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Scott Scheleur / Aneta Lukasik  
Service Sector Statistics Division  
(301) 763-2713

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## ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES September 2007

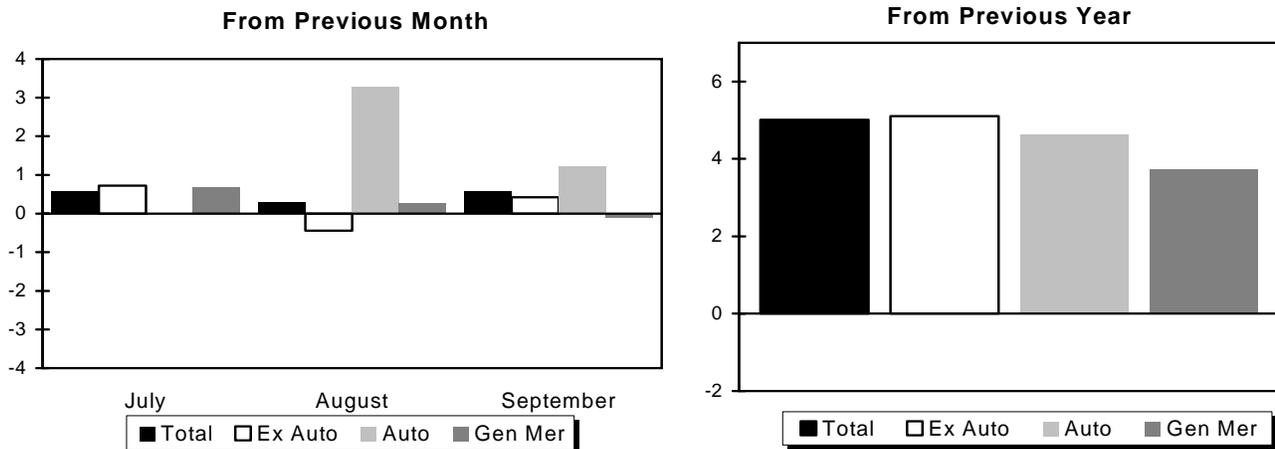
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for September, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$380.2 billion, an increase of 0.6 percent ( $\pm 0.5\%$ ) from the previous month and 5.0 percent ( $\pm 0.8\%$ ) above September 2006. Total sales for the July through September 2007 period were up 4.2 percent ( $\pm 0.5\%$ ) from the same period a year ago. The July to August 2007 percent change was unrevised from +0.3 percent ( $\pm 0.2\%$ ).

Retail trade sales were up 0.6 percent ( $\pm 0.7\%$ )\* from August 2007 and were 5.0 percent ( $\pm 0.8\%$ ) above last year. Gasoline station sales were up 9.6 percent ( $\pm 3.1\%$ ) from September 2006 and sales of nonstore retailers were up 8.7 percent ( $\pm 2.3\%$ ) 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 October is scheduled to be released November 14, 2007 at 8:30 a.m. EST.

