*)	19,251	19,123	18,742	19,177
445	<b>Food &amp; beverage stores</b> .....	484,698	2.1	49,121	48,263	49,127	48,566	46,887	49,396	49,269	49,205	48,260	48,284
4451	Grocery stores .....	433,635	2.0	43,670	43,067	43,863	43,373	41,895	43,934	43,901	43,863	43,114	43,102
4453	Beer, wine & liquor stores .....	(*)	(*)	(*)	3,416	3,482	3,424	3,269	(*)	3,504	3,492	3,370	3,370
446	<b>Health &amp; personal care stores</b> .....	216,317	3.0	21,908	21,627	21,923	21,556	20,814	22,174	22,204	22,122	21,449	21,392
44611	Pharmacies & drug stores .....	(*)	(*)	(*)	18,197	18,433	18,605	17,876	(*)	18,683	18,752	18,348	18,372
447	<b>Gasoline stations</b> .....	359,615	17.2	37,116	35,965	37,816	33,276	32,673	36,353	36,073	35,642	32,370	32,970
448	<b>Clothing &amp; clothing accessories stores</b> .....	168,400	4.0	17,647	16,539	18,300	17,400	15,964	18,186	18,063	18,139	17,579	17,607
44811	Men's clothing stores .....	(*)	(*)	(*)	633	581	677	640	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores .....	(*)	(*)	(*)	2,943	2,858	3,025	2,864	(*)	3,037	3,012	2,992	2,983
44814	Family clothing stores .....	(*)	(*)	(*)	6,411	7,314	7,036	6,067	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores .....	(*)	(*)	(*)	2,104	2,850	2,099	2,012	(*)	2,294	2,317	2,175	2,213
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	67,486	4.1	6,437	6,811	8,253	6,077	6,681	7,399	7,324	7,259	6,937	7,070
452	<b>General merchandise stores</b> .....	481,954	2.9	49,860	46,251	50,011	48,896	44,535	51,083	50,981	50,938	50,065	49,632
4521	Department stores (ex. L.D.).....	141,571	-0.9	14,692	13,777	14,954	15,112	13,622	15,352	15,456	15,478	15,698	15,616
4521	Department stores (incl. L.D.) <sup>5</sup> .....	(*)	(*)	(*)	14,091	15,275	15,518	13,944	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	32,474	35,057	33,784	30,913	(*)	35,525	35,460	34,367	34,016
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	28,351	30,908	29,694	27,170	(*)	31,087	31,032	30,269	29,956
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	4,123	4,149	4,090	3,743	(*)	4,438	4,428	4,098	4,060
453	<b>Miscellaneous store retailers</b> .....	97,371	5.9	10,329	10,198	10,248	9,761	9,325	10,180	10,238	10,102	9,398	9,304
454	<b>Nonstore retailers</b> .....	283,014	12.7	29,551	29,017	28,952	26,929	25,417	30,872	30,617	30,185	27,190	26,661
4541	Elect. shopping & m/o houses ....	(*)	(*)	(*)	22,157	22,515	19,681	19,082	(*)	23,299	23,021	20,144	19,919
722	<b>Food services &amp; drinking places</b> ...	395,239	2.6	40,480	38,626	40,882	38,958	37,284	39,764	39,657	39,653	38,119	38,162

