

FOR WIRE TRANSMISSION 8:30 A.M. ET, Friday, October 13, 2000.

**ADVANCE MONTHLY RETAIL SALES  
SEPTEMBER 2000**

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for September, adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$273.2 billion, an increase of 0.9 percent ( $\pm 0.7\%$ ) from the previous month and up 7.6 percent ( $\pm 0.9\%$ ) from September 1999. Total sales for the July through September period were up 7.6 percent ( $\pm 0.7\%$ ) from the same period a year ago. The July to August 2000 percent change was revised from +0.2 percent ( $\pm 0.7\%$ ) to +0.1 percent ( $\pm 0.2\%$ ).

Durable goods increased 0.9 percent ( $\pm 1.4\%$ ) from August and were 5.5 percent above last year. Furniture sales were up 6.0 percent from September a year ago, while automotive sales were up 5.8 percent from last year.

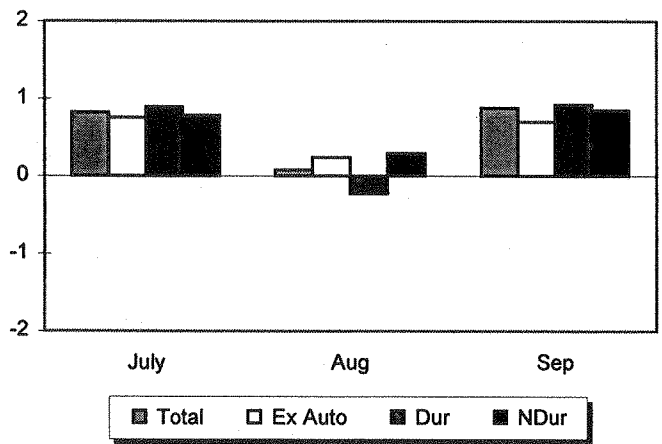
Nondurable goods increased 0.9 percent ( $\pm 0.6\%$ ) from August and were up 9.1 percent from September 1999. Gasoline sales were up 16.9 percent from September a year ago, while drug store sales were up 11.9 percent from last year.

