

FOR WIRE TRANSMISSION 8:30 A.M. ET, Friday, January 12, 2001.

**ADVANCE MONTHLY RETAIL SALES  
DECEMBER 2000**

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for December, adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$271.3 billion, an increase of 0.1 percent ( $\pm 0.7\%$ ) from the previous month and up 3.4 percent ( $\pm 0.9\%$ ) from December 1999. Total sales for the 12 months of 2000 were up 7.9 percent ( $\pm 0.5\%$ ) from the same period a year ago. The October to November 2000 percent change was revised from -0.4 percent ( $\pm 0.3\%$ ) to -0.5 ( $\pm 0.3\%$ ).

Durable goods increased 0.1 percent ( $\pm 1.4\%$ ) from November and were 0.7 ( $\pm 1.8\%$ ) percent above last year. Furniture sales were up 2.7 percent from December a year ago.

Nondurable goods were unchanged ( $\pm 0.6\%$ ) from November, but were up 5.3 percent from December 1999. Drug store sales were up 8.4 percent from last year. Gasoline sales were up 7.3 percent from December a year ago.

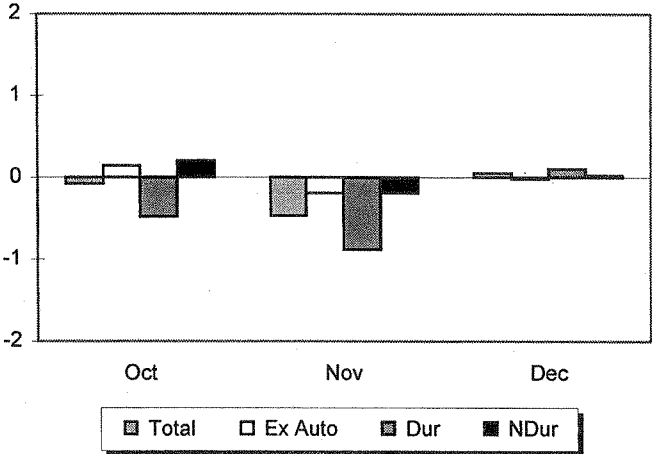
The scheduled release dates for 2001 are as follows: January 12, February 13, March 13, April 12, May 11, June 13, July 13, August 14, September 14, October 12, November 14, and December 13.

*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 both surveys.*

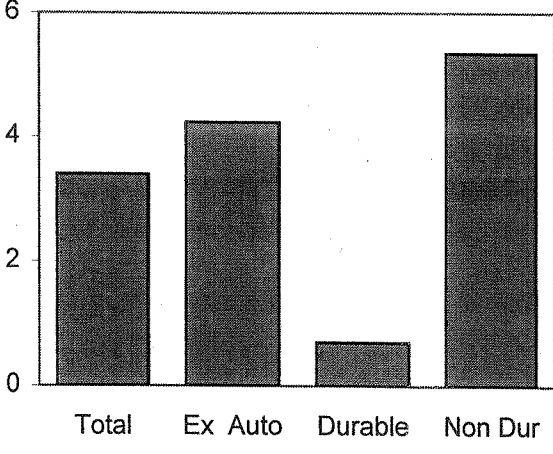
**Percent Change in Retail Sales**

(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 January is scheduled to be released February 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 Monthly Retail Sales, By Kind of Business

(In Millions of Dollars and Annual Percent Change)

