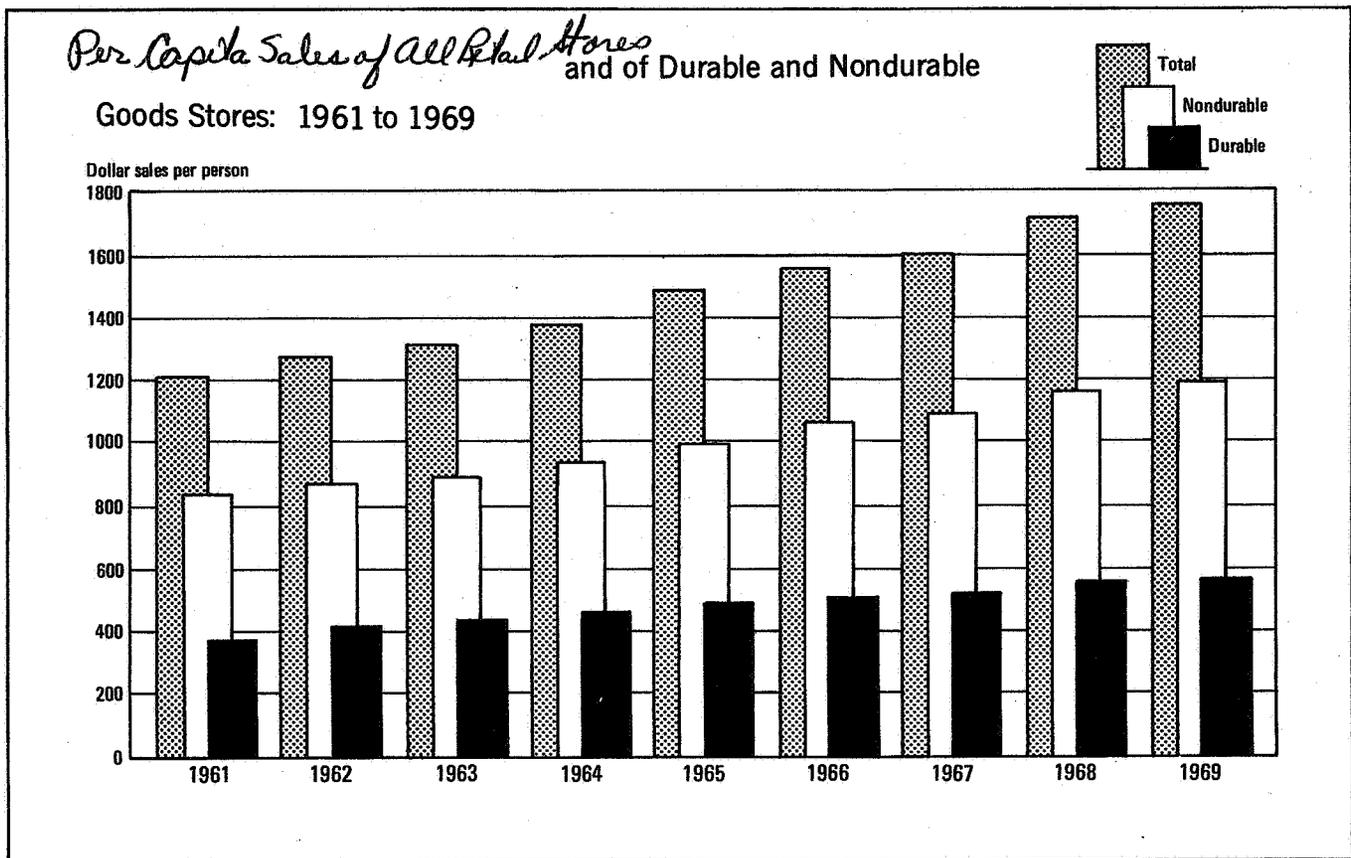


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Annual Sales, Year-End Inventories, and Accounts Receivable of Retail Stores, by Kind of Business



Data on the retail trade published in the Weekly Retail Sales Report, Monthly Retail Trade Report, and the Annual Retail Trade Report are available on a single subscription from the Superintendent of Documents, Government Printing Office, Washington, D.C., 20402, at \$6.00 per year. Single copies of the Annual Retail Trade Report are available from the Government Printing Office at 25 cents each.



BUREAU OF THE CENSUS
George Hay Brown, Director

ROBERT F. DRURY, Deputy Director
Walter F. Ryan, Associate Director
Dino S. Villa, Acting Deputy Associate Director

BUSINESS DIVISION
HARVEY KAILIN, Chief

* * *

ACKNOWLEDGMENTS—This report was prepared in the Business Division under the general direction of Paul Shapiro, Assistant Division Chief, Program Implementation. Work was carried out under the supervision of Conrad Alexander, Acting Chief, Retail Implementation Branch, by Edward Gutbrod and William Owens. Staff assistance was provided by Max Shor, Assistant Division Chief, Staff and Special Projects, and Ralph Woodruff, Assistant Division Chief, Research and Methodology.

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ANNUAL SALES

Year-to-Year Comparison

All Retail Stores-- Sales of all retail stores in the United States totaled \$352 billion in 1969, an increase of 4 percent over total 1968 sales. Annual sales of nondurable goods stores increased 4 percent over the previous year, while durable goods stores were up 2 percent.

All major kind-of-business groups showed percentage increases in comparison with 1968 levels, with the largest increase (8 percent) reported by the general merchandise group with "nonstores" (i.e., retail businesses selling their merchandise by mail order, merchandise vending machines, and house-to-house). Other increases in the nondurable goods category were reported by the apparel group (5 percent), the food group (4 percent), and eating and drinking places (2 percent). Liquor stores, drug and proprietary stores, and gasoline service stations followed the general upward trend, showing sales increases over the previous year of 6, 4, and 2 percent, respectively. In the durable goods category, 1969 sales in the auto-

motive group were 3 percent higher than in 1968, while the furniture and appliance group and the lumber, building, hardware, farm equipment group were up 1 percent.

Multiunit Organizations-- Annual sales of organizations operating 11 or more retail stores showed an increase of 9 percent over 1968 for all kinds of businesses combined, with durable goods and nondurable goods stores showing equal percentage gains. Compared with 1968, sales of all major kind-of-business groups showed increases. Multiunit organizations operating eating and drinking places reported the largest sales increase--17 percent. The apparel group reported an increase of 14 percent over previous year sales. Accompanying these sales increases were gains by drug and proprietary stores (12 percent), liquor stores (10 percent), the general merchandise group with nonstores (9 percent) and the food group (8 percent). Tire, battery, accessory dealers showed a gain of 5 percent while the furniture and appliance group gained 4 percent.

Table 1. Estimated Sales of All Retail Stores in the United States, by Kind of Business: 1969 and 1968

(Amounts in millions of dollars)

Kind of business	1969	1968	Percent change	Kind of business	1969	1968	Percent change
United States, total.....	351,633	339,324	+4	Apparel group.....	20,158	19,265	+5
Durable goods stores, total.....	112,779	110,245	+2	Men's, boys' wear stores ²	4,761	4,516	+5
Nondurable goods stores, total.....	238,854	229,079	+4	Men's, boys' clothing, furnishings...	4,658	4,424	+5
Food group.....	75,866	72,881	+4	Women's apparel, accessory stores ³	7,606	7,429	+2
Grocery stores.....	70,955	67,925	+4	Women's ready-to-wear stores.....	6,403	6,095	+5
Meat and fish (seafood) markets.....	1,851	1,920	-4	Family clothing stores.....	3,631	3,451	+5
Bakery products stores.....	1,082	1,106	-2	Shoe stores.....	3,505	3,196	+10
Eating and drinking places.....	25,849	25,285	+2	Furniture and appliance group.....	16,719	16,540	+1
Eating places.....	20,081	19,349	+4	Furniture, home furnishings stores.....	10,439	10,227	+2
Restaurants, cafeterias, lunchrooms.	15,187	14,674	+3	Furniture stores.....	7,824	7,669	+2
Drinking places.....	5,768	5,936	-3	Household appliance, TV, radio stores..	5,223	5,235	0
General merchandise group with nonstores	58,615	54,493	+8	Household appliance dealers.....	3,536	3,541	0
General merchandise group without nonstores (except department stores mail order).....	53,083	49,295	+8	Lumber, building, hardware, farm equipment group.....	19,246	19,129	+1
Department stores and dry goods general merchandise stores.....	43,016	39,887	+8	Lumber yards, building materials dealers ⁴	11,278	10,984	+3
Department stores.....	36,411	33,323	+9	Lumber yards.....	6,573	6,378	+3
Variety stores.....	6,548	6,152	+6	Hardware stores.....	3,284	(NA)	(NA)
Mail order houses (department store merchandise) ¹	3,519	3,256	+8	Automotive group.....	66,911	65,261	+3
				Passenger car, other automotive dealers	62,048	60,660	+2
				Passenger car dealers ⁵	58,302	56,902	+2
				Passenger car dealers (franchised).	54,373	52,752	+3
				Tire, battery, accessory dealers.....	4,863	4,601	+6
				Gasoline service stations.....	25,116	24,526	+2
				Drug and proprietary stores.....	11,863	11,458	+4
				Liquor stores.....	7,403	6,969	+6

NA Not available.

¹Includes sales made by mail order catalog desks located within department stores of mail order firms.

²Includes men's, boys' clothing, furnishings stores, and custom tailors.

³Includes women's ready-to-wear, other apparel, accessory speciality shops; and furriers.

⁴Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.

⁵Includes both franchised and nonfranchised car dealers.

Note: Measures of sampling variability are provided on page 15. U.S. and group totals include kinds of business not shown separately.

