

U.S. Census Bureau News

U.S. Department of Commerce • Washington, D.C. 20233

FOR IMMEDIATE RELEASE
MONDAY, AUGUST 13, 2007, AT 8:30 A.M. EDT

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CB07-108

ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES July 2007

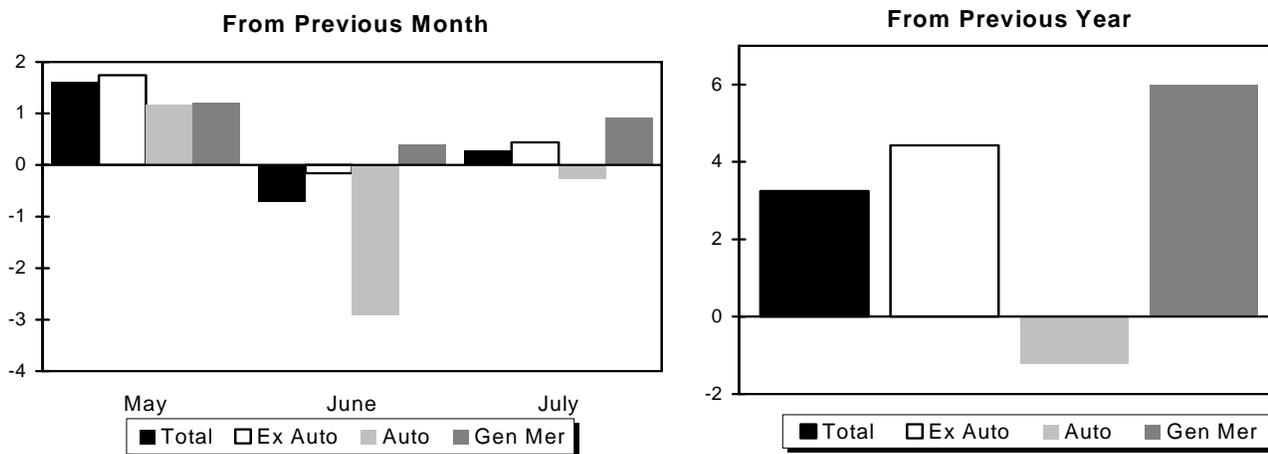
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for July, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$376.1 billion, an increase of 0.3 percent ($\pm 0.7\%$)* from the previous month and 3.2 percent ($\pm 0.8\%$) above July 2006. Total sales for the May through July 2007 period were up 4.1 percent ($\pm 0.5\%$) from the same period a year ago. The May to June 2007 percent change was revised from -0.9 percent ($\pm 0.7\%$) to -0.7 percent ($\pm 0.2\%$).