SIC code	Kind of business	Not adjusted							Adjusted <sup>1</sup>				
		12 month total		2000			1999		2000			1999	
		2000	Change from 1999	Dec. <sup>2</sup> (a)	Nov. (p)	Oct. (r)	Dec.	Nov.	Dec. <sup>2</sup> (a)	Nov. (p)	Oct. (r)	Dec. (r)	Nov. (r)
	<b>Retail trade, total.....</b>	<b>3,231,711</b>	<b>7.9</b>	<b>317,047</b>	<b>272,736</b>	<b>266,159</b>	<b>312,851</b>	<b>257,707</b>	<b>271,344</b>	<b>271,197</b>	<b>272,490</b>	<b>262,415</b>	<b>258,115</b>
	Total (excl. auto dealers).....	2,429,667	8.2	259,671	213,143	201,301	253,357	198,764	204,906	204,953	205,352	196,576	192,857
	<b>Durable goods, total.....</b>	<b>1,335,673</b>	<b>6.4</b>	<b>117,218</b>	<b>105,113</b>	<b>107,589</b>	<b>120,204</b>	<b>104,063</b>	<b>110,772</b>	<b>110,661</b>	<b>111,647</b>	<b>109,997</b>	<b>109,185</b>
52	Building mat., hardware, garden supply, and mobile home dealers.	183,902	2.3	13,342	14,408	15,827	14,141	14,942	15,161	15,176	15,277	15,485	15,651
521,3	Building mat. and supply stores..	(*)	(*)	(*)	11,572	12,812	10,918	11,790	(*)	12,042	12,133	12,158	12,130
525	Hardware stores.....	(*)	(*)	(*)	1,259	1,275	1,369	1,289	(*)	1,273	1,293	1,295	1,323
55 ex. 554	Automotive dealers.....	802,044	7.1	57,376	59,593	64,858	59,494	58,943	66,438	66,244	67,138	65,839	65,258
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	759,946	7.2	54,020	56,154	61,329	56,211	55,562	62,814	62,742	63,685	62,387	61,804
551	Motor vehicle (franchised)....	(*)	(*)	(*)	48,241	52,602	48,757	48,004	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores....	(*)	(*)	(*)	3,439	3,529	3,283	3,381	(*)	3,502	3,453	3,452	3,454
57	Furniture, home furnishings, and equipment stores.....	173,124	7.2	19,900	15,547	13,707	19,819	14,919	14,452	14,501	14,520	14,071	13,894
571	Furniture and home furnishings.	(*)	(*)	(*)	7,626	6,943	8,158	7,319	(*)	6,939	6,978	6,731	6,660
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	(*)	(*)	6,853	5,794	9,721	6,461	(*)	6,520	6,488	6,284	6,113
5722	Household appliance stores.	(*)	(*)	(*)	1,097	1,018	1,183	996	(*)	(NA)	(NA)	(NA)	(NA)
	<b>Nondurable goods, total.....</b>	<b>1,896,038</b>	<b>9.0</b>	<b>199,829</b>	<b>167,623</b>	<b>158,570</b>	<b>192,647</b>	<b>153,644</b>	<b>160,572</b>	<b>160,536</b>	<b>160,843</b>	<b>152,418</b>	<b>148,930</b>
53	General merchandise group stores.	405,539	7.0	55,399	40,082	32,630	54,329	36,590	33,996	34,272	34,360	32,670	32,224
531	Dept. stores (ex. leased depts)..	315,656	6.4	44,391	31,595	25,113	43,370	28,810	26,502	26,662	26,659	25,512	25,140
531	Dept. stores (in. leased depts) <sup>3</sup> ..	(*)	(*)	(*)	32,190	25,570	44,190	29,368	(*)	27,269	27,239	25,906	25,613
533	Variety stores.....	(*)	(*)	(*)	1,652	1,380	2,110	1,418	(*)	1,424	1,407	1,263	1,258
539	Misc. general mdse. stores.....	(*)	(*)	(*)	6,835	6,137	8,849	6,362	(*)	6,186	6,294	5,895	5,826
54	Food stores.....	483,540	5.5	44,855	40,688	39,898	44,219	38,256	41,125	40,795	40,784	40,366	38,870
541	Grocery stores.....	457,895	5.3	41,894	38,576	37,826	41,493	36,285	38,899	38,615	38,637	38,313	36,838
554	Gasoline service stations.....	217,264	20.1	17,631	17,845	18,856	16,737	15,657	18,028	18,454	18,504	16,804	16,158
56	Apparel and accessory stores.....	142,535	5.5	19,046	13,489	11,731	18,113	12,397	12,116	12,013	12,126	11,312	11,282
561	Men's and boy's clothing and furnishings stores.....	(*)	(*)	(*)	1,087	952	1,558	1,046	(*)	948	957	906	931
562,3	Women's clothing, accessory stores.....	(*)	(*)	(*)	3,558	3,243	4,903	3,209	(*)	3,313	3,396	3,023	3,047
565	Family clothing stores.....	(*)	(*)	(*)	5,817	4,670	7,905	5,364	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	(*)	(*)	1,766	1,655	2,352	1,693	(*)	1,824	1,833	1,787	1,773
58	Eating and drinking places.....	306,455	7.4	25,792	24,587	25,932	24,794	23,421	25,587	25,692	25,701	24,794	24,525
591	Drug and proprietary stores.....	131,899	9.2	13,579	11,241	11,215	12,861	10,128	11,411	11,389	11,444	10,525	10,324
592	Liquor stores.....	(*)	(*)	(*)	2,699	2,497	3,487	2,428	(*)	2,633	2,606	2,438	2,394
5961	Total mail order.....	(*)	(*)	(*)	10,652	9,669	11,549	9,195	(*)	9,287	9,235	8,162	7,866
53,56,57,594	GAF <sup>4</sup> .....	(*)	(*)	(*)	79,668	66,321	112,063	73,940	(*)	70,360	70,536	67,233	66,456

\* Advance estimates are not available from the subsample panel for these kinds of business.

NA Not available. (a) Advance estimates. (p) Preliminary. (r) Revised.

- (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 contained in the Monthly Retail Trade Report, BR-00-11.
- (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) Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.
- (4) GAF represents stores which specialize in department store types of merchandise (general merchandise, apparel, furniture, and miscellaneous shopping goods stores).

Note: Totals include data for kinds of business not shown separately.