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>				
		9 Month Total		2007			2006		2007			2006	
		2007	% Chg. 2006	Sep. <sup>3</sup> (a)	Aug. (p)	Jul. (r)	Sep.	Aug.	Sep. <sup>3</sup> (a)	Aug. (p)	Jul. (r)	Sep. (r)	Aug. (r)
	<b>Retail &amp; food services,</b>												
	<b>total</b> .....	3,318,375	3.9	359,937	394,824	378,471	349,880	379,088	380,230	378,028	376,906	362,103	364,172
	Total (excl. motor vehicle & parts) ...	2,609,903	4.2	285,758	308,705	298,147	276,706	296,013	301,577	300,312	301,648	286,923	289,303
	Retail .....	2,982,735	3.7	322,928	355,284	339,396	314,129	342,028	342,466	340,263	339,152	326,064	328,469
	<b>GAFO<sup>4</sup></b> .....	(*)	(*)	(*)	100,616	92,264	88,874	94,693	(*)	99,041	98,884	95,885	94,244
441	<b>Motor vehicle &amp; parts dealers</b> .....	708,472	2.5	74,179	86,119	80,324	73,174	83,075	78,653	77,716	75,258	75,180	74,869
4411, 4412	Auto & other motor veh. dealers .	651,618	2.5	67,971	79,236	73,788	67,053	76,356	72,233	71,384	68,961	68,985	68,727
44111	New car dealers .....	(*)	(*)	(*)	64,660	59,933	55,685	63,679	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,883	6,536	6,121	6,719	(NA)	(NA)	(NA)	(NA)	(NA)
442	<b>Furniture &amp; home furn. stores</b> .....	90,172	2.3	9,933	10,988	10,196	10,308	10,741	10,293	10,356	10,362	10,391	10,200
4421	Furniture stores .....	(*)	(*)	(*)	5,726	5,356	5,489	5,718	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores .....	(*)	(*)	(*)	5,262	4,840	4,819	5,023	(NA)	(NA)	(NA)	(NA)	(NA)
443	<b>Electronics &amp; appliance stores</b> .....	77,313	3.1	8,583	9,318	8,555	8,302	8,960	9,500	9,417	9,339	9,073	9,074
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	7,464	6,886	6,669	7,156	(*)	7,585	7,501	7,345	7,309
44312	Computer & software stores.....	(*)	(*)	(*)	1,854	1,669	1,633	1,804	(*)	1,832	1,838	1,728	1,765
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	270,437	-1.7	28,085	31,036	31,473	28,748	31,597	29,541	29,514	29,904	29,318	29,703
4441	Building mat. & sup. dealers .....	(*)	(*)	(*)	27,822	27,776	25,969	28,668	(*)	25,642	26,081	25,866	26,229
445	<b>Food &amp; beverage stores</b> .....	422,192	5.8	47,061	48,978	48,493	44,631	46,275	48,281	47,901	47,978	45,185	45,635
4451	Grocery stores .....	377,496	5.6	42,102	43,674	43,174	39,797	41,387	43,005	42,650	42,704	40,199	40,695
4453	Beer, wine & liquor stores .....	(*)	(*)	(*)	3,515	3,541	3,147	3,167	(*)	3,433	3,465	3,176	3,164
446	<b>Health &amp; personal care stores</b> .....	175,493	6.4	18,925	20,026	19,415	18,179	18,900	20,197	20,006	19,974	18,956	18,957
44611	Pharmacies & drug stores .....	(*)	(*)	(*)	16,665	16,223	15,371	15,976	(*)	16,715	16,759	16,028	16,105
447	<b>Gasoline stations</b> .....	317,120	1.7	35,800	38,371	38,692	33,211	39,217	35,551	34,851	35,793	32,433	35,847
448	<b>Clothing &amp; clothing accessories stores</b> .....	154,682	5.9	16,961	19,207	17,134	16,902	17,957	18,936	19,020	19,049	18,490	17,918
44811	Men's clothing stores .....	(*)	(*)	(*)	744	736	797	793	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores .....	(*)	(*)	(*)	3,262	3,006	3,214	3,011	(*)	3,441	3,400	3,373	3,224
44814	Family clothing stores .....	(*)	(*)	(*)	7,761	6,912	6,604	7,101	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores .....	(*)	(*)	(*)	2,805	2,157	2,219	2,699	(*)	2,334	2,309	2,338	2,274
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	62,248	2.6	7,232	8,481	6,984	7,117	7,893	7,565	7,620	7,624	7,277	7,175
452	<b>General merchandise stores</b> .....	405,166	5.0	43,895	48,198	45,671	42,466	45,026	48,526	48,573	48,445	46,782	46,063
4521	Department stores (ex. L.D.).....	142,419	-1.0	15,314	17,247	15,619	15,710	16,898	17,461	17,545	17,592	17,850	17,526
4521	Department stores (incl. L.D.) <sup>5</sup> .....	(*)	(*)	(*)	17,690	16,026	16,135	17,362	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	30,951	30,052	26,756	28,128	(*)	31,028	30,853	28,932	28,537
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	27,520	26,721	23,543	24,764	(*)	27,465	27,294	25,397	25,014
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	3,431	3,331	3,213	3,364	(*)	3,563	3,559	3,535	3,523
453	<b>Miscellaneous store retailers</b> .....	89,646	3.4	9,781	10,852	10,111	9,717	10,163	10,396	10,528	10,445	9,964	9,866
454	<b>Nonstore retailers</b> .....	209,794	8.9	22,493	23,710	22,348	21,374	22,224	25,027	24,761	24,981	23,015	23,162
4541	Elect. shopping & m/o houses ....	(*)	(*)	(*)	16,504	15,741	14,573	15,270	(*)	16,841	16,944	15,569	15,440
722	<b>Food services &amp; drinking places</b> ...	335,640	5.6	37,009	39,540	39,075	35,751	37,060	37,764	37,765	37,754	36,039	35,703

