

**NWX - U.S. DEPARTMENT OF COMMERCE**

**Moderator: Kim Brown**  
**January 22, 2014**  
**12:00 pm CT**

Coordinator: Welcome and thank you for standing by. At this time all participants are in a listen-only mode. After the presentation we will have a question and answer session. To ask your question please press star, one. I would also like to remind you that today's conference is being recorded. If you have any objections you may disconnect at this time.

I would now like to introduce our moderator for today's conference, Mr. (Lam Nguyen). Mr. (Nguyen), you may begin.

(Lam Nguyen): Thank you. Good afternoon and thank you so much for joining us today. I am (Lam Nguyen) and I will be your host for today.

Now before we begin I would like to give you a brief introduction. This webinar series was created by the economic directorate of the U.S. Census Bureau to help you discover the wide range of data we have to offer. Through this series you will learn about each of our economic indicators and the role the data plays in our economy.

Here with me today is (Tambre Cooper), with the Service Sector Statistic Division, who will talk - will be talking with you about the monthly wholesale

trade survey. We will have a question and answer session following the webinar. This webinar, and others that have already taken place, as well as the complete presentation file, will be archived on our Web site at [www.census.gov/econ/webinar](http://www.census.gov/econ/webinar) for later viewing.

Now without further ado I'm going to pass things off to (Tambre).

(Tambre Cooper): Thank you (Lam). Welcome everyone. I am (Tambre Cooper), a Senior Analyst in the Current Wholesale Branch at the U.S. Census Bureau. I am very excited for this opportunity to share with you an in-depth look at the monthly wholesale trade survey. There is a lot of information to cover, so let's get started.

We'll be covering a number of topics today, so I just wanted to give you a brief overview of what to expect. It is our goal to introduce you to the survey; provide background on how the survey is designed and how the data is collected; and supply you, the data user, with the information necessary to understand and utilize the survey results.

Additionally we will present a few visual examples of the data available and switch over to a live demo of our Web site and time series tool to offer a more interactive look at the monthly wholesale data. Remember, we will address any questions you may have throughout the presentation during a call in question and answer period at the end.

In order to produce the Monthly Wholesale Trade Report the United States Census Bureau conducts the Monthly Wholesale Trade Survey, otherwise known as MWTS. The survey produces monthly estimates and month-to-month trends for sales and inventories of U.S. merchant wholesalers, excluding manufacturers, sales branches and offices, or MSBOs.

The MWTS is designated as a principle economic indicator, meaning that it is deemed one of the major statistic surveys that describe the current condition of the economy. The Monthly Wholesale Trade Survey provides the only monthly government estimate of wholesale activity.

The survey covers companies with employment that are primarily engaged in merchant wholesale trade in the United States. This includes merchant wholesalers that typically take title of their goods they sell, such as merchant - such as wholesale merchants (unintelligible), drop shippers, exporters and importers.

These companies are classified under North American Industry Classification System Sector 42; in short, we refer to that system as NAIC. NAIC is the standard used by federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing and publishing statistical data related to the U.S. business economy.

It was established in 1997 as replacement for the Standard Industrial Classification System, or SIC. The United States Code Title 13 authorizes the survey and provides for voluntary response. Every person with access to personal or business data is sworn by Title 13 to protect confidentiality and can be subject to criminal penalties if they do not.

The Monthly Wholesale Trade Survey is a sample of approximately 4,200 single or multiunit companies selected from the larger Annual Wholesale Trade Survey sample of 8,000 single or multiunit companies.

The Annual Wholesale Trade Survey is otherwise known as AWTS. The Annual Wholesale Trade Survey includes merchant wholesale companies,

including manufacturers, sales branches and offices, and agent/broker and electronic market companies.

The Economic Census is conducted every five years and covers every business in the United States, including those in the wholesale sector. Sample sizes are computed to meet multiple coefficients of variation constraints on estimated annual sales and end-of-year inventory totals. Constraints are specified a detailed industry levels and at broad industry levels up to the total wholesale level.

Approximately every 5 to 7 years. We redesign and reselect the sample for MWTS. This process is performed to improve the efficiency of each sample, incorporate updates to the industry classification structure and redistribute (burden) for small and medium-sized businesses.

Additionally, updates to the sample are made on a quarterly basis to account for new employer businesses identified and for companies that no longer have active Employer Identification Numbers, or EINs.

