Fiscal Year 2005 - 2006 Rio Rancho Retail Leakage Report



Prepared for:

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Executive Summary

Background:

In 2002, Rio Rancho's retail gross receipts were studied to quantify the total amount of retail dollars being spent or leaked outside of Rio Rancho for fiscal year (FY) 2000 - 2001. This study provided baseline data to measure any improvement or degradation of retail gross receipts generated in the City of Rio Rancho. The retail gross receipts data follows the State of New Mexico's fiscal year which runs from July 1 to June 30th. For this study, the dates were from July 1, 2005 to June 30, 2006.

To calculate retail spending leakage, State of New Mexico per capita retail spending was calculated and applied to the population of Rio Rancho. This provides an expected retail spending amount for the City of Rio Rancho. When the expected amount exceeds what was actually collected, a leakage of retail gross receipts exists.

For FY 2000 -2001, the baseline study found that 49.6 percent of potential retail sales were being leaked out of the City of Rio Rancho. A follow up study for FY 2003 -2004 found the leakage of retail gross receipts grew to 51.7 percent.

FY 2005 -2006 Summary of Results:

A similar analysis was performed on retail gross receipts for FY 2005 - 2006. The results show the amount of retail gross receipts being leaked by the City of Rio Rancho was 48.5 percent. This represents an improvement of 3.2 percentage points when compared to FY 2003 - 2004's leakage of 51.7 percent. In other words, less retail gross receipts leaked out of the City of Rio Rancho in FY 2005 - 2006. The decrease, however, is very minimal and represents a significant challenge for Rio Rancho to collect more retail gross receipts. In dollar terms, the leakage of total retail gross receipts was \$402,500,859.

The leakage decrease is primarily attributed to a \$31.33 million dollar increase in gross receipts for category 45300-Miscellaneous Store Retailers for the last quarter of FY 2005 - 2006. This increase corresponds to the opening of the new Super Wal-Mart Super Center located at Unser and Southern.

In order to shore up the leakage of retail gross receipts out of Rio Rancho, more retail sales need to be generated in the city. When comparing Rio Rancho's retail space per capita to Albuquerque, it is very indicative of why retail spending is leaking out of Rio Rancho. Rio Rancho has 20 square feet of retail space per capita compared to Albuquerque's level of 40 square feet. Until retail alternatives are available in Rio Rancho, the Cottonwood area retailers will continue to attract Rio Rancho consumers.

By applying the taxable portion of retail gross receipts leaked and the portion kept by the City of Rio Rancho, the annual financial impact can be estimated. For FY 2005 - 2006, this calculates to \$6.01 million dollars in lost gross receipts taxes for the city. In 2003 the potential financial impact was \$6.35 million.



Methodology:

In order to determine if the retail leakage in Rio Rancho is improving or getting worse, an analysis of FY 2005 - 2006 gross receipts was done. FY 2005 - 2006 data for the State of New Mexico is from July 2002 to June 2005. To calculate retail spending leakage, State of New Mexico per capita retail spending was calculated and applied to the population of Rio Rancho. This provides an expected retail spending amount for the City of Rio Rancho. When the expected amount exceeds what was actually collected, a leakage of retail gross receipts exists. July 2005 population estimates from the U.S. Census Bureau were used. Rio Rancho's population was 66,599 and the State of New Mexico's was 1,928,384.

The State of New Mexico Tax and Revenue Department publishes Report 80 which contains gross receipts taxes collected broken out by North American Industry Classification System (NAICS). Report 80 is available for both the entire state and by municipalities or cities in New Mexico. The most recent NAICS report for New Mexico, which includes Rio Rancho, was produced for the state's fiscal year ending June 2005. Report 80 was provided by the State of New Mexico by quarter for FY 2005 - 2006. For this study the following table shows which specific reports were acquired from New Mexico Taxation and Revenue Department.

