

FOR WIRE TRANSMISSION 8:30 A.M. ET, Tuesday, August 14, 2001.

**ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES
JULY 2001**

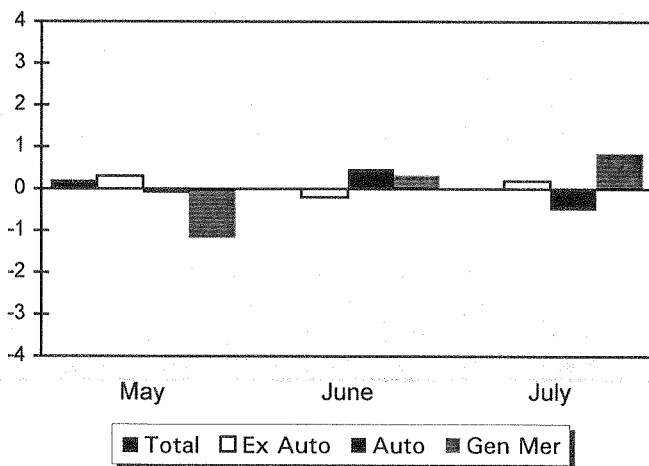
The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail and food services sales for July, adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$291.7 billion, virtually unchanged ($\pm 1.0\%$) from the previous month, but up 3.0 percent ($\pm 1.7\%$) from July 2000. Total sales for the May through July period were up 3.5 percent ($\pm 1.5\%$) from the same period a year ago. The May to June 2001 percent change was revised from +0.2 percent ($\pm 1.0\%$) to unchanged ($\pm 0.2\%$).

Retail trade sales decreased 0.1 percent ($\pm 1.0\%$) from June, but were 2.6 percent ($\pm 1.7\%$) above last year. Health and personal care stores were up 10.0 percent ($\pm 3.6\%$) from last year and sales of building materials and garden equipment and supplies dealers increased 7.0 percent ($\pm 5.9\%$) from July a year ago. Motor vehicle and parts dealers were up 2.9 percent ($\pm 3.5\%$) from last year.

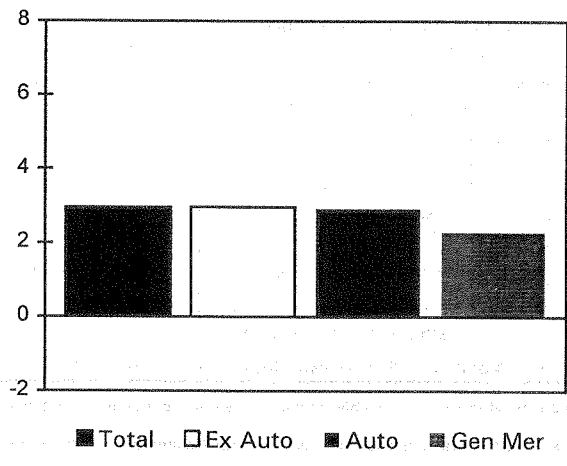
The advance estimates are based on a small subsample of the Bureau's full retail and food services sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.

Percent Change in Retail and Food Services Sales
(Data adjusted for seasonal, holiday, and trading-day differences, but not for price changes)

From Previous Month



From Previous Year



The Advance Monthly Sales for Retail and Food Services for August is scheduled to be released September 14, 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 Advance Monthly Sales for Retail and Food Services, by Kind of Business

(In Millions of Dollars and Annual Percent Change)

