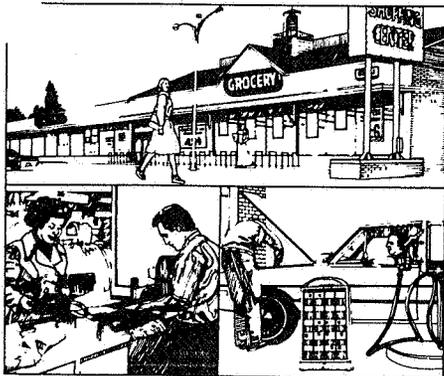


CURRENT
BUSINESS
REPORTS

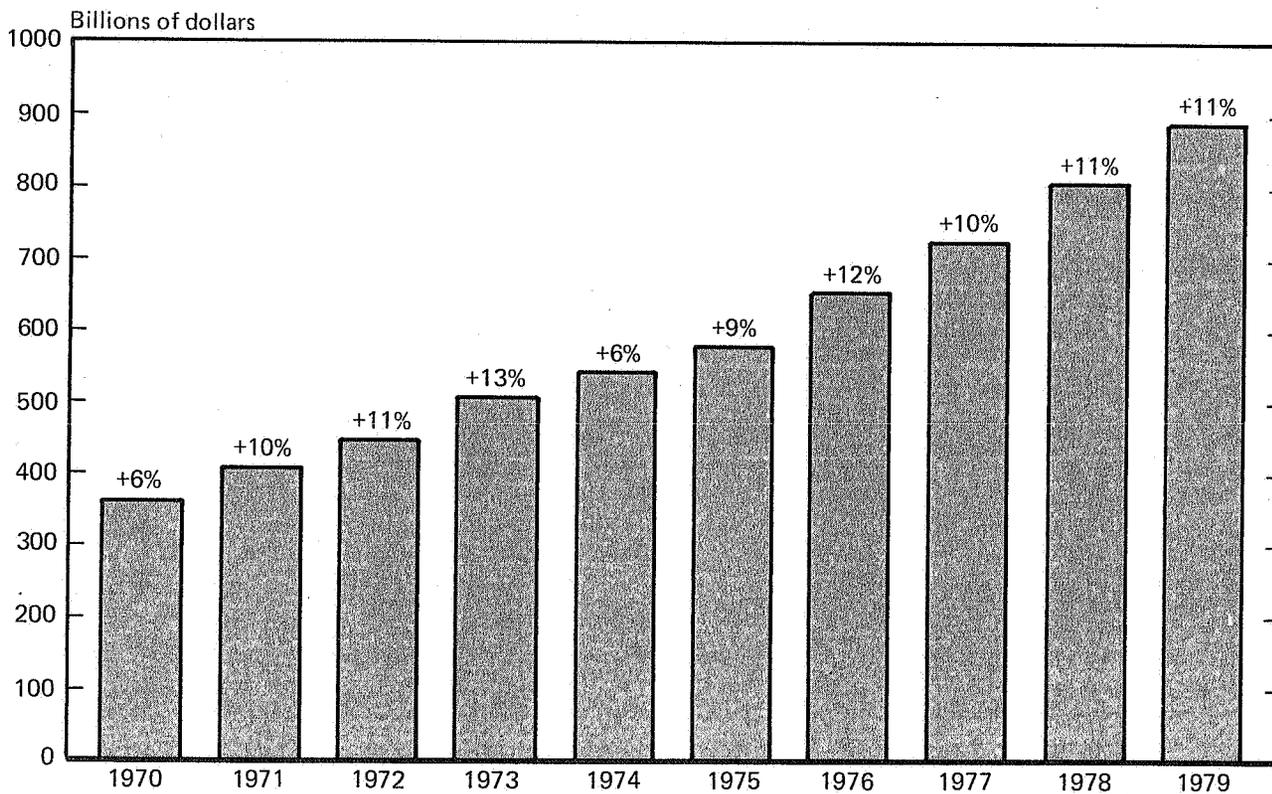
Annual Sales, Year-
End Inventories
and Accounts
Receivable by Kind
of Retail Store

1979
Retail
Trade

BR-79-13



Estimated Sales of All Retail Stores in the United States
and Year-to-Year Percentage Increases: 1970-1979



Source: U.S. Department of Commerce, Bureau of the Census, Annual Retail Trade Survey

CURRENT
BUSINESS
REPORTS

1979 Retail Trade

**Annual Sales, Year-End
Inventories and Accounts
Receivable by Kind
of Retail Store**

BR-79-13
Issued December 1980



U.S. Department of Commerce
Philip M. Klutznick, Secretary
Courtenay M. Slater, Chief Economist

BUREAU OF THE CENSUS
Vincent P. Barabba, Director



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Notice: The 1978 Sales and Inventory data shown in this publication have been revised based on a new estimation method. A description of this method is shown on page 16.

ANNUAL SALES

Year-to-Year Comparison

Sales of all retail stores in the United States were estimated at \$894 billion in 1979, an increase of 11 percent over 1978 sales. Sales of nondurable goods stores increased 12 percent over the previous year, while durable goods stores showed a 9-percent increase.

All major kinds of business showed percentage increases in comparison with 1978 levels. Gasoline service stations showed a 23-percent increase while eating and drinking places showed a 13-percent increase. Food stores and liquor stores both showed a 12-percent increase. Following the general upward trend were drug stores and proprietary stores, 11 percent; general merchandise group stores, 9 percent; and apparel and accessory stores, 6 percent. In the durable goods category, furniture,

home furnishings, and equipment stores showed a 15-percent increase while building materials, hardware, garden supply, and mobile home dealers were up 12 percent. Automotive dealers showed a 6-percent increase.

Annual sales of organizations operating 11 or more retail stores increased 10 percent over 1978 for all kinds of business. Nondurable goods stores and durable goods stores each showed a gain of 10 percent. In the durable goods category, auto and home supply stores increased 7 percent compared with 1978. In the nondurable goods category, the largest increase (17 percent) was reported by drug stores and proprietary stores. Eating places and food stores each showed an 11-percent increase. An 8-percent increase was shown by both general merchandise group stores and apparel and accessory stores.

Table 1. Estimated Sales of All Retail Stores in the United States, by Kind of Business: 1979 and 1978

(Millions of dollars)

1972 SIC code	Kind of business	1979	1978 ^r	Percent change	1972 SIC code	Kind of business	1979	1978 ^r	Percent change
	Retail trade, total.....	894,343	804,684	+11		Nondurable goods stores, total	589,534	524,929	+12
	Total (excluding automotive group).....	717,092	637,382	+13	53	General merchandise group stores....	109,740	100,762	+9
					531,9	Department stores, miscellaneous general merchandise stores.....	101,355	93,238	+9
	Durable goods stores, total...	304,809	279,755	+9	531	Department stores.....	88,520	81,494	+9
					539	Miscellaneous general merchandise stores.....	12,835	11,744	+9
					533	Variety stores.....	8,385	7,524	+11
52	Building materials, hardware, garden supply, and mobile home dealers.....	50,272	44,819	+12	54	Food stores.....	195,826	174,161	+12
521,3,5	Building materials, supply, hardware stores.....	43,093	38,071	+13	541	Grocery stores.....	182,365	162,705	+12
521,3	Building materials and supply stores.....	35,255	31,490	+12	546	Retail bakeries.....	2,893	2,493	+16
525	Hardware stores.....	7,838	6,581	+19	554	Gasoline service stations.....	73,202	59,663	+23
					56	Apparel and accessory stores.....	42,375	40,063	+6
					561	Men's, boys' clothing, furnishings stores.....	7,830	7,503	+4
					562,3,8	Women's clothing, specialty stores, furriers.....	16,248	15,545	+5
55 ex. 554	Automotive dealers.....	177,251	167,302	+6	562	Women's ready-to-wear stores....	14,969	14,297	+5
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	161,110	153,277	+5	565	Family clothing stores.....	8,665	8,253	+5
551,2	Motor vehicle dealers.....	150,753	144,012	+5	566	Shoe stores.....	7,418	6,501	+14
551	Motor vehicle dealers (franchised).....	141,407	135,798	+4	58	Eating and drinking places.....	79,576	70,679	+13
553	Auto and home supply stores.....	16,141	14,025	+15	5812	Eating places.....	70,322	62,391	+13
					5812(part)	Restaurants, lunchrooms, cafeterias.....	44,458	39,122	+14
					5813	Refreshment places.....	25,043	22,508	+11
57	Furniture, home furnishings, equipment stores.....	41,868	36,518	+15	591	Drinking places (alcoholic beverages).....	9,254	8,288	+12
571	Furniture and home furnishings stores.....	25,692	22,536	+14	592	Drug stores and proprietary stores..	28,107	25,348	+11
5712	Furniture stores.....	17,500	15,576	+12	596	Liquor stores.....	15,294	13,646	+12
5722,32	Household appliance, radio, and TV stores.....	12,428	10,518	+18	53,56,57,594,5961(part)	Nonstore retailers ¹	22,373	21,872	+2
5722	Household appliance stores.....	6,123	5,174	+18	594	GAF plus, mail order houses (department store merchandise) ²	227,278	209,889	+8
5944	Jewelry stores.....	6,574	6,213	+6	53,56,57,594	GAF ³ , total.....	221,384	202,487	+9

Note: Measures of sampling variability are shown in table 13. U.S. and group totals include kinds of business not shown separately.

^rRevised.

¹Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail order.

²Includes sales made by mail-order catalog desks located within department stores of some mail-order firms.

³GAF represents stores which specialize in department store types of merchandise (see explanatory material).

Table 2. Estimated Retail Sales of Group II Companies by Kind of Business for the United States: 1979 and 1978

(Millions of dollars)

1972 SIC code	Kind of business	1979	1978	Percent change	1972 SIC code	Kind of business	1979	1978	Percent change
	Retail trade, total.....	299,941	272,187	+10		Nondurable goods stores, Continued			
	Durable goods stores, total..	22,115	20,189	+10					
553	Automotive and home supply stores..	3,340	3,119	+7	54	Food stores.....	103,280	92,861	+11
					541	Grocery stores.....	101,839	91,811	+11
					56	Apparel and accessory stores.....	14,326	13,231	+8
	Nondurable goods stores, total.....	277,826	251,998	+10	562,3,8	Women's clothing, specialty stores, furriers.....	5,975	5,568	+7
53	General merchandise group stores...	96,607	89,213	+8	562	Women's ready-to-wear stores...	5,797	5,381	+8
531	Department stores.....	82,593	76,152	+8	565	Family clothing stores.....	3,384	3,055	+11
533	Variety stores.....	6,778	6,164	+10	566	Shoe stores.....	3,513	3,178	+11
539	Miscellaneous general merchandise stores.....	7,236	6,897	+5	5812	Eating places.....	15,795	14,266	+11
					591	Drug stores and proprietary stores.	14,074	12,065	+17

Note: The Group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multiestablishment files and which were selected with certainty (i.e., their sales size exceeded specified dollar volume cut offs which varied by kind of business). Group totals include kinds of business not shown separately.