The Monthly Wholesale Trade Survey, the Annual Wholesale Trade Survey and the Economic Census work together to produce the most comprehensive data available on wholesale economic activity in the United States.

Now let's take a look at whole the data first enter the indicator process. Data collection, the Monthly Wholesale Trade Survey has been collected by the Census Bureau since 1939. Companies have the option to receive the MWTS by mail, facsimile, or both. Currently survey forms are mailed the last business day of the reporting month.

We ask that companies respond within five to seven business days after receipt using any of the following methods, our Internet reporting option, mailing or faxing the completed form, or by providing data over the phone. If a business is not able to report by the due date we can fax a reminder or contact the company by phone.

This slide highlights a key page from the MWTS form. The questionnaires mailed to businesses are primarily focused on monthly sales and end-of-month inventories for the reporting month. We also ask for the reporting period and end date, the number of establishments and for any possible remarks the respondent may have.

Mail-in or fax back paper forms currently account for approximately 15% to 20% of our total survey response each month. The vast majority of our response comes via online reporting, which we'll highlight next.

We introduced our Internet reporting system for the Monthly Wholesale Trade Survey in October 2009 and it has quickly evolved into the most preferred option for response. On average it is responsible for approximately 73% of our total survey response each month.

The system was built with ease of access in mind and once a business receives their login information from the physical form they can access and report data for the current month in which the same - in much the same way they would report on a paper form.

Of course this reporting option does offer a few advantages over the paper form, such as field validation, error checking and the ability to save an electronic copy of the completed form as a PDF.

Now that we've seen how the data are collected let's turn our attention to the processes used to go from the micro level data we collect to the macro level estimates we publish.

Firms responding to the Monthly Wholesale Trade Survey account for approximately 71% of the total estimates found in the Monthly Wholesale Trade Report. For units that have not responded missing values are replaced by values of (unintelligible) from a model for non-response.

This procedure, referred to as imputation, is based on responses from similar sized units classified in the same industry. Total estimates for industry levels are based on a Horvitz-Thompson estimator.

For each unit in the survey we multiply the unit sales and inventories, whether reported or imputed, by the reciprocal of its probability of selection into the survey to produce that unit's weighted sales and inventories.

We then sum up the weighted sales and the weighted inventories of all units within each industry to produce the corresponding national level estimates found in the Monthly Wholesale Trade Report.

Another step in calculating the estimates is seasonal adjustment. So why do we seasonally adjust estimates? Seasonal movements are often large enough that they mask other characteristics of the data that are of interest to data users who track current economic trends.

Seasonal adjustment removes the seasonal effect from a time series in order to better reveal certain non-seasonal features. Many data users prefer seasonally adjusted data because they want to see characteristics that seasonal movements tend to mask, especially changes in the direction of the series.

For the Monthly Wholesale Trade Report sales and inventories estimates are adjusted for seasonal variation. Estimates of sales are also adjusted for trading day differences and moving holidays, however the estimates are not adjusted for price changes.

Potential trading day effects in the monthly time series data are related to changes in the (Unintelligible) composition of each month. Estimates are adjusted using the Census Bureau's X-13ARIMA SEATS Program using the X-11 Filter Base Adjustment Procedure.

For those interested in additional technical information on those procedures, I encourage you to visit the sight listed on the slide or you can inquire about specific seasonal adjustment topics during the question and answer session at the end of the presentation.

Seasonal adjustment can be difficult to understand without actually seeing it in action. So let's look at an example of an industry seasonal effect and see how seasonal adjustment removes these effects to better reveal certain non-seasonal features.

In the graph we see both seasonally adjusted sales and not adjusted sales of beer, wine and distilled alcoholic beverages over time. Every December alcohol sales jump to high levels and then correspondingly drop to low levels following in January. We can see these fluctuations pretty clearly in the not adjusted line on the graph.

The seasonal adjustment process removes these seasonal effects from the time series and produces the adjusted line we see in the slide, which some data users might prefer to conduct comparisons between months.

The Monthly Wholesale Trade Report is released approximately 40 days after the close of the reference month and is available in both Excel and PDF versions. The release contains preliminary current month estimates and revised data for the previous month. Data are both seasonally adjusted and not adjusted.

Our current release provides national level estimates of 18 4 digit NAICs industries and 1 5 digit NAICs industry. Because the estimates presented in this report are based on a sample survey they contain sampling error and non-sampling error. To account for this we also include, in the release, a table of the estimated measures of sampling variability.

