

FOR WIRE TRANSMISSION 8:30 A.M. ET, Friday, September 14, 2001.

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

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail and food services sales for August, adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$293.1 billion, an increase of 0.3 percent ( $\pm 1.0\%$ ) from the previous month and up 3.5 percent ( $\pm 1.7\%$ ) from August 2000. Total sales for the June through August period were up 3.4 percent ( $\pm 1.5\%$ ) from the same period a year ago. The June to July 2001 percent change was revised from virtually unchanged ( $\pm 1.0\%$ ) to +0.2 ( $\pm 0.2\%$ ).

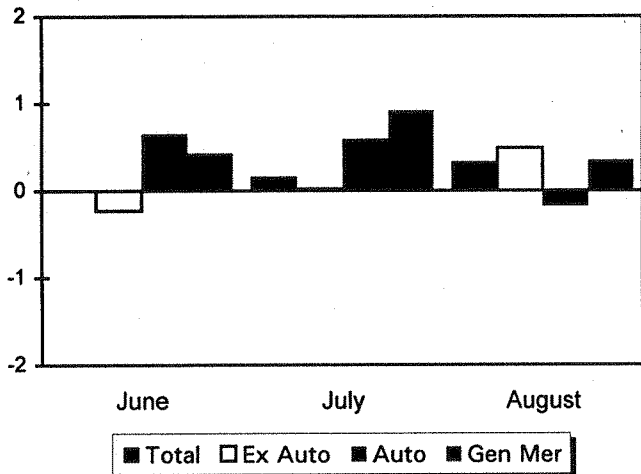
Retail trade sales increased 0.2 percent ( $\pm 1.0\%$ ) from July and were 3.1 percent ( $\pm 1.7\%$ ) above last year. Health and personal care stores were up 7.9 percent ( $\pm 3.6\%$ ) from last year and sales of building materials and garden equipment and supplies dealers increased 6.5 percent ( $\pm 5.9\%$ ) from August a year ago. Motor vehicle and parts dealers were up 4.7 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.*

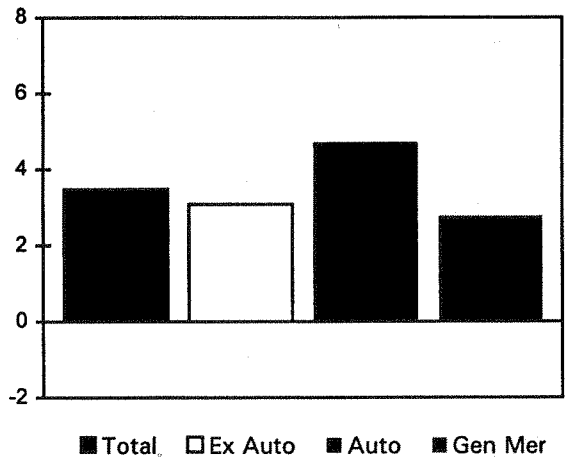
**Percent Change in Retail and Food Services Sales**

