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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES FEBRUARY 2011

Intention to Revise Retail Estimates: Monthly retail sales estimates will be revised based on the results of the 2009 Annual Retail Trade Survey. Revised not adjusted estimates and corresponding adjusted estimates are scheduled for release on April 29, 2011.

The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for February, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$387.1 billion, an increase of 1.0 percent ($\pm 0.5\%$) from the previous month, and 8.9 percent ($\pm 0.7\%$) above February 2010. Total sales for the December 2010 through February 2011 period were up 8.2 percent ($\pm 0.5\%$) from the same period a year ago. The December 2010 to January 2011 percent change was revised from +0.3 percent ($\pm 0.5\%$)* to +0.7 percent ($\pm 0.3\%$).

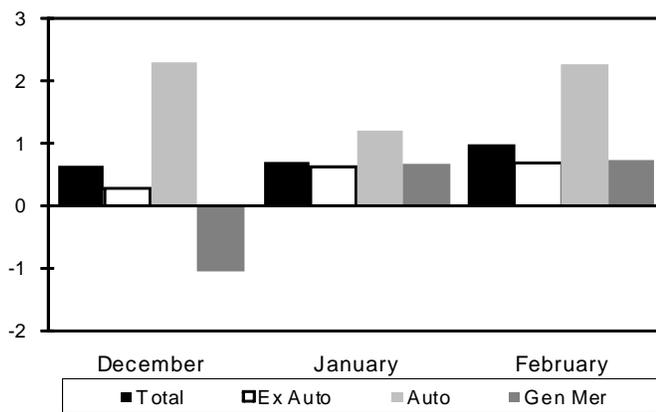
Retail trade sales were up 0.9 percent ($\pm 0.5\%$) from January 2011, and 9.5 percent ($\pm 0.7\%$) above last year. Auto and other motor vehicle dealers sales were up 25.9 percent ($\pm 2.5\%$) from February 2010 and gasoline stations sales were up 12.9 percent ($\pm 1.7\%$) from last year.

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.

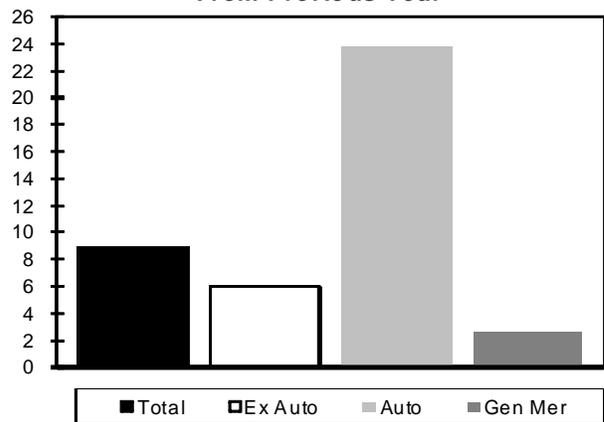
Percent Change in Retail and Food Services Sales

(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 March is scheduled to be released April 13, 2011 at 8:30 a.m. EDT.

