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## ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JULY 2011

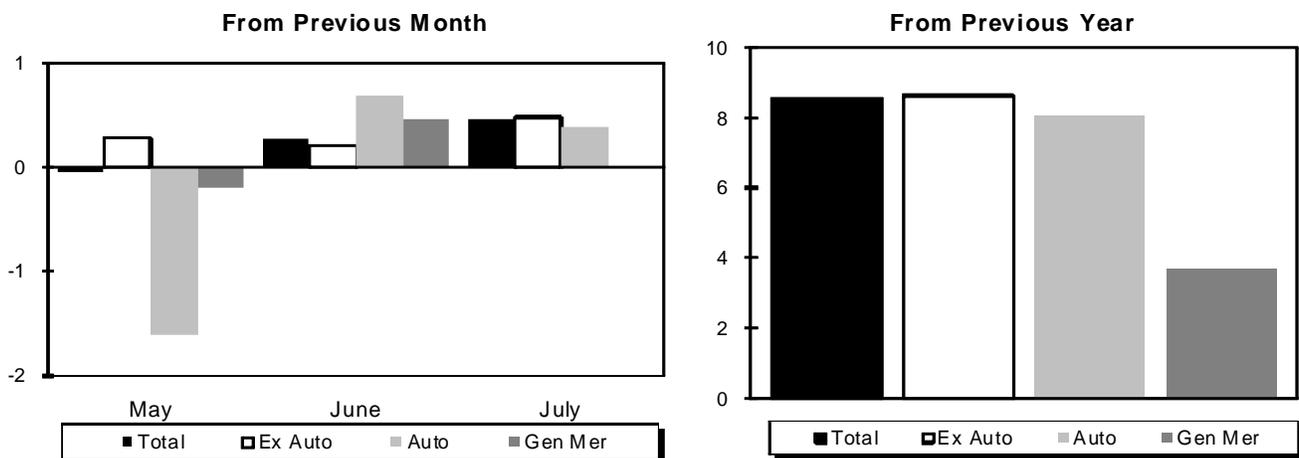
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for July, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$390.4 billion, an increase of 0.5 percent ( $\pm 0.5\%$ )\* from the previous month, and 8.5 percent ( $\pm 0.7\%$ ) above July 2010. Total sales for the May through July 2011 period were up 8.2 percent ( $\pm 0.3\%$ ) from the same period a year ago. The May to June 2011 percent change was revised from +0.1 percent ( $\pm 0.5\%$ )\* to +0.3 percent ( $\pm 0.3\%$ )\*.

Retail trade sales were up 0.5 percent ( $\pm 0.5\%$ )\* from June 2011, and 8.9 percent ( $\pm 0.7\%$ ) above last year. Gasoline stations sales were up 23.6 percent ( $\pm 1.7\%$ ) from July 2010 and nonstore retailers sales were up 14.1 percent ( $\pm 2.8\%$ ) 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 August is scheduled to be released September 14, 2011 at 8:30 a.m. EDT.

For information, visit the Census Bureau's Web site at <<http://www.census.gov/retail>>.

