

FOR WIRE TRANSMISSION 8:30 A.M. ET, Wednesday, July 14, 2004

**ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES  
June 2004**

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail and food services sales for June, adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$331.9 billion, a decrease of 1.1 percent ( $\pm 0.8\%$ ) from the previous month, but up 6.3 percent ( $\pm 1.0\%$ ) from June 2003. Total sales for the April through June 2004 period were up 7.7 percent ( $\pm 0.7\%$ ) from the same period a year ago. The April to May 2004 percent change was revised from +1.2 percent ( $\pm 0.8\%$ ) to +1.4 percent ( $\pm 0.2\%$ ).

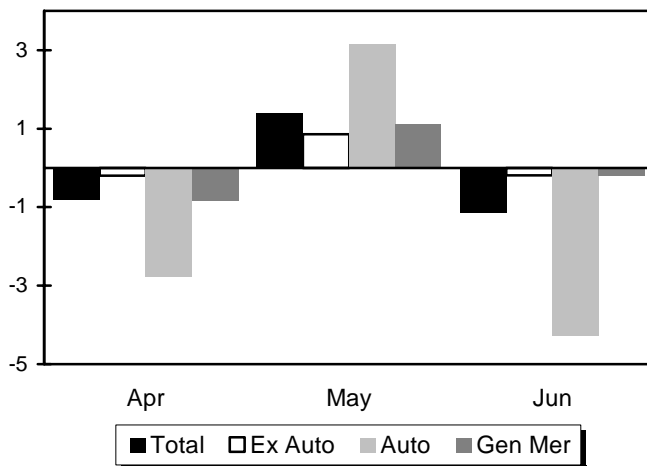
Retail trade sales were down 1.2 percent ( $\pm 0.8\%$ ) from May 2004, but were 6.3 percent ( $\pm 1.2\%$ ) above last year. Gasoline station sales were up 21.4 percent ( $\pm 2.1\%$ ) from June 2003 and sales of building material and garden equipment and supplies dealers were up 14.3 percent ( $\pm 2.3\%$ ) from last year.

*The advance estimates are based on a subsample of the 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.*

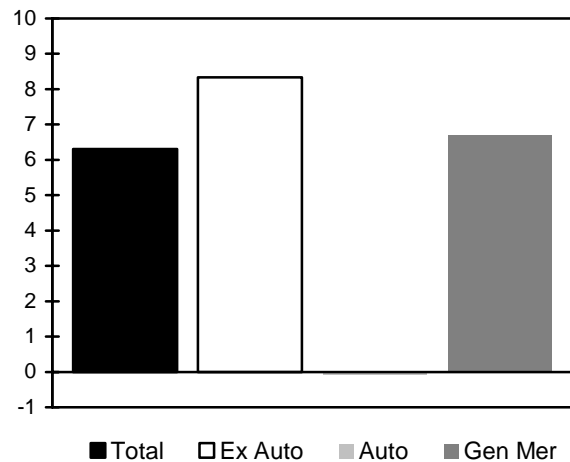
**Percent Change in Retail and Food Services Sales**

(Data adjusted for seasonal, 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 July is scheduled to be released August 12, 2004 at 8:30 a.m.**

Address inquiries concerning this report to Scott Scheleur, Service Sector Statistics Division, U.S. Census Bureau, Washington, DC 20233. Telephone: 301-763-2713.

This report is available the day of issue through the Department of Commerce's online Economic Bulletin Board. For information call 202-482-1986. The data are also available on the Internet - <http://www.census.gov/retail>.

**Table 1. Estimated Advance Monthly Sales for Retail and Food Services, by Kind of Business**

(In Millions of Dollars and Annual Percent Change)

