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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JANUARY 2007

Intention to Revise Retail Estimates: Monthly retail sales estimates will be revised based on the results of the 2005 Annual Retail Trade Survey. Revised not adjusted and corresponding adjusted data are scheduled for release on March 29, 2007.

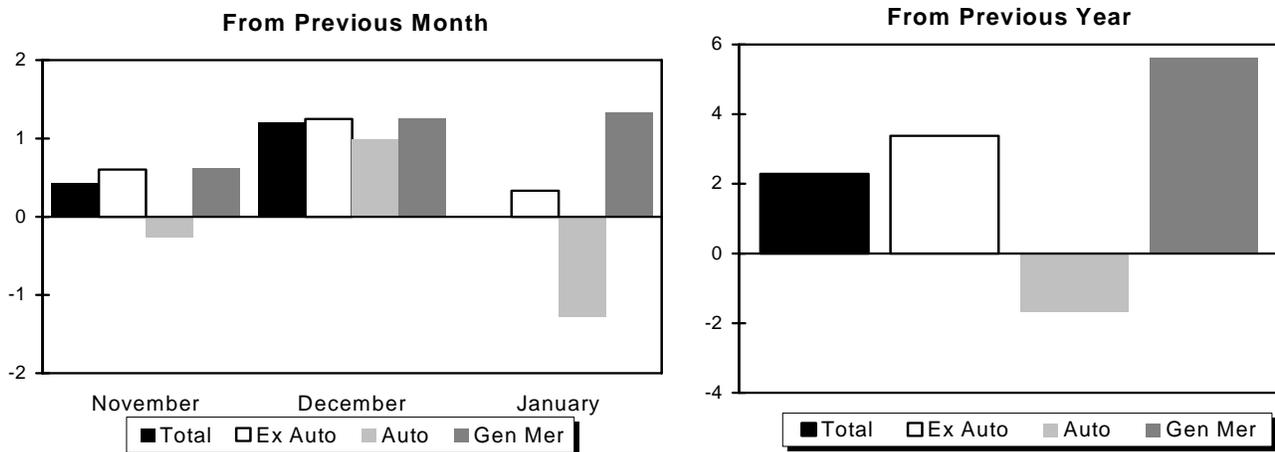
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for January, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$370.4 billion, virtually unchanged ($\pm 0.7\%$)* from the previous month and up 2.3 percent ($\pm 0.7\%$) from January 2006. Total sales for the November 2006 through January 2007 were up 4.1 percent ($\pm 0.5\%$) from the same period a year ago. The November to December 2006 percent change was revised from 0.9 percent ($\pm 0.7\%$) to 1.2 percent ($\pm 0.4\%$).