\* 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		2011			2010		2011			2010	
		2011	% Chg. 2010	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> .....	2,660,140	7.9	392,442	396,577	401,014	368,462	364,774	390,422	388,614	387,522	359,731	358,722
	Total (excl. motor vehicle & parts) ...	2,181,664	7.2	322,532	325,830	330,944	301,375	299,938	323,579	322,031	321,398	297,868	297,630
	Retail .....	2,375,270	8.2	349,343	354,895	358,275	327,480	325,401	349,531	347,669	346,741	320,996	320,045
	<b>GAFO<sup>4</sup></b>	(*)	(*)	(*)	93,665	95,143	90,855	89,565	(*)	97,555	97,114	93,998	93,814
441	<b>Motor vehicle &amp; parts dealers</b> .....	478,476	10.9	69,910	70,747	70,070	67,087	64,836	66,843	66,583	66,124	61,863	61,092
4411, 4412	Auto & other motor veh. dealers .	432,266	11.6	62,998	63,402	63,297	60,345	57,973	60,113	59,813	59,490	55,515	54,743
44111	New car dealers .....	(*)	(*)	(*)	51,284	51,474	49,364	46,572	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,345	6,773	6,742	6,863	(NA)	(NA)	(NA)	(NA)	(NA)
442	<b>Furniture &amp; home furn. stores</b> .....	49,683	0.2	7,437	7,199	7,248	7,519	7,168	7,407	7,368	7,403	7,328	7,314
4421	Furniture stores .....	(*)	(*)	(*)	3,844	3,912	4,053	3,835	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores .....	(*)	(*)	(*)	3,355	3,336	3,466	3,333	(NA)	(NA)	(NA)	(NA)	(NA)
443	<b>Electronics &amp; appliance stores</b> .....	54,397	-0.3	7,923	7,815	7,557	7,978	8,007	8,429	8,316	8,325	8,396	8,506
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,131	5,890	6,215	6,274	(*)	6,515	6,458	6,528	6,660
44312	Computer & software stores.....	(*)	(*)	(*)	1,684	1,667	1,763	1,733	(*)	1,801	1,867	1,868	1,846
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	175,411	5.1	26,084	30,510	31,431	25,183	27,911	25,047	25,143	24,753	23,291	23,249
4441	Building mat. & sup. dealers .....	(*)	(*)	(*)	23,374	23,478	21,059	22,411	(*)	20,255	19,930	19,232	19,370
445	<b>Food &amp; beverage stores</b> .....	352,781	5.3	53,122	51,574	52,009	49,926	47,999	51,633	51,380	51,138	47,885	48,191
4451	Grocery stores .....	317,819	5.6	47,638	46,250	46,687	44,602	42,924	46,340	46,066	45,861	42,845	43,096
4453	Beer, wine & liquor stores .....	(*)	(*)	(*)	3,677	3,619	3,723	3,484	(*)	3,659	3,641	3,441	3,491
446	<b>Health &amp; personal care stores</b> .....	157,840	5.0	22,028	22,616	22,983	21,585	21,711	22,874	22,844	22,846	21,981	21,886
44611	Pharmacies & drug stores .....	(*)	(*)	(*)	18,875	19,303	18,186	18,400	(*)	19,085	19,112	18,519	18,623
447	<b>Gasoline stations</b> .....	309,404	18.9	48,551	47,321	48,226	40,016	38,561	45,122	44,391	45,155	36,511	36,140
448	<b>Clothing &amp; clothing accessories stores</b> .....	120,163	5.7	17,950	17,608	18,597	16,907	16,194	19,079	18,975	18,747	17,707	17,616
44811	Men's clothing stores .....	(*)	(*)	(*)	713	731	579	636	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores .....	(*)	(*)	(*)	3,129	3,304	2,779	2,967	(*)	3,180	3,138	3,044	3,040
44814	Family clothing stores .....	(*)	(*)	(*)	6,854	7,036	7,053	6,430	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores .....	(*)	(*)	(*)	2,113	2,186	2,132	1,973	(*)	2,307	2,258	2,180	2,173
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	46,582	4.9	6,680	6,968	6,661	6,586	6,710	7,253	7,366	7,352	7,051	7,011
452	<b>General merchandise stores</b> .....	346,255	3.2	50,709	51,316	52,160	49,146	48,796	52,513	52,510	52,262	50,634	50,440
4521	Department stores (ex. L.D.).....	97,001	-1.0	14,037	14,862	14,562	14,094	14,410	15,456	15,581	15,398	15,401	15,481
4521	Department stores (incl. L.D.) <sup>5</sup> .....	(*)	(*)	(*)	15,135	14,833	14,285	14,596	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	36,454	37,598	35,052	34,386	(*)	36,929	36,864	35,233	34,959
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	31,812	32,997	30,783	30,050	(*)	32,296	32,318	30,814	30,570
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	4,642	4,601	4,269	4,336	(*)	4,633	4,546	4,419	4,389
453	<b>Miscellaneous store retailers</b> .....	67,287	7.9	10,170	10,523	10,511	9,476	9,986	10,185	9,945	9,919	9,311	9,389
454	<b>Nonstore retailers</b> .....	216,991	13.7	28,779	30,698	30,822	26,071	27,522	33,146	32,848	32,717	29,038	29,211
4541	Elect. shopping & m/o houses ....	(*)	(*)	(*)	23,773	23,990	20,500	21,529	(*)	25,130	24,990	22,429	22,473
722	<b>Food services &amp; drinking places</b> ...	284,870	5.1	43,099	41,682	42,739	40,982	39,373	40,891	40,945	40,781	38,735	38,677

