

FOR WIRE TRANSMISSION 8:30 A.M. ET, Wednesday, February 13, 2002.

Intention to Revise Retail Estimates: Monthly retail sales estimates will be revised based on the results of the 2000 Annual Retail Trade Survey. Revised unadjusted and corresponding adjusted data are scheduled for release on May 3.

ADVANCE MONTHLY SALES FOR RETAIL TRADE AND FOOD SERVICES JANUARY 2002

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail and food services sales for January, adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$295.7 billion, a decrease of 0.2 percent ($\pm 1.0\%$) from the previous month, but up 2.8 percent ($\pm 1.7\%$) from January 2001. Total sales for the November 2001 through January 2002 period were up 3.8 percent ($\pm 0.5\%$) from the same period a year ago. The November to December 2001 percent change was revised from -0.1 percent ($\pm 1.0\%$) to 0.2 percent ($\pm 0.3\%$).

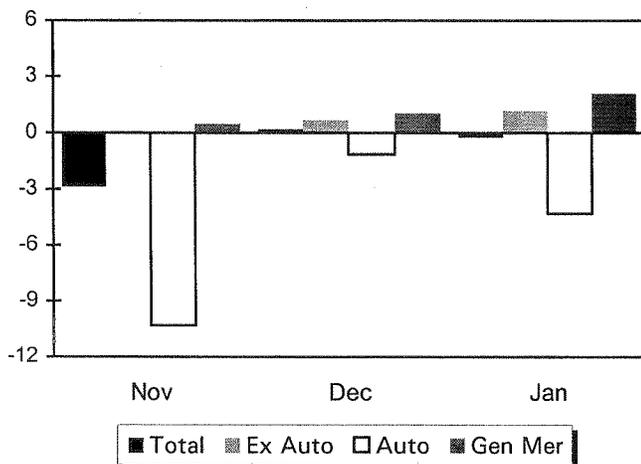
Retail trade sales were down 0.1 percent ($\pm 1.2\%$) from December, but were 2.6 percent ($\pm 1.7\%$) above last year. Health and personal care stores were up 8.0 percent ($\pm 3.6\%$) from January 2001 and sales of electronics and appliance stores were up 6.3 percent ($\pm 2.6\%$) from last year. Sales of gasoline stations decreased 12.9 percent ($\pm 4.8\%$) from January a year ago and nonstore retailers were down 7.1 percent ($\pm 9.4\%$) from last year.

The advance estimates are based on a small subsample of the Bureau's full retail sales 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. 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.

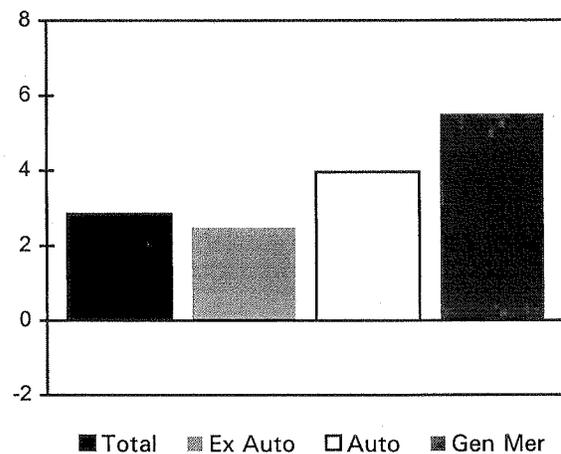
Percent Change in Retail Sales and Food Services Sales

(Data adjusted for seasonal, holiday, and trading-day differences, but not for price changes)

