

U.S. Census Bureau News

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

FOR IMMEDIATE RELEASE
FRIDAY, MAY 14, 2010, AT 8:30 A.M. EDT

Timothy Winters / Ian Thomas
Service Sector Statistics Division
(301) 763-2713

CB10-62

ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES APRIL 2010

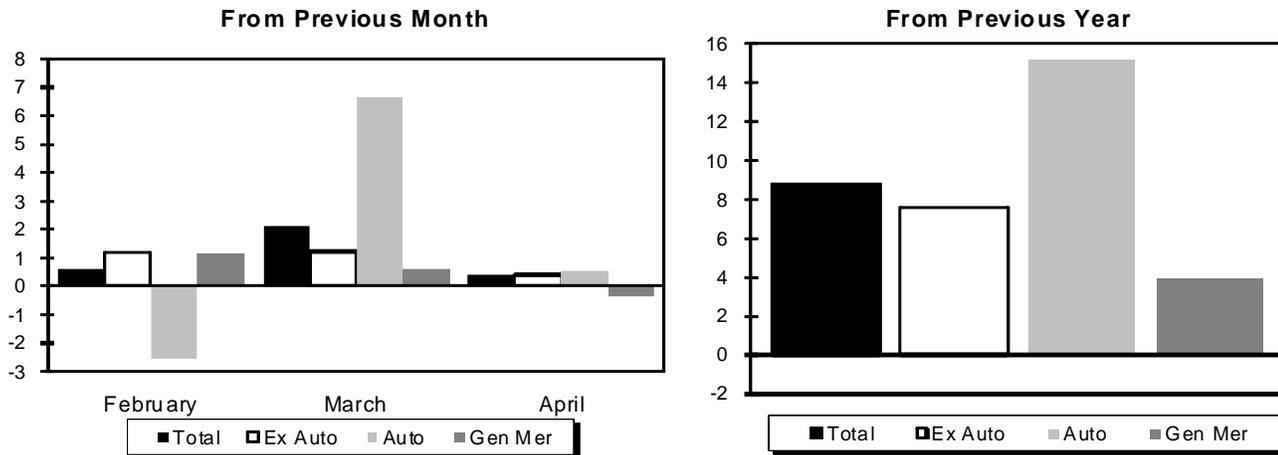
Notice of Revision: Monthly retail sales and inventories were revised based on the results of the 2008 Annual Retail Trade Survey. The Annual Revision of Monthly Retail and Food Services showing revised data can be found on our website at <http://www.census.gov/retail/mrts/www/benchmark/2010/html/annrev10.html>.

The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for April, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$366.4 billion, an increase of 0.4 percent ($\pm 0.5\%$)* from the previous month and 8.8 percent ($\pm 0.5\%$) above April 2009. Total sales for the February through April 2010 period were up 7.3 percent ($\pm 0.3\%$) from the same period a year ago. The February to March 2010 percent change was revised from +1.9 percent ($\pm 0.5\%$) to +2.1 percent ($\pm 0.4\%$).

