

Directions

The Census of Commerce (hereafter referred to as the Census) represents "designated statistical survey" (Designated Statistics No.23) based on the Statistics Law (Law No.18 of 1947) and is implemented according to the Regulations for the Census of Commerce (Ordinance No.60 of the Ministry of International Trade and Industry of 1952). The Census, a periodical survey, has been conducted every 5 years since 1997, and intermediate simplified surveys (2 years after the Census) have also been conducted.

This Report by Sales Form is constructed from the results of the Census conducted on June 1, 2007, by re-totaling by the definition of sales form classification for retail establishments.

1. Definition of sales form classification

The definition of sales form classification is shown in the attached "Sales form classification table".

2. Explanation of major terms

(1) Establishment (commercial establishment (retailer))

Establishments that sell merchandise for individual consumption or home consumption in a fixed place.

The establishments include the following.

- 1) Establishments engaged in commodity sales to individuals (unincorporated agricultural, forestry or fishery establishments included) or to household consumers.
- 2) Establishments engaged in sales of small quantity or small sum of commodities to industrial users.
- 3) Establishments engaged in sales of commodities and repair services of the same kind. Even in cases where the income from repair fees exceeds that of sales of the same kind, these establishments will be classified as "Retail trade" instead of "Repair Service Shop." However, establishments engaged exclusively in repair will be classified as "Repair Service Shop" (Division Q-Services elsewhere not classified). In this case, replacement of parts for repair will not be considered retail of commodities.
- 4) "Manufacturing retailers" (establishments selling manufactured commodities to individuals or household consumers at outlets within the factory premise). For example, confectioneries, bakeries, lunch providers, tofu stores, and pharmacies etc.
- 5) Gasoline service stations
- 6) Establishments mainly engaged in sales of commodities without having sales space (includes establishments which have a base office which engages in sales activities necessary for door-to-door sales or mail order and catalogue sales), mainly selling to individuals or household consumers.
- 7) Establishments that are separately managed
Shops that exist in premises of government offices, corporations, factories, organization, amusement parks etc., but are not managed by those establishments, will be classified as "Retailers" as individual establishments.

(2) Single-unit establishment

An establishments without any separately-located head office, branch or sales office managed by the same entity - one enterprise with one establishment.

(3) Head office

An establishments that manages all of its separately-located branches and sales offices through the control of a single entity.

In cases where the departments of the head office are located in different places, the establishment in which its representative, such as the president, has his/her office is regarded as the head office, and the other establishments as branches.

(4) Branch

An establishment under the control of the separately-located head office, including establishments generally called branch offices, as well as sales offices, stands, substations, and shops run by joint enterprise cooperatives primarily engaged in selling commodities. Intermediate local head offices controlling subordinate establishments while being under the control of higher-level head office are also regarded as branches.

*Relationship between head office and branch

- 1) The parent company and subsidiary are both independent companies and there is no head office-branch office relationship between them.
- 2) As for the establishments of a "certain chain shop" type, if the proprietor of such establishment is different from the management of the headquarters (franchise stores), it is classified as a "single-unit establishment" or "head office".
- 3) In the name of a joint enterprise cooperative based on the Law on the Cooperative Association of Small and Medium Size Enterprises, such as rice retailers, its headquarters are classified as "head offices" and individual cooperative members are classified as "branch offices".

(5) Opening year

The time when that establishment opened, regardless of business content.

(6) Employees and persons engaged

Number of persons who are engaged in the establishments as of June 1, 2007. The number of employees is the total of "sole proprietors," "unpaid family workers," "paid officers," and "regular employees." The number of "persons engaged" includes, in addition to the number of employees, that of "temporary employees" and "workers dispatched from outside units," and excludes the number of "employees and temporary employees dispatched to outside units."

- 1) "Sole proprietor" is the proprietor of a private business who is engaged in the actual operations of his/her establishment.
- 2) "Unpaid family workers" are those who are regularly involved in the business without being paid for.

- 3) "Paid officers" are those executives of enterprises being paid for regardless of providing full-time or part-time service.
- 4) "Regular employees" are those usually called "full-timers ," or "part-timers " which come under either of the following:
 - (a) Persons employed on the indefinite labor contract
 - (b) Persons employed on the longer than-a-month labor contract
 - (c) Persons other than (a) or (b) who have been employed for 18 days or longer per month for both April and May 2007
- 5) "Temporary employees" are those workers except regular employees employed for a period of less than one month or on a daily basis.
- 6) "Workers dispatched from outside units " includes those dispatched from separately - managed establishments and those sent by subcontractors.
- 7) "Employees and temporary employees dispatched to outside units" includes those dispatched to separately-managed establishments and those sent to other establishments as subcontracted workers.
- 8) " Total number of hours worked by part-timers divided by eight" are obtained by converting the number of part-timers considering one worker is engaged in the business for the average daily working period of 8 hours.

(7) Annual sales of goods

Annual sales of goods means the annual sales amount of tangible commodities (consumption tax included) for the period of April 1, 2006 to March 31, 2007. It therefore does not includes gains on the sale of real estate such as land and buildings, or gains on the sale of securities such as stocks, gift certificates, prepaid cards, lottery tickets, and stamps.

(8) Other income

Other income is the total of income gained (including consumption tax) from business operations other than the sales of tangible commodities, such as repair fees, commission incidental to the sale of commodities, as well as manufactured goods shipments, food and beverage section, services and so on, earned during the one-year period from April 1, 2006 to March 31, 2007.

(9) Value of goods in stock

Value of goods in stock is the total value (cost of purchase) of all the inventory held for sales purposes as of March 31, 2007.

(10) The classifications for the sales type are as follows.

1) Over-the-counter sales

Over-the-counter sales made in stores. Includes calls to take orders and mobile sales.