As stated earlier, the data provided by the companies included on our sample is considered a principle economic indicator, providing the earliest available monthly estimates of wholesale trade activity.

This pie chart illustrates some of the major industries included in the Monthly Wholesale Trade Report and the share of the total wholesale sector that they have. Based on November 2013 Adjusted Inventories data the machinery industry, or NAICs 4238, has the largest share of a single industry at approximately 18% of total inventory. And the automotive industry, or NAICs 4231, is the second largest at 10% of total wholesale inventory.

Now Monthly Wholesale Trade Report is the most visible of our products and contains preliminary estimates for the current month and revised estimates of the previous month.

On the first page of the release there is a written section of the activity of sales inventories and inventories-to-sales ratios for the month. There is also a graph of the adjusted wholesale inventories-to-sales ratios for the last ten years.

The inventories-to-sales ratios show the relationship of the end-of-month value of inventories to the monthly sales and can be looked at as indications of the number of months of inventory that are on hand in relation to the sales month.

Table 1 of the press release shows adjusted and non-adjusted sales and inventory levels and trends for the current month, the previous month and for the current month of the previous year. Inventories-to-sales ratios are also shown for the same statistical periods.

Table 2 of the press release shows the estimated measures of sampling variability of sales and inventories. Sampling error is the difference between the estimate and the results 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. The standard errors and coefficients of variation, or CV's, in Table 2 are estimated measures of sampling variation.\

Finally, Table 3 of the press release shows the combined adjustment factors for the wholesales, sales and inventories estimates used to produce the seasonally adjusted estimates.

Combined adjustment factors for sales include the effects of seasonal variation, trading day differences and moving holidays. Combined adjustment factors for inventories include only the effects of seasonal variation.

Now let's take a look at how economic conditions are reflected in our data. As I explained in the previous slide, the inventories-to-sales ratios show the relationship of end-of-month value of inventories to the monthly sales and can be looked at as indications of the number of months of inventory that are on-hand in relation to the sales for a month.

For example, a ratio of 1.5 would indicate that there is enough inventory on-hand to cover 1-1/2 months of sales. Something interesting to look at is how the wholesale inventories-to-sales ratios change through an economic recession.

The National Bureau of Economic Research defines a recession as, "A significant decline in economic activity spread across the economy lasting more than a few months, normally visible in real GDP, real income, employment, industrial production and wholesale retail sales."

The most recent defined recession began in December 2007 and ended in June 2009. As you can see in the graph at the total wholesale level there is an obvious reflection of the recession in our data. The inventories-to-sales ratios spike to their highest points during this timeframe, showing that economic times were changing and there was a lot more inventory on-hand at the end of the month in relation to what was selling that month.

As clear as the effects of the recession can be seen in the total wholesale level it should be mentioned that economic conditions can impact individual industries very differently.

In the automotive industry, or NAIC 4231, we see that motor vehicle wholesalers were affected during the economic recession. The inventories-to-sales ratio peaked in January 2009 at 2.47. That means that motor vehicle wholesalers had enough inventories on-hand to cover almost 2.5 months of sales.

Now let's take a look at an industry that wasn't as affected during the recession. The wholesale grocery industry, or NAIC 4244, actually fared the economic recession pretty well. I guess this should be expected given that food is a necessary and perishable good. No matter the current economic condition people will always need to eat.

In the graph we can see that the wholesale grocery inventories-to-sales ratios have remained fairly stable over time and are not so much affected by economic conditions. For anyone wanting to see more industries graphs throughout time we have a neat online application.

For users wanting more hands-on access to the available data we provide the Time Series and Trend Chart Tool on our Web site. This Web based system allows users to create custom time series, sourcing data directly from a repository of all published monthly wholesale estimates. This includes estimates and measures of error for a period back through 1992, a much more extensive (frame) than the press release is limited to.

It also features integrating graphing capabilities to help quickly build visualizations and with the click of a button time series data can be instantly exported to a text or Excel file. We will demo this slide for you in just a bit.

Regular quality control and verification takes place between the Monthly Wholesale Trade Survey and the Annual Wholesale Trade Survey throughout the year. Additionally, every five years those surveys are compared against the economic census.

When annual data become available each year we compare and resolve differences between the data collected on the Monthly Annual Survey. We refer to this process as reconciliation. At the same time we modify the monthly sales estimates within each year to insure they sum to the corresponding annual sales estimates from the Annual Wholesale Trade Report in a systematic process referred to as benchmarking.

