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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES AUGUST 2011

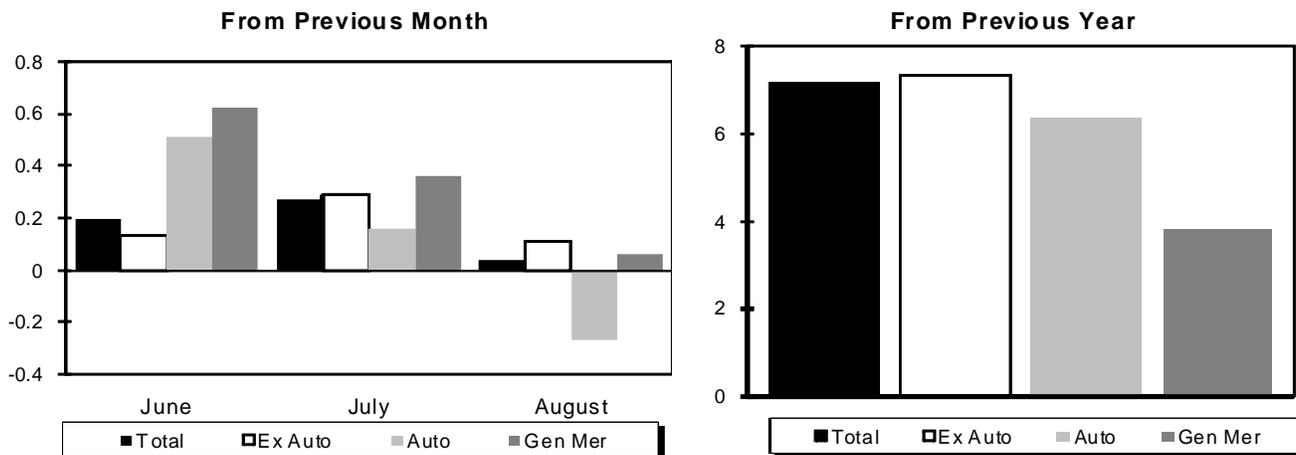
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for August, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$389.5 billion, virtually unchanged ($\pm 0.5\%$)* from the previous month and 7.2 percent ($\pm 0.7\%$) above August 2010. Total sales for the June through August 2011 period were up 7.9 percent ($\pm 0.7\%$) from the same period a year ago. The June to July 2011 percent change was revised from +0.5 percent ($\pm 0.5\%$)* to +0.3 percent ($\pm 0.2\%$).

Retail trade sales were up 0.1 percent ($\pm 0.5\%$)* from July 2011, and 7.5 percent ($\pm 0.7\%$) above last year. Gasoline stations sales were up 20.8 percent ($\pm 1.7\%$) from August 2010 and nonstore retailers sales were up 10.4 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 September is scheduled to be released October 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 ¹ code	Kind of Business	Not Adjusted						Adjusted ²					
		8 Month Total		2011			2010		2011			2010	
		2011	% Chg. 2010	Aug. ³ (a)	Jul. (p)	Jun. (r)	Aug.	Jul.	Aug. ³ (a)	Jul. (p)	Jun. (r)	Aug. (r)	Jul. (r)
	Retail & food services,												
	total	3,060,194	7.9	400,352	391,807	396,914	369,199	368,462	389,502	389,338	388,284	363,481	359,446
	Total (excl. motor vehicle & parts) ...	2,509,438	7.4	328,014	322,002	326,120	303,114	301,375	323,119	322,773	321,826	301,078	297,640
	Retail	2,733,635	8.3	358,661	348,782	355,160	328,971	327,480	348,828	348,556	347,349	324,349	320,747
	GAFO⁴	(*)	(*)	(*)	93,727	93,715	94,605	90,855	(*)	97,828	97,657	94,237	93,885
441	Motor vehicle & parts dealers	550,756	10.7	72,338	69,805	70,794	66,085	67,087	66,383	66,565	66,458	62,403	61,806
4411, 4412	Auto & other motor veh. dealers .	497,259	11.4	65,046	62,900	63,447	59,120	60,345	59,675	59,848	59,687	55,826	55,464
44111	New car dealers	(*)	(*)	(*)	51,327	51,308	48,538	49,364	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,905	7,347	6,965	6,742	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	57,469	0.4	7,787	7,430	7,205	7,611	7,519	7,388	7,400	7,367	7,375	7,328
4421	Furniture stores	(*)	(*)	(*)	4,029	3,844	4,085	4,053	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,401	3,361	3,526	3,466	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	62,635	0.0	8,287	7,889	7,800	8,082	7,978	8,449	8,404	8,302	8,323	8,400
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,243	6,128	6,240	6,215	(*)	6,634	6,533	6,420	6,542
44312	Computer & software stores.....	(*)	(*)	(*)	1,646	1,672	1,842	1,763	(*)	1,770	1,769	1,903	1,858
