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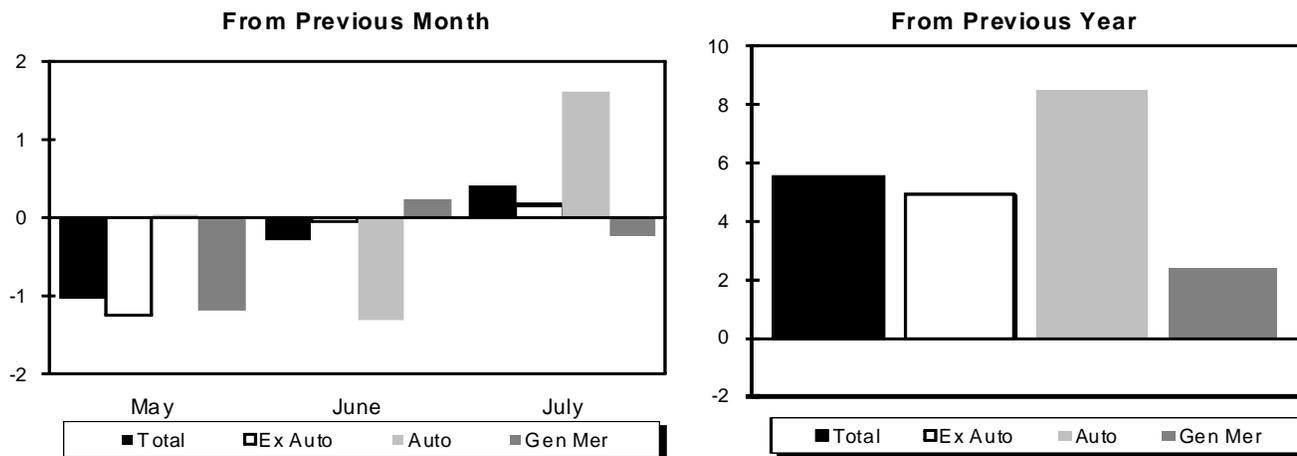
## ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JULY 2010

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 \$362.7 billion, an increase of 0.4 percent ( $\pm 0.5\%$ )\* from the previous month, and 5.5 percent ( $\pm 0.5\%$ ) above July 2009. Total sales for the May through July 2010 period were up 5.9 percent ( $\pm 0.3\%$ ) from the same period a year ago. The May to June 2010 percent change was revised from -0.5 percent ( $\pm 0.5\%$ )\* to -0.3 percent ( $\pm 0.2\%$ ).

Retail trade sales were up 0.4 percent ( $\pm 0.5\%$ )\* from June 2010, and 5.9 percent ( $\pm 0.7\%$ ) above last year. Nonstore retailers sales were up 12.6 percent ( $\pm 2.5\%$ ) from July 2009 and gasoline stations sales were up 12.2 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 August is scheduled to be released September 14, 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> code	Kind of Business	Not Adjusted							Adjusted <sup>2</sup>				
		7 Month Total		2010			2009		2010			2009	
		2010	% Chg. 2009	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> .....	2,491,956	6.4	372,768	368,637	375,699	353,617	349,960	362,688	361,204	362,219	343,705	343,411
	Total (excl. motor vehicle & parts) ...	2,049,027	5.7	303,340	302,016	308,523	289,398	288,493	299,701	299,210	299,400	285,671	286,150
	Retail .....	2,216,717	6.9	331,046	328,712	334,269	313,669	310,938	323,328	321,908	322,912	305,441	305,079
	<b>GAFO<sup>4</sup></b> .....	(*)	(*)	(*)	90,726	94,083	88,559	87,636	(*)	95,106	95,002	91,978	92,082
441	<b>Motor vehicle &amp; parts dealers</b> .....	442,929	9.8	69,428	66,621	67,176	64,219	61,467	62,987	61,994	62,819	58,034	57,261
4411, 4412	Auto & other motor veh. dealers .	398,100	10.9	62,439	59,646	60,682	57,537	54,704	56,455	55,536	56,396	51,835	50,982
44111	New car dealers .....	(*)	(*)	(*)	47,026	48,580	46,176	43,031	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,975	6,494	6,682	6,763	(NA)	(NA)	(NA)	(NA)	(NA)
442	<b>Furniture &amp; home furn. stores</b> .....	51,254	1.7	7,647	7,388	7,469	7,614	7,317	7,460	7,485	7,606	7,421	7,428
4421	Furniture stores .....	(*)	(*)	(*)	4,002	4,230	4,019	3,907	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores .....	(*)	(*)	(*)	3,386	3,239	3,595	3,410	(NA)	(NA)	(NA)	(NA)	(NA)
443	<b>Electronics &amp; appliance stores</b> .....	55,796	2.6	8,196	8,182	7,876	7,583	7,631	8,711	8,716	8,610	8,065	8,140
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,406	6,223	6,081	6,088	(*)	6,829	6,742	6,469	6,490
44312	Computer & software stores.....	(*)	(*)	(*)	1,776	1,653	1,502	1,543	(*)	1,887	1,868	1,596	1,650