New Mexico Taxation and Revenue Reports Used for Gross Receipts Tax Analysis Fiscal Year Ended June 2006							
Location Code	Description						
29-524	City of Rio Rancho						
02-647	City of Rio Rancho in Bernalillo County						
NM	State of New Mexico						

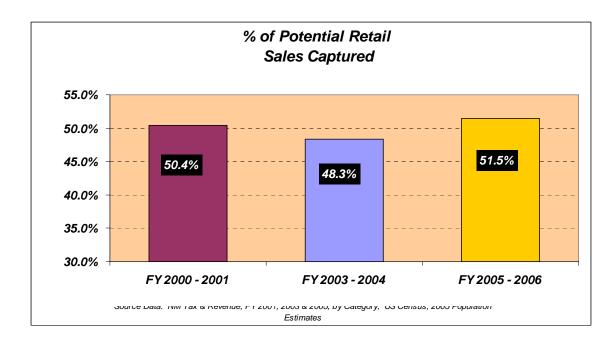
The city of Rio Rancho receives gross receipt taxes from two municipalities: the City of Rio Rancho (29-524) itself and the portion of the city (02-647) that is literally located on the Sandoval and Bernalillo County borders. For this study, these two locations (29-524 & 02-647) were combined and looked at in aggregate.

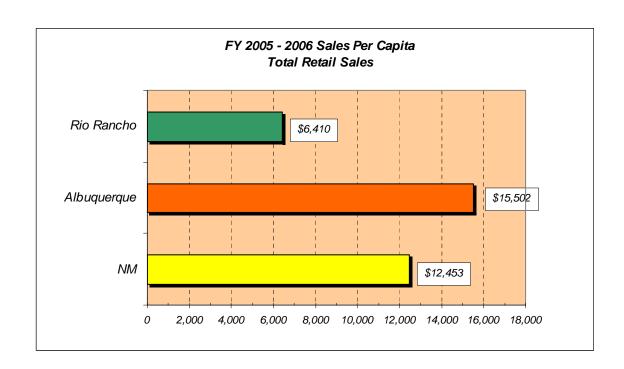
By applying the per capita spending amounts for the State of New Mexico to Rio Rancho's population, retail leakages can be determined for each NAICS retail category.

When reviewing gross receipt taxes collected by individual NAICS categories, the state of NM Taxation and Revenue Department will not report on categories for retailers in which there is only one retailer reporting. This provides confidentiality of sales data when there is only one retailer reporting. These are represented by asterisks (*) in the reporting data. The sales for these retailers are reported in the "Unallocated" category.

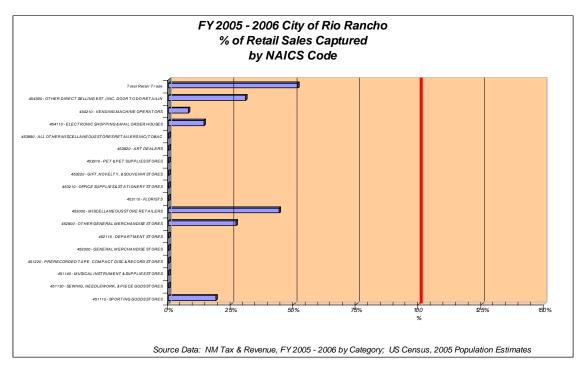


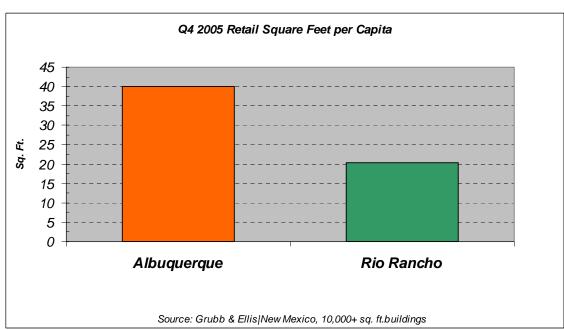
Graphs:













Recommendations:

As Rio Rancho works to finalize its retail development strategy, the City should strongly consider:

- 1. Zoning additional retail space as appropriate,
- 2. Working to attract experienced retail developers, and
- 3. Maintaining regular contact with targeted retailers to ensure awareness of community and site options.

The City of Rio Rancho's new incentive program, the Gross Receipts Investment Policy (GRIP), is a unique incentive program and should aid in attracting more retailers. The awareness of the GRIP program should be increased to groups who work with retailers. These include commercial real estate brokers, consultants and commercial lenders in the metropolitan area.

An advertising campaign targeting Rio Rancho consumers could also be developed. The campaign should help increase awareness of how many retail dollars are being lost to Albuquerque and the impact it is having on the city's budget and ability to deliver services. The campaign should ask Rio Rancho consumers to purchase locally when possible. Using a variety of advertising methods to reach residents is advisable, including inserts in water bills, radio, and print advertising.

