

FOR WIRE TRANSMISSION 8:30 A.M. ET, Thursday, December 13, 2001.

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

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail and food services sales for November, adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$293.6 billion, a decrease of 3.7 percent ($\pm 1.0\%$) from the previous month, but up 3.5 percent ($\pm 1.7\%$) from November 2000. Total sales for the September through November period were up 3.5 percent ($\pm 0.3\%$) from the same period a year ago. The September to October 2001 percent change was revised from 7.1 percent ($\pm 1.2\%$) to 6.4 percent ($\pm 0.3\%$).

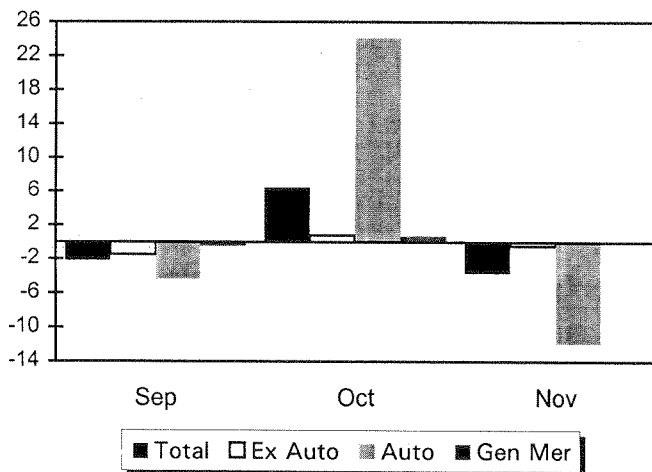
Retail trade sales were down 4.1 percent ($\pm 1.0\%$) from October, but were 3.5 percent ($\pm 1.7\%$) above last year. Motor vehicle and parts dealers were up 11.2 percent ($\pm 3.5\%$) from last year and sales of health and personal care stores were up 8.5 percent ($\pm 3.6\%$) from November 2000. Sales of gasoline stations decreased 14.7 percent ($\pm 4.8\%$) from November a year ago and nonstore retailers were down 10.5 percent ($\pm 9.4\%$) 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.

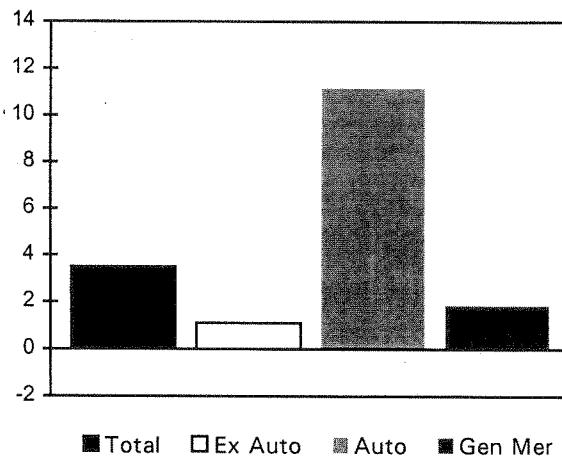
Percent Change in Retail and Food Services Sales