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	169,607	3.8	25,588	28,400	29,376	24,867	27,271	23,286	23,356	23,547	22,402	22,658
4441	Building mat. & sup. dealers .....	(*)	(*)	(*)	22,478	22,614	21,378	22,386	(*)	19,311	19,562	19,156	19,298
445	<b>Food &amp; beverage stores</b> .....	338,015	2.2	50,323	48,434	50,282	49,570	47,621	48,425	48,590	48,769	47,945	48,029
4451	Grocery stores .....	302,930	2.1	44,870	43,186	44,907	44,185	42,511	43,227	43,316	43,515	42,815	42,897
4453	Beer, wine & liquor stores .....	(*)	(*)	(*)	3,436	3,459	3,575	3,328	(*)	3,436	3,421	3,329	3,321
446	<b>Health &amp; personal care stores</b> .....	150,733	2.7	21,535	21,753	21,605	20,973	21,131	21,841	21,840	21,627	21,121	21,195
44611	Pharmacies & drug stores .....	(*)	(*)	(*)	18,455	18,426	18,031	18,009	(*)	18,660	18,463	18,158	18,191
447	<b>Gasoline stations</b> .....	249,126	21.1	38,459	37,051	37,817	34,558	34,232	35,348	34,563	35,277	31,502	31,755
448	<b>Clothing &amp; clothing accessories stores</b> .....	115,739	4.7	17,097	16,506	18,178	16,334	15,746	17,988	18,108	18,133	17,333	17,246
44811	Men's clothing stores .....	(*)	(*)	(*)	674	702	633	665	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores .....	(*)	(*)	(*)	2,915	3,233	2,670	2,887	(*)	2,993	3,002	2,937	2,967
44814	Family clothing stores .....	(*)	(*)	(*)	6,356	6,904	6,546	5,946	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores .....	(*)	(*)	(*)	2,080	2,266	2,095	1,959	(*)	2,286	2,271	2,166	2,155
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	46,055	4.7	6,904	6,923	6,557	6,506	6,548	7,244	7,249	7,221	6,885	6,922
452	<b>General merchandise stores</b> .....	335,187	2.9	48,602	48,790	50,998	47,434	47,400	50,256	50,380	50,254	49,064	49,108
4521	Department stores (ex. L.D.).....	98,179	-0.5	14,134	14,396	15,006	14,302	14,322	15,405	15,559	15,396	15,529	15,600
4521	Department stores (incl. L.D.) <sup>5</sup> .....	(*)	(*)	(*)	14,696	15,335	14,641	14,658	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	34,394	35,992	33,132	33,078	(*)	34,821	34,858	33,535	33,508
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	30,094	31,594	29,343	29,231	(*)	30,460	30,555	29,609	29,586
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	4,300	4,398	3,789	3,847	(*)	4,361	4,303	3,926	3,922
453	<b>Miscellaneous store retailers</b> .....	66,606	4.9	10,249	10,608	10,292	9,376	9,761	10,032	9,949	9,860	9,248	9,213
454	<b>Nonstore retailers</b> .....	195,670	12.4	27,018	28,056	26,643	24,635	24,813	29,750	29,678	29,189	26,421	26,124
4541	Elect. shopping & m/o houses ....	(*)	(*)	(*)	21,498	20,435	18,460	18,537	(*)	22,347	21,973	19,493	19,170
722	<b>Food services &amp; drinking places</b> ...	275,239	2.2	41,722	39,925	41,430	39,948	39,022	39,360	39,296	39,307	38,264	38,332