NAICS code	Kind of Business	Not Adjusted						Adjusted <sup>1</sup>					
		6 Month Total		2004			2003		2004			2003	
		2004	% Chg. 2003	June <sup>2</sup> (a)	May (p)	Apr. (r)	June	May	June <sup>2</sup> (a)	May (p)	Apr. (r)	June (r)	May (r)
	<b>Retail &amp; food services, total</b> .....	1,942,382	8.4	337,111	346,283	332,165	313,353	324,452	331,896	335,736	331,131	312,200	307,397
	Total (excl. motor vehicle & parts) ...	1,476,375	9.4	255,953	262,344	252,925	234,022	243,188	256,667	257,156	254,952	236,922	233,503
	Retail .....	1,752,000	8.1	304,718	312,610	299,956	283,014	293,013	300,076	303,666	299,146	282,397	277,905
	GAFO <sup>3</sup> .....	(*)	(*)	(*)	81,957	78,535	74,884	78,005	(*)	84,442	83,970	80,030	79,133
441	<b>Motor vehicle &amp; parts dealers</b> .....	466,007	5.3	81,158	83,939	79,240	79,331	81,264	75,229	78,580	76,179	75,278	73,894
4411, 4412	Auto & other motor veh. dealers ..	424,159	5.2	73,610	76,865	72,029	72,310	74,241	68,221	71,569	69,192	68,540	67,186
44111	New car dealers .....	(*)	(*)	(*)	63,280	59,113	60,317	61,654	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,074	7,211	7,021	7,023	(NA)	(NA)	(NA)	(NA)	(NA)
442	<b>Furniture &amp; home furn. stores</b> .....	48,786	7.9	8,246	8,189	8,136	7,879	8,188	8,466	8,373	8,600	8,259	8,123
4421	Furniture stores .....	(*)	(*)	(*)	4,525	4,399	4,166	4,399	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores .....	(*)	(*)	(*)	3,664	3,737	3,713	3,789	(NA)	(NA)	(NA)	(NA)	(NA)
443	<b>Electronics &amp; appliance stores</b> .....	46,182	11.3	7,944	7,658	7,231	7,249	7,127	8,495	8,450	8,442	7,832	7,740
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,549	5,072	5,087	5,094	(*)	6,091	6,067	5,566	5,525
44312	Computer & software stores.....	(*)	(*)	(*)	2,109	2,159	2,162	2,033	(*)	2,359	2,375	2,266	2,215
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	180,648	16.7	35,205	35,008	34,776	30,313	30,960	30,629	30,591	30,876	26,806	25,971
4441	Building mat. & sup. dealers .....	(*)	(*)	(*)	29,366	29,012	25,544	25,352	(*)	27,394	27,552	23,586	22,799
445	<b>Food &amp; beverage stores</b> .....	257,227	4.6	43,639	45,218	42,915	41,561	43,692	43,820	43,867	43,512	42,124	41,474
4451	Grocery stores .....	231,992	4.0	39,184	40,563	38,537	37,462	39,365	39,302	39,305	39,005	37,994	37,348
4453	Beer, wine & liquor stores .....	(*)	(*)	(*)	2,810	2,670	2,570	2,718	(*)	2,816	2,802	2,622	2,624
446	<b>Health &amp; personal care stores</b> .....	100,159	7.5	16,574	16,861	16,858	15,446	16,088	16,912	16,878	16,808	15,957	15,726
44611	Pharmacies & drug stores .....	(*)	(*)	(*)	14,363	14,331	13,077	13,747	(*)	14,392	14,331	13,565	13,477
447	<b>Gasoline stations</b> .....	148,816	13.1	27,244	27,575	25,337	22,245	22,749	25,897	26,137	24,889	21,328	21,123
448	<b>Clothing &amp; clothing accessories stores</b> .....	84,544	8.9	14,266	15,367	15,034	13,448	14,701	15,738	15,816	15,596	14,846	14,685
44811	Men's clothing stores .....	(*)	(*)	(*)	905	901	829	855	(*)	934	940	874	866
44812	Women's clothing stores .....	(*)	(*)	(*)	3,104	3,123	2,632	2,924	(*)	3,017	2,921	2,782	2,748
44814	Family clothing stores .....	(*)	(*)	(*)	5,284	5,224	4,787	5,046	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores .....	(*)	(*)	(*)	1,978	2,096	1,756	1,938	(*)	1,943	1,952	1,854	1,844
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	35,906	3.8	6,206	5,831	5,773	5,966	5,830	6,760	6,718	6,713	6,651	6,507
452	<b>General merchandise stores</b> .....	230,782	8.2	39,592	41,924	39,413	37,437	39,009	41,695	41,770	41,315	39,082	38,682
4521	Department stores (ex. L.D.).....	95,633	0.3	16,187	17,376	16,612	16,616	17,567	17,636	17,771	17,672	17,864	17,809
4521	Department stores (incl. L.D.) <sup>4</sup> .....	(*)	(*)	(*)	17,600	16,810	16,829	17,804	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	24,548	22,801	20,821	21,442	(*)	23,999	23,643	21,218	20,873
45291	Warehouse clubs & superstores .....	(*)	(*)	(*)	21,043	19,393	17,668	18,122	(*)	20,490	20,180	17,937	17,628
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	3,505	3,408	3,153	3,320	(*)	3,509	3,463	3,281	3,245
453	<b>Miscellaneous store retailers</b> .....	53,135	6.6	9,225	9,688	8,812	8,462	9,202	9,266	9,444	9,215	8,702	8,726
454	<b>Nonstore retailers</b> .....	99,808	10.9	15,419	15,352	16,431	13,677	14,203	17,169	17,042	17,001	15,532	15,254
4541	Elect. shopping & m/o houses ....	(*)	(*)	(*)	10,334	10,610	9,147	9,309	(*)	11,220	11,006	10,030	9,840
722	<b>Food services &amp; drinking places</b> ...	190,382	10.5	32,393	33,673	32,209	30,339	31,439	31,820	32,070	31,985	29,803	29,492