(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 September is scheduled to be released October 12, 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 <sup>1</sup>					
		8 month total		2001			2000		2001			2000	
		2001	% Chg. 2000	Aug. <sup>2</sup> (a)	July (p)	June (r)	Aug.	July	Aug. <sup>2</sup> (a)	July (p)	June (r)	Aug. (r)	July (r)
	<b>Retail &amp; food services,</b>												
	<b>total</b> .....	2,289,200	3.3	305,852	289,875	298,575	293,808	280,072	293,083	292,128	291,651	283,230	283,035
	Total (excl. motor vehicle & parts) ...	1,699,736	3.4	226,879	215,105	220,195	218,245	209,719	220,806	219,720	219,666	214,203	213,808
	Retail .....	2,074,910	3.1	277,089	261,750	270,500	267,010	253,244	265,819	265,199	264,785	257,826	257,362
	GAFO <sup>3</sup> .....	(*)	(*)	(*)	68,947	70,800	74,224	67,754	(*)	75,223	74,534	73,581	73,305
441	<b>Motor vehicle &amp; parts dealers</b> .....	589,464	2.8	79,173	74,570	78,380	75,363	70,353	72,277	72,408	71,985	69,027	69,227
4411, 4412	Auto & other motor veh. dealers ..	540,293	3.1	72,482	68,155	71,885	68,582	64,153	66,133	66,234	65,829	62,862	63,143
44111	New car dealers .....	(*)	(*)	(*)	57,586	60,600	59,349	55,088	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,415	6,495	6,781	6,200	(NA)	(NA)	(NA)	(NA)	(NA)
442	<b>Furniture &amp; home furn. stores</b> .....	59,115	-0.4	7,941	7,456	7,555	8,035	7,554	7,650	7,655	7,662	7,748	7,748
4421	Furniture stores .....	(*)	(*)	(*)	4,025	4,135	4,266	4,136	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores .....	(*)	(*)	(*)	3,431	3,420	3,769	3,418	(NA)	(NA)	(NA)	(NA)	(NA)
443	<b>Electronics &amp; appliance stores</b> .....	53,806	-2.1	7,274	6,777	6,770	7,264	6,712	7,282	7,263	7,225	7,262	7,169
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	4,864	4,828	5,014	4,696	(*)	5,230	5,191	5,034	4,982
44312	Computer & software stores.....	(*)	(*)	(*)	1,913	1,942	2,250	2,014	(*)	2,033	2,034	2,228	2,187
444	<b>Building material &amp; garden eq. &amp; supplies dealers</b> .....	197,889	5.4	25,993	25,792	27,255	24,468	23,723	24,585	24,382	24,503	23,074	22,875
4441	Building mat. & sup. dealers .....	(*)	(*)	(*)	22,866	23,503	21,786	20,915	(*)	21,212	21,347	19,896	19,862
445	<b>Food &amp; beverage stores</b> .....	315,355	3.4	41,027	40,646	40,502	39,862	40,082	40,019	39,955	39,903	38,963	38,935
4451	Grocery stores .....	285,813	3.0	36,993	36,699	36,530	36,026	36,345	36,056	36,050	36,026	35,320	35,286
4453	Beer, wine & liquor stores .....	(*)	(*)	(*)	2,548	2,579	2,441	2,482	(*)	2,518	2,514	2,424	2,405
446	<b>Health &amp; personal care stores</b> .....	112,296	8.9	14,462	13,986	14,101	13,281	12,789	14,448	14,448	14,272	13,388	13,218
44611	Pharmacies & drug stores .....	(*)	(*)	(*)	11,999	12,050	11,264	10,815	(*)	12,499	12,308	11,436	11,266
447	<b>Gasoline stations</b> .....	164,541	1.8	21,631	20,940	22,040	21,644	21,837	20,103	19,830	20,734	20,419	20,659
448	<b>Clothing &amp; clothing accessories stores</b> .....	103,503	2.8	15,044	12,772	13,129	14,674	12,551	14,241	14,356	14,117	14,102	13,863
44811	Men's clothing stores .....	(*)	(*)	(*)	759	848	883	802	(*)	874	870	893	906
44812	Women's clothing stores .....	(*)	(*)	(*)	2,297	2,463	2,711	2,447	(*)	2,593	2,547	2,730	2,695
44814	Family clothing stores .....	(*)	(*)	(*)	4,467	4,454	4,981	4,264	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores .....	(*)	(*)	(*)	1,819	1,813	2,284	1,788	(*)	1,869	1,826	1,846	1,806
451	<b>Sporting goods, hobby, book &amp; music stores</b> .....	51,518	7.5	7,357	6,471	6,726	6,872	6,090	7,213	7,167	7,090	6,707	6,747
452	<b>General merchandise stores</b> .....	254,958	2.9	35,255	32,222	33,386	33,722	31,787	35,185	35,062	34,741	34,236	34,216
4521	Department stores (ex. L.D.).....	142,740	0.4	19,908	17,605	18,590	19,396	17,942	19,898	19,783	19,704	19,782	19,800
4521	Department stores (incl. L.D.) <sup>4</sup> .....	(*)	(*)	(*)	17,936	18,954	19,801	18,315	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	14,617	14,796	14,326	13,845	(*)	15,279	15,037	14,454	14,416
45291	Warehouse clubs & superstores .....	(*)	(*)	(*)	11,570	11,742	11,482	11,088	(*)	12,115	11,921	11,575	11,550
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	3,047	3,054	2,844	2,757	(*)	3,164	3,116	2,879	2,866
453	<b>Miscellaneous store retailers</b> .....	72,354	3.0	9,665	9,078	9,321	9,167	8,445	9,497	9,516	9,525	8,916	9,014
454	<b>Nonstore retailers</b> .....	100,111	-0.6	12,267	11,040	11,335	12,858	11,341	13,319	13,177	13,028	13,984	13,691
4541	Elect. shopping & m/o houses ...	(*)	(*)	(*)	8,050	8,197	8,970	7,963	(*)	9,285	9,098	9,482	9,324
722	<b>Food services &amp; drinking places</b> ...	214,290	5.1	28,763	27,925	28,075	26,598	26,828	27,264	26,929	26,866	25,404	25,673

