

FOR WIRE TRANSMISSION 8:30 A.M. ET, Wednesday, December 13, 2000.

**ADVANCE MONTHLY RETAIL SALES
NOVEMBER 2000**

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for November, adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$271.7 billion, a decrease of 0.4 percent ($\pm 0.7\%$) from the previous month, but up 5.2 percent ($\pm 0.9\%$) from November 1999. Total sales for the September through November period were up 6.5 percent ($\pm 0.7\%$) from the same period a year ago. The September to October 2000 percent change was revised from +0.1 percent ($\pm 0.3\%$) to unchanged ($\pm 0.3\%$).

Durable goods decreased 1.1 percent ($\pm 1.4\%$) from October, but were 0.9 ($\pm 1.8\%$) percent above last year. Furniture sales were up 6.3 percent from November a year ago.

Nondurable goods increased 0.1 percent ($\pm 0.6\%$) from October and were up 8.4 percent from November 1999. Gasoline sales were up 15.1 percent from November a year ago, while drug store sales were up 10.3 percent from last year.

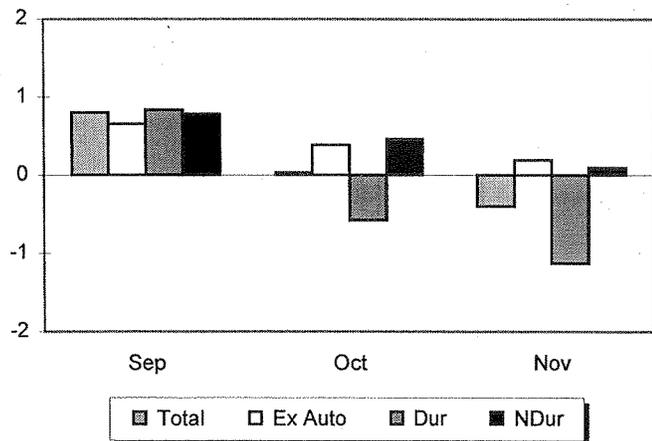
The scheduled release dates for 2001 are as follows: January 12, February 13, March 13, April 12, May 11, June 13, July 13, August 14, September 14, October 12, November 14, and December 13.

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.