From Previous Month



From Previous Year



The Advance Monthly Retail Sales Report for February is scheduled to be released March 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 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				
		1 month total		2002	2001			2000	2002	2001			2000
		2002	% Chg. 2001	Jan. ² (a)	Dec. (p)	Nov. (r)	Jan. (r)	Dec. (r)	Jan. ² (a)	Dec. (p)	Nov. (r)	Jan. (r)	Dec. (r)
	Retail & food services, total	266,234	3.2	266,234	339,484	298,498	257,934	329,118	295,714	296,424	295,857	287,551	284,315
	Total (excl. motor vehicle & parts) ...	200,460	2.9	200,460	273,385	227,925	194,787	269,269	223,014	220,451	219,014	217,621	215,849
	Retail	240,652	3.0	240,652	311,341	272,597	233,740	303,104	267,938	268,083	268,849	261,022	258,456
	GAFO³	(*)	(*)	(*)	123,378	86,083	61,060	117,893	(*)	77,240	76,122	74,265	72,949
441	Motor vehicle & parts dealers	65,774	4.2	65,774	66,099	70,573	63,147	59,849	72,700	75,973	76,843	69,930	68,466
4411, 4412	Auto & other motor veh. dealers ..	59,964	3.8	59,964	60,618	64,739	57,748	54,090	66,405	69,917	70,908	63,951	62,172
44111	New car dealers	(*)	(*)	(*)	52,792	56,492	49,878	46,956	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	5,481	5,834	5,399	5,759	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	7,296	3.1	7,296	9,378	8,570	7,079	8,617	7,956	7,921	7,841	7,762	7,259
4421	Furniture stores	(*)	(*)	(*)	4,724	4,559	3,963	4,343	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,654	4,011	3,116	4,274	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	7,394	6.8	7,394	12,497	8,465	6,926	11,241	7,585	7,870	7,708	7,135	7,159
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	9,510	6,216	4,843	8,654	(*)	5,542	5,448	5,093	5,112
44312	Computer & software stores.....	(*)	(*)	(*)	2,987	2,249	2,083	2,587	(*)	2,328	2,260	2,042	2,047
444	Building material & garden eq. & supplies dealers.....	20,845	6.1	20,845	21,523	23,419	19,644	20,847	24,951	24,239	24,550	23,623	23,408
4441	Building mat. & sup. dealers	(*)	(*)	(*)	18,935	21,067	17,147	17,901	(*)	21,468	21,696	20,413	20,227
445	Food & beverage stores.....	39,608	5.0	39,608	45,141	40,898	37,715	44,032	41,069	40,911	40,683	39,519	39,586
4451	Grocery stores	36,219	5.0	36,219	39,540	36,879	34,484	38,867	37,110	36,884	36,732	35,735	35,921
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,607	2,678	2,138	3,410	(*)	2,606	2,560	2,495	2,434
446	Health & personal care stores	14,755	8.0	14,755	16,729	14,483	13,665	15,812	14,934	14,598	14,704	13,831	13,690
44611	Pharmacies & drug stores	(*)	(*)	(*)	14,215	12,479	11,809	13,790	(*)	11,996	12,721	11,916	11,627
447	Gasoline stations	16,537	-13.3	16,537	16,755	17,383	19,065	20,192	18,034	17,167	17,738	20,700	20,458
448	Clothing & clothing accessories stores	10,648	4.4	10,648	25,020	15,548	10,204	25,068	14,724	14,370	13,991	14,417	14,213
44811	Men's clothing stores	(*)	(*)	(*)	1,444	975	729	1,517	(*)	861	856	902	887
44812	Women's clothing stores	(*)	(*)	(*)	3,884	2,791	1,998	3,978	(*)	2,623	2,608	2,787	2,677
44814	Family clothing stores	(*)	(*)	(*)	8,474	5,666	3,306	8,345	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,387	1,765	1,351	2,398	(*)	1,838	1,818	1,843	1,832
451	Sporting goods, hobby, book & music stores.....	6,737	9.0	6,737	13,438	8,612	6,178	12,105	7,612	7,553	7,726	6,962	6,674
452	General merchandise stores.....	29,279	7.5	29,279	57,283	41,041	27,236	55,505	36,371	35,624	35,259	34,476	34,094
4521	Department stores (ex. L.D.).....	16,077	6.0	16,077	34,705	23,905	15,171	34,026	20,584	20,182	19,892	19,807	19,612
4521	Department stores (incl. L.D.) ⁴	(*)	(*)	(*)	35,261	24,329	15,468	34,731	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	22,578	17,136	12,065	21,479	(*)	15,442	15,367	14,669	14,482
45291	Warehouse clubs & superstores	(*)	(*)	(*)	17,353	13,341	9,608	17,158	(*)	11,968	11,997	11,590	11,617
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,225	3,795	2,457	4,321	(*)	3,474	3,370	3,079	2,865
453	Miscellaneous store retailers	8,551	4.4	8,551	11,735	9,577	8,189	11,351	9,318	9,390	9,302	9,012	8,916
454	Nonstore retailers	13,228	-10.0	13,228	15,743	14,028	14,692	18,485	12,684	12,467	12,504	13,655	14,533
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	11,646	10,099	8,787	12,884	(*)	8,836	8,805	9,153	9,716
722	Food services & drinking places ...	25,582	5.7	25,582	28,143	25,901	24,194	26,014	27,776	28,341	27,008	26,529	25,859

