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## ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JANUARY 2011

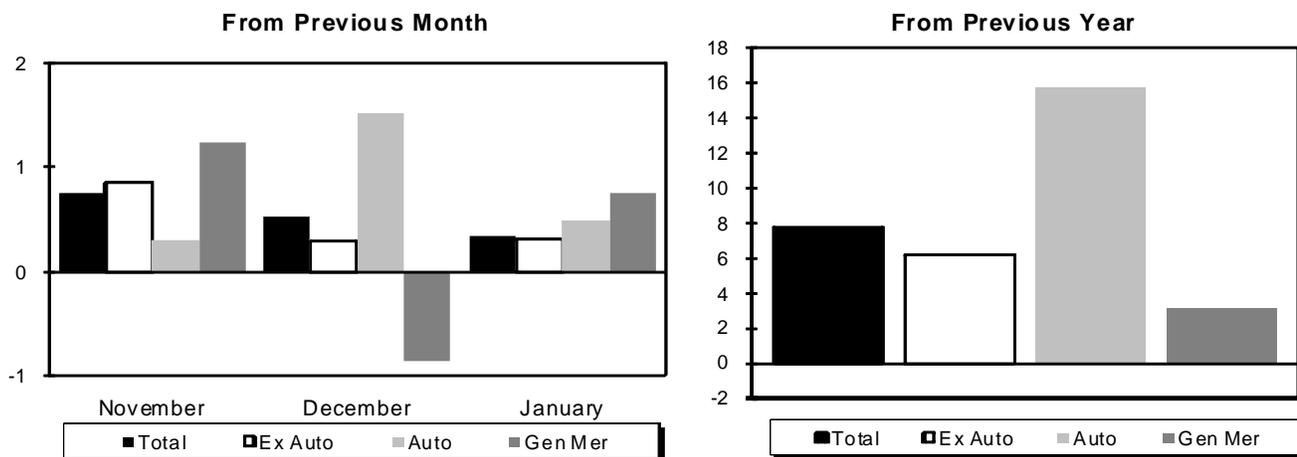
**Intention to Revise Retail Estimates:** Monthly retail sales estimates will be revised based on the results of the 2009 Annual Retail Trade Survey. Revised not adjusted estimates and corresponding adjusted estimates are scheduled for release on April 29, 2011.

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 \$381.6 billion, an increase of 0.3 percent ( $\pm 0.5\%$ )\* from the previous month, and 7.8 percent ( $\pm 0.7\%$ ) above January 2010. Total sales for the November 2010 through January 2011 period were up 7.6 percent ( $\pm 0.5\%$ ) from the same period a year ago. The November to December 2010 percent change was revised from +0.6 percent ( $\pm 0.5\%$ ) to +0.5 percent ( $\pm 0.3\%$ ).

Retail trade sales were up 0.5 percent ( $\pm 0.5\%$ )\* from December 2010, and 8.3 percent ( $\pm 0.7\%$ ) above last year. Auto and other motor vehicle dealers sales were up 16.7 percent ( $\pm 2.3\%$ ) from January 2010 and nonstore retailers sales were up 13.5 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 February is scheduled to be released March 11, 2011 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><br>code | Kind of Business   | Not Adjusted  |                |                          |             |             |         |         | Adjusted <sup>2</sup>    |             |             |             |             |
|----------------------------|--|---------------|----------------|--------------------------|-------------|-------------|---------|---------|--------------------------|-------------|-------------|-------------|-------------|
|                            |  | 1 Month Total |                | 2011                     | 2010        |             |         | 2009    | 2011                     | 2010        |             | 2009        |             |
|                            |  | 2011          | % Chg.<br>2010 | Jan. <sup>3</sup><br>(a) | Dec.<br>(p) | Nov.<br>(r) | Jan.    | Dec.    | Jan. <sup>3</sup><br>(a) | Dec.<br>(p) | Nov.<br>(r) | Jan.<br>(r) | Dec.<br>(r) |
|                            | <b>Retail &amp; food services,</b>                                     |               |                |                          |             |             |         |         |                          |             |             |             |             |
|                            | <b>total</b> .....   | 344,244       | 7.1            | 344,244                  | 440,247     | 376,326     | 321,550 | 408,576 | 381,565                  | 380,275     | 378,301     | 354,073     | 353,255     |
|                            | Total (excl. motor vehicle & parts) ...                                | 285,104       | 5.4            | 285,104                  | 374,283     | 316,172     | 270,535 | 351,276 | 312,733                  | 311,776     | 310,828     | 294,604     | 293,575     |
|                            | Retail .....   | 307,505       | 7.7            | 307,505                  | 400,095     | 338,533     | 285,435 | 370,345 | 342,018                  | 340,442     | 338,393     | 315,775     | 315,024     |
|                            | <b>GAFO<sup>4</sup></b> .....  | (*)           | (*)            | (*)                      | 141,745     | 105,664     | 82,496  | 136,746 | (*)                      | 96,415      | 97,270      | 94,205      | 93,458      |
| 441                        | <b>Motor vehicle &amp; parts dealers</b> .....                         | 59,140        | 15.9           | 59,140                   | 65,964      | 60,154      | 51,015  | 57,300  | 68,832                   | 68,499      | 67,473      | 59,469      | 59,680      |
| 4411, 4412                 | Auto & other motor veh. dealers .                                      | 53,394        | 17.0           | 53,394                   | 59,486      | 53,664      | 45,649  | 51,334  | 62,158                   | 61,772      | 60,775      | 53,266      | 53,529      |
| 44111                      | New car dealers .....  | (*)           | (*)            | (*)                      | 50,231      | 44,130      | 37,378  | 42,689  | (NA)                     | (NA)        | (NA)        | (NA)        | (NA)        |