Table 2. Estimated Sales of Retail Stores of Organizations Operating 11 or More Retail Stores (Group II Stores) in the United States, by Kind of Business: 1969 and 1968

(Amounts in millions of dollars)

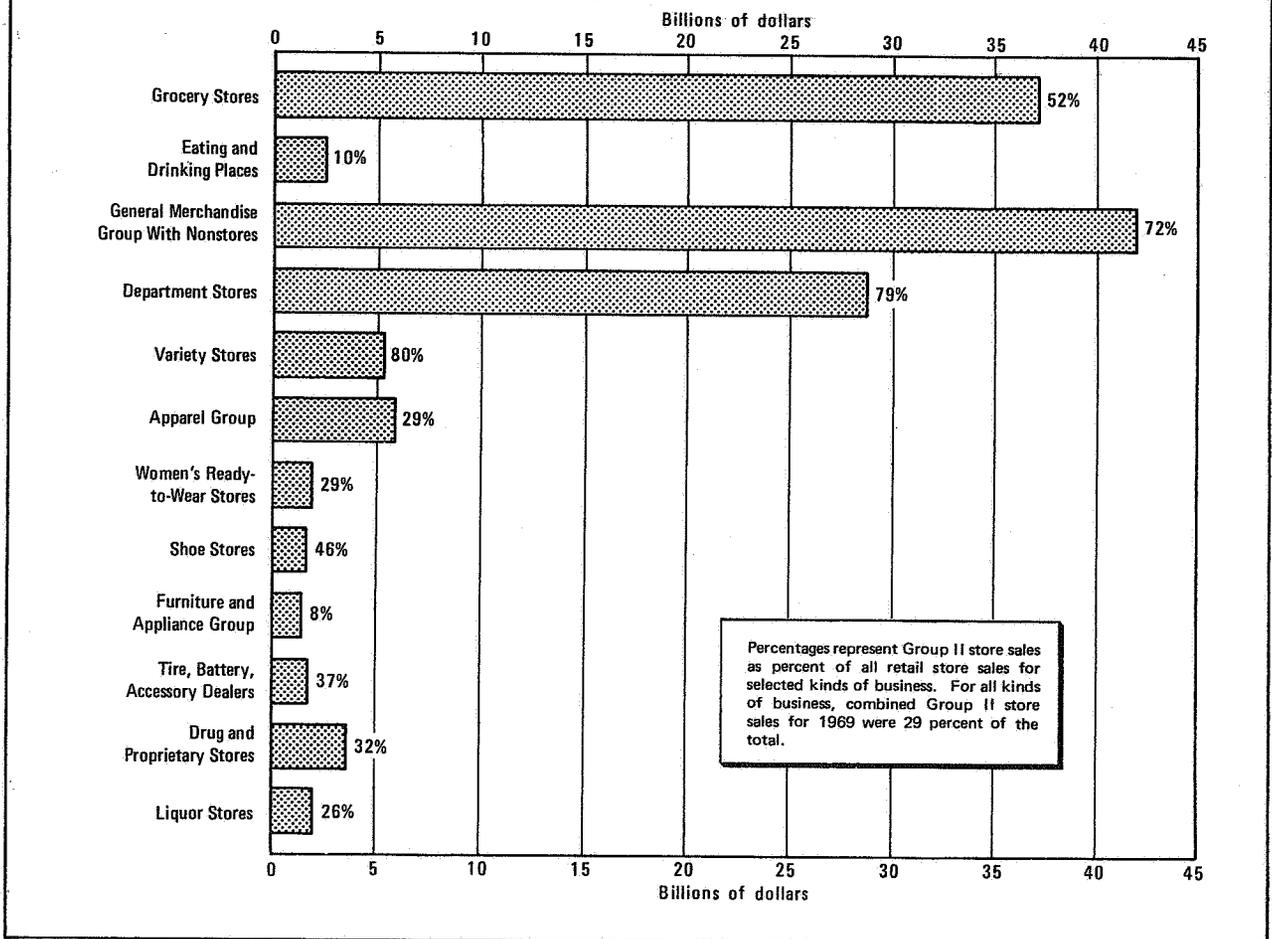
Kind of business	1969	1968	Percent change	Kind of business	1969	1968	Percent change
United States, total.....	103,070	94,194	+9	Apparel group.....	5,921	5,186	+14
Durable goods stores, total.....	5,892	5,415	+9	Men's, boys' wear stores ¹	905	767	+18
Nondurable goods stores, total....	97,178	88,779	+9	Women's apparel, accessory stores ²	2,090	1,837	+14
Food group.....	37,619	34,707	+8	Women's ready-to-wear stores.....	1,859	1,632	+14
Grocery stores.....	37,163	34,295	+8	Shoe stores.....	1,598	1,335	+20
Eating and drinking places.....	2,487	2,122	+17	Furniture and appliance group.....	1,354	1,303	+4
General merchandise group with nonstores	41,997	38,395	+9	Tire, battery, accessory dealers.....	1,816	1,736	+5
General merchandise group without nonstores (except department store mail order).....	39,222	35,708	+10	Drug and proprietary stores.....	3,777	3,373	+12
Department stores and dry goods, general merchandise stores.....	30,906	28,053	+10	Liquor stores.....	1,947	1,762	+10
Department stores.....	28,934	26,184	+11				
Variety stores.....	5,232	4,821	+9				

¹Includes men's, boys' clothing, furnishings stores, and custom tailors.

²Includes women's ready-to-wear, other apparel, accessory, specialty shops; and furriers.

Note: U.S. and group totals include kinds of business not shown separately.

Figure 1. Estimated Sales of Retail Stores of Organizations Operating 11 or more Retail Stores (Group II), by Selected Kinds of Business: 1969



Distribution of Sales by Region, Division, Selected State, and Specified SMSA

The North Central region accounted for \$102 billion or 29 percent of total 1969 U.S. retail sales, with the East North Central and West North Central divisions, respectively, totaling \$72.4 billion and \$29.6 billion of the region's total. In the East North Central division, Illinois had sales of \$20.9 billion, up 3 percent over 1968; Ohio had \$18.5 billion, up 3 percent; and Michigan had \$16.2 billion, up 1 percent.

Retail sales in the South region, second among the four regions, amounted to \$99.3 billion, 28.2 percent of total retail sales for the United States. The largest portion of regional sales were made in the South Atlantic division with \$50.6 billion, followed by the West South Central division with \$30.5 billion (of which the State of Texas accounted for \$18.8 billion) and the East South Central division with \$18.2 billion.

The Northeast region had retail sales totaling \$87.3 billion or 24.8 percent of the United States total, with the Middle Atlantic and New England divisions accounting for \$65.7 billion and \$21.6 billion, respectively. In the Middle Atlantic division, New York State led with total sales of \$33 billion, followed by Pennsylvania with \$20.1 billion and New Jersey with \$12.6 billion.

In the West region, retail sales totaled \$63.1 billion, 18 percent of the United States total. The Pacific division accounted for \$49.1 billion or 77.8 percent of the region's total, with California having \$37.8 billion of the division total. The Mountain division accounted for \$14 billion or 22.2 percent of the region's sales.

For the nine standard metropolitan statistical areas for which total retail sales are shown, 1969 annual sales ranged from \$20.9 billion for New York to \$4.2 billion for St. Louis. Sales of the GAF group, i.e., general merchandise (including all nonstores), apparel, and furniture and appliance groups, for the 16 specified SMSA's ranged from \$7.1 billion for New York to \$1 billion for Kansas City.

Figure 2. Estimated Total, Durable, and Nondurable Goods Stores Sales, by Geographic Regions: 1969

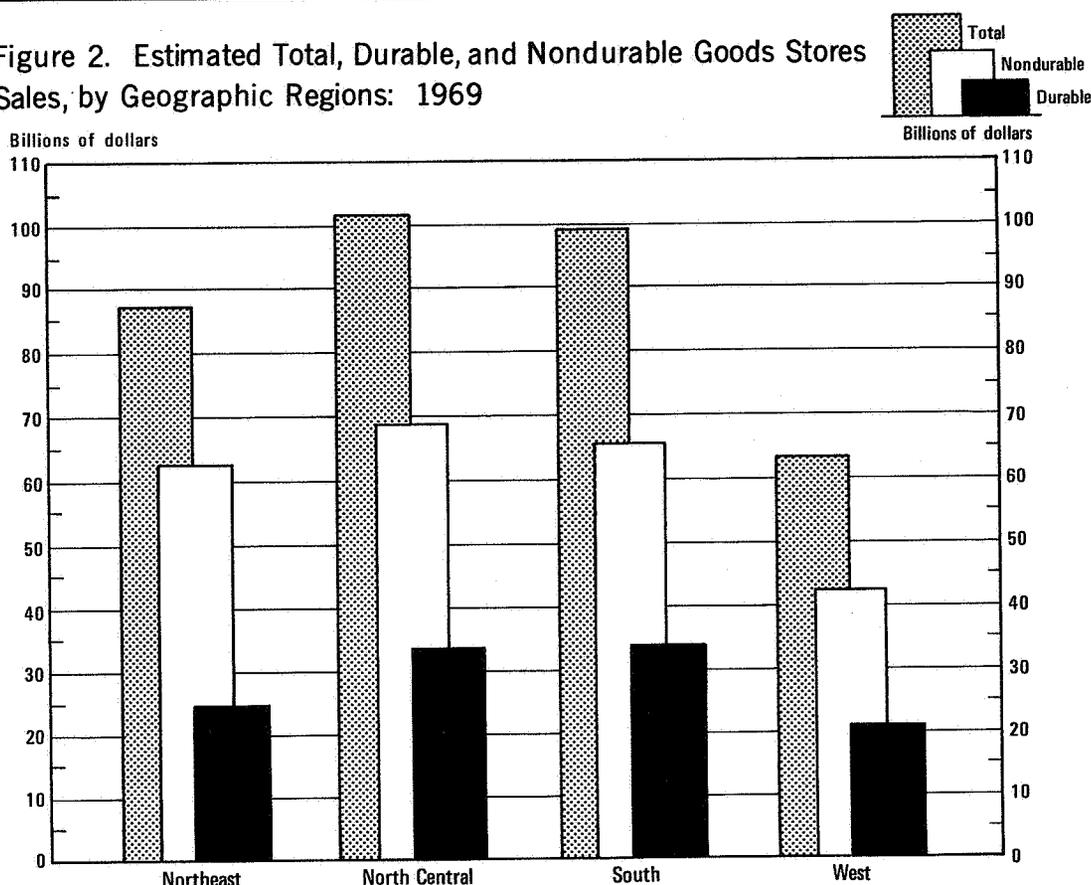


Table 3. Estimated Sales of All Retail Stores, by Geographic Region and Kind of Business: 1969 and 1968

(Amounts in millions of dollars)

Kind of business	Northeastern States			North Central States			The South			The West		
	1969	1968	Percent change	1969	1968	Percent change	1969	1968	Percent change	1969	1968	Percent change
All kinds of business, total.	87,307	84,105	+4	101,966	99,295	+3	99,287	94,841	+5	63,073	61,083	+3
Durable goods stores, total	24,536	23,543	+4	33,497	33,047	+1	33,841	32,882	+3	20,905	20,773	+1
Nondurable goods stores, total.....	62,771	60,562	+4	68,469	66,248	+3	65,446	61,959	+6	42,168	40,310	+5
Food group.....	20,179	19,755	+2	20,731	19,719	+5	21,350	20,096	+6	13,606	13,311	+2
Grocery stores.....	18,015	17,524	+3	19,505	18,476	+6	20,570	19,362	+6	12,865	12,563	+2
Eating and drinking places.....	7,117	6,976	+2	7,406	7,354	+1	6,433	6,256	+3	4,893	4,699	+4
GAF ¹ , total.....	25,809	24,553	+5	27,552	26,185	+5	25,904	24,389	+6	16,227	15,171	+7
General merchandise group with nonstores.....	15,008	14,198	+6	17,764	16,662	+7	15,746	14,363	+10	10,097	9,269	+9
Department stores.....	9,339	8,583	+9	10,930	10,193	+7	9,177	8,311	+10	6,967	6,236	+12
Apparel group.....	6,406	6,117	+5	5,129	4,903	+5	5,398	5,163	+5	3,225	3,083	+5
Furniture and appliance group..	4,395	4,238	+4	4,659	4,621	+1	4,760	4,862	-2	2,905	2,819	+3
Lumber, building, hardware, farm equipment group.....	3,205	3,230	-1	7,683	7,708	0	5,203	5,141	+1	(NA)	(NA)	(NA)
Automotive group.....	(NA)	(NA)	(NA)	18,709	18,360	+2	21,201	20,386	+4	(NA)	(NA)	(NA)
Gasoline service stations.....	5,263	4,984	+6	7,223	7,310	-1	7,674	7,602	+1	4,956	4,629	+7
Drug and proprietary stores.....	2,485	2,382	+4	3,408	3,342	+2	3,494	3,337	+5	2,476	2,397	+3

NA Not available.