FIGURE 1. Estimated Sales of All Retail Stores in the United States, by Selected Kinds of Business: 1979 and 1978

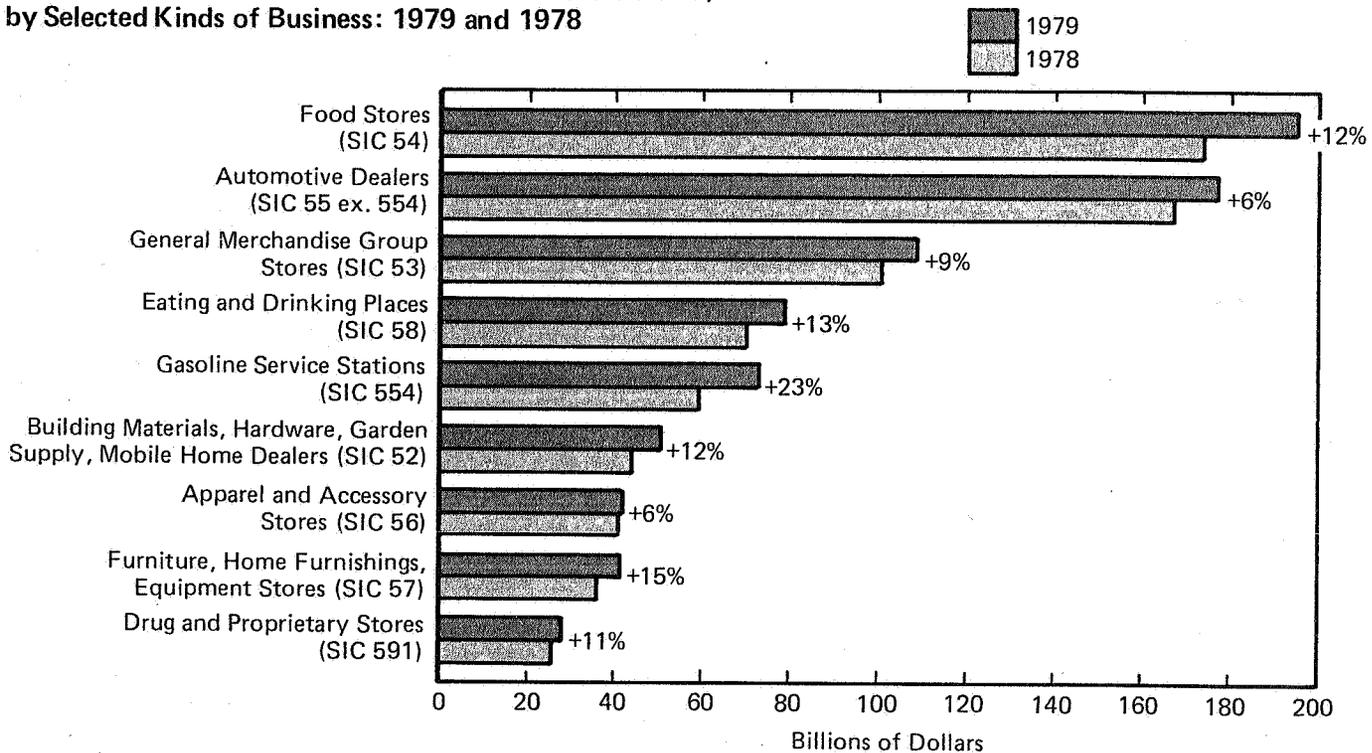


FIGURE 2.
Estimated Sales of All Retail Stores
by Kind of Business, as a Percentage
of Total Retail Sales: 1979

Durable
 Nondurable

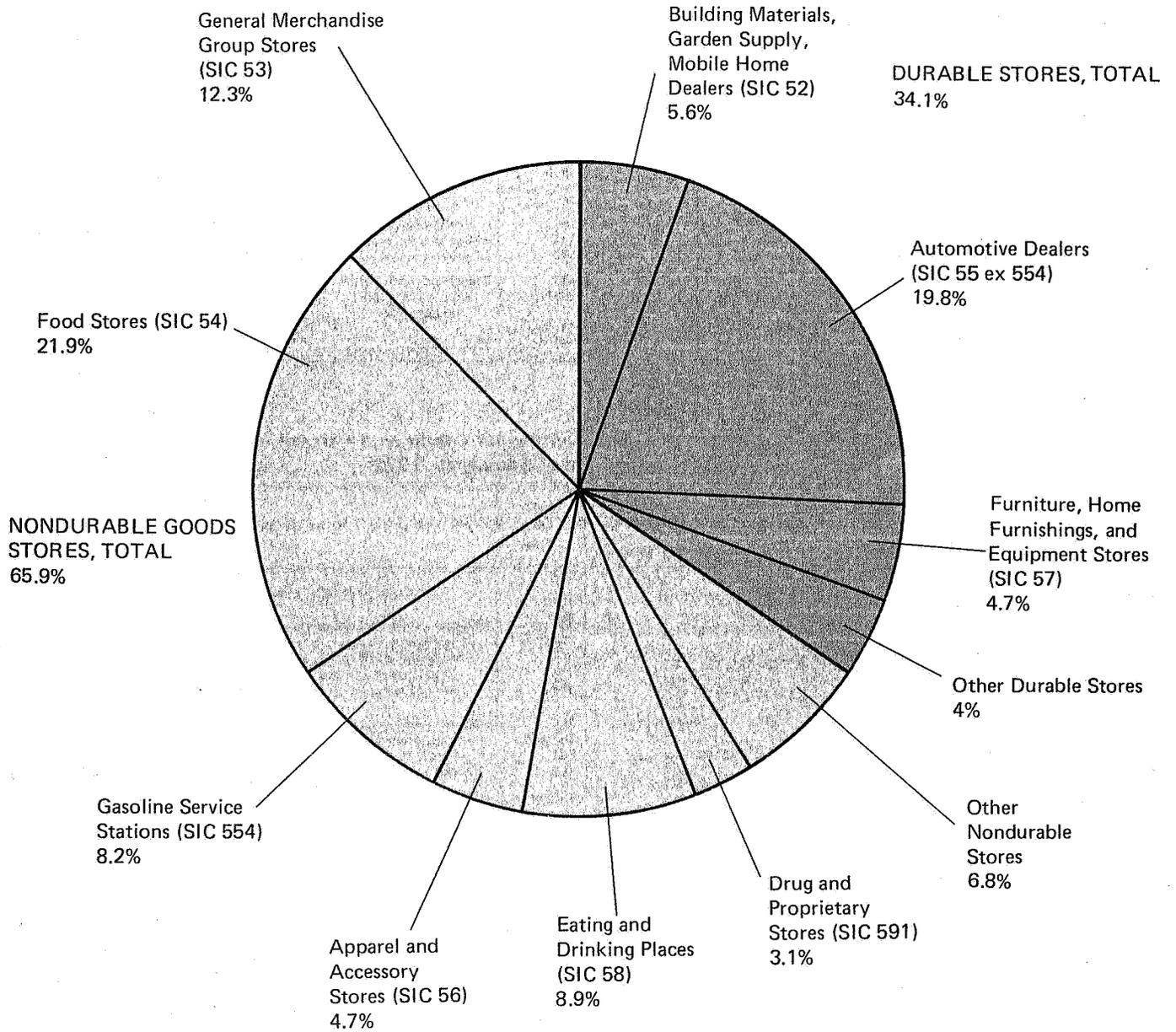


Table 3. Estimated Sales Taxes as a Percent of Sales of All Retail Stores in the United States, by Kind of Business: 1979

1972 SIC code	Kind of business	1979 sales tax (percent)	1972 SIC code	Kind of business	1979 sales tax (percent)
	Retail trade, total.....	3.1		Nondurable goods stores, total.....	3.0
	Total (excluding automotive group).....	3.1	53 531,9	General merchandise group stores.....	4.3
	Durable goods stores, total.....	3.2	531 539 533	Department stores, miscellaneous general merchandise stores.....	4.3
52	Building materials, hardware, garden supply, and mobile home dealers.....	3.7	54	Department stores.....	4.3
521,3,5	Building materials, supply, hardware stores...	3.8	541	Miscellaneous general merchandise stores....	3.8
521, 3	Building material and supply stores.....	3.7	546	Variety stores.....	4.4
525	Hardware stores.....	4.1	554 56 561	Food stores.....	1.9
55 ex. 554	Automotive dealers.....	2.7	562,3,8	Grocery stores.....	1.9
551,2,5, 6,7,9	Motor vehicle and miscellaneous automotive dealers.....	2.7	562	Retail bakeries.....	1.5
551,2	Motor vehicle dealers.....	2.6	565	Gasoline service stations.....	2.2
551	Motor vehicle dealers (franchised).....	2.6	566	Apparel and accessory stores.....	3.8
553	Auto and home supply stores.....	3.4	58 5812 5812(part)	Men's, boys' clothing, furnishings stores.....	3.7
			5812(part)	Women's clothing, specialty stores, furriers..	4.0
57	Furniture, home furnishings, equipment stores...	4.1	5813	Women's ready-to-wear stores.....	4.1
571	Furniture and home furnishing stores.....	4.1	591	Family clothing stores.....	4.1
5712	Furniture stores.....	4.4	592	Shoe stores.....	3.5
5722,32	Household appliance, radio and TV stores.....	4.1	596	Eating and drinking places.....	4.2
5722	Household appliance stores.....	4.1	5961(part)	Eating places.....	4.3
			53,56, 57,594	Restaurants, lunchrooms, cafeterias.....	4.3
5944	Jewelry stores.....	4.2		Refreshment places.....	4.3
				Drinking places (alcoholic beverages).....	3.7
				Drug stores and proprietary stores.....	2.9
				Liquor stores.....	4.0
				Nonstore retailers.....	2.9
				Mail order houses (department store merchandise).....	3.9
				GAF, total.....	4.1

Table 4. Estimated Receipts for Carrying Charges or Other Charges for Credit as a Percent of Sales of All Retail Stores in United States, by Kind of Business: 1979

1972 SIC code	Kind of business	1979 carrying charge (percent)	1972 SIC code	Kind of business	1979 carrying charge (percent)
	Retail trade, total.....	0.5		Nondurable goods stores, total.....	0.6
	Total (excluding automotive group).....	0.5	53 531,9	General merchandise group stores.....	2.2
	Durable goods stores, total.....	0.3	531 539	Department stores, miscellaneous general merchandise stores.....	2.4
525	Hardware stores.....	0.3	539	Department stores.....	2.6
553	Auto and home supply stores.....	0.7	56 562,3,8	Miscellaneous general merchandise stores.....	0.9
57	Furniture, home furnishings, equipment stores.....	0.8	562	Apparel and accessory stores.....	0.6
571	Furniture and home furnishings stores.....	1.0	565	Women's clothing, specialty stores, furriers.....	0.7
5712	Furniture stores.....	1.4	5961(part)	Women's ready-to-wear stores.....	0.7
5722,32	Household appliance, radio and TV stores.....	0.5	53, 56	Family clothing stores.....	1.0
5722	Household appliance stores.....	0.7	57,594	Mail order houses (department store merchandise)....	6.1
5944	Jewelry stores.....	0.8		GAF, total.....	1.4

Note: Kinds of business not shown separately were less than 0.5%.

Table 5. Estimates of Civilian Population, Retail Sales, and Per Capita Sales in the United States: 1970-1979

Year	Civilian population estimates ¹ as of July 1 (thousands)	Retail sales		Durable goods stores		Nondurable goods stores	
		Total (millions of dollars)	Per capita sales (dollars)	Total (millions of dollars)	Per capita sales (dollars)	Total (millions of dollars)	Per capita sales (dollars)
1970.....	201,722	368,403	1,826	109,195	541	259,208	1,285
1971.....	204,258	406,234	1,989	128,810	631	277,424	1,358
1972.....	206,461	449,069	2,175	148,427	719	300,642	1,456
1973.....	208,102	503,332	2,419	169,589	815	333,743	1,604
1974.....	209,683	536,909	2,558	167,054	797	369,255	1,761
1975.....	211,373	584,776	2,767	181,268	858	403,508	1,909
1976.....	213,011	655,163	3,076	216,881	1,018	438,282	2,058
1977.....	214,746	725,220	3,377	248,692	1,158	476,528	2,219
1978.....	216,600	804,684	3,715	279,755	1,292	524,929	2,423
1979.....	218,497	894,343	4,093	304,809	1,395	589,534	2,698

¹U.S. Department of Commerce, Bureau of the Census, Current Population Reports, Series, P-25, No. 802 May 1979.