FY 2005 / 2006 Combined Rio Rancho Municipalities Quarterly Retail Gross Receipts Tax Data

Rio Rancho Population - July 2005

66,599

	Taxable Gross Receipts					Rio Rancho Sales per	Rio Rancho	FY 2005 % of	Leakage
	Jul 05 - Sep 05	Oct 05 - Dec 05	Jan 06 - Mar 06	Apr 06 - Jun 06	Total	capita	Potential Sales	Sales Caputured	(Surplus)
441000 - MOTOR VEHICLE & PARTS DEALERS	*	*	*	*	-	-	1,079,918	0%	1,079,918
441100 - AUTOMOBILE DEALERS	*	*	*	*	-	-	33,180,726	0%	33,180,726
441229 - ALL OTHER MOTOR VEHICLE DEALERS	*	*	*	*	-	-	2,313,874	0%	2,313,874
441300 - AUTOMOTIVE PARTS, ACCESSORIES & TIRE S'	1,594,500	1,436,910	1,576,632	1,662,337	6,270,379	94	22,051,923	28%	15,781,544
442000 - FURNITURE & HOME FURNISHINGS STORES	4,835	283,988	309,648	245,205	843,676	13	13,672,204	6%	12,828,527
442110 - FURNITURE STORE	293,821	*	*	*	293,821	4	578,263	51%	284,441
442291 - WINDOW TREATMENT STORES	*	*	*	*	-	-	1,145,745	0%	1,145,745
443112 - RADIO, TELEVISION, & OTHER ELECTRONIC ST	54,137	*	*	*	54,137	1	614,831	9%	560,694
443120 - COMPUTER & SOFTWARE STORES	*	*	99,119	46,927	146,046	2	2,195,626	7%	2,049,581
444100 - BUILDING MATERIAL AND SUPPLY DEALERS	508,119	417,766	479,662	866,597	2,272,144	34	19,977,337	11%	17,705,193
444130 - HARDWARE STORES	*	*	618,228	*	618,228	9	4,447,749	14%	3,829,522
445100 - GROCERY STORES	18,088,047	23,490,010	20,350,673	19,242,917	81,171,646	1,219	80,150,166	101%	(1,021,481)
445120 - CONVENIENCE STORES	*	2,383,573	3,567,669	2,887,208	8,838,451	133	6,973,193	127%	(1,865,258)
446110 - PHARMACIES & DRUG STORES	8,559,590	9,938,929	9,678,012	9,727,111	37,903,642	569	27,661,183	137%	(10,242,458)
446120 - COSMETICS,BEAUTY SUPPLIES, & PERFUME S	*	*	*	*	-	-	236,964	0%	236,964
446190 - OTHER HEALTH & PERSONAL CARE STORES	*	*	2,504	*	2,504	0	2,209,472	0%	2,206,968
447100 - GASOLINE STATIONS	*	*	*	*	-	-	15,464,620	0%	15,464,620
448120 - WOMEN'S CLOTHING STORES	*	*	*	*		-	644,915	0%	644,915
448130 - CHILDREN'S & INFANTS' CLOTHING STORES	*	*	*	*	-	-	493	0%	493
448150 - CLOTHING ACCESSORIES STORES	653,020	716,582	674,881	965,883	3,010,367	45	17,035,588	18%	14,025,221
451110 - SPORTING GOODS STORES	173,889	*	*	-	173,889	3	921,037	19%	747,148
451130 - SEWING, NEEDLEWORK, & PIECE GODS STORI	*	*	*	*		-	81,188	0%	81,188
451140 - MUSICAL INSTRUMENT & SUPPLIES STORES	*	*	*	*	-	-	75,468	0%	75,468
451220 - PRERECORDED TAPE, COMPACT DISC & RECO	*	*	*	*	-	*	200,316	0%	200,316
452000 - GENERAL MERCHANDISE STORES	*	*	*	*		-	1,579,986	0%	1,579,986
452110 - DEPARTMENT STORES	*	*	*	*	-	-	23,965,704	0%	23,965,704
452900 - OTHER GENERAL MERCHANDISE STORES	612,206	796,724	1,417,503	1,820,220	4,646,653	70	17,320,972	27%	12,674,319
453000 - MISCELLANEOUS STORE RETAILERS	41,487,576	45,832,475	49,993,929	81,327,585	218,641,565	3,283	494,864,871	44%	276,223,306
453110 - FLORISTS	*	*	*	*		-	123,729	0%	123,729
453210 - OFFICE SUPPLIES & STATIONERY STORES	*	*	*	*	-	-	875,031	0%	875,031
453220 - GIFT,NOVELTY, & SOUVENIR STORES	*	*	*	*		-	1,151,293	0%	1,151,293
453910 - PET & PET SUPPLIES STORES	*	*	*	*	-	-	329,010	0%	329,010
453920 - ART DEALERS	*	*	*	*		-	1,150,966	0%	1,150,966
453990 - ALL OTHER MISCELLANEOUS STORES RETAILE	128,292	(3,185,980)	1,276,254	1,710,833	(70,602)	(1)	8,000,222	(0)	8,070,824
454110 - ELECTRONIC SHOPPING & MAIL ORDER HOUSE	39,197	43,246	19,476	103,324	205,243	3	1,453,712	14%	1,248,469
454210 - VENDING MACHINE OPERATORS	10,496	*	*	*	10,496	0	132,315	8%	121,819
454390 - OTHER DIRECT SELLING EST.(INC. DOOR TO DI	70,870	59,093	106,874	1,461,914	1,698,750	26	5,532,350	31%	3,833,600
***Un-Allocated	12,918,676	15,875,022	14,213,033	17,138,758	60,145,489	903	841,454	7148%	(59,304,035)
Total Retail Trade	85,197,270	98,088,337	104,384,096	139,206,820	426,876,523	6,410	829,377,382	51.5%	402,500,859

