



## Monthly Retail Trade and Food Services Reliability of Estimates

Estimates in published tables are based on data from the 2007 Annual Retail Trade Survey, Monthly Retail Trade Surveys and administrative records. To maintain [confidentiality](#), no estimates are published that would [disclose](#) the operations of an individual firm. The [total error](#) of a published estimate may be considered to be comprised of [sampling error](#) and [nonsampling error](#). Individuals who use the Annual Retail Trade or Monthly Retail Trade Survey estimates to create new estimates should cite the Census Bureau as the source of only the original estimates. See also [definitions](#) and [technical documentation](#) for additional information.