Retail trade sales were up 0.2 percent ($\pm 0.7\%$)* from June 2007 and were 2.7 percent ($\pm 0.8\%$) above last year. Food services and drinking places were up 8.0 percent ($\pm 2.8\%$) from July 2006 and sales of nonstore retailers were up 7.3 percent ($\pm 2.6\%$) 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, 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				
		7 Month Total		2007			2006		2007			2006	
		2007	% Chg. 2006	Jul. ³ (a)	Jun. (p)	May (r)	Jul.	Jun.	Jul. ³ (a)	Jun. (p)	May (r)	Jul. (r)	Jun. (r)
	Retail & food services,												
	total	2,561,925	3.9	376,801	382,768	397,926	365,323	369,852	376,051	374,957	377,689	364,225	360,488
	Total (excl. motor vehicle & parts) ...	2,013,700	4.3	296,417	301,754	311,665	284,454	289,298	301,017	299,711	300,186	288,257	286,789
	Retail	2,302,557	3.7	337,446	343,880	359,192	328,619	333,698	338,064	337,457	340,409	329,068	325,387
	GAFO⁴	(*)	(*)	(*)	94,009	95,884	88,426	89,882	(*)	97,998	98,224	94,139	93,933
441	Motor vehicle & parts dealers	548,225	2.5	80,384	81,014	86,261	80,869	80,554	75,034	75,246	77,503	75,968	73,699
4411, 4412	Auto & other motor veh. dealers .	504,395	2.5	73,793	74,383	79,559	74,551	74,007	68,709	68,937	71,162	69,804	67,586
44111	New car dealers	(*)	(*)	(*)	59,573	63,714	61,728	60,213	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,631	6,702	6,318	6,547	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	69,069	2.9	10,012	10,154	10,240	9,958	10,156	10,290	10,236	10,375	10,234	10,217
4421	Furniture stores	(*)	(*)	(*)	5,326	5,484	5,307	5,311	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,828	4,756	4,651	4,845	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	59,406	3.0	8,550	8,526	8,549	8,345	8,392	9,303	9,207	9,302	9,049	9,017
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,923	6,951	6,795	6,789	(*)	7,412	7,515	7,346	7,284
44312	Computer & software stores.....	(*)	(*)	(*)	1,603	1,598	1,550	1,603	(*)	1,795	1,787	1,703	1,733
444	Building material & garden eq. & supplies dealers	211,087	-1.7	31,233	33,459	37,854	30,434	34,205	29,837	29,764	30,438	29,722	29,735
4441	Building mat. & sup. dealers	(*)	(*)	(*)	28,659	30,893	27,064	29,563	(*)	26,077	26,655	26,276	26,302
445	Food & beverage stores	325,729	5.7	48,155	48,172	49,095	46,353	45,435	47,735	47,541	47,368	45,319	45,116
4451	Grocery stores	291,378	5.5	42,916	42,788	43,734	41,370	40,523	42,491	42,281	42,133	40,440	40,281
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,568	3,459	3,259	3,190	(*)	3,444	3,411	3,152	3,118
446	Health & personal care stores	136,373	6.7	19,236	19,430	20,216	18,092	18,550	19,872	19,726	19,685	18,748	18,737
44611	Pharmacies & drug stores	(*)	(*)	(*)	16,207	17,031	15,315	15,601	(*)	16,572	16,583	15,903	15,855
447	Gasoline stations	242,610	1.3	38,396	38,473	39,353	38,848	37,503	35,684	35,956	36,438	36,004	35,314
448	Clothing & clothing accessories stores	118,440	6.5	17,064	17,532	18,795	16,388	16,628	19,050	18,797	19,022	18,010	17,859
44811	Men's clothing stores	(*)	(*)	(*)	842	865	688	775	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,326	3,680	2,977	3,245	(*)	3,384	3,475	3,337	3,298
44814	Family clothing stores	(*)	(*)	(*)	6,783	7,074	6,635	6,420	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,116	2,255	2,146	2,096	(*)	2,242	2,250	2,252	2,237
451	Sporting goods, hobby, book & music stores	46,498	1.9	6,940	7,179	6,800	6,575	6,770	7,576	7,549	7,539	7,194	7,272
452	General merchandise stores	313,269	5.0	45,810	47,002	47,707	43,767	44,576	48,626	48,179	47,989	45,875	45,872
4521	Department stores (ex. L.D.).....	110,037	-1.1	15,747	16,324	16,899	15,914	16,599	17,734	17,459	17,611	17,520	17,769
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	16,748	17,341	16,354	17,067	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	30,678	30,808	27,853	27,977	(*)	30,720	30,378	28,355	28,103
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	27,218	27,152	24,564	24,536	(*)	27,164	26,804	24,837	24,610
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	3,460	3,656	3,289	3,441	(*)	3,556	3,574	3,518	3,493
453	Miscellaneous store retailers	68,852	3.0	9,933	10,823	11,025	9,450	10,101	10,346	10,643	10,292	9,912	9,868
454	Nonstore retailers	162,999	9.3	21,733	22,116	23,297	19,540	20,828	24,711	24,613	24,458	23,033	22,681
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	15,372	16,124	13,349	14,286	(*)	16,636	16,504	15,187	15,086
722	Food services & drinking places ...	259,368	5.9	39,355	38,888	38,734	36,704	36,154	37,987	37,500	37,280	35,157	35,101

