

FOR WIRE TRANSMISSION 8:30 A.M. ET, Wednesday, November 14, 2001.

Special notice: Because of the terrorist attacks of September 11, the Census Bureau altered an option in its seasonal adjustment procedures to produce the seasonally adjusted data for the September and October releases. This alteration ensured that the published seasonally adjusted values fully include the effects of the attacks and eliminated the distortion that September's untypical events would otherwise have had on seasonal factors for September, October, and surrounding months. For kinds of business covered by this report, the seasonal adjustment option was used whenever the appropriate statistical test showed that the unadjusted September or October value was not in a typical range and there was an independent indication of an impact due to the September events. For technical details, see <http://www.census.gov/svsd/www/advtable.html>.

ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES OCTOBER 2001

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail and food services sales for October, adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$306.8 billion, an increase of 7.1 percent ($\pm 1.2\%$) from the previous month and up 7.5 percent ($\pm 1.7\%$) from October 2000. Total sales for the August through October period were up 3.7 percent ($\pm 0.5\%$) from the same period a year ago. The August to September 2001 percent change was revised from -2.4 percent ($\pm 1.0\%$) to -2.2 percent ($\pm 0.3\%$).

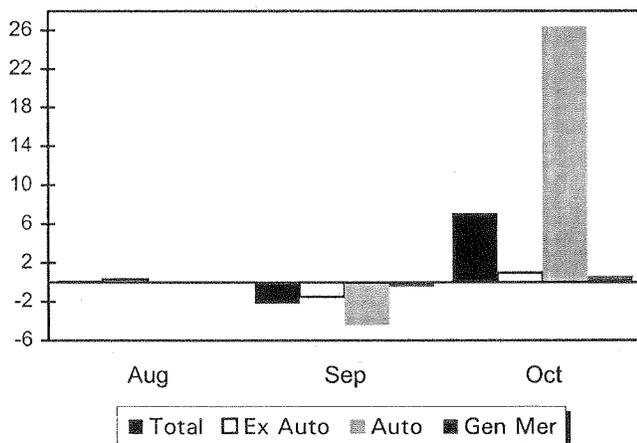
Retail trade sales were up 7.7 percent ($\pm 1.2\%$) from September and were 7.9 percent ($\pm 1.7\%$) above last year. Motor vehicle and parts dealers were up 25.9 percent ($\pm 3.5\%$) from last year and sales of health and personal care stores were up 8.5 percent ($\pm 3.6\%$) from October 2000. Sales of nonstore retailers decreased 9.1 percent ($\pm 9.4\%$) from October a year ago and gasoline stations were down 8.0 percent ($\pm 4.8\%$) 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.

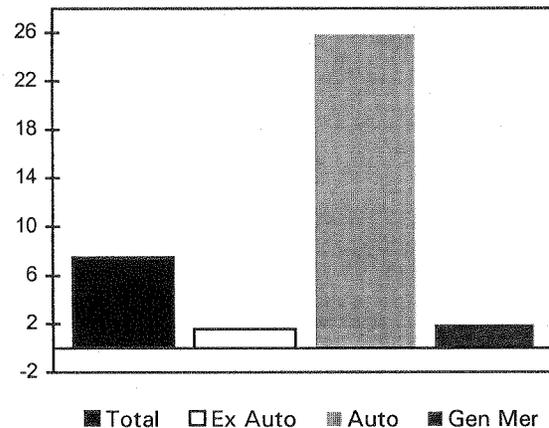
Percent Change in Retail and Food Services Sales

