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## ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES July 2009

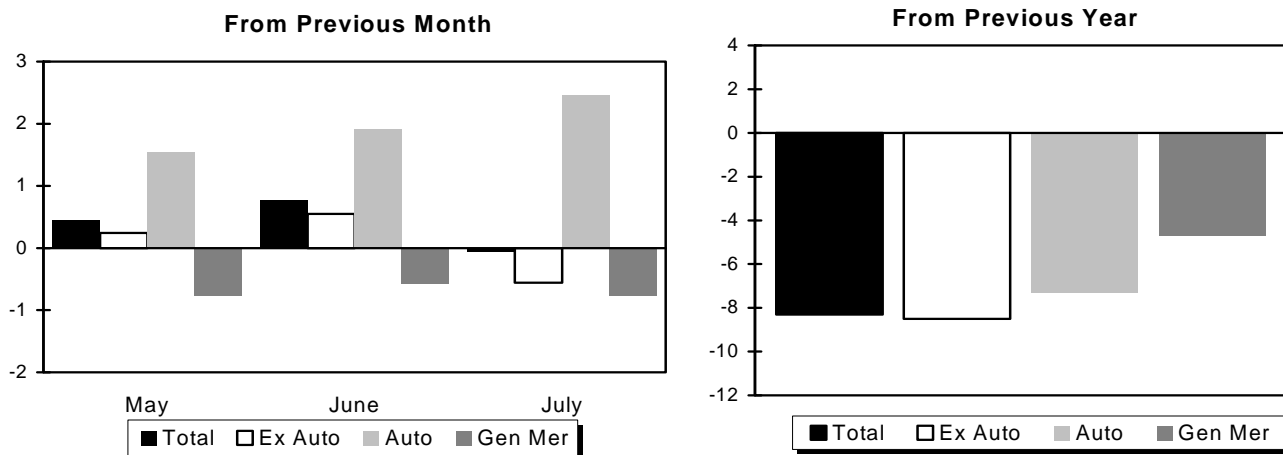
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for July, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$342.3 billion, a decrease of 0.1 percent ( $\pm 0.5\%$ )\* from the previous month and 8.3 percent ( $\pm 0.7\%$ ) below July 2008. Total sales for the May through July 2009 period were down 9.0 percent ( $\pm 0.5\%$ ) from the same period a year ago. The May to June 2009 percent change was revised from +0.6 percent ( $\pm 0.5\%$ ) to +0.8 percent ( $\pm 0.2\%$ ).

