

FOR WIRE TRANSMISSION 8:30 A.M. ET, Thursday, September 14, 2000.

**ADVANCE MONTHLY RETAIL SALES  
AUGUST 2000**

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for August, adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$271.2 billion, an increase of 0.2 percent ( $\pm 0.7\%$ ) from the previous month and up 7.0 percent ( $\pm 0.9\%$ ) from August 1999. Total sales for the June through August period were up 7.8 percent ( $\pm 0.7\%$ ) from the same period a year ago. The June to July 2000 percent change was revised from +0.7 percent ( $\pm 0.7\%$ ) to +0.9 percent ( $\pm 0.2\%$ ).

Durable goods were unchanged ( $\pm 1.4\%$ ) from July, but were 4.5 percent above last year. Furniture sales were up 6.6 percent from August a year ago, while automotive sales were up 3.3 percent from last year.

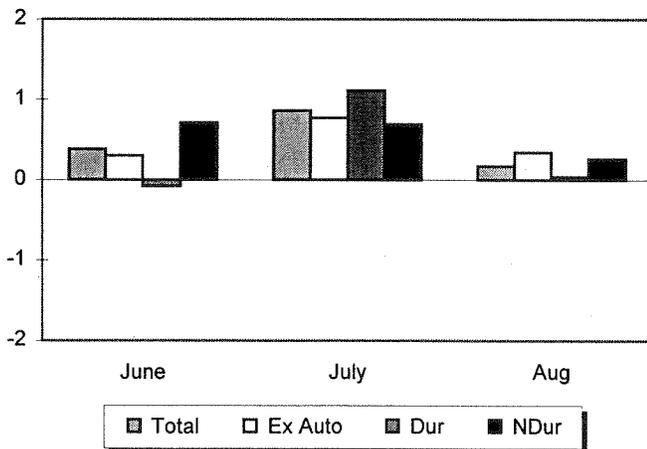
Nondurable goods increased 0.3 percent ( $\pm 0.6\%$ ) from July and were up 8.9 percent from August 1999. Gasoline sales were up 16.6 percent from August a year ago, while drug store sales were up 10.6 percent from last year.

