

FOR WIRE TRANSMISSION 8:30 A.M. ET, Tuesday, February 13, 2001.

**ADVANCE MONTHLY RETAIL SALES  
JANUARY 2001**

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for January, adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$273.3 billion, an increase of 0.7 percent ( $\pm 0.7\%$ ) from the previous month and up 3.5 percent ( $\pm 0.9\%$ ) from January 2000. Total sales for the November through January period were up 3.9 percent ( $\pm 0.7\%$ ) from the same period a year ago. The November to December 2000 percent change was unrevised from +0.1 percent ( $\pm 0.4\%$ ).

Durable goods increased 0.8 percent ( $\pm 1.4\%$ ) from December, but were 0.5 percent ( $\pm 1.8\%$ ) below last year. Furniture sales were up 1.2 percent ( $\pm 2.9\%$ ) from January a year ago.

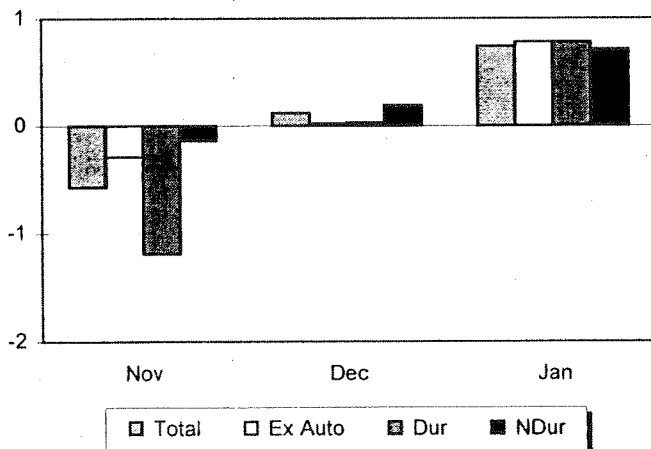
Nondurable goods increased 0.7 percent ( $\pm 0.6\%$ ) from December and were up 6.4 percent from January 2000. Drug store sales were up 11.1 percent from last year. Gasoline sales were up 9.8 percent from January a year ago.

*The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.*

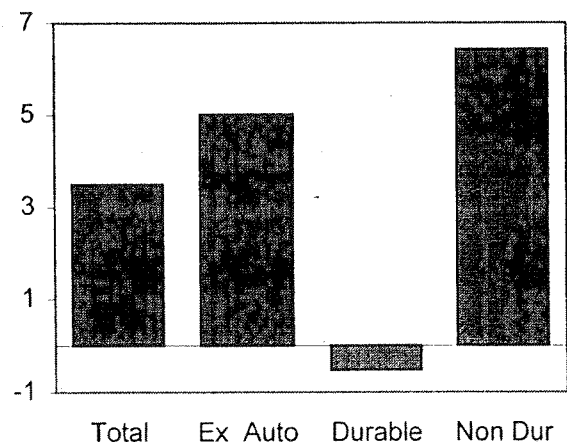
**Percent Change in Retail Sales**

(Data adjusted for seasonal, holiday, and trading-day differences, but not for price changes)

**From Previous Month**



**From Previous Year**



The Advance Monthly Retail Sales Report for February is scheduled to be released March 13, 2001 at 8:30 a.m.

Address inquiries concerning this report to Scott Scheleur, Service Sector Statistics Division, U.S. Census Bureau, Washington, DC 20233. Telephone: 301-457-2713 or 301-457-2666.

This report is available the day of issue through the Department of Commerce's online Economic Bulletin Board. For information call 202-482-1986. The data are also available on the Internet - <http://www.census.gov/svsd/www/advtable.html>.

# Table 1. Estimated Monthly Retail Sales, By Kind of Business

(In Millions of Dollars and Annual Percent Change)