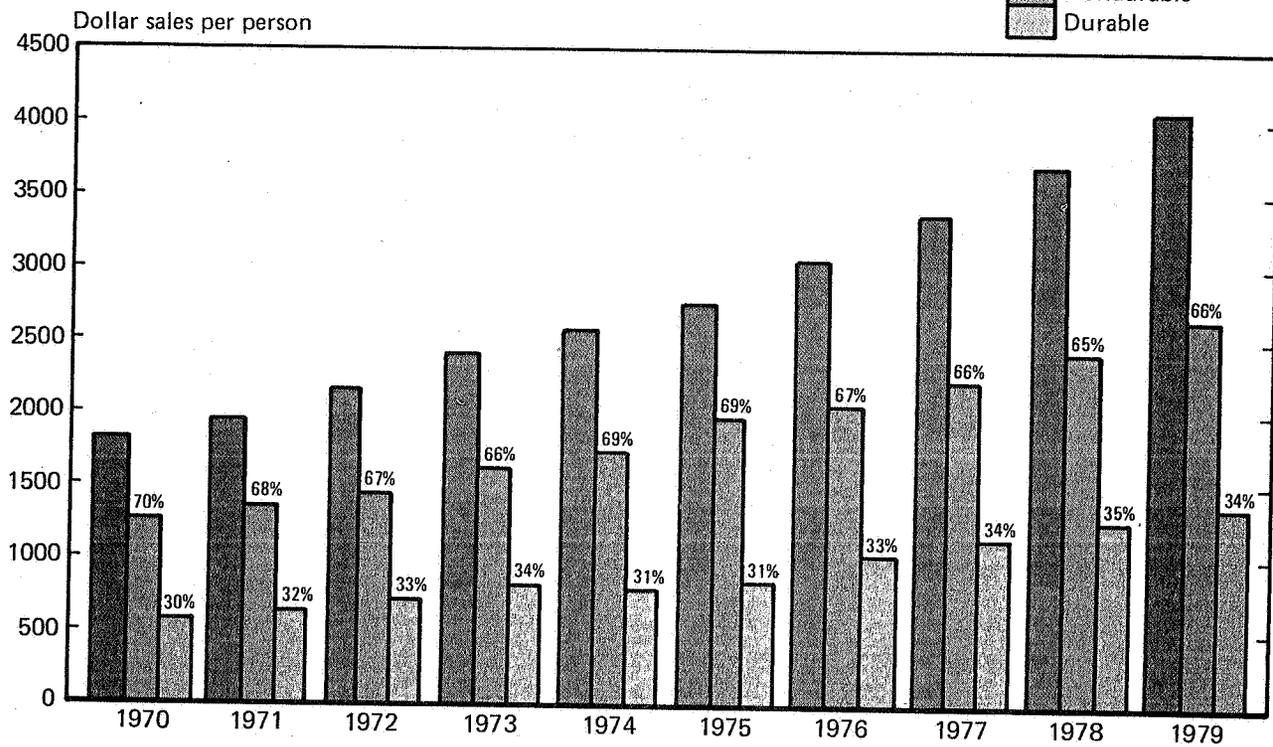
Table 6. Estimated Sales of All Retail Stores in the United States, by Legal Form of Ownership and Kind of Business: 1979

SIC code	Kind of business	Total (millions of dollars)	Individual proprietorship (percent of total)	Partnerships (percent of total)	Corporations (percent of total)
	Retail trade, total.....	894,343	14	4	82
	Total (excluding automotive group).....	717,092	15	4	79
	Durable goods stores, total.....	304,809	10	3	86
52	Building materials, hardware, garden supply, and mobile home dealers...	50,272	10	4	85
55 ex. 554	Automotive dealers.....	177,251	6	2	91
57	Furniture, home furnishings, equipment stores.....	41,868	17	5	78
	Nondurable goods stores, total.....	589,534	15	4	79
55	General merchandise group stores.....	109,740	1	1	98
531	Department stores.....	88,520	(Z)	(Z)	99
54	Food stores.....	195,826	13	3	83
541	Grocery stores.....	182,365	11	3	84
554	Gasoline service stations.....	73,202	43	6	49
56	Apparel and accessory stores.....	42,375	9	3	87
58	Eating and drinking places.....	79,576	21	6	72
591	Drug stores and proprietary stores.....	28,107	9	3	88

Note: Total includes data for kinds of business and forms of ownership not shown separately.

(Z) The amount is less than 1 percent of all forms of ownership combined.

FIGURE 3.
 Estimated Per Capita Sales of All Retail Stores and of
 Durable and Nondurable Goods Stores: 1970-1979



Note: Sales estimates are not adjusted for price changes.

Source: U.S. Department of Commerce, Bureau of the Census, Annual Retail Trade Survey and Current Population Report, Series P-25, No. 802, May 1979

MERCHANDISE INVENTORIES

Merchandise on Hand

The cost of merchandise inventories in stores and warehouses of retail stores in the United States on December 31, 1979, was estimated at \$106.2 billion, or 7 percent higher than the estimate of stocks held a year ago. Of this total, \$53.5 billion represented the value of stocks of nondurable goods stores, an increase of 7 percent over 1978, and \$52.7 billion represented the value of durable goods stores, also up 7 percent from a year ago.

In the durable goods category, both furniture, home furnishings, and equipment stores and building materials, hardware, garden supply, and mobile home dealers increased the value of inventory holdings 7 percent from the previous year. Automotive dealers showed a 6-percent increase in the value of holdings year-to-year. In the nondurable goods category, increases were reported by gasoline service stations, up 24 percent; drug stores and proprietary stores, up 14 percent; liquor stores, showing a 13-percent increase; and food stores, increasing 11 percent year-to-year. General merchandise group stores increased 5

percent, and apparel and accessory stores were up 2 percent from a year ago. Eating and drinking places showed a decrease of 6 percent in inventory holdings as compared with 1978.

Sales-Inventory Ratio

Annual sales of all retail stores in 1979 were 8.4 times the cost of year-end inventories held in retail stores and warehouses of retail stores compared with 8.1 in 1978. The ratio of sales to year-end inventories for nondurable goods stores was 11.0 in 1979, compared with 10.5 in 1978. The ratio for durable goods stores was 5.8 in 1979 and 5.7 in 1978.

Motor vehicle dealers showed a sales-inventory ratio of 7.1 in 1979, unchanged from the preceding year. The ratio reported by grocery stores for 1979 was 16.5, up from 16.4 for 1978, and department stores increased to 6.4 in 1979, compared with 6.2 in 1978. Furniture, home furnishings, and equipment stores increased to 5.1 for 1979 from 4.8 in 1978, as did building materials, hardware, garden supply, and mobile home dealers to 5.8 in 1979 from 5.6 in 1978.

FIGURE 4.

Total Merchandise Inventories of All Retail Stores and Warehouses by Major Kinds of Business: End of Year 1979 and 1978

(Merchandise inventories, at cost)

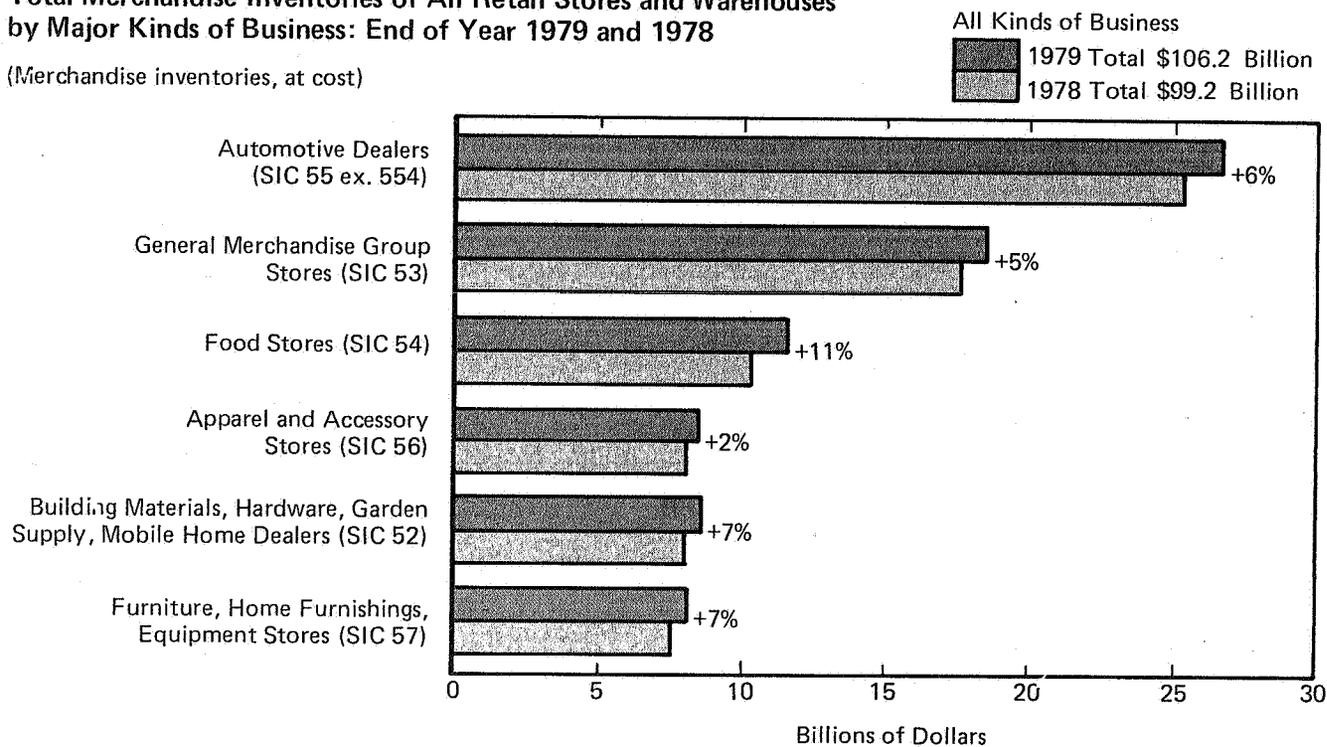


Table 7. Estimated Merchandise Inventories and Sales-Inventory Ratios of Retail Stores and Warehouses in the United States, by Kind of Business: End of Year 1979 and 1978

1972 SIC code	Kind of business	Merchandise inventories at cost ¹ (millions of dollars)						Sales-inventory ratio ²			
		Warehouses ³ and stores			Stores			Warehouses and stores		Stores	
		1979	1978 ^r	Percent change	1979	1978 ^r	Percent change	1979	1978 ^r	1979	1978 ^r
	Retail trade, total.....	106,169	99,233	+7	94,470	88,009	+7	8.4	8.1	9.5	9.1
	Total (excluding automotive group).....	79,406	73,924	+7	68,210	63,406	+8	9.0	8.6	10.5	10.0
	Durable goods stores, total.....	52,691	49,378	+7	50,220	46,805	+7	5.8	5.7	6.1	6.0
52	Building materials, hardware, garden supply, and mobile home dealers.....	8,609	8,029	+7	7,993	7,471	+7	5.8	5.6	6.3	6.0
521,3,5	Building materials, supply, hardware stores..	7,131	6,553	+9	6,552	6,041	+8	6.0	5.8	6.6	6.3
521,3	Building materials and supply stores.....	5,273	4,887	+8	4,776	4,475	+7	6.7	6.4	7.4	7.0
525	Hardware stores.....	1,858	1,666	+12	1,776	1,566	+13	4.2	4.0	4.4	4.2
55 ex. 554	Automotive dealers.....	26,763	25,309	+6	26,260	24,603	+7	6.6	6.6	6.7	6.8
551,2,5, 6,7,9	Motor vehicle and miscellaneous automotive dealers.....	23,496	22,494	+4	23,120	21,916	+5	6.9	6.8	7.0	7.0
551,2	Motor vehicle dealers.....	21,216	20,230	+5	20,993	19,755	+6	7.1	7.1	7.2	7.3
551	Motor vehicle dealers (franchised).....	20,056	19,140	+5	19,849	18,681	+6	7.1	7.1	7.1	7.3
553	Automotive and home supply stores.....	3,267	2,815	+16	3,140	2,687	+17	4.9	5.0	5.1	5.2
57	Furniture, home furnishings, equipment stores..	8,146	7,599	+7	7,199	6,688	+8	5.1	4.8	5.8	5.5
571	Furniture and home furnishings stores.....	4,756	4,425	+7	4,212	3,937	+7	5.4	5.1	6.1	5.7
5712	Furniture stores.....	3,666	3,328	+10	3,255	2,976	+9	4.8	4.7	5.4	5.2
5722,32	Household appliance, radio, and TV stores....	2,427	2,224	+9	2,048	1,849	+11	5.1	4.7	6.1	5.7
5722	Household appliance stores.....	1,089	1,003	+9	917	856	+7	5.6	5.2	6.7	6.0
5944	Jewelry stores.....	2,630	2,521	+4	2,504	2,382	+5	2.5	2.5	2.6	2.6
	Nondurable goods stores, total.....	53,478	49,855	+7	44,250	41,204	+7	11.0	10.5	13.3	12.7
53	General merchandise group stores.....	18,628	17,685	+5	14,787	13,965	+6	5.9	5.7	7.4	7.2
531,9	Department stores, miscellaneous general merchandise stores.....	16,600	15,789	+5	13,059	12,339	+6	6.1	5.9	7.8	7.6
531	Department stores.....	13,734	13,103	+5	10,550	10,005	+5	6.4	6.2	8.4	8.1
533	Variety stores.....	2,028	1,896	+7	1,728	1,626	+6	4.1	4.0	4.9	4.6
54	Food stores.....	11,517	10,341	+11	8,967	8,075	+11	17.0	16.8	21.8	21.6
541	Grocery stores.....	11,068	9,950	+11	8,543	7,704	+11	16.5	16.4	21.3	21.1
554	Gasoline service stations.....	2,327	1,883	+24	2,133	1,723	+24	31.5	31.7	34.3	34.6
56	Apparel and accessory stores.....	8,547	8,399	+2	8,113	7,838	+4	5.0	4.8	5.2	5.1
561	Men's, boys' clothing, furnishings stores....	1,848	1,908	-3	1,814	1,855	-2	4.2	3.9	4.3	4.0
562	Women's ready-to-wear stores.....	2,165	2,195	-1	2,070	2,078	0	6.9	6.5	7.2	6.9
565	Family clothing stores.....	1,792	1,782	+1	1,666	1,652	+1	4.8	4.6	5.2	5.0
566	Shoe stores.....	1,866	1,754	+6	1,702	1,527	+11	4.0	3.7	4.4	4.3
58	Eating and drinking places.....	1,781	1,886	-6	1,549	1,650	-6	44.7	37.5	51.4	42.8
591	Drug stores and proprietary stores.....	4,888	4,290	+14	4,284	3,802	+13	5.8	5.9	6.6	6.7
592	Liquor stores.....	1,676	1,489	+13	1,462	1,314	+11	9.1	9.2	10.5	10.4
53,56,57, 594,5961 (part)	GAF plus mail-order houses ³ (department store merchandise).....	43,906	42,078	+4	37,917	36,116	+5	5.2	5.0	6.0	5.8
53,56,57, 594	GAF, total.....	42,971	40,970	+5	37,342	35,353	+6	5.2	4.9	5.9	5.7

Note: Measures of sampling variability are shown in table 13. U.S. and group totals include kinds of business not shown separately.

