

# U.S. Census Bureau News

U.S. Department of Commerce • Washington, D.C. 20233

FOR IMMEDIATE RELEASE  
MONDAY, JULY 16, 2012, AT 8:30 A.M. EDT

Ian Thomas  
Service Sector Statistics Division  
(301) 763-2713

CB12-124

## ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JUNE 2012

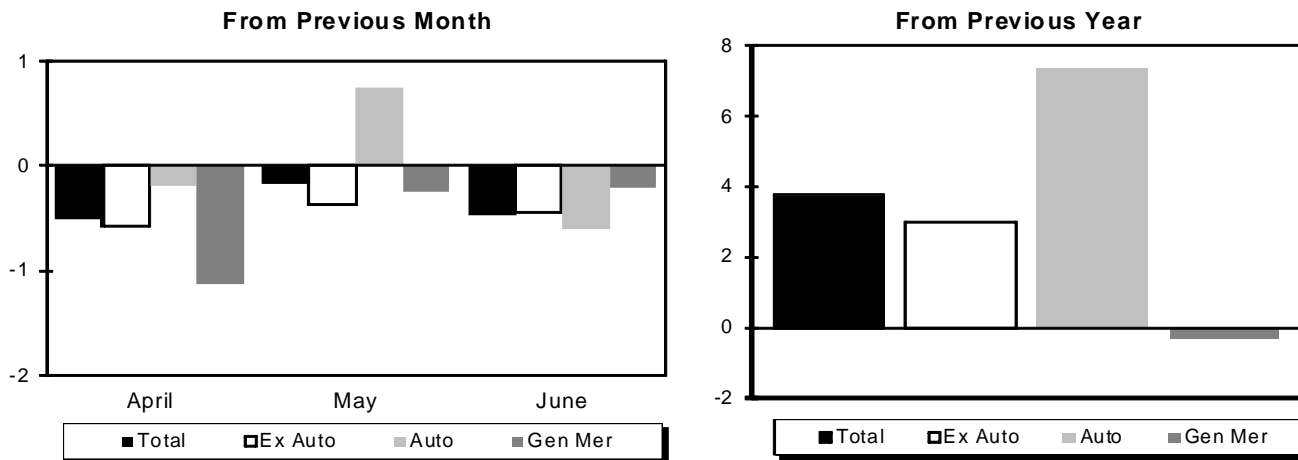
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for June, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$401.5 billion, a decrease of 0.5 percent ( $\pm 0.5\%$ )\* from the previous month, but 3.8 percent ( $\pm 0.7\%$ ) above June 2011. Total sales for the April through June 2012 period were up 4.7 percent ( $\pm 0.5\%$ ) from the same period a year ago. The April to May 2012 percent change was unrevised from -0.2 percent ( $\pm 0.2\%$ )\*.

Retail trade sales were down 0.5 percent ( $\pm 0.5\%$ )\* from May 2012, but 3.5 percent ( $\pm 0.7\%$ ) above last year. Nonstore retailers sales were up 10.9 percent ( $\pm 3.1\%$ ) from June 2011 and furniture and home furnishings stores were up 7.8 percent ( $\pm 2.8\%$ ) 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 July is scheduled to be released August 14, 2012 at 8:30 a.m. EDT.

For customized retail time series estimates by industry, visit the Census Bureau's web site at <[www.census.gov/timeseries](http://www.census.gov/timeseries)>. For additional survey information, visit <[www.census.gov/retail](http://www.census.gov/retail)>.