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 ¹ code	Kind of Business	Not Adjusted							Adjusted ²				
		2 Month Total		2011		2010			2011		2010		
		2011	% Chg. 2010	Feb. ³ (a)	Jan. (p)	Dec. (r)	Feb.	Jan.	Feb. ³ (a)	Jan. (p)	Dec. (r)	Feb. (r)	Jan. (r)
	Retail & food services,												
	total	692,000	8.2	346,785	345,215	439,431	317,961	321,550	387,123	383,398	380,683	355,570	354,736
	Total (excl. motor vehicle & parts) ...	566,873	5.9	281,091	285,782	373,523	264,903	270,535	315,697	313,554	311,668	297,852	294,820
	Retail	617,405	8.8	309,450	307,955	399,322	281,998	285,435	346,630	343,377	340,694	316,565	316,479
	GAFO⁴	(*)	(*)	(*)	83,489	141,115	83,866	82,496	(*)	96,549	96,219	95,271	94,417
441	Motor vehicle & parts dealers	125,127	20.2	65,694	59,433	65,908	53,058	51,015	71,426	69,844	69,015	57,718	59,916
4411, 4412	Auto & other motor veh. dealers .	113,419	21.9	59,678	53,741	59,420	47,392	45,649	64,727	63,225	62,285	51,401	53,705
44111	New car dealers	(*)	(*)	(*)	44,436	50,162	37,442	37,378	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	5,692	6,488	5,666	5,366	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	13,284	-3.1	6,662	6,622	9,104	6,935	6,767	7,394	7,457	7,568	7,706	7,527
4421	Furniture stores	(*)	(*)	(*)	3,754	4,296	4,086	3,922	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	2,868	4,808	2,849	2,845	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	15,817	-1.7	8,062	7,755	13,372	8,198	7,899	8,474	8,399	8,412	8,661	8,504
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,018	10,367	6,516	6,213	(*)	6,499	6,487	6,845	6,659
44312	Computer & software stores.....	(*)	(*)	(*)	1,737	3,005	1,682	1,686	(*)	1,900	1,925	1,816	1,845
444	Building material & garden eq. & supplies dealers	36,044	9.3	18,213	17,831	22,617	16,625	16,345	24,835	24,687	25,013	22,384	22,227
4441	Building mat. & sup. dealers	(*)	(*)	(*)	14,850	18,347	14,235	14,195	(*)	19,565	19,899	18,608	18,507
445	Food & beverage stores	95,759	3.5	46,477	49,282	54,649	44,829	47,659	50,694	50,403	49,687	49,023	48,438
4451	Grocery stores	86,683	3.6	41,839	44,844	47,220	40,343	43,313	45,231	45,024	44,338	43,709	43,270
4453	Beer, wine & liquor stores	(*)	(*)	(*)	2,936	4,725	2,895	2,854	(*)	3,520	3,459	3,455	3,362
446	Health & personal care stores	43,788	6.0	21,436	22,352	25,271	20,369	20,956	22,684	22,762	22,624	21,532	21,318
44611	Pharmacies & drug stores	(*)	(*)	(*)	18,931	21,041	17,304	18,009	(*)	19,122	19,024	18,272	18,136
447	Gasoline stations	71,391	12.8	34,855	36,536	37,748	30,653	32,618	39,971	39,413	38,915	35,396	35,225
448	Clothing & clothing accessories stores	29,892	3.6	15,905	13,987	29,260	15,240	13,605	18,615	18,475	18,316	17,938	17,731
44811	Men's clothing stores	(*)	(*)	(*)	551	1,114	526	531	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,250	4,416	2,426	2,278	(*)	3,036	3,095	3,029	3,025
44814	Family clothing stores	(*)	(*)	(*)	5,197	11,309	5,607	4,990	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	1,771	3,079	2,067	1,732	(*)	2,330	2,327	2,281	2,241
451	Sporting goods, hobby, book & music stores	12,987	2.9	5,943	7,044	12,501	5,647	6,974	7,523	7,423	7,495	7,166	7,168
452	General merchandise stores	91,703	2.6	46,506	45,197	72,463	45,028	44,319	51,980	51,599	51,261	50,655	50,315
4521	Department stores (ex. L.D.).....	24,990	-2.2	12,937	12,053	26,782	13,126	12,429	15,499	15,342	15,403	15,802	15,712
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	12,283	27,382	13,424	12,707	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	33,144	45,681	31,902	31,890	(*)	36,257	35,858	34,853	34,603
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	29,552	39,613	28,135	28,433	(*)	31,811	31,514	30,582	30,377
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	3,592	6,068	3,767	3,457	(*)	4,446	4,344	4,271	4,226
453	Miscellaneous store retailers	17,995	8.9	9,193	8,802	12,143	8,321	8,198	10,505	10,301	10,246	9,508	9,462
454	Nonstore retailers	63,618	13.2	30,504	33,114	44,286	27,095	29,080	32,529	32,614	32,142	28,878	28,648
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	23,037	34,354	18,884	20,201	(*)	24,224	24,041	21,459	21,242
722	Food services & drinking places ...	74,595	3.5	37,335	37,260	40,109	35,963	36,115	40,493	40,021	39,989	39,005	38,257

