

FOR WIRE TRANSMISSION 8:30 A.M. ET, Tuesday, August 13, 2002

ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES JULY 2002

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 \$304.3 billion, an increase of 1.2 percent ($\pm 1.0\%$) from the previous month and up 4.8 percent ($\pm 1.0\%$) from July 2001. Total sales for the May through July 2002 period were up 3.6 percent ($\pm 0.5\%$) from the same period a year ago. The May to June 2002 percent change was revised from 1.1 percent ($\pm 1.0\%$) to 1.4 percent ($\pm 0.2\%$).

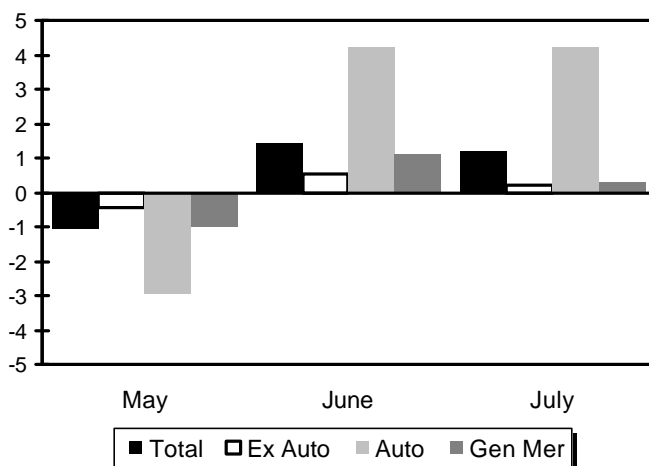
Retail trade sales were up 1.2 percent ($\pm 1.2\%$) from June and were 4.6 percent ($\pm 1.0\%$) above last year. Health and personal care stores were up 8.3 percent ($\pm 2.0\%$) from last year and sales of motor vehicle and parts dealers were up 7.5 percent ($\pm 3.1\%$) from July 2001.

The advance estimates are based on a subsample of the 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.

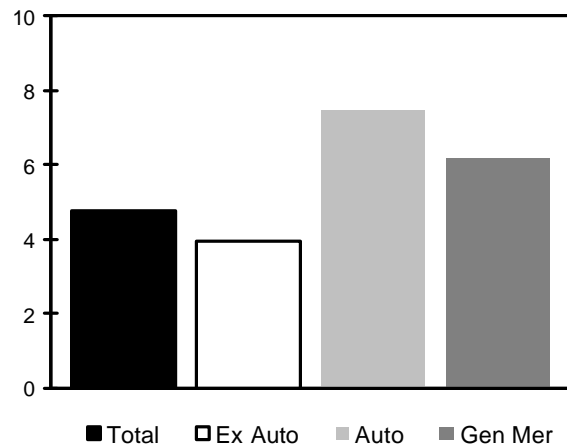
Percent Change in Retail and Food Services Sales

(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 13, 2002 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.

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/retail>.