Retail trade sales were down 0.1 percent ( $\pm 0.7\%$ )\* from June 2009 and 9.4 percent ( $\pm 0.7\%$ ) below last year. Gasoline stations sales were down 32.5 percent ( $\pm 1.5\%$ ) from July 2008 and building material and garden equipment and supplies dealers were down 14.7 percent ( $\pm 2.0\%$ ) 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 15, 2009 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 <sup>1</sup> code	Kind of Business	Not Adjusted							Adjusted <sup>2</sup>				
		7 Month Total		2009			2008		2009			2008	
		2009	% Chg. 2008	Jul. <sup>3</sup> (a)	Jun. (p)	May (r)	Jul.	Jun.	Jul. <sup>3</sup> (a)	Jun. (p)	May (r)	Jul. (r)	Jun. (r)
	<b>Retail &amp; food services,</b>												
	<b>total</b> .....	2,349,224	-9.5	355,243	351,360	354,668	385,909	380,431	342,309	342,497	339,873	373,327	376,055
	Total (excl. motor vehicle & parts) ...	1,941,502	-7.3	289,951	289,257	294,559	315,525	310,307	283,614	285,205	283,656	310,006	309,181
	Retail .....	2,081,672	-10.8	315,119	312,518	313,979	346,516	341,970	303,950	304,304	301,595	335,340	338,088
	<b>GAFO<sup>4</sup></b> .....	(*)	(*)	(*)	88,374	93,069	94,238	93,638	(*)	92,232	92,797	98,534	98,185
441	<b>Motor vehicle &amp; parts dealers</b> .....	407,722	-18.9	65,292	62,103	60,109	70,384	70,124	58,695	57,292	56,217	63,321	66,874
4411, 4412	Auto & other motor veh. dealers .	362,083	-20.8	58,404	55,166	53,528	63,346	63,232	52,240	50,797	49,701	56,762	60,221
44111	New car dealers .....	(*)	(*)	(*)	42,453	40,941	49,741	48,953	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,937	6,581	7,038	6,892	(NA)	(NA)	(NA)	(NA)	(NA)
442	<b>Furniture &amp; home furn. stores</b> .....	53,030	-13.6	8,036	7,764	7,689	9,122	8,650	7,734	7,803	7,806	8,882	8,908
4421	Furniture stores .....	(*)	(*)	(*)	4,133	4,261	4,754	4,520	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores .....	(*)	(*)	(*)	3,631	3,428	4,368	4,130	(NA)	(NA)	(NA)	(NA)	(NA)
443	<b>Electronics &amp; appliance stores</b> .....	55,444	-9.7	7,701	7,767	7,673	8,983	8,818	8,156	8,275	8,295	9,554	9,527
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,057	6,061	7,158	7,017	(*)	6,450	6,448	7,615	7,578
44312	Computer & software stores.....	(*)	(*)	(*)	1,710	1,612	1,825	1,801	(*)	1,825	1,847	1,939	1,949
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	173,038	-11.8	26,122	29,070	29,489	30,743	31,532	23,626	24,122	24,257	27,695	27,516
4441	Building mat. & sup. dealers .....	(*)	(*)	(*)	23,005	22,989	26,214	25,930	(*)	19,901	20,255	23,426	23,403
445	<b>Food &amp; beverage stores</b> .....	338,918	0.2	50,886	48,858	51,017	50,934	48,743	48,995	49,130	49,055	49,410	49,238
4451	Grocery stores .....	303,894	-0.3	45,359	43,614	45,450	45,536	43,617	43,741	43,877	43,744	44,210	44,058
4453	Beer, wine & liquor stores .....	(*)	(*)	(*)	3,440	3,606	3,691	3,438	(*)	3,440	3,487	3,495	3,480
446	<b>Health &amp; personal care stores</b> .....	146,633	3.3	21,273	21,062	21,167	20,312	19,994	21,316	21,168	21,062	20,476	20,486
44611	Pharmacies & drug stores .....	(*)	(*)	(*)	17,364	17,559	16,786	16,449	(*)	17,575	17,472	16,938	16,940
447	<b>Gasoline stations</b> .....	199,515	-33.2	33,836	33,205	30,451	49,280	47,784	29,500	30,132	28,353	43,727	43,798
448	<b>Clothing &amp; clothing accessories stores</b> .....	110,291	-6.9	16,129	15,698	17,573	17,377	17,026	17,131	17,027	17,290	18,540	18,583
44811	Men's clothing stores .....	(*)	(*)	(*)	731	779	710	814	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores .....	(*)	(*)	(*)	2,842	3,187	2,906	3,139	(*)	2,897	2,927	3,204	3,219
44814	Family clothing stores .....	(*)	(*)	(*)	6,019	6,557	7,024	6,482	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores .....	(*)	(*)	(*)	1,925	2,149	2,206	2,107	(*)	2,113	2,113	2,298	2,315
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	45,605	-2.8	6,578	6,801	6,627	6,950	6,904	6,998	7,136	7,103	7,473	7,432
452	<b>General merchandise stores</b> .....	325,520	-1.2	46,964	47,362	50,331	48,611	49,314	48,370	48,747	49,032	50,743	50,438
4521	Department stores (ex. L.D.).....	98,572	-7.9	13,986	14,259	15,434	15,478	15,970	15,129	15,372	15,569	17,102	16,977
4521	Department stores (incl. L.D.) <sup>5</sup> .....	(*)	(*)	(*)	14,621	15,838	15,937	16,445	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	33,103	34,897	33,133	33,344	(*)	33,375	33,463	33,641	33,461
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	29,319	30,908	29,448	29,629	(*)	29,526	29,605	29,806	29,659
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	3,784	3,989	3,685	3,715	(*)	3,849	3,858	3,835	3,802
453	<b>Miscellaneous store retailers</b> .....	64,643	-4.9	9,583	9,936	9,982	10,315	10,079	9,371	9,447	9,462	10,131	9,932
454	<b>Nonstore retailers</b> .....	161,313	-5.0	22,719	22,892	21,871	23,505	23,002	24,058	24,025	23,663	25,388	25,356
4541	Elect. shopping & m/o houses ....	(*)	(*)	(*)	16,733	16,081	16,461	16,093	(*)	17,109	17,053	17,111	17,157
722	<b>Food services &amp; drinking places</b> ...	267,552	1.6	40,124	38,842	40,689	39,393	38,461	38,359	38,193	38,278	37,987	37,967

