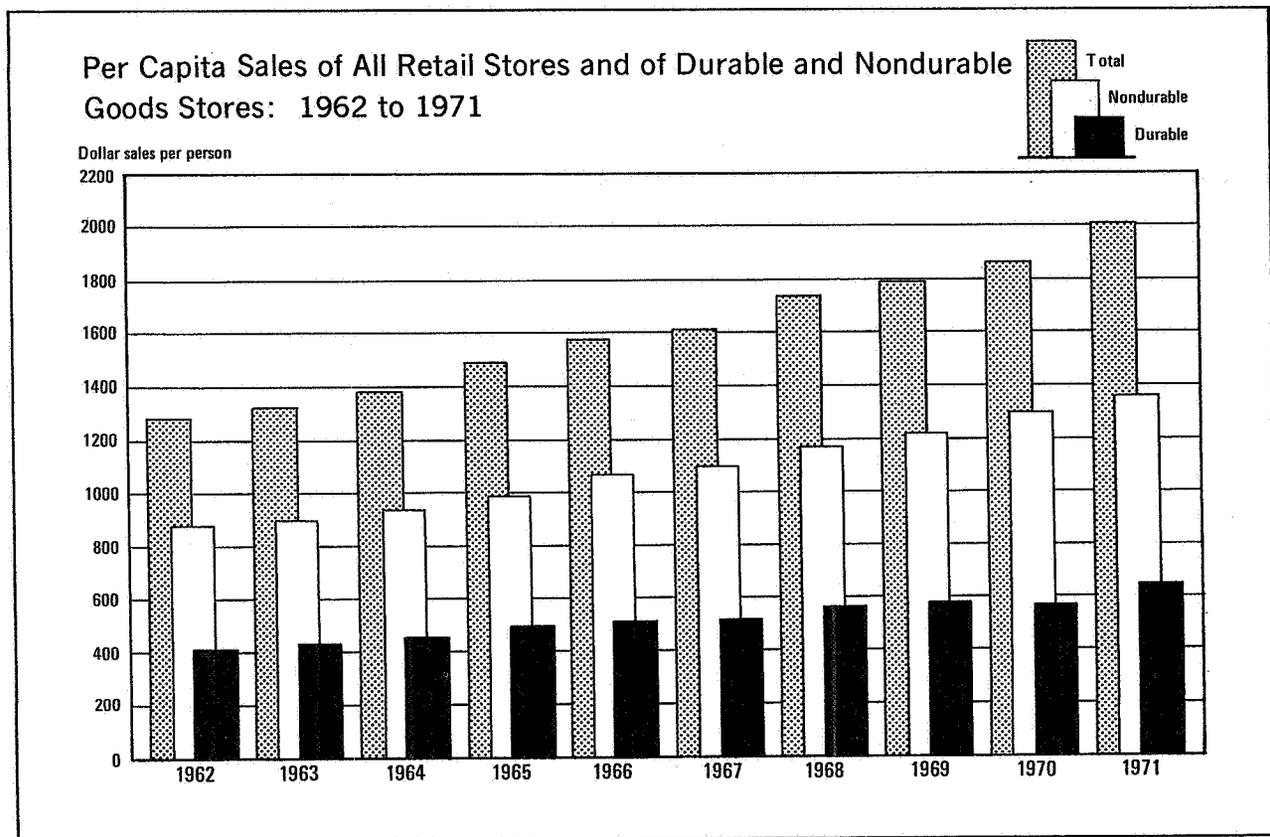


Annual Sales and Purchases, Year-End Inventories, and Accounts Receivable of Retail Stores, by Kind of Business



Data on the retail trade, published in the Weekly Retail Sales Report, Advance Monthly Retail Sales Report, the 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 Bureau of the Census, Washington, D.C., 20233 at 25 cents each.

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* * *

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ANNUAL SALES

Year-to-Year Comparison

All Retail Stores--Sales of all retail stores in the United States totaled \$409 billion in 1971, an increase of 9 percent over total 1970 sales. Annual sales of nondurable goods stores increased 6 percent over the previous year while durable goods stores showed a 15 percent increase over the previous year.

All major kind-of-business groups showed percentage increases in comparison with 1970 levels, with the largest increase (21 percent) reported by the automotive group. In the nondurable goods category, the largest increase (11 percent) was reported by the general merchandise group with nonstores. The food group and gasoline service stations each showed a 4 percent increase over the previous year. An increase of 5 percent was reported by both eating and drinking places and the apparel group. Following the general upward trend were drug and proprietary stores (3 percent) and liquor stores (10 percent). In the durable goods category the furniture and appliance group

showed a 4 percent increase while sales in the lumber, building, hardware and farm equipment group were up 12 percent.

Multinuit Organizations--Annual sales of organizations operating 11 or more retail stores showed an increase of 7 percent over 1970 for all kinds of businesses combined. A sales gain of 8 percent over 1970 was shown by nondurable goods stores, while sales of durable goods stores were down 2 percent. Compared with 1970 the furniture and appliance group showed a 6 percent increase while tire, battery, accessory dealers showed a 7 percent increase for the same period. In the nondurable goods category all major kinds of business showed increases except for eating and drinking places which declined 5 percent. The biggest increase was reported by liquor stores (15 percent). The general merchandise group with nonstores increased 13 percent over the previous year. Sales increases were also reported by drug and proprietary stores (8 percent); apparel group (5 percent); and the food group (4 percent).

Table 1. Estimated Sales of All Retail Stores in the United States, by Kind of Business: 1971 and 1970

(Millions of dollars)

Kind of business	1971	1970 ^r	Percent change	Kind of business	1971	1970 ^r	Percent change
Retail stores, total.....	408,850	375,527	+9	Apparel group.....	20,804	19,810	+5
Total (excluding automotive group)...	329,934	310,561	+6	Men's, boys' wear stores ²	4,727	4,630	+2
Durable goods stores, total.....	131,814	114,288	+15	Men's, boys' clothing, furnishings...	4,610	4,531	+2
Nondurable goods stores, total....	277,036	261,239	+6	Women's apparel, accessory stores ³	8,193	7,582	+8
Food group.....	89,239	86,114	+4	Women's ready-to-wear stores.....	7,023	6,398	+10
Grocery stores.....	82,793	79,756	+4	Family clothing stores.....	3,680	3,360	+10
Meat and fish (seafood) markets.....	2,386	2,244	+6	Shoe stores.....	3,532	3,501	+1
Bakery products stores.....	1,317	1,303	+1	Furniture and appliance group.....	18,560	17,778	+4
Eating and drinking places.....	31,131	29,689	+5	Furniture, home furnishing stores.....	11,004	10,483	+5
Eating places.....	24,507	23,127	+6	Furniture stores.....	8,331	7,893	+6
Restaurants, cafeterias, lunchrooms...	19,062	17,662	+8	Household appliance, TV, radio stores..	6,221	6,073	+2
Drinking places.....	6,624	6,562	+1	Household appliance dealers.....	4,001	3,884	+3
General merchandise group with nonstores	68,134	61,320	+11	Lumber, building, hardware, farm equipment group.....	23,032	20,494	+12
General merchandise group without nonstores (except department stores mail order).....	62,242	55,812	+12	Lumber yards, building materials dealers ⁴	13,733	11,995	+14
Department stores and dry goods, general merchandise stores.....	50,969	45,000	+13	Lumber yards.....	7,652	6,826	+12
Department stores.....	42,027	37,295	+13	Hardware stores.....	3,645	3,351	+9
Variety stores.....	6,972	6,959	0	Automotive group.....	78,916	64,966	+21
Mail order houses (department store merchandise) ¹	4,301	3,853	+12	Passenger car, other automotive dealers	72,538	59,388	+22
				Passenger car dealers ⁵	67,583	55,349	+22
				Passenger car dealers (franchised).	63,034	51,489	+22
				Tire, battery, accessory dealers.....	6,378	5,578	+14
				Gasoline service stations.....	29,163	27,994	+4
				Drug and proprietary stores.....	13,736	13,352	+3
				Liquor stores.....	8,773	7,980	+10

Note: Measures of sampling variability are provided on page 17. U.S. and group totals include kinds of business not shown separately.

^r Revised.

¹Includes sales made by mail order catalogue 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, specialty shops; and furriers.

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

⁵Includes both franchised and nonfranchised car dealers.

Table 2. Estimated Sales of Retail Stores of Organizations Operating 11 or More Retail Stores (Group II) in the United States, by Kind of Business: 1971 and 1970
(Millions of dollars)

Kind of business	1971	1970 ^r	Percent change	Kind of business	1971	1970 ^r	Percent change
Retail stores, total.....	125,607	117,245	+7	Apparel group.....	5,741	5,475	+5
Durable goods stores, total.....	8,455	8,617	-2	Men's, boys' wear stores ¹	750	819	-8
Nondurable goods stores, total.....	117,152	108,628	+8	Women's apparel, accessory stores ²	2,123	1,875	+13
Food group.....	45,954	44,072	+4	Women's ready-to-wear stores.....	1,898	1,672	+14
Grocery stores.....	45,235	43,183	+5	Shoe stores.....	1,498	1,473	+2
Eating and drinking places.....	2,716	2,859	-5	Furniture and appliance group.....	1,600	1,508	+6
General merchandise group with nonstores	52,092	46,102	+13	Tire, battery, accessory dealers.....	1,955	1,827	+7
General merchandise group without nonstores (except department store mail order).....	49,008	43,487	+13	Drug and proprietary stores.....	4,693	4,358	+8
Department stores and dry goods, general merchandise stores.....	39,579	34,407	+15	Liquor stores.....	2,021	1,754	+15
Department stores.....	36,544	31,893	+15				
Variety stores.....	5,398	5,417	0				

