

FOR WIRE TRANSMISSION 8:30 A.M. ET, Friday, August 11, 2000.

**ADVANCE MONTHLY RETAIL SALES
JULY 2000**

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for July, adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$270.6 billion, an increase of 0.7 percent ($\pm 0.7\%$) from the previous month and up 8.1 percent ($\pm 0.9\%$) from July 1999. Total sales for the May through July period were up 8.2 percent ($\pm 0.7\%$) from the same period a year ago. The May to June 2000 percent change was revised from +0.5 percent ($\pm 0.7\%$) to +0.4 percent ($\pm 0.3\%$).

Durable goods increased 1.2 percent ($\pm 1.4\%$) from June and were 6.3 percent above last year. Furniture sales were up 8.2 percent from July a year ago, while automotive sales were up 6.2 percent from last year.

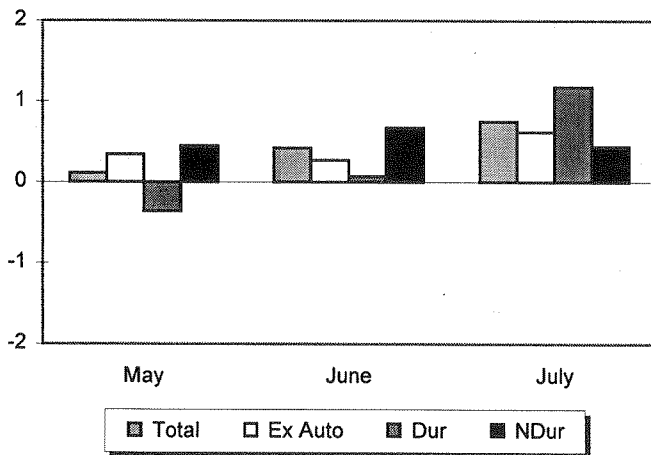
Nondurable goods increased 0.4 percent ($\pm 0.6\%$) from June and were up 9.4 percent from July 1999. Gasoline sales were up 20.4 percent from July a year ago, while drug store sales were up 10.0 percent from last year.

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.

