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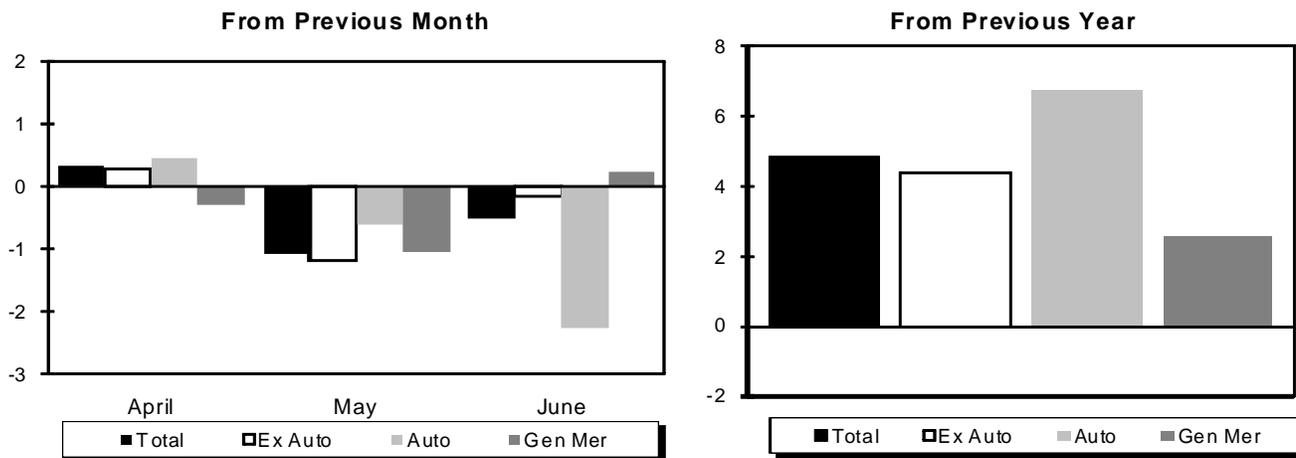
## ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JUNE 2010

The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for June, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$360.2 billion, a decrease of 0.5 percent ( $\pm 0.5\%$ )\* from the previous month, but 4.8 percent ( $\pm 0.7\%$ ) above June 2009. Total sales for the April through June 2010 period were up 6.8 percent ( $\pm 0.3\%$ ) from the same period a year ago. The April to May 2010 percent change was revised from -1.2 percent ( $\pm 0.5\%$ ) to -1.1 percent ( $\pm 0.2\%$ ).

Retail trade sales were down 0.6 percent ( $\pm 0.5\%$ ) from May 2010, but 5.0 percent ( $\pm 0.7\%$ ) above last year. Nonstore retailers sales were up 12.1 percent ( $\pm 2.1\%$ ) from June 2009 and gasoline stations sales were up 8.8 percent ( $\pm 1.8\%$ ) 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 July is scheduled to be released August 13, 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 <sup>1</sup><br>code | Kind of Business   | Not Adjusted  |                |                          |            |             |         |         | Adjusted <sup>2</sup>    |            |             |             |            |
|----------------------------|--|---------------|----------------|--------------------------|------------|-------------|---------|---------|--------------------------|------------|-------------|-------------|------------|
|                            |  | 6 Month Total |                | 2010                     |            |             | 2009    |         | 2010                     |            |             | 2009        |            |
|                            |  | 2010          | % Chg.<br>2009 | Jun. <sup>3</sup><br>(a) | May<br>(p) | Apr.<br>(r) | Jun.    | May     | Jun. <sup>3</sup><br>(a) | May<br>(p) | Apr.<br>(r) | Jun.<br>(r) | May<br>(r) |
|                            | <b>Retail &amp; food services,</b>                                     |               |                |                          |            |             |         |         |                          |            |             |             |            |
|                            | <b>total</b> .....   | 2,118,031     | 6.5            | 367,116                  | 376,063    | 366,002     | 349,960 | 353,263 | 360,156                  | 362,013    | 365,997     | 343,675     | 338,785    |
|                            | Total (excl. motor vehicle & parts) ...                                | 1,745,419     | 5.8            | 301,361                  | 308,910    | 299,646     | 288,493 | 293,871 | 299,159                  | 299,605    | 303,201     | 286,544     | 283,502    |
|                            | Retail .....   | 1,884,386     | 7.1            | 327,037                  | 334,659    | 325,949     | 310,938 | 312,353 | 320,747                  | 322,693    | 326,614     | 305,343     | 300,408    |
|                            | <b>GAFO<sup>4</sup></b> .....  | (*)           | (*)            | (*)                      | 94,168     | 89,407      | 87,636  | 92,417  | (*)                      | 95,096     | 95,648      | 92,228      | 92,523     |
| 441                        | <b>Motor vehicle &amp; parts dealers</b> .....                         | 372,612       | 9.8            | 65,755                   | 67,153     | 66,356      | 61,467  | 59,392  | 60,997                   | 62,408     | 62,796      | 57,131      | 55,283     |
| 4411, 4412                 | Auto & other motor veh. dealers .                                      | 334,883       | 11.1           | 58,891                   | 60,659     | 59,703      | 54,704  | 52,967  | 54,630                   | 56,010     | 56,324      | 50,840      | 48,953     |
| 44111                      | New car dealers .....  | (*)           | (*)            | (*)                      | 48,599     | 47,314      | 43,031  | 41,423  | (NA)                     | (NA)       | (NA)        | (NA)        | (NA)       |
| 4413                       | Auto parts, acc. & tire stores.....                                    | (*)           | (*)            | (*)                      | 6,494      | 6,653       | 6,763   | 6,425   | (NA)                     | (NA)       | (NA)        | (NA)        | (NA)       |