¹Stores in general merchandise (including all nonstores), apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

Note: Estimates are based on a sample. (See sampling variabilities on page 16.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on page 19.

Table 4. Estimated Sales of All Retail Stores by Selected Kinds of Business for Standard Consolidated Areas and Specified Standard Metropolitan Statistical Areas: 1969 and 1968

(Amounts in millions of dollars)

Statistical area	1969	1968	Percent change	Statistical area	1969	1968	Percent change
STANDARD CONSOLIDATED AREAS ¹				STANDARD METROPOLITAN STATISTICAL AREAS ¹ --Continued			
Chicago, Ill.--Northwestern Indiana, total	14,852	14,360	+3	Los Angeles-Long Beach, Calif., total..	13,831	13,848	0
Nondurable goods stores.....	10,582	10,262	+3	Nondurable goods stores.....	9,729	9,417	+3
GAF ²	5,372	5,008	+7	GAF ²	3,887	3,767	+3
New York, N.Y.--Northeastern New Jersey, total.....	29,212	27,866	+5	Minneapolis-St. Paul, Minn., GAF ²	1,291	1,233	+5
Nondurable goods stores.....	21,612	20,721	+4	New York, N.Y., total.....	20,935	19,887	+5
GAF ²	9,744	9,342	+4	Nondurable goods stores.....	15,690	14,965	+5
STANDARD METROPOLITAN STATISTICAL AREAS ¹				GAF ²	7,115	6,788	+5
Baltimore, Md., GAF ²	1,074	1,021	+5	Philadelphia, Pa., total.....	8,533	7,927	+8
Boston, Mass., GAF ²	1,958	1,782	+10	Nondurable goods stores.....	6,082	5,718	+6
Chicago, Ill., total.....	13,833	13,326	+4	GAF ²	2,732	2,507	+9
Nondurable goods stores.....	9,841	9,529	+3	Pittsburgh, Pa., total.....	4,180	3,893	+7
GAF ²	5,071	4,731	+7	Nondurable goods stores.....	3,028	2,796	+8
Cleveland, Ohio, GAF ²	1,149	1,099	+5	GAF ²	1,249	1,139	+10
Dallas, Tex., GAF ²	1,060	981	+8	St. Louis, Mo.-Ill., total.....	4,175	4,108	+2
Detroit, Mich., total.....	8,158	8,178	0	Nondurable goods stores.....	2,912	2,864	+2
Nondurable goods stores.....	5,511	5,476	+1	GAF ²	1,295	1,243	+4
GAF ²	2,569	2,447	+5	San Francisco-Oakland, Calif., total..	6,135	5,599	+10
Houston, Tex., GAF ²	1,044	1,026	+2	Nondurable goods stores.....	4,402	4,022	+9
Kansas City, Mo.-Kans., GAF ²	993	944	+5	GAF ²	1,783	1,540	+16
				Washington, D.C.-Md.-Va., total.....	5,481	5,245	+4
				Nondurable goods stores.....	3,933	3,739	+5
				GAF ²	1,514	1,443	+5

¹Standard consolidated areas and standard metropolitan statistical areas are listed on page 20.²Stores in the general merchandise (including all nonstores), apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Note: Sampling variabilities are shown on page 16. Statistics for the Boston SMSA include retail stores in all of Essex, Middlesex, Norfolk, and Suffolk Counties. See SMSA definitions on page 20.

Per Capita Sales

Per capita sales in the United States in 1969 totaled \$1,761 compared with \$1,718 in 1968, an increase of 3 percent. Sales of nondurable goods stores were \$1,196 per capita in 1969, reflecting a 3 percent increase in sales per person over the \$1,160 in 1968. The largest increase in the nondurable category was 7 percent in the general merchandise group with nonstores, where per capita sales increased from \$276 in 1968 to \$294 in 1969. This was accompanied by 1969 per capita gains in the food group and the apparel group, both up 3 percent. Additional per capita increases were shown by gasoline service stations and drug and proprietary stores, each up 2 percent, and eating and drinking places, up 1 percent.

Per capita sales of durable goods stores rose 1 percent over the 1968 level, going from \$558 in 1968 to \$565 in 1969. The year-to-year increase reflected a 2 percent increase in the automotive group: per capita sales amounted to \$335 in 1969, compared with \$330 in 1968. The furniture and appliance group was unchanged with per capita sales of \$84 for both 1968 and 1969. Lumber, building, hardware, farm equipment group sales per person decreased 1 percent, going from \$97 in 1968 to \$96 in 1969.

Of the four regions in the country, the West had the highest per capita retail sales in 1969 with \$1,895, followed by the North Central with \$1,826, the Northeast with \$1,798, and the South with \$1,602. Among the selected large States, per capita sales ranged in 1969 from a high of \$2,048 in Florida to a low of \$1,473 in North Carolina.

Table 5. Per Capita Sales of All Retail Stores in the United States, by Geographic Region and Kind of Business: 1969 and 1968

(Amounts in dollars)

Kind of business	United States			Northeast			North Central			South			West		
	1969 ¹	1968	Percent change												
All kinds of business.....	1,761	1,718	+3	1,798	1,745	+3	1,826	1,793	+2	1,602	1,549	+3	1,895	1,864	+2
Durable goods stores....	565	558	+1	505	488	+3	600	597	+1	546	537	+2	628	634	-1
Nondurable goods stores.	1,196	1,160	+3	1,293	1,257	+3	1,226	1,196	+3	1,056	1,012	+4	1,267	1,230	+3
Food group.....	380	369	+3	415	410	+1	371	356	+4	345	328	+5	409	406	+1
Grocery stores.....	355	344	+3	371	364	+2	349	334	+4	332	318	+4	386	383	+1
Eating and drinking places....	129	128	+1	147	145	+1	133	133	0	104	102	+2	147	143	+3
GAF ²	479	457	+5	531	509	+4	493	473	+4	418	398	+5	487	463	+5
General merchandise group with nonstores.....	294	276	+7	309	295	+5	318	301	+6	254	235	+8	303	283	+7
Department stores.....	182	169	+8	192	178	+8	196	184	+7	148	136	+9	209	190	+10
Apparel group.....	101	98	+3	132	127	+4	92	89	+3	87	84	+4	97	94	+3
Furniture and appliance group.....	84	84	0	90	88	+2	83	83	0	77	79	-3	87	86	+1
Lumber, building, hardware, farm equipment group.....	96	97	-1	66	67	-1	138	139	-1	84	84	0	(NA)	(NA)	(NA)
Automotive group.....	335	330	+2	(NA)	(NA)	(NA)	335	332	+1	342	333	+3	(NA)	(NA)	(NA)
Gasoline service stations.....	126	124	+2	108	103	+5	129	132	-2	124	124	0	149	141	+6
Drug and proprietary stores...	59	58	+2	51	49	+4	61	60	+2	56	55	+2	74	73	+1

NA Not available.

¹Data are based on preliminary civilian population estimates as of July 1, 1969.

²Stores in the general merchandise (including all nonstores), apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

Figure 3. Per Capita Sales of Selected Kinds of Business of All Retail Stores in the United States: 1969 and 1968

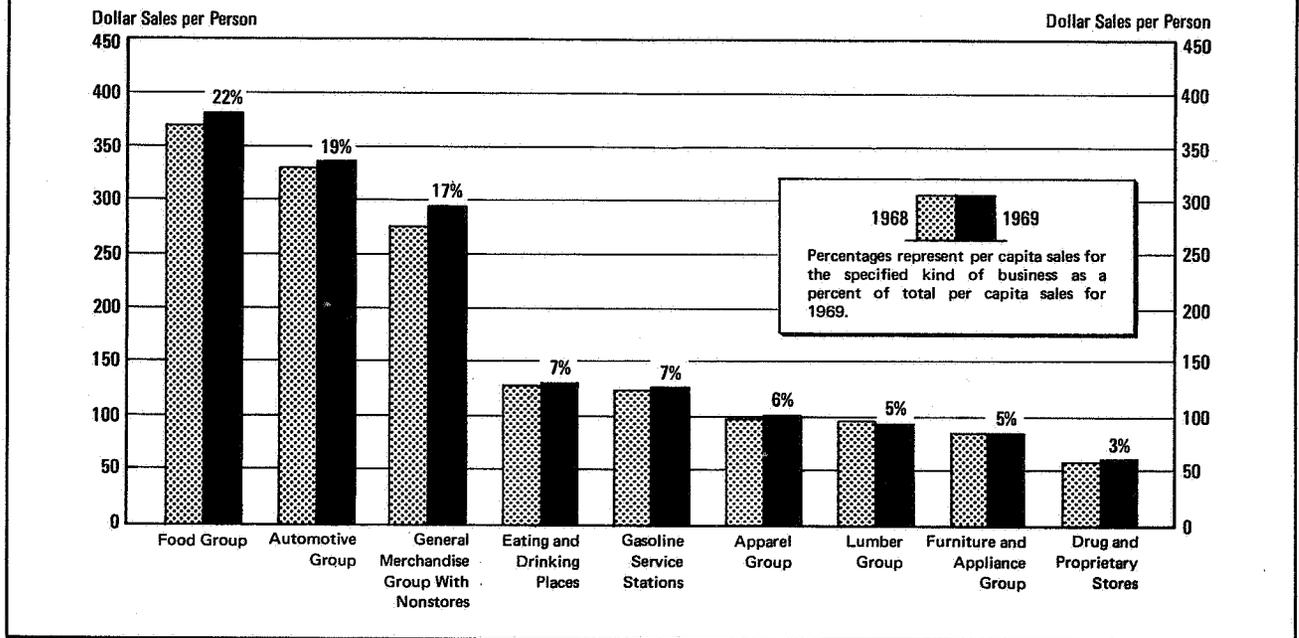


Table 6. Estimated Annual and Per Capita Sales of All Retail Stores for Specified Large States: 1969 and 1968