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 | | 2002 | | | 2001 | | 2002 | | | 2001 | |
| | | 2002 | % Chg. 2001 | July ² (a) | June (p) | May (r) | July | June | July ² (a) | June (p) | May (r) | July (r) | June (r) |
| | Retail & food services, total | 2,043,168 | 3.4 | 307,770 | 302,072 | 313,500 | 288,686 | 297,681 | 304,279 | 300,748 | 296,567 | 290,367 | 289,681 |
| | Total (excl. motor vehicle & parts) ... | 1,529,970 | 3.6 | 226,910 | 226,347 | 236,772 | 215,932 | 221,197 | 228,454 | 227,976 | 226,735 | 219,815 | 219,155 |
| | Retail | 1,847,165 | 3.2 | 277,823 | 272,912 | 284,050 | 260,755 | 269,753 | 275,649 | 272,410 | 268,439 | 263,562 | 262,956 |
| | GAFO³ | (*) | (*) | (*) | 75,247 | 77,878 | 69,828 | 71,475 | (*) | 79,792 | 78,987 | 76,094 | 74,828 |
| 441 | Motor vehicle & parts dealers | 513,198 | 3.0 | 80,860 | 75,725 | 76,728 | 72,754 | 76,484 | 75,825 | 72,772 | 69,832 | 70,552 | 70,526 |
| 4411, 4412 | Auto & other motor veh. dealers .. | 470,223 | 3.1 | 74,240 | 69,335 | 70,208 | 66,343 | 69,996 | 69,644 | 66,604 | 63,710 | 64,411 | 64,394 |
| 44111 | New car dealers | (*) | (*) | (*) | 58,073 | 58,298 | 55,812 | 58,735 | (NA) | (NA) | (NA) | (NA) | (NA) |
| 4413 | Auto parts, acc. & tire stores..... | (*) | (*) | (*) | 6,390 | 6,520 | 6,411 | 6,488 | (NA) | (NA) | (NA) | (NA) | (NA) |
| 442 | Furniture & home furn. stores | 52,849 | 3.7 | 7,661 | 7,600 | 8,046 | 7,476 | 7,509 | 7,746 | 7,859 | 7,943 | 7,699 | 7,608 |
| 4421 | Furniture stores | (*) | (*) | (*) | 4,228 | 4,485 | 4,120 | 4,193 | (NA) | (NA) | (NA) | (NA) | (NA) |
| 4422 | Home furnishings stores | (*) | (*) | (*) | 3,372 | 3,561 | 3,356 | 3,316 | (NA) | (NA) | (NA) | (NA) | (NA) |
| 443 | Electronics & appliance stores | 50,029 | 8.0 | 7,282 | 7,280 | 7,196 | 6,741 | 6,727 | 7,783 | 7,865 | 7,779 | 7,271 | 7,161 |
| 44311, 13 | Appl., T.V. & camera..... | (*) | (*) | (*) | 5,137 | 5,119 | 4,807 | 4,766 | (*) | 5,602 | 5,576 | 5,180 | 5,097 |
| 44312 | Computer & software stores..... | (*) | (*) | (*) | 2,143 | 2,077 | 1,934 | 1,961 | (*) | 2,263 | 2,203 | 2,091 | 2,064 |
| 444 | Building material & garden eq. & supplies dealers | 184,853 | 4.8 | 28,031 | 29,352 | 32,162 | 26,456 | 28,454 | 25,874 | 26,177 | 26,028 | 24,933 | 24,934 |
| 4441 | Building mat. & sup. dealers | (*) | (*) | (*) | 24,108 | 25,867 | 23,058 | 23,685 | (*) | 22,468 | 22,493 | 21,469 | 21,396 |
| 445 | Food & beverage stores | 276,271 | 2.5 | 41,154 | 40,068 | 41,695 | 39,964 | 39,808 | 40,209 | 40,099 | 40,027 | 39,386 | 39,315 |
| 4451 | Grocery stores | 249,204 | 2.3 | 36,924 | 35,953 | 37,456 | 35,956 | 35,775 | 36,094 | 35,989 | 35,946 | 35,425 | 35,386 |
| 4453 | Beer, wine & liquor stores | (*) | (*) | (*) | 2,632 | 2,712 | 2,568 | 2,607 | (*) | 2,656 | 2,636 | 2,545 | 2,546 |
| 446 | Health & personal care stores | 105,418 | 8.7 | 15,252 | 14,708 | 15,762 | 13,841 | 13,972 | 15,437 | 15,273 | 15,229 | 14,254 | 14,142 |
| 44611 | Pharmacies & drug stores | (*) | (*) | (*) | 12,383 | 13,293 | 11,632 | 11,695 | (*) | 12,939 | 12,881 | 12,004 | 11,934 |
| 447 | Gasoline stations | 132,516 | -7.2 | 21,276 | 20,418 | 20,774 | 20,888 | 22,021 | 19,792 | 19,280 | 19,307 | 19,687 | 20,504 |
| 448 | Clothing & clothing accessories stores | 90,653 | 2.8 | 13,074 | 13,374 | 14,332 | 12,717 | 13,095 | 14,466 | 14,653 | 14,300 | 14,224 | 14,033 |
| 44811 | Men's clothing stores | (*) | (*) | (*) | 825 | 843 | 775 | 865 | (*) | 865 | 862 | 890 | 896 |
| 44812 | Women's clothing stores | (*) | (*) | (*) | 2,726 | 3,003 | 2,413 | 2,619 | (*) | 2,882 | 2,783 | 2,717 | 2,686 |
| 44814 | Family clothing stores | (*) | (*) | (*) | 4,625 | 4,663 | 4,446 | 4,438 | (NA) | (NA) | (NA) | (NA) | (NA) |
| 4482 | Shoe stores | (*) | (*) | (*) | 1,761 | 1,867 | 1,799 | 1,793 | (*) | 1,814 | 1,780 | 1,841 | 1,802 |
| 451 | Sporting goods, hobby, book & music stores | 45,816 | 7.0 | 6,641 | 6,729 | 6,691 | 6,242 | 6,507 | 7,412 | 7,386 | 7,361 | 7,037 | 6,945 |
| 452 | General merchandise stores | 244,413 | 8.1 | 35,630 | 37,072 | 38,113 | 33,395 | 34,389 | 38,436 | 38,315 | 37,901 | 36,187 | 35,426 |
| 4521 | Department stores (ex. L.D.)..... | 119,549 | 0.0 | 16,902 | 17,862 | 18,761 | 17,133 | 17,942 | 19,036 | 19,063 | 18,926 | 19,370 | 19,027 |
| 4521 | Department stores (incl. L.D.) ⁴ | (*) | (*) | (*) | 18,486 | 19,412 | 17,473 | 18,316 | (*) | (NA) | (NA) | (NA) | (NA) |
| 4529 | Other general merch. stores.... | (*) | (*) | (*) | 19,210 | 19,352 | 16,262 | 16,447 | (*) | 19,252 | 18,975 | 16,817 | 16,399 |
| 45291 | Warehouse clubs & superstores | (*) | (*) | (*) | 16,103 | 16,158 | 13,415 | 13,592 | (*) | 16,039 | 15,841 | 13,830 | 13,471 |
| 45299 | All oth. gen. merch. stores..... | (*) | (*) | (*) | 3,107 | 3,194 | 2,847 | 2,855 | (*) | 3,213 | 3,134 | 2,987 | 2,928 |
| 453 | Miscellaneous store retailers | 63,094 | 0.6 | 9,195 | 9,139 | 9,846 | 9,090 | 9,350 | 9,385 | 9,507 | 9,414 | 9,413 | 9,455 |
| 454 | Nonstore retailers | 88,055 | -1.0 | 11,767 | 11,447 | 12,705 | 11,191 | 11,437 | 13,284 | 13,224 | 13,318 | 12,919 | 12,907 |
| 4541 | Elect. shopping & m/o houses | (*) | (*) | (*) | 8,183 | 8,920 | 8,049 | 8,182 | (*) | 9,246 | 9,340 | 9,013 | 8,971 |
| 722 | Food services & drinking places ... | 196,003 | 5.8 | 29,947 | 29,160 | 29,450 | 27,931 | 27,928 | 28,630 | 28,338 | 28,128 | 26,805 | 26,725 |