| 442                        | <b>Furniture &amp; home furn. stores</b> .....                         | 43,695        | 2.2            | 7,469                    | 7,476      | 7,238       | 7,317   | 7,331   | 7,544                    | 7,629      | 7,676       | 7,421       | 7,420      |
| 4421                       | Furniture stores .....   | (*)           | (*)            | (*)                      | 4,240      | 3,920       | 3,907   | 4,048   | (NA)                     | (NA)       | (NA)        | (NA)        | (NA)       |
| 4422                       | Home furnishings stores .....  | (*)           | (*)            | (*)                      | 3,236      | 3,318       | 3,410   | 3,283   | (NA)                     | (NA)       | (NA)        | (NA)        | (NA)       |
| 443                        | <b>Electronics &amp; appliance stores</b> .....                        | 47,644        | 1.8            | 8,210                    | 7,892      | 7,336       | 7,631   | 7,523   | 8,726                    | 8,614      | 8,534       | 8,132       | 8,173      |
| 44311, 13                  | Appl., T.V. & camera.....  | (*)           | (*)            | (*)                      | 6,238      | 5,733       | 6,088   | 6,065   | (*)                      | 6,766      | 6,737       | 6,497       | 6,522      |
| 44312                      | Computer & software stores.....  | (*)           | (*)            | (*)                      | 1,654      | 1,603       | 1,543   | 1,458   | (*)                      | 1,848      | 1,797       | 1,635       | 1,651      |
| 444                        | <b>Building material &amp; garden eq. &amp; supplies dealers</b> ..... | 143,862       | 3.8            | 28,240                   | 29,379     | 29,710      | 27,271  | 27,838  | 23,292                   | 23,522     | 25,842      | 22,686      | 22,767     |
| 4441                       | Building mat. & sup. dealers .....                                     | (*)           | (*)            | (*)                      | 22,627     | 22,521      | 22,386  | 22,428  | (*)                      | 19,590     | 20,853      | 19,315      | 19,537     |
| 445                        | <b>Food &amp; beverage stores</b> .....                                | 287,956       | 2.4            | 48,540                   | 50,440     | 47,717      | 47,621  | 49,831  | 48,697                   | 48,928     | 48,912      | 47,982      | 47,958     |
| 4451                       | Grocery stores .....   | 258,290       | 2.3            | 43,260                   | 45,063     | 42,554      | 42,511  | 44,410  | 43,390                   | 43,666     | 43,556      | 42,854      | 42,743     |
| 4453                       | Beer, wine & liquor stores .....                                       | (*)           | (*)            | (*)                      | 3,462      | 3,328       | 3,328   | 3,492   | (*)                      | 3,424      | 3,474       | 3,321       | 3,390      |
| 446                        | <b>Health &amp; personal care stores</b> .....                         | 129,042       | 2.5            | 21,601                   | 21,601     | 21,754      | 21,131  | 21,198  | 21,731                   | 21,623     | 21,754      | 21,216      | 21,135     |
| 44611                      | Pharmacies & drug stores .....   | (*)           | (*)            | (*)                      | 18,428     | 18,478      | 18,009  | 18,195  | (*)                      | 18,446     | 18,478      | 18,228      | 18,141     |
| 447                        | <b>Gasoline stations</b> .....   | 210,808       | 23.2           | 37,030                   | 37,979     | 36,794      | 34,232  | 31,384  | 34,607                   | 35,329     | 36,250      | 31,814      | 29,059     |
| 448                        | <b>Clothing &amp; clothing accessories stores</b> .....                | 98,886        | 5.0            | 16,714                   | 18,214     | 17,395      | 15,746  | 17,602  | 18,249                   | 18,147     | 18,223      | 17,259      | 17,435     |
| 44811                      | Men's clothing stores .....  | (*)           | (*)            | (*)                      | 703        | 705         | 665     | 710     | (*)                      | (S)        | (S)         | (S)         | (S)        |
| 44812                      | Women's clothing stores .....  | (*)           | (*)            | (*)                      | 3,232      | 3,249       | 2,887   | 3,239   | (*)                      | 3,015      | 3,056       | 2,958       | 2,999      |