444	Building material & garden eq. & supplies dealers	201,159	5.6	25,851	25,980	30,511	23,722	25,183	25,019	24,966	25,102	23,444	23,293
4441	Building mat. & sup. dealers	(*)	(*)	(*)	21,600	23,375	20,132	21,059	(*)	20,301	20,238	19,119	19,214
445	Food & beverage stores	404,944	5.6	52,214	53,098	51,547	48,597	49,926	51,811	51,638	51,402	48,710	47,925
4451	Grocery stores	364,712	5.9	46,967	47,586	46,228	43,520	44,602	46,548	46,335	46,090	43,564	42,887
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,886	3,681	3,523	3,723	(*)	3,669	3,666	3,534	3,435
446	Health & personal care stores	180,933	5.1	23,011	22,105	22,621	21,835	21,585	22,965	22,930	22,826	22,190	21,958
44611	Pharmacies & drug stores	(*)	(*)	(*)	18,335	18,883	18,329	18,186	(*)	19,079	19,093	18,703	18,557
447	Gasoline stations	357,016	19.1	47,909	48,101	47,474	39,528	40,016	44,859	44,704	44,327	37,150	36,511
448	Clothing & clothing accessories stores	138,910	5.6	18,958	17,736	17,611	17,960	16,907	18,790	18,919	18,975	17,790	17,686
44811	Men's clothing stores	(*)	(*)	(*)	633	713	551	579	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,841	3,130	2,875	2,779	(*)	3,143	3,158	3,055	3,034
44814	Family clothing stores	(*)	(*)	(*)	7,270	6,854	7,390	7,053	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,207	2,112	2,727	2,132	(*)	2,299	2,308	2,210	2,184
451	Sporting goods, hobby, book & music stores	55,299	5.7	8,641	6,751	6,973	7,907	6,586	7,507	7,330	7,410	7,010	7,059
452	General merchandise stores	398,563	3.4	51,810	51,160	51,363	49,848	49,146	52,802	52,772	52,585	50,854	50,515
4521	Department stores (ex. L.D.).....	111,668	-1.0	14,861	13,950	14,755	14,844	14,094	15,321	15,373	15,499	15,432	15,405
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	14,217	15,028	15,048	14,285	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	37,210	36,608	35,004	35,052	(*)	37,399	37,086	35,422	35,110
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	32,807	31,970	30,814	30,783	(*)	32,774	32,457	30,969	30,691
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	4,403	4,638	4,190	4,269	(*)	4,625	4,629	4,453	4,419
453	Miscellaneous store retailers	77,639	8.0	10,257	10,241	10,547	9,514	9,476	10,018	10,246	10,002	9,358	9,279
454	Nonstore retailers	248,312	13.3	31,598	28,486	30,714	28,282	26,071	32,837	32,682	32,593	29,742	28,987
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	22,182	23,781	22,397	20,500	(*)	25,008	24,876	23,090	22,380
722	Food services & drinking places ...	326,559	4.9	41,691	43,025	41,754	40,228	40,982	40,674	40,782	40,935	39,132	38,699

(*) 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					
