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## ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES January 2008

**Intention to Revise Retail Estimates:** Monthly retail sales estimates will be revised based on the results of the 2006 Annual Retail Trade Survey. Revised not adjusted and corresponding adjusted data are scheduled for release on April 30, 2008.

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 \$382.9 billion, an increase of 0.3 percent ( $\pm 0.5\%$ )\* from the previous month and 3.9 percent ( $\pm 0.7\%$ ) above January 2007. Total sales for the November 2007 through January 2008 period were up 4.4 percent ( $\pm 0.3\%$ ) from the same period a year ago. The November to December 2007 percent change was unrevised from  $-0.4$  percent ( $\pm 0.4\%$ )\*.

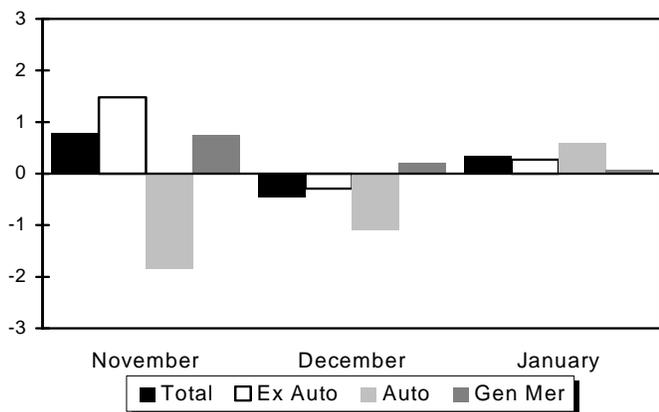
Retail trade sales were up 0.4 percent ( $\pm 0.7\%$ )\* from December 2007 and were 3.8 percent ( $\pm 0.8\%$ ) above last year. Gasoline station sales were up 23.0 percent ( $\pm 2.8\%$ ) from January 2007 and sales of nonstore retailers were up 10.6 percent ( $\pm 2.0\%$ ) from last year.

*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.*

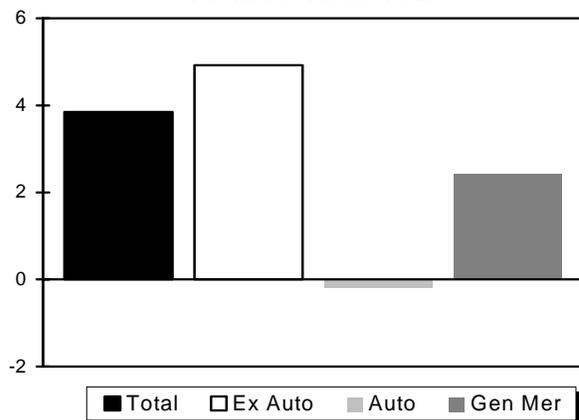
### Percent Change in Retail and Food Services Sales

(Estimates adjusted for seasonal variation and holiday and trading-day differences, but not for price changes)