For inventories we can stream the MWTS December estimate to equal the December inventories estimate from the annual survey. Annual estimates are in turn benchmarked to data maintained by the economic census. This process of benchmarking wholesale data over all three programs insures consistency in the estimates presented in our data products.

There are several reasons for benchmarking the monthly estimates to annual estimates. One reason is timing. Respondents have more time to compare their data for the annual survey than for the monthly survey. Respondents to the monthly survey have just a few weeks to provide reports of their sales and end-of-month inventories. Sometimes these data are based on incomplete or unaudited records or the respondent may have estimated the value for a particular data item.

Another reason is sampling. The annual sample is larger than the sample used to develop the estimates for any given month. Response is a third reason. The annual estimates are based on more reported data than are the monthly

estimates. Given that the Annual Wholesale Trade Survey is mandatory they have a total quantity response rate above 80% for both sales and inventories.

If you take only one thing away from this Webinar I hope it's the link at the top of this slide. This link is the location to all information available on Monthly Wholesale Trade Survey data products, [www.census.gov/wholesale](http://www.census.gov/wholesale). Now that we're talking about our Web site it's probably a good time to go to the live site now and show you a lot of the information it has to offer.

Okay here on the main site there is a wealth of supplemental information via the tabs at the top of the page. You can access information about our survey, the forms related to our survey, historical releases, documentation on methodology, definitions, or browse our frequently asked questions.

Here you will see any important announcements related to our survey to keep you in the loop on any changes or upcoming events. In the latest Monthly Wholesale Trade Report box you will find links to the latest press release, as well as time series data and a time series trend charts Web application.

As described earlier, the press release can be viewed in either Excel or PDF format. Let's open the PDF. We discussed the press release earlier, but let me show you the different sections real quick.

Here on Page 1 we see the summary text of sales, inventories and inventories-to-sales ratios. Below that we see the graph of adjusted inventories-to-sales ratios over the past ten years.

Here on Page 2 we see the adjusted and not adjusted estimates of monthly sales, inventories and inventories-to-sales ratios. On Page 3 of the press release we show the estimated measures of sampling variability of the

monthly wholesale sales and inventories estimates. Lastly on Page 4, there is a chart of the combined adjustment factors for the sales and inventories estimates.

Now I'd like to show you our times series and trend charts tool and highlight a few more interesting examples of monthly wholesale data. So if you click on Time Series Trend Chart when you navigate here from the wholesale site you will see that monthly wholesale trade is already selected in the first filter.

Let's narrow down the data range a little bit. Let's select 2007 through 2014. Now let's select an industry. Here you see all of the industries covered in the Monthly Wholesale Trade Report. How about petroleum and petroleum products?

Now we select a data item, so let's just do sales. The only geographical level available for the Monthly Wholesale Trade Report is U.S. total, so we'll leave that as is. And lastly let's just do Seasonally Adjusted Data, so we'll unclick Not Seasonally Adjusted.

After that we'll click Get Data. This shows us a time series of adjusted petroleum sales. Now let's make a line chart of this data. So we can go right up here and click Line Chart.

Petroleum is an industry that is very affected by prices and we can see the volatility of the industry in this line chart. Now let's do another example and look at an industry that is less affected by prices.

So let's scroll back up and I will leave everything the same and just change the industry to Beer, Wine and Distilled Alcoholic Beverages, or 4248. So once we leave everything else the same we can click Get Data.

Again, we see the time series of adjusted alcohol sales. Let's graph it now, but this time how about we do a bar chart? We can go right up here and click Bar Chart. As we can see alcohol tends to be fairly stable - to be a fairly stable industry over time.

I hope this interactive demo was helpful in showing some of the data and tools that we have available on our Web site. Now let's get back to the slide show.

This economic indicator is widely used throughout government, academics and business communities. This slide highlights a few of the Monthly Wholesale Trade Survey's biggest data users. The Bureau of Economic Analysis, or BEA, uses the inventories estimates as input to what is probably the most closely watched of all economic statistics.

The gross domestic product, or GDP, the Federal Reserve Board and Council of Economic Advisors use our estimates to gain a clearer picture of current economic conditions and to assess near-term economic activity and trends.

Financial analysts and market research firms use the data to analyze market trends, as well as determine the direction of the economy. Researchers can use the estimates to benchmark the results from their own sampling operations.

As stated in the previous slide, the monthly wholesale trade inventories data is used as input to GDP. These articles are prime examples of how the release of our data is used each month.