(\*) Advance estimates are not available from the subsample panel for these business classifications.

(NA) Not available. (a) Advance estimates. (p) Preliminary. (r) Revised.

Note: Totals include data for business classifications not shown separately.

(1) Data are concurrently adjusted for seasonal variations, 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 and the factors derived from the program are used in calculating all seasonally adjusted data shown in this publication. Factors and explanatory material are released on the Internet at <http://www.census.gov/mrts/www/mrts.html>.

(2) Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.

(3) GAFO represents stores which specialize in department store types of merchandise (furniture & home furnishings (442), electronics & appliances(443), clothing & accessories(448), sporting goods, hobby, book, music (451), general merchandise(452), office supplies, stationery, and gift stores(4532)).

(4) Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

**Table 2. Percent Change in Estimated Advance Monthly Sales for Retail and Food Services, by Kind of Business**

(Adjusted for seasonal variations, holiday, and trading-day differences, but not for price changes)

NAICS code	Kind of Business	Percent Change <sup>1</sup>					
		June 2004 Advance from --		May 2004 Preliminary from --		Apr. 2004 through June 2004 from --	
		May 2004 (p)	Jun. 2003 (r)	Apr. 2004 (r)	May 2003 (r)	Jan. 2004 through Mar. 2004	Apr. 2003 through Jun. 2003
	<b>Retail &amp; food services, total .....</b>	-1.1	6.3	1.4	9.2	1.4	7.7
	Total (excl. motor vehicle & parts) ....	-0.2	8.3	0.9	10.1	1.8	9.2
	Retail .....	-1.2	6.3	1.5	9.3	1.6	7.6
441	<b>Motor vehicle &amp; parts dealers .....</b>	-4.3	-0.1	3.2	6.3	0.2	2.8
4411, 4412	Auto & other motor veh. dealers ..	-4.7	-0.5	3.4	6.5	0.3	2.6
442	<b>Furniture &amp; home furn. stores .....</b>	1.1	2.5	-2.6	3.1	-1.2	4.5
443	<b>Electronics &amp; appliance stores .....</b>	0.5	8.5	0.1	9.2	1.5	9.9
444	<b>Building material &amp; garden eq. &amp; supplies dealers.....</b>	0.1	14.3	-0.9	17.8	5.3	17.2
445	<b>Food &amp; beverage stores.....</b>	-0.1	4.0	0.8	5.8	1.1	4.5
4451	Grocery stores .....	0.0	3.4	0.8	5.2	1.0	3.9
446	<b>Health &amp; personal care stores .....</b>	0.2	6.0	0.4	7.3	1.2	6.7
447	<b>Gasoline stations .....</b>	-0.9	21.4	5.0	23.7	5.8	18.8
448	<b>Clothing &amp; clothing accessories stores .....</b>	-0.5	6.0	1.4	7.7	-0.6	7.2
451	<b>Sporting goods, hobby, book &amp; music stores.....</b>	0.6	1.6	0.1	3.2	-1.0	2.3
452	<b>General merchandise stores.....</b>	-0.2	6.7	1.1	8.0	0.8	7.3
4521	Department stores (ex. L.D.).....	-0.8	-1.3	0.6	-0.2	-1.9	-0.6
453	<b>Miscellaneous store retailers .....</b>	-1.9	6.5	2.5	8.2	3.8	7.3
454	<b>Nonstore retailers .....</b>	0.7	10.5	0.2	11.7	1.7	11.3
722	<b>Food services &amp; drinking places ....</b>	-0.8	6.8	0.3	8.7	0.2	8.6

(p) Preliminary. (r) Revised.