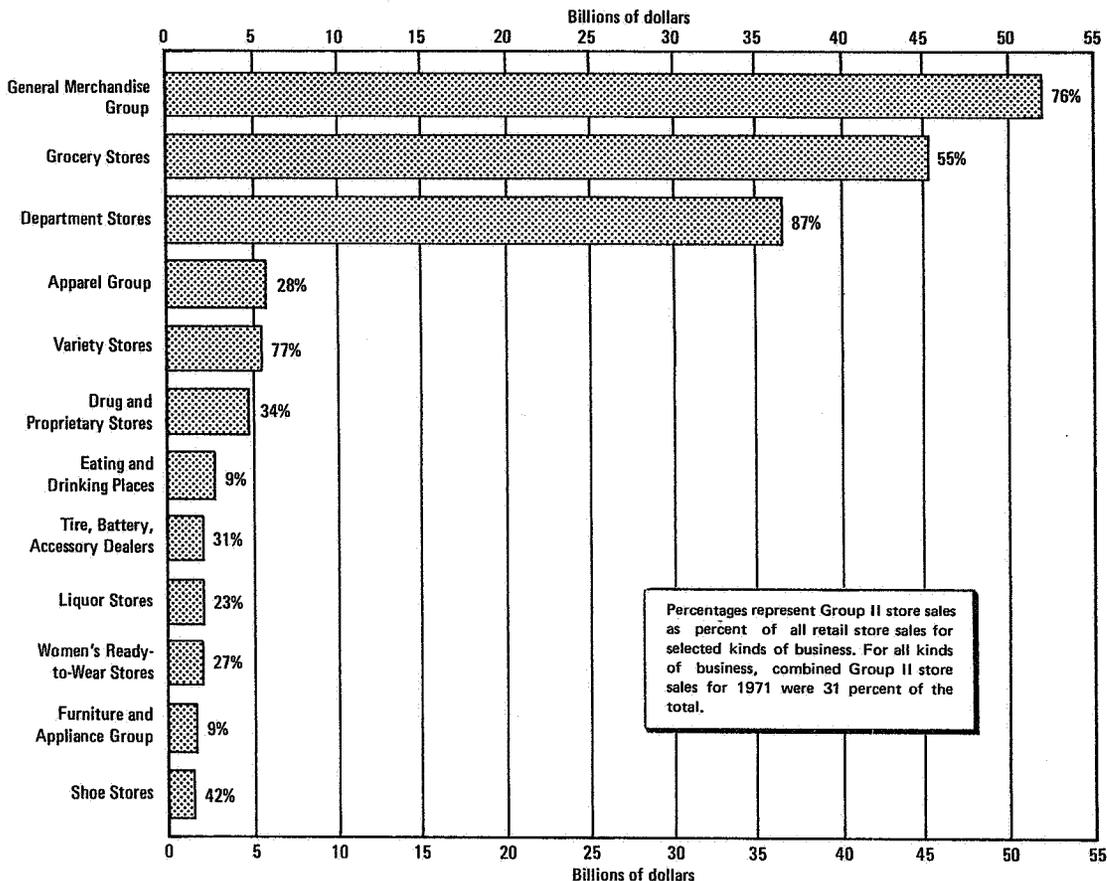
Note: U.S. and group totals include kinds of business not shown separately.

^rRevised.

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

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

Figure 1. Estimated Sales of Retail Stores of Organizations Operating 11 or more Retail Stores (Group II), by Selected Kinds of Business: 1971



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

The South region accounted for \$118.6 billion or 29.0 percent of total 1971 United States retail sales. The largest portion of regional sales were made in the South Atlantic division with \$60.9 billion followed by the West South Central division with \$36.3 billion (of which the State of Texas accounted for \$22.3 billion) and the East South Central division with \$21.4 billion.

Retail sales in the North Central States, second among the four regions, amounted to \$117.4 billion, 28.7 percent of total retail sales for the United States. The East North Central and West North Central divisions totaled \$83.0 billion and \$34.3 billion, respectively, of the region's total. In the East North Central division, Illinois had sales of \$24.9 billion, up 8 percent over 1970; Ohio had \$20.9 billion, up 7 percent; and Michigan had \$18.3 billion, up 12 percent.

The Northeast region had retail sales totaling \$99.4 billion or 24.3 percent of the United States total, with the Middle Atlantic and New England divisions accounting for \$74.3 billion and \$25.1 billion, respectively. In the Middle Atlantic division, New York State led with total sales of \$36.5 billion, followed by Pennsylvania with \$22.5 billion and New Jersey with \$15.4 billion.

In the West region, retail sales totaled \$73.5 billion, 18.0 percent of the United States total. The Pacific division accounted for \$56.5 billion or 76.9 percent of the region's total, with California having \$43.2 billion of the division total. The Mountain division accounted for \$17.0 or 23.1 percent of the region's sales.

For the nine standard metropolitan statistical areas for which total retail sales are shown, 1971 annual sales ranged from \$22.6 billion for New York to \$4.5 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 \$7.5 billion for New York to \$1.1 billion for Cleveland.

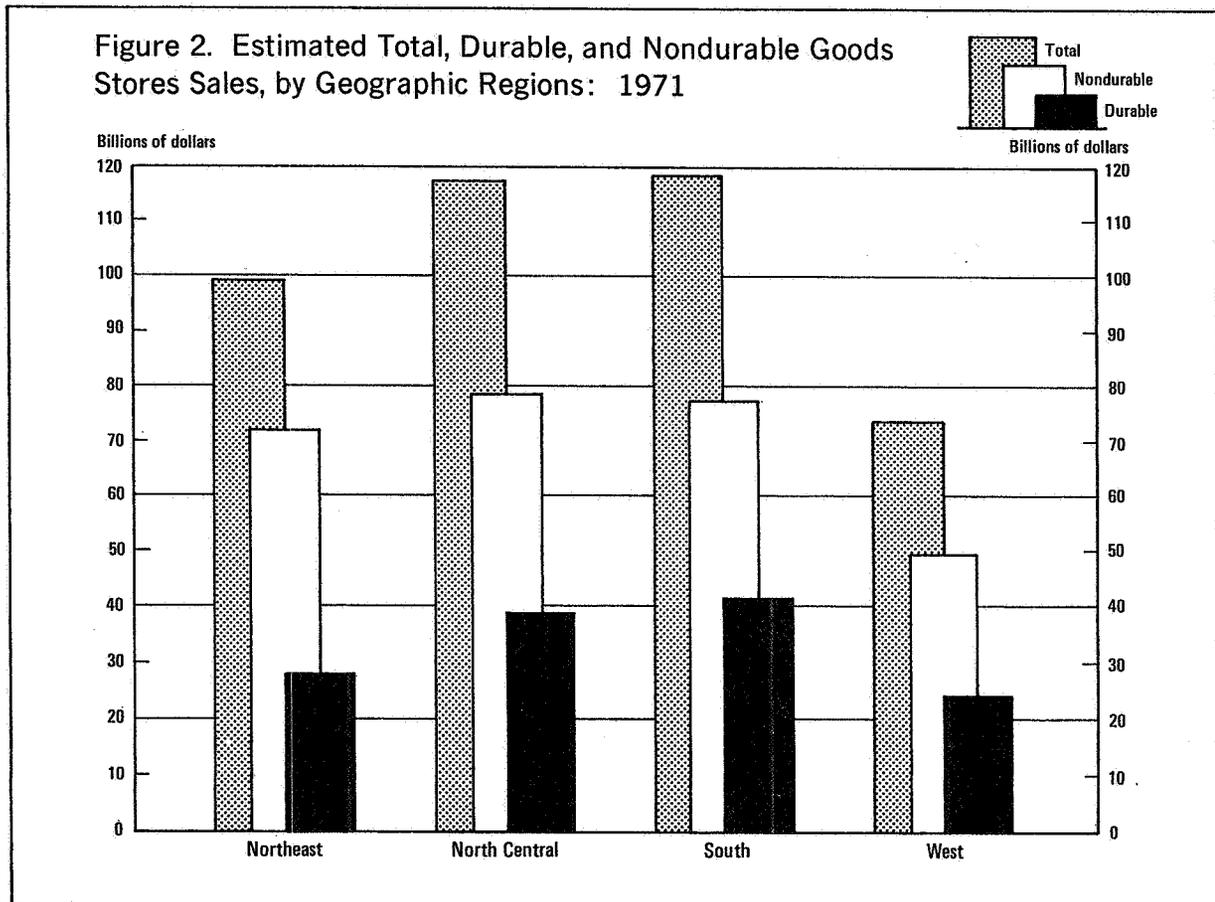


Table 3. Estimated Sales of All Retail Stores, by Geographic Region and Kind of Business: 1971 and 1970
(Millions of dollars)

Kind of business	Northeastern States			North Central States			The South			The West		
	1971	1970 ^r	Percent change	1971	1970 ^r	Percent change	1971	1970 ^r	Percent change	1971	1970 ^r	Percent change
Retail stores, total.....	99,444	93,599	+6	117,366	107,842	+9	118,571	107,191	+11	73,469	66,895	+10
Total (excl. auto. group)....	(NA)	(NA)	(NA)	94,444	89,557	+5	92,941	86,428	+8	(NA)	(NA)	(NA)
Durable goods stores, total	27,743	24,846	+12	38,852	33,543	+16	41,128	34,786	+18	24,091	21,113	+14
Nondurable goods stores, total.....	71,701	68,753	+4	78,514	74,299	+6	77,443	72,405	+7	49,378	45,782	+8
Food group.....	23,585	23,271	+1	23,705	23,216	+2	26,200	24,478	+7	15,749	15,149	+4
Grocery stores.....	20,800	20,498	+1	22,208	21,680	+2	25,128	23,348	+8	14,657	14,230	+3
Eating and drinking places.....	8,126	8,088	0	9,158	8,439	+9	7,300	7,207	+1	6,547	5,955	+10
GAF ¹ , total.....	28,050	26,423	+6	30,465	28,438	+7	30,637	27,457	+12	18,346	16,590	+11
General merchandise group.....												
with nonstores.....	17,046	15,385	+11	20,201	18,694	+8	19,234	16,970	+13	11,653	10,271	+13
Department stores.....	10,754	9,624	+12	12,414	11,356	+9	11,091	9,571	+16	7,768	6,744	+15
Apparel group.....	6,311	6,356	-1	5,387	4,934	+9	5,778	5,380	+7	3,328	3,140	+6
Furniture and appliance group..	4,693	4,682	0	4,877	4,810	+1	5,625	5,107	+10	3,365	3,179	+6
Lumber, building, hardware, farm equipment group.....	3,732	3,347	+12	8,304	7,875	+5	6,936	5,959	+16	(NA)	(NA)	(NA)
Automotive group.....	(NA)	(NA)	(NA)	22,922	18,285	+25	25,630	20,763	+23	(NA)	(NA)	(NA)
Gasoline service stations.....	6,145	5,663	+9	8,514	8,037	+6	8,820	8,909	-1	5,684	5,385	+6
Drug and proprietary stores.....	3,070	3,145	-2	3,682	3,488	+6	4,121	3,993	+3	2,863	2,726	+5

Note: Estimates are based on a sample. (See sampling variabilities on page 18.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on page 22.

