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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES August 2007

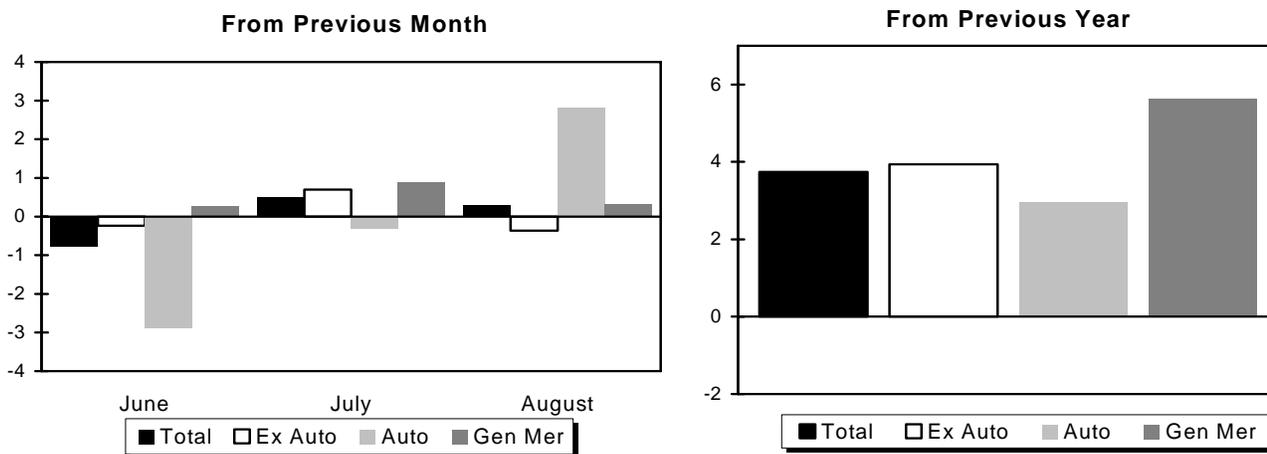
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for August, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$377.6 billion, an increase of 0.3 percent ($\pm 0.7\%$)* from the previous month and 3.7 percent ($\pm 0.8\%$) above August 2006. Total sales for the June through August 2007 period were up 3.8 percent ($\pm 0.5\%$) from the same period a year ago. The June to July 2007 percent change was revised from +0.3 percent ($\pm 0.7\%$)* to +0.5 percent ($\pm 0.2\%$).

Retail trade sales were up 0.3 percent ($\pm 0.7\%$)* from July 2007 and were 3.5 percent ($\pm 1.0\%$) above last year. Nonstore retailers were up 6.9 percent ($\pm 2.6\%$) from August 2006 and sales of sporting goods, hobby, book, and music stores were also up 6.9 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 September is scheduled to be released October 12, 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				
		8 Month Total		2007			2006		2007			2006	
		2007	% Chg. 2006	Aug. ³ (a)	Jul. (p)	Jun. (r)	Aug.	Jul.	Aug. ³ (a)	Jul. (p)	Jun. (r)	Aug. (r)	Jul. (r)
	Retail & food services,												
	total	2,958,214	4.0	394,877	378,194	382,787	379,088	365,323	377,615	376,578	374,740	364,006	363,633
	Total (excl. motor vehicle & parts) ...	2,324,738	4.4	309,460	297,985	301,764	296,013	284,454	300,491	301,562	299,480	289,092	287,587
	Retail	2,659,733	3.8	355,372	339,234	343,896	342,028	328,619	339,883	338,863	337,273	328,303	328,408
	GAFO⁴	(*)	(*)	(*)	92,262	93,958	94,693	88,426	(*)	99,052	97,958	94,280	94,131
441	Motor vehicle & parts dealers	633,476	2.5	85,417	80,209	81,023	83,075	80,869	77,124	75,016	75,260	74,914	76,046
4411, 4412	Auto & other motor veh. dealers .	582,774	2.5	78,480	73,671	74,404	76,356	74,551	70,766	68,723	68,956	68,789	69,870
44111	New car dealers	(*)	(*)	(*)	59,850	59,607	63,679	61,728	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,538	6,619	6,719	6,318	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	80,246	3.1	11,037	10,154	10,152	10,741	9,958	10,442	10,393	10,213	10,230	10,213
4421	Furniture stores	(*)	(*)	(*)	5,351	5,357	5,718	5,307	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,803	4,795	5,023	4,651	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	68,683	3.0	9,259	8,567	8,527	8,960	8,345	9,346	9,309	9,206	9,069	9,047
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,895	6,922	7,156	6,795	(*)	7,478	7,419	7,309	7,346
44312	Computer & software stores.....	(*)	(*)	(*)	1,672	1,605	1,804	1,550	(*)	1,831	1,787	1,760	1,701
444	Building material & garden eq. & supplies dealers	242,654	-1.5	31,269	31,542	33,448	31,597	30,434	29,691	29,987	29,739	29,715	29,648
4441	Building mat. & sup. dealers	(*)	(*)	(*)	27,816	28,657	28,668	27,064	(*)	26,242	26,076	26,253	26,199
445	Food & beverage stores	375,034	5.8	48,972	48,402	48,258	46,275	46,353	47,846	47,854	47,585	45,582	45,240
4451	Grocery stores	335,176	5.5	43,552	43,078	42,872	41,387	41,370	42,490	42,567	42,322	40,655	40,361
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,547	3,578	3,167	3,259	(*)	3,477	3,457	3,151	3,146
446	Health & personal care stores	156,614	6.7	20,083	19,404	19,420	18,900	18,092	20,023	19,963	19,736	18,938	18,709
44611	Pharmacies & drug stores	(*)	(*)	(*)	16,223	16,221	15,976	15,315	(*)	16,794	16,586	16,056	15,903
447	Gasoline stations	281,592	1.1	38,648	38,687	38,516	39,217	38,848	34,755	35,623	35,762	35,717	35,706
448	Clothing & clothing accessories stores	137,781	6.6	19,235	17,166	17,536	17,957	16,388	19,078	19,090	18,798	17,927	17,978
44811	Men's clothing stores	(*)	(*)	(*)	735	836	793	688	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,007	3,332	3,011	2,977	(*)	3,417	3,390	3,248	3,352
44814	Family clothing stores	(*)	(*)	(*)	6,933	6,783	7,101	6,635	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,162	2,122	2,699	2,146	(*)	2,305	2,260	2,278	2,231
451	Sporting goods, hobby, book & music stores	55,080	2.9	8,548	6,981	7,172	7,893	6,575	7,653	7,630	7,581	7,156	7,202
452	General merchandise stores	361,289	5.2	48,222	45,665	46,945	45,026	43,767	48,706	48,545	48,116	46,108	45,907
4521	Department stores (ex. L.D.).....	127,127	-0.8	17,275	15,613	16,273	16,898	15,914	17,603	17,640	17,406	17,550	17,556
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	16,020	16,697	17,362	16,354	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	30,052	30,672	28,128	27,853	(*)	30,905	30,710	28,558	28,351
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	26,722	27,218	24,764	24,564	(*)	27,351	27,164	25,039	24,837
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	3,330	3,454	3,364	3,289	(*)	3,554	3,546	3,519	3,514
453	Miscellaneous store retailers	79,897	3.8	10,835	10,160	10,806	10,163	9,450	10,511	10,495	10,647	9,844	9,921
454	Nonstore retailers	187,387	9.4	23,847	22,297	22,093	22,224	19,540	24,708	24,958	24,630	23,103	22,791
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	15,703	15,343	15,270	13,349	(*)	16,958	16,677	15,347	14,982
722	Food services & drinking places ...	298,481	5.8	39,505	38,960	38,891	37,060	36,704	37,732	37,715	37,467	35,703	35,225