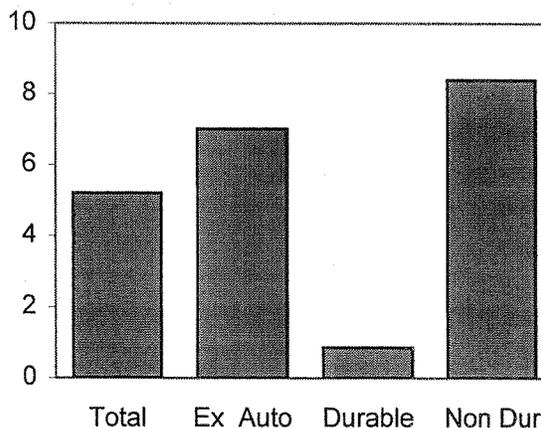
Percent Change in Retail Sales

(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 December is scheduled to be released January 12, 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 ¹					
		11 month total		2000			1999		2000			1999	
		2000	Change from 1999	Nov. ² (a)	Oct. (p)	Sept. (r)	Nov.	Oct.	Nov. ² (a)	Oct. (p)	Sept. (r)	Nov. (r)	Oct. (r)
	Retail trade, total.....	2,914,391	8.7	272,611	266,011	264,793	257,707	250,793	271,693	272,797	272,714	258,242	254,867
	Total (excl. auto dealers).....	2,170,839	8.9	214,020	201,267	198,082	198,764	189,497	206,233	205,843	205,071	192,726	191,213
	Durable goods, total.....	1,217,747	7.3	104,499	107,495	109,555	104,063	102,741	110,276	111,532	112,186	109,331	106,801
52	Building mat., hardware, garden supply, and mobile home dealers.	170,671	3.1	14,516	15,830	15,285	14,942	15,288	15,312	15,296	15,085	15,525	15,024
521,3	Building mat. and supply stores..	(*)	(*)	(*)	12,813	12,261	11,790	12,144	(*)	12,134	11,939	12,043	11,733
525	Hardware stores.....	(*)	(*)	(*)	1,275	1,273	1,289	1,298	(*)	1,297	1,281	1,318	1,293
55 ex. 554	Automotive dealers.....	743,552	7.8	58,591	64,744	66,711	58,943	61,296	65,460	66,954	67,643	65,516	63,654
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	704,939	8.0	55,279	61,217	63,097	55,562	57,912	62,111	63,569	64,058	62,080	60,388
551	Motor vehicle (franchised)...	(*)	(*)	(*)	52,515	53,896	48,004	49,570	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores....	(*)	(*)	(*)	3,527	3,614	3,381	3,384	(*)	3,385	3,585	3,436	3,266
57	Furniture, home furnishings, and equipment stores.....	153,550	8.4	15,873	13,707	13,956	14,919	13,240	14,752	14,534	14,526	13,881	13,866
571	Furniture and home furnishings	(*)	(*)	(*)	6,947	6,849	7,319	6,682	(*)	7,010	6,996	6,642	6,662
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	(*)	(*)	5,776	6,067	6,461	5,571	(*)	6,446	6,461	6,130	6,156
5722	Household appliance stores.	(*)	(*)	(*)	1,019	1,004	996	944	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	1,696,644	9.7	168,112	158,516	155,238	153,644	148,052	161,417	161,265	160,528	148,911	148,066
53	General merchandise group stores.	350,087	7.9	40,029	32,630	31,200	36,590	31,148	34,420	34,484	34,314	32,249	32,045
531	Dept. stores (ex. leased depts)...	271,287	7.1	31,617	25,113	24,101	28,810	24,169	26,794	26,744	26,631	25,184	24,994
531	Dept. stores (in. leased depts) ³ ..	(*)	(*)	(*)	25,570	24,538	29,368	24,632	(*)	27,275	27,136	25,577	25,474
533	Variety stores.....	(*)	(*)	(*)	1,380	1,275	1,418	1,281	(*)	1,400	1,400	1,260	1,272
539	Misc. general mdse. stores.....	(*)	(*)	(*)	6,137	5,824	6,362	5,698	(*)	6,340	6,283	5,805	5,779
54	Food stores.....	439,040	6.0	41,044	39,897	40,116	38,256	38,525	41,023	40,812	40,588	38,791	38,548
541	Grocery stores.....	416,410	5.9	38,973	37,838	38,052	36,285	36,605	38,895	38,689	38,436	36,763	36,605
554	Gasoline service stations.....	199,721	21.6	17,923	18,866	18,901	15,657	16,339	18,689	18,642	18,549	16,242	16,019
56	Apparel and accessory stores.....	123,735	5.8	13,811	11,655	11,702	12,397	11,233	12,211	12,116	12,066	11,240	11,285
561	Men's and boy's clothing and furnishings stores.....	(*)	(*)	(*)	940	904	1,046	932	(*)	957	967	923	915
562,3	Women's clothing, accessory stores.....	(*)	(*)	(*)	3,247	3,253	3,209	2,958	(*)	3,421	3,406	3,027	3,015
565	Family clothing stores.....	(*)	(*)	(*)	4,623	4,492	5,364	4,587	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	(*)	(*)	1,649	1,767	1,693	1,654	(*)	1,830	1,827	1,773	1,778
58	Eating and drinking places.....	280,705	7.7	24,619	25,942	25,748	23,421	25,067	25,806	25,762	25,825	24,576	24,408
591	Drug and proprietary stores.....	118,290	9.7	11,213	11,213	10,699	10,128	10,050	11,419	11,465	11,286	10,356	10,255
592	Liquor stores.....	(*)	(*)	(*)	2,461	2,502	2,428	2,369	(*)	2,572	2,556	2,402	2,388
5961	Total mail order.....	(*)	(*)	(*)	9,685	8,832	9,195	8,066	(*)	9,286	9,210	7,792	7,816
53,56,57,594	GAF ⁴	(*)	(*)	(*)	66,276	65,478	73,940	63,572	(*)	70,700	70,559	66,410	66,211

* 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-00-10.

(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					
		Nov. 2000 Advance from --		Oct. 2000 Preliminary from --		Sept. 2000 through Nov. 2000 from --	
		Oct. 2000 (p)	Nov. 1999 (r)	Sept. 2000 (r)	Oct. 1999 (r)	Jun. 2000 through Aug. 2000	Sept. 1999 through Nov. 1999
	Retail trade, total	-0.4	5.2	0.0	7.0	0.9	6.5
	Total (excl. automotive dealers)	0.2	7.0	0.4	7.7	1.3	7.6
	Durable goods, total	-1.1	0.9	-0.6	4.4	0.1	3.5
52	Building materials, hardware, garden supply, and mobile home dealers	0.1	-1.4	1.4	1.8	-0.2	0.7
55 ex. 554	Automotive dealers.....	-2.2	-0.1	-1.0	5.2	-0.3	3.5
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	-2.3	0.0	-0.8	5.3	-0.1	3.6
57	Furniture, home furnishings, and equipment stores.....	1.5	6.3	0.1	4.8	1.2	5.2
	Nondurable goods, total.....	0.1	8.4	0.5	8.9	1.5	8.7
53	General merchandise group stores.....	-0.2	6.7	0.5	7.6	1.2	7.2
531	Dept. stores (ex. leased dept.).....	0.2	6.4	0.4	7.0	1.3	6.6
531	Dept. stores (in. leased dept.) ²	(NA)	(NA)	0.5	7.1	(NA)	(NA)
54	Food stores.....	0.5	5.8	0.6	5.9	1.1	5.5
541	Grocery stores.....	0.5	5.8	0.7	5.7	1.1	5.4
554	Gasoline service stations.....	0.3	15.1	0.5	16.4	1.8	16.2
56	Apparel and accessory stores.....	0.8	8.6	0.4	7.4	3.2	7.8
58	Eating and drinking places.....	0.2	5.0	-0.2	5.5	1.0	6.1
591	Drug and proprietary stores.....	-0.4	10.3	1.6	11.8	3.0	10.9

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	0.2	0.5
52	Building materials group stores	3.5	1.9	1.1	2.7	0.1	1.3
55 ex. 554	Automotive dealers.....	1.6	1.2	0.8	1.5	0.2	0.4
551,2,5,6,7,9	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	0.2	0.9
	Nondurable goods, total.....	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	0.0	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	0.7
58	Eating and drinking places	5.1	1.0	0.9	2.2	0.2	0.3
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.

