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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES January 2010

Intention to Revise Retail Estimates: Monthly retail sales estimates will be revised based on the results of the 2008 Annual Retail Trade Survey. Revised not adjusted estimates and corresponding adjusted data are scheduled for release on April 30, 2010.

The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for January, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$355.8 billion, an increase of 0.5 percent ($\pm 0.5\%$)* from the previous month and 4.7 percent ($\pm 0.5\%$) above January 2009. Total sales for the November 2009 through January 2010 period were up 4.3 percent ($\pm 0.3\%$) from the same period a year ago. The November to December 2009 percent change was revised from -0.3 percent ($\pm 0.5\%$)* to -0.1 percent ($\pm 0.2\%$)*.

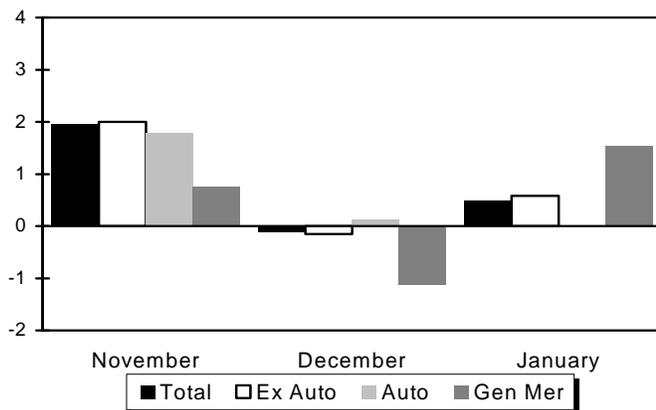
Retail trade sales were up 0.5 percent ($\pm 0.5\%$)* from December 2009 and 5.3 percent ($\pm 0.5\%$) above last year. Gasoline stations sales were up 29.0 percent ($\pm 1.5\%$) from January 2009 and nonstore retailers sales were up 12.4 percent ($\pm 1.7\%$) from last year.

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.

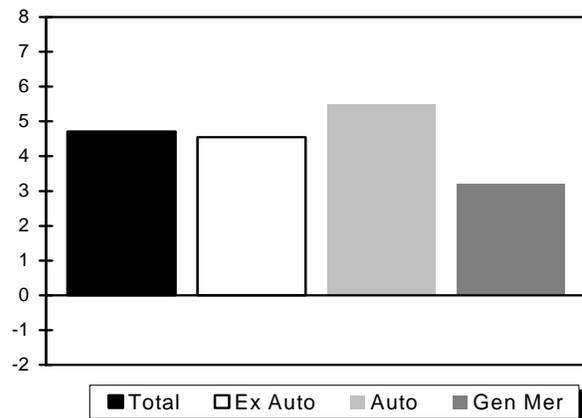
Percent Change in Retail and Food Services Sales

(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 February is scheduled to be released March 12, 2010 at 8:30 a.m. EST.