In the first article Reuters notes that U.S. wholesale inventories fell in May 2013 by the most in a year and a half and that this decline could be a sign that

restocking by businesses could weigh against economic growth in the second quarter.

Then in the second article CNBC reports that U.S. wholesale inventories unexpectedly fell again in June 2013 and that could prompt economists to mark down their second quarter growth estimates after they recently raised them.

And here are some more examples of our data making the news. These headlines illustrate the importance of the wholesale data we release and the variety of ways it can be interpreted. This is why we take appropriate steps to insure the quality of our data.

By having this Webinar on the Monthly Wholesale Trade Survey we're hoping to both inform and expand our base of data users. Before we take any questions I am going to hand it back over to (Lam) so he can tell you about our mobile app and upcoming Webinar.

(Lam Nguyen): Thank you, (Tambre), for an informative presentation. Now we before we go into the question and answer session I would like to tell you a little bit about our mobile app called America's Economy, available on iPhone, iPad and Android devices.

This app will provide you with quick and easy to access data and information on all of the economic indicators in this Webinar series. Also be sure to join us for the Quarterly Financial Report Webinar on January 29 at 1:00 pm Eastern Standard Time.

The QFR is the sole source of quarterly statistics on the financial results and position of privately and publicly held non-financial corporations in the United States.

The next Webinar is on February 12 at 1:00 pm Eastern Standard Time and this Webinar is on the Advanced Report on Durable Goods, Manufactured Shipment Inventories and Orders - and Manufactured Shipment Inventory and Orders. That Webinar will cover shipments, inventory and orders, and unfilled orders for manufacturing of durable goods in the U.S.

You can see the complete list of upcoming Webinars on the Web site at [www.census.gov/econ/webinar](http://www.census.gov/econ/webinar). All of the Webinars will be archived on our Web site for later viewing.

Now we will open the line up for questions. The Operator will provide instructions on how to ask a question. We want to give everyone an opportunity to ask a question, so we will allow one question and one follow-up question per person. Operator, can you please provide the instruction?

Coordinator: Yes sir. Thank you Mr. (Nguyen). At this time we are ready to begin the question and answer session. If you would like to ask a question press star, 1. Remember to unmute your phone and please record your name clearly when prompted. To withdraw your question press star, 2. One moment for the first...

Again to ask your question press star, 1 and record your name when prompted.

Our first question comes from Mr. (Bob Pope).

(Bob Pope): Yes I just wanted to say I appreciate the presentation and I noticed you said for the Monthly Wholesale Trade Survey the only geographic level that's available at is the United States. Is there anything available from the census that can break some of this information down by a state level, by a state-by-state level? Even if it's not that Monthly Wholesale Trade is there another census byproduct that can come close or something like that?

(Bill Abriatis): Yes, hi. This is (Bill Abriatis). I'm the Branch Chief over the Monthly Wholesale Program. The only wholesale data available geographic is the Economic Census, which is done every five years.

(Bob Pope): Five years, yes.

(Bill Abriatis): And the 2007 is currently out there and right now we're in the process of collecting and tabulating the 2012, which will start in - start to be released on a flow basis coming up this year.

(Bob Pope): Okay thank you.

(Bill Abriatis): And also the County Business Patterns also has some as well.

(Bob Pope): Oh the County Business Patterns, yes I've looked into that, so okay thank you.

Coordinator: Our next question is from Mr. (Ron Moon).

(Ronald Lowe): Did you mean (Ronald Lowe)?

Coordinator: Please go ahead with your question sir.

(Ronald Lowe): Okay I was just curious, have you made any estimate of how much your estimates are biased by companies going out of business, particularly if they're going out of business for some non-random reason like a recession?

I know you said you - if one company leaves you try and fill it with another company, but I would - I don't know, you must have to adjust the estimate of total, either inventory or sales, whichever one you're looking at. Thanks.

(Bill Davie): Yes this is (Bill Davie). I'm one of the methodologists on the program. And, you know, we really haven't done any estimate to determine if there's a bias in terms of the non-response. We have done some non-response analysis studies to sort of see if there's any issues in terms of the response and how consistent it is across the industries and across time.

But I think what maybe you're - maybe I'm misinterpreting the question, but we actually - when we actually impute for the non-response, so hopefully the model is adequate, and we actually have different size categories by industry to try to help get a good prediction of what that particular business' value may be for a particular month.