| 44814                      | Family clothing stores .....   | (*)           | (*)            | (*)                      | 6,896      | 6,752       | 5,946   | 6,472   | (NA)                     | (NA)       | (NA)        | (NA)        | (NA)       |
| 4482                       | Shoe stores .....  | (*)           | (*)            | (*)                      | 2,262      | 2,262       | 1,959   | 2,168   | (*)                      | 2,262      | 2,267       | 2,165       | 2,144      |
| 451                        | <b>Sporting goods, hobby, book &amp; music stores</b> .....            | 38,906        | 3.8            | 6,679                    | 6,556      | 6,309       | 6,548   | 6,383   | 7,083                    | 7,181      | 7,161       | 6,981       | 6,841      |
| 452                        | <b>General merchandise stores</b> .....                                | 286,547       | 2.9            | 48,742                   | 51,008     | 48,269      | 47,400  | 50,371  | 50,453                   | 50,330     | 50,860      | 49,195      | 49,325     |
| 4521                       | Department stores (ex. L.D.).....                                      | 84,039        | -0.4           | 14,390                   | 15,006     | 14,305      | 14,322  | 15,501  | 15,573                   | 15,407     | 15,668      | 15,623      | 15,834     |
| 4521                       | Department stores (incl. L.D.) <sup>5</sup> .....                      | (*)           | (*)            | (*)                      | 15,336     | 14,620      | 14,658  | 15,876  | (*)                      | (NA)       | (NA)        | (NA)        | (NA)       |
| 4529                       | Other general merch. stores.....                                       | (*)           | (*)            | (*)                      | 36,002     | 33,964      | 33,078  | 34,870  | (*)                      | 34,923     | 35,192      | 33,572      | 33,491     |
| 45291                      | Warehouse clubs & supercenters.....                                    | (*)           | (*)            | (*)                      | 31,604     | 29,635      | 29,231  | 30,796  | (*)                      | 30,624     | 30,806      | 29,646      | 29,555     |
| 45299                      | All oth. gen. merch. stores.....                                       | (*)           | (*)            | (*)                      | 4,398      | 4,329       | 3,847   | 4,074   | (*)                      | 4,299      | 4,386       | 3,926       | 3,936      |
| 453                        | <b>Miscellaneous store retailers</b> .....                             | 56,292        | 4.0            | 10,521                   | 10,314     | 9,383       | 9,761   | 9,813   | 9,939                    | 9,833      | 9,736       | 9,263       | 9,297      |
| 454                        | <b>Nonstore retailers</b> .....  | 168,136       | 12.5           | 27,536                   | 26,647     | 27,688      | 24,813  | 23,687  | 29,429                   | 29,149     | 28,870      | 26,263      | 25,715     |
| 4541                       | Elect. shopping & m/o houses ....                                      | (*)           | (*)            | (*)                      | 20,436     | 20,806      | 18,537  | 17,782  | (*)                      | 21,927     | 21,673      | 19,289      | 18,998     |
| 722                        | <b>Food services &amp; drinking places</b> ...                         | 233,645       | 1.9            | 40,079                   | 41,404     | 40,053      | 39,022  | 40,910  | 39,409                   | 39,320     | 39,383      | 38,332      | 38,377     |

(\*) 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> |               |                              |              |                                     |                             |
|------------|--|-----------------------------|---------------|------------------------------|--------------|-------------------------------------|-----------------------------|
|            |  | Jun. 2010 Advance from --   |               | May 2010 Preliminary from -- |              | Apr. 2010 through Jun. 2010 from -- |                             |
|            |  | May 2010 (p)                | Jun. 2009 (r) | Apr. 2010 (r)                | May 2009 (r) | Jan. 2010 through Mar. 2010         | Apr. 2009 through Jun. 2009 |