\* 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>				
		6 Month Total		2012			2011		2012			2011	
		2012	% Chg. 2011	Jun. <sup>3</sup> (a)	May (p)	Apr. (r)	Jun.	May	Jun. <sup>3</sup> (a)	May (p)	Apr. (r)	Jun. (r)	May (r)
	<b>Retail &amp; food services,</b>												
	<b>total</b> .....	2,385,742	6.4	406,906	423,656	398,514	392,888	396,066	401,515	403,445	404,112	386,919	383,733
	Total (excl. motor vehicle & parts) ...	1,939,820	5.9	330,951	343,480	324,506	321,351	325,448	328,524	330,003	331,218	318,921	316,939
	Retail .....	2,122,920	6.1	361,491	377,689	354,268	351,082	353,318	357,763	359,625	360,174	345,771	342,943
	<b>GAFO<sup>4</sup></b> .....	(*)	(*)	(*)	97,954	92,280	93,161	94,310	(*)	99,139	98,935	97,430	96,481
441	<b>Motor vehicle &amp; parts dealers</b> .....	445,922	8.2	75,955	80,176	74,008	71,537	70,618	72,991	73,442	72,894	67,998	66,794
4411, 4412	Auto & other motor veh. dealers .	404,394	8.7	68,657	72,936	67,175	64,099	63,765	66,080	66,547	65,922	61,105	60,042
44111	New car dealers .....	(*)	(*)	(*)	60,493	55,140	52,071	52,056	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,240	6,833	7,438	6,853	(NA)	(NA)	(NA)	(NA)	(NA)
442	<b>Furniture &amp; home furn. stores</b> .....	45,468	9.0	7,685	7,997	7,185	7,101	7,148	7,874	7,934	7,835	7,306	7,272
4421	Furniture stores .....	(*)	(*)	(*)	4,313	3,914	3,805	3,872	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores .....	(*)	(*)	(*)	3,684	3,271	3,296	3,276	(NA)	(NA)	(NA)	(NA)	(NA)
443	<b>Electronics &amp; appliance stores</b> .....	45,891	0.4	7,693	7,632	6,915	7,752	7,516	8,151	8,213	8,156	8,232	8,205
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,718	5,099	5,957	5,725	(*)	6,155	6,092	6,324	6,230
44312	Computer & software stores.....	(*)	(*)	(*)	1,914	1,816	1,795	1,791	(*)	2,058	2,064	1,908	1,975
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	148,635	8.1	27,281	30,787	27,305	28,007	28,694	23,652	24,048	24,531	23,513	23,055
4441	Building mat. & sup. dealers .....	(*)	(*)	(*)	24,681	21,667	22,791	22,932	(*)	20,381	20,635	19,853	19,483
445	<b>Food &amp; beverage stores</b> .....	311,133	4.1	53,089	54,411	51,271	51,506	51,905	52,564	52,520	52,582	51,296	50,980
4451	Grocery stores .....	280,170	3.8	47,435	48,751	46,072	46,256	46,677	47,059	47,012	47,108	46,072	45,807
4453	Beer, wine & liquor stores .....	(*)	(*)	(*)	3,827	3,452	3,629	3,545	(*)	3,767	3,744	3,600	3,566
446	<b>Health &amp; personal care stores</b> .....	137,835	2.4	22,431	23,439	22,686	22,413	22,783	22,819	22,979	23,031	22,685	22,670
44611	Pharmacies & drug stores .....	(*)	(*)	(*)	19,503	18,864	18,935	19,357	(*)	19,139	19,151	19,146	19,280
447	<b>Gasoline stations</b> .....	271,837	5.5	46,696	48,390	46,882	46,880	47,615	44,011	44,806	45,739	43,977	44,458
448	<b>Clothing &amp; clothing accessories stores</b> .....	109,124	6.6	18,526	19,904	18,526	17,637	18,618	19,695	19,663	19,515	19,035	18,741
44811	Men's clothing stores .....	(*)	(*)	(*)	769	756	718	736	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores .....	(*)	(*)	(*)	3,678	3,569	3,155	3,371	(*)	3,428	3,393	3,243	3,183
44814	Family clothing stores .....	(*)	(*)	(*)	7,534	7,150	6,833	7,011	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores .....	(*)	(*)	(*)	2,313	2,301	2,102	2,180	(*)	2,363	2,355	2,320	2,259
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	40,804	7.3	7,186	6,975	6,573	6,666	6,348	7,393	7,516	7,495	7,084	6,968
452	<b>General merchandise stores</b> .....	302,154	2.7	51,191	52,312	50,349	51,193	51,708	52,545	52,658	52,791	52,713	52,233
4521	Department stores (ex. L.D.).....	82,938	-0.3	14,338	14,574	13,975	14,823	14,577	15,122	15,236	15,227	15,629	15,384
4521	Department stores (incl. L.D.) <sup>5</sup> .....	(*)	(*)	(*)	14,806	14,203	15,069	14,821	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	37,738	36,374	36,370	37,131	(*)	37,422	37,564	37,084	36,849
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	32,649	31,634	31,897	32,688	(*)	32,519	32,747	32,615	32,493
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,089	4,740	4,473	4,443	(*)	4,903	4,817	4,469	4,356
453	<b>Miscellaneous store retailers</b> .....	58,450	8.7	10,547	10,780	9,432	9,899	9,903	10,012	9,960	10,065	9,416	9,395
454	<b>Nonstore retailers</b> .....	205,667	11.2	33,211	34,886	33,136	30,491	30,462	36,056	35,886	35,540	32,516	32,172
4541	Elect. shopping & m/o houses ....	(*)	(*)	(*)	27,343	25,555	23,694	23,766	(*)	27,788	27,538	24,915	24,628
722	<b>Food services &amp; drinking places</b> ...	262,822	8.7	45,415	45,967	44,246	41,806	42,748	43,752	43,820	43,938	41,148	40,790

(\*) 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/eos/www/naics>

(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-13ARIMA-SEATS 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/retail>