(*) 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					
		Jan. 2002 Advance from --		Dec. 2001 Preliminary from --		Nov. 2001 through Jan. 2002 from --	
		Dec. 2001 (p)	Jan. 2001 (r)	Nov. 2001 (r)	Dec. 2000 (r)	Aug. 2001 through Oct. 2001	Nov. 2000 through Jan. 2001
	Retail & food services,						
	total	-0.2	2.8	0.2	4.3	0.5	3.8
	Total (excl. motor vehicle & parts)	1.2	2.5	0.7	2.1	0.9	2.1
	Retail	-0.1	2.6	-0.3	3.7	0.1	3.6
441	Motor vehicle & parts dealers	-4.3	4.0	-1.1	11.0	-0.7	9.3
4411, 4412	Auto & other motor veh. dealers	-5.0	3.8	-1.4	12.5	-0.9	10.2
442	Furniture & home furn. stores	0.4	2.5	1.0	9.1	5.0	4.5
443	Electronics & appliance stores	-3.6	6.3	2.1	9.9	5.4	7.8
444	Building material & garden eq. & supplies dealers	2.9	5.6	-1.3	3.6	0.8	5.3
445	Food & beverage stores	0.4	3.9	0.6	3.3	1.3	3.7
4451	Grocery stores	0.6	3.8	0.4	2.7	1.1	3.4
446	Health & personal care stores	2.3	8.0	-0.7	6.6	1.0	7.5
447	Gasoline stations	5.1	-12.9	-3.2	-16.1	-11.0	-14.5
448	Clothing & clothing accessories stores	2.5	2.1	2.7	1.1	3.6	0.6
451	Sporting goods, hobby, book & music stores	0.8	9.3	-2.2	13.2	2.8	12.7
452	General merchandise stores	2.1	5.5	1.0	4.5	2.3	4.1
4521	Department stores (ex. L.D.).....	2.0	3.9	1.5	2.9	3.5	2.3
453	Miscellaneous store retailers	-0.8	3.4	0.9	5.3	-0.9	3.8
454	Nonstore retailers	1.7	-7.1	-0.3	-14.2	0.3	-10.3
722	Food services & drinking places	-2.0	4.7	4.9	9.6	3.7	6.3

(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	0.7	0.6	0.3	1.0	0.1	0.3
	Total (excl. motor vehicle & parts) ..	0.7	0.6	0.4	1.0	0.1	0.3
	Retail	0.7	0.7	0.3	1.0	0.1	0.3
441	Motor vehicle & parts dealers	1.8	1.7	0.7	2.1	0.1	0.8
4411, 4412	Auto & other motor veh. dealers	2.0	1.8	0.8	2.3	0.1	0.8
442	Furniture & home furn. stores	3.6	2.1	1.5	5.0	0.1	1.0
443	Electronics & appliance stores	1.2	0.7	1.2	1.6	0.5	0.6
444	Building material & garden eq. &...						
	supplies dealers	1.8	1.1	0.4	3.6	0.1	0.4
445	Food & beverage stores	0.7	0.4	0.3	0.8	0.2	0.2
4451	Grocery stores	0.8	0.3	0.2	0.9	0.1	0.2
446	Health & personal care stores	2.1	0.6	0.6	2.2	-0.1	0.4
447	Gasoline stations	1.8	1.0	0.3	2.9	-0.3	0.8
448	Clothing & clothing accessories						
	stores	1.5	1.0	0.8	2.1	0.0	0.4
451	Sporting goods, hobby, book &						
	music stores	2.4	2.4	1.5	3.1	0.3	1.2
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	3.6	3.6	1.5	11.9	0.9	1.1
454	Nonstore retailers	5.7	2.7	2.7	5.7	0.1	0.6
722	Food services & drinking places ...	2.4	1.4	0.9	2.8	0.6	1.0



(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.