*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.*

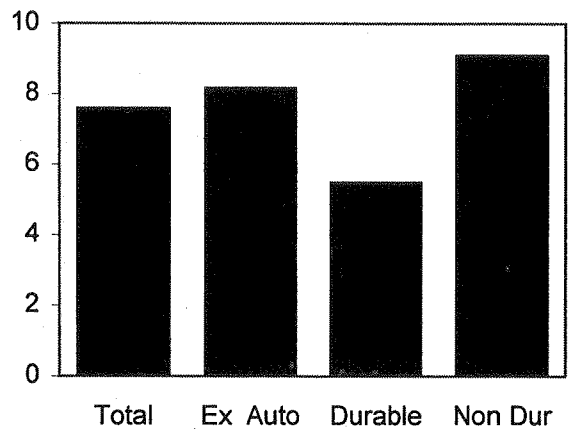
**Percent Change in Retail Sales**

(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 October is scheduled to be released November 14, 2000 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>				
		9 month total		2000			1999		2000			1999	
		2000	Change from 1999	Sept. <sup>2</sup> (a)	Aug. (p)	July (r)	Sept.	Aug.	Sept. <sup>2</sup> (a)	Aug. (p)	July (r)	Sept. (r)	Aug. (r)
	<b>Retail trade, total.....</b>	<b>2,375,740</b>	<b>9.3</b>	<b>264,568</b>	<b>279,668</b>	<b>267,893</b>	<b>245,799</b>	<b>256,859</b>	<b>273,237</b>	<b>270,854</b>	<b>270,645</b>	<b>253,992</b>	<b>253,458</b>
	Total (excl. auto dealers).....	1,755,680	9.4	198,052	206,967	199,849	182,499	188,695	205,340	203,908	203,411	189,847	188,532
	<b>Durable goods, total.....</b>	<b>1,005,320</b>	<b>8.3</b>	<b>109,090</b>	<b>118,093</b>	<b>111,652</b>	<b>104,113</b>	<b>110,628</b>	<b>112,462</b>	<b>111,441</b>	<b>111,700</b>	<b>106,616</b>	<b>107,252</b>
52	Building mat., hardware, garden supply, and mobile home dealers.	140,504	3.8	15,451	16,437	16,267	15,275	15,749	15,208	15,309	15,259	14,746	14,996
521,3	Building mat. and supply stores..	(*)	(*)	(*)	13,208	13,014	11,887	12,415	(*)	12,106	12,084	11,386	11,646
525	Hardware stores.....	(*)	(*)	(*)	1,370	1,381	1,293	1,313	(*)	1,320	1,309	1,290	1,301
55 ex. 554	Automotive dealers.....	620,060	8.9	66,516	72,701	68,044	63,300	68,164	67,897	66,946	67,234	64,145	64,926
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	588,215	9.1	62,858	68,772	64,337	59,892	64,598	64,272	63,384	63,700	60,804	61,581
551	Motor vehicle (franchised)....	(*)	(*)	(*)	58,711	54,506	51,654	55,541	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores....	(*)	(*)	(*)	3,929	3,707	3,408	3,566	(*)	3,562	3,534	3,341	3,345
57	Furniture, home furnishings, and equipment stores.....	124,054	9.3	14,073	14,644	13,679	13,247	13,501	14,644	14,523	14,437	13,821	13,637
571	Furniture and home furnishings	(*)	(*)	(*)	7,247	6,885	6,515	6,603	(*)	7,050	7,033	6,628	6,557
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	(*)	(*)	6,362	5,879	5,712	5,910	(*)	6,400	6,335	6,129	6,031
5722	Household appliance stores.	(*)	(*)	(*)	1,064	1,007	934	961	(*)	(NA)	(NA)	(NA)	(NA)
	<b>Nondurable goods, total.....</b>	<b>1,370,420</b>	<b>10.0</b>	<b>155,478</b>	<b>161,575</b>	<b>156,241</b>	<b>141,686</b>	<b>146,231</b>	<b>160,775</b>	<b>159,413</b>	<b>158,945</b>	<b>147,376</b>	<b>146,206</b>
53	General merchandise group stores.	277,404	8.0	31,173	33,516	31,556	29,071	30,652	34,323	34,243	34,154	31,935	31,709
531	Dept. stores (ex. leased depts)..	214,640	7.2	24,181	25,973	24,196	22,607	23,958	26,690	26,584	26,444	24,980	24,776
531	Dept. stores (in. leased depts) <sup>3</sup> ..	(*)	(*)	(*)	26,445	24,632	23,034	24,421	(*)	27,024	26,898	25,485	25,232
533	Variety stores.....	(*)	(*)	(*)	1,334	1,275	1,110	1,122	(*)	1,394	1,378	1,217	1,206
539	Misc. general mdse. stores.....	(*)	(*)	(*)	6,209	6,085	5,354	5,572	(*)	6,265	6,332	5,738	5,727
54	Food stores.....	358,021	6.2	40,056	41,221	41,604	37,972	38,254	40,468	40,338	40,373	38,640	38,114
541	Grocery stores.....	339,546	6.0	38,018	39,113	39,479	36,129	36,364	38,325	38,196	38,218	36,679	36,183
554	Gasoline service stations.....	162,834	23.1	18,804	19,386	19,561	15,938	16,622	18,544	18,169	18,454	15,859	15,652
56	Apparel and accessory stores.....	98,092	5.1	11,522	12,845	10,839	10,754	12,023	11,915	11,871	11,702	11,277	11,360
561	Men's and boy's clothing and furnishings stores.....	(*)	(*)	(*)	945	858	827	910	(*)	943	952	911	927
562,3	Women's clothing, accessory stores.....	(*)	(*)	(*)	3,297	2,967	2,832	2,960	(*)	3,334	3,271	3,006	3,071
565	Family clothing stores.....	(*)	(*)	(*)	4,982	4,267	4,265	4,794	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	(*)	(*)	2,251	1,764	1,698	2,169	(*)	1,814	1,791	1,785	1,801
58	Eating and drinking places.....	230,068	8.5	25,634	26,702	26,932	23,445	24,861	25,841	25,577	25,698	24,022	23,859
591	Drug and proprietary stores.....	96,002	9.5	10,826	11,058	10,607	9,679	9,785	11,360	11,238	11,072	10,156	10,108
592	Liquor stores.....	(*)	(*)	(*)	2,578	2,612	2,268	2,280	(*)	2,570	2,546	2,370	2,331
5961	Total mail order.....	(*)	(*)	(*)	8,772	7,748	7,607	7,077	(*)	9,292	9,073	7,746	7,726
53,56,57,594	GAF <sup>4</sup> .....	(*)	(*)	(*)	70,168	64,423	60,810	64,487	(*)	70,182	69,901	65,917	65,491