(\*) 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>					
		Jul. 2009 Advance from --		Jun. 2009 Preliminary from --		May 2009 through Jul. 2009 from --	
		Jun. 2009 (p)	Jul. 2008 (r)	May 2009 (r)	Jun. 2008 (r)	Feb. 2009 through Apr. 2009	May 2008 through Jul. 2008
	<b>Retail &amp; food services, total .....</b>	-0.1	-8.3	0.8	-8.9	0.4	-9.0
	Total (excl. motor vehicle & parts) ...	-0.6	-8.5	0.5	-7.8	-0.2	-8.0
	Retail .....	-0.1	-9.4	0.9	-10.0	0.4	-10.1
441	<b>Motor vehicle &amp; parts dealers .....</b>	2.4	-7.3	1.9	-14.3	3.1	-13.6
4411, 4412	Auto & other motor veh. dealers ..	2.8	-8.0	2.2	-15.6	3.7	-14.9
442	<b>Furniture &amp; home furn. stores .....</b>	-0.9	-12.9	0.0	-12.4	-1.9	-13.3
443	<b>Electronics &amp; appliance stores .....</b>	-1.4	-14.6	-0.2	-13.1	-5.7	-14.0
444	<b>Building material &amp; garden eq. &amp; supplies dealers.....</b>	-2.1	-14.7	-0.6	-12.3	-1.6	-12.9
445	<b>Food &amp; beverage stores.....</b>	-0.3	-0.8	0.2	-0.2	0.5	-0.1
4451	Grocery stores .....	-0.3	-1.1	0.3	-0.4	0.6	-0.5
446	<b>Health &amp; personal care stores .....</b>	0.7	4.1	0.5	3.3	0.8	3.7
447	<b>Gasoline stations .....</b>	-2.1	-32.5	6.3	-31.2	6.6	-32.5
448	<b>Clothing &amp; clothing accessories stores .....</b>	0.6	-7.6	-1.5	-8.4	-2.1	-7.7
451	<b>Sporting goods, hobby, book &amp; music stores.....</b>	-1.9	-6.4	0.5	-4.0	-2.8	-5.3
452	<b>General merchandise stores.....</b>	-0.8	-4.7	-0.6	-3.4	-2.1	-3.5
4521	Department stores (ex. L.D.).....	-1.6	-11.5	-1.3	-9.5	-3.5	-9.8
453	<b>Miscellaneous store retailers .....</b>	-0.8	-7.5	-0.2	-4.9	-2.2	-5.5
454	<b>Nonstore retailers .....</b>	0.1	-5.2	1.5	-5.2	0.6	-5.8
722	<b>Food services &amp; drinking places ....</b>	0.4	1.0	-0.2	0.6	-0.1	1.0

(p) Preliminary estimates (r) Revised estimates

(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  $\pm 1.5$  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 Jul 2009**

(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 .....	0.7	0.3	0.2	0.4	-0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.7	0.3	0.2	0.3	-0.1	0.2
	<b>Retail .....</b>	0.7	0.4	0.2	0.4	-0.1	0.2
441	<b>Motor vehicle &amp; parts dealers .....</b>	2.3	1.6	0.8	1.5	0.0	0.8
4411, 4412	Auto & other motor veh. dealers .	2.6	1.8	0.8	1.6	0.1	1.0
442	<b>Furniture &amp; home furn. stores.....</b>	2.9	2.1	0.9	2.2	-0.4	0.7
443	<b>Electronics &amp; appliance stores .....</b>	1.5	0.7	0.6	1.1	0.0	1.0
444	<b>Building material &amp; garden eq. &amp;... supplies dealers.....</b>	2.5	1.4	0.9	1.2	-0.1	0.5
445	<b>Food &amp; beverage stores.....</b>	1.0	0.3	0.2	0.6	-0.1	0.3
4451	Grocery stores .....	1.0	0.3	0.2	0.6	0.0	0.3
446	<b>Health &amp; personal care stores .....</b>	1.9	0.4	0.3	0.9	-0.1	0.2
447	<b>Gasoline stations .....</b>	2.3	0.7	0.4	0.9	-0.3	0.6
448	<b>Clothing &amp; clothing accessories stores .....</b>	2.1	0.7	0.6	0.9	-0.2	0.8
451	<b>Sporting goods, hobby, book &amp; music stores.....</b>	2.6	1.3	1.2	1.6	-0.1	0.5
452	<b>General merchandise stores.....</b>	0.1	0.0	0.0	0.1	-0.1	0.2
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.2	0.2
453	<b>Miscellaneous store retailers .....</b>	4.0	3.3	1.6	3.4	0.5	1.1
454	<b>Nonstore retailers .....</b>	1.7	1.0	0.6	1.1	0.1	0.5
722	<b>Food services &amp; drinking places ..</b>	2.0	0.9	0.6	1.4	0.5	0.7



- (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>