(\*) 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 <sup>1</sup>					
		Sep. 2007 Advance from --		Aug. 2007 Preliminary from --		Jul. 2007 through Sep. 2007 from --	
		Aug. 2007 (p)	Sep. 2006 (r)	Jul. 2007 (r)	Aug. 2006 (r)	Apr. 2007 through Jun. 2007	Jul. 2006 through Sep. 2006
	<b>Retail &amp; food services,</b>						
	<b>total</b> .....	0.6	5.0	0.3	3.8	1.0	4.2
	Total (excl. motor vehicle & parts) ...	0.4	5.1	-0.4	3.8	1.0	4.6
	Retail .....	0.6	5.0	0.3	3.6	0.9	4.0
441	<b>Motor vehicle &amp; parts dealers</b> .....	1.2	4.6	3.3	3.8	1.0	2.4
4411, 4412	Auto & other motor veh. dealers ..	1.2	4.7	3.5	3.9	1.0	2.4
442	<b>Furniture &amp; home furn. stores</b> .....	-0.6	-0.9	-0.1	1.5	0.4	0.7
443	<b>Electronics &amp; appliance stores</b> .....	0.9	4.7	0.8	3.8	2.0	3.9
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	0.1	0.8	-1.3	-0.6	-0.3	0.3
445	<b>Food &amp; beverage stores</b> .....	0.8	6.9	-0.2	5.0	1.4	6.0
4451	Grocery stores .....	0.8	7.0	-0.1	4.8	1.5	5.9
446	<b>Health &amp; personal care stores</b> .....	1.0	6.5	0.2	5.5	1.9	6.3
447	<b>Gasoline stations</b> .....	2.0	9.6	-2.6	-2.8	-0.8	2.1
448	<b>Clothing &amp; clothing accessories stores</b> .....	-0.4	2.4	-0.2	6.2	1.2	4.8
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	-0.7	4.0	-0.1	6.2	1.4	5.3
452	<b>General merchandise stores</b> .....	-0.1	3.7	0.3	5.4	1.4	4.9
4521	Department stores (ex. L.D.).....	-0.5	-2.2	-0.3	0.1	0.5	-0.6
453	<b>Miscellaneous store retailers</b> .....	-1.3	4.3	0.8	6.7	1.2	5.4
454	<b>Nonstore retailers</b> .....	1.1	8.7	-0.9	6.9	1.6	8.4
722	<b>Food services &amp; drinking places</b> ....	0.0	4.8	0.0	5.8	1.4	5.9

(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  $\pm 1.5$  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 <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>						
	<b>total</b> .....	0.5	0.3	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
	<b>Retail</b> .....	0.6	0.4	0.2	0.5	0.1	0.2
441	<b>Motor vehicle &amp; parts dealers</b> .....	1.8	1.4	0.7	1.7	0.2	0.5
4411, 4412	Auto & other motor veh. dealers .	2.0	1.5	0.8	1.8	0.2	0.5
442	<b>Furniture &amp; home furn. stores</b> .....	2.0	1.5	0.9	1.8	0.2	0.5
443	<b>Electronics &amp; appliance stores</b> .....	1.3	0.6	0.5	1.4	0.1	0.3
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	2.3	1.1	0.8	1.3	0.1	1.0
445	<b>Food &amp; beverage stores</b> .....	0.7	0.2	0.3	0.7	0.0	0.1
4451	Grocery stores .....	0.8	0.3	0.3	0.7	0.0	0.2
446	<b>Health &amp; personal care stores</b> .....	1.7	0.5	0.4	1.0	-0.2	0.3
447	<b>Gasoline stations</b> .....	2.1	0.7	0.7	1.9	0.1	0.3
448	<b>Clothing &amp; clothing accessories stores</b> .....	1.8	0.5	0.5	0.9	0.1	0.3
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	2.2	1.3	1.2	1.6	0.1	0.4
452	<b>General merchandise stores</b> .....	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	<b>Miscellaneous store retailers</b> .....	3.3	2.9	1.8	3.2	0.8	1.2
454	<b>Nonstore retailers</b> .....	1.4	0.9	0.7	1.4	0.2	0.6
722	<b>Food services &amp; drinking places</b> ..	1.6	0.8	0.7	1.5	0.1	0.3



- (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>