NA Not available.

^rRevised.

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

Table 4. Estimated Sales of All Retail Stores by Selected Kinds of Business for Standard Consolidated Areas and Specified Standard Metropolitan Statistical Areas: 1971 and 1970

(Millions of dollars)

Statistical area	1971	1970 ^r	Percent change	Statistical area	1971	1970 ^r	Percent change
STANDARD CONSOLIDATED AREAS ¹				STANDARD METROPOLITAN STATISTICAL AREAS ¹ --Continued			
Chicago, Ill.--Northwestern Indiana, total	17,779	16,683	+7	Los Angeles-Long Beach, Calif., total..	15,315	14,518	+5
Nondurable goods stores.....	12,595	12,290	+2	Nondurable goods stores.....	10,918	10,720	+2
GAF ²	6,023	5,760	+5	GAF ²	4,350	3,994	+9
New York, N.Y.--Northeastern New Jersey, total.....	32,592	31,016	+5	Minneapolis-St. Paul, Minn., GAF ²	1,356	1,280	+6
Nondurable goods stores.....	24,378	23,711	+3	New York, N.Y., total.....	22,586	21,702	+4
GAF ²	10,406	9,918	+5	Nondurable goods stores.....	17,041	16,772	+2
STANDARD METROPOLITAN STATISTICAL AREAS ¹				GAF ²	7,481	7,247	+3
Baltimore, Md., GAF ²	1,142	1,032	+11	Philadelphia, Pa., total.....	9,556	8,933	+7
Boston, Mass., GAF ²	2,090	2,044	+2	Nondurable goods stores.....	6,953	6,663	+4
Chicago, Ill., total.....	16,302	15,365	+6	GAF ²	2,977	2,749	+8
Nondurable goods stores.....	11,586	11,355	+2	Pittsburgh, Pa., total.....	4,538	4,523	0
GAF ²	5,661	5,456	+4	Nondurable goods stores.....	3,501	3,405	+3
Cleveland, Ohio, GAF ²	1,132	1,129	0	GAF ²	1,340	1,296	+3
Dallas, Tex., GAF ²	1,219	1,044	+17	St. Louis, Mo.-Ill., total.....	4,502	4,240	+6
Detroit, Mich., total.....	8,829	8,095	+9	Nondurable goods stores.....	3,013	3,034	-1
Nondurable goods stores.....	5,874	5,679	+3	GAF ²	1,315	1,338	-2
GAF ²	2,499	2,317	+8	San Francisco-Oakland, Calif., total..	6,614	6,244	+6
Houston, Tex., GAF ²	1,201	1,071	+12	Nondurable goods stores.....	4,817	4,625	+4
Kansas City, Mo.-Kans., GAF ²	1,165	1,140	+2	GAF ²	1,832	1,747	+5
				Washington, D.C.-Md.-Va., total.....	6,541	5,972	+10
				Nondurable goods stores.....	4,570	4,346	+5
				GAF ²	1,759	1,555	+13

Note: Sampling variabilities are shown on page 18. Statistics for the Boston SMSA include retail stores in all of Essex, Middlesex, Norfolk, and Suffolk Counties. See SMSA definitions on page 23.

^rRevised.

¹Standard consolidated areas and standard metropolitan statistical areas are listed on page 23.

²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Per Capita Sales

Per capita sales in the United States in 1971 totaled \$2,001 compared with \$1,862 in 1970, an increase of 7 percent. Sales of nondurable goods stores were \$1,356 per capita in 1971, reflecting a 5 percent increase in sales per person over the \$1,295 in 1970. The largest percent increase in the nondurable category was 10 percent in the general merchandise group with nonstores, where per capita sales increased from \$304 in 1970 to \$334 in 1971. This was accompanied by 1971 per capita gains in the apparel group, up 4 percent, and in eating and drinking places and gasoline service stations, both up 3 percent. Additional per capita increases were shown by drug and proprietary stores and the food group, each up 2 percent.

Per capital sales of durable goods stores rose 14 percent over the 1970 level, from \$567 in 1970 to \$645 in 1971. The year-to-year increase reflected a 20 percent increase in the automotive group; per capita automotive sales amounted to \$386 in 1971, compared with \$322 in 1970. The lumber, building, hardware, farm equipment group gained 11 percent in sales per person, and the furniture and appliance group advanced 3 percent, from \$88 in 1970 to \$91 in 1971.

The West was the highest of the four regions of the United States in per capita retail sales in 1971 with \$2,107, followed by the North Central States with \$2,056, the Northeast with \$2,013, and the South with \$1,884. Among the selected large states, per capita sales ranged from a high of \$2,242 in Florida to a low of \$1,722 in North Carolina.

Table 5. Per Capita Sales of All Retail Stores in the United States, by Geographic Region and Kind of Business: 1971 and 1970

(Amounts in dollars)

Kind of business	United States ¹			Northeast			North Central			South			West		
	1971	1970 ^r	Percent change	1971	1970 ^r	Percent change	1971	1970 ^r	Percent change	1971	1970 ^r	Percent change	1971	1970 ^r	Percent change
Retail stores, total..	2,001	1,862	+7	2,013	1,912	+5	2,056	1,908	+8	1,884	1,730	+9	2,107	1,951	+8
Total (excl. auto. group).	1,615	1,540	+5	(NA)	(NA)	(NA)	1,654	1,585	+4	1,477	1,395	+6	(NA)	(NA)	(NA)
Durable goods stores....	645	567	+14	562	507	+11	681	594	+15	653	561	+16	691	616	+12
Nondurable goods stores.	1,356	1,295	+5	1,451	1,405	+3	1,375	1,314	+5	1,231	1,169	+5	1,416	1,335	+6
Food group.....	437	427	+2	477	475	0	415	411	+1	416	395	+5	452	442	+2
Grocery stores.....	405	395	+3	421	419	0	389	384	+1	399	377	+6	420	415	+1
Eating and drinking places....	152	147	+3	165	165	0	160	149	+7	116	116	0	188	174	+8
GAF ²	527	490	+8	568	540	+5	533	503	+6	487	443	+10	525	485	+8
General merchandise group ³ ..	334	304	+10	345	314	+10	354	331	+7	306	274	+12	334	300	+11
Department stores.....	206	185	+11	218	197	+11	218	201	+8	176	154	+14	223	197	+13
Apparel group.....	102	98	+4	128	130	-2	94	87	+8	92	87	+6	95	92	+3
Furniture and appliance group.....	91	88	+3	95	96	-1	85	85	0	89	82	+9	96	93	+3
Lumber, building, hardware, farm equipment group.....	113	102	+11	76	68	+12	146	139	+5	110	96	+15	(NA)	(NA)	(NA)
Automotive group.....	386	322	+20	(NA)	(NA)	(NA)	402	323	+24	407	335	+21	(NA)	(NA)	(NA)
Gasoline service stations....	143	139	+3	124	116	+7	149	142	+5	140	144	-3	163	157	+4
Drug and proprietary stores...	67	66	+2	62	64	-3	65	62	+5	65	64	+2	82	80	+2

^rRevised.

NA Not available.

¹Data based on provisional civilian population estimates as of July 1, 1971 and 1970.

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

³Includes nonstores.

Figure 3. Per Capita Sales of Selected Kinds of Business of All Retail Stores in the United States: 1971 and 1970

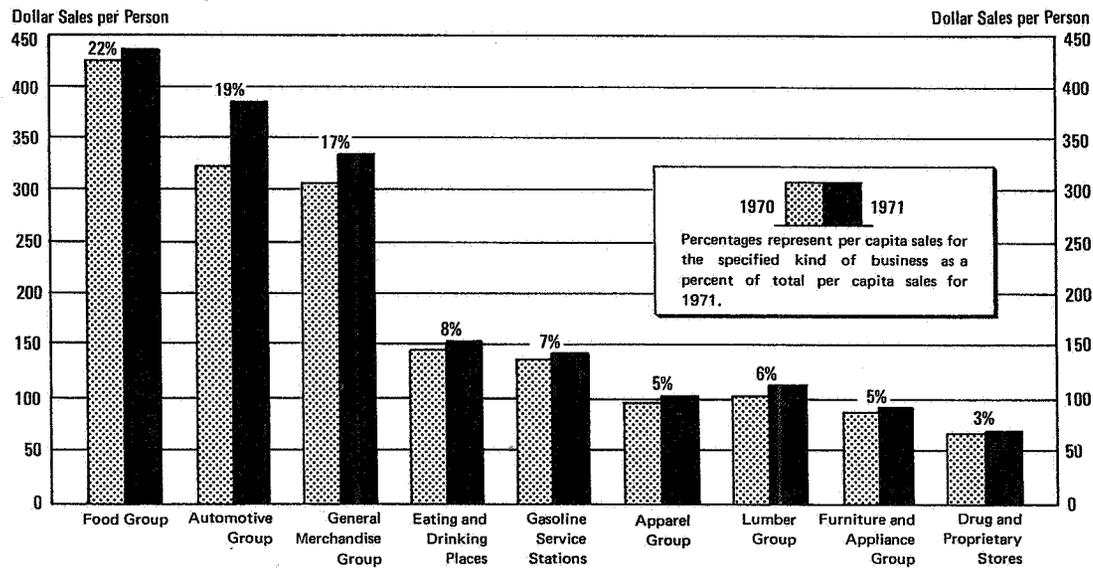


Table 6. Estimated Annual and Per Capita Sales of All Retail Stores for Specified Large States: 1971 and 1970