(*) 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					
		Feb. 2011 Advance from --		Jan. 2011 Preliminary from --		Dec. 2010 through Feb. 2011 from --	
		Jan. 2011 (p)	Feb. 2010 (r)	Dec. 2010 (r)	Jan. 2010 (r)	Sep. 2010 through Nov. 2010	Dec. 2009 through Feb. 2010
	Retail & food services, total	1.0	8.9	0.7	8.1	2.5	8.2
	Total (excl. motor vehicle & parts)	0.7	6.0	0.6	6.4	1.8	6.2
	Retail	0.9	9.5	0.8	8.5	2.7	8.7
441	Motor vehicle & parts dealers	2.3	23.7	1.2	16.6	5.9	18.6
4411, 4412	Auto & other motor veh. dealers ..	2.4	25.9	1.5	17.7	6.6	19.9
442	Furniture & home furn. stores	-0.8	-4.0	-1.5	-0.9	-1.7	-1.6
443	Electronics & appliance stores	0.9	-2.2	-0.2	-1.2	-2.0	-0.7
444	Building material & garden eq. & supplies dealers.....	0.6	10.9	-1.3	11.1	1.2	11.6
445	Food & beverage stores.....	0.6	3.4	1.4	4.1	1.2	3.3
4451	Grocery stores	0.5	3.5	1.5	4.1	1.3	3.4
446	Health & personal care stores	-0.3	5.4	0.6	6.8	1.4	5.9
447	Gasoline stations	1.4	12.9	1.3	11.9	6.4	11.8
448	Clothing & clothing accessories stores	0.8	3.8	0.9	4.2	0.6	4.3
451	Sporting goods, hobby, book & music stores.....	1.3	5.0	-1.0	3.6	0.4	4.8
452	General merchandise stores.....	0.7	2.6	0.7	2.6	0.5	2.6
4521	Department stores (ex. LD.).....	1.0	-1.9	-0.4	-2.4	-0.5	-1.9
453	Miscellaneous store retailers	2.0	10.5	0.5	8.9	0.2	8.8
454	Nonstore retailers	-0.3	12.6	1.5	13.8	4.6	13.5
722	Food services & drinking places	1.2	3.8	0.1	4.6	0.9	4.3

(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 Feb 2011

(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	0.4	0.1	0.1
	Total (excl. motor vehicle & parts) ..	0.6	0.3	0.2	0.4	0.1	0.2
	Retail	0.7	0.3	0.2	0.4	0.1	0.2
441	Motor vehicle & parts dealers	2.3	1.1	0.5	1.3	0.3	0.6
4411, 4412	Auto & other motor veh. dealers .	2.4	1.2	0.6	1.5	0.3	0.6
442	Furniture & home furn. stores.....	3.2	1.7	0.9	1.8	-0.2	0.8
443	Electronics & appliance stores	1.6	0.5	0.3	1.0	-0.1	0.3
444	Building material & garden eq. &....						
	supplies dealers.....	3.2	1.8	0.9	2.2	0.4	0.5
445	Food & beverage stores.....	1.2	0.2	0.3	0.6	0.0	0.2
4451	Grocery stores	1.3	0.2	0.3	0.6	-0.1	0.3
446	Health & personal care stores	1.9	0.4	0.3	0.7	0.0	0.4
447	Gasoline stations	2.5	0.5	0.3	1.0	0.2	0.2
448	Clothing & clothing accessories						
	stores	2.4	0.6	0.5	1.0	0.0	0.7
451	Sporting goods, hobby, book &						
	music stores.....	3.6	2.0	1.2	2.2	0.2	0.6
452	General merchandise stores.....	0.3	0.1	0.1	0.2	0.1	0.1
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.1	0.1
453	Miscellaneous store retailers	3.5	2.1	1.3	2.7	0.5	0.6
454	No store retailers	2.1	0.8	0.7	1.9	0.0	0.3
722	Food services & drinking places ..	2.0	0.7	0.6	1.2	0.3	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>