| 4413                       | Auto parts, acc. & tire stores.....                                    | (*)           | (*)            | (*)                      | 6,478       | 6,490       | 5,366   | 5,966   | (NA)                     | (NA)        | (NA)        | (NA)        | (NA)        |
| 442                        | <b>Furniture &amp; home furn. stores</b> .....                         | 6,751         | -0.2           | 6,751                    | 9,086       | 8,177       | 6,767   | 8,986   | 7,568                    | 7,591       | 7,592       | 7,502       | 7,558       |
| 4421                       | Furniture stores .....   | (*)           | (*)            | (*)                      | 4,301       | 4,259       | 3,922   | 4,192   | (NA)                     | (NA)        | (NA)        | (NA)        | (NA)        |
| 4422                       | Home furnishings stores .....  | (*)           | (*)            | (*)                      | 4,785       | 3,918       | 2,845   | 4,794   | (NA)                     | (NA)        | (NA)        | (NA)        | (NA)        |
| 443                        | <b>Electronics &amp; appliance stores</b> .....                        | 7,844         | -0.7           | 7,844                    | 13,377      | 9,813       | 7,899   | 13,252  | 8,436                    | 8,414       | 8,492       | 8,461       | 8,307       |
| 44311, 13                  | Appl., T.V. & camera.....  | (*)           | (*)            | (*)                      | 10,359      | 7,631       | 6,213   | 10,555  | (*)                      | 6,478       | 6,573       | 6,638       | 6,585       |
| 44312                      | Computer & software stores.....  | (*)           | (*)            | (*)                      | 3,018       | 2,182       | 1,686   | 2,697   | (*)                      | 1,936       | 1,919       | 1,823       | 1,722       |
| 444                        | <b>Building material &amp; garden eq. &amp; supplies dealers</b> ..... | 17,466        | 6.9            | 17,466                   | 22,624      | 23,925      | 16,345  | 20,228  | 24,227                   | 24,954      | 24,515      | 22,282      | 22,167      |
| 4441                       | Building mat. & sup. dealers .....                                     | (*)           | (*)            | (*)                      | 18,355      | 19,495      | 14,195  | 17,269  | (*)                      | 19,908      | 19,554      | 18,556      | 18,649      |
| 445                        | <b>Food &amp; beverage stores</b> .....                                | 49,386        | 3.6            | 49,386                   | 54,605      | 49,721      | 47,659  | 52,906  | 50,296                   | 49,666      | 50,014      | 48,228      | 48,443      |
| 4451                       | Grocery stores .....   | 44,978        | 3.8            | 44,978                   | 47,196      | 44,244      | 43,313  | 45,738  | 44,933                   | 44,315      | 44,601      | 43,055      | 43,190      |
| 4453                       | Beer, wine & liquor stores .....                                       | (*)           | (*)            | (*)                      | 4,722       | 3,550       | 2,854   | 4,583   | (*)                      | 3,459       | 3,511       | 3,382       | 3,407       |
| 446                        | <b>Health &amp; personal care stores</b> .....                         | 22,253        | 6.2            | 22,253                   | 25,316      | 22,167      | 20,956  | 23,820  | 22,754                   | 22,644      | 22,482      | 21,384      | 21,421      |
| 44611                      | Pharmacies & drug stores .....   | (*)           | (*)            | (*)                      | 21,044      | 18,767      | 18,009  | 20,208  | (*)                      | 18,959      | 18,918      | 18,283      | 18,304      |
| 447                        | <b>Gasoline stations</b> .....   | 36,588        | 12.2           | 36,588                   | 37,758      | 35,895      | 32,618  | 33,599  | 39,469                   | 38,926      | 38,227      | 35,225      | 35,219      |
| 448                        | <b>Clothing &amp; clothing accessories stores</b> .....                | 13,844        | 1.8            | 13,844                   | 29,443      | 20,372      | 13,605  | 27,955  | 18,328                   | 18,381      | 18,647      | 17,721      | 17,440      |
| 44811                      | Men's clothing stores .....  | (*)           | (*)            | (*)                      | 1,122       | 754         | 531     | 1,033   | (*)                      | (S)         | (S)         | (S)         | (S)         |