State	Annual sales			Per capita sales ¹		
	(millions of dollars)		Percent change	(dollars)		Percent change
	1971 ²	1970 ²		1971	1970 ²	
California, total.....	43,156	39,768	+9	2,170	2,027	+7
Nondurable goods stores.....	29,677	27,960	+6	1,493	1,425	+5
GAP ²	11,044	10,049	+10	555	512	+8
Florida, total.....	15,565	13,821	+13	2,242	2,050	+9
Nondurable goods stores.....	10,236	9,398	+9	1,474	1,394	+6
Illinois, total.....	24,856	23,061	+8	2,229	2,080	+7
Nondurable goods stores.....	16,829	16,285	+3	1,509	1,469	+3
GAP ²	7,409	7,078	+5	664	639	+4
Indiana, total.....	10,349	9,643	+7	1,965	1,854	+6
Massachusetts, total.....	11,768	11,489	+2	2,053	2,025	+1
Nondurable goods stores.....	8,331	8,234	+1	1,454	1,451	0
Michigan, total.....	18,342	16,317	+12	2,042	1,836	+11
Nondurable goods stores.....	11,962	11,154	+7	1,332	1,255	+6
Minnesota, total.....	7,573	7,008	+8	1,953	1,836	+6
Missouri, total.....	10,151	9,189	+10	2,155	1,974	+9
New Jersey, total.....	15,359	14,274	+8	2,121	2,001	+6
Nondurable goods stores.....	11,077	10,436	+6	1,530	1,463	+5
New York, total.....	36,488	34,397	+6	1,987	1,887	+5
Nondurable goods stores.....	26,831	25,859	+4	1,461	1,419	+3
GAP ²	10,633	10,238	+4	579	562	+3
North Carolina, total.....	8,690	7,719	+13	1,722	1,552	+11
Ohio, total.....	20,863	19,587	+7	1,939	1,836	+6
Nondurable goods stores.....	14,610	13,834	+6	1,358	1,297	+5
Pennsylvania, total.....	22,495	21,399	+5	1,896	1,813	+5
Nondurable goods stores.....	16,178	15,610	+4	1,364	1,323	+3
GAP ²	6,273	5,990	+5	529	508	+4
Texas, total.....	22,294	20,288	+10	1,974	1,831	+8
Nondurable goods stores.....	14,369	13,228	+9	1,273	1,194	+7
Wisconsin, total.....	8,611	8,082	+7	1,924	1,824	+5

Note: Estimates are based on a sample (See sampling variabilities on page 19.)

¹Revised.

²Data are based on provisional civilian population estimates as of July 1, 1971 and 1970.

³Stores in general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

Table 7. Estimated Annual and Per Capita Sales of All Retail Stores by Geographic Division and Kind of Business: 1971 and 1970

Geographic division and kind of business	Annual sales (millions of dollars)			Per capita sales (dollars)		
	1971	1970 ²	Percent change	1971 ¹	1970 ²	Percent change
NEW ENGLAND, total.....	25,102	23,529	+7	2,104	1,997	+5
Durable goods stores.....	7,487	6,681	+12	628	567	+11
Nondurable goods stores.....	17,615	16,848	+5	1,477	1,430	+3
Food group.....	5,902	5,686	+4	495	483	+2
GAF ² , total.....	6,866	6,314	+9	576	536	+7
Gasoline service stations.....	1,477	1,493	-1	124	127	-2
MIDDLE ATLANTIC, total.....	74,342	70,070	+6	1,985	1,886	+5
Durable goods stores.....	20,256	18,165	+12	541	489	+11
Nondurable goods stores.....	54,086	51,905	+4	1,444	1,397	+3
Eating and drinking places.....	6,466	6,411	+1	173	173	0
GAF ² , total.....	21,184	20,109	+5	565	541	+4
General merchandise group with nonstores.....	12,854	11,701	+10	343	315	+9
Apparel group.....	4,887	4,972	-2	130	134	-3
Gasoline service stations.....	4,668	4,170	+12	125	112	+12
Drug and proprietary stores.....	2,378	2,499	-5	63	67	-6
EAST NORTH CENTRAL, total.....	83,021	76,690	+8	2,043	1,905	+7
Durable goods stores.....	26,712	22,979	+16	657	571	+15
Nondurable goods stores.....	56,309	53,711	+5	1,386	1,334	+4
Food group.....	17,365	17,316	0	427	430	-1
Eating and drinking places.....	7,004	6,460	+8	172	160	+8
GAF ² , total.....	22,658	20,940	+8	558	520	+7
General merchandise group with nonstores.....	15,071	14,005	+8	371	348	+7
Apparel group.....	3,925	3,504	+12	97	87	+11
Gasoline service stations.....	5,952	5,687	+5	146	141	+4
Drug and proprietary stores.....	2,610	2,402	+9	64	60	+7
WEST NORTH CENTRAL, total.....	34,345	31,152	+10	2,090	1,916	+9
Durable goods stores.....	12,140	10,564	+15	739	650	+14
Nondurable goods stores.....	22,205	20,588	+8	1,351	1,266	+7
Food group.....	6,340	5,900	+7	386	363	+6
GAF ² , total.....	7,807	7,498	+4	475	461	+3
General merchandise group with nonstores.....	5,130	4,689	+9	312	288	+8
Gasoline service stations.....	2,562	2,350	+9	156	145	+8
SOUTH ATLANTIC, total.....	60,885	55,086	+11	1,988	1,828	+9
Durable goods stores.....	20,305	16,964	+20	663	563	+18
Nondurable goods stores.....	40,580	38,122	+6	1,325	1,265	+5
Eating and drinking places.....	3,933	4,041	-3	128	134	-4
GAF ² , total.....	16,193	14,366	+13	529	477	+11
General merchandise group with nonstores.....	10,187	9,036	+13	333	300	+11
Apparel group.....	2,907	2,688	+8	95	89	+7
Gasoline service stations.....	4,631	4,805	-4	151	159	-5
Drug and proprietary stores.....	2,221	2,137	+4	73	71	+1
EAST SOUTH CENTRAL, total.....	21,385	19,009	+12	1,663	1,496	+11
Nondurable goods stores.....	13,668	12,749	+7	1,063	1,004	+6
Food group.....	4,919	4,670	+5	383	368	+4
GAF ² , total.....	5,256	4,696	+12	409	370	+11
General merchandise group with nonstores.....	3,361	2,902	+16	261	228	+14
WEST SOUTH CENTRAL, total.....	36,301	33,096	+10	1,867	1,729	+8
Durable goods stores.....	13,106	11,562	+13	674	604	+12
Nondurable goods stores.....	23,195	21,534	+8	1,193	1,125	+6
Food group.....	7,885	7,353	+7	406	384	+6
GAF ² , total.....	9,188	8,395	+9	473	439	+8
General merchandise group with nonstores.....	5,686	5,032	+13	292	263	+11
MOUNTAIN, total.....	16,958	15,140	+12	2,011	1,841	+9
Nondurable goods stores.....	10,708	9,607	+11	1,270	1,168	+9
Food group.....	3,266	3,050	+7	387	371	+4
GAF ² , total.....	3,968	3,492	+14	471	425	+11
General merchandise group with nonstores.....	2,433	2,085	+17	289	254	+14
PACIFIC, total.....	56,511	51,755	+9	2,137	1,986	+8
Durable goods stores.....	17,841	15,580	+15	675	598	+13
Nondurable goods stores.....	38,670	36,175	+7	1,462	1,388	+5
Food group.....	12,483	12,099	+3	472	464	+2
Eating and drinking places.....	5,196	4,756	+9	196	183	+8
GAF ² , total.....	14,378	13,098	+10	544	503	+8
General merchandise group with nonstores.....	9,220	8,186	+13	349	314	+11
Gasoline service stations.....	4,163	3,972	+5	157	152	+3

Note: States in geographic divisions are shown on page 22. Measures of sampling variability are shown on page 18. Totals include data for kinds of business not shown separately.

¹Revised.

²Data are based on preliminary civilian population estimates as of July 1, 1971.

³Stores in the general merchandise (including all nonstores), apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

MERCHANDISE PURCHASES

The total cost value of merchandise purchased by all retail stores in the United States during 1971 was estimated at \$298 billion, 12 percent higher than the \$266 billion estimated for 1970. Of the 1971 total, \$103 billion represented the cost of durable goods purchases, up 20 percent from 1970, and \$195 billion represented the cost of nondurable goods purchases, up 8 percent from 1970.

In the durable goods category, the automotive group showed a 24-percent increase in merchandise purchases for 1971 compared with 1970. The cost of purchases for the furniture and appliance group was up 7 percent year-to-year while the cost of the lumber, building, hardware, farm equipment group increased purchases by 21 percent. In the nondurable goods category, the

general merchandise group with nonstores and the apparel group reported 11-percent increases in purchases year-to-year while drug and proprietary stores reported a 1-percent decrease. The food group, eating and drinking places, and liquor stores reported increases of 7 percent, 5 percent and 10 percent, respectively.

Organizations operating 11 or more retail stores reported for 1971 a 10-percent increase in the total cost of merchandise purchases compared to 1970 for all kinds of business combined. The general merchandise group with nonstores, which accounted for 38 percent of total purchases by these organizations, showed an increase of 11 percent year-to-year; the food group which accounted for 41 percent recorded an increase of 9 percent.