State	Annual sales			Per capita sales		
	(millions of dollars)		Percent change	(dollars)		Percent change
	1969	1968		1969 ¹	1968	
California, total.....	37,835	36,563	+3	1,986	1,946	+2
Nondurable goods stores.....	25,797	24,550	+5	1,354	1,306	+4
GAP ²	10,162	9,464	+7	533	504	+6
Florida, total.....	12,815	11,621	+10	2,048	1,901	+8
Nondurable goods stores.....	8,408	7,578	+11	1,344	1,239	+8
Illinois, total.....	20,947	20,282	+3	1,907	1,861	+2
Nondurable goods stores.....	14,300	13,893	+3	1,302	1,275	+2
GAP ²	6,701	6,187	+8	610	568	+7
Indiana, total.....	9,129	8,683	+5	1,787	1,717	+4
Massachusetts, total.....	10,275	9,826	+5	1,892	1,820	+4
Nondurable goods stores.....	7,458	7,083	+5	1,373	1,312	+5
Michigan, total.....	16,161	15,975	+1	1,847	1,846	0
Nondurable goods stores.....	10,747	10,372	+4	1,228	1,199	+2
Minnesota, total.....	6,572	6,424	+2	1,779	1,756	+1
Missouri, total.....	8,533	8,529	0	1,851	1,868	-1
New Jersey, total.....	12,591	12,030	+5	1,778	1,720	+3
Nondurable goods stores.....	8,824	8,586	+3	1,246	1,227	+2
New York, total.....	32,969	32,063	+3	1,803	1,767	+2
Nondurable goods stores.....	24,032	23,534	+2	1,314	1,297	+1
GAP ²	10,148	9,761	+4	555	538	+3
North Carolina, total.....	7,477	7,039	+6	1,473	1,404	+5
Ohio, total.....	18,510	18,046	+3	1,727	1,705	+1
Nondurable goods stores.....	12,575	12,243	+3	1,173	1,156	+1
Pennsylvania, total.....	20,127	19,226	+5	1,708	1,639	+4
Nondurable goods stores.....	14,335	13,628	+5	1,217	1,162	+5
GAP ²	5,928	5,499	+8	503	469	+7
Texas, total.....	18,842	18,483	+2	1,715	1,709	0
Nondurable goods stores.....	12,151	11,762	+3	1,106	1,087	+2
Wisconsin, total.....	7,606	7,290	+4	1,798	1,732	+4

¹Data are based on preliminary civilian population estimates as of July 1, 1969.

²Stores in general merchandise (including all nonstores), apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Note: Estimates are based on a sample (See sampling variabilities on page 17.)

Table 7. Estimated Annual and Per Capita Sales of All Retail Stores by Geographic Division and Kind of Business: 1969 and 1968

Geographic division and kind of business	Annual sales (millions of dollars)			Per capita sales (dollars)		
	1969	1968	Percent change	1969 ¹	1968	Percent change
NEW ENGLAND, total.....	21,619	20,786	+4	1,893	1,836	+3
Durable goods stores.....	6,040	5,974	+1	529	528	0
Nondurable goods stores.....	15,579	14,812	+5	1,364	1,308	+4
Food group.....	4,948	4,720	+5	433	417	+4
GAP ² , total.....	6,004	5,676	+6	526	501	+5
Gasoline service stations.....	1,429	1,315	+9	125	116	+8
MIDDLE ATLANTIC, total.....	65,688	63,319	+4	1,768	1,717	+3
Durable goods stores.....	18,496	17,569	+5	498	476	+5
Nondurable goods stores.....	47,192	45,750	+3	1,270	1,241	+2
Eating and drinking places.....	5,580	5,520	+1	150	150	0
GAP ² , total.....	19,807	18,877	+5	533	512	+4
General merchandise group with nonstores.....	11,464	10,810	+6	309	293	+5
Apparel group.....	4,929	4,719	+4	133	128	+4
Gasoline service stations.....	3,834	3,669	+4	103	100	+3
Drug and proprietary stores.....	1,904	1,798	+6	51	49	+4
EAST NORTH CENTRAL, total.....	72,353	70,276	+3	1,818	1,784	+2
Durable goods stores.....	23,237	22,993	+1	584	584	0
Nondurable goods stores.....	49,116	47,283	+4	1,234	1,200	+3
Food group.....	15,424	14,745	+5	388	374	+4
Eating and drinking places.....	5,478	5,451	0	138	138	0
GAP ² , total.....	20,191	19,154	+5	507	486	+4
General merchandise group with nonstores.....	13,172	12,343	+7	331	313	+6
Apparel group.....	3,608	3,452	+5	91	88	+3
Gasoline service stations.....	5,058	5,000	+1	127	127	0
Drug and proprietary stores.....	2,443	2,349	+4	61	60	+2
WEST NORTH CENTRAL, total.....	29,613	29,019	+2	1,844	1,818	+1
Durable goods stores.....	10,260	10,054	+2	639	630	+1
Nondurable goods stores.....	19,353	18,965	+2	1,205	1,188	+1
Food group.....	5,306	4,974	+7	330	312	+6
GAP ² , total.....	7,363	7,031	+5	458	440	+4
General merchandise group with nonstores.....	4,593	4,319	+6	286	271	+6
Gasoline service stations.....	2,165	2,310	-6	135	145	-7
SOUTH ATLANTIC, total.....	50,647	47,375	+7	1,699	1,612	+5
Durable goods stores.....	16,763	15,759	+6	562	536	+5
Nondurable goods stores.....	33,884	31,616	+7	1,137	1,076	+6
Eating and drinking places.....	3,466	3,274	+6	116	111	+5
GAP ² , total.....	13,284	12,338	+8	446	420	+6
General merchandise group with nonstores.....	8,135	7,314	+11	273	249	+10
Apparel group.....	2,692	2,513	+7	90	86	+5
Gasoline service stations.....	3,864	3,651	+6	130	124	+5
Drug and proprietary stores.....	1,856	1,700	+9	62	58	+7
EAST SOUTH CENTRAL, total.....	18,182	17,461	+4	1,403	1,354	+4
Nondurable goods stores.....	11,882	11,273	+5	917	874	+5
Food group.....	4,192	3,917	+7	324	304	+7
GAP ² , total.....	4,487	4,218	+6	346	327	+6
General merchandise group with nonstores.....	2,770	2,419	+15	214	188	+14
WEST SOUTH CENTRAL, total.....	30,458	30,005	+2	1,586	1,583	0
Durable goods stores.....	10,778	10,935	-1	561	577	-3
Nondurable goods stores.....	19,680	19,070	+3	1,024	1,006	+2
Food group.....	6,292	5,883	+7	328	310	+6
GAP ² , total.....	8,133	7,833	+4	423	413	+2
General merchandise group with nonstores.....	4,841	4,558	+6	252	240	+5
MOUNTAIN, total.....	13,975	13,480	+4	1,770	1,728	+2
Nondurable goods stores.....	8,750	8,525	+3	1,108	1,093	+1
Food group.....	2,772	2,819	-2	351	361	-3
GAP ² , total.....	3,341	3,031	+10	423	389	+9
General merchandise group with nonstores.....	2,031	1,851	+10	257	237	+8
PACIFIC, total.....	49,098	47,603	+3	1,933	1,906	+1
Durable goods stores.....	15,680	15,818	-1	617	633	-3
Nondurable goods stores.....	33,418	31,785	+5	1,316	1,273	+3
Food group.....	10,834	10,492	+3	427	420	+2
Eating and drinking places.....	4,049	3,891	+4	159	156	+2
GAP ² , total.....	12,886	12,140	+6	507	486	+4
General merchandise group with nonstores.....	8,066	7,418	+9	318	297	+7
Gasoline service stations.....	3,740	3,389	+10	147	136	+8

¹Data are based on preliminary civilian population estimates as of July 1, 1969.

²Stores in the general merchandise (including all nonstores), apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

Note: States in geographic divisions are shown on page 19. Measures of sampling variability are shown on page 16. Totals include data for kinds of business not shown separately.

MERCHANDISE INVENTORIES

Merchandise on Hand

The cost value of merchandise inventories in retail stores and warehouses of retail stores in the United States on December 31, 1969 was estimated at \$43.5 billion, 7 percent higher than inventories held at the close of 1968. Of this total, \$24.0 billion represented the value of stocks of nondurable goods stores, up 8 percent from 1968, and \$19.5 billion, the stocks of durable goods stores, up 6 percent from 1968.

In the durable goods category, the automotive group showed a 9 percent increase in inventory holdings on December 31, 1969, compared with the same date a year ago. The furniture group showed a 4 percent increase while the lumber, building, hardware, farm equipment group decreased by 1 percent. In the nondurable goods category, the general merchandise group with nonstores closed the year with inventories higher than in 1968 - up 10 percent, while the apparel group showed an increase of 9 percent. The food group, drug and proprietary stores and liquor stores reported inventory gains of 7 percent, 8 percent, and 3 percent respectively.

In warehouses and stores of organizations operating 11 or more retail stores, the cost value of merchandise held for sale on December 31, 1969, totaled \$13.2 billion, 11 percent over that held on December 31, 1968. The general mer-

chandise group with nonstores, which accounted for more than 48 percent of the total warehouse and store inventories of these organizations, showed a year-to-year gain of 11 percent; food stores, which accounted for 20 percent of the total, recorded an increase of 9 percent over 1968.

Sales-Inventory Ratios

Annual sales of all retail stores in 1969 were 8.9 times the cost value of year-end inventories. The ratio of sales to year-end inventories for nondurable goods stores was 11.2 in 1969 compared with 11.4 for 1968. The ratio for durable goods stores was 6.1 for 1969, down from 6.2 in 1968.

Passenger car dealers showed a sales-inventory ratio of 7.8 compared with 8.0 in the preceding year. The sales-inventory ratio for department stores decreased to 7.4 in 1969 from 7.8 in 1968. The ratio for furniture and home furnishing stores also decreased year-to-year, going from 6.5 in 1968 to 6.2 in 1969. The ratio for grocery stores was unchanged year-to-year at 19.9. Also unchanged was the ratio for farm equipment dealers with 3.0 for both 1969 and 1968 and drug and proprietary stores with 6.3 for both years. The ratio was little changed from 1969 for shoe stores, 4.0 compared with 4.1.