		Aug. 2011 Advance from--		Jul. 2011 Preliminary from--		Jun. 2011 through Aug. 2011 from--	
		Jul. 2011 (p)	Aug. 2010 (r)	Jun. 2011 (r)	Jul. 2010 (r)	Mar. 2011 through May-11	Jun. 2010 through Aug. 2010
	Retail & food services, total	0.0	7.2	0.3	8.3	0.4	7.9
	Total (excl. motor vehicle & parts) .	0.1	7.3	0.3	8.4	0.7	8.0
	Retail	0.1	7.5	0.3	8.7	0.4	8.2
441	Motor vehicle & parts dealers	-0.3	6.4	0.2	7.7	-0.7	7.6
4411, 4412	Auto & other motor veh. dealers	-0.3	6.9	0.3	7.9	-1.0	7.9
442	Furniture & home furn. stores	-0.2	0.2	0.4	1.0	-1.1	0.6
443	Electronics & appliance stores	0.5	1.5	1.2	0.0	-0.8	-0.3
444	Building material & garden eq. & supplies dealers.....	0.2	6.7	-0.5	7.2	1.5	7.3
445	Food & beverage stores.....	0.3	6.4	0.5	7.7	1.3	6.9
4451	Grocery stores	0.5	6.8	0.5	8.0	1.3	7.3
446	Health & personal care stores	0.2	3.5	0.5	4.4	0.7	4.1
447	Gasoline stations	0.3	20.8	0.9	22.4	-0.4	21.9
448	Clothing & clothing accessories stores	-0.7	5.6	-0.3	7.0	1.0	6.8
451	Sporting goods, hobby, book & music stores.....	2.4	7.1	-1.1	3.8	0.6	5.5
452	General merchandise stores.....	0.1	3.8	0.4	4.5	0.9	4.2
4521	Department stores (ex. L.D.).....	-0.3	-0.7	-0.8	-0.2	-0.4	-0.3
453	Miscellaneous store retailers	-2.2	7.1	2.4	10.4	2.5	8.0
454	Nonstore retailers	0.5	10.4	0.3	12.7	0.6	11.6
722	Food services & drinking places	-0.3	3.9	-0.4	5.4	0.4	5.0

(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 ± 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 Aug. 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 ⁽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	0.4	0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.7	0.3	0.2	0.4	0.1	0.2
	Retail	0.8	0.3	0.2	0.4	0.1	0.1
441	Motor vehicle & parts dealers	2.3	1.0	0.5	1.4	0.2	0.6
4411, 4412	Auto & other motor veh. dealers .	2.4	1.1	0.6	1.5	0.2	0.6
442	Furniture & home furn. stores	3.2	1.7	0.9	1.8	0.0	0.5
443	Electronics & appliance stores	1.5	0.6	0.3	0.9	0.0	0.3
444	Building material & garden eq. & ...						
	supplies dealers	3.2	1.7	1.0	1.9	0.1	0.6
445	Food & beverage stores	1.2	0.2	0.2	0.6	0.1	0.2
4451	Grocery stores	1.4	0.2	0.2	0.6	0.1	0.2
446	Health & personal care stores	1.8	0.4	0.4	0.9	0.0	0.3
447	Gasoline stations	2.5	0.5	0.4	1.0	0.1	0.6
448	Clothing & clothing accessories						
	stores	2.6	0.6	0.6	0.9	-0.1	0.6
451	Sporting goods, hobby, book & music stores	3.8	1.8	1.2	2.1	0.3	0.6
452	General merchandise stores	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	Miscellaneous store retailers	4.0	2.4	1.3	2.9	0.6	0.8
454	No-store retailers	2.3	1.1	0.7	1.5	0.2	0.4
722	Food services & drinking places ..	2.0	0.8	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.