Figure 4. Total Cost of Merchandise Purchased by All Retail Stores in the United States, by Kind-of-Business Groups: 1971

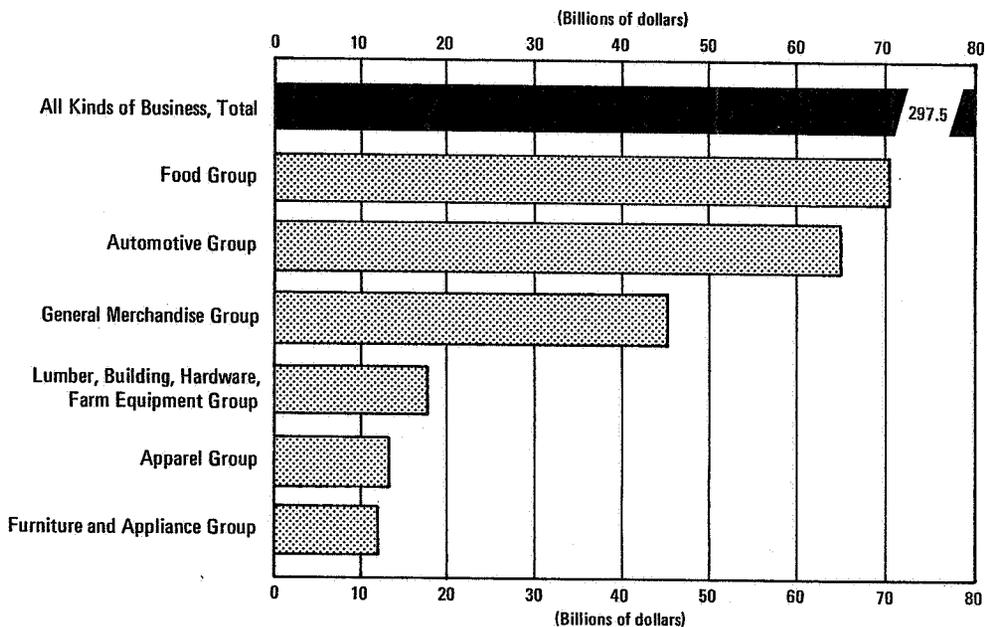


Table 8. Estimated Cost of Merchandise Purchased by All Retail Stores in the United States, by Kind of Business: 1971 and 1970

(Amounts in millions of dollars)

Kind of business	1971	1970 ^r	Percent change	Kind of business	1971	1970 ^r	Percent change
All kinds of business.....	297,523	265,661	+12	Furniture and appliance group.....	11,942	11,172	+7
Durable goods stores.....	102,698	85,413	+20	Furniture, home furnishings stores....	6,786	6,074	+12
Nondurable goods stores.....	194,825	180,248	+8	Furniture stores.....	5,147	4,538	+13
Food group.....	70,383	66,020	+7	Household appliances, TV, radio stores	4,213	(NA)	(NA)
Grocery stores.....	66,276	62,384	+6	Household appliance dealers.....	2,817	(NA)	(NA)
Eating and drinking places.....	13,931	13,302	+5	Lumber, building, hardware, farm equipment group.....	17,833	14,724	+21
General merchandise group with nonstores. General merchandise group without non- stores (except dept. stores mail order).....	45,180	40,776	+11	Lumber yards, building materials dealers ¹	9,778	7,898	+24
Department stores and dry goods, general merchandise stores.....	42,077	37,987	+11	Lumber yards.....	5,671	4,702	+21
Department stores.....	34,102	30,825	+11	Hardware stores.....	2,661	(NA)	(NA)
Department stores.....	27,611	25,019	+10	Farm equipment dealers.....	5,394	(NA)	(NA)
Variety stores.....	4,770	4,321	+10	Automotive group.....	65,172	52,475	+24
Mail order (dept. store merchandise)...	3,205	2,841	+13	Passenger car dealers ²	56,368	44,780	+26
Apparel group.....	13,300	11,964	+11	Passenger car dealers (franchised)...	53,173	41,478	+28
Men's, boys' clothing, furnishing stores.....	2,996	2,653	+13	Tire, battery, accessory dealers.....	4,213	(NA)	(NA)
Women's ready-to-wear stores.....	4,590	4,050	+13	Gasoline service stations.....	22,779	20,309	+12
Shoe stores.....	2,133	2,050	+4	Drug and proprietary stores.....	9,174	9,283	-1
				Liquor stores.....	6,475	5,910	+10
				Jewelry stores.....	1,428	1,387	+3

Note: Measures of sampling variability are shown on page 17. Group totals include kinds of business not shown separately.

^r Revised. See page 20 for a description of the procedures followed in revising the 1970 estimates.

NA Not available.

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

² Includes both franchised and nonfranchised car dealers.

Table 9. Estimated Cost of Merchandise Purchased by Retail Stores of Organizations Operating 11 or More Retail Stores in the United States, by Kinds of Business: 1971 and 1970

(Amounts in millions of dollars)

Kind of business	1971	1970 ^r	Percent change	Kind of business	1971	1970 ^r	Percent change
All kinds of business.....	88,808	80,744	+10	Apparel group.....	3,372	3,124	+8
Durable goods stores.....	5,640	4,805	+17	Men's, boys' clothing, furnishings stores.....	402	415	-3
Nondurable goods stores.....	83,168	75,939	+10	Women's ready-to-wear stores.....	1,183	1,060	+12
Food group.....	36,098	33,129	+9	Shoe stores.....	813	727	+12
Grocery stores.....	35,672	32,727	+9	Furniture and appliance group.....	965	862	+12
General merchandise group with nonstores. General merchandise group without non- stores (except dept. stores mail order).....	33,884	30,638	+11	Lumber, building, hardware, farm equipment group.....	1,952	1,632	+20
Department stores and dry goods, general merchandise stores.....	32,509	29,353	+11	Lumber yards, building materials dealers ¹	1,592	1,307	+22
Department stores.....	25,784	23,313	+11	Lumber yards.....	584	459	+27
Department stores.....	23,785	21,486	+11	Tire, battery, accessory dealers.....	1,237	(NA)	(NA)
Variety stores.....	3,739	3,218	+16	Drug and proprietary stores.....	3,315	2,986	+11
				Liquor stores.....	1,286	1,235	+4

Note: Group totals include kinds of business not shown separately.

^r Revised. See page 20 for a description of the procedures followed in revising the 1970 estimates.

NA Not available.

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

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, 1971, was estimated at \$50.9 billion, 12 percent higher than inventories held at the close of 1970. Of this total, \$27.7 billion represented the value of stocks of nondurable goods stores, up 8 percent from 1970, and \$23.2 billion, the stocks of durable goods stores, up 17 percent from 1970.

In the durable goods category, the automotive group showed a 29-percent increase in inventory holdings on December 31, 1971, compared with the same date a year ago. The furniture and appliance group showed a 5-percent increase while the lumber, building, hardware, farm equipment group increased by 12 percent. In the nondurable goods category, the general merchandise group with nonstores closed the year with inventories higher than in 1970--up 12 percent, while the apparel group was up 4 percent year-to-year. The food group, drug and proprietary stores, and liquor stores reported inventory gains of 8 percent, 2 percent, and 4 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, 1971, totaled \$16.2 billion, 10 percent over that held on December 31, 1970. The general merchandise group with nonstores, which accounted for 50 percent of the total warehouse and store inventories of these organizations, showed a year-to-year gain of 11 percent; the food group, which accounted for 19 percent of the total, recorded an increase of 10 percent over 1970.

Sales-Inventory Ratios

Annual sales of all retail stores in 1971 were 8.8 times the cost value of year-end inventories. The ratio of sales to year-end inventories for nondurable good stores was 11.2 in 1971 compared with 11.3 for 1970. The ratio for durable goods stores was 6.0 for 1971, unchanged from 1970.

Passenger car dealers showed a sales-inventory ratio of 8.0 in 1971 compared with 8.6 in the preceding year. The sales-inventory ratio for grocery stores also decreased to 19.8 in 1971 from 20.3 in 1970 while the ratio for department stores remained unchanged at 7.2. Other increases were reported by furniture and home furnishing stores, from 5.6 to 5.7; and shoe stores, from 4.1 in 1970 to 4.3 in 1971.

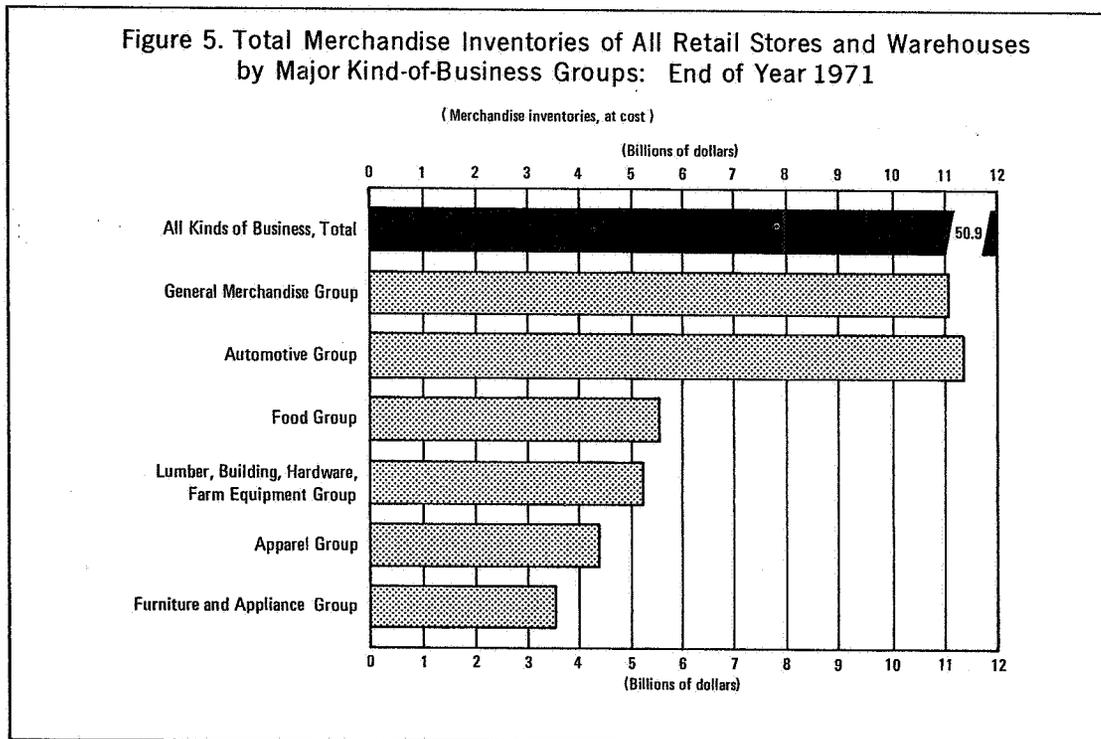


Table 10. Estimated Merchandise Inventories and Sales-Inventory Ratios of Retail Stores and Warehouses in the United States, by Kind of Business: End of Year 1971 and 1970