Figure 4. Total Merchandise Inventories of All Retail Stores and Warehouses by Major Kind-of-Business Groups: End of Year 1969

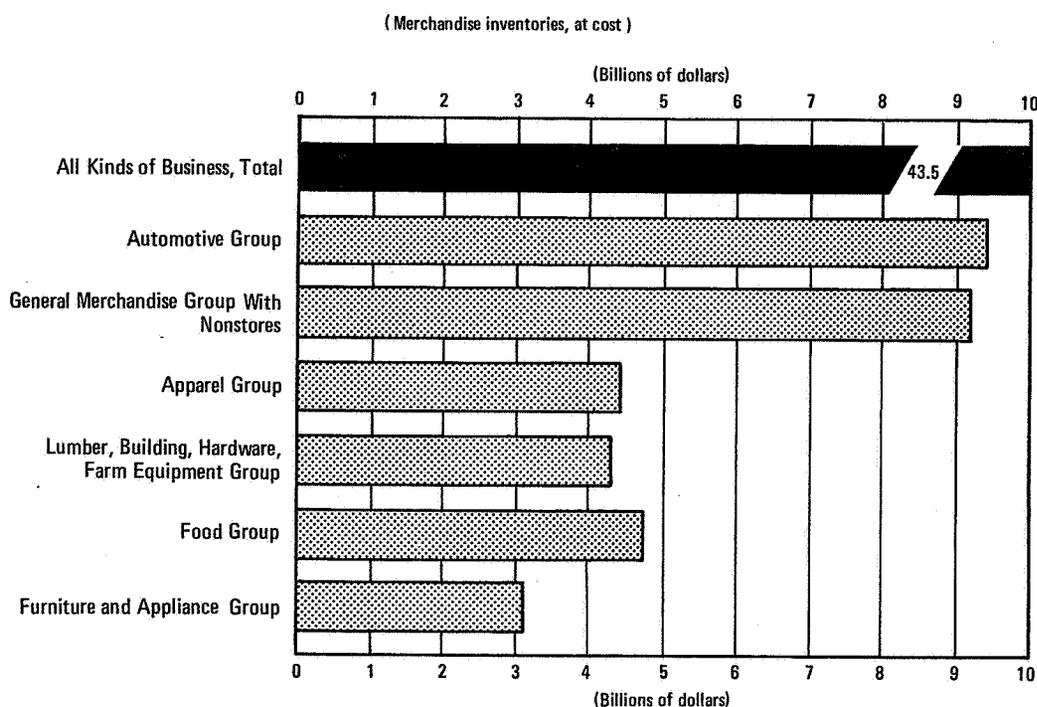


Table 8. Merchandise Inventories and Sales-Inventory Ratios of All Retail Stores and Warehouses in the United States, by Kind of Business: End of Year 1969 and 1968

Kind of business	Merchandise inventories, at cost (millions of dollars)						Sales - inventory ratio ¹ (stores only)	
	Warehouses and stores			Stores			1969	1968
	1969	1968	Percent change	1969	1968	Percent change		
All kinds of business.....	43,535	40,601	+7	39,893	37,216	+7	8.9	8.9
Durable goods stores.....	19,527	18,412	+6	18,642	17,571	+6	6.1	6.2
Nondurable goods stores.....	24,008	22,189	+8	21,251	19,645	+8	11.2	11.4
Food group.....	4,691	4,393	+7	3,713	3,464	+7	20.4	20.4
Grocery stores.....	4,533	4,236	+7	3,570	3,326	+7	19.9	19.9
Eating and drinking places.....	628	560	+12	588	521	+13	45.3	46.7
General merchandise group with nonstores.....	9,186	8,314	+10	8,129	^r 7,401	+10	7.3	7.4
General merchandise group without nonstores (except department stores mail order).....	8,847	7,975	+11	7,924	^r 7,212	+10	6.8	7.0
Department stores and dry goods, general merchandise stores..	6,861	6,218	+10	6,086	5,587	+9	7.0	7.3
Department stores.....	5,348	4,886	+9	4,729	4,315	+10	7.4	7.8
Variety stores.....	1,422	1,265	+12	1,275	1,132	+13	5.7	5.8
Mail order (department store merchandise).....	563	493	+14	563	^r 493	+14	6.3	^r 6.5
Apparel group.....	4,426	4,050	+9	4,254	3,895	+9	4.6	4.9
Men's, boys' clothing, furnishings stores.....	1,205	1,165	+3	1,172	1,132	+4	3.7	3.7
Women's ready-to-wear stores.....	1,138	940	+21	1,110	919	+21	6.0	6.8
Shoe stores.....	889	854	+4	832	793	+5	4.0	4.1
Furniture and appliance group.....	3,122	2,989	+4	2,776	2,627	+6	5.9	6.2
Furniture, home furnishings stores.....	1,827	1,745	+5	1,619	1,520	+7	6.2	6.5
Furniture stores.....	1,504	1,412	+7	1,328	1,222	+9	5.7	5.9
Household appliance, TV, radio stores.....	1,021	991	+3	889	866	+3	6.0	6.2
Household appliance dealers.....	700	680	+3	603	588	+3	5.9	6.2
Lumber, building, hardware, farm equipment group.....	4,306	4,353	-1	4,156	4,209	-1	4.6	4.4
Lumber yards, building materials dealers ²	1,731	1,821	-5	1,639	1,742	-6	6.2	6.1
Lumber yards.....	1,098	1,150	-5	1,059	1,114	-5	6.3	5.7
Hardware stores.....	815	800	+2	800	776	+3	3.9	3.8
Farm equipment dealers.....	1,760	1,732	+2	1,717	1,691	+2	3.0	3.0
Automotive group.....	9,424	8,653	+9	9,271	8,519	+9	7.3	7.5
Passenger car dealers.....	7,496	7,015	+7	7,455	6,988	+7	7.8	8.0
Passenger car dealers (franchised).....	7,001	6,530	+7	6,962	6,507	+7	7.7	7.9
Tire, battery, accessory dealers.....	1,102	975	+13	995	871	+14	5.0	5.1
Gasoline service stations.....	946	975	-3	875	879	0	28.0	25.7
Drug and proprietary stores.....	2,101	1,939	+8	1,931	1,793	+8	6.3	6.3
Liquor stores.....	782	760	+3	662	651	+2	10.8	10.4
Jewelry stores.....	874	770	+14	823	741	+11	2.9	2.8

^rRevised.

¹Based on only those establishments in business the full calendar year, except for those Group II establishments which may not have been in operation the entire year.

²Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Note: Measures of sampling variability are provided on page 15. Group totals include kinds of business not shown separately.

Table 9. Merchandise Inventories and Sales-Inventory Ratios of Retail Stores and Warehouses of Organizations Operating 11 or More Retail Stores in the United States, by Kind of Business: End of Year 1969 and 1968

Kind of business	Merchandise inventories, at cost (millions of dollars)						Sales-inventory ratio (stores only)	
	Warehouses and stores			Stores			1969	1968
	1969	1968	Percent change	1969	1968	Percent change		
All kinds of business.....	13,179	11,919	+11	10,429	9,540	+9	10.1	10.3
Durable goods stores.....	1,558	1,414	+10	1,254	1,167	+7	4.9	5.4
Nondurable goods stores.....	11,621	10,505	+11	9,175	8,373	+10	10.9	10.9
Food group.....	2,653	2,436	+9	1,698	1,554	+9	22.5	22.4
Grocery stores.....	2,623	2,406	+9	1,678	1,535	+9	22.3	22.2
General merchandise group with nonstores.....	6,315	5,688	+11	5,419	^r 4,949	+9	7.8	^r 7.7
General merchandise group without nonstores (except department stores mail order).....	6,160	5,553	+11	5,378	^r 4,883	+10	7.3	7.5
Department stores and dry goods, general merchandise stores.....	4,555	4,100	+11	3,910	3,558	+10	7.7	8.0
Department stores.....	4,123	3,727	+11	3,562	3,233	+10	7.8	8.1
Variety stores.....	1,092	994	+10	949	865	+10	6.2	6.2
Apparel group.....	1,227	1,089	+13	1,085	963	+13	5.5	6.0
Men's, boys' clothing, furnishings stores.....	216	197	+10	194	178	+9	4.2	4.3
Women's ready-to-wear stores.....	292	242	+21	273	223	+22	7.3	8.5
Shoe stores.....	365	347	+5	315	295	+7	4.7	4.9
Furniture and appliance group.....	274	260	+5	193	189	+2	6.7	7.7
Lumber, building, hardware, farm equipment group.....	468	433	+8	405	376	+8	4.9	4.7
Lumber yards, building materials dealers ¹	318	303	+5	293	284	+3	5.6	5.1
Lumber yards.....	178	182	-2	170	176	-3	5.7	4.9
Tire, battery, accessory dealers.....	534	476	+12	443	392	+12	4.2	4.4
Drug and proprietary stores.....	756	657	+15	594	520	+14	6.7	7.1
Liquor stores.....	257	244	+5	143	139	+3	13.6	12.9

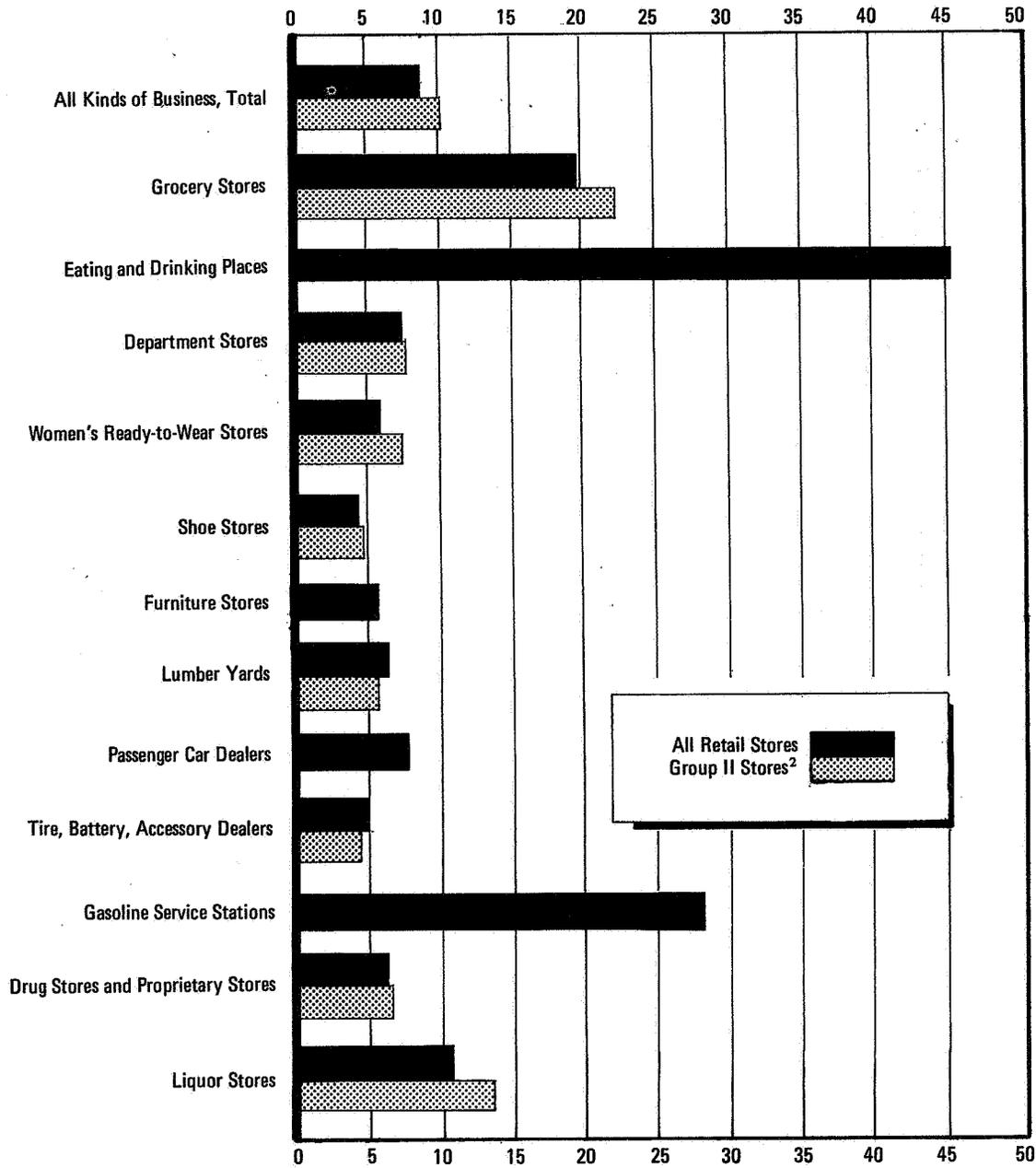
^rRevised.