Retail trade sales were up 0.5 percent ($\pm 0.5\%$)* from March 2010 and 9.6 percent ($\pm 0.7\%$) above last year. Gasoline stations sales were up 30.1 percent ($\pm 1.5\%$) from April 2009 and motor vehicle and parts dealers sales were up 15.1 percent ($\pm 2.5\%$) 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 May is scheduled to be released June 11, 2010 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 ¹ code	Kind of Business	Not Adjusted							Adjusted ²				
		4 Month Total		2010			2009		2010			2009	
		2010	% Chg. 2009	Apr. ³ (a)	Mar. (p)	Feb. (r)	Apr.	Mar.	Apr. ³ (a)	Mar. (p)	Feb. (r)	Apr. (r)	Mar. (r)
	Retail & food services,												
	total	1,374,959	7.0	365,832	369,616	317,961	334,767	333,230	366,404	364,854	357,272	336,713	336,207
	Total (excl. motor vehicle & parts) ...	1,135,257	6.4	299,510	300,309	264,903	277,188	274,636	303,536	302,323	298,653	282,099	281,535
	Retail	1,222,711	7.6	325,707	329,571	281,998	296,355	294,238	326,950	325,440	318,054	298,339	297,904
	GAFO⁴	(*)	(*)	(*)	92,865	83,866	86,369	86,438	(*)	96,678	95,628	92,363	91,970
441	Motor vehicle & parts dealers	239,702	9.8	66,322	69,307	53,058	57,579	58,594	62,868	62,531	58,619	54,614	54,672
4411, 4412	Auto & other motor veh. dealers .	215,365	11.2	59,723	62,601	47,392	51,082	52,101	56,449	56,144	52,309	48,282	48,331
44111	New car dealers	(*)	(*)	(*)	50,267	37,442	39,956	41,052	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,706	5,666	6,497	6,493	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	28,811	2.4	7,313	7,796	6,935	6,933	7,234	7,755	7,851	7,688	7,415	7,450
4421	Furniture stores	(*)	(*)	(*)	4,343	4,086	3,758	4,040	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,453	2,849	3,175	3,194	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	31,626	-0.1	7,407	8,122	8,198	7,093	7,759	8,535	8,565	8,679	8,225	8,296
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,295	6,516	5,574	6,140	(*)	6,754	6,888	6,581	6,659
44312	Computer & software stores.....	(*)	(*)	(*)	1,827	1,682	1,519	1,619	(*)	1,811	1,791	1,644	1,637
444	Building material & garden eq. & supplies dealers	85,880	2.9	29,358	23,552	16,625	25,730	22,148	25,495	23,853	22,132	22,741	22,922
4441	Building mat. & sup. dealers	(*)	(*)	(*)	19,676	14,235	20,898	18,840	(*)	19,996	18,320	19,513	19,584
445	Food & beverage stores	188,875	2.8	47,599	48,788	44,829	46,975	46,224	48,935	49,159	49,321	47,773	47,644
4451	Grocery stores	169,935	2.7	42,505	43,774	40,343	42,024	41,561	43,595	43,818	43,995	42,621	42,496
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,200	2,895	3,153	3,040	(*)	3,463	3,463	3,358	3,370
446	Health & personal care stores	85,959	2.9	21,873	22,761	20,369	21,174	21,647	21,851	21,657	21,509	21,111	21,181
44611	Pharmacies & drug stores	(*)	(*)	(*)	19,359	17,304	18,267	18,550	(*)	18,420	18,292	18,194	18,168
447	Gasoline stations	135,562	28.5	36,627	35,664	30,653	28,066	27,204	36,300	36,134	35,768	27,899	27,959
448	Clothing & clothing accessories stores	63,954	5.1	17,393	17,716	15,240	16,498	15,794	18,260	18,439	17,977	17,280	17,006
44811	Men's clothing stores	(*)	(*)	(*)	635	526	728	588	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,176	2,426	3,199	2,893	(*)	3,129	3,044	2,979	2,952
44814	Family clothing stores	(*)	(*)	(*)	6,872	5,607	6,097	6,032	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,360	2,067	2,187	2,089	(*)	2,302	2,292	2,130	2,140
451	Sporting goods, hobby, book & music stores	25,770	4.9	6,345	6,804	5,647	6,097	6,157	7,194	7,332	7,166	7,000	6,826
452	General merchandise stores	186,988	3.5	48,200	49,441	45,028	46,880	46,607	51,094	51,289	50,966	49,189	49,196
4521	Department stores (ex. L.D.).....	55,025	0.8	14,525	14,945	13,126	14,694	14,182	15,906	16,148	15,936	15,760	15,729
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	15,284	13,424	15,086	14,562	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	34,496	31,902	32,186	32,425	(*)	35,141	35,030	33,429	33,467
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	30,236	28,135	28,355	28,723	(*)	30,790	30,715	29,536	29,611
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	4,260	3,767	3,831	3,702	(*)	4,351	4,315	3,893	3,856
453	Miscellaneous store retailers	35,496	2.7	9,415	9,562	8,321	9,010	8,940	9,695	9,723	9,474	9,443	9,360
454	Nonstore retailers	114,088	13.0	27,855	30,058	27,095	24,320	25,930	28,968	28,907	28,755	25,649	25,392
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	21,950	18,884	17,896	18,437	(*)	21,668	21,266	18,858	18,604
722	Food services & drinking places ...	152,248	1.9	40,125	40,045	35,963	38,412	38,992	39,454	39,414	39,218	38,374	38,303