\* 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-00-08.

(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>					
		Sept. 2000 Advance from --		Aug. 2000 Preliminary from --		Jul. 2000 through Sept. 2000 from --	
		Aug. 2000 (p)	Sept. 1999 (r)	Jul. 2000 (r)	Aug. 1999 (r)	Apr. 2000 through Jun. 2000	Jul. 1999 through Sept. 1999
	<b>Retail trade, total .....</b>	<b>0.9</b>	<b>7.6</b>	<b>0.1</b>	<b>6.9</b>	<b>1.5</b>	<b>7.6</b>
	Total (excl. automotive dealers) .....	0.7	8.2	0.2	8.2	1.5	8.5
	<b>Durable goods, total .....</b>	<b>0.9</b>	<b>5.5</b>	<b>-0.2</b>	<b>3.9</b>	<b>0.9</b>	<b>5.1</b>
52	Building materials, hardware, garden supply, and mobile home dealers .....	-0.7	3.1	0.3	2.1	-1.0	2.2
55 ex. 554	Automotive dealers.....	1.4	5.8	-0.4	3.1	1.4	4.9
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	1.4	5.7	-0.5	2.9	1.4	4.8
57	Furniture, home furnishings, and equipment stores.....	0.8	6.0	0.6	6.5	0.3	6.5
	<b>Nondurable goods, total.....</b>	<b>0.9</b>	<b>9.1</b>	<b>0.3</b>	<b>9.0</b>	<b>1.9</b>	<b>9.3</b>
53	General merchandise group stores.....	0.2	7.5	0.3	8.0	2.2	8.0
531	Dept. stores (ex. leased dept.).....	0.4	6.8	0.5	7.3	2.0	7.1
531	Dept. stores (in. leased dept.) <sup>2</sup> .....	(NA)	(NA)	0.5	7.1	(NA)	(NA)
54	Food stores.....	0.3	4.7	-0.1	5.8	0.3	5.6
541	Grocery stores.....	0.3	4.5	-0.1	5.6	0.3	5.3
554	Gasoline service stations.....	2.1	16.9	-1.5	16.1	2.5	18.5
56	Apparel and accessory stores.....	0.4	5.7	1.4	4.5	0.8	4.8
58	Eating and drinking places.....	1.0	7.6	-0.5	7.2	1.3	7.7
591	Drug and proprietary stores.....	1.1	11.9	1.5	11.2	3.8	11.0

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.

Official Business

Penalty for Private Use, \$300

### 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	0.2	0.3
	Total (excl. auto dealers) .....	1.0	0.6	0.3	0.7	0.2	0.3
	<b>Durable goods, total</b> .....	1.4	0.9	0.6	1.1	0.2	0.5
52	Building materials group stores .....	3.5	1.9	1.1	2.7	0.1	1.4
55 ex. 554	Automotive dealers.....	1.6	1.2	0.8	1.5	0.2	0.5
551,2,5,6,7,9	Motor vehicle and misc. automotive dealers.....	1.8	1.3	0.9	1.6	0.2	0.5
57	Furniture, home furn, and equipment stores .....	2.0	1.4	0.7	1.8	0.4	0.9
	<b>Nondurable goods, total</b> .....	1.1	0.4	0.2	0.5	0.2	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	0.5
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	0.1	0.7
58	Eating and drinking places .....	5.1	1.0	0.9	2.2	0.3	0.4
591	Drug and proprietary stores .....	1.7	0.8	0.4	1.2	0.2	0.6



- (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.