(\*) 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. 2011 Advance from --		Jun. 2011 Preliminary from --		May 2011 through Jul. 2011 from --	
		Jun. 2011 (p)	Jul. 2010 (r)	May 2011 (r)	Jun. 2010 (r)	Feb. 2011 through Apr. 2011	May 2010 through Jul. 2010
	<b>Retail &amp; food services, total .....</b>	0.5	8.5	0.3	8.3	0.7	8.2
	Total (excl. motor vehicle & parts) .	0.5	8.6	0.2	8.2	1.2	8.3
	Retail .....	0.5	8.9	0.3	8.6	0.6	8.6
441	<b>Motor vehicle &amp; parts dealers .....</b>	0.4	8.1	0.7	9.0	-1.9	8.0
4411, 4412	Auto & other motor veh. dealers	0.5	8.3	0.5	9.3	-2.2	8.3
442	<b>Furniture &amp; home furn. stores .....</b>	0.5	1.1	-0.5	0.7	-0.7	0.9
443	<b>Electronics &amp; appliance stores ...</b>	1.4	0.4	-0.1	-2.2	-1.3	-1.0
444	<b>Building material &amp; garden eq. &amp; supplies dealers.....</b>	-0.4	7.5	1.6	8.1	2.5	7.0
445	<b>Food &amp; beverage stores.....</b>	0.5	7.8	0.5	6.6	1.3	6.8
4451	Grocery stores .....	0.6	8.2	0.4	6.9	1.4	7.1
446	<b>Health &amp; personal care stores ....</b>	0.1	4.1	0.0	4.4	0.7	4.8
447	<b>Gasoline stations .....</b>	1.6	23.6	-1.7	22.8	1.9	23.0
448	<b>Clothing &amp; clothing accessories stores .....</b>	0.5	7.7	1.2	7.7	1.6	7.1
451	<b>Sporting goods, hobby, book &amp; music stores.....</b>	-1.5	2.9	0.2	5.1	-0.6	4.5
452	<b>General merchandise stores.....</b>	0.0	3.7	0.5	4.1	0.6	3.9
4521	Department stores (ex. L.D.).....	-0.8	0.4	1.2	0.6	0.0	0.2
453	<b>Miscellaneous store retailers .....</b>	2.4	9.4	0.3	5.9	1.8	7.3
454	<b>Nonstore retailers .....</b>	0.9	14.1	0.4	12.5	1.8	13.7
722	<b>Food services &amp; drinking places .</b>	-0.1	5.6	0.4	5.9	0.9	5.7

(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

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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. 2011**

(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	0.1
	Total (excl. motor vehicle & parts) ..	0.7	0.3	0.2	0.4	0.1	0.2
	<b>Retail</b> .....	0.7	0.3	0.2	0.4	0.1	0.1
441	<b>Motor vehicle &amp; parts dealers</b> .....	2.3	0.9	0.5	1.3	0.2	0.6
4411, 4412	Auto & other motor veh. dealers .	2.4	1.0	0.6	1.5	0.2	0.6
442	<b>Furniture &amp; home furn. stores</b> .....	3.2	1.7	0.9	1.8	0.1	0.7
443	<b>Electronics &amp; appliance stores</b> .....	1.6	0.6	0.3	0.9	0.0	0.3
444	<b>Building material &amp; garden eq. &amp;...</b>						
	<b>supplies dealers</b> .....	3.2	1.7	0.9	2.1	0.1	0.6
445	<b>Food &amp; beverage stores</b> .....	1.2	0.2	0.2	0.6	0.1	0.2
4451	Grocery stores .....	1.4	0.2	0.2	0.6	0.0	0.2
446	<b>Health &amp; personal care stores</b> .....	1.8	0.4	0.4	0.8	-0.1	0.2
447	<b>Gasoline stations</b> .....	2.5	0.4	0.4	1.0	0.1	0.4
448	<b>Clothing &amp; clothing accessories</b>						
	<b>stores</b> .....	2.6	0.6	0.6	1.0	0.0	0.5
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	3.8	1.8	1.2	2.1	0.3	0.6
452	<b>General merchandise stores</b> .....	0.3	0.1	0.1	0.1	0.1	0.1
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	0.0	0.1
453	<b>Miscellaneous store retailers</b> .....	4.0	2.3	1.3	2.9	0.5	1.0
454	<b>Nonstore retailers</b> .....	2.3	1.1	0.7	1.7	0.2	0.4
722	<b>Food services &amp; drinking places</b> ..	2.0	0.7	0.7	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.