(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 December is scheduled to be released January 15, 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 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				
		11 month total		2001			2000		2001			2000	
		2001	% Chg. 2000	Nov. ² (a)	Oct. (p)	Sept. (r)	Nov.	Oct.	Nov. ² (a)	Oct. (p)	Sept. (r)	Nov. (r)	Oct. (r)
	Retail & food services,												
	total	3,162,777	3.4	296,315	303,788	272,299	285,240	279,838	293,584	304,851	286,416	283,616	285,215
	Total (excl. motor vehicle & parts) ..	2,351,895	2.8	226,842	217,812	206,389	223,248	212,475	217,922	218,963	217,254	215,552	215,977
	Retail	2,870,087	3.3	270,652	277,000	246,244	260,698	253,913	266,880	278,170	260,018	257,809	259,419
	GAFO³	(*)	(*)	(*)	71,705	67,541	83,119	70,133	(*)	75,000	73,603	73,687	74,040
441	Motor vehicle & parts dealers	810,882	5.0	69,473	85,976	65,910	61,992	67,363	75,662	85,888	69,162	68,064	69,238
4411, 4412	Auto & other motor veh. dealers ..	743,758	5.6	63,722	79,691	60,092	56,039	61,148	69,794	79,851	63,321	61,990	63,169
44111	New car dealers	(*)	(*)	(*)	70,601	52,006	48,793	53,164	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,285	5,818	5,953	6,215	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	82,464	-0.7	8,400	7,671	7,147	8,383	7,731	7,678	7,484	7,368	7,670	7,693
4421	Furniture stores	(*)	(*)	(*)	4,054	3,874	4,398	4,078	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,617	3,273	3,985	3,653	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	75,557	-1.1	8,278	6,800	6,573	7,786	6,668	7,500	7,366	7,255	7,169	7,293
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	4,812	4,618	5,741	4,548	(*)	5,335	5,254	5,076	5,116
44312	Computer & software stores.....	(*)	(*)	(*)	1,988	1,955	2,045	2,120	(*)	2,031	2,001	2,093	2,177
444	Building material & garden eq. & supplies dealers	270,951	5.7	23,393	25,948	23,256	21,909	23,850	24,519	24,564	23,968	23,105	23,057
4441	Building mat. & sup. dealers	(*)	(*)	(*)	23,275	20,826	19,258	21,120	(*)	21,571	21,015	19,915	19,962
445	Food & beverage stores	436,055	3.5	40,967	40,006	39,414	39,319	38,347	40,689	40,519	40,427	39,264	39,205
4451	Grocery stores	395,252	3.2	36,952	36,299	35,791	35,547	34,823	36,768	36,666	36,559	35,511	35,497
4453	Beer, wine & liquor stores	(*)	(*)	(*)	2,466	2,379	2,572	2,371	(*)	2,519	2,517	2,500	2,462
446	Health & personal care stores	155,078	8.7	14,526	14,807	13,412	13,345	13,347	14,777	14,792	14,531	13,617	13,633
44611	Pharmacies & drug stores	(*)	(*)	(*)	12,845	11,599	11,468	11,435	(*)	12,781	12,553	11,643	11,645
447	Gasoline stations	221,094	-1.2	17,353	19,175	20,245	20,122	21,034	17,671	18,854	20,532	20,723	20,888
448	Clothing & clothing accessories stores	144,872	1.0	15,718	13,428	12,282	15,761	13,460	14,074	14,165	13,347	14,182	14,362
44811	Men's clothing stores	(*)	(*)	(*)	862	747	1,019	889	(*)	877	801	888	902
44812	Women's clothing stores	(*)	(*)	(*)	2,600	2,372	2,900	2,720	(*)	2,610	2,463	2,693	2,778
44814	Family clothing stores	(*)	(*)	(*)	4,700	4,263	5,840	4,666	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	1,632	1,633	1,791	1,677	(*)	1,801	1,721	1,846	1,865
451	Sporting goods, hobby, book & music stores	73,599	9.0	8,266	6,642	6,777	7,255	5,882	7,570	7,421	7,321	6,746	6,671
452	General merchandise stores	360,888	2.4	40,983	33,687	31,461	40,166	32,840	34,998	35,018	34,764	34,359	34,351
4521	Department stores (ex. L.D.).....	202,160	-0.3	23,945	18,395	17,281	23,816	18,789	19,748	19,461	19,391	19,828	19,884
4521	Department stores (incl. L.D.) ⁴	(*)	(*)	(*)	18,734	17,598	24,335	19,184	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	15,292	14,180	16,350	14,051	(*)	15,557	15,373	14,531	14,467
45291	Warehouse clubs & superstores	(*)	(*)	(*)	12,160	11,325	13,101	11,200	(*)	12,358	12,204	11,625	11,546
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	3,132	2,855	3,249	2,851	(*)	3,199	3,169	2,906	2,921
453	Miscellaneous store retailers	100,054	2.8	9,464	9,460	8,616	9,150	9,006	9,291	9,510	9,322	9,005	9,211
454	Nonstore retailers	138,593	-3.6	13,831	13,400	11,151	15,510	14,385	12,451	12,589	12,021	13,905	13,817
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	9,377	7,777	10,860	9,883	(*)	8,699	8,161	9,443	9,350
722	Food services & drinking places ..	292,690	4.5	25,663	26,788	26,055	24,542	25,925	26,704	26,681	26,398	25,807	25,796