*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.*

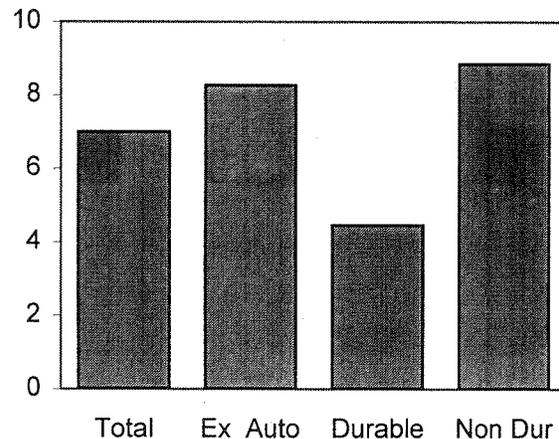
**Percent Change in Retail Sales**

(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 September is scheduled to be released October 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 <sup>1</sup>				
		8 month total		2000			1999		2000			1999	
		2000	Change from 1999	Aug. <sup>2</sup> (a)	July (p)	June (r)	Aug.	July	Aug. <sup>2</sup> (a)	July (p)	June (r)	Aug. (r)	July (r)
	<b>Retail trade, total.....</b>	<b>2,111,752</b>	<b>9.5</b>	<b>280,305</b>	<b>267,836</b>	<b>276,261</b>	<b>256,859</b>	<b>254,576</b>	<b>271,205</b>	<b>270,750</b>	<b>268,436</b>	<b>253,471</b>	<b>250,003</b>
	Total (excl. auto dealers).....	1,558,000	9.6	207,408	199,780	202,834	188,695	187,572	204,143	203,448	201,892	188,548	186,494
	<b>Durable goods, total.....</b>	<b>896,833</b>	<b>8.9</b>	<b>118,727</b>	<b>111,621</b>	<b>118,742</b>	<b>110,628</b>	<b>109,354</b>	<b>111,990</b>	<b>111,945</b>	<b>110,718</b>	<b>107,207</b>	<b>105,383</b>
52	Building mat., hardware, garden supply, and mobile home dealers.	124,969	4.1	16,383	16,237	17,710	15,749	16,555	15,297	15,288	15,269	14,963	15,032
521.3	Building mat. and supply stores..	(*)	(*)	(*)	13,008	13,689	12,415	12,800	(*)	12,123	12,071	11,614	11,480
525	Hardware stores.....	(*)	(*)	(*)	1,381	1,484	1,313	1,406	(*)	1,308	1,310	1,304	1,301
55 ex. 554	Automotive dealers.....	553,752	9.4	72,897	68,056	73,427	68,164	67,004	67,062	67,302	66,544	64,923	63,509
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	525,577	9.6	68,981	64,348	69,685	64,598	63,391	63,518	63,774	63,063	61,581	60,200
551	Motor vehicle (franchised)....	(*)	(*)	(*)	54,540	58,742	55,541	53,950	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	(*)	(*)	3,708	3,742	3,566	3,613	(*)	3,528	3,481	3,342	3,309
57	Furniture, home furnishings, and equipment stores.....	109,963	9.7	14,664	13,641	13,616	13,501	13,107	14,562	14,397	14,348	13,656	13,486
571	Furniture and home furnishings.	(*)	(*)	(*)	6,892	6,811	6,603	6,374	(*)	7,069	6,993	6,551	6,374
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	(*)	(*)	5,835	5,858	5,910	5,796	(*)	6,261	6,292	6,055	6,056
5722	Household appliance stores.	(*)	(*)	(*)	1,007	1,085	961	1,131	(*)	(NA)	(NA)	(NA)	(NA)
	<b>Nondurable goods, total.....</b>	<b>1,214,919</b>	<b>10.1</b>	<b>161,578</b>	<b>156,215</b>	<b>157,519</b>	<b>146,231</b>	<b>145,222</b>	<b>159,215</b>	<b>158,805</b>	<b>157,718</b>	<b>146,264</b>	<b>144,620</b>
53	General merchandise group stores.	246,199	8.1	33,484	31,556	32,449	30,652	29,432	34,217	34,152	33,639	31,694	31,450
531	Dept. stores (ex. leased depts)..	190,448	7.2	25,962	24,196	24,947	23,958	22,811	26,573	26,444	26,123	24,776	24,661
531	Dept. stores (in. leased depts) <sup>3</sup> ..	(*)	(*)	(*)	24,632	25,413	24,421	23,250	(*)	26,894	26,475	25,265	25,104
533	Variety stores.....	(*)	(*)	(*)	1,275	1,274	1,122	1,115	(*)	1,389	1,337	1,203	1,165
539	Misc. general mdse. stores.....	(*)	(*)	(*)	6,085	6,228	5,572	5,506	(*)	6,319	6,179	5,715	5,624
54	Food stores.....	318,237	6.3	41,492	41,605	40,872	38,254	39,982	40,588	40,459	40,407	38,100	37,997
541	Grocery stores.....	301,734	6.2	39,320	39,478	38,736	36,364	38,040	38,398	38,291	38,277	36,183	36,057
554	Gasoline service stations.....	144,188	24.0	19,533	19,572	19,649	16,622	16,325	18,170	18,412	18,278	15,578	15,060
56	Apparel and accessory stores.....	86,357	4.6	12,645	10,826	11,156	12,023	10,783	11,708	11,669	11,664	11,386	11,241
561	Men's and boy's clothing and furnishings stores.....	(*)	(*)	(*)	860	893	910	830	(*)	953	927	927	909
562,3	Women's clothing, accessory stores.....	(*)	(*)	(*)	2,965	3,193	2,960	2,849	(*)	3,258	3,235	3,080	3,047
565	Family clothing stores.....	(*)	(*)	(*)	4,255	4,357	4,794	4,359	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	(*)	(*)	1,763	1,791	2,169	1,838	(*)	1,783	1,770	1,812	1,800
58	Eating and drinking places.....	204,565	8.4	26,842	26,923	26,435	24,861	25,307	25,637	25,690	25,443	23,836	23,718
591	Drug and proprietary stores.....	85,108	9.1	11,000	10,597	10,755	9,785	9,820	11,179	11,050	10,886	10,108	10,061
592	Liquor stores.....	(*)	(*)	(*)	2,611	2,560	2,280	2,485	(*)	2,540	2,522	2,334	2,318
5961	Total mail order.....	(*)	(*)	(*)	7,748	8,392	7,077	6,588	(*)	8,999	9,014	7,785	7,486
53,56,57,594	GAF <sup>4</sup> .....	(*)	(*)	(*)	64,375	65,822	64,487	61,124	(*)	69,851	69,051	65,494	64,914