(*) 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.

- 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>.
- 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.
- 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)).
- 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 2002 Advance from -- | | June 2002 Preliminary from -- | | May 2002 through July 2002 from -- | |
| | | Jun. 2002 (p) | Jul. 2001 (r) | May 2002 (r) | Jun. 2001 (r) | Feb. 2002 through Apr. 2002 | May 2001 through Jul. 2001 |
| | Retail & food services, total | 1.2 | 4.8 | 1.4 | 3.8 | 1.0 | 3.6 |
| | Total (excl. motor vehicle & parts) | 0.2 | 3.9 | 0.5 | 4.0 | 0.8 | 3.7 |
| | Retail | 1.2 | 4.6 | 1.5 | 3.6 | 1.0 | 3.3 |
| 441 | Motor vehicle & parts dealers | 4.2 | 7.5 | 4.2 | 3.2 | 2.0 | 3.1 |
| 4411, 4412 | Auto & other motor veh. dealers .. | 4.6 | 8.1 | 4.5 | 3.4 | 2.1 | 3.4 |
| 442 | Furniture & home furn. stores | -1.4 | 0.6 | -1.1 | 3.3 | -0.8 | 2.9 |
| 443 | Electronics & appliance stores | -1.0 | 7.0 | 1.1 | 9.8 | 1.6 | 8.9 |
| 444 | Building material & garden eq. & supplies dealers..... | -1.2 | 3.8 | 0.6 | 5.0 | 0.8 | 4.1 |
| 445 | Food & beverage stores..... | 0.3 | 2.1 | 0.2 | 2.0 | 0.1 | 2.0 |
| 4451 | Grocery stores | 0.3 | 1.9 | 0.1 | 1.7 | 0.0 | 1.7 |
| 446 | Health & personal care stores | 1.1 | 8.3 | 0.3 | 8.0 | 1.2 | 8.1 |
| 447 | Gasoline stations | 2.7 | 0.5 | -0.1 | -6.0 | 3.2 | -4.9 |
| 448 | Clothing & clothing accessories stores | -1.3 | 1.7 | 2.5 | 4.4 | -1.3 | 2.5 |
| 451 | Sporting goods, hobby, book & music stores..... | 0.4 | 5.3 | 0.3 | 6.3 | 0.8 | 6.1 |
| 452 | General merchandise stores..... | 0.3 | 6.2 | 1.1 | 8.2 | 0.5 | 7.1 |
| 4521 | Department stores (ex. L.D.)..... | -0.1 | -1.7 | 0.7 | 0.2 | -1.5 | -0.8 |
| 453 | Miscellaneous store retailers | -1.3 | -0.3 | 1.0 | 0.5 | 1.4 | -0.2 |
| 454 | Nonstore retailers | 0.5 | 2.8 | -0.7 | 2.5 | 0.8 | 2.9 |
| 722 | Food services & drinking places | 1.0 | 6.8 | 0.7 | 6.0 | 1.1 | 6.1 |