(\*) 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. 2010 Advance from --		Jun. 2010 Preliminary from --		May 2010 through Jul. 2010 from --	
		Jun. 2010 (p)	Jul. 2009 (r)	May 2010 (r)	Jun. 2009 (r)	Feb. 2010 through Apr. 2010	May 2009 through Jul. 2009
	<b>Retail &amp; food services,</b>						
	<b>total .....</b>	0.4	5.5	-0.3	5.2	-0.2	5.9
	Total (excl. motor vehicle & parts) .....	0.2	4.9	-0.1	4.6	-0.6	5.0
	Retail .....	0.4	5.9	-0.3	5.5	-0.2	6.3
441	<b>Motor vehicle &amp; parts dealers .....</b>	1.6	8.5	-1.3	8.3	2.1	10.1
4411, 4412	Auto & other motor veh. dealers ..	1.7	8.9	-1.5	8.9	2.2	10.9
442	<b>Furniture &amp; home furn. stores .....</b>	-0.3	0.5	-1.6	0.8	-3.0	1.3
443	<b>Electronics &amp; appliance stores .....</b>	-0.1	8.0	1.2	7.1	1.0	6.8
444	<b>Building material &amp; garden eq. &amp; supplies dealers.....</b>	-0.3	3.9	-0.8	3.1	-2.4	3.5
445	<b>Food &amp; beverage stores.....</b>	-0.3	1.0	-0.4	1.2	-1.1	1.3
4451	Grocery stores .....	-0.2	1.0	-0.5	1.0	-1.0	1.2
446	<b>Health &amp; personal care stores .....</b>	0.0	3.4	1.0	3.0	0.6	2.9
447	<b>Gasoline stations .....</b>	2.3	12.2	-2.0	8.8	-2.8	13.9
448	<b>Clothing &amp; clothing accessories stores .....</b>	-0.7	3.8	-0.1	5.0	-0.8	4.3
451	<b>Sporting goods, hobby, book &amp; music stores.....</b>	-0.1	5.2	0.4	4.7	0.5	5.2
452	<b>General merchandise stores.....</b>	-0.2	2.4	0.3	2.6	-1.3	2.3
4521	Department stores (ex. L.D.).....	-1.0	-0.8	1.1	-0.3	-2.5	-1.3
453	<b>Miscellaneous store retailers .....</b>	0.8	8.5	0.9	8.0	3.0	7.5
454	<b>Nonstore retailers .....</b>	0.2	12.6	1.7	13.6	2.2	13.2
722	<b>Food services &amp; drinking places .....</b>	0.2	2.9	0.0	2.5	0.0	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 July 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>						
	total .....	0.6	0.3	0.2	0.3	0.0	0.2
	Total (excl. motor vehicle & parts) ..	0.6	0.3	0.2	0.3	0.1	0.1
	<b>Retail .....</b>	0.6	0.3	0.2	0.4	-0.1	0.2
441	<b>Motor vehicle &amp; parts dealers .....</b>	2.2	1.3	0.5	1.4	-0.6	0.9
4411, 4412	Auto & other motor veh. dealers .	2.6	1.5	0.6	1.6	-0.7	1.0
442	<b>Furniture &amp; home furn. stores.....</b>	2.8	1.5	0.9	1.6	0.0	0.7
443	<b>Electronics &amp; appliance stores .....</b>	1.5	0.6	0.4	1.0	0.1	0.5
444	<b>Building material &amp; garden eq. &amp;....</b>						
	<b>supplies dealers.....</b>	2.8	1.4	0.9	1.4	0.3	0.3
445	<b>Food &amp; beverage stores.....</b>	1.1	0.2	0.2	0.5	-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	0.4	0.3
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>	3.3	1.9	1.0	2.2	0.2	0.4
452	<b>General merchandise stores.....</b>	0.2	0.1	0.1	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	2.0	1.6	2.6	0.5	1.1
454	<b>Nonstore retailers .....</b>	2.1	0.8	0.8	1.5	0.1	0.3
722	<b>Food services &amp; drinking places ..</b>	1.8	0.7	0.7	1.0	0.0	0.4