¹Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Note: Totals include data for kinds of business not shown separately.

Figure 5. Sales-Inventory Ratios of All Retail Stores and Group II Stores, by Selected Kinds of Business: 1969

(Annual Turnover: 1969 Sales divided by year-end inventories, at cost)¹



¹Data based on establishments in business the full calendar year, except for those Group II establishments which may not have been in operation the entire year. Ratios exclude warehouse inventories.

²Retail stores of organizations operating 11 or more retail stores.

ACCOUNTS RECEIVABLE

Retail stores in the United States reported a total of \$21.5 billion in accounts receivable balances as of December 31, 1969, 4 percent more than the \$20.6 billion reported as of the same date a year earlier. Credit balances on charge accounts and on installment accounts amounted to \$8.6 billion and \$12.8 billion, respectively, at the close of 1969, with charge accounts showing little change year-to-year, while installment accounts increased 7 percent.

Total receivable balances for nondurable goods stores amounted to \$14.3 billion, 6 percent more than the amount owed at the close of 1968. Department stores reported unpaid balances totaling \$7.3 billion at the end of 1969 (34 percent of the total for all retail stores). The apparel group with \$1.5 billion, increased 1 percent over 1968.

Durable goods stores reported total accounts receivable balances of \$7.2 billion at the close of 1969, little changed from a year ago. Contributing to these figures were dealers in the furniture and appliance group, with \$2.6 billion, and the lumber, building, hardware, farm equip-

ment group, \$1.8 billion, each little changed year-to-year. The automotive group reported \$2.0 billion, an increase of 5 percent over the previous year.

Of the \$10.4 billion total credit balances reported by the general merchandise group (with nonstores), 87 percent of the total was on installment accounts. In the furniture and appliance group, installment accounts represented approximately 65 percent of total year-end outstanding balances. In contrast, the credit balances outstanding for the lumber, building, hardware, farm equipment group and for the apparel group were predominantly on charge accounts (93 percent and 63 percent, respectively). For the automotive group, about 56 percent was outstanding on charge accounts.

Stores of organizations operating 11 or more retail stores accounted for \$10.9 billion of total receivables at the end of 1969, with \$9.6 billion on installment accounts compared with \$1.4 billion on charge accounts.

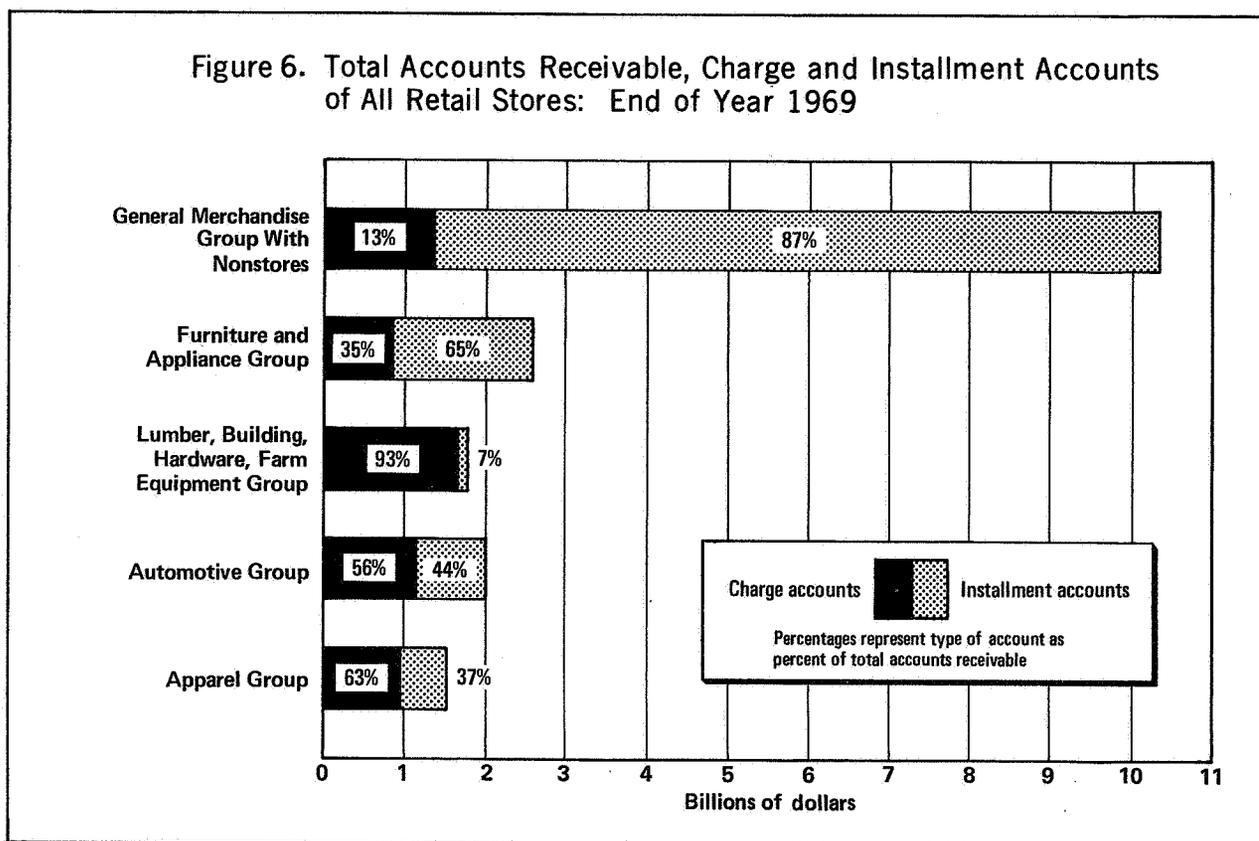


Table 10. Accounts Receivable of All Retail Stores in the United States, by Type of Account and Kind of Business: End of Year 1969 and 1968

(Amounts in millions of dollars)

Kind of business	Total			Charge accounts			Installment accounts		
	December 31--		Percent change, 1968 to 1969	December 31--		Percent change, 1968 to 1969	December 31--		Percent change, 1968 to 1969
	1969	1968		1969	1968		1969	1968	
United States, total.....	21,490	20,630	+4	8,648	8,677	0	12,842	11,953	+7
Durable goods stores, total.....	7,174	7,140	0	4,125	4,159	-1	3,049	2,981	+2
Nondurable goods stores, total.....	14,316	13,490	+6	4,523	4,518	0	9,793	8,972	+9
Food group.....	316	306	+3	298	288	+3	(S)	(S)	(S)
Grocery stores.....	256	259	-1	(S)	(S)	(S)	(S)	(S)	(S)
Eating and drinking places.....	187	146	+28	(S)	(S)	(S)	(S)	(S)	(S)
General merchandise group with nonstores.....	10,406	9,696	+7	1,315	1,329	-1	9,091	8,367	+9
General merchandise group without nonstores (except department stores mail order).....	9,696	9,015	+8	1,133	1,178	-4	8,563	7,837	+9
Department stores and dry goods, general merchandise stores.....	7,847	7,358	+7	1,102	1,150	-4	6,745	6,208	+9
Department stores.....	7,254	6,799	+7	977	1,010	-3	6,277	5,789	+8
Mail-order houses (department store merchandise).....	1,435	1,296	+11	(S)	(S)	(S)	(S)	(S)	(S)
Apparel group.....	1,531	1,522	+1	958	1,023	-6	573	499	+15
Women's ready-to-wear stores.....	525	520	+1	(S)	(S)	(S)	(S)	(S)	(S)
Furniture and appliance group.....	2,554	2,546	0	889	931	-5	1,665	1,615	+3
Furniture, home furnishings stores.....	1,887	1,877	+1	641	673	-5	1,246	1,204	+3
Furniture stores.....	1,738	1,726	+1	(S)	(S)	(S)	(S)	(S)	(S)
Household appliance, TV, radio stores.....	546	546	0	(S)	(S)	(S)	333	325	+2
Household appliance dealers.....	462	470	-2	(S)	(S)	(S)	(S)	(S)	(S)
Lumber, building, hardware, farm equipment group.....	1,800	1,798	0	1,672	1,658	+1	128	140	-9
Lumber yards, building materials dealers ¹	1,305	1,264	+3	1,256	1,211	+4	(S)	(S)	(S)
Lumber yards.....	795	817	-3	766	786	-3	(S)	(S)	(S)
Automotive group.....	2,049	1,955	+5	1,149	1,076	+7	900	879	+2
Passenger car dealers ²	1,068	1,078	-1	(S)	(S)	(S)	(S)	(S)	(S)
Passenger car dealers (franchised).....	969	971	0	760	747	+2	(S)	(S)	(S)
Tire, battery, accessory dealers.....	909	820	+11	(S)	(S)	(S)	628	574	+9
Gasoline service stations.....	341	328	+4	332	321	+3	(S)	(S)	(S)

S Not shown because of high sampling variability.

¹Includes lumber yards, building material dealers, paint, plumbing, and electrical stores.²Includes both franchised and nonfranchised car dealers.

Note: Measure of sampling variability shown on page 17.