SIC code	Kind of business	Not adjusted							Adjusted <sup>1</sup>				
		1 month total		2001	2000			1999	2001		2000		1999
		2001	Change from 2000	Jan. <sup>2</sup> (a)	Dec. (p)	Nov. (r)	Jan.	Dec.	Jan. <sup>2</sup> (a)	Dec. (p)	Nov. (r)	Jan. (r)	Dec. (r)
	<b>Retail trade, total.....</b>	<b>241,395</b>	<b>5.0</b>	<b>241,395</b>	<b>317,285</b>	<b>272,790</b>	<b>229,871</b>	<b>312,851</b>	<b>273,268</b>	<b>271,266</b>	<b>270,931</b>	<b>264,078</b>	<b>262,516</b>
	Total (excl. auto dealers).....	181,238	5.6	181,238	259,770	213,181	171,579	253,357	206,405	204,802	204,753	196,562	196,735
	<b>Durable goods, total.....</b>	<b>97,510</b>	<b>2.9</b>	<b>97,510</b>	<b>116,331</b>	<b>105,103</b>	<b>94,785</b>	<b>120,204</b>	<b>111,209</b>	<b>110,349</b>	<b>110,315</b>	<b>111,791</b>	<b>110,124</b>
52	Building mat., hardware, garden supply, and mobile home dealers.	11,935	5.0	11,935	13,486	14,425	11,364	14,141	15,480	15,317	15,189	15,313	15,537
521,3	Building mat. and supply stores..	(*)	(*)	(*)	10,593	11,588	9,185	10,918	(*)	12,218	12,071	12,086	12,185
525	Hardware stores.....	(*)	(*)	(*)	1,332	1,261	1,048	1,369	(*)	1,288	1,276	1,275	1,295
55 ex. 554	Automotive dealers.....	60,157	3.2	60,157	57,515	59,609	58,292	59,494	66,863	66,464	66,178	67,516	65,781
551,2,5, 6,7,9	Motor vehicle and miscellaneous automotive dealers.....	57,123	3.3	57,123	54,196	56,175	55,309	56,211	63,400	62,872	62,695	64,015	62,318
551	Motor vehicle (franchised)....	(*)	(*)	(*)	46,407	48,277	47,625	48,757	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	(*)	(*)	3,319	3,434	2,983	3,283	(*)	3,592	3,483	3,501	3,463
57	Furniture, home furnishings, and equipment stores.....	13,495	1.9	13,495	19,758	15,538	13,238	19,819	14,449	14,242	14,365	14,282	14,116
571	Furniture and home furnishings.	(*)	(*)	(*)	7,920	7,627	6,084	8,158	(*)	6,672	6,865	6,875	6,759
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	(*)	(*)	9,998	6,842	6,241	9,721	(*)	6,556	6,467	6,355	6,296
5722	Household appliance stores.	(*)	(*)	(*)	1,218	1,096	887	1,183	(*)	(NA)	(NA)	(NA)	(NA)
	<b>Nondurable goods, total.....</b>	<b>143,885</b>	<b>6.5</b>	<b>143,885</b>	<b>200,954</b>	<b>167,687</b>	<b>135,086</b>	<b>192,647</b>	<b>162,059</b>	<b>160,917</b>	<b>160,616</b>	<b>152,287</b>	<b>152,392</b>
53	General merchandise group stores.	25,784	1.1	25,784	55,366	40,081	25,494	54,329	34,204	33,965	34,087	33,299	32,814
531	Dept. stores (ex. leased depts)..	19,639	-0.6	19,639	44,132	31,594	19,755	43,370	26,503	26,395	26,505	26,131	25,557
531	Dept. stores (in. leased depts) <sup>3</sup> ..	(*)	(*)	(*)	44,912	32,189	20,124	44,190	(*)	26,954	27,080	26,211	26,120
533	Variety stores.....	(*)	(*)	(*)	2,311	1,652	946	2,110	(*)	1,420	1,419	1,301	1,270
539	Misc. general mdse. stores.....	(*)	(*)	(*)	8,923	6,835	4,793	8,849	(*)	6,150	6,163	5,867	5,987
54	Food stores.....	39,131	5.3	39,131	44,999	40,715	37,157	44,219	41,062	41,141	40,786	38,815	40,282
541	Grocery stores.....	37,294	5.5	37,294	42,236	38,611	35,343	41,493	38,970	39,035	38,650	36,739	38,207
554	Gasoline service stations.....	16,941	10.9	16,941	17,647	17,856	15,272	16,737	18,454	18,007	18,523	16,801	16,771
56	Apparel and accessory stores.....	8,644	5.9	8,644	19,166	13,532	8,163	18,113	12,226	12,122	12,038	11,384	11,304
561	Men's and boy's clothing and furnishings stores.....	(*)	(*)	(*)	1,622	1,091	744	1,558	(*)	949	950	913	906
562,3	Women's clothing, accessory stores.....	(*)	(*)	(*)	5,302	3,567	2,169	4,903	(*)	3,326	3,312	2,992	3,025
565	Family clothing stores.....	(*)	(*)	(*)	8,349	5,845	3,158	7,905	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	(*)	(*)	2,364	1,767	1,330	2,352	(*)	1,820	1,824	1,814	1,791
58	Eating and drinking places.....	23,704	3.5	23,704	26,048	24,546	22,894	24,794	26,135	25,867	25,757	25,021	24,794
591	Drug and proprietary stores.....	11,415	13.3	11,415	13,525	11,247	10,076	12,861	11,565	11,375	11,407	10,409	10,533
592	Liquor stores.....	(*)	(*)	(*)	3,606	2,707	2,043	3,487	(*)	2,568	2,628	2,398	2,471
5961	Total mail order.....	(*)	(*)	(*)	12,916	10,682	7,724	11,549	(*)	9,532	9,337	8,387	8,139
53,56,57, 594	GAF <sup>4</sup> .....	(*)	(*)	(*)	114,145	79,657	53,969	112,063	(*)	69,712	69,963	68,023	67,509