(*) 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					
		Nov. 2001 Advance from --		Oct. 2001 Preliminary from --		Sept. 2001 through Nov. 2001 from --	
		Oct. 2001 (p)	Nov. 2000 (r)	Sept. 2001 (r)	Oct. 2000 (r)	Jun. 2001 through Aug. 2001	Sept. 2000 through Nov. 2000
	Retail & food services, total	-3.7	3.5	6.4	6.9	0.9	3.5
	Total (excl. motor vehicle & parts)	-0.5	1.1	0.8	1.4	-0.9	1.0
	Retail	-4.1	3.5	7.0	7.2	1.1	3.5
441	Motor vehicle & parts dealers	-11.9	11.2	24.2	24.0	6.4	11.2
4411, 4412	Auto & other motor veh. dealers	-12.6	12.6	26.1	26.4	7.4	12.7
442	Furniture & home furn. stores	2.6	0.1	1.6	-2.7	-2.2	-2.2
443	Electronics & appliance stores	1.8	4.6	1.5	1.0	1.7	1.1
444	Building material & garden eq. & supplies dealers.....	-0.2	6.1	2.5	6.5	-1.0	5.6
445	Food & beverage stores.....	0.4	3.6	0.2	3.4	1.2	3.6
4451	Grocery stores	0.3	3.5	0.3	3.3	1.4	3.5
446	Health & personal care stores	-0.1	8.5	1.8	8.5	2.1	8.0
447	Gasoline stations	-6.3	-14.7	-8.2	-9.7	-5.7	-8.7
448	Clothing & clothing accessories stores	-0.6	-0.8	6.1	-1.4	-2.5	-3.0
451	Sporting goods, hobby, book & music stores.....	2.0	12.2	1.4	11.2	2.7	10.1
452	General merchandise stores.....	-0.1	1.9	0.7	1.9	0.2	1.6
4521	Department stores (ex. L.D.).....	1.5	-0.4	0.4	-2.1	-0.6	-1.8
453	Miscellaneous store retailers	-2.3	3.2	2.0	3.2	-1.6	2.7
454	Nonstore retailers	-1.1	-10.5	4.7	-8.9	-5.5	-10.9
722	Food services & drinking places	0.1	3.5	1.1	3.4	-1.3	3.1

(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.

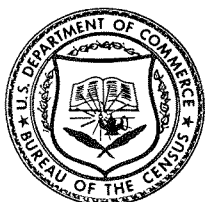
errors. Such errors can occur because of nonresponse, insufficient coverage of the universe of retail businesses, and response errors. Additionally, estimates of sales prior to March 2001 have been restated from SIC-based estimates. The restatement methodology may have introduced additional nonsampling 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

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	1.0	0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.7	0.5	0.2	1.0	0.0	0.2
	Retail	0.7	0.6	0.2	1.0	0.0	0.3
441	Motor vehicle & parts dealers	1.8	1.5	0.7	2.1	0.1	0.7
4411, 4412	Auto & other motor veh. dealers	2.0	1.6	0.7	2.3	0.1	0.7
442	Furniture & home furn. stores.....	3.6	2.0	0.8	5.0	-0.1	1.0
443	Electronics & appliance stores	1.2	0.7	0.4	1.6	0.3	0.4
444	Building material & garden eq. &...						
	supplies dealers.....	2.0	1.2	0.5	3.6	0.0	0.5
445	Food & beverage stores.....	0.7	0.4	0.2	0.8	0.1	0.2
4451	Grocery stores	0.8	0.3	0.2	0.9	0.1	0.2
446	Health & personal care stores	2.1	0.5	0.4	2.2	-0.1	0.3
447	Gasoline stations	1.8	1.2	0.8	2.9	-0.4	0.8
448	Clothing & clothing accessories						
	stores	1.5	1.0	0.5	2.1	-0.2	0.5
451	Sporting goods, hobby, book &						
	music stores.....	2.4	2.4	2.0	3.1	0.0	1.1
452	General merchandise stores.....	0.2	0.1	0.1	0.3	-0.1	0.4
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.2	0.5
453	Miscellaneous store retailers	4.3	4.3	1.9	11.9	0.4	0.7
454	Nonstore retailers	5.0	2.4	1.4	5.7	0.1	0.6
722	Food services & drinking places ..	2.5	1.4	0.6	2.8	0.4	0.7



(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.