(*) 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					
		Apr. 2010 Advance from --		Mar. 2010 Preliminary from --		Feb. 2010 through Apr. 2010 from --	
		Mar. 2010 (p)	Apr. 2009 (r)	Feb. 2010 (r)	Mar. 2009 (r)	Nov. 2009 through Jan. 2010	Feb. 2009 through Apr. 2009
	Retail & food services,						
	total	0.4	8.8	2.1	8.5	2.4	7.3
	Total (excl. motor vehicle & parts)	0.4	7.6	1.2	7.4	2.5	6.6
	Retail	0.5	9.6	2.3	9.2	2.4	7.9
441	Motor vehicle & parts dealers	0.5	15.1	6.7	14.4	1.9	11.1
4411, 4412	Auto & other motor veh. dealers ..	0.5	16.9	7.3	16.2	1.7	12.6
442	Furniture & home furn. stores	-1.2	4.6	2.1	5.4	3.5	3.5
443	Electronics & appliance stores	-0.4	3.8	-1.3	3.2	2.6	1.4
444	Building material & garden eq. & supplies dealers	6.9	12.1	7.8	4.1	7.6	4.0
445	Food & beverage stores	-0.5	2.4	-0.3	3.2	1.1	3.2
4451	Grocery stores	-0.5	2.3	-0.4	3.1	1.0	3.2
446	Health & personal care stores	0.9	3.5	0.7	2.2	1.0	2.8
447	Gasoline stations	0.5	30.1	1.0	29.2	1.6	27.6
448	Clothing & clothing accessories stores	-1.0	5.7	2.6	8.4	4.3	5.1
451	Sporting goods, hobby, book & music stores	-1.9	2.8	2.3	7.4	2.2	4.4
452	General merchandise stores	-0.4	3.9	0.6	4.3	2.1	3.7
4521	Department stores (ex. L.D.).....	-1.5	0.9	1.3	2.7	1.9	1.5
453	Miscellaneous store retailers	-0.3	2.7	2.6	3.9	2.1	2.1
454	Nonstore retailers	0.2	12.9	0.5	13.8	2.3	12.7
722	Food services & drinking places	0.1	2.8	0.5	2.9	2.7	2.4

(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

Table 3. Estimated Measures of Sampling Variability and Revision to Advance Estimates Apr 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	-0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.7	0.3	0.1	0.3	0.1	0.1
	Retail	0.7	0.3	0.2	0.4	-0.1	0.1
441	Motor vehicle & parts dealers	2.2	1.5	0.6	1.5	-0.8	0.5
4411, 4412	Auto & other motor veh. dealers .	2.6	1.7	0.7	1.6	-0.8	0.6
442	Furniture & home furn. stores	2.8	1.6	0.8	1.8	0.1	0.6
443	Electronics & appliance stores	1.4	0.6	0.5	1.0	0.3	0.9
444	Building material & garden eq. &....						
	supplies dealers	2.7	1.2	0.9	1.2	0.0	0.4
445	Food & beverage stores	1.0	0.2	0.2	0.4	0.0	0.1
4451	Grocery stores	1.0	0.2	0.2	0.5	0.0	0.2
446	Health & personal care stores	1.9	0.4	0.4	0.8	-0.1	0.4
447	Gasoline stations	2.4	0.5	0.4	0.9	0.4	0.6
448	Clothing & clothing accessories						
	stores	2.5	0.7	0.6	1.0	-0.2	0.5
451	Sporting goods, hobby, book & music stores	3.1	1.8	1.0	2.0	-0.2	0.4
452	General merchandise stores	0.2	0.0	0.0	0.1	-0.2	0.3
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.2	0.2
453	Miscellaneous store retailers	3.1	2.1	1.6	2.6	0.6	0.8
454	Nonstore retailers	2.0	0.8	0.5	1.1	0.3	0.2
722	Food services & drinking places ..	1.9	0.7	0.7	1.1	0.2	0.4