Table 11. Accounts Receivable of Retail Stores of Organizations Operating 11 or More Retail Stores in the United States, by Type of Account and Kind of Business: End of Year 1969 and 1968

(Amounts in millions of dollars)

Kind of business	Total			Charge accounts			Installment accounts		
	December 31--		Percent change, 1968 to 1969	December 31--		Percent change, 1968 to 1969	December 31--		Percent change, 1968 to 1969
	1969	1968		1969	1968		1969	1968	
All kinds of business, total.....	10,933	10,195	+7	1,378	1,374	0	9,555	8,821	+8
Durable goods stores, total.....	1,526	1,470	+4	307	295	+4	1,219	1,175	+4
Nondurable goods stores, total.....	9,407	8,725	+8	1,071	1,079	-1	8,336	7,646	+9
General merchandise group with nonstores.....	8,538	7,914	+8	634	626	+1	7,904	7,288	+8
General merchandise group without nonstores (except department stores mail order).....	8,058	7,449	+8	553	565	-2	7,505	6,884	+9
Department stores and dry goods, general merchandise stores.....	6,751	6,281	+7	532	548	-3	6,219	5,733	+8
Department stores.....	6,316	5,890	+7	513	524	-2	5,803	5,366	+8
Apparel group.....	533	508	+5	150	181	-17	383	327	+17
Furniture and appliance group.....	542	546	-1	20	19	+5	522	527	-1
Tire, battery, accessory dealers.....	606	544	+11	(S)	(S)	(S)	(S)	(S)	(S)

S Not shown because of high sampling variability.

Note: Measures of sampling variability are provided on page 17. Totals include data for kinds of business not shown separately.

SAMPLE DESIGN AND RELIABILITY OF THE DATA

Sample Design

Data on inventories were derived from the 1969 *Annual Retail Trade Survey*, which was based on essentially the same probability sample used to produce national monthly estimates of retail sales published in the *Monthly Retail Trade Report*. A detailed description of this sample and of the subsample used to derive monthly accounts receivable data, is shown in that report. Statistics on annual sales and end-of-year accounts receivable were derived from monthly retail trade data published in the January 1970 *Monthly Retail Trade Report*.

The 1969 annual sample consists of the following components:

A. Group II organizations; i.e., firms which in the 1963 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of the location in the United States.

B. Group I comprises all remaining retailers as indicated below.

1. From all employer identification numbers (EI numbers assigned in connection with the Federal Insurance Contributions Act (FICA) associated with retail stores in the 1963 Census of Business, stratified by sales size, a sample was selected with proportions of the different size classes varied to minimize sampling error. All employer identification numbers over a specified minimum size (which varied among the different kinds of business from a little over \$1 million annual sales volume to about \$9 million) were selected. Firms with large annual sales (above established levels) were placed on a fixed panel and report each month. Firms with annual sales below the established levels were placed on one of four rotating panels and report current and previous months' data three times a year. For the *Annual Retail Trade Survey*, all of the fixed panel firms and firms on two of the four rotating panels were selected to participate. In order to produce data with an acceptable sampling error the level for certainty selection was lowered for GAF (general mer-

chandise, apparel, and furniture and appliance stores) in certain standard metropolitan statistical areas.

This sample is supplemented each month by a sample drawn from newly issued employer identification numbers. The sampling process for the new numbers is a two-stage one in which, on the basis of sales and classification information collected in the first stage, a selection using the procedure described in the previous paragraph is carried through.

2. All remaining retail stores are represented by a sample of stores located in 58 census sample areas. These census sample areas (a little over a fifth of the areas used in the old sample), generally consisting of combinations of two or three counties, were chosen at random (one from each of the 58 primary strata) with known probability of selection.

On the basis of information collected by the enumerators and subsequently checked against the most recently available list of employer identification numbers from which the mail panel (Item 1 above) was selected, the contribution of this area-enumerated supplement is limited to retail establishments not associated with an employer identification number (i.e., nonemployers) as well as to those associated with an employer identification number not in the universe from which the mail panel was selected. As there is a lag between the time when a business becomes active or is assigned an employer identification number and the time that number is transmitted for use in the monthly supplementation of the mail panels, there is a need to obtain a reflection of their activity in this interval. This is accomplished by the area sample which also can account for establishments in case any employer identification number is inadvertently excluded from the universe from which the mail panels are drawn.

Reliability of the Data

Because the estimates are based on a sample, exact agreement is not expected with the

results that would be obtained from a complete census of retail stores in which the same enumeration procedure is used. However, because every retail store in the United States has had a chance of being selected for the sample, and because the probability of selection for each store in the sample is known, it is possible to approximate the sampling variability of the estimates made from the sample.

Approximate measures of the differences which may exist because of sampling for the estimates are shown in tables 12 to 17. Measures of sampling variability for sales-inventory ratios of retail stores have not been computed but, in general, are expected to be less than those for merchandise inventory dollar volume estimates.

The measures of sampling variability are at the one-sigma level. At this level, the chances are two out of three that the amounts estimated in this survey would differ from the results of a complete census using the same enumeration procedure, by less than the percentage shown. Sampling errors shown are also subject to possibly high sampling variability. Although certain data not expressly shown in this publication may be derived by subtraction, they are subject to higher sampling variabilities and should not be used in making comparisons.

Measures of sampling variability shown in this report do not include biases which might arise from differences of response or nonreporting. Nonresponse amounted to about 4 percent for inventories, 8 percent for sales, and 10 percent for accounts receivable.

Table 12. Sampling Variability for Sales Estimates and for Merchandise Inventory Estimates

Kind of business	Sampling variability (percent)			Kind of business	Sampling variability (percent)		
	Sales, dollar volume estimate	Merchandise inventory (stores and warehouses)			Sales, dollar volume estimate	Merchandise inventory (stores and warehouses)	
		Dollar volume estimate	Year-to-year change			Dollar volume estimate	Year-to-year change
United States.....	1	1	1	Furniture and appliance group.....	3	4	3
Durable goods stores.....	1	1	1	Furniture, home furnishings stores	3	5	5
Nondurable goods stores.....	1	1	1	Furniture stores.....	3	5	5
Food group.....	1	1	1	Household appliance, TV, radio stores.....	5	5	4
Grocery stores.....	1	1	1	Household appliance dealers.....	5	5	6
Meat markets.....	5	(X)	(X)	Lumber, building, hardware, farm equipment group.....	3	2	1
Bakery products stores.....	5	(X)	(X)	Lumber yards, building materials dealers.....	4	3	1
Eating and drinking places.....	2	8	8	Lumber yards.....	3	3	2
Eating places.....	2	(X)	(X)	Hardware stores.....	5	5	4
Restaurants, cafeterias, lunchrooms.....	2	(X)	(X)	Farm equipment.....	(X)	4	4
Drinking places.....	3	(X)	(X)	Automotive group.....	2	2	1
General merchandise group with nonstores.....	1	1	1	Passenger cars, other automotive dealers.....	2	(X)	(X)
Department stores and dry goods, general merchandise stores.....	1	2	1	Passenger car dealers.....	2	2	1
Department stores.....	1	(Z)	(Z)	Passenger car dealers (franchised).....	2	1	1
Variety stores.....	2	2	1	Tire, battery, accessory dealers..	3	4	3
Mail order houses (department store merchandise).....	1	(Z)	(Z)	Gasoline service stations.....	2	5	5
Apparel group.....	2	3	2	Drug and proprietary stores.....	2	2	2
Men's, boys' wear stores.....	5	(X)	(X)	Liquor stores.....	3	5	3
Men's, boys' clothing furnishing stores.....	5	7	4	Jewelry stores.....	(X)	5	4
Women's apparel, accessory stores.	3	(X)	(X)				
Women's ready-to-wear stores....	3	4	2				
Family clothing stores.....	4	(X)	(X)				
Shoe stores.....	3	5	3				

X Not applicable.

Z Sampling variability is less than 0.5 percent.

Note: The estimates of sampling variabilities shown above for sales are based on annual sales estimates published in the Monthly Retail Trade Report for January 1970, while those for inventory are based on December 1969 and 1968 merchandise inventory estimates.

Symbols used for the estimated sampling variability ranges, tables 13, 14, 15, and 16: A = 0 to 3.5 percent; B = 3.6 to 7.0 percent; C = 7.1 to 10.5 percent.

Table 13. Estimated Range of Sampling Variability of Sales of All Retail Stores for Geographic Regions, by Kind of Business

Kind of business	Dollar volume sales estimates			
	Northeast	North Central	South	West
All kinds of business.....	A	A	A	A
Durable goods stores.....	A	A	A	A
Nondurable goods stores.....	A	A	A	A
Food group.....	A	A	A	A
Grocery stores.....	A	A	A	A
Eating and drinking places.....	B	B	B	A
GAF ¹ , total.....	A	A	A	A
General merchandise group with nonstores.....	A	A	A	A
Department stores.....	A	A	A	A
Apparel group.....	A	B	B	B
Furniture and appliance group.....	B	B	A	B
Lumber, building, hardware, farm equipment group.....	B	B	B	(X)
Automotive group.....	(X)	A	A	(X)
Gasoline service stations.....	A	B	B	B
Drug and proprietary stores.....	B	B	B	B

X Not applicable.
¹Stores in the general merchandise (including all nonstores), apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

Table 14. Estimated Range of Sampling Variability of Sales for Standard Consolidated Areas and Specified Standard Metropolitan Statistical Areas

Statistical area	Dollar volume (sales estimates)			Statistical area	Dollar volume (sales estimates)		
	Total	Nondurable	GAF ¹		Total	Nondurable	GAF ¹
STANDARD CONSOLIDATED AREA				STANDARD METROPOLITAN STATISTICAL AREA--Continued			
Chicago, Ill.--Northwestern Indiana.....	A	A	A	Detroit, Mich.....	A	A	A
New York, N.Y.--Northeastern New Jersey.....	A	A	A	Houston, Tex.....	(X)	(X)	A
				Kansas City, Mo.--Kans.....	(X)	(X)	A
				Los Angeles-Long Beach, Calif..	A	A	A
				Minneapolis-St. Paul, Minn.....	(X)	(X)	A
STANDARD METROPOLITAN STATISTICAL AREA							
Baltimore, Md.....	(X)	(X)	B	New York, N.Y.....	A	A	A
Boston, Mass.....	(X)	(X)	B	Philadelphia, Pa.--N.J.....	B	B	B
Chicago, Ill.....	A	A	B	Pittsburgh, Pa.....	B	B	B
Cleveland, Ohio.....	(X)	(X)	A	St. Louis, Mo.--Ill.....	A	C	A
Dallas, Tex.....	(X)	(X)	C	San Francisco-Oakland, Calif....	A	B	B
				Washington, D.C.--Md.--Va.....	A	A	B

X Not applicable.
¹Stores in the general merchandise (including all nonstores), apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

Table 15. Estimated Range of Sampling Variability of Sales for Geographic Divisions, by Kind of Business

Kind of business	Dollar volume sales estimates								
	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Total.....	A	A	A	A	A	A	A	A	A
Durable goods stores.....	B	A	A	A	A	(X)	A	(X)	B
Nondurable goods stores.....	A	A	A	A	A	A	A	A	A
Food group.....	B	(X)	A	A	(X)	B	A	B	A
Eating and drinking places.....	(X)	B	B	(X)	B	(X)	(X)	(X)	A
GAF ¹ , total.....	A	A	A	A	A	B	A	A	A
General merchandise group with nonstores..	(X)	A	A	A	A	B	A	A	A
Apparel group.....	(X)	A	B	(X)	B	(X)	(X)	(X)	(X)
Gasoline service stations.....	C	B	B	B	B	(X)	(X)	(X)	B
Drug and proprietary group.....	(X)	B	A	(X)	B	(X)	(X)	(X)	(X)

X Not applicable.
¹Stores in the general merchandise (including all nonstores), apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

Table 16. Estimated Range of Sampling Variability of All Retail Stores for Specified Large States

State	Dollar volume sales estimate			State	Dollar volume sales estimate			State	Dollar volume sales estimate		
	Total	Non-durable	GAF ¹		Total	Non-durable	GAF ¹		Total	Non-durable	GAF ¹
California.....	A	A	A	Michigan.....	A	A	(X)	North Carolina.	A	(X)	(X)
Florida.....	A	A	(X)	Minnesota.....	A	(X)	(X)	Ohio.....	A	A	(X)
Illinois.....	A	A	A	Missouri.....	B	(X)	(X)	Pennsylvania...	A	A	A
Indiana.....	A	(X)	(X)	New Jersey.....	A	A	(X)	Texas.....	A	A	(X)
Massachusetts..	A	A	(X)	New York.....	A	A	A	Wisconsin.....	B	(X)	(X)

X Not applicable.