(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 November is scheduled to be released December 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 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				
		10 month total		2001			2000		2001			2000	
		2001	% Chg. 2000	Oct. ² (a)	Sept. (p)	Aug. (r)	Oct.	Sept.	Oct. ² (a)	Sept. (p)	Aug. (r)	Oct. (r)	Sept. (r)
	Retail & food services,												
	total	2,868,110	3.4	305,272	272,463	306,752	279,838	278,259	306,826	286,412	292,869	285,459	286,213
	Total (excl. motor vehicle & parts) ...	2,125,503	3.0	218,120	206,531	227,523	212,475	208,946	219,427	217,283	220,514	216,024	216,024
	Retail	2,601,142	3.3	278,490	246,461	278,113	253,913	252,542	280,097	260,041	265,826	259,637	260,419
	GAFO ³	(*)	(*)	(*)	67,665	77,223	70,133	69,380	(*)	73,578	75,341	73,970	74,235
441	Motor vehicle & parts dealers	742,607	4.6	87,152	65,932	79,229	67,363	69,313	87,399	69,129	72,355	69,435	70,189
4411, 4412	Auto & other motor veh. dealers ..	681,080	5.1	80,754	60,073	72,439	61,148	62,934	81,241	63,235	66,154	63,366	63,892
44111	New car dealers	(*)	(*)	(*)	51,994	62,042	53,164	54,472	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	5,859	6,790	6,215	6,379	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	73,960	-1.0	7,547	7,167	8,018	7,731	7,587	7,356	7,396	7,717	7,685	7,664
4421	Furniture stores	(*)	(*)	(*)	3,896	4,235	4,078	4,125	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,271	3,783	3,653	3,462	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	67,206	-2.0	6,724	6,576	7,362	6,668	6,940	7,234	7,181	7,284	7,264	7,411
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	4,620	5,258	4,548	4,664	(*)	5,191	5,237	5,087	5,114
44312	Computer & software stores.....	(*)	(*)	(*)	1,956	2,104	2,120	2,276	(*)	1,990	2,047	2,177	2,297
444	Building material & garden eq. & supplies dealers	247,857	5.7	26,159	23,344	26,270	23,850	22,839	24,770	24,099	24,739	23,056	23,001
4441	Building mat. & sup. dealers	(*)	(*)	(*)	20,914	23,752	21,120	20,191	(*)	21,125	21,731	19,943	19,795
445	Food & beverage stores	395,098	3.4	40,013	39,417	41,275	38,347	38,573	40,508	40,400	40,189	39,203	38,991
4451	Grocery stores	358,256	3.1	36,238	35,808	37,322	34,823	35,032	36,604	36,539	36,305	35,497	35,315
4453	Beer, wine & liquor stores	(*)	(*)	(*)	2,379	2,581	2,371	2,377	(*)	2,517	2,508	2,462	2,430
446	Health & personal care stores	140,551	8.7	14,800	13,418	14,518	13,347	12,857	14,785	14,537	14,489	13,633	13,591
44611	Pharmacies & drug stores	(*)	(*)	(*)	11,602	12,408	11,435	10,910	(*)	12,543	12,470	11,680	11,533
447	Gasoline stations	204,059	0.2	19,515	20,223	21,436	21,034	21,094	19,189	20,510	19,959	20,867	20,906
448	Clothing & clothing accessories stores	129,349	1.3	13,600	12,305	14,992	13,460	13,464	14,289	13,361	14,192	14,288	14,314
44811	Men's clothing stores	(*)	(*)	(*)	758	905	889	845	(*)	812	890	897	904
44812	Women's clothing stores	(*)	(*)	(*)	2,372	2,672	2,720	2,730	(*)	2,463	2,633	2,776	2,783
44814	Family clothing stores	(*)	(*)	(*)	4,261	5,150	4,666	4,488	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	1,645	2,337	1,677	1,791	(*)	1,732	1,856	1,847	1,848
451	Sporting goods, hobby, book & music stores	65,362	8.4	6,697	6,751	7,762	5,882	6,482	7,474	7,255	7,417	6,726	6,840
452	General merchandise stores	319,883	2.5	33,649	31,477	35,085	32,840	31,420	35,015	34,781	34,945	34,351	34,452
4521	Department stores (ex. L.D.).....	178,259	-0.4	18,439	17,281	19,727	18,789	18,064	19,438	19,313	19,633	19,839	19,963
4521	Department stores (incl. L.D.) ⁴	(*)	(*)	(*)	17,495	20,104	19,184	18,441	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	14,196	15,358	14,051	13,356	(*)	15,468	15,312	14,512	14,489
45291	Warehouse clubs & superstores	(*)	(*)	(*)	11,325	12,208	11,200	10,669	(*)	12,323	12,171	11,594	11,584
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	2,871	3,150	2,851	2,687	(*)	3,145	3,141	2,918	2,905
453	Miscellaneous store retailers	90,553	2.7	9,332	8,707	9,833	9,006	8,880	9,440	9,287	9,528	9,233	9,172
454	Nonstore retailers	124,657	-2.8	13,302	11,144	12,333	14,385	13,093	12,638	12,105	13,012	13,896	13,888
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	7,780	8,836	9,883	9,073	(*)	8,233	9,044	9,412	9,334
722	Food services & drinking places ...	266,968	4.5	26,782	26,002	28,639	25,925	25,717	26,729	26,371	27,043	25,822	25,794