^r Revised.

¹Data not adjusted for seasonal variations.

²See explanatory material for an explanation of the method used to calculate sales-inventory ratio.

³Includes merchandise on hand in all off site locations such as warehouses, offices or in transit for distribution to retail locations.

Table 8. Estimated Merchandise Inventories and Sales-Inventory Ratios of Retail Stores and Warehouses of Group II Companies in the United States, by Kind of Business: End of Year 1979 and 1978

1972 SIC code	Kind of business	Merchandise inventories at cost ¹ (millions of dollars)						Sales-inventory ratio			
		Warehouses and stores			Stores			Warehouses and stores		Stores	
		1979	1978	Percent change	1979	1978	Percent change	1979	1978	1979	1978
	Retail trade, total.....	36,619	33,761	+8	27,427	25,462	+8	8.2	8.1	10.9	10.7
	Durable goods stores, total.....	5,246	4,768	+10	4,427	3,981	+11	4.2	4.2	5.0	5.1
553	Automotive and home supply stores.....	869	814	+7	780	715	+9	3.8	3.8	4.3	4.4
	Nondurable goods stores, total.....	31,373	28,993	+8	23,000	21,481	+7	8.9	8.7	12.1	11.7
53	General merchandise group stores.....	16,222	15,376	+6	12,475	11,841	+5	6.0	5.8	7.7	7.5
531	Department stores.....	12,829	12,195	+5	9,728	9,279	+5	6.4	6.2	8.5	8.2
533	Variety stores.....	1,621	1,557	+4	1,315	1,289	+2	4.2	4.0	5.2	4.8
539	Miscellaneous general merchandise stores.....	1,772	1,624	+9	1,432	1,273	+12	4.1	4.2	5.1	5.4
54	Food stores.....	6,654	5,955	+12	4,190	3,856	+9	15.5	15.6	24.6	24.1
541	Grocery stores.....	6,572	5,895	+11	4,133	3,814	+8	15.5	15.6	24.6	24.1
56	Apparel and accessory stores.....	2,566	2,464	+4	2,221	2,051	+8	5.6	5.4	6.5	6.5
562,3,8	Women's clothing, specialty stores, furriers.....	730	722	+1	643	617	+4	8.2	7.7	9.3	9.0
562	Women's ready-to-wear stores.....	692	675	+3	611	578	+6	8.4	8.0	9.5	9.3
565	Family clothing stores.....	660	623	+6	570	532	+7	5.1	4.9	5.9	5.7
566	Shoe stores.....	856	770	+11	710	623	+14	4.1	4.1	4.9	5.1
5812	Eating places.....	499	418	+19	291	279	+4	31.7	34.1	54.3	51.1
591	Drug stores and proprietary stores.....	2,655	2,140	+24	2,095	1,687	+24	5.3	5.6	6.7	7.2

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

¹Data not adjusted for seasonal variations.

FIGURE 5.
Sales-Inventory Ratios of All Retail Stores,
by Kinds of Business: 1979
(Annual turnover: 1979 sales divided by year-end inventories, at cost)

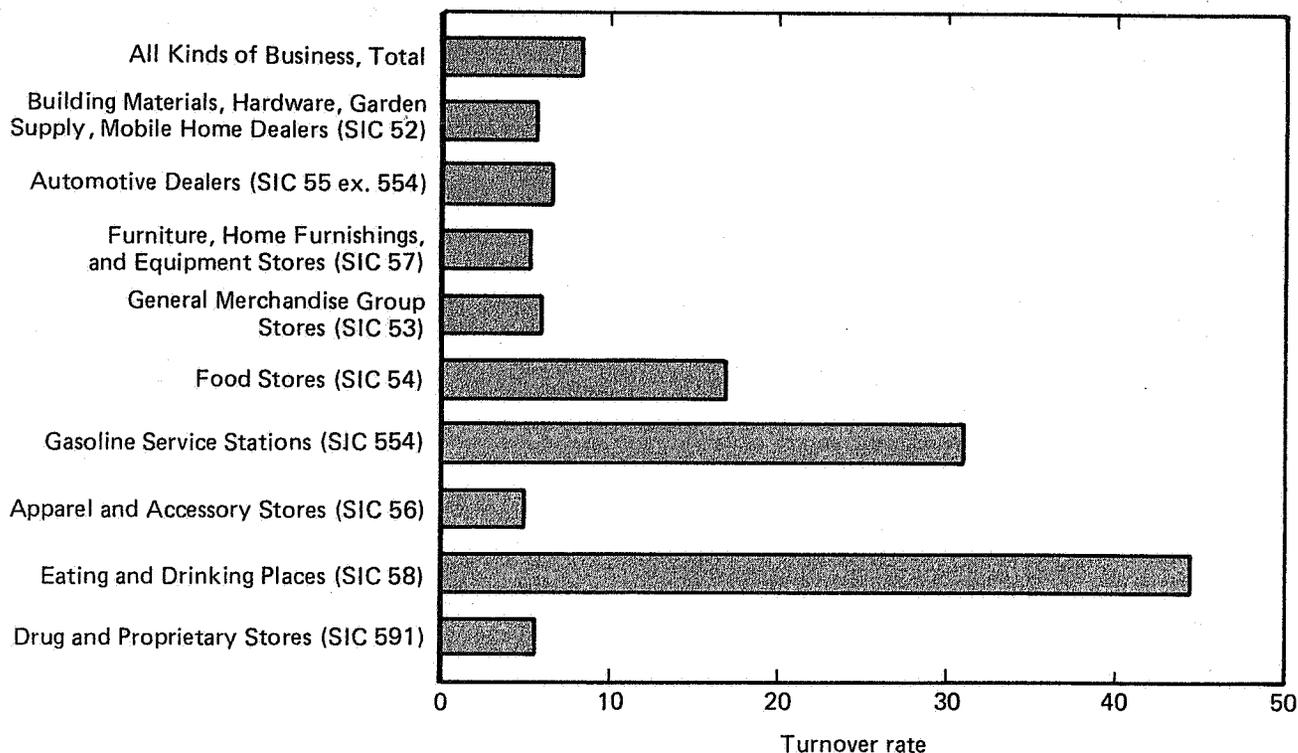


Table 9. Methods of Inventory Valuation by Kind of Business: 1979 and 1978

(Percent of estimated total store and warehouse inventory as shown in table 7)

1972 SIC code	Kind of business	Last in, first out methods ¹		All other methods		1972 SIC code	Kind of business	Last in, first out methods ¹		All other methods	
		1979	1978	1979	1978			1979	1978	1979	1978
	Retail trade, total.....	22	19	78	81		Nondurable goods stores, total.....	32	29	68	71
	Total (excluding automo- tive group).....	25	22	75	78	53 531	General merchandise group stores. Department stores.....	53 59	48 55	47 41	52 45
	Durable goods stores, total	13	11	87	89	54 541	Food stores..... Grocery stores.....	24 24	20 21	76 76	80 79
52	Building materials, hardware, garden supply, and mobile home dealers.....	12	11	88	89	56 554	Gasoline service stations..... Apparel and accessory stores....	16 14	16 13	84 86	84 87
55 ex 554 553	Automotive dealers..... Automotive and home supply stores.....	14 28	12 28	86 72	88 72	58 591 592	Eating and drinking places..... Drug stores and proprietary stores Liquor stores.....	8 30 8	7 30 8	92 70 92	93 70 92
57	Furniture, home furnishings, equipment stores.....	9	8	91	92	5961 (part)	Mail order houses (department store merchandise).....	56	56	44	44

¹Costs are based on the assumption that the last units placed in stock are the first to be sold. This category also includes the 'Retail' LIFO method, which estimates the purchase cost of inventory from the selling price.

Table 10. Estimated Merchandise Inventories of All Retail Stores and Warehouses by Legal Form of Ownership and Kind of Business: 1979

1972 SIC code	Kind of business	Total (millions of dollars)	Individual proprietorships (percent of total)	Partnerships (percent of total)	Corporations (percent of total)
	Retail trade, total.....	106,169	11	3	84
	Total (excluding automotive group).....	79,406	13	4	82
	Durable goods stores, total.....	52,691	12	4	83
52	Building materials, hardware, garden supply, and mobile home dealers...	8,609	12	5	82
55 ex. 554	Automotive dealers.....	26,763	7	3	90
57	Furniture, home furnishings, equipment stores.....	8,146	16	5	78
	Nondurable goods stores, total.....	53,478	10	3	85
53 531	General merchandise group stores..... Department stores.....	18,628 13,734	1 (Z)	1 (Z)	98 99
54 541	Food stores..... Grocery stores.....	11,517 11,068	14 13	3 3	81 82
554	Gasoline service stations.....	2,327	42	7	48
56	Apparel and accessory stores.....	8,547	12	4	84
58	Eating and drinking places.....	1,781	21	6	73
591	Drug stores and proprietary stores.....	4,888	9	2	88

Note: Totals include kinds of business and forms of ownership not shown separately.

(Z) The dollar amount is less than 1 percent of all forms of ownership combined.

ACCOUNTS RECEIVABLE

Retail stores in the United States reported a total of \$40.4 billion of accounts-receivable balances owed to them by customers as of December 31, 1979. Credit balances on charge accounts and on installment accounts amounted to \$12.3 billion and \$28.1 billion, respectively, at the close of 1979.

Receivable balances for nondurable goods stores amounted to \$29.0 billion in total. Department stores reported unpaid balances totaling \$19.4 billion at the end of 1979 (48 percent of the total for all retail stores) and apparel and accessory stores had \$2.2 billion unpaid balances.

Durable goods stores reported balances at \$11.4 billion. Contributing to these figures were dealers in building materials, hardware, garden supply, and mobile home dealers and automotive dealers, both with \$3.3 billion; and furniture, home furnishings and equipment stores with \$3.2 billion.

Approximately 94 percent of the 1979 year-end credit balances due from customers of the general merchandise group stores was on installment accounts. Installment accounts represented approximately 66 percent of total year-end 1979 outstanding balances for furniture, home furnishings, and equipment stores. In contrast, the credit balances outstanding for building materials, hardware, garden supply and mobile home dealers, and gasoline service station were predominately on charge accounts (90 percent and 85 percent respectively). For automotive dealers, about 62 percent was outstanding due to charge accounts.

Stores of organizations operating 11 or more retail stores accounted for \$26.3 billion of total receivables at the end of 1979. Credit balances on charge accounts and on installment accounts amounted to \$2.7 billion and \$23.6 billion, respectively, at the close of 1979.