¹Stores in the general merchandise (including all nonstores), apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

Table 17. Sampling Variability for Accounts Receivable Estimates of Retail Stores

Kind of business	Sampling variability of dollar volume estimates (percent)					
	All stores			Group II stores ¹		
	Total	Charge accounts	Installments	Total	Charge accounts	Installments
All kinds of business, total.....	1	1	1	(Z)	1	(Z)
Durable goods stores, total.....	2	2	4	1	3	1
Nondurable goods stores, total.....	1	2	1	1	1	1
Food group.....	6	6	(S)	(S)	(S)	(S)
Grocery stores.....	7	(S)	(S)	(S)	(S)	(S)
Eating and drinking places.....	6	(S)	(S)	(S)	(S)	(S)
General merchandise group with nonstores.....	1	2	1	(Z)	1	1
Department stores and dry goods, general merchandise stores....	1	2	1	(Z)	1	1
Department stores.....	(Z)	1	(Z)	(Z)	(Z)	(Z)
Mail order (department store merchandise).....	1	(S)	(S)	(S)	(S)	(S)
Apparel group.....	6	8	4	2	4	²
Women's ready-to-wear stores.....	3	(S)	(S)	(S)	(S)	(S)
Furniture and appliance group.....	4	5	6	1	³	1
Furniture, home furnishings stores.....	6	8	8	(S)	(S)	(S)
Furniture stores.....	6	(S)	(S)	(S)	(S)	(S)
Household appliances, TV, radio stores.....	5	(S)	5	(S)	(S)	(S)
Household appliance dealers.....	5	(S)	(S)	(S)	(S)	(S)
Lumber, building, hardware, farm equipment group.....	5	5	11	(S)	(S)	(S)
Lumber yards, building materials dealers.....	4	4	(S)	(S)	(S)	(S)
Lumber yards.....	4	4	(S)	(S)	(S)	(S)
Automotive group.....	3	3	6	(S)	(S)	(S)
Passenger car dealers.....	4	(S)	(S)	(S)	(S)	(S)
Passenger car dealers (franchised).....	3	2	(S)	(S)	(S)	(S)
Tire, battery, accessory dealers.....	3	(S)	3	1	(S)	(S)
Gasoline service stations.....	5	6	(S)	(S)	(S)	(S)

S Data not shown in tables 10 and 11 because of high sampling variability.

Z Sampling variability is less than 0.5 percent.

¹A portion of the Group II stores accounts receivable estimate is based on a sample and is therefore subject to sampling variability.

Note: The estimates of the sampling variabilities are based on accounts receivable estimates published in the Monthly Retail Trade Report for September and October 1968.

Appendix A. Explanation of Terms

Retail trade

Includes those establishments primarily engaged in selling merchandise for personal, household, or farm consumption.

Some of the important characteristics of retail trade establishments, as defined for this survey, are: The establishment is a recognizable place of business and is engaged in activities to attract the general public to buy; the establishment buys or receives merchandise as well as sells; the establishment may render services or may engage in processing incidental or subordinate to selling. Not all of these characteristics need be present, and some are modified by trade practice. Excluded from retail trade are peddlers and itinerant vendors without an established place of business. Also excluded are places of business operated by institutions and open only to their own members or personnel, such as school cafeterias, cafeterias operated by industrial plants for their employees, and establishments operated by agencies of the Federal Government on military posts, at hospitals, etc. However, liquor stores operated by States, counties, and municipalities are included.

Retail stores

Separate places of business primarily engaged in selling merchandise at retail, including separate departments in such stores leased to others.

In addition to those kinds of business readily recognizable as retail stores, such as grocery stores and drug stores, the term retail stores also includes eating and drinking places, gasoline service stations, lumber yards, coal yards, mail-order houses, establishments from which direct selling (house-to-house) is conducted, and establishments which sell merchandise through coin-operated vending machines. Stores with annual sales less than \$500 during the year were excluded from the tabulations for this report.

Sales

Total receipts from customers during the year after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Merchandise inventories

Stocks of goods (valued at cost) held for sale through retail stores. Merchandise inventories are shown for stores and warehouses combined and stores only. Included are only those warehouses which maintain a supply of merchandise primarily intended for distribution to retail stores within the organization.

Merchandise inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale. Inventories were reported as of the close of the calendar year, except for some businesses which used a fiscal year rather than the calendar year for accounting purposes. About 17 percent of the retail inventory total refers to a fiscal-year end other than December 31, but this varied by kind of business (varying from about 37 percent for stores in the general merchandise group to about 6 percent for the automotive group). Inventory data for a date other than December 31, 1969 have been accepted and included in the tabulations without adjustment.

Sales-inventory ratio

The relationship of annual sales to December 31 inventories, derived by dividing annual sales by the cost value of year-end inventories.

The sales-inventory ratios, shown in tables 8 and 9, are based on data for only those stores in operation throughout the full year which reported both sales and inventory, except for the ratios for organizations with 11 or more retail stores which are derived from annual sales figures containing sales of some stores not in operation the full year and end-of-year inventories of stores that began operating during 1969. Ratios for all stores and organizations with 11 or more stores are based on store inventories only and do not include warehouse inventories.

For some kinds of business, a slightly different sales-inventory ratio can be obtained by dividing the sales estimate in table 1 or 2 by the corresponding inventory estimate in table 8 or 9. For example, the all-store sales-inventory ratio for furniture stores would be 5.9 (7824÷1328) compared with 5.7 for the published ratio in table 8. The ratio obtained under this procedure is based on data for all stores, including those that began or ceased operation in 1969, and it also includes estimates for nonreporters.

Accounts receivable

Balances owed to retail stores by their customers.

The data in this report refer to receivables outstanding as of the end of the year. Receivables

against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are amounts charged on credit cards issued by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables—receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables—receivables outstanding on accounts which were scheduled to be paid in two or more payments, regardless of the name of the plan, such as "budget," "revolving credit," "coupon" plans, etc.

Appendix B. Geographic Regions and Divisions

NORTHEASTERN STATES

New England Division
Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut

Middle Atlantic Division
New York
New Jersey
Pennsylvania

NORTH CENTRAL STATES

East North Central Division
Ohio
Indiana
Illinois
Michigan
Wisconsin

West North Central Division
Minnesota
Iowa
Missouri
North Dakota
South Dakota
Nebraska
Kansas

THE SOUTH

South Atlantic Division
Delaware
Maryland
District of Columbia
Virginia
West Virginia
North Carolina
South Carolina
Georgia
Florida

East South Central Division
Kentucky
Tennessee
Alabama
Mississippi

West South Central Division
Arkansas
Louisiana
Oklahoma
Texas

THE WEST

Mountain Division
Montana
Idaho
Wyoming
Colorado
New Mexico
Arizona
Utah
Nevada

Pacific Division
Washington
Oregon
California
Alaska
Hawaii

Appendix C. Definitions of Standard Consolidated Areas and Specified Standard Metropolitan Statistical Areas Included in This Report

STANDARD CONSOLIDATED AREAS

CHICAGO, ILL.--NORTHWESTERN INDIANA:	Chicago, Ill. SMSA (Cook, DuPage, Kane, Lake, McHenry, and Will Counties); Gary-Hammond-East Chicago, Ind. SMSA (Lake and Porter Counties)
NEW YORK, N.Y.--NORTHEASTERN NEW JERSEY:	New York, N.Y. SMSA (New York City and Nassau, Rockland, Suffolk, and Westchester Counties) Jersey City, N.J. SMSA (Hudson County) Newark, N.J. SMSA (Essex, Morris, and Union Counties) Paterson-Clifton-Passaic, N.J. SMSA (Bergen and Passaic Counties) Middlesex and Somerset Counties, N.J.

SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS

BALTIMORE, MD.: Baltimore city and Anne Arundel, Baltimore, Carroll, and Howard Counties.	MINNEAPOLIS-ST. PAUL, MINN.: Anoka, Dakota, Hennepin, Ramsey, and Washington Counties.
BOSTON, MASS.: All of Suffolk County and parts of Essex, Middlesex, Norfolk, and Plymouth Counties.	NEW YORK, N.Y.: New York City, and Nassau, Rockland, Suffolk, and Westchester Counties.
CHICAGO, ILL.: Cook, Du Page, Kane, Lake, McHenry, and Will Counties.	PHILADELPHIA, PA.-N.J.: Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, Pa.; and Burlington, Camden, and Gloucester Counties, N.J.
CLEVELAND, OHIO: Cuyahoga, Geauga, Lake, and Medina Counties.	PITTSBURGH, PA.: Allegheny, Beaver, Washington, and Westmoreland Counties.
DALLAS, TEX.: Collin, Dallas, Denton, and Ellis Counties.	ST. LOUIS, MO.-ILL.: St. Louis city, and Franklin, Jefferson, St. Charles, and St. Louis Counties, Mo.; and Madison and St. Clair Counties, Ill.
DETROIT, MICH.: Macomb, Oakland, and Wayne Counties.	SAN FRANCISCO-OAKLAND, CALIF.: Alameda, Contra Costa, Marin, San Francisco, and San Mateo Counties.
HOUSTON, TEX.: Brazoria, Fort Bend, Harris, Liberty, and Montgomery Counties.	WASHINGTON, D.C.-MD.-VA.: District of Columbia; Montgomery and Prince Georges Counties, Md.; Alexandria, Fairfax, and Falls Church cities, Arlington and Fairfax Counties, Va.
KANSAS CITY, MO.-KANS.: Cass, Clay, Jackson, and Platte Counties, Mo., and Johnson and Wyandotte Counties, Kans.	
LOS ANGELES-LONG BEACH, CALIF.: Los Angeles County	