(*) 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					
		Oct. 2001 Advance from --		Sept. 2001 Preliminary from --		Aug. 2001 through Oct. 2001 from --	
		Sept. 2001 (p)	Oct. 2000 (r)	Aug. 2001 (r)	Sept. 2000 (r)	May 2001 through Jul. 2001	Aug. 2000 through Oct. 2000
	Retail & food services, total	7.1	7.5	-2.2	0.1	1.2	3.7
	Total (excl. motor vehicle & parts)	1.0	1.6	-1.5	0.6	-0.4	1.7
	Retail	7.7	7.9	-2.2	-0.1	1.4	3.7
441	Motor vehicle & parts dealers	26.4	25.9	-4.5	-1.5	6.0	9.7
4411, 4412	Auto & other motor veh. dealers ..	28.5	28.2	-4.4	-1.0	6.7	10.8
442	Furniture & home furn. stores	-0.5	-4.3	-4.2	-3.5	-2.1	-2.5
443	Electronics & appliance stores	0.7	-0.4	-1.4	-3.1	0.4	-0.8
444	Building material & garden eq. & supplies dealers.....	2.8	7.4	-2.6	4.8	0.1	6.5
445	Food & beverage stores.....	0.3	3.3	0.5	3.6	1.0	3.4
4451	Grocery stores	0.2	3.1	0.6	3.5	1.0	3.2
446	Health & personal care stores	1.7	8.5	0.3	7.0	2.0	7.9
447	Gasoline stations	-6.4	-8.0	2.8	-1.9	-3.9	-4.0
448	Clothing & clothing accessories stores	6.9	0.0	-5.9	-6.7	-1.8	-2.1
451	Sporting goods, hobby, book & music stores.....	3.0	11.1	-2.2	6.1	3.8	9.6
452	General merchandise stores.....	0.7	1.9	-0.5	1.0	0.5	1.7
4521	Department stores (ex. L.D.).....	0.6	-2.0	-1.6	-3.3	-0.9	-2.0
453	Miscellaneous store retailers	1.6	2.2	-2.5	1.3	-1.1	3.5
454	Nonstore retailers	4.4	-9.1	-7.0	-12.8	-3.9	-9.5
722	Food services & drinking places	1.4	3.5	-2.5	2.2	-0.4	4.1

(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.

Estimates from 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. 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).

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	0.7	0.3	1.0	0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.7	0.6	0.3	1.0	0.0	0.2
	Retail	0.7	0.7	0.3	1.0	0.1	0.2
441	Motor vehicle & parts dealers	1.8	1.5	0.9	2.1	0.3	0.5
4411, 4412	Auto & other motor veh. dealers	2.0	1.7	1.0	2.3	0.3	0.5
442	Furniture & home furn. stores.....	3.7	2.0	1.0	5.0	-0.4	0.8
443	Electronics & appliance stores	1.2	0.7	1.7	1.6	0.2	0.3
444	Building material & garden eq. &... supplies dealers.....	2.4	1.6	0.5	3.6	0.1	0.5
445	Food & beverage stores.....	0.7	0.4	0.8	0.8	0.1	0.3
4451	Grocery stores	0.8	0.3	0.2	0.9	0.1	0.2
446	Health & personal care stores	2.1	0.5	0.5	2.2	0.0	0.4
447	Gasoline stations	1.9	1.3	0.7	2.9	-0.3	0.7
448	Clothing & clothing accessories stores	1.5	1.1	0.5	2.1	-0.1	0.5
451	Sporting goods, hobby, book & music stores.....	2.4	2.4	1.7	3.1	0.2	1.0
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	0.4
453	Miscellaneous store retailers	5.1	4.5	2.2	11.9	0.4	0.8
454	Nonstore retailers	4.6	2.5	0.9	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.