(*) 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					
		Jul. 2007 Advance from --		Jun. 2007 Preliminary from --		May 2007 through Jul. 2007 from --	
		Jun. 2007 (p)	Jul. 2006 (r)	May 2007 (r)	Jun. 2006 (r)	Feb. 2007 through Apr. 2007	May 2006 through Jul. 2006
	Retail & food services, total	0.3	3.2	-0.7	4.0	1.3	4.1
	Total (excl. motor vehicle & parts) ...	0.4	4.4	-0.2	4.5	2.1	4.7
	Retail	0.2	2.7	-0.9	3.7	1.2	3.8
441	Motor vehicle & parts dealers	-0.3	-1.2	-2.9	2.1	-1.5	2.0
4411, 4412	Auto & other motor veh. dealers ..	-0.3	-1.6	-3.1	2.0	-1.8	1.9
442	Furniture & home furn. stores	0.5	0.5	-1.3	0.2	-0.4	1.4
443	Electronics & appliance stores	1.0	2.8	-1.0	2.1	0.3	2.9
444	Building material & garden eq. & supplies dealers.....	0.2	0.4	-2.2	0.1	2.5	0.7
445	Food & beverage stores.....	0.4	5.3	0.4	5.4	1.0	5.4
4451	Grocery stores	0.5	5.1	0.4	5.0	0.9	5.1
446	Health & personal care stores	0.7	6.0	0.2	5.3	1.1	5.8
447	Gasoline stations	-0.8	-0.9	-1.3	1.8	5.3	1.8
448	Clothing & clothing accessories stores	1.3	5.8	-1.2	5.3	1.9	6.3
451	Sporting goods, hobby, book & music stores.....	0.4	5.3	0.1	3.8	3.1	4.2
452	General merchandise stores.....	0.9	6.0	0.4	5.0	1.6	5.3
4521	Department stores (ex. L.D.).....	1.6	1.2	-0.9	-1.7	0.5	-0.3
453	Miscellaneous store retailers	-2.8	4.4	3.4	7.9	3.8	5.2
454	Nonstore retailers	0.4	7.3	0.6	8.5	1.4	7.7
722	Food services & drinking places	1.3	8.0	0.6	6.8	2.4	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

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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

(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	0.5	0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.5	0.3	0.2	0.5	0.0	0.3
	Retail	0.6	0.4	0.2	0.5	0.1	0.2
441	Motor vehicle & parts dealers	1.9	1.5	0.7	1.6	0.2	0.7
4411, 4412	Auto & other motor veh. dealers .	2.1	1.6	0.8	1.8	0.2	0.8
442	Furniture & home furn. stores.....	2.0	1.6	0.8	1.8	0.1	0.4
443	Electronics & appliance stores	1.3	0.6	0.5	1.5	0.0	0.3
444	Building material & garden eq. &... supplies dealers.....	2.3	1.3	0.8	1.4	0.0	1.3
445	Food & beverage stores.....	0.7	0.3	0.3	0.7	0.0	0.2
4451	Grocery stores	0.8	0.3	0.3	0.7	0.0	0.2
446	Health & personal care stores	1.7	0.5	0.4	1.0	-0.2	0.4
447	Gasoline stations	2.3	0.7	0.7	1.9	0.0	0.3
448	Clothing & clothing accessories stores	1.8	0.5	0.5	1.0	0.1	0.3
451	Sporting goods, hobby, book & music stores.....	2.3	1.3	1.1	1.6	0.0	0.4
452	General merchandise stores.....	0.1	0.0	0.0	0.1	0.1	0.1
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	0.1	0.2
453	Miscellaneous store retailers	3.4	3.1	1.8	4.0	0.6	1.0
454	Nonstore retailers	1.5	1.0	0.7	1.6	0.1	0.6
722	Food services & drinking places ..	1.5	0.7	0.7	1.7	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.

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>