|            | <b>Retail &amp; food services,</b>                                     |                             |               |                              |              |                                     |                             |
|            | <b>total</b> .....   | -0.5                        | 4.8           | -1.1                         | 6.9          | 1.0                                 | 6.8                         |
|            | Total (excl. motor vehicle & parts) .....                              | -0.1                        | 4.4           | -1.2                         | 5.7          | 0.7                                 | 5.9                         |
|            | Retail .....   | -0.6                        | 5.0           | -1.2                         | 7.4          | 1.0                                 | 7.3                         |
| 441        | <b>Motor vehicle &amp; parts dealers</b> .....                         | -2.3                        | 6.8           | -0.6                         | 12.9         | 2.7                                 | 11.5                        |
| 4411, 4412 | Auto & other motor veh. dealers ..                                     | -2.5                        | 7.5           | -0.6                         | 14.4         | 2.8                                 | 12.8                        |
| 442        | <b>Furniture &amp; home furn. stores</b> .....                         | -1.1                        | 1.7           | -0.6                         | 2.8          | -1.0                                | 2.5                         |
| 443        | <b>Electronics &amp; appliance stores</b> .....                        | 1.3                         | 7.3           | 0.9                          | 5.4          | 0.8                                 | 5.4                         |
| 444        | <b>Building material &amp; garden eq. &amp; supplies dealers</b> ..... | -1.0                        | 2.7           | -9.0                         | 3.3          | 6.8                                 | 6.5                         |
| 445        | <b>Food &amp; beverage stores</b> .....                                | -0.5                        | 1.5           | 0.0                          | 2.0          | -0.4                                | 2.0                         |
| 4451       | Grocery stores .....   | -0.6                        | 1.3           | 0.3                          | 2.2          | -0.5                                | 1.9                         |
| 446        | <b>Health &amp; personal care stores</b> .....                         | 0.5                         | 2.4           | -0.6                         | 2.3          | 0.8                                 | 2.6                         |
| 447        | <b>Gasoline stations</b> .....   | -2.0                        | 8.8           | -2.5                         | 21.6         | -1.3                                | 19.7                        |
| 448        | <b>Clothing &amp; clothing accessories stores</b> .....                | 0.6                         | 5.7           | -0.4                         | 4.1          | 1.0                                 | 5.4                         |
| 451        | <b>Sporting goods, hobby, book &amp; music stores</b> .....            | -1.4                        | 1.5           | 0.3                          | 5.0          | -0.6                                | 2.7                         |
| 452        | <b>General merchandise stores</b> .....                                | 0.2                         | 2.6           | -1.0                         | 2.0          | -0.5                                | 2.7                         |
| 4521       | Department stores (ex. L.D.).....                                      | 1.1                         | -0.3          | -1.7                         | -2.7         | -2.0                                | -1.2                        |
| 453        | <b>Miscellaneous store retailers</b> .....                             | 1.1                         | 7.3           | 1.0                          | 5.8          | 3.2                                 | 5.4                         |
| 454        | <b>Nonstore retailers</b> .....  | 1.0                         | 12.1          | 1.0                          | 13.4         | 1.0                                 | 12.5                        |