(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/retail>

**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>					
		Jun. 2012 Advance from --		May 2012 Preliminary from --		Apr. 2012 through Jun. 2012 from --	
		May 2012 (p)	Jun. 2011 (r)	Apr. 2012 (r)	May 2011 (r)	Jan. 2012 through Mar. 2012	Apr. 2011 through Jun. 2011
	<b>Retail &amp; food services, total .....</b>	-0.5	3.8	-0.2	5.1	-0.2	4.7
	Total (excl. motor vehicle & parts) ....	-0.4	3.0	-0.4	4.1	-0.3	4.0
	Retail .....	-0.5	3.5	-0.2	4.9	-0.4	4.4
441	<b>Motor vehicle &amp; parts dealers .....</b>	-0.6	7.3	0.8	10.0	0.5	8.2
4411, 4412	Auto & other motor veh. dealers ..	-0.7	8.1	0.9	10.8	0.7	8.9
442	<b>Furniture &amp; home furn. stores .....</b>	-0.8	7.8	1.3	9.1	0.2	7.9
443	<b>Electronics &amp; appliance stores .....</b>	-0.8	-1.0	0.7	0.1	-1.6	-1.3
444	<b>Building material &amp; garden eq. &amp; supplies dealers.....</b>	-1.6	0.6	-2.0	4.3	-4.0	4.2
445	<b>Food &amp; beverage stores.....</b>	0.1	2.5	-0.1	3.0	0.6	2.8
4451	Grocery stores .....	0.1	2.1	-0.2	2.6	0.5	2.4
446	<b>Health &amp; personal care stores .....</b>	-0.7	0.6	-0.2	1.4	-0.3	1.7
447	<b>Gasoline stations .....</b>	-1.8	0.1	-2.0	0.8	-2.2	1.6
448	<b>Clothing &amp; clothing accessories stores .....</b>	0.2	3.5	0.8	4.9	-0.5	4.0
451	<b>Sporting goods, hobby, book &amp; music stores.....</b>	-1.6	4.4	0.3	7.9	1.5	6.4
452	<b>General merchandise stores.....</b>	-0.2	-0.3	-0.3	0.8	-1.5	0.3
4521	Department stores (ex. L.D.).....	-0.7	-3.2	0.1	-1.0	-1.6	-2.4
453	<b>Miscellaneous store retailers .....</b>	0.5	6.3	-1.0	6.0	0.0	6.8
454	<b>Nonstore retailers .....</b>	0.5	10.9	1.0	11.5	3.0	11.2
722	<b>Food services &amp; drinking places ....</b>	-0.2	6.3	-0.3	7.4	1.1	7.5

(p) Preliminary estimate (r) Revised estimate

(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/retail>.

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/retail>.

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 Jun. 2012**

(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 .....	0.7	0.3	0.2	0.4	0.0	0.1
	Total (excl. motor vehicle & parts) ..	0.7	0.3	0.2	0.4	0.0	0.2
	<b>Retail .....</b>	0.8	0.3	0.2	0.4	0.0	0.1
441	<b>Motor vehicle &amp; parts dealers .....</b>	2.5	1.0	0.5	1.3	0.0	0.4
4411, 4412	Auto & other motor veh. dealers .	2.6	1.1	0.6	1.5	-0.1	0.4
442	<b>Furniture &amp; home furn. stores.....</b>	3.1	1.4	0.8	1.7	0.4	0.4
443	<b>Electronics &amp; appliance stores .....</b>	1.5	0.6	0.4	0.9	-0.6	0.5
444	<b>Building material &amp; garden eq. &amp;... supplies dealers.....</b>	3.3	1.6	1.2	1.7	0.0	0.4
445	<b>Food &amp; beverage stores.....</b>	1.2	0.2	0.3	0.5	0.0	0.1
4451	Grocery stores .....	1.3	0.1	0.3	0.5	-0.1	0.2
446	<b>Health &amp; personal care stores .....</b>	1.7	0.4	0.3	1.0	0.0	0.2
447	<b>Gasoline stations .....</b>	2.5	0.5	0.4	1.0	-0.1	0.5
448	<b>Clothing &amp; clothing accessories stores .....</b>	2.8	0.7	0.6	0.8	0.0	0.4
451	<b>Sporting goods, hobby, book &amp; music stores.....</b>	4.3	1.6	1.5	2.3	0.1	0.8
452	<b>General merchandise stores.....</b>	0.3	0.1	0.1	0.2	-0.1	0.1
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.2	0.2
453	<b>Miscellaneous store retailers .....</b>	3.9	2.4	1.4	3.3	0.5	0.7
454	<b>Nonstore retailers .....</b>	2.1	1.0	0.8	1.9	0.2	0.3
722	<b>Food services &amp; drinking places ..</b>	2.0	0.8	0.6	1.1	0.2	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.