State of New Mexico FY 2005 / 2006 Quarterly Retail Gross Receipts Data

New Mexico 2005 Population:

1,928,384

	Total Reported Gross Receipts						Taxable Gross Receipts				
	Receipts					NM Sales per	Receipts				
	Jul 05 - Sep 05	Oct 05 - Dec 05	Jan 06 - Mar 06	Apr 06 - Jun 06	Total	capita	Jul 05 - Sep 05	Oct 05 - Dec 05	Jan 06 - Mar 06	Apr 06 - Jun 06	Total
441000 - MOTOR VEHICLE & PARTS DEALERS 441100 - AUTOMOBILE DEALERS	6,443,844 270,215,401	6,949,524 276,743,299	8,137,631 187,196,872	9,738,188 226,597,314	31,269,187 960,752,886	16 498	2,696,058 63,798,742	2,932,234 57,595,785	3,533,932 59,297,277	3,826,286 62,112,180	12,988,509 242,803,983
441110 - NEW CAR DEALERS	2,247,076	2,236,652	2,039,899	2,557,033	9,080,660	498	1,731,951	1,709,917	1,606,707	1,949,222	6,997,797
441120 - USED CAR DEALERS	25,727,417	31,161,923	22,416,675	33,470,435	112,776,449		659,118	751,880	662,070	977,833	3,050,900
441210 - RECREATIONAL VEHICLE DEALERS	1,684,381	3,279,282	3,180,765	5,400,791	13,545,219	7	769,952	1,724,029	1,449,357	2,292,952	6,236,290
441221 - MOTORCYCLE DEALERS	2,755,139	2,644,373	3,384,502	5,086,757	13,870,771	7	1,343,431	1,676,582	2,487,566	3,631,721	9,139,300
441222 - BOAT DEALERS	*	*	*	82,824	82,824	0	*	*	*	51,689	51,689
441229 - ALL OTHER MOTOR VEHICLE DEALERS 441300 - AUTOMOTIVE PARTS, ACCESSORIES & TIRE STORES	19,192,344	18,254,159 155,085,899	12,690,408 156,308,254	16,861,657 168,069,635	66,998,567	35 331	8,344,505 97,231,077	7,371,713	5,589,010	7,844,903	29,150,131
442000 - FURNITURE & HOME FURNISHINGS STORES	159,052,926 106,831,915	117,043,707	88,346,259	83,658,820	638,516,714 395,880,699	205	84,199,875	94,098,174 94,964,217	94,025,311 68,400,894	98,864,215 62,341,726	384,218,777 309,906,712
442110 - FURNITURE STORE	4,863,809	3,187,080	3,637,790	5,055,003	16,743,682	9	4,414,318	2,561,275	3,363,994	4,190,954	14,530,541
442200 - HOME FURNISHINGS STORES	1,015,560	796,930	599,923	994,038	3,406,452	2	761,021	590,177	473,940	908,385	2,733,523
442210 - FLOOR COVERING STORES	1,824,407	1,906,454	1,626,924	2,756,345	8,114,128	4	951,338	1,253,069	1,043,225	1,395,471	4,643,103
442291 - WINDOW TREATMENT STORES	8,907,318	9,409,430	4,749,723	10,108,754	33,175,225		2,413,696	3,455,351	2,107,488	2,847,575	10,824,109
442299 - ALL OTHER HOME FURNISHINGS STORES 443111 - HOUSEHOLD APPLIANCE STORES	2,654,197 207,006	2,806,458	2,879,110	2,714,673 1,097,874	11,054,439 1,304,880	6	2,210,765 194,182	2,471,986	2,483,435	2,333,525 1,090,391	9,499,710
443112 - RADIO, TELEVISION, & OTHER ELECTRONIC STORES	3,101,655	6,480,386	3,431,159	4,789,325	17,802,526	9	2,666,636	5,792,338	3,033,776	4,130,190	1,284,572 15,622,939