2) Door-to-door sales

Sales of commodities by salesmen visiting households.

3) Mail order and catalogue sales

Promoting commodities through media such as catalogues, television, radio and the internet, and selling commodities by accepting orders from consumers via mail, telephone, facsimile, the internet and bank transfers.

4) Sales by vending machines

Sales made by vending machines of which the establishment manages.

5) Others

Cooked food delivery, catering services, "cooperative buying" through cooperative stores, regular monthly sales of milk and newspapers and sales types other than the above.

(11) Self-service system

The "self-service system" is a method of sales, which fulfils the following conditions:

- 1) The consumer will see the price of merchandise by way of indicators such as price tags.
- 2) The consumer will individually carry the desired goods in shopping baskets, carts or trays supplied by the shop.
- 3) The consumer will pay the total amount of the goods at the cashier.

Establishments that are considered to adopt the "Self-service system" in the sense of the Census are those establishments that fulfill the above conditions in at least 50% of the total sales floor space of the establishment.

Such establishments include, for example, general merchandise supermarkets, specialized supermarkets, home centers, drugstores, convenience stores, one-price stores, and large-scale auto parts warehouses.

(12) Sales floor space

The aggregate sales floor space actually used for retail sales of the establishment as of June 1, 2007. Dining rooms, tea lounges, exterior exhibition space, distribution centers, stairways, walkways, elevators, escalators, lobbies, lavatories, offices, warehouses, and spaces leased to tenants are excluded.

However, the survey of sales floors space for milk stores, new/used motor vehicles dealers, fixture stores, "tatami" mats stores, gasoline service stations, and newspapers stores have been omitted.

(13) Business hours

Business hours as of June 1, 2007, are rounded down to the nearest whole hour.

In cases where the date of the survey is different from usual cases due to holidays or special sales campaigns, etc., business hours of usual working day closest to the date of the survey are used.

However, the Census is not implemented for establishments belonging to retailers of milk and newspapers.

(14) Parking space for customers

A space where the customers can temporarily park their cars, as of June 1, 2007.

Gasoline stands have been omitted from the survey.

1) Private parking space

Establishments that have their own parking space for customers either self-owned or by contract.

2) Shared parking space

Establishments that have parking space for customers that are shared with other establishments and for which the establishment does not have specified spaces.

3) Capacity of the parking space

The maximum number of motor vehicles that can be parked, and not the aggregate number of cars which may be parked in one day.

(15) Chain store system

1) Establishments as a member of a franchise chain

Under the contract of the establishment (the franchisee) and another establishment (the franchiser), the franchisee will sell the commodities with the same image based upon the trademark and management know-how of the franchiser.

2) Establishments as a member of a voluntary chain

Establishments of the same kind of business joining a common enterprise in which the headquarters collectively conduct purchasing, distributing, promoting and selling activities.

3) Establishments that are not members of the above

Establishments which are not included in either 1) or 2). For example, regular chains stores (company stores), motor vehicle dealers, dealers of household electrical appliances, gasoline service stations that were formerly wholesalers.

3. Collection

The response rates are as follows.

Number of surveyed establishments	Number of establishments that submitted responses	Response rate (%)	Number of establishments that gave valid responses	Wholesale and Retail establishments
1,550,196	1,494,535	96.4	1,478,259	1,472,658

Note 1: The number of surveyed establishments, the number of establishments that submitted responses and the number of establishments that gave valid responses do not include the number of establishments that have closed, altered or suspended their business.

Note 2: The response rate = Number of establishment that submitted responses / Number of surveyed establishments

Note 3: The difference between the number of establishments that submitted responses and the number of establishments that gave valid responses is the number of establishments whose responses were invalid.

Note 4: Number of establishments that gave valid responses includes head offices or headquarters only involved in managerial services.

4. Others

- (1) The " - " figure in the table indicates that there is no relevant figure, "0" and "0.0" that the figures are less than the minimum unit of description, and " " indicates negative figures. "x" indicates that the figures gained for the item are for 1 or 2 establishments, and that the reporter determines that confidentiality may be obstructed by the announcement of the figures, however, even when the figures are gained for more than 3 establishments, when it is apparent that confidentiality will be obstructed by the announcement of the figures, they may be restricted.
- (2) The totals may not necessarily agree with those obtained by adding up the actual figures due to rounding.
- (3) "Not reported" in the tables means that no investigation was conducted.
 - 1) For the "Sales floor space," such establishments classified as milk stores, motor vehicle stores, fixture stores, "tatami" mat stores, gasoline service stations and newspaper stores as well as establishments engaged in door-to-door sales, mail order or catalogue sales which do not have sales floors have been omitted from the survey.
 - 2) For "Business hours," establishments classified as milk stores and newspaper stores have been omitted.
- (4) "Annual sales of goods per person engaged" is calculated by using the number of persons engaged based on the total number of hours worked by part-timers converted into an 8-hour basis (the survey started since 2002).
- (5) "Annual sales of goods per 1 m² of sales floor space" are calculated only for those establishments with sales floor space.
- (6) The 2002 Census has not been implemented for Miyake village Tokyo due to volcanic activities, therefore, the figures (number of establishments, number of employees, total sales during the year) of 2002 do not include the figures for this area.
- (7) When reprinting the figures given in this Census, the source must be clarified as "2002 Census of Commerce, Sales form classification (Retail stores), Research and Statistics Department, Economic and Industrial Policy Bureau, Ministry of Economy, Trade and Industry."

5. Reference

Contact below for any inquiries in respect of the Census.

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Research and Statistics Department, Economic and Industrial Policy Bureau,

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The major contents of this text may also be found in the homepage of the Ministry of Economy, Trade and Industry.

URL for access to statistics : <http://www.meti.go.jp/english/statistics/>