(\*) 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 <sup>1</sup>					
		Oct. 2010 Advance from --		Sep. 2010 Preliminary from --		Aug. 2010 through Oct. 2010 from --	
		Sep. 2010 (p)	Oct. 2009 (r)	Aug. 2010 (r)	Sep. 2009 (r)	May 2010 through Jul. 2010	Aug. 2009 through Oct. 2009
	<b>Retail &amp; food services,</b>						
	<b>total .....</b>	1.2	7.3	0.7	7.4	2.0	6.3
	Total (excl. motor vehicle & parts) ....	0.4	6.0	0.5	5.5	1.7	5.6
	Retail .....	1.3	7.7	0.8	7.8	2.1	6.6
441	<b>Motor vehicle &amp; parts dealers .....</b>	5.0	14.0	1.5	17.6	3.4	9.8
4411, 4412	Auto & other motor veh. dealers ..	5.7	14.7	1.7	18.8	3.4	10.1
442	<b>Furniture &amp; home furn. stores .....</b>	-0.7	2.9	0.2	3.0	0.6	3.2
443	<b>Electronics &amp; appliance stores .....</b>	-0.7	3.6	1.4	5.7	-0.1	4.6
444	<b>Building material &amp; garden eq. &amp; supplies dealers.....</b>	1.9	12.2	1.3	8.2	2.6	9.0
445	<b>Food &amp; beverage stores.....</b>	0.3	2.4	0.1	2.0	1.3	2.3
4451	Grocery stores .....	0.1	1.9	0.1	1.9	1.1	2.1
446	<b>Health &amp; personal care stores .....</b>	-0.1	3.4	0.4	3.8	1.6	4.0
447	<b>Gasoline stations .....</b>	0.8	12.3	1.2	9.4	3.1	10.2
448	<b>Clothing &amp; clothing accessories stores .....</b>	0.7	3.5	-0.4	2.6	0.1	3.0
451	<b>Sporting goods, hobby, book &amp; music stores.....</b>	1.0	6.7	0.9	3.6	1.5	4.3
452	<b>General merchandise stores.....</b>	0.2	2.0	0.1	2.7	1.0	2.6
4521	Department stores (ex. L.D.).....	-0.7	-2.2	-0.1	-1.0	-0.2	-1.6
453	<b>Miscellaneous store retailers .....</b>	-0.6	8.3	1.3	10.0	2.3	9.0
454	<b>Nonstore retailers .....</b>	0.8	13.5	1.4	14.8	3.7	14.0
722	<b>Food services &amp; drinking places .....</b>	0.3	4.3	0.0	3.9	0.9	4.0

(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  $\pm 1.5$  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 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 <sup>(1)</sup> for Current Mo. (%)	Median standard error <sup>(1)</sup> for Percent change			Revision for month-to-month change <sup>(2)</sup>	
			Previous Mo. to Current Mo.	Previous Qtr. to Current Qtr.	Current Mo. to same Mo. Last Yr.	Average revision	Median absolute revision
	<b>Retail &amp; food services,</b>						
	total .....	0.6	0.3	0.2	0.4	0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.6	0.3	0.2	0.4	0.1	0.1
	<b>Retail</b> .....	0.7	0.3	0.2	0.4	0.1	0.2
441	<b>Motor vehicle &amp; parts dealers</b> .....	2.2	1.2	0.5	1.3	0.0	0.5
4411, 4412	Auto & other motor veh. dealers .	2.4	1.3	0.6	1.5	0.0	0.4
442	<b>Furniture &amp; home furn. stores</b> .....	3.0	1.5	0.8	1.6	0.1	0.7
443	<b>Electronics &amp; appliance stores</b> ....	1.6	0.6	0.3	1.0	0.0	0.3
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	2.9	1.5	0.8	1.6	0.4	0.4
445	<b>Food &amp; beverage stores</b> .....	1.1	0.2	0.3	0.6	-0.1	0.2
4451	Grocery stores .....	1.2	0.2	0.2	0.6	-0.1	0.2
446	<b>Health &amp; personal care stores</b> .....	1.9	0.4	0.3	0.7	0.0	0.4
447	<b>Gasoline stations</b> .....	2.5	0.5	0.3	1.1	0.4	0.3
448	<b>Clothing &amp; clothing accessories stores</b> .....	2.5	0.6	0.5	1.0	0.1	0.6
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	3.4	1.9	1.1	2.2	0.1	0.5
452	<b>General merchandise stores</b> .....	0.3	0.1	0.1	0.2	0.0	0.1
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	0.0	0.1
453	<b>Miscellaneous store retailers</b> .....	3.2	2.1	1.5	2.6	0.2	1.1
454	<b>Nonstore retailers</b> .....	2.0	0.8	0.8	1.9	0.2	0.5
722	<b>Food services &amp; drinking places</b> ..	1.8	0.7	0.6	1.0	0.1	0.3



- (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>