443120 - COMPUTER & SOFTWARE STORES	17,379,081	14,220,787	13,915,871	18,058,944	63,574,684	33	4,217,477	4,586,686	7,717,321	7,230,132	23,751,616
443130 - CAMERA & PHOTOGRAPHIC SUPPLIES STORES	*	*	122,937	244,285	367,222	0	*	*	88,123	183,419	271,542
444100 - BUILDING MATERIAL AND SUPPLY DEALERS	155,112,731	138,750,805	127,043,263	157,539,987	578,446,786	300	53, 199, 717	45,627,146	43,173,031	56,753,336	198,753,230
444130 - HARDWARE STORES	32,645,063	31,314,769	28,844,309	35,981,101	128,785,241	67	19, 151, 179	19,189,836	18,253,176	22,525,573	79,119,764
444190 - OTHER BUILDING MATERIAL DEALERS	1,359,602	2,388,202	2,208,451	2,848,505	8,804,760	5	737,811	1,402,351	1,167,861	1,759,967	5,067,991
444200 - LAWN & GARDEN EQUIPMENT & SUPPLIES STORE	1,214,129	450,616	389,905	459,856	2,514,505	1 1 2 2 2	953,137	399,250	382,976	450,988	2,186,351
445100 - GROCERY STORES 445110 - SUPERMARKETS & OTHER GROCERY(EXCEPT CONVENIENCE)S	509,129,433 1,446,305	674,513,855 1,310,760	544,067,979 1,565,215	593,048,763 1,410,437	2,320,760,029 5,732,717	1,203	157,397,004 195,647	192,913,698 153,932	162,328,403 547,030	176,752,820 250,343	689,391,926 1,146,953
445120 - CONVENIENCE STORES	43,462,104	37,943,561	63,878,317	56,625,860	201,909,843	105	8,101,461	10,164,718	11,146,521	12,313,692	41,726,392
445210 - MEAT MARKETS	1,202,547	936,429	1,259,206	1,567,377	4,965,559	3	169,270	122,638	188,661	202,514	683,083
445220 - FISH & SEAFOOD MARKETS	*	*	*	*	-	-	*	*	*	*	-
445230 - FRUIT & VEGETABLE MARKETS	527,295	1,281,960	757,793	1,875,304	4,442,353	2	18,214	37,561	26,991	47,852	130,618
445290 - OTHER SPECIALTY FOOD STORES	667,059	818,814	1,304,388	1,783,844	4,574,104	2	539,750	696,629	960,979	1,150,849	3,348,207
445291 - BAKED GOODS STORES	1,239,104	1,078,449	779,870	717,692	3,815,115		807,478	628,862	394,415	363,211	2,193,966
445292 - CONFECTIONERY & NUT STORES 445299 - ALL OTHER SPECIALTY FOOD STORES	259,568	182,793 2,273,896	187,118 2,783,190	187,274 3,995,559	816,753	0	218,209 2,563,215	180,688 2,071,240	150,503	184,607 2,951,861	734,006 9,785,670
445310 - BEER, WINE, & LIQUOR STORES	3,083,190 15,230,571	14,646,971	12,508,416	16,414,178	12,135,835 58,800,135		14,378,176	13,877,447	2,199,355 11,743,016	14,915,974	54,914,613
446110 - PHARMACIES & DRUG STORES	183,682,281	207,186,590	198,762,752	211,302,076	800,933,699	415	53,616,565	67,214,696	57,113,247	61,209,762	239,154,270
446120 - COSMETICS,BEAUTY SUPPLIES, & PERFUME STORES	1,339,868	2,127,509	1,583,587	1,810,376	6,861,339	4	1,193,612	2,007,104	1,408,677	1,380,945	5,990,338
446130 - OPTICAL GOODS STORES	4,140,622	2,039,643	2,900,837	2,778,412	11,859,514	6	3,981,840	1,898,682	2,705,264	2,566,608	11,152,395