(\*) 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 <sup>1</sup>					
		Aug. 2001 Advance from --		July 2001 Preliminary from --		June 2001 through Aug. 2001 from --	
		July 2001 (p)	Aug. 2000 (r)	June 2001 (r)	July 2000 (r)	Mar. 2001 through May 2001	June 2000 through Aug. 2000
	<b>Retail &amp; food services,</b>						
	<b>total .....</b>	0.3	3.5	0.2	3.2	0.8	3.4
	Total (excl. motor vehicle & parts) .....	0.5	3.1	0.0	2.8	0.5	3.0
	Retail .....	0.2	3.1	0.2	3.0	0.7	3.1
441	<b>Motor vehicle &amp; parts dealers .....</b>	-0.2	4.7	0.6	4.6	1.9	4.7
4411, 4412	Auto & other motor veh. dealers .....	-0.2	5.2	0.6	4.9	2.0	5.1
442	<b>Furniture &amp; home furn. stores .....</b>	-0.1	-1.3	-0.1	-1.2	0.6	-0.9
443	<b>Electronics &amp; appliance stores .....</b>	0.3	0.3	0.5	1.3	2.1	0.8
444	<b>Building material &amp; garden eq. &amp; supplies dealers.....</b>	0.9	6.5	-0.6	6.5	-0.2	6.6
445	<b>Food &amp; beverage stores.....</b>	0.2	2.7	0.1	2.6	0.4	2.6
4451	Grocery stores .....	0.0	2.1	0.1	2.2	0.1	2.0
446	<b>Health &amp; personal care stores .....</b>	0.0	7.9	1.2	9.3	-1.9	8.7
447	<b>Gasoline stations .....</b>	1.4	-1.5	-4.4	-4.0	-3.1	-1.5
448	<b>Clothing &amp; clothing accessories stores .....</b>	-0.8	1.0	1.7	3.6	-0.2	1.9
451	<b>Sporting goods, hobby, book &amp; music stores.....</b>	0.6	7.5	1.1	6.2	1.5	6.8
452	<b>General merchandise stores.....</b>	0.4	2.8	0.9	2.5	1.2	2.6
4521	Department stores (ex. L.D.).....	0.6	0.6	0.4	-0.1	0.6	0.3
453	<b>Miscellaneous store retailers .....</b>	-0.2	6.5	-0.1	5.6	1.2	6.3
454	<b>Nonstore retailers .....</b>	1.1	-4.8	1.1	-3.8	-0.5	-4.8
722	<b>Food services &amp; drinking places .....</b>	1.2	7.3	0.2	4.9	2.0	6.0

(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 <sup>(2)</sup> for Current Mo. (%)	Trend (percent change): Median standard error <sup>(2)</sup> for			Revision for month- to-month change <sup>(1)</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 &amp; food services,</b>						
	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	0.3
441	Motor vehicle & parts dealers .....	1.8	1.5	1.7	2.1	0.3	0.5
4411, 4412	Auto & other motor veh. dealers .....	1.9	1.6	1.8	2.3	0.3	0.5
442	Furniture & home furn. stores.....	4.1	2.0	4.9	5.0	0.0	0.4
443	Electronics & appliance stores .....	1.3	0.8	1.7	1.6	0.1	0.3
444	Building material & garden eq. &... supplies dealers.....	3.1	2.1	3.4	3.6	0.0	0.5
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	0.4
447	Gasoline stations .....	2.4	1.5	2.7	2.9	-0.3	0.7
448	Clothing & clothing accessories stores .....	1.8	1.3	2.2	2.1	0.0	0.7
451	Sporting goods, hobby, book & music stores.....	2.7	1.4	3.7	3.1	-0.1	0.8
452	General merchandise stores.....	0.3	0.1	0.3	0.3	0.0	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	0.3	0.8
454	Nonstore retailers .....	4.8	2.5	6.2	5.7	-0.1	0.6
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.