FIGURE 6.
Total Accounts Receivable, Charge and Installment
Accounts of All Retail Stores: End of Year 1979

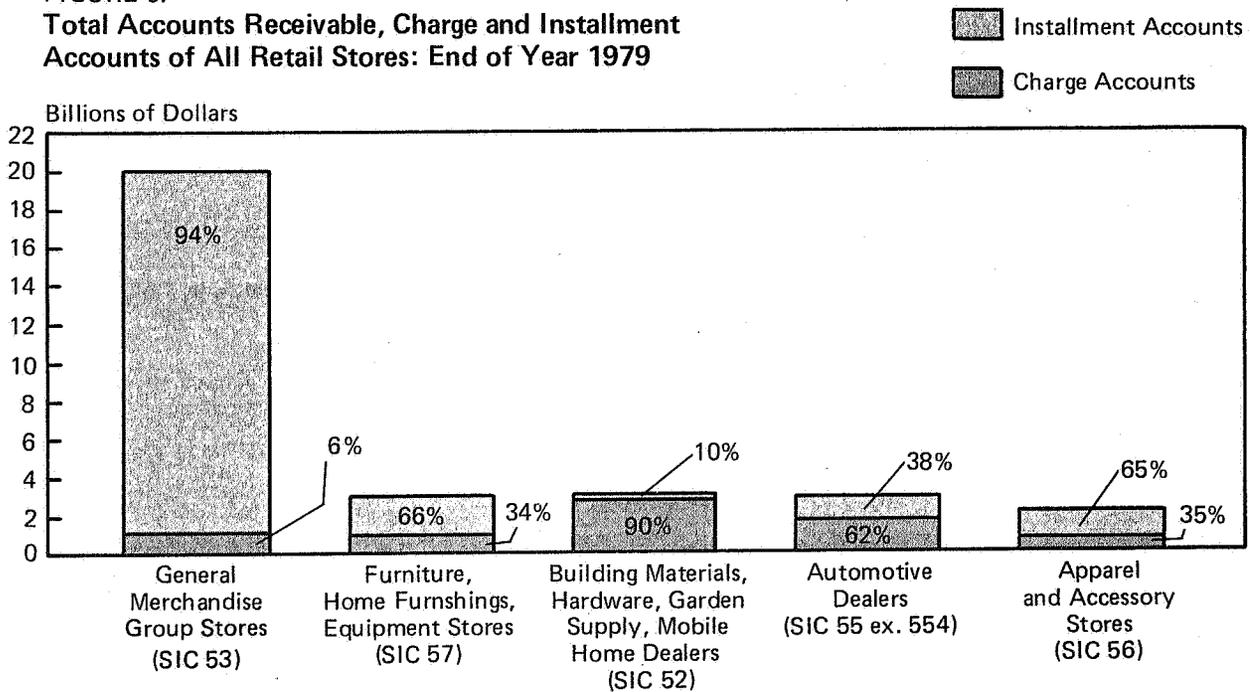


Table 11. Estimated Accounts Receivable of All Retail Stores in the United States, by Type of Account and Kind of Business: End of Year 1979 and 1978

(Millions of dollars. Data NOT ADJUSTED for seasonal variations and holiday differences)

1972 SIC code	Kind of business	Total accounts receivable			Charge accounts			Total installment accounts			Open-end installment accounts			Closed-end installment accounts		
		1979	1978	Per- cent change	1979	1978	Per- cent change	1979	1978	Per- cent change	1979	1978	Per- cent change	1979	1978	Per- cent change
	Retail stores, total.....	40,387	37,316	+8	12,268	11,599	+6	28,119	25,717	+9	23,346	20,478	+14	4,773	5,239	-9
	Durable goods stores, total.....	11,391	10,903	+4	6,854	6,697	+2	4,537	4,206	+8	2,101	1,807	+16	2,436	2,399	+2
52	Building materials, hardware, garden supply, and mobile home dealers.....	3,301	3,171	+4	2,961	2,914	+2	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
521,3	Building materials and supply stores.....	2,834	2,777	+2	2,603	2,606	0	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
55 ex. 554	Automotive dealers.....	3,281	3,139	+5	2,040	1,971	+4	1,241	1,168	+6	432	358	+21	809	810	0
551,2	Motor vehicle dealers.....	1,630	1,535	6	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
551	Motor vehicle dealers (franchised).....	1,558	1,469	+6	1,274	1,244	+2	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
553	Automotive and home supply stores.....	1,580	1,539	+3	(S)	(S)	(S)	924	904	+2	(S)	(S)	(S)	602	650	-7
57	Furniture, home furnishings, equipment-stores.....	3,243	3,091	+5	1,092	1,008	+8	2,151	2,083	+3	883	825	+7	1,268	1,258	+1
571	Furniture and home furnishings stores.....	2,434	2,325	+5	785	726	+8	1,649	1,599	+3	670	619	+8	979	980	0
5712	Furniture stores.....	2,128	2,043	+4	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
5722,32	Household appliance, radio, TV stores.....	654	620	+5	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
5722	Household appliance stores..	460	440	+5	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
5944	Jewelry stores.....	955	831	+15	280	273	+3	675	558	+21	414	330	+25	(S)	(S)	(S)
	Nondurable goods stores, total.....	28,996	26,413	+10	5,414	4,902	+10	23,582	21,511	+10	21,245	18,671	+14	2,337	2,840	-18
53	General merchandise group stores	20,214	18,610	+9	1,168	1,149	+2	19,046	17,461	+9	17,408	15,279	+14	1,638	2,182	-25
531,9	Department stores, miscel- laneous general mdse. stores.	20,192	18,589	+9	1,166	1,147	+2	19,026	17,442	+9	17,399	15,267	+14	1,627	2,175	-25
531	Department stores.....	19,445	17,881	+9	1,089	1,078	+1	18,356	16,803	+9	16,840	14,779	+14	1,516	2,024	-25
54	Food stores.....	316	284	+11	228	223	+2	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
541	Grocery stores.....	202	209	-3	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
554	Gasoline service stations.....	831	671	+24	710	591	+20	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
56	Apparel and accessory stores....	2,177	2,055	+6	759	755	+1	1,418	1,300	+9	1,363	1,252	+9	(S)	(S)	(S)
562	Women's ready-to-wear stores..	791	747	+6	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
58	Eating and drinking places.....	418	325	+29	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
5961(part)	Mail order houses (department store merchandise).....	1,873	1,758	+7	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)

S Not shown because of high sampling variability.

Note: Measure of sampling variability shown on page 18.

Source: U.S. Department of Commerce, Bureau of the Census, Monthly Retail Trade report, January 1980 and December 1979.

Table 12. Estimated Accounts Receivable of Retail Stores of Group II Companies in the United States, by Type of Account and Kind of Business: End of Year 1979 and 1978

(Millions of dollars. Data NOT ADJUSTED for seasonal variations and holiday differences)

1972 SIC code	Kind of business	Total accounts receivable			Charge accounts			Total installment accounts			Open-end installment accounts			Closed-end installment accounts		
		1979	1978	Per- cent change	1979	1978	Per- cent change	1979	1978	Per- cent change	1979	1978	Per- cent change	1979	1978	Per- cent change
	Retail trade, total.....	26,317	24,128	+9	2,674	2,534	+6	23,643	21,594	+9	20,861	18,230	+14	2,782	3,364	-17
	Durable goods stores, total...	2,722	2,509	+8	783	755	+4	1,939	1,754	+11	958	774	+24	981	980	0
553	Auto and home supply stores.....	861	841	+2	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods stores, total	23,595	21,619	+9	1,891	1,779	+6	21,704	19,840	+9	19,903	17,456	+14	1,801	2,384	-24
53	General merchandise group stores...	19,442	17,886	+9	950	940	+1	18,492	16,946	+9	16,957	14,869	+14	1,535	2,077	-26
531,9	Department stores, miscellaneous general merchandise stores.....	19,433	17,874	+9	950	940	+1	18,483	16,934	+9	16,948	14,857	+14	1,535	2,077	-26
531	Department stores.....	18,863	17,341	+9	936	927	+1	17,927	16,414	+9	16,453	14,430	+14	1,474	1,984	-26
56	Apparel and accessory stores.....	1,018	912	+12	211	196	+8	807	716	+13	785	695	+13	(NA)	(NA)	(NA)

(NA) Not available.

Source: U.S. Department of Commerce, Bureau of the Census, Monthly Retail Trade report, January 1980 and December 1979.

Explanatory Material

Definition of Terms

Retail Trade

This category includes establishments engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. In general, retail establishments are classified by kind of business according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.). Some of the important characteristics of retail trade establishments are: The establishment is usually a 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 process its products, but such processing is incidental or subordinate to selling; the establishment is considered as retail in the trade; and the establishment sells to customers for personal or household use. Not all of these characteristics need be present, and some are modified by trade practice.

For the most part, establishments engaged in retail trade sell merchandise to the general public for personal or household consumption. Exceptions to this general rule are made necessary by trade practices. For example, lumber yards and paint, glass and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Buying of goods for resale to the consumer is a characteristic of retail trade establishments that particularly distinguishes them from the agricultural and extractive industries. For example, farmers who sell only their own produce at or from the point of production are not classified as retailers.

Processing, incidental or subordinate to selling, often is conducted at retail stores. For example, restaurants prepare meals and meat markets cut meat. Retail establishments of manufacturing concerns are included in retail trade.

Chain store warehouses are considered auxiliary to the retail establishment served and are classified on the basis of the activity carried on by such retail stores.

Sales

Sales include the following: Merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles,

equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer. Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include commissions from vending machine operators or non-operating income from such sources as investments, rental or sale of real estate, etc.

Sales exclude sales and excise taxes collected directly from customers and paid directly to a local, State or Federal tax agency. The sales tax percentages shown in table 3 were derived from separate reporting of these taxes on the annual survey by the retail firms selected. Also excluded from sales are receipts from customers for carrying or other credit charges.

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 others whose primary activity is other than retail trade.

Merchandise Inventories

Merchandise inventories include stocks of goods (valued at cost) held for sale through retail stores. Methods of valuation may vary according to the accounting practices of the firm. Merchandise inventories are shown for stores and warehouses combined and for stores only. Included are only those warehouses which maintained supplies 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 the fiscal year rather than the calendar year for accounting purposes. About 31 percent of the retail inventory total refers to a fiscal-year end other than December 31, but this varied by kind of business (from about 67 percent for stores in the general merchandise group to about 7 percent for stores in the automotive group). Inventory data for a date other than December 31 have been accepted and included in the tabulations without adjustment.

The sales-inventory ratios shown in table 7 indicate the relationship of annual sales to December 31 inventories and are derived by dividing annual sales (table 1) by the cost value of inventories (table 7).

In addition to reporting the total cost value of inventory, respondents in the annual survey were requested to report the accounting procedure used to determine that cost value. Table 9 shows, as a percent of total value, the alternative methods in common use for determining the cost value of the units remaining in inventory as of the end of the year.

Accounts Receivable

Retail accounts receivable are amounts owed to retail stores by their customers for purchases made on credit. The data in this report refer to receivables outstanding as of the end of the month, including receivables against which the firm has borrowed. However, credit paper discounted or sold to others (e.g., consumer credit paper sold to financial institutions or collecting agencies) and amounts actually charged off as bad debts are excluded. Also excluded are amounts charged on credit cards issued by oil companies, banks, and other such organizations that issue credit cards.

Charge accounts are credit accounts for which full payment is scheduled to be made at the end of the customary billing period.

Installment accounts are credit accounts for which payment is scheduled to be made in two or more parts. These accounts represent two major types—"open-end" and "closed-end."

"Open-end" installment accounts are primarily "revolving" or optional accounts where a deferred payment privilege is extended through a line of credit and the customer has the option of paying the balance in full (usually with no finance charge) or paying in two or more installments subject to some minimum required payment with a finance charge usually assessed.

"Closed-end" installment accounts are those generally requiring a new contract to cover each extension of credit. A precomputed finance charge is assessed at the time credit is extended, and specified fixed schedules of installment payments are established with the number and the amount of payments and due dates specified in the contract.

GAF—"GAF" includes the following: General merchandise group stores (SIC 53); apparel and accessory stores (SIC 56); furniture, home furnishings and equipment stores (SIC 57); and miscellaneous shopping goods stores (SIC 594). GAF represents stores which specialized in department store types of merchandise.

Unpublished Data

Selected additional data, such as dollar volume sales estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication because their sampling variability is so high as to make them potentially misleading. The Bureau of the Census, on written request, will release such figures for individual use, though not for publication. It should be noted that some unpublished figures can be derived directly from this report by

subtracting published data from their respective totals. However, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business, and their use would be subject to the same hazards.

Sample Design and Reliability of the Data

Description of the Sample

The 1979 Annual Retail Trade sample consists of all sampling units tabulated in the production of monthly estimates of retail sales published in the Current Business Report Series BR, **Monthly Retail Trade**, for November and December 1979 and January 1980.

Specifically, the annual sample consists of all sampling units in the list component and one-fourth of the sampling units in the area component of the sample used to produce monthly estimates. The *list component* is comprised of a fixed panel of large businesses, most of which were selected with certainty, and three rotating panels of smaller businesses. The *area component* consists of twelve panels of land segments. In the monthly survey, only one rotating panel in the list component and only one rotating panel in the area component, plus the list component's fixed panel are canvassed in any given month. In the annual retail trade survey, all three rotating list panels, the fixed panel, and three rotating area panels are used, thereby reducing the sampling error of the annual estimates.