446190 - OTHER HEALTH & PERSONAL CARE STORES	17,362,722	14,367,735	15,460,252	16,784,878	63,975,586	33	10,495,805	7,622,094	8,005,159	8,874,452	34,997,510
447100 - GASOLINE STATIONS	115,461,906	110,366,054	101,573,962	120,378,450	447,780,372	232	34,444,487	32,827,927	31,069,037	33,274,162	131,615,614
448110 - MEN'S CLOTHING STORES 448120 - WOMEN'S CLOTHING STORES	505,540 3,369,855	653,667 5,583,939	449,493	626,350 5,473,890	2,235,051 18,673,607	10	498,041 3,183,314	644,005 5,553,662	438,889 4,234,848	613,344 5,453,305	2,194,280 18,425,129
448130 - CHILDREN'S & INFANTS' CLOTHING STORES	14,284	3,363,939	4,245,923	3,473,690	14,284	0	14,284	3,333,002	4,234,040	0,403,300	14,284
448140 - FAMILY CLOTHING STORES	11,437,307	12,094,430	8,424,347	9,910,160	41,866,244	22	10,786,103	11,985,232	8,362,102	9,829,504	40,962,941
448150 - CLOTHING ACCESSORIES STORES	118,072,607	148,064,375	109,775,313	117,355,697	493,267,991	256	106,083,399	134,643,912	104,376,525	108,990,290	454,094,126
448190 - OTHER CLOTHING STORES	4,270,802	8,977,998	6,986,658	7,792,802	28,028,260	15	4,109,494	8,828,153	6,878,866	7,621,591	27,438,105
448210 - SHOE STORES	1, 180, 397	1,422,237	1,544,672	1,652,874	5,800,181	3	1,042,294	1,359,716	1,438,870	1,583,371	5,424,250
448310 - JEWELRY STORES	3,631,079	5,691,471	2,946,242	3,675,670	15,944,462	8	1,953,434	3,822,442	1,906,763	2,327,590	10,010,228
448320 - LUGGAGE & LEATHER GOODS STORES 451110 - SPORTING GOODS STORES	260,696	198,380 7,919,539	115,924 5,571,787	625,124 6,600,209	1,200,124	14	251,312 6,191,904	190,491	104,284 5,205,879	598,140 6,127,331	1,144,227 24,941,610
451110 - SPORTING GOODS STORES 451120 - HOBBY,TOY, & GAME STORES	6,577,236 127,107	178,747	136,815	203,002	26,668,770 645,671	0	117,254	7,416,496 161,103	126,375	184,988	589,721
451130 - SEWING, NEEDLEWORK, & PIECE GODS STORES	623,643	497,810	584,142	645,226	2,350,821	1	457,872	393,609	428,164	434,538	1,714,182
451140 - MUSICAL INSTRUMENT & SUPPLIES STORES	323,098	618,419	474,399	769,279	2,185,196	1	246,482	340,591	308,486	440,203	1,335,762
451211 - BOOK STORES	1,183,876	871,954	829,138	8,085,411	10,970,378	6	671,458	675,907	508,812	7,147,935	9,004,114
451212 - NEWS DEALERS & NEWSSTANDS	*	135,056	*	108,410	243,465		*	131,188	*	100,826	232,014
451220 - PRERECORDED TAPE, COMPACT DISC & RECORD STORES	1,817,916	2,252,059	2,515,261	2,361,639	8,946,876	5	1,746,427	2,108,304	2,489,235	2,287,190	8,631,157
452000 - GENERAL MERCHANDISE STORES 452110 - DEPARTMENT STORES	6,891,766	14,353,679	10,908,698	13,594,590 156,038,384	45,748,734	24 360	4,092,747 146,259,281	9,857,496	7,209,025 140,296,844	8,009,066	29,168,334
