

FOR WIRE TRANSMISSION 8:30 A.M. ET, Friday, September 13, 2002

ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES AUGUST 2002

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 \$306.2 billion, an increase of 0.8 percent ($\pm 1.0\%$) from the previous month and up 5.2 percent ($\pm 1.0\%$) from August 2001. Total sales for the June through August 2002 period were up 4.6 percent ($\pm 0.5\%$) from the same period a year ago. The June to July 2002 percent change was revised from 1.2 percent ($\pm 1.0\%$) to 1.1 percent ($\pm 0.3\%$).

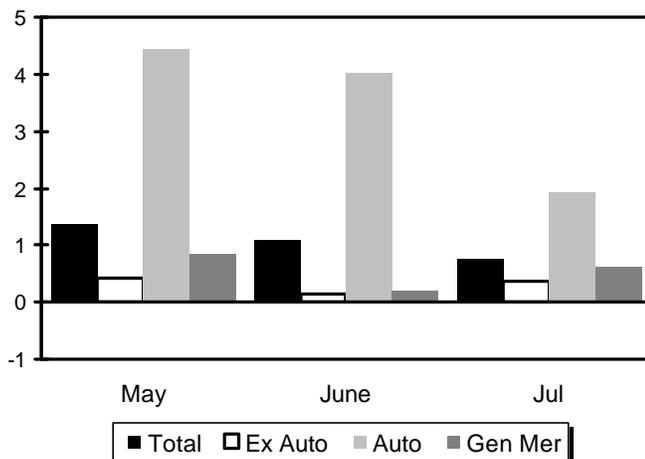
Retail trade sales were up 0.8 percent ($\pm 1.2\%$) from July and were 5.4 percent ($\pm 1.2\%$) above last year. Motor vehicle and parts dealers were up 9.8 percent ($\pm 3.1\%$) from last year and sales of health and personal care stores were up 7.2 percent ($\pm 2.0\%$) from August 2001.

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.

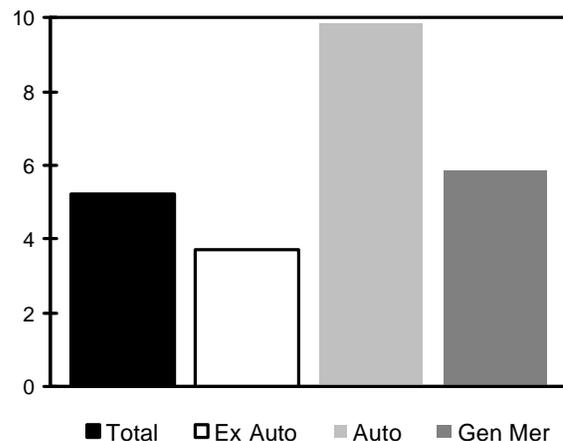
Percent Change in Retail and Food Services Sales

(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 September is scheduled to be released October 11, 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: 301-763-2713.

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				
		8 Month Total		2002			2001		2002			2001	
		2002	% Chg. 2001	Aug. ² (a)	July (p)	June (r)	Aug.	July	Aug. ² (a)	July (p)	June (r)	Aug. (r)	July (r)
	Retail & food services,												
	total	2,363,754	3.6	320,615	307,941	301,872	305,003	288,686	306,208	303,918	300,634	291,036	289,971
	Total (excl. motor vehicle & parts) ...	1,765,478	3.6	235,887	226,645	226,233	227,600	215,932	228,857	228,034	227,688	220,617	219,686
	Retail	2,138,403	3.5	290,589	278,761	272,623	276,346	260,755	278,173	275,914	272,347	263,899	263,114
	GAFO³	(*)	(*)	(*)	73,466	75,155	77,936	69,828	(*)	79,434	79,629	76,513	76,123
441	Motor vehicle & parts dealers	598,276	3.9	84,728	81,296	75,639	77,403	72,754	77,351	75,884	72,946	70,419	70,285
4411, 4412	Auto & other motor veh. dealers ..	548,569	4.2	78,044	74,625	69,252	70,605	66,343	71,208	69,678	66,781	64,245	64,162
44111	New car dealers	(*)	(*)	(*)	63,569	58,031	60,114	55,812	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,671	6,387	6,798	6,411	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	61,194	3.8	8,300	7,735	7,571	7,979	7,476	7,973	7,837	7,895	7,657	7,715
4421	Furniture stores	(*)	(*)	(*)	4,244	4,239	4,311	4,120	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,491	3,332	3,668	3,356	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	57,539	7.3	7,573	7,227	7,272	7,304	6,741	7,645	7,679	7,790	7,351	7,240
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,190	5,131	5,191	4,807	(*)	5,486	5,529	5,286	5,136
44312	Computer & software stores.....	(*)	(*)	(*)	2,037	2,141	2,113	1,934	(*)	2,193	2,261	2,065	2,104
444	Building material & garden eq. & supplies dealers	212,852	4.9	27,456	28,543	29,383	26,422	26,456	26,336	26,200	26,285	24,900	24,868
4441	Building mat. & sup. dealers	(*)	(*)	(*)	24,724	24,132	23,756	23,058	(*)	22,517	22,553	21,715	21,449
445	Food & beverage stores	317,689	2.5	41,476	41,121	40,043	40,501	39,964	40,202	40,143	40,035	39,469	39,352
4451	Grocery stores	286,300	2.2	37,149	36,891	35,933	36,488	35,956	35,997	36,026	35,933	35,529	35,390
4453	Beer, wine & liquor stores	(*)	(*)	(*)	2,727	2,632	2,609	2,568	(*)	2,658	2,653	2,535	2,545
446	Health & personal care stores	120,780	8.4	15,355	15,218	14,749	14,387	13,841	15,448	15,403	15,284	14,416	14,254
44611	Pharmacies & drug stores	(*)	(*)	(*)	12,756	12,424	12,042	11,632	(*)	12,990	12,928	12,115	12,054
447	Gasoline stations	153,735	-6.4	21,399	21,229	20,285	21,411	20,888	19,489	19,638	19,101	19,482	19,576
448	Clothing & clothing accessories stores	105,793	2.6	15,223	12,983	13,382	14,923	12,717	14,432	14,477	14,636	14,147	14,257
44811	Men's clothing stores	(*)	(*)	(*)	751	825	923	775	(*)	862	865	900	889
44812	Women's clothing stores	(*)	(*)	(*)	2,471	2,716	2,781	2,413	(*)	2,773	2,853	2,743	2,739
44814	Family clothing stores	(*)	(*)	(*)	4,719	4,633	5,128	4,446	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	1,736	1,765	2,311	1,799	(*)	1,784	1,807	1,833	1,862
451	Sporting goods, hobby, book & music stores	53,781	6.9	8,074	6,595	6,666	7,498	6,242	7,624	7,410	7,366	7,203	7,061
452	General merchandise stores	282,607	7.8	38,290	35,531	37,075	36,224	33,395	38,521	38,289	38,215	36,378	36,168
4521	Department stores (ex. L.D.).....	138,234	-0.4	18,746	16,842	17,861	19,223	17,133	18,930	18,957	19,001	19,367	19,361
4521	Department stores (incl. L.D.) ⁴	(*)	(*)	(*)	17,160	18,209	19,608	17,473	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	18,689	19,214	17,001	16,262	(*)	19,332	19,214	17,011	16,807
45291	Warehouse clubs & superstores	(*)	(*)	(*)	15,701	16,103	14,066	13,415	(*)	16,170	16,007	14,010	13,816
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	2,988	3,111	2,935	2,847	(*)	3,162	3,207	3,001	2,991
453	Miscellaneous store retailers	72,986	0.6	9,850	9,263	9,113	9,840	9,090	9,570	9,436	9,481	9,520	9,441
454	Nonstore retailers	101,171	-0.3	12,865	12,020	11,445	12,454	11,191	13,582	13,518	13,313	12,957	12,897
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	8,613	8,179	8,830	8,049	(*)	9,423	9,273	9,029	9,003
722	Food services & drinking places ...	225,351	5.3	30,026	29,180	29,249	28,657	27,931	28,035	28,004	28,287	27,137	26,857