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				
		1 Month Total		2010	2009			2008	2010	2009		2008	
		2010	% Chg. 2009	Jan. ³ (a)	Dec. (p)	Nov. (r)	Jan.	Dec.	Jan. ³ (a)	Dec. (p)	Nov. (r)	Jan. (r)	Dec. (r)
	Retail & food services,												
	total	323,688	3.2	323,688	408,991	347,095	313,593	387,964	355,777	354,085	354,467	339,778	335,498
	Total (excl. motor vehicle & parts) ...	271,274	3.4	271,274	351,279	295,316	262,237	334,459	295,451	293,759	294,214	282,584	279,417
	Retail	287,432	3.6	287,432	370,947	311,297	277,402	350,138	317,573	316,117	316,424	301,722	297,634
	GAFO⁴	(*)	(*)	(*)	138,264	102,661	83,323	136,308	(*)	93,908	94,802	93,979	92,631
441	Motor vehicle & parts dealers	52,414	2.1	52,414	57,712	51,779	51,356	53,505	60,326	60,326	60,253	57,194	56,081
4411, 4412	Auto & other motor veh. dealers .	46,855	3.2	46,855	51,596	45,886	45,385	47,105	53,980	54,027	53,984	50,596	49,428
44111	New car dealers	(*)	(*)	(*)	42,160	36,846	36,032	38,596	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,116	5,893	5,971	6,400	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	6,949	-6.4	6,949	9,216	8,227	7,428	9,521	7,662	7,771	7,739	8,013	8,055
4421	Furniture stores	(*)	(*)	(*)	4,432	4,322	4,230	4,542	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,784	3,905	3,198	4,979	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	7,982	-7.6	7,982	13,549	9,959	8,641	13,913	8,476	8,379	8,680	9,115	8,560
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	10,568	7,793	6,907	10,989	(*)	6,479	6,777	7,309	6,680
44312	Computer & software stores.....	(*)	(*)	(*)	2,981	2,166	1,734	2,924	(*)	1,900	1,903	1,806	1,880
444	Building material & garden eq. & supplies dealers	17,049	-9.9	17,049	21,140	21,863	18,918	22,113	23,100	23,391	23,485	24,646	24,608
4441	Building mat. & sup. dealers	(*)	(*)	(*)	17,766	18,528	16,497	18,877	(*)	19,311	19,524	20,493	20,563
445	Food & beverage stores	49,011	0.8	49,011	54,040	49,201	48,629	52,275	49,898	49,515	49,937	48,955	48,244
4451	Grocery stores	44,451	0.6	44,451	46,791	43,866	44,177	45,372	44,495	44,184	44,579	43,783	43,170
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,720	3,455	3,036	4,660	(*)	3,476	3,472	3,502	3,439
446	Health & personal care stores	21,132	2.3	21,132	24,068	20,765	20,664	23,123	21,607	21,586	21,496	20,726	20,664
44611	Pharmacies & drug stores	(*)	(*)	(*)	19,626	17,277	17,321	19,054	(*)	17,826	17,867	17,167	17,243
447	Gasoline stations	31,515	27.7	31,515	32,591	31,752	24,681	24,506	34,708	34,561	34,252	26,915	25,932
448	Clothing & clothing accessories stores	13,367	-1.7	13,367	27,970	18,737	13,605	26,863	17,341	17,295	17,461	17,296	16,799
44811	Men's clothing stores	(*)	(*)	(*)	1,131	756	618	1,165	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	4,069	3,139	2,233	4,107	(*)	2,896	2,936	2,896	2,911
44814	Family clothing stores	(*)	(*)	(*)	10,713	7,756	5,382	10,633	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,927	2,126	1,675	2,771	(*)	2,207	2,156	2,078	2,109
451	Sporting goods, hobby, book & music stores	7,487	5.5	7,487	12,449	7,409	7,097	11,957	7,532	7,454	7,314	7,176	7,096
452	General merchandise stores	44,940	3.5	44,940	70,803	55,285	43,424	69,679	50,674	49,908	50,478	49,098	48,983
4521	Department stores (ex. L.D.).....	12,551	-0.8	12,551	26,903	18,605	12,653	27,417	15,708	15,683	15,747	15,759	15,926
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	27,548	19,092	13,035	28,238	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	43,900	36,680	30,771	42,262	(*)	34,225	34,731	33,339	33,057
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	38,245	32,360	27,670	37,058	(*)	30,401	30,760	29,594	29,505
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,655	4,320	3,101	5,204	(*)	3,824	3,971	3,745	3,552
453	Miscellaneous store retailers	8,467	1.6	8,467	11,621	9,256	8,331	10,974	9,623	9,730	9,694	8,894	9,179
454	Nonstore retailers	27,119	10.1	27,119	35,788	27,064	24,628	31,709	26,626	26,201	25,635	23,694	23,433
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	27,039	19,932	16,379	23,654	(*)	19,001	18,645	16,782	16,740
722	Food services & drinking places ...	36,256	0.2	36,256	38,044	35,798	36,191	37,826	38,204	37,968	38,043	38,056	37,864