Kind of business	Merchandise inventories, at cost (millions of dollars)						Sales- inventory ratio ¹ (stores only)	
	Warehouses and stores			Stores			1971	1970
	1971	1970 ^r	Percent change	1971	1970 ^r	Percent change		
All kinds of business.....	50,889	45,439	+12	46,988	41,659	+13	8.8	8.9
Durable goods stores.....	23,152	19,801	+17	22,312	18,907	+18	6.0	6.0
Nondurable goods stores.....	27,737	25,638	+8	24,676	22,752	+8	11.2	11.3
Food group.....	5,507	5,078	+8	4,418	4,028	+10	20.3	20.8
Grocery stores.....	5,285	4,910	+8	4,218	3,874	+9	19.8	20.3
Eating and drinking places.....	730	647	+13	686	605	+13	43.0	47.6
General merchandise group with nonstores.....	11,062	9,905	+12	9,863	8,813	+12	6.9	7.0
General merchandise group without nonstores (except department stores mail order).....	10,661	9,554	+12	9,587	8,556	+12	6.4	6.6
Department stores and dry goods, general merchandise stores..	8,559	7,629	+12	7,649	6,770	+13	6.6	6.8
Department stores.....	6,613	5,976	+11	5,816	5,286	+10	7.2	7.2
Variety stores.....	1,430	1,331	+7	1,266	1,192	+6	5.4	5.9
Mail order (department store merchandise).....	672	594	+13	672	594	+13	6.5	6.2
Apparel group.....	4,397	4,209	+4	4,260	4,067	+5	5.0	4.7
Men's, boys' clothing, furnishings stores.....	1,137	1,149	-1	1,122	1,138	-1	4.3	3.8
Women's ready-to-wear stores.....	1,159	1,094	+6	1,138	1,079	+5	6.3	5.9
Shoe stores.....	910	905	+1	858	845	+2	4.3	4.1
Furniture and appliance group.....	3,557	3,384	+5	3,269	3,076	+6	5.3	5.3
Furniture, home furnishings stores.....	1,968	1,830	+8	1,796	1,648	+9	5.7	5.6
Furniture stores.....	1,590	1,499	+6	1,443	1,345	+7	5.4	5.1
Household appliance, TV, radio stores.....	1,201	(NA)	(NA)	1,095	(NA)	(NA)	5.3	(NA)
Household appliance dealers.....	801	(NA)	(NA)	714	(NA)	(NA)	5.3	(NA)
Lumber, building, hardware, farm equipment group.....	5,234	4,660	+12	5,055	4,488	+13	4.8	4.4
Lumber yards, building materials dealers ²	2,225	1,860	+20	2,100	1,746	+20	6.3	6.2
Lumber yards.....	1,276	1,148	+11	1,220	1,106	+10	6.1	5.7
Hardware stores.....	994	(NA)	(NA)	975	(NA)	(NA)	4.0	(NA)
Farm equipment dealers.....	2,015	(NA)	(NA)	1,980	(NA)	(NA)	3.4	(NA)
Automotive group.....	11,384	8,850	+29	11,173	8,689	+29	7.3	7.7
Passenger car dealers ³	8,610	6,499	+32	8,554	6,470	+32	8.0	8.6
Passenger car dealers (franchised).....	8,171	6,028	+36	8,119	6,001	+35	8.0	8.6
Tire, battery, accessory dealers.....	1,453	(NA)	(NA)	1,315	(NA)	(NA)	4.6	(NA)
Gasoline service stations.....	1,073	982	+9	1,035	885	+17	28.2	28.1
Drug and proprietary stores.....	2,319	2,267	+2	2,101	2,087	+1	6.3	6.4
Liquor stores.....	907	870	+4	786	753	+4	10.8	10.6
Jewelry stores.....	989	1,004	-1	929	949	-2	2.8	2.8

Note: Measures of sampling variability are provided on page 17. Group totals include kinds of business not shown separately.

^rRevised. See page 20 for a description of the procedures followed in revising the 1970 estimates.

NA Not available.

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.

³Includes franchised and nonfranchised car dealers.

Table 11. Estimated 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 1971 and 1970

Kind of business	Merchandise inventories, at cost (millions of dollars)						Sales-inventory ratio (stores only)	
	Warehouses and stores			Stores			1971	1970
	1971	1970 ^r	Percent change	1971	1970 ^r	Percent change		
All kinds of business.....	16,215	14,784	+10	13,092	11,955	+10	9.8	10.1
Durable goods stores.....	1,994	1,832	+9	1,623	1,508	+8	4.9	4.7
Nondurable goods stores.....	14,221	12,952	+10	11,469	10,447	+10	10.5	10.8
Food group.....	3,161	2,866	+10	2,113	1,856	+14	21.8	22.9
Grocery stores.....	3,126	2,832	+10	2,087	1,831	+14	21.7	22.9
General merchandise group with nonstores.....	8,109	7,292	+11	7,027	6,345	+11	7.4	7.5
General merchandise group without nonstores (except department stores mail order).....	7,918	7,119	+11	6,905	6,240	+11	7.0	7.1
Department stores and dry goods, general merchandise stores.....	6,187	5,564	+11	5,326	4,816	+11	7.4	7.6
Department stores.....	5,629	5,058	+11	4,868	4,403	+11	7.5	7.6
Variety stores.....	1,092	962	+14	940	831	+13	5.7	5.9
Apparel group.....	1,117	1,045	+7	999	938	+7	5.6	5.6
Men's, boys' clothing, furnishings stores.....	178	173	+3	171	167	+2	4.4	4.2
Women's ready-to-wear stores.....	280	246	+14	262	233	+12	7.0	7.5
Shoe stores.....	358	326	+10	310	277	+12	4.8	5.0
Furniture and appliance group.....	314	302	+4	239	220	+9	6.7	6.6
Lumber, building, hardware, farm equipment group.....	573	505	+13	493	431	+14	5.0	4.9
Lumber yards, building materials dealers ¹	408	364	+12	367	326	+13	5.6	5.7
Lumber yards.....	140	112	+25	134	107	+25	5.6	5.7
Tire, battery, accessory dealers.....	606	(NA)	(NA)	498	(NA)	(NA)	3.9	(NA)
Drug and proprietary stores.....	872	796	+10	682	624	+9	6.8	6.7
Liquor stores.....	253	249	+2	144	140	+3	14.0	13.3

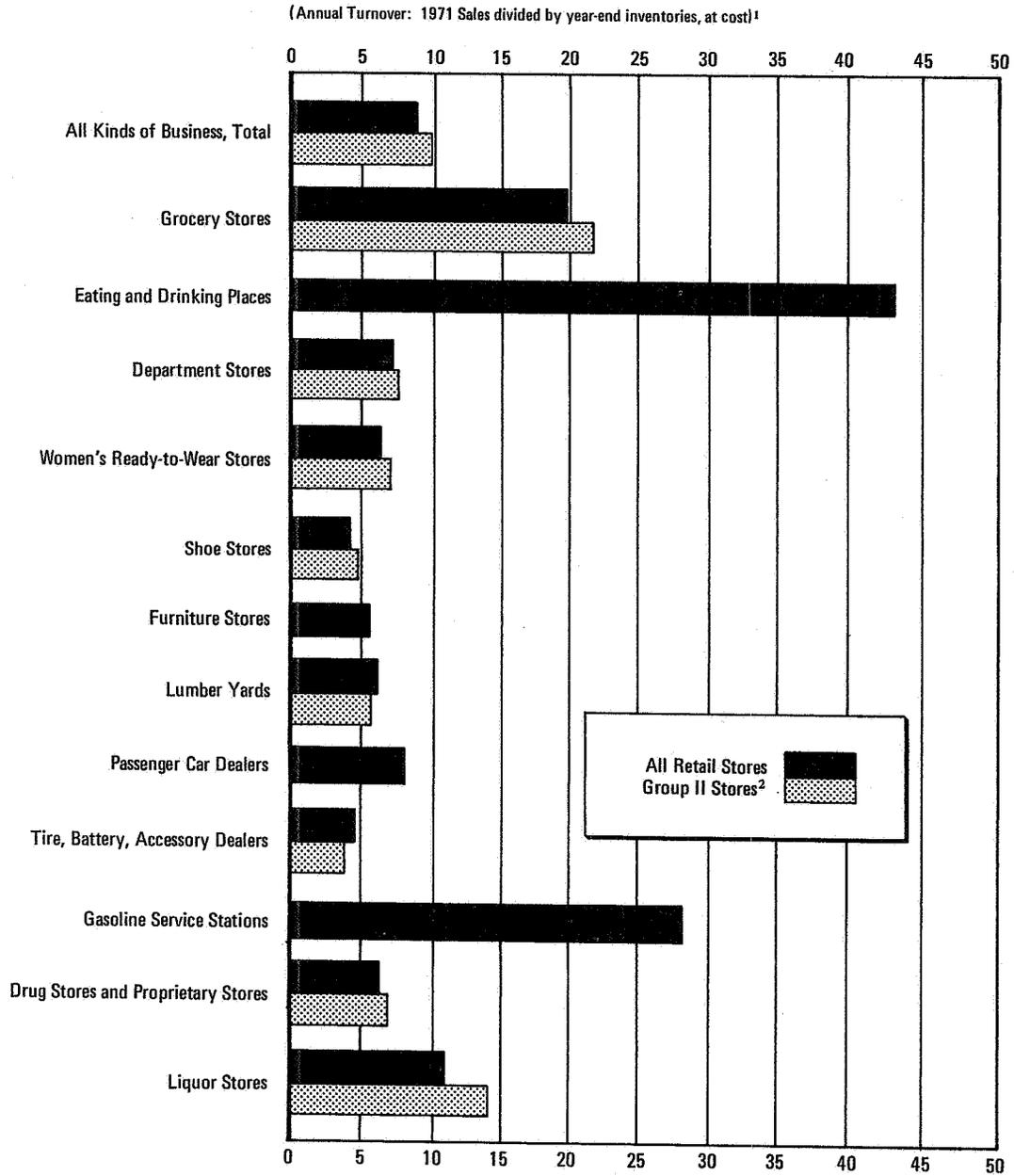
Note: Group totals include data for kinds of business not shown separately.

