

## Estimated Annual Gross Margin as a Percentage of Sales of Retail Firms by Kind of Business: 1993 Through 2006

[Estimates are shown as percents and are based on data from the Annual Retail Trade Survey. Estimates have been adjusted using results of the 2002 Economic Census]

| NAICS Code | Kind of business   | 1993        | 1994        | 1995        | 1996        | 1997        | 1998        | 1999        |
|------------|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|            | <b>Retail gross margin .....</b>                           | <b>27.9</b> | <b>28.1</b> | <b>28.0</b> | <b>27.7</b> | <b>27.6</b> | <b>27.8</b> | <b>27.9</b> |
|            | Total (excl. motor vehicle and parts dealers) .....        | 30.3        | 30.5        | 30.5        | 30.5        | 30.5        | 31.1        | 31.1        |
|            | GAFO <sup>1</sup> .....                                    | 33.8        | 33.3        | 32.6        | 32.4        | 32.7        | 33.3        | 33.7        |
| 441        | Motor vehicle and parts dealers .....                      | 20.5        | 21.1        | 21.0        | 20.1        | 19.6        | 18.6        | 19.4        |
| 4411       | Automobile dealers .....                                   | 18.4        | 19.1        | 19.1        | 17.9        | 17.3        | 16.3        | 17.1        |
| 4413       | Automotive parts, access., and tire stores .....           | 37.7        | 38.4        | 37.2        | 38.1        | 37.4        | 36.9        | 39.3        |
| 442        | Furniture and home furnishings stores .....                | 42.2        | 42.9        | 41.9        | 42.3        | 42.5        | 43.2        | 44.2        |
| 443        | Electronics and appliance stores .....                     | 28.8        | 28.4        | 26.2        | 24.6        | 24.9        | 25.5        | 26.1        |
| 444        | Building mat. and garden equip. and supplies dealers ..... | 28.3        | 28.6        | 28.0        | 27.8        | 26.9        | 28.0        | 28.1        |
| 4441       | Building mat. and supplies dealers .....                   | 28.1        | 28.4        | 27.6        | 27.8        | 26.9        | 27.9        | 28.0        |
| 445        | Food and beverage stores .....                             | 24.9        | 25.2        | 26.0        | 26.1        | 26.0        | 26.7        | 27.5        |
| 4451       | Grocery stores .....                                       | 24.4        | 24.5        | 25.3        | 25.4        | 25.4        | 26.0        | 26.9        |
| 4453       | Beer, wine, and liquor stores .....                        | 24.3        | 26.7        | 27.4        | 28.0        | 26.6        | 28.6        | 27.3        |
| 446        | Health and personal care stores .....                      | 30.7        | 30.6        | 29.9        | 30.6        | 31.5        | 31.3        | 29.9        |
| 44611      | Pharmacies and drug stores .....                           | 26.5        | 26.1        | 25.1        | 25.7        | 26.7        | 26.6        | 25.5        |
| 447        | Gasoline stations .....                                    | 20.8        | 21.5        | 22.8        | 22.5        | 22.1        | 22.1        | 21.5        |
| 448        | Clothing and clothing access. stores .....                 | 41.0        | 41.6        | 40.3        | 41.1        | 41.4        | 42.4        | 43.1        |
| 4481       | Clothing stores .....                                      | 38.9        | 39.8        | 38.5        | 39.8        | 40.8        | 42.0        | 42.3        |
| 44811      | Men's clothing stores .....                                | 42.3        | 44.5        | 41.9        | 43.8        | 44.0        | 44.2        | 44.1        |
| 44812      | Women's clothing stores .....                              | 36.9        | 36.9        | 37.1        | 39.0        | 39.3        | 40.5        | 41.3        |
| 44814      | Family clothing stores .....                               | 38.7        | 39.7        | 37.0        | 38.2        | 39.8        | 41.3        | 41.2        |
| 4482       | Shoe stores .....  | 42.9        | 43.5        | 42.9        | 42.3        | 41.6        | 41.9        | 42.9        |
| 451        | Sporting goods, hobby, book, and music stores .....        | 38.1        | 39.2        | 37.3        | 35.7        | 37.7        | 37.3        | 38.3        |
| 452        | General merchandise stores .....                           | 27.9        | 26.6        | 26.7        | 26.5        | 26.6        | 27.2        | 27.4        |
| 4521       | Department stores .....                                    | 29.5        | 27.5        | 27.7        | 27.3        | 27.5        | 30.8        | 31.5        |
| 452112     | Discount dept. stores .....                                | 22.5        | 20.2        | 21.0        | 19.7        | 20.9        | 27.0        | 27.3        |
| 4529       | Other general merchandise stores .....                     | 24.1        | 24.4        | 24.7        | 24.9        | 24.8        | 20.9        | 21.0        |
| 45291      | Warehouse clubs and superstores .....                      | 17.1        | 19.6        | 19.1        | 20.7        | 21.1        | 16.6        | 17.2        |
| 45299      | All other gen. merchandise stores .....                    | 34.5        | 34.1        | 36.9        | 35.1        | 34.9        | 35.5        | 35.8        |
| 453        | Miscellaneous store retailers .....                        | 44.5        | 43.7        | 43.8        | 43.2        | 43.2        | 43.0        | 41.5        |
| 454        | Nonstore retailers .....                                   | 44.6        | 45.9        | 45.6        | 45.3        | 44.3        | 44.0        | 42.2        |
| 4541       | Electronic shopping and mail-order houses .....            | 44.7        | 44.6        | 43.7        | 44.0        | 42.7        | 40.9        | 39.3        |

See footnotes at end of table.