From Previous Month



From Previous Year



The Advance Monthly Sales for Retail and Food Services for February is scheduled to be released March 13, 2008 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>				
		1 Month Total		2008	2007			2006	2008	2007		2006	
		2008	% Chg. 2007	Jan. <sup>3</sup> (a)	Dec. (p)	Nov. (r)	Jan.	Dec.	Jan. <sup>3</sup> (a)	Dec. (p)	Nov. (r)	Jan. (r)	Dec. (r)
	<b>Retail &amp; food services,</b>												
	<b>total</b> .....	348,250	4.6	348,250	433,613	383,928	332,797	422,341	382,906	381,654	383,365	368,694	368,177
	Total (excl. motor vehicle & parts) ...	280,693	5.7	280,693	363,189	315,386	265,530	350,836	306,178	305,368	306,241	291,816	290,838
	Retail .....	312,811	4.6	312,811	394,454	347,509	298,986	384,218	344,594	343,150	345,270	331,983	331,128
	<b>GAFO<sup>4</sup></b> .....	(*)	(*)	(*)	147,845	109,830	83,867	147,500	(*)	98,049	99,032	97,654	96,254
441	<b>Motor vehicle &amp; parts dealers</b> .....	67,557	0.4	67,557	70,424	68,542	67,267	71,505	76,728	76,286	77,124	76,878	77,339
4411, 4412	Auto & other motor veh. dealers .	61,844	0.3	61,844	64,642	62,364	61,639	65,725	70,518	70,035	70,788	70,687	71,131
44111	New car dealers .....	(*)	(*)	(*)	54,106	51,856	51,064	55,665	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	5,782	6,178	5,628	5,780	(NA)	(NA)	(NA)	(NA)	(NA)
442	<b>Furniture &amp; home furn. stores</b> .....	9,221	-4.3	9,221	11,643	11,137	9,639	11,996	10,012	10,063	10,152	10,466	10,218
4421	Furniture stores .....	(*)	(*)	(*)	5,551	5,621	5,256	5,685	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores .....	(*)	(*)	(*)	6,092	5,516	4,383	6,311	(NA)	(NA)	(NA)	(NA)	(NA)
443	<b>Electronics &amp; appliance stores</b> .....	8,669	-1.9	8,669	15,494	11,197	8,833	15,507	9,265	9,359	9,671	9,416	9,369
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	12,683	9,141	7,024	12,573	(*)	7,567	7,853	7,528	7,431
44312	Computer & software stores.....	(*)	(*)	(*)	2,811	2,056	1,809	2,934	(*)	1,792	1,818	1,888	1,938
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	22,541	-5.8	22,541	24,731	28,760	23,941	25,517	28,213	28,701	29,431	29,636	29,466
4441	Building mat. & sup. dealers .....	(*)	(*)	(*)	21,768	24,892	21,929	22,901	(*)	24,597	25,143	26,137	25,848
445	<b>Food &amp; beverage stores</b> .....	48,006	6.7	48,006	53,704	49,073	45,010	51,270	49,241	48,970	48,731	46,601	46,355
4451	Grocery stores .....	43,300	6.3	43,300	46,211	43,567	40,743	44,057	43,737	43,595	43,393	41,532	41,252
4453	Beer, wine & liquor stores .....	(*)	(*)	(*)	4,736	3,541	2,710	4,498	(*)	3,459	3,415	3,246	3,231
446	<b>Health &amp; personal care stores</b> .....	20,235	3.5	20,235	21,971	19,509	19,547	21,356	20,134	19,974	19,907	19,353	19,362
44611	Pharmacies & drug stores .....	(*)	(*)	(*)	18,109	16,350	16,770	17,924	(*)	16,629	16,616	16,490	16,414
447	<b>Gasoline stations</b> .....	36,298	23.5	36,298	36,926	37,676	29,402	31,048	40,108	39,325	39,328	32,596	32,925
448	<b>Clothing &amp; clothing accessories stores</b> .....	14,303	1.4	14,303	31,240	20,877	14,111	31,655	18,781	18,518	18,953	18,793	18,455
44811	Men's clothing stores .....	(*)	(*)	(*)	1,428	939	722	1,456	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores .....	(*)	(*)	(*)	4,969	3,696	2,621	5,065	(*)	3,348	3,413	3,391	3,379
44814	Family clothing stores .....	(*)	(*)	(*)	11,481	8,524	5,255	11,947	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores .....	(*)	(*)	(*)	3,007	2,295	1,789	3,079	(*)	2,268	2,288	2,279	2,298
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	6,762	-1.0	6,762	12,602	8,284	6,831	12,600	7,302	7,400	7,586	7,298	7,196
452	<b>General merchandise stores</b> .....	42,245	3.5	42,245	71,366	54,182	40,800	69,899	48,862	48,833	48,731	47,709	47,083
4521	Department stores (ex. L.D.).....	13,451	-4.5	13,451	29,610	20,899	14,078	30,568	17,050	17,236	17,307	17,904	17,653
4521	Department stores (incl. L.D.) <sup>5</sup> .....	(*)	(*)	(*)	30,342	21,430	14,461	31,383	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	41,756	33,283	26,722	39,331	(*)	31,597	31,424	29,805	29,430
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	36,447	29,236	23,837	33,937	(*)	28,058	27,817	26,252	25,886
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,309	4,047	2,885	5,394	(*)	3,539	3,607	3,553	3,544
453	<b>Miscellaneous store retailers</b> .....	9,460	3.8	9,460	12,218	10,342	9,117	12,572	10,280	10,175	10,184	10,030	10,211
454	<b>Nonstore retailers</b> .....	27,514	12.4	27,514	32,135	27,930	24,488	29,293	25,668	25,546	25,472	23,207	23,149
4541	Elect. shopping & m/o houses ....	(*)	(*)	(*)	22,199	18,922	15,657	20,993	(*)	17,116	17,139	15,799	16,062
722	<b>Food services &amp; drinking places</b> ...	35,439	4.8	35,439	39,159	36,419	33,811	38,123	38,312	38,504	38,095	36,711	37,049