^rRevised. See page 20 for a description of the procedures followed in revising the 1970 estimates.

NA Not available.

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

Figure 6. Sales-Inventory Ratios of All Retail Stores and Group II Stores, by Selected Kinds of Business: 1971



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 \$23.5 billion in accounts receivable balances owed to them by customers as of December 31, 1971, with credit balances on charge accounts and on installment accounts amounting to \$9.4 billion and \$14.1 billion, respectively.

Receivable balances for nondurable goods stores in total amounted to \$15.8 billion. Department stores reported unpaid balances of \$8.0 billion at the end of 1971 (34 percent of the total for all retail stores) while apparel stores showed year-end receivables of \$1.5 billion.

Durable goods stores in total reported accounts receivable balances at the close of 1971 of \$7.8 billion. Contributing to this figure were retailers in the furniture and appliance group, with \$2.8 billion; the lumber, building, hardware, farm

equipment group, \$2.0 billion; and the automotive group, \$2.1 billion.

Of the \$11.6 billion total credit balances reported by the general merchandise group (with nonstores), 88 percent was on installment accounts. In the furniture and appliance group, installment accounts represented approximately 67 percent all 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, 59 percent was outstanding on charge accounts.

Stores of organizations operating 11 or more retail stores accounted for \$13.2 billion of total receivables at the end of 1971, with \$11.4 billion on installment accounts compared with \$1.8 billion on charge accounts.

Figure 7. Total Accounts Receivable, Charge and Installment Accounts of All Retail Stores: End of Year 1971

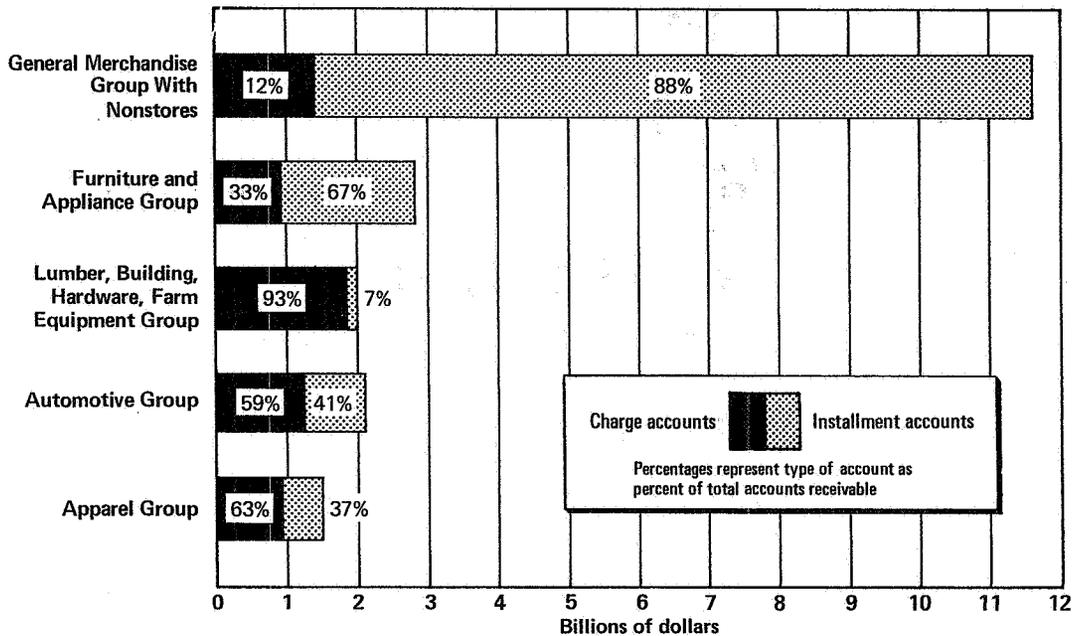


Table 12. Accounts Receivable of All Retail Stores in the United States, by Type of Account and Kind of Business: End of Year 1971

(Millions of dollars)

Kind of business	Total accounts receivable	Charge accounts	Percent of total receivables	Installment accounts	
				Percent of total receivables	Percent of total receivables
United States, total.....	23,514	9,385	40	14,129	60
Durable goods stores, total.....	7,753	4,535	58	3,218	42
Nondurable goods stores, total.....	15,761	4,850	31	10,911	69
Food group.....	319	302	95	(S)	(S)
Grocery stores.....	236	(S)	(S)	(S)	(S)
Eating and drinking places.....	213	(S)	(S)	(S)	(S)
General merchandise group with nonstores.....	11,563	1,360	12	10,203	88
General merchandise group without nonstores (except department store mail order).....	10,897	1,195	11	9,702	89
Department stores and dry goods, general merchandise stores.....	8,732	1,155	13	7,577	87
Department stores.....	8,014	998	12	7,016	88
Mail-order houses (department store merchandise)....	1,635	(S)	(S)	(S)	(S)
Apparel group.....	1,533	967	63	566	37
Women's ready-to-wear stores.....	633	(S)	(S)	(S)	(S)
Furniture and appliance group.....	2,791	922	33	1,869	67
Furniture, home furnishing stores.....	1,965	619	32	1,346	68
Furniture stores.....	1,820	(S)	(S)	(S)	(S)
Household appliance, TV, radio stores.....	730	(S)	(S)	472	65
Household appliance dealers.....	607	(S)	(S)	(S)	(S)
Lumber, building, hardware, farm equipment group.....	2,007	1,867	93	140	7
Lumber yards, building materials dealers ¹	1,461	1,408	96	(S)	(S)
Lumber yards.....	946	906	96	(S)	(S)
Automotive group.....	2,097	1,243	59	854	41
Passenger car dealers ²	1,078	(S)	(S)	(S)	(S)
Passenger car dealers (franchised).....	993	813	82	(S)	(S)
Tire, battery, accessory dealers.....	961	(S)	(S)	609	63
Gasoline service stations.....	416	391	94	(S)	(S)

Note: Measure of sampling variability shown on page 19.

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.

Table 13. 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 1971

(Amounts in millions of dollars)

Kind of business	Total accounts receivable	Charge accounts		Installment accounts	
		1971	Percent of total	1971	Percent of total
United States, total.....	13,219	1,797	14	11,422	86
Durable goods stores.....	1,778	421	24	1,357	76
Nondurable goods stores.....	11,441	1,376	12	10,065	88
General merchandise group with nonstores.....	10,392	810	8	9,582	92
General merchandise group without nonstores (except department stores mail order).....	9,926	721	7	9,205	93
Department stores and dry goods, general merchandise stores.....	7,878	694	9	7,184	91
Department stores.....	7,328	660	9	6,668	91
Apparel group.....	619	196	32	423	68
Furniture and appliance group.....	741	45	6	696	94
Tire, battery, accessory dealers.....	594	(S)	(S)	(S)	(S)

S Not shown because of high sampling variability.

Note: Measures of sampling variability are provided on page 19. Totals include data for kinds of business not shown separately.

SAMPLE DESIGN AND RELIABILITY OF THE DATA

Sample Design

Data on purchases and inventories were derived from the *1971 Annual Retail Trade Survey*, which was essentially based on the probability sample used after July 1971 to produce national monthly estimates of retail sales published in the *Monthly Retail Trade Report*. A detailed description of the monthly sample is shown in the *Monthly Retail Trade Report*. Statistics on annual sales and end-of-year accounts receivable shown in this publication were derived from monthly retail trade data published in the January 1972 *Monthly Retail Trade Report*.

1971 annual sample consists of the following components:

A. Group II organizations, i.e., firms which in the 1967 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. (NOTE: In the annual survey, Group II organizations were requested to include in their report all retail stores of their subsidiaries, whereas for the monthly survey a sample was selected for separate reporting by subsidiaries assigned separate employer identification (EI) numbers, as described below for Group I firms.)

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

1. A list sample is selected from the list of retail employers who make Social Security payments for their employees under the Federal Insurance Contribution Act (FICA).

The list sample is drawn from two sources. The major part of the sample is drawn from the County Business Patterns (CBP) tabulation (a tabulation each year of generally first-quarter payroll reported by FICA taxpayers) using kind-of-business codes derived from the quinquennial economic censuses. New retail employers not included in this tabulation are represented by a sample drawn from the employer births provided by the Social Security Administration. The

basic sampling unit is the Employer Identification (EI) number assigned to each business employer.

Firms selected for the list sample are placed on four rotating panels (except very large businesses which are selected with certainty and are placed on a fixed panel). Rotating panel firms report current and previous month's data three times a year while fixed panel firms report each month. 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.

2. All retailers not on the list described above are represented by business establishments found in a probability sample of land segments. This "area sample" is a two-stage sample. In the first stage a sample of 58 primary sampling units (single counties or small groups of contiguous counties) were drawn with probability proportionate to (population) size. Each selected primary sampling unit was then subdivided into small land segments containing at the time of selection an average of about four retail stores each. A subsample of these land segments was drawn in each PSU at an overall rate of 1 in 1,000 (1 in 2,000 or 1 in 3,000 in the smallest PSU's). About 420 such land segments are included in the sample each month.

All retail establishments in these selected land segments are canvassed. Sufficient information (mainly concerning its EI number) is obtained to determine whether the business has had a chance of selection in the list sample component. If it has no EI number or if its EI number fails to match either the list sample universe or the current FICA mailing list, it is tabulated in the area sample. The area sample thus includes businesses without employees and employers, mainly recent births, not represented in the list sources.