| 44812                      | Women's clothing stores .....  | (*)           | (*)            | (*)                      | 4,432       | 3,377       | 2,278   | 4,149   | (*)                      | 3,108       | 3,127       | 3,017       | 2,936       |
| 44814                      | Family clothing stores .....   | (*)           | (*)            | (*)                      | 11,382      | 8,381       | 4,990   | 10,582  | (NA)                     | (NA)        | (NA)        | (NA)        | (NA)        |
| 4482                       | Shoe stores .....  | (*)           | (*)            | (*)                      | 3,098       | 2,322       | 1,732   | 2,935   | (*)                      | 2,331       | 2,341       | 2,241       | 2,232       |
| 451                        | <b>Sporting goods, hobby, book &amp; music stores</b> .....            | 7,002         | 0.4            | 7,002                    | 12,539      | 7,922       | 6,974   | 11,762  | 7,386                    | 7,482       | 7,495       | 7,168       | 7,086       |
| 452                        | <b>General merchandise stores</b> .....                                | 45,530        | 2.7            | 45,530                   | 72,859      | 56,075      | 44,319  | 70,475  | 51,745                   | 51,358      | 51,804      | 50,194      | 49,936      |
| 4521                       | Department stores (ex. L.D.).....                                      | 12,318        | -0.9           | 12,318                   | 26,839      | 18,570      | 12,429  | 26,762  | 15,499                   | 15,428      | 15,738      | 15,628      | 15,624      |
| 4521                       | Department stores (incl. L.D.) <sup>5</sup> .....                      | (*)           | (*)            | (*)                      | 27,441      | 19,010      | 12,707  | 27,375  | (*)                      | (NA)        | (NA)        | (NA)        | (NA)        |
| 4529                       | Other general merch. stores.....                                       | (*)           | (*)            | (*)                      | 46,020      | 37,505      | 31,890  | 43,713  | (*)                      | 35,930      | 36,066      | 34,566      | 34,312      |
| 45291                      | Warehouse clubs & supercenters.....                                    | (*)           | (*)            | (*)                      | 39,950      | 32,698      | 28,433  | 37,941  | (*)                      | 31,631      | 31,623      | 30,345      | 30,256      |
| 45299                      | All oth. gen. merch. stores.....                                       | (*)           | (*)            | (*)                      | 6,070       | 4,807       | 3,457   | 5,772   | (*)                      | 4,299       | 4,443       | 4,221       | 4,056       |
| 453                        | <b>Miscellaneous store retailers</b> .....                             | 8,719         | 6.4            | 8,719                    | 12,187      | 10,181      | 8,198   | 11,424  | 10,353                   | 10,296      | 10,243      | 9,399       | 9,571       |
| 454                        | <b>Nonstore retailers</b> .....  | 32,982        | 13.4           | 32,982                   | 44,337      | 34,131      | 29,080  | 38,638  | 32,624                   | 32,231      | 31,409      | 28,742      | 28,196      |
| 4541                       | Elect. shopping & m/o houses ....                                      | (*)           | (*)            | (*)                      | 34,440      | 26,384      | 20,201  | 29,826  | (*)                      | 24,168      | 23,834      | 21,287      | 20,975      |
| 722                        | <b>Food services &amp; drinking places</b> ...                         | 36,739        | 1.7            | 36,739                   | 40,152      | 37,793      | 36,115  | 38,231  | 39,547                   | 39,833      | 39,908      | 38,298      | 38,231      |

(\*) 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> |               |                               |               |                                     |                             |
|------------|---|-----------------------------|---------------|-------------------------------|---------------|-------------------------------------|-----------------------------|
