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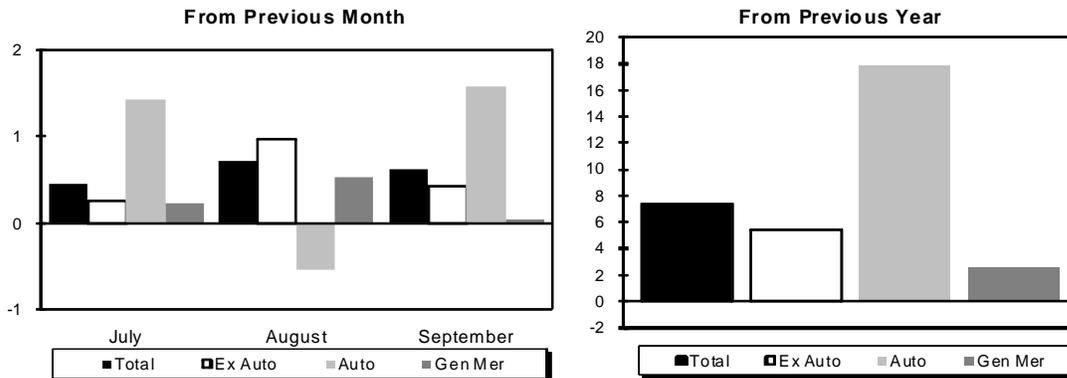
## ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES SEPTEMBER 2010

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 \$367.7 billion, an increase of 0.6 percent ( $\pm 0.5\%$ ) from the previous month, and 7.3 percent ( $\pm 0.7\%$ ) above September 2009. Total sales for the July through September 2010 period were up 5.7 percent ( $\pm 0.3\%$ ) from the same period a year ago. The July to August 2010 percent change was revised from +0.4 percent ( $\pm 0.5\%$ )\* to +0.7 percent ( $\pm 0.3\%$ ).

Retail trade sales were up 0.7 percent ( $\pm 0.5\%$ ) from August 2010, and 7.7 percent ( $\pm 0.7\%$ ) above last year. Auto and other motor vehicle dealers sales were up 19.0 percent ( $\pm 2.6\%$ ) from September 2009 and nonstore retailers sales were up 14.4 percent ( $\pm 3.1\%$ ) 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 15, 2010 at 8:30 a.m. EST.

