

FOR WIRE TRANSMISSION 8:30 A.M. ET, Tuesday, November 14, 2000.

**ADVANCE MONTHLY RETAIL SALES
OCTOBER 2000**

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for October, adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$273.2 billion, an increase of 0.1 percent ($\pm 0.7\%$) from the previous month and up 7.0 percent ($\pm 0.9\%$) from October 1999. Total sales for the August through October period were up 7.1 percent ($\pm 0.7\%$) from the same period a year ago. The August to September 2000 percent change was unrevised from +0.9 percent ($\pm 0.3\%$).

Durable goods decreased 0.5 percent ($\pm 1.4\%$) from September, but were 4.5 percent above last year. Furniture sales were up 5.6 percent from October a year ago, while automotive sales were up 5.2 percent from last year.

Nondurable goods increased 0.4 percent ($\pm 0.6\%$) from September and were up 8.8 percent from October 1999. Gasoline sales were up 17.0 percent from October a year ago, while drug store sales were up 11.3 percent from last year.

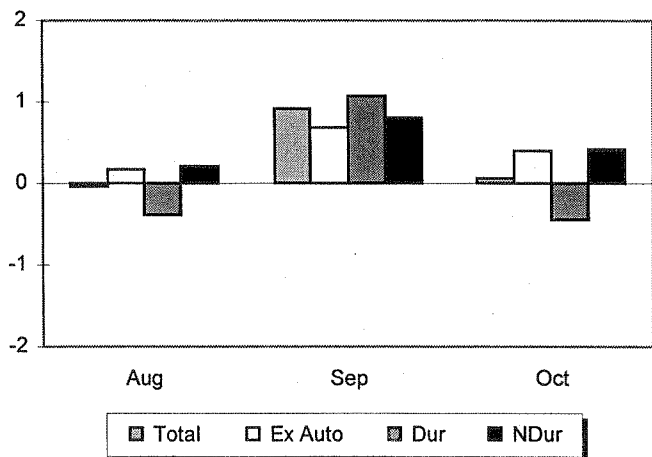
The scheduled release dates for 2001 are as follows: January 12, February 13, March 13, April 12, May 11, June 13, July 13, August 14, September 14, October 12, November 14, and December 13.

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.