|            |   | Jan. 2011 Advance from --   |               | Dec. 2010 Preliminary from -- |               | Nov. 2010 through Jan. 2011 from -- |                             |
|            |   | Dec. 2010 (p)               | Jan. 2010 (r) | Nov. 2010 (r)                 | Dec. 2009 (r) | Aug. 2010 through Oct. 2010         | Nov. 2009 through Jan. 2010 |
|            | <b>Retail &amp; food services,</b>                                    |                             |               |                               |               |                                     |                             |
|            | <b>total .....</b>  | 0.3                         | 7.8           | 0.5                           | 7.6           | 2.6                                 | 7.6                         |
|            | Total (excl. motor vehicle & parts) .....                             | 0.3                         | 6.2           | 0.3                           | 6.2           | 2.0                                 | 6.2                         |
|            | Retail .....  | 0.5                         | 8.3           | 0.6                           | 8.1           | 2.9                                 | 8.1                         |
| 441        | <b>Motor vehicle &amp; parts dealers .....</b>                        | 0.5                         | 15.7          | 1.5                           | 14.8          | 5.6                                 | 14.6                        |
| 4411, 4412 | Auto & other motor veh. dealers ..                                    | 0.6                         | 16.7          | 1.6                           | 15.4          | 6.2                                 | 15.2                        |
| 442        | <b>Furniture &amp; home furn. stores .....</b>                        | -0.3                        | 0.9           | 0.0                           | 0.4           | -0.4                                | 1.0                         |
| 443        | <b>Electronics &amp; appliance stores .....</b>                       | 0.3                         | -0.3          | -0.9                          | 1.3           | -2.1                                | 0.2                         |
| 444        | <b>Building material &amp; garden eq. &amp; supplies dealers.....</b> | -2.9                        | 8.7           | 1.8                           | 12.6          | 1.2                                 | 10.5                        |
| 445        | <b>Food &amp; beverage stores.....</b>                                | 1.3                         | 4.3           | -0.7                          | 2.5           | 1.2                                 | 3.3                         |
| 4451       | Grocery stores .....  | 1.4                         | 4.4           | -0.6                          | 2.6           | 1.3                                 | 3.3                         |
| 446        | <b>Health &amp; personal care stores .....</b>                        | 0.5                         | 6.4           | 0.7                           | 5.7           | 1.7                                 | 5.5                         |
| 447        | <b>Gasoline stations .....</b>  | 1.4                         | 12.0          | 1.8                           | 10.5          | 7.4                                 | 10.6                        |
| 448        | <b>Clothing &amp; clothing accessories stores .....</b>               | -0.3                        | 3.4           | -1.4                          | 5.4           | 1.4                                 | 5.3                         |
| 451        | <b>Sporting goods, hobby, book &amp; music stores.....</b>            | -1.3                        | 3.0           | -0.2                          | 5.6           | 1.1                                 | 6.0                         |
| 452        | <b>General merchandise stores.....</b>                                | 0.8                         | 3.1           | -0.9                          | 2.8           | 1.1                                 | 3.6                         |
| 4521       | Department stores (ex. L.D.).....                                     | 0.5                         | -0.8          | -2.0                          | -1.3          | 1.0                                 | -0.2                        |
