

ANNUAL RETAIL CHAIN SURVEY - NOTES TO USERS :

Major changes were introduced to the survey commencing with reference year 1999. The survey questionnaire was redesigned and the North American Industry Classification (NAICS) was implemented. Under the previous 1980 Standard Industrial Classification system, the determination of inclusion within the retail sector was primarily based on the class of customer to which products were sold. Under NAICS, that determination is based primarily on the material and service, skills and technology used in the “production” of the sale of goods, with “class of customer” a much lesser consideration.

This has resulted in some store formats, which were previously classified to wholesale trade, moving to the retail trade sector. They include building material stores/dealers, computer and software stores, and office supply stores. Where the principal activity is repair, rather than selling merchandise, have moved from retail trade to services. The primary area affected is automotive repair including garages not selling gasoline, paint and body repair shops, muffler replacement shops, motor vehicle glass replacement shops and motor vehicle transmission repair and replacement shops. In addition, where the principal activity is processing rather than selling merchandise have moved to manufacturing. Examples include dressmakers, tailors, and some bakeries.

Activities related to electronic shopping (e-commerce) were included in non-store retail trade, if they were conducted in an establishment where the principal activity is electronic commerce.