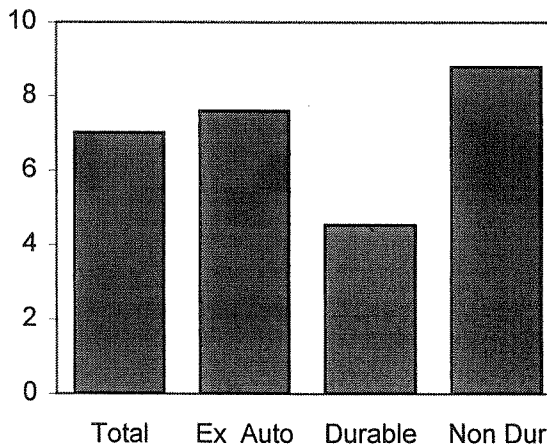
Percent Change in Retail Sales

(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 November is scheduled to be released December 13, 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 ¹				
		10 month total		2000			1999		2000			1999	
		2000	Change from 1999	Oct. ² (a)	Sept. (p)	Aug. (r)	Oct.	Sept.	Oct. ² (a)	Sept. (p)	Aug. (r)	Oct. (r)	Sept. (r)
	Retail trade, total.....	2,640,961	8.9	265,342	264,643	279,472	250,793	245,799	273,170	273,010	270,549	255,263	253,910
	Total (excl. auto dealers).....	1,956,189	9.1	200,818	197,901	206,809	189,497	182,499	205,957	205,145	203,750	191,394	189,881
	Durable goods, total.....	1,112,907	8.0	107,218	109,491	118,061	102,741	104,113	111,945	112,456	111,268	107,081	106,505
52	Building mat., hardware, garden supply, and mobile home dealers.	155,937	3.5	15,677	15,220	16,424	15,288	15,275	15,280	15,043	15,273	15,084	14,823
521,3	Building mat. and supply stores..	(*)	(*)	(*)	12,257	13,195	12,144	11,887	(*)	11,946	12,083	11,767	11,430
525	Hardware stores.....	(*)	(*)	(*)	1,274	1,370	1,298	1,293	(*)	1,286	1,315	1,290	1,303
55 ex. 554	Automotive dealers.....	684,772	8.6	64,524	66,742	72,663	61,296	63,300	67,213	67,865	66,799	63,869	64,029
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	649,245	8.7	60,846	63,053	68,761	57,912	59,892	63,646	64,209	63,258	60,577	60,681
551	Motor vehicle (franchised)....	(*)	(*)	(*)	53,858	58,721	49,570	51,654	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	(*)	(*)	3,689	3,902	3,384	3,408	(*)	3,656	3,541	3,292	3,348
57	Furniture, home furnishings, and equipment stores.....	137,721	8.7	13,749	13,958	14,677	13,240	13,247	14,611	14,569	14,517	13,839	13,889
571	Furniture and home furnishings.	(*)	(*)	(*)	6,851	7,257	6,682	6,515	(*)	6,998	7,018	6,655	6,703
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	(*)	(*)	6,067	6,380	5,571	5,712	(*)	6,503	6,425	6,135	6,122
5722	Household appliance stores.	(*)	(*)	(*)	1,004	1,058	944	934	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	1,528,054	9.6	158,124	155,152	161,411	148,052	141,686	161,225	160,554	159,281	148,182	147,405
53	General merchandise group stores.	310,015	7.6	32,550	31,237	33,513	31,148	29,071	34,508	34,362	34,228	32,034	31,981
531	Dept. stores (ex. leased depts)..	239,695	6.8	25,102	24,137	25,970	24,169	22,607	26,790	26,671	26,581	24,994	25,008
531	Dept. stores (in. leased depts) ³ ..	(*)	(*)	(*)	24,575	26,442	24,632	23,034	(*)	27,149	27,024	25,478	25,465
533	Variety stores.....	(*)	(*)	(*)	1,275	1,334	1,281	1,110	(*)	1,407	1,394	1,267	1,216
539	Misc. general mdse. stores.....	(*)	(*)	(*)	5,825	6,209	5,698	5,354	(*)	6,284	6,253	5,773	5,757
54	Food stores.....	397,586	5.8	39,569	40,034	41,239	38,525	37,972	40,526	40,463	40,352	38,589	38,666
541	Grocery stores.....	377,069	5.6	37,552	37,970	39,132	36,605	36,129	38,436	38,315	38,215	36,642	36,716
554	Gasoline service stations.....	181,905	22.4	18,975	18,899	19,387	16,339	15,938	18,750	18,583	18,170	16,019	15,843
56	Apparel and accessory stores.....	110,042	5.2	11,767	11,708	12,842	11,233	10,754	12,194	12,074	11,913	11,287	11,232
561	Men's and boy's clothing and furnishings stores.....	(*)	(*)	(*)	904	945	932	827	(*)	971	955	912	899
562,3	Women's clothing, accessory stores.....	(*)	(*)	(*)	3,254	3,289	2,958	2,832	(*)	3,407	3,342	3,021	2,997
565	Family clothing stores.....	(*)	(*)	(*)	4,490	4,984	4,587	4,265	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	(*)	(*)	1,767	2,253	1,654	1,698	(*)	1,825	1,823	1,782	1,772
58	Eating and drinking places.....	256,062	8.0	25,936	25,730	26,664	25,067	23,445	25,807	25,833	25,516	24,432	23,948
591	Drug and proprietary stores.....	107,018	9.5	11,167	10,686	11,047	10,050	9,679	11,442	11,284	11,227	10,276	10,199
592	Liquor stores.....	(*)	(*)	(*)	2,502	2,570	2,369	2,268	(*)	2,556	2,560	2,388	2,375
5961	Total mail order.....	(*)	(*)	(*)	8,828	8,704	8,066	7,607	(*)	9,205	9,201	7,808	7,794
53,56,57,594	GAF ⁴	(*)	(*)	(*)	65,488	70,190	63,572	60,810	(*)	70,662	70,198	66,154	65,966

* 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-00-09.

(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 ¹					
		Oct. 2000 Advance from --		Sept. 2000 Preliminary from --		Aug. 2000 through Oct. 2000 from --	
		Sept. 2000 (p)	Oct. 1999 (r)	Aug. 2000 (r)	Sept. 1999 (r)	May 2000 through Jul. 2000	Aug. 1999 through Oct. 1999
	Retail trade, total	0.1	7.0	0.9	7.5	1.3	7.1
	Total (excl. automotive dealers)	0.4	7.6	0.7	8.0	1.4	7.9
	Durable goods, total	-0.5	4.5	1.1	5.6	0.7	4.6
52	Building materials, hardware, garden supply, and mobile home dealers	1.6	1.3	-1.5	1.5	-1.0	1.5
55 ex. 554	Automotive dealers.....	-1.0	5.2	1.6	6.0	1.0	4.7
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-0.9	5.1	1.5	5.8	0.9	4.5
57	Furniture, home furnishings, and equipment stores.....	0.3	5.6	0.4	4.9	0.9	5.6
	Nondurable goods, total.....	0.4	8.8	0.8	8.9	1.6	8.9
53	General merchandise group stores.....	0.4	7.7	0.4	7.4	1.7	7.7
531	Dept. stores (ex. leased dept.).....	0.4	7.2	0.3	6.6	1.7	7.0
531	Dept. stores (in. leased dept.) ²	(NA)	(NA)	0.5	6.6	(NA)	(NA)
54	Food stores.....	0.2	5.0	0.3	4.6	0.3	5.2
541	Grocery stores.....	0.3	4.9	0.3	4.4	0.4	5.0
554	Gasoline service stations.....	0.9	17.0	2.3	17.3	1.8	16.8
56	Apparel and accessory stores.....	1.0	8.0	1.4	7.5	2.9	6.8
58	Eating and drinking places.....	-0.1	5.6	1.2	7.9	0.9	6.8
591	Drug and proprietary stores.....	1.4	11.3	0.5	10.6	3.4	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 ¹ for Current Mo. (x 100)	Trend (percent change): Estimated standard error ¹ for			Revision for month- to-month change ²	
			Current Mo. to Previous Mo.	Current Qtr. to Previous Qtr.	Current Mo. to Current Mo. Last Yr.	Average revision	Median absolute revision
	Retail trade, total.....	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
	Durable goods, total	1.4	0.9	0.6	1.1	0.3	0.5
52	Building materials group stores	3.5	1.9	1.1	2.7	0.1	1.4
55 ex. 554 551,2,5,6,7,9	Automotive dealers.....	1.6	1.2	0.8	1.5	0.3	0.4
	Motor vehicle and misc. automotive dealers.....	1.8	1.3	0.9	1.6	0.2	0.4
57	Furniture, home furn, and equipment stores	2.0	1.4	0.7	1.8	0.3	0.9
	Nondurable goods, total.....	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	0.0	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	0.2	0.8
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.