\* 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-00-07.
- (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>					
		Aug. 2000 Advance from --		July 2000 Preliminary from --		June 2000 through Aug. 2000 from --	
		July 2000 (p)	Aug. 1999 (r)	June 2000 (r)	July 1999 (r)	Mar. 2000 through May 2000	June 1999 through Aug. 1999
	<b>Retail trade, total .....</b>	<b>0.2</b>	<b>7.0</b>	<b>0.9</b>	<b>8.3</b>	<b>0.9</b>	<b>7.8</b>
	Total (excl. automotive dealers) .....	0.3	8.3	0.8	9.1	1.1	8.7
	<b>Durable goods, total .....</b>	<b>0.0</b>	<b>4.5</b>	<b>1.1</b>	<b>6.2</b>	<b>0.0</b>	<b>5.7</b>
52	Building materials, hardware, garden supply, and mobile home dealers ....	0.1	2.2	0.1	1.7	-2.6	2.3
55 ex. 554	Automotive dealers.....	-0.4	3.3	1.1	6.0	0.5	5.3
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-0.4	3.1	1.1	5.9	0.5	5.3
57	Furniture, home furnishings, and equipment stores.....	1.1	6.6	0.3	6.8	-0.7	6.7
	<b>Nondurable goods, total.....</b>	<b>0.3</b>	<b>8.9</b>	<b>0.7</b>	<b>9.8</b>	<b>1.6</b>	<b>9.4</b>
53	General merchandise group stores.....	0.2	8.0	1.5	8.6	1.9	7.8
531	Dept. stores (ex. leased dept.).....	0.5	7.3	1.2	7.2	1.6	6.7
531	Dept. stores (in. leased dept.) <sup>2</sup> .....	(NA)	(NA)	1.6	7.1	(NA)	(NA)
54	Food stores.....	0.3	6.5	0.1	6.5	1.2	6.7
541	Grocery stores.....	0.3	6.1	0.0	6.2	1.1	6.4
554	Gasoline service stations.....	-1.3	16.6	0.7	22.3	1.6	21.5
56	Apparel and accessory stores.....	0.3	2.8	0.0	3.8	-1.0	3.1
58	Eating and drinking places.....	-0.2	7.6	1.0	8.3	0.9	7.7
591	Drug and proprietary stores.....	1.2	10.6	1.5	9.8	3.0	9.5

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> .....	<b>1.0</b>	<b>0.4</b>	<b>0.3</b>	<b>0.6</b>	<b>0.2</b>	<b>0.3</b>
	Total (excl. auto dealers) .....	1.0	0.6	0.3	0.7	0.2	0.3
	<b>Durable goods, total</b> .....	<b>1.4</b>	<b>0.9</b>	<b>0.6</b>	<b>1.1</b>	<b>0.3</b>	<b>0.5</b>
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	0.2	0.5
551,2,5,6,7,9	Motor vehicle and misc. automotive dealers.....	1.8	1.3	0.9	1.6	0.3	0.6
57	Furniture, home furn, and equipment stores .....	2.0	1.4	0.7	1.8	0.4	0.9
	<b>Nondurable goods, total</b> .....	<b>1.1</b>	<b>0.4</b>	<b>0.2</b>	<b>0.5</b>	<b>0.2</b>	<b>0.3</b>
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	0.5
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	0.0	0.6
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	0.1	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.