(p) Preliminary. (r) Revised.

(1) Percent change rounded to nearest tenth.

Official Business

Penalty for Private Use, \$300

Source of Data and Reliability of Estimates

Source of Data: The Census Bureau conducts the Advance Monthly Retail Trade Survey each month to provide an early indication of sales of retail and food service companies. The Advance Monthly Retail Trade Survey is a voluntary survey of a sub-sample of about 5,000 firms selected from the Monthly Retail Trade Survey. Firms responding to this survey account for approximately 65% of the dollar volume estimate.

Reliability of Estimates: The reliability of the estimates is a function of sampling and nonsampling errors. The margin of sampling error, as included 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. Nonsampling error, on the other hand, can occur because of nonresponse, insufficient coverage of the universe of retail businesses, and response errors. Although not directly measured, precautionary steps are taken to minimize nonsampling error. Additional survey information is available at www.census.gov/svsd/www/advtable.html.

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 | 0.7 | 0.6 | 0.2 | 0.6 | 0.0 | 0.2 |
| | Total (excl. motor vehicle & parts) .. | 0.7 | 0.5 | 0.3 | 0.6 | 0.1 | 0.2 |
| | Retail | 0.7 | 0.7 | 0.2 | 0.7 | 0.0 | 0.2 |
| 441 | Motor vehicle & parts dealers | 1.9 | 1.8 | 0.7 | 1.8 | -0.1 | 0.7 |
| 4411, 4412 | Auto & other motor veh. dealers | 2.1 | 1.9 | 0.7 | 2.0 | -0.1 | 0.8 |
| 442 | Furniture & home furn. stores..... | 3.8 | 1.9 | 1.0 | 2.3 | 0.0 | 0.9 |
| 443 | Electronics & appliance stores | 1.4 | 0.7 | 0.5 | 1.4 | 0.3 | 0.5 |
| 444 | Building material & garden eq. &.. | | | | | | |
| | supplies dealers..... | 1.8 | 0.9 | 0.6 | 1.9 | -0.1 | 0.3 |
| 445 | Food & beverage stores..... | 0.6 | 0.3 | 0.2 | 0.5 | -0.1 | 0.2 |
| 4451 | Grocery stores | 0.8 | 0.3 | 0.2 | 0.5 | 0.0 | 0.3 |
| 446 | Health & personal care stores | 2.2 | 0.5 | 0.5 | 1.2 | -0.1 | 0.4 |
| 447 | Gasoline stations | 1.7 | 0.8 | 0.5 | 1.3 | 0.0 | 0.8 |
| 448 | Clothing & clothing accessories | | | | | | |
| | stores | 1.4 | 0.8 | 0.5 | 1.0 | 0.0 | 0.5 |
| 451 | Sporting goods, hobby, book & | | | | | | |
| | music stores..... | 2.5 | 2.5 | 1.4 | 2.5 | 0.3 | 1.1 |
| 452 | General merchandise stores..... | 0.2 | 0.1 | 0.1 | 0.2 | 0.0 | 0.2 |
| 4521 | Department stores (ex. L.D.)..... | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 |
| 453 | Miscellaneous store retailers | 3.4 | 3.4 | 1.6 | 3.7 | 0.4 | 1.0 |
| 454 | Nonstore retailers | 6.7 | 3.2 | 1.2 | 4.2 | 0.1 | 1.0 |
| 722 | Food services & drinking places .. | 2.1 | 1.0 | 0.7 | 1.8 | 0.4 | 0.8 |



(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. Revisions are based on estimates from the 12 most recent months.

(2) Medians are based on estimates from the 12 most recent months.