(*) 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					
		Aug. 2007 Advance from --		Jul. 2007 Preliminary from --		Jun. 2007 through Aug. 2007 from --	
		Jul. 2007 (p)	Aug. 2006 (r)	Jun. 2007 (r)	Jul. 2006 (r)	Mar. 2007 through May 2007	Jun. 2006 through Aug. 2006
	Retail & food services, total	0.3	3.7	0.5	3.6	0.6	3.8
	Total (excl. motor vehicle & parts) ...	-0.4	3.9	0.7	4.9	1.2	4.4
	Retail	0.3	3.5	0.5	3.2	0.5	3.5
441	Motor vehicle & parts dealers	2.8	3.0	-0.3	-1.4	-1.9	1.2
4411, 4412	Auto & other motor veh. dealers ..	3.0	2.9	-0.3	-1.6	-2.1	1.1
442	Furniture & home furn. stores	0.5	2.1	1.8	1.8	0.0	1.3
443	Electronics & appliance stores	0.4	3.1	1.1	2.9	0.5	2.7
444	Building material & garden eq. & supplies dealers.....	-1.0	-0.1	0.8	1.1	0.3	0.4
445	Food & beverage stores.....	0.0	5.0	0.6	5.8	1.1	5.4
4451	Grocery stores	-0.2	4.5	0.6	5.5	1.0	5.0
446	Health & personal care stores	0.3	5.7	1.2	6.7	1.4	5.9
447	Gasoline stations	-2.4	-2.7	-0.4	-0.2	0.4	-0.6
448	Clothing & clothing accessories stores	-0.1	6.4	1.6	6.2	1.0	6.0
451	Sporting goods, hobby, book & music stores.....	0.3	6.9	0.6	5.9	2.5	5.7
452	General merchandise stores.....	0.3	5.6	0.9	5.7	1.5	5.4
4521	Department stores (ex. L.D.).....	-0.2	0.3	1.3	0.5	0.0	-0.4
453	Miscellaneous store retailers	0.2	6.8	-1.4	5.8	3.8	6.8
454	Nonstore retailers	-1.0	6.9	1.3	9.5	2.1	8.3
722	Food services & drinking places	0.0	5.7	0.7	7.1	1.6	6.5

(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	0.4	0.1	0.2
	Retail	0.6	0.4	0.2	0.6	0.1	0.3
441	Motor vehicle & parts dealers	1.9	1.5	0.8	1.6	0.1	0.6
4411, 4412	Auto & other motor veh. dealers .	2.1	1.6	0.8	1.8	0.1	0.6
442	Furniture & home furn. stores.....	1.9	1.5	0.8	1.8	0.2	0.4
443	Electronics & appliance stores	1.3	0.6	0.5	1.4	0.1	0.3
444	Building material & garden eq. &... supplies dealers.....	2.3	1.2	0.9	1.4	0.1	1.0
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	0.5	1.0	-0.1	0.4
447	Gasoline stations	2.1	0.7	0.7	1.9	0.1	0.3
448	Clothing & clothing accessories stores	1.8	0.5	0.6	0.9	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	0.1	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	3.3	2.9	1.9	3.3	0.7	1.2
454	Nonstore retailers	1.4	1.0	0.8	1.6	0.1	0.6
722	Food services & drinking places ..	1.6	0.8	0.7	1.5	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>