(1) Percent change rounded to nearest tenth.

Official Business

Penalty for Private Use, \$300

### Source of Data and Reliability of Estimates

**Source of Data:** The Census Bureau conducts the Advance Monthly Retail Trade Survey each month to provide an early indication of sales of retail and food service companies. The Advance Monthly Retail Trade Survey is a voluntary survey of a sub-sample of about 5,000 firms selected from the Monthly Retail Trade Survey. Firms responding to this survey account for approximately 65% of the dollar volume estimate.

**Reliability of Estimates:** The reliability of the estimates is a function of sampling and nonsampling errors. The margin of sampling error, as included on page 1, gives a range about the estimate which is a 90% confidence

interval. If, for example, the trend estimate is +1.2% and the standard error is 0.9%, then the margin of sampling error is  $\pm 1.65 \times 0.9\%$  or  $\pm 1.5\%$ , and the 90% confidence interval is -0.3% to +2.7%. If the interval contains 0, it is uncertain whether there was an increase or decrease. For monthly levels, the coefficient of variation (CV) is given. The resulting confidence interval is the estimated value  $\pm 1.65 \times CV \times$  (the estimated value). Estimates of sampling variability are given in Table 3. Nonsampling error, on the other hand, can occur because of nonresponse, insufficient coverage of the universe of retail businesses, and response errors. Although not directly measured, precautionary steps are taken to minimize nonsampling error. Additional survey information is available at <http://www.census.gov/retail>.

**Table 3. Measures of Variability of and Revision to Advance Estimates for Level and Trend**

NAICS Code	Kind of Business	Level of sales: Median CV <sup>(2)</sup> for Current Mo. (%)	Trend (percent change): Median standard error <sup>(2)</sup> for			Revision for month- to-month change <sup>(1)</sup>	
			Current Mo. to Previous Mo.	Current Qtr. to Previous Qtr.	Current Mo. to Current Mo. Last Yr.	Average revision	Median absolute revision
	<b>Retail &amp; food services,</b>						
	total .....	0.8	0.5	0.2	0.6	0.2	0.3
	Total (excl. motor vehicle & parts) ..	0.7	0.4	0.2	0.5	0.2	0.2
	<b>Retail</b> .....	0.8	0.5	0.2	0.7	0.1	0.2
441	<b>Motor vehicle &amp; parts dealers</b> .....	2.0	1.4	0.7	1.8	0.0	0.4
4411, 4412	Auto & other motor veh. dealers .	2.1	1.5	0.7	1.9	0.0	0.4
442	<b>Furniture &amp; home furn. stores</b> .....	3.7	1.3	1.1	1.9	0.1	0.7
443	<b>Electronics &amp; appliance stores</b> .....	1.8	0.6	0.5	1.8	0.2	0.3
444	<b>Building material &amp; garden eq. &amp;...</b>						
	<b>supplies dealers</b> .....	2.0	1.0	0.7	1.4	0.3	0.4
445	<b>Food &amp; beverage stores</b> .....	0.7	0.3	0.3	0.5	0.1	0.3
4451	Grocery stores .....	0.8	0.2	0.3	0.4	0.1	0.2
446	<b>Health &amp; personal care stores</b> .....	3.1	0.5	0.4	1.1	0.1	0.2
447	<b>Gasoline stations</b> .....	1.7	0.7	0.5	1.3	0.5	0.4
448	<b>Clothing &amp; clothing accessories</b>						
	<b>stores</b> .....	1.4	0.7	0.5	1.1	-0.1	0.3
451	<b>Sporting goods, hobby, book &amp;</b>						
	<b>music stores</b> .....	2.7	1.7	1.2	2.0	0.2	1.0
452	<b>General merchandise stores</b> .....	0.3	0.0	0.1	0.2	0.0	0.1
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	0.1	0.2
453	<b>Miscellaneous store retailers</b> .....	3.7	3.3	1.8	3.7	0.6	0.6
454	<b>Nonstore retailers</b> .....	3.8	1.8	1.0	2.3	0.5	0.7
722	<b>Food services &amp; drinking places</b> ..	2.3	0.8	0.7	1.4	0.3	0.3



(1) These columns measure the difference between the estimates of trend for the same pair of data months, i.e. the difference between the Advance/Preliminary ratio and the Preliminary/Final ratio estimates. Revisions are based on estimates from the 12 most recent months.  
 (2) Medians are based on estimates from the 12 most recent months.