The list sample—The list sample originally was drawn from the Standard Statistical Establishment List (SSEL) as updated to December 31, 1974. The initial SSEL consisted of 2 lists. One list was composed of all Employer Identification (EI) numbers used by the International Revenue Service (IRS) with reported payroll in at least one quarter of 1973 or 1974, with payroll in the 1972 Census of Retail Trade, or with sales/receipts greater than \$100,000 in the 1972 census. The second list consisted of all establishments of known multiestablishment companies as of December 31, 1974. These lists contained information on sales/receipts, payroll, employment, name and address, kind-of-business classification, etc.

Prior to the availability of the 1974 SSEL, a study of the universe of retail businesses was carried out using files from the 1972 Census of Retail Trade. This study determined the stratification of the sampling units based on 1972 sales and kind of business, and also determined the optimal allocation of the sample necessary to meet specified variance objectives for sales estimates for different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff was particularly important since it also determined the type of sampling unit.

Sampling units for the list sample consisted of both companies and EI numbers. To be eligible for the initial list sample, an EI had to be active; i.e., had payroll in 1974 and was on the IRS mailing list for Federal Insurance Contributions Act (FICA) taxpayers. If a known multiestablishment company

had total retail sales (on a 1972 basis) above the cutoff for its major kind of business, the company was selected for the sample with certainty. The company, which could consist of one or more EI's, was then the sampling unit; therefore, any new retail establishments that the company might acquire, even if under new or different EI numbers, were in the sample with certainty.

All retail companies below the certainty cutoff as well as all single establishment retail companies were treated on an EI basis; that is, the EI number was the sampling unit. The EI numbers were then stratified according to their major kind of business and their estimated sales (on a 1972 basis). Within each stratum, a simple random sample of EI's was selected. The sampling rates for these EI numbers varied between 1 in 3 and 1 in 1,000. Three such samples of EI numbers, called panels, were drawn. Since all 3 panels were canvassed in the annual retail trade sample, the sampling rates varied between 1 in 1 and 1 in 333.

For those EI numbers in the initial sample that were not classified in a kind-of-business category and for all EI "births" after the initial selection, a two-phase selection procedure was used. EI "births," as used here, are new EI numbers recently assigned by the Social Security Administration (SSA) to FICA taxpayers. In the first phase, "births" were stratified by kind of business and size (expected employment or quarterly payroll). A relatively large sample was drawn and canvassed for a more reliable measure of size (sales in 2 recent months) and a more detailed kind-of-business code, if needed.

Using this more reliable information, the cases selected in the first phase were restratified and the final sample drawn with overall probabilities equivalent to those used in drawing the initial sample from the 1974 SSEL. Because of the lag in reporting "births" to the IRS and the SSA and the time needed to accomplish the two-phase birth-selection procedure, "births" are actually added to the sample about 8 or 9 months after they begin operation. During this period, they are represented by the area sample. The ongoing birth-selection procedure is carried out quarterly.

To be eligible for list sample canvass and tabulation in a given month, a retail business must meet the following requirements:

1. It must be on the IRS mailing list for FICA taxpayers from the previous quarter.
2. It must have been selected from either the SSEL or the file of employer "births." For this purpose, a universe file of all businesses ever given a chance of selection is maintained. This file shows, among other things, which EI numbers actually have been selected.

For businesses that were selected into the sample with certainty, the first requirement is changed. These certainty sampling units are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and, if there are successor businesses, they are added to the survey. This is a tighter form of control for the larger businesses.

The area sample—The area sample is a two-stage sample. In the first stage, 10 primary sampling units (single counties or small groups of contiguous counties) were selected with certainty and 48 were drawn with probability proportionate to size (population). Each selected primary sampling unit (PSU) was then subdivided into small land segments containing, at the time of selection, an average of about four retail stores each. Twelve subsamples of these land segments were 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). A different subsample, or panel, is included in the area sample for each month of the year. Each of these 12 panels include approximately 420 land segments.

In the annual retail trade survey sample, three area sample panels are used. This reduces the overall sampling rate to 1 in 333 (1 in 667 or 1 in 1,000 in the smallest PSU's).

All retail establishments in these selected land segments are canvassed. Sufficient information (mainly concerning the 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 EI "births," not represented in the list sources.

Group I and Group II Definitions

Group II consists of companies which had 11 or more retail establishments at the time the initial monthly retail trade sample was selected from the 1974 SSEL and qualified for certainty selection. To qualify for certainty, total annual sales of these companies (on a 1972 basis) had to exceed specified dollar volume cutoffs which varied by kind of business. The certainty cutoff ranged from annual sales of \$2 million to annual sales of \$25 million or more.

In previous sample designs, the sole criterion for classifying a company as being Group II was that the company had to have operated 11 or more retail stores at the time of the most recent retail census. Under the current sample design, a Group II company must meet both the establishment cutoff as well as the certainty sale-size cutoff. Group I consists of all other retail establishments.

Although separate tabulations are made for Group I and Group II in the list sample, only the data developed for Group II is published separately (table 3). Group I estimates are included in the "retail trade, total" figures shown in this report.

Estimation

The sales and inventories estimates published in this report are derived from two sources: (1) The annual retail trade survey which is based upon summation of weighted data from sampling units in the survey (see description of the sample). The weights used are the inverse of the probability of selection of the sampling units; (2) The 1977 Census of Retail Trade.

1979 Sales—The 1979 sales estimates at detailed kind-of-business levels were obtained through the use of a regression estimator except for Department Stores (SIC 5311) and Department Store Mail Order Houses (SIC 5961 part) which are estimated via a ratio estimator.

The regression estimator for each detailed kind-of-business is given by:

$$\hat{S} = S + B(C_{77} - S_{77})$$

where,

- \hat{S} is the estimated sales as published.
- S is the sales estimate computed directly from the 1979 annual retail trade survey.
- C_{77} is the sales total from the 1977 Census of Retail Trade.
- S_{77} is the sales estimate computed directly from the 1977 annual retail trade survey.
- B is the regression coefficient defined as the ratio of the estimated covariance between S and S_{77} to the estimated variance of S_{77} .

The ratio estimator for SIC's 5311 and 5961 part is given by:

$$\hat{S} = \frac{C_{77}}{S_{77}} \times S$$

with variables being defined as above.

Sales estimates for aggregate kinds-of-business are derived by summation of estimates computed at detail kind-of-business levels.

1978 Sales—The 1978 sales estimates at detail kind-of-business levels were obtained by revising the 12 monthly estimates for 1978 according to a mathematical procedure designed to minimize changes to the month-to-month trend between the original and revised data, while at the same time revising the monthly data to a level consistent with the 1977 Census and the 1979 annual levels derived as above. The 1978 annual level was then the sum of the 12 revised monthly estimates.

Annual sales estimates for aggregate kind-of-business levels are derived by summation of estimates computed at detail kind-of-business levels.

1978 and 1979 Inventories—The 1978 and 1979 inventories estimates as published were derived by multiplying the 1978 and 1979 sales estimates at detail kind-of-business levels (computed above) by the inventory-to-sales ratios derived directly from the 1978 and 1979 annual retail trade surveys, respectively. Estimates at levels of aggregation were obtained by summation of estimates computed at detail kind-of-business levels.

Accounts Receivable—The accounts receivable estimates were developed from summations of weighted data from the monthly retail trade survey. The estimates in the report are the same as the final estimates for December 1978 and 1979 as shown in the Current Business Reports, *Monthly Retail Trade, Sales, Accounts Receivable, and Inventories*, BR-79-12 and BR-80-1, respectively.

Reliability of the Data

Because the estimates were based on a sample, exact agreement with the results that would be obtained from a complete census of retail stores using the same enumeration procedure was not expected. However, because every retail store in the United States had a chance of being selected for the sample, and because the probability of selection for each store in the sample was known, it was 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 13 and 14. 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 standard error level. The sampling error, or standard error of the estimate, is a measure of the variability among the estimates from all possible samples of the same size and design and, thus, is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration. The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 percent divided by the value being estimated. Note that measures of sampling variability, such as the standard error or coefficient of variation, are estimates derived from the sample and are also subject to sampling variability.

The coefficients of variation presented in tables 13 and 14 permit certain confidence statements about the sample estimates. The particular sample used in this survey was one of a large number of samples of the same size that could have been selected using the same design. In about two out of three of these samples, the estimate would differ from a complete enumeration by less than the corresponding percentage for that estimate shown in the sampling variability table. In about 19 out of 20 of these samples, the estimates would differ from the results of a complete enumeration by less than twice the percentages shown.

The coefficients of variation shown in this report do not measure biases which might arise from differences of response or nonreporting. Nonresponse amounted to about 7 percent for sales, 5 percent for inventories, and 10 percent for accounts receivable.

Table 13. Estimated Sampling Variability for Sales and Inventory Estimates

(Coefficients of variation in percent)

1972 SIC code	Kind of business	Dollar volume estimates		1972 SIC code	Kind of business	Dollar volume estimates	
		Sales	Inventory			Sales	Inventory
	Retail trade, total.....	0.5	0.7		Nondurable goods stores, total....	0.6	0.6
	Total (excluding automotive group).....	0.5	0.7	53	General merchandise group stores.....	0.4	0.9
	Durable goods stores, total.....	1.1	1.3	531,9	Department stores, miscellaneous general merchandise stores.....	0.4	0.5
				531	Department stores.....	0	0
				539	Miscellaneous general merchandise stores.....	3.0	5.1
				533	Variety stores.....	2.4	4.3
				54	Food stores.....	1.0	1.4
52	Building materials, hardware, garden supply and mobile home dealers.....	2.6	2.6	541	Grocery stores.....	1.1	1.4
521,3,5	Building materials, supply, hardware stores.....	2.8	2.7	546	Retail bakeries.....	4.0	(NA)
521,3	Building materials and supply stores	3.3	3.1	554	Gasoline service stations.....	2.3	3.6
525	Hardware stores.....	4.4	5.5	56	Apparel and accessory stores.....	1.8	2.0
				561	Men's, boys' clothing, furnishings stores.....	6.5	6.0
				562,3,8	Women's clothing, specialty stores, furriers.....	2.3	2.7
55 ex554	Automotive dealers.....	1.6	2.1	562	Women's ready-to-wear stores.....	2.4	2.9
551,2,5	Motor vehicle and miscellaneous automotive dealers.....	1.8	2.3	565	Family clothing stores.....	1.8	2.5
6,7,9				566	Shoe stores.....	3.6	3.0
551,2	Motor vehicle dealers.....	1.8	2.0	58	Eating and drinking places.....	2.1	2.7
551	Motor vehicle dealers (franchised)	1.7	2.0	5812	Eating places.....	2.3	(NA)
553	Automotive and home supply stores.....	3.4	4.9	5812(part)	Restaurants, lunchrooms, cafeterias..	2.9	(NA)
				5812(part)	Refreshment places.....	3.7	(NA)
57	Furniture, home furnishings, equipment stores.....	1.9	2.2	5813	Drinking places (alcoholic beverages)..	4.8	(NA)
571	Furniture and home furnishings stores.	2.3	2.5	591	Drug stores and proprietary stores....	1.5	1.7
5712	Furniture stores.....	2.8	2.9	592	Liquor stores.....	3.0	4.0
5722,32	Household appliance, radio and TV stores.....	3.6	4.0	596	Nonstore retailers.....	1.6	4.0
5722	Household appliance stores.....	5.0	5.4	53,56,57	GAF plus mail-order houses (department store merchandise).....	0.6	0.8
				594,5961			
				(part)			
5944	Jewelry.....	3.0	3.5	53,56	GAF, total.....	0.6	0.8
				57,594			

Note: The estimates of sampling variability shown above are based on sales and inventory estimates derived from the Annual Retail Trade Survey.
(NA) Not available.