| 453        | <b>Miscellaneous store retailers .....</b>                            | 0.6                         | 10.2          | 0.5                           | 7.6           | 0.1                                 | 8.6                         |
| 454        | <b>Nonstore retailers .....</b>                                       | 1.2                         | 13.5          | 2.6                           | 14.3          | 4.9                                 | 13.7                        |
| 722        | <b>Food services &amp; drinking places .....</b>                      | -0.7                        | 3.3           | -0.2                          | 4.2           | 0.1                                 | 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 Jan 2011**

(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 .....   | 0.6  | 0.3   | 0.2                           | 0.4                              | 0.1   | 0.1                      |
|            | Total (excl. motor vehicle & parts) ..              | 0.6  | 0.3   | 0.2                           | 0.4                              | 0.1   | 0.1                      |
|            | <b>Retail .....</b>                                 | 0.7  | 0.3   | 0.2                           | 0.4                              | 0.1   | 0.2                      |
| 441        | <b>Motor vehicle &amp; parts dealers .....</b>      | 2.2  | 1.1   | 0.5                           | 1.3                              | 0.1   | 0.6                      |
| 4411, 4412 | Auto & other motor veh. dealers .                   | 2.5  | 1.2   | 0.6                           | 1.4                              | 0.1   | 0.6                      |
| 442        | <b>Furniture &amp; home furn. stores.....</b>       | 3.2  | 1.7   | 0.9                           | 2.0                              | 0.0   | 0.7                      |
| 443        | <b>Electronics &amp; appliance stores .....</b>     | 1.6  | 0.6   | 0.3                           | 1.0                              | 0.0   | 0.3                      |
| 444        | <b>Building material &amp; garden eq. &amp;....</b> |  |   |                               |                                  |   |                          |
|            | <b>supplies dealers.....</b>                        | 3.0  | 1.5   | 0.8                           | 2.1                              | 0.3   | 0.4                      |
| 445        | <b>Food &amp; beverage stores.....</b>              | 1.2  | 0.2   | 0.3                           | 0.6                              | -0.1  | 0.2                      |
| 4451       | Grocery stores .....                                | 1.3  | 0.2   | 0.3                           | 0.6                              | -0.1  | 0.3                      |
| 446        | <b>Health &amp; personal care stores .....</b>      | 1.9  | 0.4   | 0.3                           | 0.7                              | -0.1  | 0.5                      |
| 447        | <b>Gasoline stations .....</b>                      | 2.5  | 0.5   | 0.3                           | 1.0                              | 0.3   | 0.2                      |
| 448        | <b>Clothing &amp; clothing accessories</b>          |  |   |                               |                                  |   |                          |
|            | <b>stores .....</b>                                 | 2.4  | 0.6   | 0.5                           | 1.0                              | 0.0   | 0.7                      |
| 451        | <b>Sporting goods, hobby, book &amp;</b>            |  |   |                               |                                  |   |                          |
|            | <b>music stores.....</b>                            | 3.6  | 1.9   | 1.2                           | 2.2                              | 0.0   | 0.7                      |
| 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                              | 0.0   | 0.1                      |
| 453        | <b>Miscellaneous store retailers .....</b>          | 3.4  | 2.1   | 1.3                           | 2.7                              | 0.3   | 1.1                      |
| 454        | <b>Nonstore retailers .....</b>                     | 2.0  | 0.8   | 0.7                           | 1.9                              | 0.0   | 0.3                      |
| 722        | <b>Food services &amp; drinking places ..</b>       | 1.9  | 0.7   | 0.6                           | 1.1                              | 0.1   | 0.3                      |