Firms selected for the area sample are placed on 12 rotating panels and report current and previous month data once a year. Firms in two of the twelve panels are selected to participate in the Annual Retail Trade Survey.

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 14 to 19. 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 3 percent for inventories, 4 percent for merchandise purchases, and 9 percent for sales.

Table 14. Estimated Sampling Variability for Sales, Purchases, and Inventory Estimates

Kind of business	Sampling variability (percent)					Kind of business	Sampling variability (percent)				
	Dollar volume estimate			Year-to-year ratio			Dollar volume estimate			Year-to-year ratio	
	Sales	Pur-chases	Inventory (stores and warehouses)	Pur-chases	Inventory (stores and warehouses)		Sales	Pur-chases	Inventory (stores and warehouses)	Pur-chases	Inventory (stores and warehouses)
United States.....	1	1	1	(Z)	1	Furniture and appliance group... Furniture, home furnishings stores.....	3	3	4	1	3
Durable goods stores.....	1	1	1	(Z)	1	Furniture stores.....	3	4	5	1	5
Nondurable goods stores...	1	1	1	(Z)	1	Household appliance, TV, radio stores.....	3	4	5	2	5
Food group.....	1	1	1	(Z)	1	Household appliance dealers.....	5	5	5	2	4
Grocery stores.....	1	1	1	(Z)	1	Lumber, building, hardware, farm equipment group.....	5	7	5	2	6
Eating and drinking places.....	2	2	8	1	8	Lumber yards, building materials dealers.....	3	2	2	1	1
General merchandise group with nonstores.....	1	1	1	(Z)	1	Lumber yards.....	4	3	3	1	1
General merchandise group without nonstores.....	1	1	1	1	1	Hardware stores.....	3	3	3	1	2
Department stores and dry goods, general merchandise stores.....	1	1	2	1	1	Farm equipment.....	5	6	5	2	4
Department stores.....	1	(Z)	(Z)	(Z)	(Z)	Automotive group.....	(X)	5	4	2	4
Variety stores.....	2	2	2	1	1	Passenger car dealers.....	2	2	2	(Z)	1
Mail order houses (department store merchandise).....	1	(Z)	(Z)	(Z)	(Z)	Passenger car dealers (franchised).....	2	2	2	(Z)	1
Apparel group.....						Tire, battery, accessory dealers.....	2	1	1	(Z)	1
Men's, boys' clothing furnishing stores.....	5	8	7	1	4	Gasoline service stations.....	3	5	4	2	3
Women's ready-to-wear stores...	3	3	4	1	2	Drug and proprietary stores....	2	4	5	1	5
Shoe stores.....	3	4	5	1	3	Liquor stores.....	2	2	2	1	2
						Jewelry stores.....	3	5	5	1	3
							(X)	5	5	3	4

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

X Not applicable.

Z Sampling variability is less than 0.5 percent.

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 15. 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 ²	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, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

²Includes nonstores.

Table 16. 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
STANDARD METROPOLITAN STATISTICAL AREA				Kansas City, Mo.--Kans.....	(X)	(X)	A
Baltimore, Md.....	(X)	(X)	B	Los Angeles-Long Beach, Calif.....	A	A	A
Boston, Mass.....	(X)	(X)	B	Minneapolis-St. Paul, Minn....	(X)	(X)	A
Chicago, Ill.....	A	A	A	New York, N.Y.....	A	A	A
Cleveland, Ohio.....	(X)	(X)	A	Philadelphia, Pa.--N.J.....	B	B	B
Dallas, Tex.....	(X)	(X)	C	Pittsburgh, Pa.....	B	B	B
				St. Louis, Mo.-Ill.....	B	C	A
				San Francisco-Oakland, Calif..	A	B	B
				Washington, D.C.-Md.-Va.....	A	A	B

X Not applicable.

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

Table 17. 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 ²	(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, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

²Includes nonstores.

Table 18. 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, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

Table 19. Sampling Variability for Accounts Receivable Estimates of Retail Stores

Kind of business	Sampling variability of dollar volume estimates (percent)					
	All stores			Group II stores		
	Total	Charge accounts	Installments	Total	Charge accounts	Installments
Retail stores, 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	(¹)	(¹)	(¹)	(¹)
Grocery stores.....	7	(¹)				
Eating and drinking places.....	6	(¹)				
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	(¹)				
Apparel group.....	6	8	4	2	4	2
Women's ready-to-wear stores.....	3	(¹)				
Furniture and appliance group.....	4	5	6	1	3	1
Furniture, home furnishing stores.....	6	8	8	(¹)	(¹)	(¹)
Furniture stores.....	6	(¹)				
Household appliances, TV, radio stores.....	5	(¹)	5	(¹)	(¹)	(¹)
Household appliance dealer.....	5	(¹)				
Lumber, building, hardware, farm equipment group.	5	5	11	(¹)	(¹)	(¹)
Lumber yards, building materials dealers.....	4	4	(¹)	(¹)	(¹)	(¹)
Lumber yards.....	4	4	(¹)	(¹)	(¹)	(¹)
Automotive group.....	3	3	6	(¹)	(¹)	(¹)
Passenger car dealers.....	4	(¹)				
Passenger car dealers (franchised).....	3	2	(¹)	(¹)	(¹)	(¹)
Tire, battery, accessory dealers.....	3	(¹)	3	1	(¹)	(¹)
Gasoline service stations.....	5	6	(¹)	(¹)	(¹)	(¹)

Z Sampling variability is less than 0.5 percent.

(¹) Data not shown in tables 12 and 13 because of high 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.

Revision of 1970 Estimates

The sample design used to develop the 1970 purchases and inventory estimates previously published in the *Annual Retail Trade Survey* publication for that year differed from the sample design described above for the 1971 estimates. The new design represented an updating of the retail survey panels on the basis of 1967 census benchmark information and also incorporated a number of procedural improvements (see September 1971 issue of the *Monthly Retail Trade Report*).

As a result of this redesign, the original 1970 estimates were not comparable to the 1971 data shown in this publication. The 1970 estimates have therefore been revised in terms of the new design in order to provide a more valid basis for year-to-year comparisons. As described below, the procedure followed for Group II organizations (i.e., firms with 11 or more retail stores in the 1967 Census of Business) differed from that used for the Group I component (all other retail firms).

For Group II organizations, both 1970 and 1971 figures were available from the 1971 questionnaire, with "identicals" (i.e., firms reporting data for both years) representing about 95 percent of the 1971 Group II total inventory estimate. The 1970-

71 ratio of "identical" firms was applied, separately by kind of business, to the 1971 estimates to obtain revised 1970 figures.

It appeared to be less appropriate to follow the same procedure for the Group I category. There apparently is greater turnover among small and medium sized firms; "identicals" represented only about 74 percent of the total for Group I firms. Characteristically, the greater contribution of "births" (newly established firms) is not fully offset by "deaths" (firms becoming inactive) and the use of a ratio of "identicals" would consequently understate the amount of change.

The 1970 data for the Group I component were updated to the new series level on the basis of the relationship between the new and old sample designs, as shown in the sales figures collected under both designs for the 11-month period of September 1970 through July 1971. Group I sales ratios, derived separately by kind of business, were applied to the original 1970 inventory and purchases estimates for this component to adjust for the effect of the sample redesign. (As supplementary information that may be of value in analyzing year-to-year trends, table 20 below shows the percent change between 1970 and 1971 had the "ratio of identicals" approach been used for Group I as well as Group II firms.)

Table 20. Inventory and Purchases Percent Change Based on Identicals: 1971 from 1970

Kind of business	All stores year-to-year percent change		Kind of business	All stores year-to-year percent change	
	Inventory	Purchases		Inventory	Purchases
All kinds of business.....	+11	+12	Furniture and appliance group.....	+6	+11
Durable goods stores.....	+15	+19	Furniture, home furnishings stores....	+3	+9
Nondurable goods stores.....	+7	+9	Furniture stores.....	+3	+11
Food group.....	+9	+9	Lumber, building, hardware, farm equipment group.....	+3	+13
Grocery stores.....	+9	+9	Lumber yards, building materials dealers ¹	+13	+17
Eating and drinking places.....	+7	+6	Lumber yards.....	+13	+26
General merchandise group with nonstores..	+10	+10	Automotive group.....	+29	+23
General merchandise group without non- stores (except department stores mail order).....	+10	+10	Passenger car dealers ²	+32	+24
Department stores and dry goods, general merchandise stores.....	+10	+10	Passenger car dealers (franchised)...	+33	+25
Department stores.....	+10	+10	Gasoline service stations.....	+5	+6
Variety stores.....	+9	+12	Drug and proprietary stores.....	+6	+7
Mail order (dept. store merchandise)....	+10	+5	Liquor stores.....	+2	+7
Apparel group.....	+3	+7	Jewelry stores.....	+5	+7
Men's, boys' clothing, furnishing stores.....	0	+9			
Women's ready-to-wear stores.....	+5	+10			
Shoe stores.....	+5	+6			

Note: For definition of Identicals, see Revision of 1970 Estimates above.

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

²Includes both franchised and nonfranchised car dealers.

Appendix A. Explanation of Terms

Retail trade

This category 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

Retail stores are defined as 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

Sales include 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 purchases

Merchandise purchases include the total cost, after deduction of returns and discounts for early payment, of delivered merchandise which was purchased for resale during the year, whether or not payment for the merchandise was made during the year. Merchandise purchases data include cash and credit purchases made at central offices and company warehouses. Also included is the cost of goods in transit where title has passed to the purchaser.

Companies engaged in both manufacturing and retail operations, reported purchases as the cost value of intercompany transfer(s) from their plant(s) or warehouse(s) to their retail store(s). These companies also reported the cost of outside purchases.

Merchandise purchases exclude expenditures for supplies or equipment for company use and not for resale; the cost of raw materials or parts purchased for manufacture into a finished product; goods included in the purchase price of a business.

Merchandise inventories

Merchandise inventories include 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 19 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

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