For information, visit the Census Bureau's Web site at <<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>				
		9 Month Total		2010			2009		2010			2009	
		2010	% Chg. 2009	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> .....	3,221,217	6.3	355,786	373,398	372,451	330,260	359,221	367,670	365,403	362,829	342,540	351,128
	Total (excl. motor vehicle & parts) ...	2,647,656	5.6	292,208	305,802	303,625	276,548	291,080	304,336	303,052	300,140	288,823	287,815
	Retail .....	2,866,201	6.7	316,947	332,472	330,812	292,976	319,620	327,835	325,669	323,473	304,417	312,940
	<b>GAFO<sup>4</sup></b> .....	(*)	(*)	(*)	96,160	92,202	85,240	94,276	(*)	95,665	95,331	93,205	92,923
441	<b>Motor vehicle &amp; parts dealers</b> .....	573,561	9.2	63,578	67,596	68,826	53,712	68,141	63,334	62,351	62,689	53,717	63,313
4411, 4412	Auto & other motor veh. dealers .	514,993	10.0	56,735	60,534	61,989	47,499	61,660	56,565	55,689	56,251	47,547	57,093
44111	New car dealers .....	(*)	(*)	(*)	49,032	49,911	37,578	50,643	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,062	6,837	6,213	6,481	(NA)	(NA)	(NA)	(NA)	(NA)
442	<b>Furniture &amp; home furn. stores</b> .....	66,918	2.3	7,611	7,863	7,799	7,397	7,599	7,665	7,627	7,601	7,434	7,371
4421	Furniture stores .....	(*)	(*)	(*)	4,264	4,226	4,057	4,169	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores .....	(*)	(*)	(*)	3,599	3,573	3,340	3,430	(NA)	(NA)	(NA)	(NA)	(NA)
443	<b>Electronics &amp; appliance stores</b> .....	71,845	3.0	7,825	8,258	8,159	7,400	7,969	8,724	8,598	8,673	8,260	8,219
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,370	6,352	5,884	6,429	(*)	6,642	6,736	6,596	6,621
44312	Computer & software stores.....	(*)	(*)	(*)	1,888	1,807	1,516	1,540	(*)	1,956	1,937	1,664	1,598
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	217,124	4.4	23,502	24,018	25,574	22,171	22,337	23,663	23,526	23,399	22,060	22,209
4441	Building mat. & sup. dealers .....	(*)	(*)	(*)	20,174	21,124	19,791	19,705	(*)	19,014	19,169	19,140	19,057
445	<b>Food &amp; beverage stores</b> .....	436,104	2.3	48,620	49,297	50,432	46,887	48,521	49,558	49,377	48,516	48,253	47,957
4451	Grocery stores .....	390,610	2.3	43,501	44,074	44,922	41,895	43,344	44,253	44,074	43,277	43,058	42,746
4453	Beer, wine & liquor stores .....	(*)	(*)	(*)	3,462	3,683	3,269	3,413	(*)	3,472	3,410	3,377	3,383
446	<b>Health &amp; personal care stores</b> .....	194,348	3.2	21,624	21,865	21,614	20,814	20,728	22,224	22,108	21,943	21,414	21,108
44611	Pharmacies & drug stores .....	(*)	(*)	(*)	18,433	18,281	17,876	17,692	(*)	18,771	18,597	18,334	18,146
447	<b>Gasoline stations</b> .....	322,027	17.7	35,521	37,788	38,189	32,673	35,153	35,664	35,515	35,068	32,970	32,761
448	<b>Clothing &amp; clothing accessories stores</b> .....	150,909	4.4	16,661	18,334	17,246	15,964	17,995	18,124	18,160	18,077	17,564	17,602
44811	Men's clothing stores .....	(*)	(*)	(*)	582	610	640	608	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores .....	(*)	(*)	(*)	2,867	2,762	2,864	2,878	(*)	3,008	3,015	2,983	2,995
44814	Family clothing stores .....	(*)	(*)	(*)	7,335	6,983	6,067	7,179	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores .....	(*)	(*)	(*)	2,851	2,233	2,012	2,758	(*)	2,320	2,281	2,216	2,215
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	60,925	3.7	6,708	8,232	6,832	6,681	8,074	7,221	7,208	7,192	7,077	7,064
452	<b>General merchandise stores</b> .....	432,031	3.0	46,189	50,010	49,195	44,535	49,192	50,940	50,919	50,650	49,669	49,445
4521	Department stores (ex. L.D.).....	126,893	-0.7	13,791	14,954	14,091	13,622	15,477	15,488	15,500	15,419	15,616	15,701
4521	Department stores (incl. L.D.) <sup>5</sup> .....	(*)	(*)	(*)	15,275	14,393	13,944	15,843	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	35,056	35,104	30,913	33,715	(*)	35,419	35,231	34,053	33,744
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	30,905	30,880	27,170	29,993	(*)	30,998	30,849	29,989	29,755
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	4,151	4,224	3,743	3,722	(*)	4,421	4,382	4,064	3,989
453	<b>Miscellaneous store retailers</b> .....	87,037	5.9	10,205	10,236	10,234	9,325	9,318	10,213	10,070	10,015	9,324	9,308
454	<b>Nonstore retailers</b> .....	253,372	13.1	28,903	28,975	26,712	25,417	24,593	30,505	30,210	29,650	26,675	26,583
4541	Elect. shopping & m/o houses ....	(*)	(*)	(*)	22,536	20,627	19,082	18,631	(*)	23,067	22,543	19,919	19,799
722	<b>Food services &amp; drinking places</b> ...	355,016	2.6	38,839	40,926	41,639	37,284	39,601	39,835	39,734	39,356	38,123	38,188