NAICS code	Kind of Business	Not Adjusted							Adjusted ¹				
		7 month total		2001			2000		2001			2000	
		2001	% Chg. 2000	July ² (a)	June (p)	May (r)	July	June	July ² (a)	June (p)	May (r)	July (r)	June (r)
	Retail & food services,												
	total	1,982,596	3.1	288,960	298,538	306,505	280,072	290,308	291,672	291,603	291,691	283,308	281,701
	Total (excl. motor vehicle & parts) ...	1,473,508	3.4	215,660	220,091	226,636	209,719	214,218	220,162	219,737	220,170	213,826	212,952
	Retail	1,796,801	2.9	260,672	270,558	278,663	253,244	263,958	264,550	264,751	265,022	257,733	256,316
	GAFO ³	(*)	(*)	(*)	70,712	72,346	67,754	69,371	(*)	74,477	74,288	73,313	72,782
441	Motor vehicle & parts dealers	509,088	2.2	73,300	78,447	79,869	70,353	76,090	71,510	71,866	71,521	69,482	68,749
4411, 4412	Auto & other motor veh. dealers ..	466,633	2.5	66,916	71,946	73,321	64,153	69,494	65,348	65,704	65,407	63,392	62,607
44111	New car dealers	(*)	(*)	(*)	60,610	61,614	55,088	59,370	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,501	6,548	6,200	6,596	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	51,196	-0.3	7,505	7,528	7,617	7,554	7,547	7,697	7,666	7,648	7,732	7,685
4421	Furniture stores	(*)	(*)	(*)	4,114	4,059	4,136	4,109	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,414	3,558	3,418	3,438	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	46,637	-2.2	6,859	6,793	6,551	6,712	6,760	7,308	7,258	7,133	7,146	7,166
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	4,838	4,638	4,698	4,645	(*)	5,202	5,119	4,945	4,995
44312	Computer & software stores.....	(*)	(*)	(*)	1,955	1,913	2,014	2,115	(*)	2,056	2,014	2,201	2,171
444	Building material & garden eq. & supplies dealers	172,054	5.4	25,907	27,298	29,417	23,723	26,084	24,506	24,526	24,550	22,901	22,971
4441	Building mat. & sup. dealers	(*)	(*)	(*)	23,544	24,377	20,915	22,364	(*)	21,345	21,309	19,862	19,897
445	Food & beverage stores	274,484	3.4	40,819	40,485	41,273	40,082	39,341	40,088	39,990	39,975	38,937	38,994
4451	Grocery stores	249,005	3.1	36,908	36,506	37,367	36,345	35,661	36,220	36,109	36,138	35,286	35,378
4453	Beer, wine & liquor stores	(*)	(*)	(*)	2,581	2,519	2,482	2,432	(*)	2,518	2,499	2,405	2,394
446	Health & personal care stores	97,933	9.1	14,093	14,093	14,654	12,769	13,055	14,529	14,293	14,241	13,205	13,094
44611	Pharmacies & drug stores	(*)	(*)	(*)	12,048	12,535	10,815	10,966	(*)	12,294	12,217	11,289	11,110
447	Gasoline stations	143,038	2.2	21,024	22,084	22,608	21,837	21,868	19,890	20,756	21,531	20,659	20,495
448	Clothing & clothing accessories stores	88,230	2.5	12,549	13,123	13,971	12,551	13,002	14,225	14,093	14,160	13,925	13,943
44811	Men's clothing stores	(*)	(*)	(*)	848	853	802	834	(*)	885	883	897	866
44812	Women's clothing stores	(*)	(*)	(*)	2,463	2,718	2,447	2,633	(*)	2,539	2,557	2,707	2,703
44814	Family clothing stores	(*)	(*)	(*)	4,463	4,571	4,264	4,353	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	1,811	1,920	1,788	1,815	(*)	1,815	1,830	1,821	1,813
451	Sporting goods, hobby, book & music stores	44,179	7.7	6,488	6,727	6,458	6,090	6,244	7,169	7,085	7,037	6,741	6,641
452	General merchandise stores	219,572	2.5	32,163	33,314	34,314	31,787	32,691	34,998	34,702	34,591	34,216	33,842
4521	Department stores (ex. L.D.).....	122,906	0.1	17,699	18,570	19,064	17,942	18,565	19,798	19,708	19,581	19,740	19,616
4521	Department stores (incl. L.D.) ⁴	(*)	(*)	(*)	18,934	19,459	18,315	18,963	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	14,744	15,250	13,845	14,126	(*)	14,994	15,010	14,476	14,226
45291	Warehouse clubs & superstores	(*)	(*)	(*)	11,742	12,019	11,088	11,332	(*)	11,921	11,888	11,574	11,412
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	3,002	3,231	2,757	2,794	(*)	3,073	3,122	2,902	2,814
453	Miscellaneous store retailers	62,777	2.8	9,172	9,315	9,899	8,445	8,911	9,592	9,510	9,538	9,020	8,906
454	Nonstore retailers	87,613	-0.3	10,793	11,351	12,032	11,341	12,365	13,038	13,006	13,097	13,769	13,830
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	8,215	8,490	7,963	8,613	(*)	9,118	9,139	9,368	9,372
722	Food services & drinking places ...	185,795	4.8	28,288	27,980	27,842	26,828	26,350	27,122	26,852	26,669	25,575	25,385

(*) Advance estimates are not available from the subsample panel for these business classifications.

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

Note: Totals include data for business classifications not shown separately.

(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-12-ARIMA 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 released on the Internet at <http://www.census.gov/mrts/www/mrts.html>.

(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) GAFO represents stores which specialize in department store types of merchandise (furniture & home furnishings (442), electronics & appliances(443), clothing & accessories(448), sporting goods, hobby, book, music (451), general merchandise(452), office supplies, stationery, and gift stores(4532)).