(\*) 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>					
		Jan. 2008 Advance from --		Dec. 2007 Preliminary from --		Nov. 2007 through Jan. 2008 from --	
		Dec. 2007 (p)	Jan. 2007 (r)	Nov. 2007 (r)	Dec. 2006 (r)	Aug. 2007 through Oct. 2007	Nov. 2006 through Jan. 2007
	<b>Retail &amp; food services, total .....</b>	0.3	3.9	-0.4	3.7	0.9	4.4
	Total (excl. motor vehicle & parts) ...	0.3	4.9	-0.3	5.0	1.7	5.6
	Retail .....	0.4	3.8	-0.6	3.6	0.9	4.3
441	<b>Motor vehicle &amp; parts dealers .....</b>	0.6	-0.2	-1.1	-1.4	-2.2	-0.2
4411, 4412	Auto & other motor veh. dealers ..	0.7	-0.2	-1.1	-1.5	-2.2	-0.3
442	<b>Furniture &amp; home furn. stores .....</b>	-0.5	-4.3	-0.9	-1.5	-1.8	-2.2
443	<b>Electronics &amp; appliance stores .....</b>	-1.0	-1.6	-3.2	-0.1	0.2	0.9
444	<b>Building material &amp; garden eq. &amp; supplies dealers.....</b>	-1.7	-4.8	-2.5	-2.6	-1.8	-1.9
445	<b>Food &amp; beverage stores.....</b>	0.6	5.7	0.5	5.6	1.8	5.7
4451	Grocery stores .....	0.3	5.3	0.5	5.7	1.8	5.6
446	<b>Health &amp; personal care stores .....</b>	0.8	4.0	0.3	3.2	0.4	3.2
447	<b>Gasoline stations .....</b>	2.0	23.0	0.0	19.4	10.8	22.2
448	<b>Clothing &amp; clothing accessories stores .....</b>	1.4	-0.1	-2.3	0.3	-0.7	1.7
451	<b>Sporting goods, hobby, book &amp; music stores.....</b>	-1.3	0.1	-2.5	2.8	-1.9	3.1
452	<b>General merchandise stores.....</b>	0.1	2.4	0.2	3.7	0.8	3.6
4521	Department stores (ex. L.D.).....	-1.1	-4.8	-0.4	-2.4	-1.2	-2.9
453	<b>Miscellaneous store retailers .....</b>	1.0	2.5	-0.1	-0.4	-2.3	0.8
454	<b>Nonstore retailers .....</b>	0.5	10.6	0.3	10.4	2.9	10.4
722	<b>Food services &amp; drinking places ....</b>	-0.5	4.4	1.1	3.9	1.2	4.5

(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

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  $\pm 1.5$  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>						
	total .....	0.5	0.3	0.2	0.4	0.1	0.1
	Total (excl. motor vehicle & parts) ..	0.4	0.3	0.2	0.3	0.1	0.2
	<b>Retail .....</b>	0.6	0.4	0.2	0.5	0.1	0.1
441	<b>Motor vehicle &amp; parts dealers .....</b>	1.9	1.3	0.6	1.6	0.0	0.5
4411, 4412	Auto & other motor veh. dealers .	2.1	1.5	0.7	1.7	-0.1	0.5
442	<b>Furniture &amp; home furn. stores.....</b>	2.0	1.4	0.8	1.8	0.0	0.9
443	<b>Electronics &amp; appliance stores .....</b>	1.2	0.6	0.5	1.4	0.0	0.5
444	<b>Building material &amp; garden eq. &amp;... supplies dealers.....</b>	2.3	1.2	0.8	1.4	0.1	0.5
445	<b>Food &amp; beverage stores.....</b>	0.7	0.2	0.2	0.6	0.0	0.1
4451	Grocery stores .....	0.8	0.2	0.2	0.6	0.0	0.2
446	<b>Health &amp; personal care stores .....</b>	1.7	0.5	0.4	1.2	-0.2	0.4
447	<b>Gasoline stations .....</b>	1.9	0.7	0.4	1.7	0.5	0.3
448	<b>Clothing &amp; clothing accessories stores .....</b>	1.8	0.6	0.5	0.9	0.1	0.3
451	<b>Sporting goods, hobby, book &amp; music stores.....</b>	2.1	1.3	1.0	1.7	0.1	0.4
452	<b>General merchandise stores.....</b>	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	<b>Miscellaneous store retailers .....</b>	3.2	2.5	1.5	2.9	0.7	1.1
454	<b>Nonstore retailers .....</b>	1.6	1.0	0.5	1.2	0.4	0.6
722	<b>Food services &amp; drinking places ..</b>	1.6	0.8	0.7	1.3	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>