452110 - DEPARTMENT STORES 452900 - OTHER GENERAL MERCHANDISE STORES	167,643,793 100,411,225	215,581,826 132,920,732	154,666,538 123,878,791	144,320,577	693,930,542 501,531,325		62,650,977	199,163,621 76,542,746	69,356,287	142,566,105 76,609,975	628,285,850 285,159,985
453000 - MISCELLANEOUS STORE RETAILERS	3,401,665,588	3,681,802,829	3,506,797,582	3,738,620,326	14,328,886,324	7,431	1,642,023,336	1,877,541,378	1,678,940,287	1,745,522,977	6,944,027,977
453110 - FLORISTS	689,093	818,952	983,670	1,090,872	3,582,588	2	620,178	723,677	879,334	843,158	3,066,347
453210 - OFFICE SUPPLIES & STATIONERY STORES	4,801,556	8,127,150	6,109,758	6,298,196	25,336,660	13	2,531,971	4,773,544	3,719,090	3,190,394	14,214,999
453220 - GIFT,NOVELTY, & SOUVENIR STORES	7,918,971	9,529,025	7,586,746	8,301,133	33,335,874	17	7,333,376	8,904,627	7,046,439	7,665,486	30,949,929
453310 - USED MERCHANDISE STORES	1,020,227	1,278,466	1,412,647	1,035,187	4,746,527	2	564,237	862,330	882,225	799,722	3,108,514
453910 - PET & PET SUPPLIES STORES	1,912,579	2,371,562	2,701,641	2,540,753	9,526,534	5	1,228,515	1,872,595	1,687,481	1,648,327	6,436,918
453920 - ART DEALERS 453930 - MANUFACTURED (MOBILE) HOME DEALERS	9,447,329 24,544,157	8,512,102 33,061,002	5,361,359 32,563,556	10,005,604 45,073,867	33,326,394 135,242,581		1,997,999 19,206,022	2,203,540 18,750,162	1,347,054 19,935,543	2,490,924 21,119,138	8,039,517 79,010,864
453990 - ALL OTHER MISCELLANEOUS STORES RETAILERS INC(TOBAC	51,910,209	55,567,777	54,924,878	69,244,763	231,647,627		28,761,237	31,783,144	31,202,220	37,946,683	129,693,284
454110 - ELECTRONIC SHOPPING & MAIL ORDER HOUSES	5,197,849	13,452,544	11,036,116	12,405,936	42,092,445		2,603,708	6,370,829	6,116,827	4,753,998	19,845,362
454210 - VENDING MACHINE OPERATORS	751,716	752,035	1,309,390	1,018,048	3,831,189		641,055	663,634	1,244,295	786,638	3,335,623
454310 - FUEL DEALERS	1,758,333	1,737,549	2,564,954	1,993,479	8,054,316		1,709,302	1,681,255	2,549,726	1,847,559	7,787,841
454312 - LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	229,536	*		*	229,536		223,247	*	*		223,247
454319 - OTHER FUEL DEALERS	655,140	1,463,223	1,113,177	638,040	3,869,580		655,140	1,445,754	1,079,944	616,774	3,797,612
454390 - OTHER DIRECT SELLING EST.(INC. DOOR TO DO RETAILIN	29,926,824	16,423,661	47,443,799	66,395,727	160,190,011		14,389,956	11,172,475	34,112,325	47,516,092	107,190,848
***UN-ALLOCATED	3,871,294	6,302,397	2,407,169	11,783,567	24,364,427	13	257, 122	657,161	477,256	309,739	1,701,278
RETAIL TRADE TOTAL	5,697,312,201	6,295,402,344	5,740,894,098	6,281,137,414	24,014,746,058	\$ 12,453	2,715,869,197	3,115,796,690	2,755,218,026	2,924,115,186	11,510,999,098



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