Table 14. Estimated Sampling Variability for Accounts Receivable Estimates

1972 SIC code	Kind of business	Dollar volume estimates	1972 SIC code	Kind of business	Dollar volume estimates
	TOTAL ACCOUNTS RECEIVABLE			INSTALLMENT ACCOUNTS	
	Retail stores, total.....	0.8		Retail stores, total.....	0.7
	Durable goods stores, total.....	2.3		Durable goods stores, total.....	3.5
52	Building materials, hardware, garden supply, and mobile home dealers.....	3.5	55 ex. 554	Automotive dealers.....	5.4
521,3	Building materials and supply stores.....	3.8	553	Auto and home supply stores.....	7.4
55 ex. 554	Automotive dealers.....	2.7	57	Furniture, home furnishings, equipment stores....	5.2
551,2	Motor vehicle dealers.....	3.6	571	Furniture and home furnishings stores.....	5.7
551	Motor vehicle dealers (franchised).....	3.8	5944	Jewelry stores.....	5.5
553	Auto and home supply stores.....	5.8		Nondurable goods stores, total.....	0.3
57	Furniture, home furnishings, equipment stores....	5.1		General merchandise group stores.....	0.2
571	Furniture and home furnishings stores.....	6.1	53	Department stores, miscellaneous general merchandise stores.....	0.2
5712	Furniture stores.....	6.6	531,9	Department stores.....	0.0
5722,32	Household appliance, radio, TV stores.....	7.8	531	Apparel and accessory stores.....	2.2
5722	Household appliance stores.....	5.8			
5944	Jewelry stores.....	4.3	56		
	Nondurable goods stores, total.....	0.5		OPEN-END INSTALLMENT ACCOUNTS	
53	General merchandise group stores.....	0.1		Retail stores, total.....	0.4
531,9	Department stores, miscellaneous general merchandise stores.....	0.1		Durable goods stores, total.....	3.4
531	Department stores.....	0.0		Automotive dealers.....	4.7
54	Food stores.....	15.1	55 ex. 554	Furniture, home furnishings, equipment stores....	5.0
541	Grocery stores.....	10.1	57	Furniture and home furnishings stores.....	5.8
554	Gasoline service station.....	9.3	571	Jewelry stores.....	5.6
56	Apparel and accessory stores.....	2.4	5944	Nondurable goods stores, total.....	0.3
562	Women's ready-to-wear stores.....	4.4		General merchandise group stores.....	0.1
58	Eating and drinking places.....	5.0		Department stores, miscellaneous general merchandise stores.....	0.1
5961(part)	Mail order houses (department store merchandise)..	0.1		Department stores.....	0.0
	CHARGE ACCOUNTS			Apparel and accessory stores.....	2.1
	Retail stores, total.....	1.6	53		
	Durable goods stores, total.....	2.4	531,9	CLOSED-END INSTALLMENT ACCOUNTS	
52	Building materials, hardware, garden supply, and mobile home dealers.....	3.6	531	Retail stores, total.....	3.2
521,3	Building materials and supply stores.....	4.0	56	Durable goods stores, total.....	5.6
55 ex. 554	Automotive dealers.....	3.1	55 ex. 554	Automotive dealers.....	7.5
551	Motor vehicle dealers (franchised).....	3.3	553	Automotive and home supply stores.....	10.4
57	Furniture, home furnishings, equipment stores....	6.9	57	Furniture, home furnishings, equipment stores....	8.0
571	Furniture and home furnishings stores.....	8.5	571	Furniture and home furnishings stores.....	8.6
5944	Jewelry stores.....	6.0		Nondurable goods stores, total.....	2.0
	Nondurable goods stores, total.....	2.3		General merchandise group stores.....	1.1
53	General merchandise group stores.....	1.4	53	Department stores, miscellaneous general merchandise stores.....	1.0
531,9	Department stores, miscellaneous general merchandise stores.....	1.4	531,9	Department stores.....	0.0
531	Department stores.....	0.0			
54	Food stores.....	9.3			
554	Gasoline service stations.....	10.3			
56	Apparel and accessory stores.....	4.8	531		

Source: U.S. Department of Commerce, Bureau of the Census, Monthly Retail Trade report, January 1980.

Note: The measures of sampling variability shown above were calculated from June through November 1979 monthly estimates.

KIND-OF-BUSINESS CLASSIFICATIONS

The kinds of business shown in this report parallel broad classifications defined in the 1972 edition of the Standard Industrial Classification (SIC) manual. Descriptions of each kind of business follow. Data for some kinds of business are not shown separately but are included in the major group or other totals.

DURABLE GOODS

BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes.

It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales. These establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Lumber and Other Building Materials Dealers (SIC 521)¹—Establishments engaged in selling primarily lumber, or lumber and a general line of building materials, to the general public. The lumber which they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. Hardware is often an important line of retail lumber and building materials dealers.

Paint, Glass, and Wallpaper Stores (SIC 523)¹—Establishments engaged in selling primarily paint, glass, and wallpaper, or any combination of these lines, to the general public.

Hardware Stores (SIC 525)—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail Nurseries, Lawn and Garden Supply Stores (SIC 526)¹—Establishments primarily engaged in selling trees,

shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves.

Mobile Home Dealers (SIC 527)¹—Establishments primarily engaged in the retail sale of new and used mobile homes, including parts and accessories.

AUTOMOTIVE DEALERS (SIC Major Group 55 ex. 554)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; and those selling new automobile parts and accessories. Automobile repair shops maintained by the establishments engaged in the sale of new automobiles are also included.

Motor Vehicle Dealers (Franchised)—New and Used (SIC 551)—Establishments primarily engaged in the sale of new automobiles or new and used foreign or domestic automobiles. These establishments frequently maintain repair departments and used car lots and carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair departments operated by franchised new passenger car dealers are not considered separate locations.

Motor Vehicle Dealers (Nonfranchised)—Used Cars Only (SIC 552)¹—Establishments primarily selling used cars and not holding a franchise for the sale of new cars.

Auto and Home Supply Stores (SIC 553)—Establishments primarily engaged in the retail sale of automobile tires, batteries, and other automobile parts and accessories. These establishments frequently sell additional lines of merchandise such as household appliances, radios and television sets, sporting goods, housewares, and hardware.

Boat Dealers (SIC 555)¹—Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft, including parts, accessories, marine supplies, and outboard motors.

Recreational and Utility Trailer Dealers (SIC 556)¹—Establishments primarily engaged in the retail sale of new and used recreational trailers, campers (pickup coaches), utility

¹See footnotes on page 24.

trailers, and other trailers for passenger automobiles, and motor homes, including parts and accessories.

Motorcycle Dealers (SIC 557)¹—Establishments primarily engaged in the retail sale of new and used motorcycles and motor scooters, including parts and accessories.

Automotive Dealers, Not Elsewhere Classified (SIC 559)¹—Establishments primarily engaged in the retail sale of new and used automotive vehicles, such as snowmobiles, dunebuggies, and go-carts, and new automotive equipment and supplies, not elsewhere classified.

FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances.

Furniture Stores (SIC 5712)—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radio and TV sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Floor Covering Stores (SIC 5713)¹—Establishments primarily engaged in the retail sale of floor coverings and related products.

Draperies, Curtain, and Upholstery Stores (SIC 5714)¹—Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custom-made draperies and slipcovers for household use also are included.

Miscellaneous Home Furnishing Stores (SIC 5719)¹—Establishments primarily engaged in the retail sale of miscellaneous home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, and window shades.

Household Appliance Stores (SIC 5722)—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances, such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radio and television sets. Retail stores operated by public utility companies and primarily engaged in the sale of electric and gas appliances for household use are classified here.

Radio and Television Stores (SIC 5732)¹—Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), and sound reproducing equipment. Such establishments also may sell additional lines, such as household appliances, musical instruments, or records.

Music Stores (SIC 5733)¹—Establishments primarily engaged in the retail sale of musical instruments, phonograph records and albums, sheet music, and similar musical supplies.

MISCELLANEOUS DURABLE GOODS STORES (SIC Major Group 59, part)

This includes all retail goods stores not elsewhere classified.

Used Merchandise Stores (SIC 593)²—This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; automobile parts, accessories, tires, batteries; musical instruments; office furniture; phonographs and phonograph records; and store fixtures and equipment. This industry also includes pawnshops.

Sporting Goods Stores and Bicycle Shops (SIC 5941)²—Establishments primarily selling a general or a specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; bicycles, bicycle parts and accessories; and gymnasium and playground equipment.

Book Stores (SIC 5942)²—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold.

Jewelry Stores (SIC 5944)²—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

Hobby, Toy, and Game Shops (SIC 5945)²—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies.

Camera and Photographic Supply Stores (SIC 5946)²—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Excluded are establishments primarily engaged in finishing films.

Gift, Novelty, and Souvenir Shops (SIC 5947)²—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and Leather Goods Stores (SIC 5948)²—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Optical Goods Stores (SIC 5999 part)²—Establishments primarily engaged in the retail sale of eyeglasses and related optical goods. Excluded are establishments whose receipts are primarily from examining eyes and prescribing eyeglasses or contact lenses.

Miscellaneous Retail Stores Not Elsewhere Classified (SIC 5999 part)²—Establishments primarily engaged in the retail sale of specialized lines of merchandise such as collectors' items and supplies, artists' supplies, orthopedic and artificial limbs, drafting materials, typewriters, pets, religious goods, hearing aids, rubber stamps, monuments and tombstones, and other merchandise not elsewhere classified.

NONDURABLE GOODS

GENERAL MERCHANDISE GROUP STORES (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc.

Nonstore retailers (mail-order houses, merchandising machine operators, and direct-selling establishments), dry goods stores, and sewing and needlework stores, previously classified in SIC major group 53, are classified in major group 59.

Department Stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. *Furniture, home furnishings, appliances, radio and TV sets.*
2. *A general line of apparel for the family.*
3. *Household linens and dry goods.*

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of \$5 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups is \$500,000 or more. So-called discount stores are included as department stores, provided they meet the criteria described above.

Variety Stores (SIC 533)—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous General Merchandise Stores (SIC 539)—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores, but normally having less than 25 employees, and stores usually known as country general stores are included here.

Also included in this classification are establishments whose sales of apparel or of furniture and home furnishings exceed half of their total sales providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

FOOD STORES (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption.

Grocery Stores (SIC 541)—Establishments primarily selling (1) a wide variety of canned or frozen foods, such as vegetables, fruits, and soups; (2) dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed food and nonedible grocery items. In addition, these establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Establishments commonly known as supermarkets, food stores, and delicatessens are included in this classification if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Meat and Fish (Seafood) Markets, Including Freezer Provisioners (SIC 542)¹—Establishments primarily engaged in the retail sale of fresh, frozen, or cured meats, fish, shellfish, and other seafood. Frequently these establishments also sell poultry, dairy products, eggs, some groceries, and items commonly used in preparing seafood or consumed with seafood.

Fruit Stores and Vegetable Markets (SIC 543)¹—Establishments primarily selling fresh fruits and fresh vegetables. These establishments frequently carry a limited line of grocery items.

Roadside stands of farmers selling only their own produce are not included.

Candy, Nut, and Confectionery Stores (SIC 544)¹—Establishments primarily selling candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores. Also included are candy and popcorn stands located in motion picture theaters.

Dairy Products Stores (SIC 545)¹—Establishments primarily engaged in the retail sale of dairy products, such as milk, cream, butter, cheese, and related products, to over-the-counter customers.

Retail Bakeries (SIC 546)—Establishments primarily engaged in the over-the-counter retail sale of bakery products such as bread, cakes, pies, or cookies, all or some of which may be baked on the premises.

Other Miscellaneous Food Stores (SIC 549)¹—Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs and poultry, health foods, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account and sell dressed fowls, or sell fowl cleaned and dressed by others.

Gasoline Service Stations (SIC 554)—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

APPAREL AND ACCESSORY STORES (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment.

Men's and Boys' Clothing and Furnishing Stores (SIC 561)—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings.

Women's Ready-to-Wear Stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel.

Women's Accessory and Specialty Stores (SIC 563)¹—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, millinery, foundation garments, lingerie, robes, and other intimate wear.

Children's and Infants' Wear Stores (SIC 564)¹—Establishments primarily engaged in the retail sale of children's

and infants' clothing, furnishings, and accessories. Such establishments may specialize in either children's or infants' wear or they may sell a combination of children's and infants' wear.

Family Clothing Stores (SIC 565)—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line.

Shoe Stores (SIC 566)—Establishments primarily engaged in the retail sale of any one line, or a combination of the lines, of men's, women's, and children's footwear. These establishments frequently carry accessory lines such as hosiery, gloves, and handbags.

Furriers and Fur Shops (SIC 568)¹—Retail establishments primarily engaged in selling fur coats and other fur apparel, including fur apparel made in the same establishment to custom order.

Miscellaneous Apparel and Accessory Stores (SIC 569)¹—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing (except fur apparel SIC 568) to individual order.

EATING AND DRINKING PLACES (SIC Major Group 58)

This major group includes establishments primarily engaged in selling prepared foods and drinks for consumption on or near the premises, and lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Also included are social caterers who sell prepared foods which are served on the premises or elsewhere, and in-plant feeding contractors. Eating and drinking places operated as leased concessions in theaters, hotels, motels, and places of amusement are included here, although candy and popcorn stands located in theaters are not.

Restaurants and Lunchrooms (SIC 5812 part)³—Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waiter or waitress service is provided and the establishment has seating facilities for at least 15 patrons. These establishments often serve alcoholic beverages, but receipts from the sale of alcoholic beverages may not exceed the receipts from prepared foods.