(*) 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					
		Aug. 2002 Advance from --		July 2002 Preliminary from --		Jun. 2002 through Aug. 2002 from --	
		Jul. 2002 (p)	Aug. 2001 (r)	Jun 2002 (r)	Jul. 2001 (r)	Mar. 2002 through May 2002	Jun. 2001 through Aug. 2001
	Retail & food services, total	0.8	5.2	1.1	4.8	2.1	4.6
	Total (excl. motor vehicle & parts)	0.4	3.7	0.2	3.8	0.7	3.8
	Retail	0.8	5.4	1.3	4.9	2.3	4.6
441	Motor vehicle & parts dealers	1.9	9.8	4.0	8.0	6.5	7.1
4411, 4412	Auto & other motor veh. dealers ..	2.2	10.8	4.3	8.6	7.0	7.7
442	Furniture & home furn. stores	1.7	4.1	-0.7	1.6	-0.4	3.2
443	Electronics & appliance stores	-0.4	4.0	-1.4	6.1	-0.3	6.3
444	Building material & garden eq. & supplies dealers.....	0.5	5.8	-0.3	5.4	1.0	5.5
445	Food & beverage stores.....	0.1	1.9	0.3	2.0	0.3	1.9
4451	Grocery stores	-0.1	1.3	0.3	1.8	0.1	1.6
446	Health & personal care stores	0.3	7.2	0.8	8.1	1.3	7.8
447	Gasoline stations	-0.8	0.0	2.8	0.3	0.8	-2.2
448	Clothing & clothing accessories stores	-0.3	2.0	-1.1	1.5	-0.1	2.6
451	Sporting goods, hobby, book & music stores.....	2.9	5.8	0.6	4.9	1.8	5.6
452	General merchandise stores.....	0.6	5.9	0.2	5.9	0.8	6.5
4521	Department stores (ex. L.D.).....	-0.1	-2.3	-0.2	-2.1	-1.0	-1.5
453	Miscellaneous store retailers	1.4	0.5	-0.5	-0.1	1.8	0.2
454	Nonstore retailers	0.5	4.8	1.5	4.8	1.9	4.3
722	Food services & drinking places	0.1	3.3	-1.0	4.3	0.1	4.5

(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 estimated 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	1.9	-0.2	0.7
4411, 4412	Auto & other motor veh. dealers	2.1	1.9	0.7	2.0	-0.2	0.7
442	Furniture & home furn. stores.....	3.5	1.9	1.0	2.4	0.1	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	1.0	0.6	1.9	0.1	0.4
445	Food & beverage stores.....	0.6	0.3	0.2	0.5	0.0	0.2
4451	Grocery stores	0.8	0.3	0.2	0.5	0.1	0.2
446	Health & personal care stores	2.3	0.5	0.6	1.2	-0.1	0.4
447	Gasoline stations	1.8	0.8	0.5	1.3	0.0	0.8
448	Clothing & clothing accessories stores	1.4	0.8	0.5	1.0	-0.1	0.4
451	Sporting goods, hobby, book & music stores.....	2.7	2.5	1.5	2.6	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	0.5	1.0
454	Nonstore retailers	7.0	3.5	1.2	4.2	0.1	1.0
722	Food services & drinking places ..	2.1	1.0	0.7	1.8	0.3	0.9



(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.