Retail trade sales were up 0.1 percent ($\pm 0.7\%$)* from December 2006 and were 2.0 percent ($\pm 0.8\%$) above last year. Nonstore retailers were up 8.4 percent ($\pm 4.5\%$) from January 2006 and sales of health and personal care stores were up 8.1 percent ($\pm 1.7\%$) 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 February is scheduled to be released March 13, 2007 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				
		1 Month Total		2007	2006			2005	2007	2006			2005
		2007	% Chg. 2006	Jan. ³ (a)	Dec. (p)	Nov. (r)	Jan.	Dec.	Jan. ³ (a)	Dec. (p)	Nov. (r)	Jan. (r)	Dec. (r)
	Retail & food services,												
	total	336,121	4.3	336,121	425,145	363,468	322,222	409,063	370,418	370,447	366,065	362,135	350,494
	Total (excl. motor vehicle & parts) ...	268,711	5.0	268,711	353,087	295,046	256,007	337,946	293,807	292,846	289,219	284,212	276,343
	Retail	301,817	4.2	301,817	386,731	329,175	289,603	373,878	333,252	333,006	329,738	326,833	316,267
	GAFO⁴	(*)	(*)	(*)	146,999	104,174	79,023	140,327	(*)	95,910	95,032	93,077	90,247
441	Motor vehicle & parts dealers	67,410	1.8	67,410	72,058	68,422	66,215	71,117	76,611	77,601	76,846	77,923	74,151
4411, 4412	Auto & other motor veh. dealers .	61,772	2.2	61,772	66,160	62,350	60,435	65,062	70,436	71,293	70,612	71,436	67,844
44111	New car dealers	(*)	(*)	(*)	54,908	51,072	49,726	54,689	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	5,898	6,072	5,780	6,055	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	9,079	1.7	9,079	11,837	10,917	8,929	11,583	10,099	10,014	10,016	10,124	9,549
4421	Furniture stores	(*)	(*)	(*)	5,539	5,472	4,854	5,518	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	6,298	5,445	4,075	6,065	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	8,831	5.1	8,831	15,348	10,326	8,400	13,806	9,359	9,468	9,299	9,041	8,408
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	12,656	8,451	6,848	11,522	(*)	7,507	7,466	7,452	6,778
44312	Computer & software stores.....	(*)	(*)	(*)	2,692	1,875	1,552	2,284	(*)	1,961	1,833	1,589	1,630
444	Building material & garden eq. & supplies dealers	24,288	-0.4	24,288	25,294	27,860	24,381	25,499	29,507	29,283	29,090	30,457	28,568
4441	Building mat. & sup. dealers	(*)	(*)	(*)	22,555	24,790	22,406	22,951	(*)	25,602	25,400	26,930	25,193
445	Food & beverage stores	45,477	7.5	45,477	51,543	46,400	42,323	49,303	46,944	46,626	46,328	44,149	44,189
4451	Grocery stores	40,854	7.1	40,854	43,976	40,981	38,153	42,388	41,518	41,253	40,981	39,171	39,357
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,602	3,359	2,562	4,351	(*)	3,292	3,268	3,102	3,041
446	Health & personal care stores	19,727	10.4	19,727	21,373	18,890	17,871	20,149	19,474	19,360	19,315	18,015	17,894
44611	Pharmacies & drug stores	(*)	(*)	(*)	17,859	15,954	14,904	16,662	(*)	16,310	16,263	14,979	14,903
447	Gasoline stations	30,958	-1.4	30,958	32,760	31,688	31,385	31,978	34,095	34,340	33,146	35,106	33,138
448	Clothing & clothing accessories stores	13,746	6.0	13,746	31,617	19,510	12,970	30,440	18,413	18,225	18,035	17,609	17,177
44811	Men's clothing stores	(*)	(*)	(*)	1,454	917	620	1,357	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	4,987	3,390	2,536	4,741	(*)	3,329	3,232	3,260	3,121
44814	Family clothing stores	(*)	(*)	(*)	11,902	7,985	4,699	11,315	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,960	2,177	1,681	2,866	(*)	2,212	2,217	2,226	2,110
451	Sporting goods, hobby, book & music stores	6,755	-1.9	6,755	12,532	7,596	6,888	12,344	7,133	7,096	7,132	7,359	6,923
452	General merchandise stores	41,192	6.9	41,192	70,010	51,861	38,541	66,982	47,974	47,343	46,760	45,427	44,763
4521	Department stores (ex. L.D.).....	14,267	1.9	14,267	30,617	21,249	14,006	30,965	18,050	17,801	17,719	17,988	17,825
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	31,308	21,756	14,337	31,732	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	39,393	30,612	24,535	36,017	(*)	29,542	29,041	27,439	26,938
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	34,023	26,705	21,692	30,789	(*)	26,011	25,531	23,916	23,539
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,370	3,907	2,843	5,228	(*)	3,531	3,510	3,523	3,399
453	Miscellaneous store retailers	9,222	2.5	9,222	12,479	10,145	9,001	11,732	10,025	10,139	10,101	9,840	9,313
454	Nonstore retailers	25,132	10.7	25,132	29,880	25,560	22,699	28,945	23,618	23,511	23,670	21,783	22,194
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	21,043	17,054	14,347	19,370	(*)	15,918	15,762	14,536	14,274
722	Food services & drinking places ...	34,304	5.2	34,304	38,414	34,293	32,619	35,185	37,166	37,441	36,327	35,302	34,227