**Table 2. Percent Change in Estimated Monthly Retail Sales, by Kind of Business**

(Adjusted for seasonal variations, holiday, and trading-day differences, but not for price changes)

SIC code	Kind of business	Percent change <sup>1</sup>					
		Dec. 2000 Advance from --		Nov. 2000 Preliminary from --		Oct. 2000 through Dec. 2000 from --	
		Nov. 2000 (p)	Dec. 1999 (r)	Oct. 2000 (r)	Nov. 1999 (r)	Jul. 2000 through Sept. 2000	Oct. 1999 through Dec. 1999
	<b>Retail trade, total .....</b>	<b>0.1</b>	<b>3.4</b>	<b>-0.5</b>	<b>5.1</b>	<b>0.1</b>	<b>5.1</b>
	Total (excl. automotive dealers) .....	0.0	4.2	-0.2	6.3	0.5	6.0
	<b>Durable goods, total .....</b>	<b>0.1</b>	<b>0.7</b>	<b>-0.9</b>	<b>1.4</b>	<b>-0.6</b>	<b>2.2</b>
52	Building materials, hardware, garden supply, and mobile home dealers ....	-0.1	-2.1	-0.7	-3.0	0.0	-1.2
55 ex. 554	Automotive dealers.....	0.3	0.9	-1.3	1.5	-0.9	2.6
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	0.1	0.7	-1.5	1.5	-0.9	2.5
57	Furniture, home furnishings, and equipment stores.....	-0.3	2.7	-0.1	4.4	0.0	3.9
	<b>Nondurable goods, total.....</b>	<b>0.0</b>	<b>5.3</b>	<b>-0.2</b>	<b>7.8</b>	<b>0.7</b>	<b>7.2</b>
53	General merchandise group stores.....	-0.8	4.1	-0.3	6.4	-0.1	5.9
531	Dept. stores (ex. leased dept.).....	-0.6	3.9	0.0	6.1	0.2	5.5
531	Dept. stores (in. leased dept.) <sup>2</sup> .....	(NA)	(NA)	0.1	6.5	(NA)	(NA)
54	Food stores.....	0.8	1.9	0.0	5.0	1.1	4.2
541	Grocery stores.....	0.7	1.5	-0.1	4.8	1.1	3.9
554	Gasoline service stations.....	-2.3	7.3	-0.3	14.2	-0.3	12.3
56	Apparel and accessory stores.....	0.9	7.1	-0.9	6.5	1.6	7.0
58	Eating and drinking places.....	-0.4	3.2	0.0	4.8	-0.1	4.4
591	Drug and proprietary stores.....	0.2	8.4	-0.5	10.3	2.0	10.1

NA Not available. (p) Preliminary. (r) Revised.

(1) Percent change rounded to nearest tenth.

(2) Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

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### Reliability of Data

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. They are based on two components. The first component is a measure of the average

difference between the Advance and the Preliminary estimates. The second reflects the variability of the Preliminary estimate. Additionally, both 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, among others. Precautionary steps are taken to minimize these 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 are 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 and the techniques used in developing the estimates, and an explanation of confidence intervals and sampling variability (Appendix B, Reliability of Data).

**Table 3. Measures of Variability of and Revision to Advance Estimates for Level and Trend**

SIC code	Kind of Business	Level of sales: Estimated CV <sup>1</sup> for Current Mo. (x 100)	Trend (percent change): Estimated standard error <sup>1</sup> for			Revision for month- to-month change <sup>2</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 trade, total</b> .....	1.0	0.4	0.3	0.6	0.1	0.3
	Total (excl. auto dealers) .....	1.0	0.6	0.3	0.7	0.1	0.3
	<b>Durable goods, total</b> .....	1.4	0.9	0.6	1.1	0.2	0.4
52	Building materials group stores .....	3.5	1.9	1.1	2.7	-0.2	1.1
55 ex. 554	Automotive dealers.....	1.6	1.2	0.8	1.5	0.3	0.5
551,2,5,6,7,9	Motor vehicle and misc. automotive dealers.....	1.8	1.3	0.9	1.6	0.3	0.5
57	Furniture, home furn, and equipment stores .....	2.0	1.4	0.7	1.8	0.2	0.9
	<b>Nondurable goods, total</b> .....	1.1	0.4	0.2	0.5	0.1	0.3
53	General merch. group, total.....	0.6	0.6	0.2	0.6	0.0	0.2
531	Dept. stores (ex. leased depts.)...	0.4	0.5	0.1	0.4	0.0	0.1
54	Food stores.....	1.2	0.2	0.3	0.6	0.0	0.5
541	Grocery stores .....	1.2	0.2	0.3	0.6	-0.1	0.6
554	Gasoline service stations .....	2.2	1.2	1.4	1.4	0.3	1.0
56	Apparel and accessory stores .....	1.9	1.5	0.6	1.6	0.2	0.7
58	Eating and drinking places .....	5.1	1.0	0.9	2.2	0.1	0.3
591	Drug and proprietary stores .....	1.7	0.8	0.4	1.2	0.1	0.5

(1) The coefficients of variation (CVs) for level of sales and the standard errors for trends are medians based on estimates for the preceding 12 months.

(2) These columns measure the difference between the Advance/Preliminary ratio and the Preliminary/Final ratio estimates -- i.e., the difference between estimates of trend for the same pair of data months. The revisions are based on the latest 12 months of data.