So I'm not sure if I'm asking your question - answering your question or interpreting it correctly. So I don't know, what are your thoughts or do you have a follow-up?

(Ronald Lowe): No I understand, you know, if it's just random non-answering, or even assumed to be random non-answering, but if you're looking at an industry that's susceptible to the economic downturns, or whatever, and several of them go out of business at the same time I understand that you replace them, but presumably whatever contribution they were making to the economy is now zero and how do you deal with that?

(Bill Davie): I think maybe what you're asking is how we - if we get rid of the ones that are out of business and no longer there. If that's the case that - we are phasing ones out as we are phasing new companies in, so at certain times there may be more coming in than going out. But as companies go out of business they are taken out of the sample through that birth and death process we mentioned earlier.

(Lam Nguyen): Yes (Tambre) mentioned during the presentation there was a birth/death process that's done quarterly, so if particular industries are more likely to have more deaths or more births, depending upon what the economic situation is, than that should be reflected in that birth/death process.

(Ronald Lowe): I'm sorry. If there are five auto companies, we'll just keep this simple, and you're sampling three of them, one of those three goes out of business. I assume you - now you sample a fourth one that wasn't in your sample before, but the total economic contribution for all five is down. Is that accounted for in your estimates?

(Deanna Weidenhammer): Hi, this is (Deanna Weidenhammer). I also work on the methodology and I think I understand what you're getting at. And with our birth process we don't instantly replace companies. We do still maintain that probability that we had mentioned when we were describing the estimations.

So if there are not additional cases that are being born, even though one of these companies died out, then there would not be an additional company coming into the sample unless at some point down the road additional cases are born. Does that make sense?

(Ronald Lowe): That answers my question. Thanks very much.

(Deanna Weidenhammer): You're welcome.

Coordinator: Our next question is from a Miss (Belina). Miss (Belina), you may ask your question.

(Belina): Hi, I have a question about getting historical data going back a number of years. Your online - I have used your online tool before and it's very convenient, but the data only goes back to 1992. Is there a way to get data earlier than that?

Man: We do have data earlier than that and we have sent it out in the past. The one thing that we always have to be clear with when sending back data is it's not comparable to current data. Data prior to '92 was collected on an SIC basis, which is Standard Industrial Classification, and the classification has significantly changed between SIC and NAIC.

So we do have (unintelligible) going back. I think the SIC data goes back somewhere into the early 70's. We do have files for those that we do - have sent out in the past and our intention is to put that up on our Web site (unintelligible). It's just an old format file that we kind of need to reformat and do something with.

In addition to that we are kind of working on some press releases. We're going back even further than that, however that won't be in a time series. It's kind of just scans from old (unintelligible). Does that answer your question?

(Belina): Okay yes I understand that because SIC and NAICs, which they're not comparable, but if I wanted to get the old SIC data how would I go about doing that?

Man: You can send us an e-mail at the e-mail address on the Web site and until we have it live on our Web site just send us an e-mail and we can give you what we have.

(Belina): Okay thank you.

Man: You're welcome.

Coordinator: Again if you would like to ask a question press star, 1.

And our next question is from (Mike Donnelly) of IBM.

(Mike Donnelly): Hi, thank you for these Webinar series. They're terrific. Is there any distinction that you make between wholesalers that sell to the consumer versus wholesalers that sell to retailers and is there a way for us to know that?

Man: Yes. I think this would be kind of a NAICs definition and it's also on some classification questionnaires. We define the end consumer as the household consumer, someone that is actually going to use the product, not as the business.

So for wholesale to get this question a lot, if they sell to business such as farmers, or such as contractors, that we consider those sales wholesale, so when we define consumer we do mean household consumers that's using it for their own use. And wholesale, typically if it's a retailer for resale or used in business production, such as farming, that would also be wholesale.

(Mike Donnelly): Thank you.

Man: You're welcome.

Coordinator: Again to ask a question press star, 1 on your touchtone phone.

Mr. (Nguyen), Miss (Brown), there are no questions at this time.

(Lam Nguyen): All right thank you. If there are no further questions this will end the Monthly Wholesale Trade Survey Webinar. Now if you have any questions at a later time feel free to contact the Current Wholesale Branch on - at - via phone, fax, or e-mail on the screen.

Now on behalf of (Tambre) and everyone who worked hard on this Webinar, thank you for joining us today and have a wonderful day.

Coordinator: This concludes today's call. You may disconnect at this time.

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