(*) 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/epcd/www/naics.html>

(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/mrts/www/mrts.html>

(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/mrts/www/mrts.html>

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					
		Jan. 2007 Advance from --		Dec. 2006 Preliminary from --		Nov. 2006 through Jan. 2007 from --	
		Dec. 2006 (p)	Jan. 2006 (r)	Nov. 2006 (r)	Dec. 2005 (r)	Aug. 2006 through Oct. 2006	Nov. 2005 through Jan. 2006
	Retail & food services, total	0.0	2.3	1.2	5.7	0.9	4.1
	Total (excl. motor vehicle & parts) ...	0.3	3.4	1.3	6.0	0.9	4.6
	Retail	0.1	2.0	1.0	5.3	0.7	3.8
441	Motor vehicle & parts dealers	-1.3	-1.7	1.0	4.7	0.8	2.4
4411, 4412	Auto & other motor veh. dealers ..	-1.2	-1.4	1.0	5.1	1.0	2.8
442	Furniture & home furn. stores	0.8	-0.2	0.0	4.9	-0.8	2.9
443	Electronics & appliance stores	-1.2	3.5	1.8	12.6	5.9	8.0
444	Building material & garden eq. & supplies dealers.....	0.8	-3.1	0.7	2.5	0.2	0.2
445	Food & beverage stores.....	0.7	6.3	0.6	5.5	1.8	5.7
4451	Grocery stores	0.6	6.0	0.7	4.8	1.7	5.1
446	Health & personal care stores	0.6	8.1	0.2	8.2	1.9	8.3
447	Gasoline stations	-0.7	-2.9	3.6	3.6	-2.1	-0.3
448	Clothing & clothing accessories stores	1.0	4.6	1.1	6.1	0.3	5.1
451	Sporting goods, hobby, book & music stores.....	0.5	-3.1	-0.5	2.5	-2.3	0.9
452	General merchandise stores.....	1.3	5.6	1.2	5.8	2.0	5.1
4521	Department stores (ex. L.D.).....	1.4	0.3	0.5	-0.1	1.0	-0.5
453	Miscellaneous store retailers	-1.1	1.9	0.4	8.9	0.9	5.6
454	Nonstore retailers	0.5	8.4	-0.7	5.9	0.0	7.5
722	Food services & drinking places	-0.7	5.3	3.1	9.4	2.1	7.0

(p) Preliminary estimates (r) Revised estimates

(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/mrts/www/mrts.html>.

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/mrts/www/mrts.html>.

Official Business

Penalty for Private Use, \$300

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

(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	0.5	0.4	0.2	0.4	0.1	0.3
	Total (excl. motor vehicle & parts) ..	0.5	0.3	0.2	0.5	0.0	0.2
	Retail	0.6	0.4	0.2	0.5	0.1	0.3
441	Motor vehicle & parts dealers	2.0	1.7	0.8	1.4	0.4	1.0
4411, 4412	Auto & other motor veh. dealers ..	2.2	1.9	0.8	1.6	0.4	1.1
442	Furniture & home furn. stores.....	2.1	1.8	1.0	1.9	0.4	0.4
443	Electronics & appliance stores	1.4	0.6	1.0	1.0	0.4	1.0
444	Building material & garden eq. &.....						
	supplies dealers.....	2.3	1.2	0.6	1.2	0.0	0.8
445	Food & beverage stores.....	0.6	0.4	0.4	0.5	-0.1	0.1
4451	Grocery stores	0.7	0.3	0.4	0.5	-0.1	0.1
446	Health & personal care stores	1.6	0.7	0.7	1.0	0.0	0.2
447	Gasoline stations	3.0	1.0	0.7	1.2	-0.1	0.5
448	Clothing & clothing accessories						
	stores	1.5	0.5	0.9	0.9	0.1	0.3
451	Sporting goods, hobby, book &						
	music stores.....	2.3	1.5	1.5	2.1	-0.2	0.4
452	General merchandise stores.....	0.1	0.0	0.1	0.1	0.0	0.1
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	0.0	0.2
453	Miscellaneous store retailers	3.3	2.9	2.0	3.1	0.6	0.8
454	Nonstore retailers	1.5	1.2	0.9	2.7	-0.2	0.5
722	Food services & drinking places ..	1.6	0.9	0.7	1.1	0.1	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 period August 2006 to present.

(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 differences are based on estimates for the most recent 12 months.

Note: Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <http://www.census.gov/mrts/www/mrts.html>