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

Table 2. Percent Change in Estimated Advance Monthly Sales for Retail and Food Services, by Kind of Business

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

NAICS code	Kind of Business	Percent Change ¹					
		July 2001 Advance from --		June 2001 Preliminary from --		May 2001 through July 2001 from --	
		Jun. 2001 (p)	Jul. 2000 (r)	May 2001 (r)	Jun. 2000 (r)	Feb. 2001 through Apr. 2001	May 2000 through Jul. 2000
	Retail & food services,						
	total	0.0	3.0	0.0	3.5	1.0	3.5
	Total (excl. motor vehicle & parts)	0.2	3.0	-0.2	3.2	0.7	3.3
	Retail	-0.1	2.6	-0.1	3.3	0.9	3.3
441	Motor vehicle & parts dealers	-0.5	2.9	0.5	4.5	1.7	4.1
4411, 4412	Auto & other motor veh. dealers	-0.5	3.1	0.5	4.9	1.8	4.4
442	Furniture & home furn. stores	0.4	-0.5	0.2	-0.2	0.8	-0.6
443	Electronics & appliance stores	0.7	2.3	1.8	1.3	1.8	0.3
444	Building material & garden eq. & supplies dealers	-0.1	7.0	-0.1	6.8	0.8	6.6
445	Food & beverage stores	0.2	3.0	0.0	2.6	0.7	3.1
4451	Grocery stores	0.3	2.6	-0.1	2.1	0.6	2.7
446	Health & personal care stores	1.7	10.0	0.4	9.2	2.2	9.3
447	Gasoline stations	-4.2	-3.7	-3.6	1.3	1.0	1.9
448	Clothing & clothing accessories stores	0.9	2.2	-0.5	1.1	-1.8	1.4
451	Sporting goods, hobby, book & music stores	1.2	6.3	0.7	6.7	0.6	5.9
452	General merchandise stores	0.9	2.3	0.3	2.5	0.5	2.3
4521	Department stores (ex. L.D.)	0.5	0.3	0.6	0.5	-0.3	-0.2
453	Miscellaneous store retailers	0.9	6.3	-0.3	6.8	3.3	6.6
454	Nonstore retailers	0.2	-5.3	-0.7	-6.0	-2.6	-4.7
722	Food services & drinking places	1.0	6.0	0.7	5.8	2.0	5.8

(p) Preliminary. (r) Revised.

(1) Percent change rounded to nearest tenth.

Official Business

Penalty for Private Use, \$300

Reliability of Estimates

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.

coverage of the universe of retail businesses, and response errors. Additionally, estimates of sales prior to March 2001 have been restated from SIC-based estimates. The restatement methodology may have introduced additional nonsampling error. Precautionary steps are taken to minimize nonsampling 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 will be 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, the techniques used in developing the estimates, and an explanation of confidence intervals and sampling variability (Appendix B, Reliability of Estimates).

Estimates from the Advance and the full survey are subject to nonsampling errors. Such errors can occur because of nonresponse, insufficient

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

NAICS Code	Kind of Business	Level of sales: Median CV ⁽²⁾ for Current Mo. (%)	Trend (percent change): Median standard error ⁽²⁾ for			Revision for month- to-month change ⁽¹⁾	
			Current Mo. to Previous Mo.	Current Qtr. to Previous Qtr.	Current Mo. to Current Mo. Last Yr.	Average revision	Median absolute revision
	Retail & food services,						
	total	0.8	0.6	0.9	1.0	0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.9	0.6	1.0	1.0	0.0	0.2
	Retail	0.9	0.6	0.9	1.0	0.1	0.2
441	Motor vehicle & parts dealers	1.8	1.5	1.7	2.1	0.2	0.4
4411, 4412	Auto & other motor veh. dealers	1.9	1.6	1.8	2.3	0.2	0.4
442	Furniture & home furn. stores.....	4.1	2.0	4.9	5.0	0.4	0.4
443	Electronics & appliance stores	1.3	0.8	1.7	1.6	0.1	0.4
444	Building material & garden eq. &... supplies dealers.....	3.1	2.1	3.4	3.6	0.0	0.6
445	Food & beverage stores.....	0.7	0.4	0.8	0.8	0.1	0.3
4451	Grocery stores	0.8	0.2	0.9	0.9	0.0	0.2
446	Health & personal care stores	2.1	0.4	2.2	2.2	0.0	0.3
447	Gasoline stations	2.4	1.5	2.7	2.9	-0.2	0.7
448	Clothing & clothing accessories stores	1.8	1.3	2.2	2.1	0.0	0.6
451	Sporting goods, hobby, book & music stores.....	2.7	1.4	3.7	3.1	0.9	1.0
452	General merchandise stores.....	0.3	0.1	0.3	0.3	-0.1	0.4
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.2	0.4
453	Miscellaneous store retailers	7.0	4.8	8.1	11.9	0.6	0.7
454	Nonstore retailers	4.8	2.5	6.2	5.7	-0.4	0.5
722	Food services & drinking places ...	2.4	1.5	2.4	2.8	0.2	0.5



(1) These columns measure the difference between the estimates of trend for the same pair of data months, i.e. the difference between the Advance/Preliminary ratio and the Preliminary/Final ratio estimates. These revisions combine data from the SIC-based and NAICS-based samples.

(2) Medians are based on the period February 2001 to present.