(*) 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					
		Jan. 2010 Advance from --		Dec. 2009 Preliminary from --		Nov. 2009 through Jan. 2010 from --	
		Dec. 2009 (p)	Jan. 2009 (r)	Nov. 2009 (r)	Dec. 2008 (r)	Aug. 2009 through Oct. 2009	Nov. 2008 through Jan. 2009
	Retail & food services, total	0.5	4.7	-0.1	5.5	2.1	4.3
	Total (excl. motor vehicle & parts) ...	0.6	4.6	-0.2	5.1	2.3	3.9
	Retail	0.5	5.3	-0.1	6.2	2.3	4.8
441	Motor vehicle & parts dealers	0.0	5.5	0.1	7.6	1.4	6.3
4411, 4412	Auto & other motor veh. dealers ..	-0.1	6.7	0.1	9.3	1.7	7.8
442	Furniture & home furn. stores	-1.4	-4.4	0.4	-3.5	0.1	-4.6
443	Electronics & appliance stores	1.2	-7.0	-3.5	-2.1	1.2	-4.5
444	Building material & garden eq. & supplies dealers.....	-1.2	-6.3	-0.4	-4.9	0.8	-6.4
445	Food & beverage stores.....	0.8	1.9	-0.8	2.6	0.8	1.9
4451	Grocery stores	0.7	1.6	-0.9	2.3	0.8	1.6
446	Health & personal care stores	0.1	4.3	0.4	4.5	1.2	4.2
447	Gasoline stations	0.4	29.0	0.9	33.3	10.2	24.2
448	Clothing & clothing accessories stores	0.3	0.3	-1.0	3.0	-1.1	1.3
451	Sporting goods, hobby, book & music stores.....	1.0	5.0	1.9	5.0	2.1	3.9
452	General merchandise stores.....	1.5	3.2	-1.1	1.9	1.2	2.3
4521	Department stores (ex. L.D.).....	0.2	-0.3	-0.4	-1.5	0.6	-2.2
453	Miscellaneous store retailers	-1.1	8.2	0.4	6.0	1.3	5.6
454	Nonstore retailers	1.6	12.4	2.2	11.8	6.2	11.3
722	Food services & drinking places	0.6	0.4	-0.2	0.3	0.6	0.3

(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 Jan 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	0.7	0.3	0.2	0.3	0.0	0.1
	Total (excl. motor vehicle & parts) ..	0.7	0.3	0.2	0.3	0.1	0.1
	Retail	0.7	0.3	0.2	0.3	0.0	0.1
441	Motor vehicle & parts dealers	2.2	1.6	0.7	1.5	-0.4	0.8
4411, 4412	Auto & other motor veh. dealers .	2.5	1.8	0.8	1.6	-0.4	0.9
442	Furniture & home furn. stores	2.8	1.7	0.8	1.9	-0.1	0.6
443	Electronics & appliance stores	1.5	0.7	0.5	1.0	0.7	0.9
444	Building material & garden eq. & supplies dealers	2.7	1.2	0.9	1.1	0.1	0.4
445	Food & beverage stores	1.0	0.2	0.2	0.4	0.1	0.1
4451	Grocery stores	1.0	0.2	0.2	0.5	0.1	0.2
446	Health & personal care stores	1.9	0.4	0.4	0.8	-0.1	0.3
447	Gasoline stations	2.4	0.6	0.5	0.9	0.4	0.6
448	Clothing & clothing accessories stores	2.4	0.7	0.6	1.0	-0.1	0.5
451	Sporting goods, hobby, book & music stores	3.1	1.4	1.1	1.8	0.2	0.4
452	General merchandise stores	0.2	0.0	0.0	0.1	-0.2	0.2
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.3	0.4
453	Miscellaneous store retailers	3.5	2.7	1.6	3.2	1.4	0.8
454	Nonstore retailers	2.0	0.9	0.5	1.0	0.1	0.5
722	Food services & drinking places ..	1.9	0.8	0.6	1.2	0.2	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>