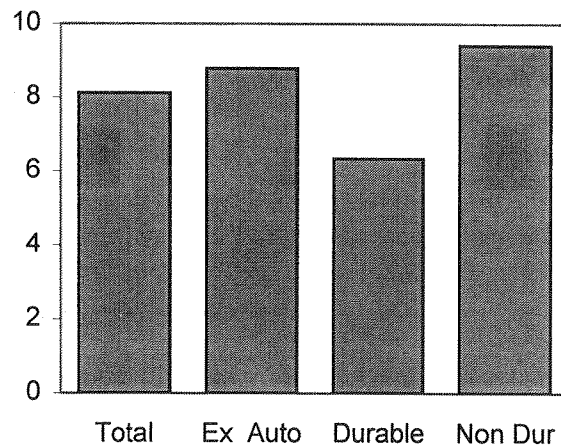
Percent Change in Retail Sales

(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 August is scheduled to be released September 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 ¹					
		7 month total		2000			1999		2000			1999	
		2000	Change from 1999	July ² (a)	June (p)	May (r)	July	June	July ² (a)	June (p)	May (r)	July (r)	June (r)
	Retail trade, total.....	1,830,801	9.6	267,182	276,269	279,257	254,576	252,350	270,552	268,551	267,417	250,237	247,995
	Total (excl. auto dealers).....	1,349,807	9.5	199,072	202,757	205,889	187,572	184,468	203,074	201,819	201,283	186,673	185,669
	Durable goods, total.....	778,143	9.1	111,587	118,813	120,656	109,354	110,776	112,194	110,887	110,805	105,509	104,059
52	Building mat., hardware, garden supply, and mobile home dealers.	108,931	4.4	16,570	17,722	19,189	16,555	17,225	15,500	15,295	15,546	14,955	14,837
521,3	Building mat. and supply stores..	(*)	(*)	(*)	13,693	14,477	12,800	12,935	(*)	12,075	12,289	11,480	11,407
525	Hardware stores.....	(*)	(*)	(*)	1,484	1,531	1,406	1,468	(*)	1,309	1,314	1,302	1,296
55 ex. 554	Automotive dealers.....	480,994	9.9	68,110	73,512	73,368	67,004	67,882	67,478	66,732	66,134	63,564	62,326
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	456,719	10.1	64,392	69,764	69,632	63,391	64,339	63,944	63,249	62,619	60,258	59,027
551	Motor vehicle (franchised)....	(*)	(*)	(*)	58,814	58,838	53,950	54,449	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores....	(*)	(*)	(*)	3,748	3,736	3,613	3,543	(*)	3,483	3,515	3,306	3,299
57	Furniture, home furnishings, and equipment stores.....	95,442	10.0	13,768	13,632	13,883	13,107	12,759	14,585	14,392	14,530	13,478	13,434
571	Furniture and home furnishings.	(*)	(*)	(*)	6,809	6,970	6,374	6,280	(*)	6,976	7,040	6,393	6,408
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	(*)	(*)	5,875	5,916	5,796	5,553	(*)	6,351	6,396	6,031	5,984
5722	Household appliance stores.....	(*)	(*)	(*)	1,101	1,071	1,131	1,042	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	1,052,658	9.9	155,595	157,456	158,601	145,222	141,574	158,358	157,664	156,612	144,728	143,936
53	General merchandise group stores.	212,699	7.9	31,539	32,450	33,216	29,432	29,982	34,121	33,582	33,591	31,469	31,496
531	Dept. stores (ex. leased depts)..	164,512	7.0	24,223	24,946	25,779	22,811	23,253	26,444	26,121	26,145	24,634	24,711
531	Dept. stores (in. leased depts) ³ ..	(*)	(*)	(*)	25,413	26,274	23,250	23,737	(*)	26,483	26,607	25,162	25,181
533	Variety stores.....	(*)	(*)	(*)	1,275	1,309	1,115	1,117	(*)	1,324	1,336	1,176	1,201
539	Misc. general mdse. stores.....	(*)	(*)	(*)	6,229	6,128	5,506	5,612	(*)	6,137	6,110	5,659	5,584
54	Food stores.....	276,755	6.0	41,607	40,880	41,076	39,982	37,714	40,452	40,417	40,138	37,991	37,728
541	Grocery stores.....	262,385	5.9	39,441	38,744	38,922	38,040	35,766	38,255	38,285	38,010	36,057	35,766
554	Gasoline service stations.....	124,266	24.7	19,230	19,602	18,619	16,325	15,289	18,227	18,251	17,766	15,144	14,519
56	Apparel and accessory stores.....	73,682	4.4	10,792	11,160	11,583	10,783	10,584	11,654	11,668	11,803	11,234	11,349
561	Men's and boy's clothing and furnishings stores.....	(*)	(*)	(*)	892	913	830	903	(*)	906	939	927	948
562,3	Women's clothing, accessory stores.....	(*)	(*)	(*)	3,195	3,443	2,849	2,985	(*)	3,234	3,264	3,050	3,084
565	Family clothing stores.....	(*)	(*)	(*)	4,357	4,407	4,359	4,076	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	(*)	(*)	1,794	1,872	1,838	1,814	(*)	1,771	1,798	1,800	1,832
58	Eating and drinking places.....	177,474	8.4	26,739	26,370	26,319	25,307	24,257	25,612	25,405	25,331	23,785	23,712
591	Drug and proprietary stores.....	74,153	8.7	10,612	10,785	11,172	9,820	9,914	11,043	10,883	10,868	10,041	10,085
592	Liquor stores.....	(*)	(*)	(*)	2,557	2,501	2,485	2,274	(*)	2,519	2,491	2,320	2,299
5961	Total mail order.....	(*)	(*)	(*)	8,379	8,260	6,588	6,824	(*)	9,049	8,787	7,461	7,450
53,56,57,594	GAF ⁴	(*)	(*)	(*)	65,850	67,460	61,124	61,346	(*)	69,019	69,373	64,947	65,026

* 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-00-06.

(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					
		July 2000 Advance from --		June 2000 Preliminary from --		May 2000 through July 2000 from --	
		Jun. 2000 (p)	Jul. 1999 (r)	May 2000 (r)	Jun. 1999 (r)	Feb. 2000 through Apr. 2000	May 1999 through Jul. 1999
	Retail trade, total	0.7	8.1	0.4	8.3	0.5	8.2
	Total (excl. automotive dealers)	0.6	8.8	0.3	8.7	0.9	8.7
	Durable goods, total	1.2	6.3	0.1	6.6	-0.9	6.5
52	Building materials, hardware, garden supply, and mobile home dealers	1.3	3.6	-1.6	3.1	-1.1	3.6
55 ex. 554	Automotive dealers.....	1.1	6.2	0.9	7.1	-0.9	6.5
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	1.1	6.1	1.0	7.2	-1.0	6.5
57	Furniture, home furnishings, and equipment stores.....	1.3	8.2	-0.9	7.1	-0.1	8.2
	Nondurable goods, total.....	0.4	9.4	0.7	9.5	1.5	9.4
53	General merchandise group stores.....	1.6	8.4	0.0	6.6	1.8	7.8
531	Dept. stores (ex. leased dept.).....	1.2	7.3	-0.1	5.7	1.7	7.0
531	Dept. stores (in. leased dept.) ²	(NA)	(NA)	-0.5	5.2	(NA)	(NA)
54	Food stores.....	0.1	6.5	0.7	7.1	1.6	6.4
541	Grocery stores.....	-0.1	6.1	0.7	7.0	1.5	6.2
554	Gasoline service stations.....	-0.1	20.4	2.7	25.7	0.8	22.4
56	Apparel and accessory stores.....	-0.1	3.7	-1.1	2.8	-0.5	3.4
58	Eating and drinking places.....	0.8	7.7	0.3	7.1	0.7	7.3
591	Drug and proprietary stores.....	1.5	10.0	0.1	7.9	3.4	9.1

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.

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.....	7.0	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	0.6
52	Building materials group stores	3.5	1.9	1.1	2.7	0.0	1.4
55 ex. 554	Automotive dealers.....	1.6	1.2	0.8	1.5	0.3	0.6
551,2,5,6,7,9	Motor vehicle and misc. automotive dealers.....	1.8	1.3	0.9	1.6	0.4	0.7
57	Furniture, home furn, and equipment stores	2.0	1.4	0.7	1.8	0.5	0.8
	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	0.2
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	0.6
554	Gasoline service stations	2.2	1.2	1.4	1.4	0.5	1.2
56	Apparel and accessory stores	1.9	1.5	0.6	1.6	-0.1	0.6
58	Eating and drinking places	5.1	1.0	0.9	2.2	0.4	0.5
591	Drug and proprietary stores	1.7	0.8	0.4	1.2	0.1	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.