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[Estimates are shown as percents and are based on data from the Annual Retail Trade Survey. Estimates have been adjusted using results of the 2002 Economic Census]

| NAICS Code | Kind of business   | 2000        | 2001        | 2002        | 2003        | 2004        | 2005        | 2006        |
|------------|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|            | <b>Retail gross margin .....</b>                           | <b>27.6</b> | <b>26.6</b> | <b>27.8</b> | <b>28.4</b> | <b>28.8</b> | <b>28.3</b> | <b>28.6</b> |
|            | Total (excl. motor vehicle and parts dealers) .....        | 31.0        | 30.8        | 31.2        | 32.0        | 32.3        | 31.6        | 31.4        |
|            | GAFO <sup>1</sup> .....                                    | 33.7        | 32.4        | 32.9        | 34.1        | 35.0        | 34.7        | 34.8        |
| 441        | Motor vehicle and parts dealers .....                      | 18.2        | 15.0        | 18.3        | 18.1        | 18.2        | 17.9        | 19.1        |
| 4411       | Automobile dealers .....                                   | 15.9        | 12.5        | 16.2        | 15.8        | 15.3        | 14.9        | 16.2        |
| 4413       | Automotive parts, access., and tire stores .....           | 36.9        | 38.0        | 39.9        | 40.6        | 43.0        | 43.0        | 44.0        |
| 442        | Furniture and home furnishings stores .....                | 45.0        | 44.6        | 46.0        | 46.6        | 48.1        | 47.1        | 48.1        |
| 443        | Electronics and appliance stores .....                     | 27.0        | 25.4        | 26.6        | 27.1        | 27.3        | 27.2        | 26.5        |
| 444        | Building mat. and garden equip. and supplies dealers ..... | 29.9        | 30.3        | 30.5        | 31.5        | 32.7        | 32.8        | 32.6        |
| 4441       | Building mat. and supplies dealers .....                   | 30.0        | 30.7        | 30.9        | 32.0        | 33.3        | 33.7        | 33.3        |
| 445        | Food and beverage stores .....                             | 27.2        | 28.6        | 28.8        | 29.1        | 29.4        | 29.0        | 29.4        |
| 4451       | Grocery stores .....                                       | 26.6        | 28.3        | 28.5        | 28.8        | 29.0        | 28.5        | 29.0        |
| 4453       | Beer, wine, and liquor stores .....                        | 27.0        | 26.4        | 26.2        | 27.2        | 28.1        | 27.8        | 27.9        |
| 446        | Health and personal care stores .....                      | 30.0        | 29.8        | 29.9        | 30.4        | 31.3        | 30.5        | 30.8        |
| 44611      | Pharmacies and drug stores .....                           | 25.4        | 25.7        | 25.7        | 26.1        | 25.8        | 25.0        | 25.5        |
| 447        | Gasoline stations .....                                    | 19.6        | 19.5        | 18.7        | 19.5        | 19.0        | 17.7        | 16.4        |
| 448        | Clothing and clothing access. stores .....                 | 43.2        | 42.1        | 43.9        | 45.5        | 46.5        | 46.5        | 47.9        |
| 4481       | Clothing stores .....                                      | 42.8        | 41.4        | 42.8        | 44.9        | 45.8        | 46.1        | 47.2        |
| 44811      | Men's clothing stores .....                                | 45.6        | 44.8        | 46.5        | 51.5        | 52.5        | 51.7        | 51.9        |
| 44812      | Women's clothing stores .....                              | 43.5        | 43.4        | 45.0        | 48.8        | 49.4        | 49.0        | 49.9        |
| 44814      | Family clothing stores .....                               | 41.0        | 38.5        | 40.0        | 40.7        | 41.7        | 42.7        | 43.4        |
| 4482       | Shoe stores .....  | 41.7        | 41.9        | 45.2        | 47.0        | 48.7        | 50.9        | 50.4        |
| 451        | Sporting goods, hobby, book, and music stores .....        | 38.6        | 38.4        | 38.0        | 38.9        | 40.3        | 39.1        | 39.8        |
| 452        | General merchandise stores .....                           | 26.9        | 25.7        | 25.3        | 27.0        | 27.8        | 28.0        | 27.3        |
| 4521       | Department stores .....                                    | 31.5        | 30.8        | 30.0        | 31.0        | 33.7        | 32.9        | 33.1        |
| 452112     | Discount dept. stores .....                                | 27.4        | 27.3        | 25.2        | 27.1        | 30.6        | 28.6        | 29.1        |
| 4529       | Other general merchandise stores .....                     | 20.7        | 19.8        | 20.7        | 23.7        | 23.3        | 24.5        | 23.7        |
| 45291      | Warehouse clubs and superstores .....                      | 17.2        | 16.6        | 18.4        | 21.2        | 21.0        | 22.9        | 21.8        |
| 45299      | All other gen. merchandise stores .....                    | 35.7        | 35.3        | 33.7        | 37.8        | 37.3        | 35.6        | 36.4        |
| 453        | Miscellaneous store retailers .....                        | 42.3        | 41.2        | 43.5        | 44.3        | 44.4        | 42.7        | 43.8        |
| 454        | Nonstore retailers .....                                   | 41.4        | 41.0        | 43.2        | 43.1        | 41.8        | 40.7        | 39.6        |
| 4541       | Electronic shopping and mail-order houses .....            | 39.3        | 38.6        | 40.6        | 41.5        | 41.0        | 40.6        | 40.0        |

<sup>1</sup>GAFO represents stores classified in the following NAICS codes: 442, 443, 448, 451, 452, and 4532. NAICS code 4532 includes office supplies, stationery, and gift stores.

Note: Estimates exclude food services. Retail total and other subsector totals may include data for kinds of business not shown. Estimates have not been adjusted for price changes. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions can be found on the Internet at [www.census.gov/svsd/www/artstbl.html](http://www.census.gov/svsd/www/artstbl.html).