(\*) 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-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/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>					
		Sep. 2010 Advance from --		Aug. 2010 Preliminary from --		Jul. 2010 through Sep. 2010 from --	
		Aug. 2010 (p)	Sep. 2009 (r)	Jul. 2010 (r)	Aug. 2009 (r)	Apr. 2010 through Jun. 2010	Jul. 2009 through Sep. 2009
	<b>Retail &amp; food services,</b>						
	<b>total</b> .....	0.6	7.3	0.7	4.1	0.6	5.7
	Total (excl. motor vehicle & parts) .....	0.4	5.4	1.0	5.3	0.6	5.3
	Retail .....	0.7	7.7	0.7	4.1	0.6	5.9
441	<b>Motor vehicle &amp; parts dealers</b> .....	1.6	17.9	-0.5	-1.5	0.5	7.7
4411, 4412	Auto & other motor veh. dealers ..	1.6	19.0	-1.0	-2.5	0.3	7.8
442	<b>Furniture &amp; home furn. stores</b> .....	0.5	3.1	0.3	3.5	0.4	3.1
443	<b>Electronics &amp; appliance stores</b> .....	1.5	5.6	-0.9	4.6	0.7	6.0
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	0.6	7.3	0.5	5.9	-3.0	5.9
445	<b>Food &amp; beverage stores</b> .....	0.4	2.7	1.8	3.0	0.7	2.3
4451	Grocery stores .....	0.4	2.8	1.8	3.1	0.9	2.4
446	<b>Health &amp; personal care stores</b> .....	0.5	3.8	0.8	4.7	1.5	4.1
447	<b>Gasoline stations</b> .....	0.4	8.2	1.3	8.4	0.3	9.3
448	<b>Clothing &amp; clothing accessories stores</b> .....	-0.2	3.2	0.5	3.2	-0.2	3.5
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	0.2	2.0	0.2	2.0	-0.1	2.8
452	<b>General merchandise stores</b> .....	0.0	2.6	0.5	3.0	0.6	3.0
4521	Department stores (ex. L.D.).....	-0.1	-0.8	0.5	-1.3	-0.5	-1.0
453	<b>Miscellaneous store retailers</b> .....	1.4	9.5	0.5	8.2	2.5	8.8
454	<b>Nonstore retailers</b> .....	1.0	14.4	1.9	13.6	3.1	13.3
722	<b>Food services &amp; drinking places</b> .....	0.3	4.5	1.0	4.0	0.8	3.8

(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

**Table 3. Estimated Measures of Sampling Variability and Revision to Advance Estimates Sep 2010**

(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>	0.6	0.3	0.2	0.4	0.0	0.2
	Total (excl. motor vehicle & parts) ..	0.6	0.3	0.2	0.3	0.1	0.1
	<b>Retail .....</b>	0.6	0.3	0.2	0.4	0.0	0.2
441	<b>Motor vehicle &amp; parts dealers .....</b>	2.2	1.2	0.5	1.4	-0.3	0.7
4411, 4412	Auto & other motor veh. dealers .	2.5	1.3	0.6	1.6	-0.4	0.6
442	<b>Furniture &amp; home furn. stores.....</b>	2.8	1.6	0.8	1.6	0.1	0.7
443	<b>Electronics &amp; appliance stores .....</b>	1.6	0.6	0.3	1.0	0.1	0.3
444	<b>Building material &amp; garden eq. &amp;....</b>						
	<b>supplies dealers.....</b>	2.8	1.4	0.9	1.5	0.3	0.4
445	<b>Food &amp; beverage stores.....</b>	1.1	0.2	0.2	0.5	-0.1	0.2
4451	Grocery stores .....	1.2	0.2	0.2	0.5	-0.1	0.2
446	<b>Health &amp; personal care stores .....</b>	1.9	0.4	0.3	0.7	0.0	0.4
447	<b>Gasoline stations .....</b>	2.5	0.5	0.3	1.1	0.4	0.2
448	<b>Clothing &amp; clothing accessories</b>						
	<b>stores .....</b>	2.5	0.6	0.6	1.0	0.2	0.6
451	<b>Sporting goods, hobby, book &amp;</b>						
	<b>music stores.....</b>	3.4	1.9	1.0	2.2	0.1	0.3
452	<b>General merchandise stores.....</b>	0.3	0.1	0.1	0.1	0.0	0.2
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.1	0.1
453	<b>Miscellaneous store retailers .....</b>	3.1	2.1	1.5	2.5	0.4	1.4
454	<b>Nonstore retailers .....</b>	2.0	0.8	0.8	1.9	0.2	0.5
722	<b>Food services &amp; drinking places ..</b>	1.8	0.7	0.6	1.0	0.1	0.3