Social Caterers (SIC 5812 part)⁴—Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc., at a hall or similar place rather than at a fixed

See footnotes on page 24.

business location. Such establishments also may arrange for some entertainment but this should be a minor part of the business.

Cafeterias (SIC 5812 part)³—Establishments engaged in serving prepared food and beverages primarily through the use of a cafeteria line where the customer serves himself from displayed selections. Some limited waiter or waitress service may be provided. Table and/or booth seating facilities are usually provided.

Refreshment Places (SIC 5812 part)⁴—Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

Contract Feeding (SIC 5812 part)³—Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. The facilities and personnel of these establishments may be provided by the contracting company, institution, etc.; however, the management is always supplied by the contractor.

Ice Cream and Frozen Custard Stands (SIC 5812 part)⁴—Establishments primarily engaged in selling ice cream, frozen custard, or other frozen ices for consumption either on or near the premises. "Take-home" packages also may be provided for ice cream sold in bulk.

Drinking Places (SIC 5813)—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from the sale of prepared foods may not exceed receipts from sales of alcoholic beverages.

Drug Stores and Proprietary Stores, (SIC 591)—Establishments engaged in the retail sale of prescription drugs and patent medicines, and which may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise. Included are drug stores which also have a soda fountain or lunch counter.

These stores are included on the basis of their usual trade designation rather than on the more strict interpretation of commodities handled.

Liquor Stores (SIC 592)—Establishments primarily selling packaged alcoholic beverages, such as ale, beer, wine, and whiskey, for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

MISCELLANEOUS NONDURABLE GOODS STORES (SIC Major Group 59, part)

Stationery Stores (SIC 5943)⁵—Establishments primarily engaged in the retail sale of stationery, such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies.

Sewing, Needlework, and Piece Goods Stores (SIC 5949)⁵—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

Mail-Order Houses (Department Store Merchandise) (5961, part)⁶—Establishments with normally 25 or more employees primarily engaged in the retail sale by catalog and mail order of a general line of merchandise similar to that sold by department stores.

Other Mail-Order Houses (SIC 5961 part)⁷—Establishments primarily engaged in the retail sale of a specialized or limited line of merchandise such as food, automotive merchandise, apparel, books, stationery, etc., by catalog and mail order.

Automatic Merchandising Machine Operators (SIC 5962)⁷—Establishments primarily engaged in the retail sale of products by means of automatic merchandising units (vending machines) which are generally located on the premises of other businesses. Those products include candy, nut, and confectionery; milk and ice cream; other beverages; and tobacco products.

Direct Selling Establishments (SIC 5963)⁷—Establishments primarily selling merchandise by house-to-house canvass, by party plan, by telephone, or from a truck. The merchandise includes building materials, hardware, and garden supplies; general merchandise; milk; other foods; apparel and accessories; furniture, home furnishings, and equipment; mobile food service; and books and stationery.

Fuel and Ice Dealers, Not Elsewhere Classified (SIC 5982)⁵—Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, ice, or any combination of these lines.

Fuel Oil Dealers (SIC 5983)⁵—Establishments primarily engaged in the retail sale of fuel oil.

Liquefied Petroleum Gas Dealers (SIC 5984)⁵—Establishments primarily engaged in the retail sale of liquefied petroleum (LP) gas (bottled gas or in bulk.)

See footnotes on page 24.

Florists (SIC 5992)⁵—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Greenhouses and nurseries are included if receipts are primarily from the sale of products not grown on the premises.

Cigar Stores and Stands (SIC 5993)⁵—Establishments primarily engaged in the retail sale of cigars, cigarettes, tobacco, and smokers' supplies. Many of the establishments included in

¹Data for this kind of business are not shown separately but are included in the major group totals.

²Data for this kind of business are not shown separately but are included in the durable goods stores total.

³Data for this kind of business are not shown separately, but are included in the larger group, "Restaurants, lunchrooms, cafeterias."

this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News Dealers and Newsstands (SIC 5994)⁵—Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals.

⁴Data for this kind of business are not shown separately but are included in the larger group "Eating Places," (SIC 5812).

⁵Data for this kind of business are not shown separately but are included in the nondurable goods stores total.

⁶Sales made by mail-order catalog desks located within department stores of mail-order firms and the free-standing catalog-order stores of department store firms are included here.

⁷Data for this kind of business are not shown separately but are included in the larger group "Nonstore Retailers," (SIC 596).

EXTRACT OF PERTINENT SECTIONS OF REPORTING FORM

<p style="text-align: center;">U.S. DEPARTMENT OF COMMERCE BUREAU OF THE CENSUS</p> <p style="text-align: center;">ANNUAL RETAIL TRADE REPORT 1979</p> <p style="text-align: center;">PLEASE READ ALL ACCOMPANYING INSTRUCTIONS</p> <p>Complete and return this form in the enclosed preaddressed envelope to the Bureau of the Census Regional Office within 20 days after you receive it. PROMPT RETURN WILL RESULT IN CONSIDERABLE SAVINGS TO YOUR GOVERNMENT.</p>	<p>NOTICE — Response to this inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.</p> <p>In correspondence pertaining to this report, please refer to this identification number</p>																														
<h3 style="margin: 0;">RETURN THIS COPY</h3> <p style="margin: 0;">(Please correct any error in name and address including ZIP code.)</p>																															
<p>Item 1A — FEDERAL EMPLOYER IDENTIFICATION NUMBER</p> <p>a. Does your firm currently report payroll under the EI number shown in the address label? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p style="margin-left: 150px;">If "No" —</p> <div style="display: flex; align-items: center;"> <div style="margin-right: 20px;"> <p>b. Enter your present EI number</p> <p>c. When did you start reporting payroll under this EI number? . . .</p> </div> <table border="1" style="border-collapse: collapse; text-align: center;"> <tr> <td style="width: 20px;"> </td> </tr> <tr> <td colspan="8">Month</td> <td colspan="2">Year</td> </tr> <tr> <td colspan="8"> </td> <td colspan="2">19 </td> </tr> </table> </div>												Month								Year										19	
Month								Year																							
								19																							
<p>Item 1B — ORGANIZATIONAL STATUS</p> <p>Mark (X) the ONE box which best describes this firm's form of ownership during 1979</p> <p> <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Cooperative association <input type="checkbox"/> Individual proprietorship <input type="checkbox"/> Governmental — Specify <input type="checkbox"/> Other — Specify </p>																															
<p>Item 1C — NUMBER OF RETAIL ESTABLISHMENTS ON DECEMBER 31, 1979</p> <p>Enter the total number of retail establishments covered by this report. Do not include any departments and concessions operated by your firm in retail stores of others.</p>	<p>Number of retail establishment(s) operated under the EI number above</p>																														
<p>Item 2 — TOTAL SALES OF MERCHANDISE AND OTHER OPERATING RECEIPTS FOR 1979</p> <p>Book figures for the calendar year, January 1 through December 31, 1979, should be reported in items 2A through 2D below. If book figures for the calendar year are not available, carefully prepared estimates for the calendar year are preferable to book figures covering another period.</p>																															
<p>A. Sales of merchandise and other receipts excluding receipts from customers for carrying and other charges for credit and excluding sales taxes collected and remitted by you to taxing authority.</p> <p>NOTE: Include excise taxes on sales of items such as gasoline, liquor, and tobacco.</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th colspan="2" style="text-align: center;">1979 sales of retail establishment(s) operated under the EI number above</th> </tr> <tr> <th style="width: 80%;">Dollars</th> <th style="width: 20%;">Cents</th> </tr> <tr> <td style="text-align: right;">\$</td> <td style="text-align: center;">00</td> </tr> </table>	1979 sales of retail establishment(s) operated under the EI number above		Dollars	Cents	\$	00																								
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Dollars	Cents																														
\$	00																														
<p>B. Did your firm collect receipts from customers for carrying charges or other charges for credit?</p> <p><input type="checkbox"/> Yes — Report the amount of such receipts collected. (Do not include in 2A above.) <input type="checkbox"/> No</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 80%;">Dollars</th> <th style="width: 20%;">Cents</th> </tr> <tr> <td style="text-align: right;">\$</td> <td style="text-align: center;">00</td> </tr> </table>	Dollars	Cents	\$	00																										
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\$	00																														
<p>C. Did your firm collect sales (or other) taxes which were forwarded to taxing authorities?</p> <p>NOTE: Do not include excise taxes reported in 2A.</p> <p><input type="checkbox"/> Yes — Report the amount of such sales taxes collected. (Do not include in 2A above.) <input type="checkbox"/> No</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 80%;">Dollars</th> <th style="width: 20%;">Cents</th> </tr> <tr> <td style="text-align: right;">\$</td> <td style="text-align: center;">00</td> </tr> </table>	Dollars	Cents	\$	00																										
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\$	00																														
<p>D. TOTAL sales of merchandise and other operating receipts including receipts for carrying charges or other charges for credit and sales taxes collected (Sum of lines A, B, and C) →</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 80%;">Dollars</th> <th style="width: 20%;">Cents</th> </tr> <tr> <td style="text-align: right;">\$</td> <td style="text-align: center;">00</td> </tr> </table>	Dollars	Cents	\$	00																										
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\$	00																														
<p>E. Does the data reported in items 2A through 2D represent the calendar year January 1 through December 31, 1979?</p> <p><input type="checkbox"/> Yes — Go to item 3A <input type="checkbox"/> No — Enter the period that the data represents</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;"></td> <td style="width: 10%;">Month</td> <td style="width: 10%;">Day</td> <td style="width: 20%;">Year</td> </tr> <tr> <td style="text-align: center;">From</td> <td></td> <td></td> <td style="text-align: center;">19 </td> </tr> <tr> <td style="width: 60%;"></td> <td>Month</td> <td>Day</td> <td>Year</td> </tr> <tr> <td style="text-align: center;">To</td> <td></td> <td></td> <td style="text-align: center;">19 </td> </tr> </table>		Month	Day	Year	From			19		Month	Day	Year	To			19														
	Month	Day	Year																												
From			19																												
	Month	Day	Year																												
To			19																												

Item 3A – MERCHANDISE ON HAND (Inventories December 31)

Report cost value of all merchandise. Book figures for December 31 should be reported in items 3Aa through 3Ac. If book figures are not available, carefully prepared estimates of inventories for December 31 are preferable to book figures representing another date.

Complete each item, enter "0" if none.

	Merchandise inventories at cost value					
	1979		1978			
	Dollars	Cents	Dollars	Cents		
a. Merchandise on hand in retail store(s) operated under the EI No. shown on the reverse	\$	00	\$	00		
b. Merchandise on hand in warehouses, offices, or in transit for distribution to your retail outlet(s) operated under the EI No. shown on the reverse, including merchandise to be distributed to departments and concessions operated by your firm in retail stores of other firms	\$	00	\$	00		
c. TOTAL MERCHANDISE ON HAND (Sum of lines a and b) →	\$	00	\$	00		
d. Are the data reported in items 3Aa through 3Ac for a date other than December 31? <input type="checkbox"/> Yes – Enter the date that the data represents <input type="checkbox"/> No – Go to item 3B	1979			1978		
	Month	Day	Year	Month	Day	Year
			19__			19__

Item 3B – METHOD BY WHICH INVENTORY WAS VALUED

a. Was the Last In, First Out (LIFO) and/or LIFO Retail Method used to value any of the inventory reported in item 3A?

Yes No – SKIP to item 4

b. What percentage of total inventory was valued using the:

	1979	1978
(1) LIFO and/or LIFO Retail Methods	%	%
(2) Other methods	%	%
(3) Total	100%	100%

c. For those inventories valued under the LIFO and/or LIFO Retail Method, enter the amount of difference between the stated value of inventory and the value of the same inventory if it were derived by a method other than LIFO

	1979		1978	
	Dollars	Cents	Dollars	Cents
\$		00	\$	00

Item 4 – DEPARTMENTS AND CONCESSIONS OPERATED BY OTHER FIRMS IN YOUR RETAIL STORE(S)

A. Did other firms operate any departments or concessions in your retail store(s) in 1979?

1 Yes 2 No – SKIP to item 5

B. Total sales excluding sales taxes collected by departments and concessions operated by other firms in your retail store(s) for 1979. (Do not include in item 2A.)

1979	
Dollars	Cents
\$	00

C. Total merchandise on hand in departments and concessions operated by other firms in your retail store(s) (Do not include in item 3A.)

Merchandise inventories at cost value December 31, 1979	
Dollars	Cents
\$	00

Item 5 – CERTIFICATION – This report is substantially accurate and has been prepared in accordance with instructions.

Name of person to contact regarding this report	Address (Number and street, city, State, ZIP code)	Telephone		
		Area code	Number	Extension
Signature of authorized person	Title	Date		



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