\* Advance estimates are not available from the subsample panel for these kinds of business.

NA Not available. (a) Advance estimates. (p) Preliminary. (r) Revised.

(1) Data are concurrently adjusted for seasonal variations, holiday, and trading-day differences, but not for price changes. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-11 program and the factors derived from the program are used in calculating all seasonally adjusted data shown in this publication. Factors and explanatory material are contained in the Monthly Retail Trade Report, BR-00-12.

(2) Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.

(3) Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

(4) GAF represents stores which specialize in department store types of merchandise (general merchandise, apparel, furniture, and miscellaneous shopping goods stores).

Note: Totals include data for kinds of business not shown separately.

**Table 2. Percent Change in Estimated Monthly Retail Sales, by Kind of Business**

(Adjusted for seasonal variations, holiday, and trading-day differences, but not for price changes)

SIC code	Kind of business	Percent change <sup>1</sup>					
		Jan. 2001 Advance from --		Dec. 2000 Preliminary from --		Nov. 2000 through Jan. 2001 from --	
		Dec. 2000 (p)	Jan. 2000 (r)	Nov. 2000 (r)	Dec. 1999 (r)	Aug. 2000 through Oct. 2000	Nov. 1999 through Jan. 2000
	<b>Retail trade, total .....</b>	<b>0.7</b>	<b>3.5</b>	<b>0.1</b>	<b>3.3</b>	<b>0.0</b>	<b>3.9</b>
	<b>Total (excl. automotive dealers) .....</b>	<b>0.8</b>	<b>5.0</b>	<b>0.0</b>	<b>4.1</b>	<b>0.3</b>	<b>5.1</b>
	<b>Durable goods, total .....</b>	<b>0.8</b>	<b>-0.5</b>	<b>0.0</b>	<b>0.2</b>	<b>-1.0</b>	<b>0.2</b>
52	Building materials, hardware, garden supply, and mobile home dealers .....	1.1	1.1	0.8	-1.4	0.8	-1.1
55 ex. 554	Automotive dealers.....	0.6	-1.0	0.4	1.0	-1.0	0.5
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	0.8	-1.0	0.3	0.9	-1.1	0.4
57	Furniture, home furnishings, and equipment stores.....	1.5	1.2	-0.9	0.9	-1.2	1.8
	<b>Nondurable goods, total.....</b>	<b>0.7</b>	<b>6.4</b>	<b>0.2</b>	<b>5.6</b>	<b>0.6</b>	<b>6.6</b>
53	General merchandise group stores.....	0.7	2.7	-0.4	3.5	-0.6	4.0
531	Dept. stores (ex. leased dept.).....	0.4	1.4	-0.4	3.3	-0.6	3.4
531	Dept. stores (in. leased dept.) <sup>2</sup> .....	(NA)	(NA)	-0.5	3.2	(NA)	(NA)
54	Food stores.....	-0.2	5.8	0.9	2.1	1.0	4.3
541	Grocery stores.....	-0.2	6.1	1.0	2.2	1.2	4.4
554	Gasoline service stations.....	2.5	9.8	-2.8	7.4	-0.4	10.6
56	Apparel and accessory stores.....	0.9	7.4	0.7	7.2	0.8	7.1
58	Eating and drinking places.....	1.0	4.5	0.4	4.3	0.9	4.6
591	Drug and proprietary stores.....	1.7	11.1	-0.3	8.0	1.1	9.9

NA Not available. (p) Preliminary. (r) Revised.