| 722        | <b>Food services &amp; drinking places</b> .....                       | 0.2                         | 2.8           | -0.2                         | 2.5          | 1.1                                 | 2.6                         |

(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 June 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 <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>                  |  |   |                               |                                  |   |                          |
|            | <b>total</b> .....                                  | 0.7  | 0.3   | 0.2                           | 0.4                              | -0.1  | 0.2                      |
|            | Total (excl. motor vehicle & parts) ..              | 0.7  | 0.3   | 0.1                           | 0.3                              | 0.1   | 0.1                      |
|            | <b>Retail</b> .....                                 | 0.7  | 0.3   | 0.2                           | 0.4                              | -0.1  | 0.2                      |
| 441        | <b>Motor vehicle &amp; parts dealers</b> .....      | 2.2  | 1.4   | 0.6                           | 1.4                              | -0.7  | 0.8                      |
| 4411, 4412 | Auto & other motor veh. dealers .                   | 2.5  | 1.5   | 0.7                           | 1.6                              | -0.8  | 0.9                      |
| 442        | <b>Furniture &amp; home furn. stores</b> .....      | 2.9  | 1.6   | 0.8                           | 1.6                              | 0.1   | 0.7                      |
| 443        | <b>Electronics &amp; appliance stores</b> .....     | 1.4  | 0.6   | 0.5                           | 1.0                              | 0.0   | 0.5                      |
| 444        | <b>Building material &amp; garden eq. &amp;....</b> |  |   |                               |                                  |   |                          |
|            | <b>supplies dealers</b> .....                       | 2.7  | 1.3   | 0.9                           | 1.3                              | 0.3   | 0.4                      |
| 445        | <b>Food &amp; beverage stores</b> .....             | 1.1  | 0.2   | 0.2                           | 0.4                              | -0.1  | 0.2                      |
| 4451       | Grocery stores .....                                | 1.1  | 0.2   | 0.2                           | 0.5                              | -0.1  | 0.2                      |
| 446        | <b>Health &amp; personal care stores</b> .....      | 2.0  | 0.4   | 0.4                           | 0.8                              | -0.1  | 0.5                      |
| 447        | <b>Gasoline stations</b> .....                      | 2.5  | 0.5   | 0.4                           | 1.1                              | 0.6   | 0.4                      |
| 448        | <b>Clothing &amp; clothing accessories</b>          |  |   |                               |                                  |   |                          |
|            | <b>stores</b> .....                                 | 2.5  | 0.7   | 0.6                           | 1.0                              | 0.0   | 0.6                      |
| 451        | <b>Sporting goods, hobby, book &amp;</b>            |  |   |                               |                                  |   |                          |
|            | <b>music stores</b> .....                           | 3.2  | 1.9   | 1.0                           | 2.2                              | 0.0   | 0.4                      |
| 452        | <b>General merchandise stores</b> .....             | 0.2  | 0.1   | 0.0                           | 0.1                              | -0.1  | 0.2                      |
| 4521       | Department stores (ex. L.D.).....                   | 0.0  | 0.0   | 0.0                           | 0.0                              | -0.1  | 0.3                      |
| 453        | <b>Miscellaneous store retailers</b> .....          | 3.1  | 2.1   | 1.6                           | 2.6                              | 0.5   | 1.1                      |
| 454        | <b>Nonstore retailers</b> .....                     | 2.1  | 0.8   | 0.8                           | 1.3                              | 0.1   | 0.3                      |
| 722        | <b>Food services &amp; drinking places</b> ..       | 1.8  | 0.7   | 0.7                           | 1.0                              | 0.1   | 0.4                      |