(1) Percent change rounded to nearest tenth.

(2) Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Official Business

Penalty for Private Use, \$300

### Reliability of Data

The Advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the Advance and the subsequent full survey can differ because of the earlier reporting in the Advance and because of sampling variability present in each survey. The margin of sampling error, as used on page 1, gives a range about the estimate which is a 90% confidence interval. If, for example, the trend estimate is +1.2% and the standard error is 0.9%, then the margin of sampling error is  $\pm 1.65 \times 0.9\%$  or  $\pm 1.5\%$ , and the 90% confidence interval is -0.3% to +2.7%. If the interval contains 0, it is uncertain whether there was an increase or decrease. For monthly level, the coefficient of variation (CV) is given. The resulting confidence interval is the estimated value  $\pm 1.65 \times CV \times$  (the estimated value).

Estimates of sampling variability are given in Table 3. They are based on two components. The first component is a measure of the average

difference between the Advance and the Preliminary estimates. The second reflects the variability of the Preliminary estimate. Additionally, both the Advance and the full survey are subject to nonsampling errors. Such errors can occur because of nonresponse, insufficient coverage of the universe of retail businesses, and response errors, among others. Precautionary steps are taken to minimize these errors, but their magnitude is not directly measured.

Preliminary estimates for the current month and final estimates for the previous month based on the full sample are published next month in the Monthly Retail Trade Report. This report will provide sales estimates in greater detail and additional measures of sampling variability. It will also present a description of revisions and the techniques used in developing the estimates, and an explanation of confidence intervals and sampling variability (Appendix B, Reliability of Data).

**Table 3. Measures of Variability of and Revision to Advance Estimates for Level and Trend**

SIC code	Kind of Business	Level of sales: Estimated CV <sup>1</sup> for Current Mo. (x 100)	Trend (percent change): Estimated standard error <sup>1</sup> for			Revision for month- to-month change <sup>2</sup>	
			Current Mo. to Previous Mo.	Current Qtr. to Previous Qtr.	Current Mo. to Current Mo. Last Yr.	Average revision	Median absolute revision
	<b>Retail trade, total.....</b>	<b>1.0</b>	<b>0.4</b>	<b>0.3</b>	<b>0.6</b>	<b>0.1</b>	<b>0.2</b>
	Total (excl. auto dealers) .....	1.0	0.6	0.3	0.7	0.1	0.3
	<b>Durable goods, total .....</b>	<b>1.4</b>	<b>0.9</b>	<b>0.6</b>	<b>1.1</b>	<b>0.2</b>	<b>0.5</b>
52	Building materials group stores .....	3.5	1.9	1.1	2.7	-0.2	1.2
55 ex. 554	Automotive dealers.....	1.6	1.2	0.8	1.5	0.2	0.5
551,2,5,6,7,9	Motor vehicle and misc. automotive dealers.....	1.8	1.3	0.9	1.6	0.2	0.5
57	Furniture, home furn, and equipment stores .....	2.0	1.4	0.7	1.8	0.1	1.0
	<b>Nondurable goods, total.....</b>	<b>1.1</b>	<b>0.4</b>	<b>0.2</b>	<b>0.5</b>	<b>0.1</b>	<b>0.2</b>
53	General merch. group, total.....	0.6	0.6	0.2	0.6	-0.1	0.1
531	Dept. stores (ex. leased depts.)..	0.4	0.5	0.1	0.4	0.1	0.2
54	Food stores.....	1.2	0.2	0.3	0.6	-0.1	0.5
541	Grocery stores .....	1.2	0.2	0.3	0.6	-0.1	0.5
554	Gasoline service stations .....	2.2	1.2	1.4	1.4	0.1	0.9
56	Apparel and accessory stores .....	1.9	1.5	0.6	1.6	0.2	0.7
58	Eating and drinking places .....	5.1	1.0	0.9	2.2	0.2	0.4
591	Drug and proprietary stores .....	1.7	0.8	0.4	1.2	0.1	0.5



- (1) The coefficients of variation (CVs) for level of sales and the standard errors for trends are medians based on estimates for the preceding 12 months.
- (2) These columns measure the difference between the Advance/Preliminary ratio and the Preliminary/Final ratio estimates -- i.e., the difference between estimates of trend for the same pair of data months. The revisions are based on the latest 12 months of data.