

MONTHLY SAMPLE REPORT: RETAIL TRADE – METHODOLOGICAL CARD

CONCEPT OR VARIABLE	DESCRIPTION
RESEARCH TITLE	MONTHLY SAMPLE REPORT: RETAIL TRADE
RESEARCH ACRONYM	MMCM (By its acronym in Spanish)
BACKGROUND	<p>MMCM</p> <p>Background:</p> <p>The National Administrative Department of Statistics – DANE- has been conducting research on the behavior of the commercial sector of the country. This research has been completed on a monthly basis, since 1970, due to its impact on the country's gross internal product, the percent of employment generated, and the amount of goods circulating.</p> <p>In 1974, a probabilistic sample was designed using the 1970 Industry, Trade, and Services Census as basic framework. A total of 398 retailers were selected in 12 different cities. By 1981, the number of sources increased in 697, and 1110 retailers were considered in order to collect more information and analysis how trade was evolving at the time. In 1989, a new probabilistic sample was designed, but this time the commercial establishments considered for the research were those belonging to the Social Security Institution (ISS). The total of sources this time was 615, which represented 1,880 retailers in the same 12 cities selected for the original study. Due to the continuous growth of the sector, the sampling had to be redesigned. In July 1999, a new sample was selected based on new requirements. A new framework for the research was considered as well. This time DANE's 1997 Annual Trade Survey was taken as a starting point. However, the information from other organizations, such as DIAN, CONFECAMARAS, etc was considered. In 2002, the sampling was increased at approximately 50%.</p>
GENERAL OBJECTIVE	To measure the trends of commercial activities, based on sells, staff, salaries, and other data from the retailers participating in the research.
SPECIFIC OBJECTIVES	<p>To measure the trends in sales by grouping goods and commercial activities of all retail business in Colombia, CIIU Rev. 3.</p> <p>To quantify the amount of personnel working for retail business in Colombia.</p> <p>To determine the evolution of salaries and wages paid in the retail business.</p> <p>To produce basic statistics for the business to be added to the National Accounts.</p> <p>To provide the characteristics for the sampling framework and all the research being conducted in the field of retail business.</p>
BASIC DEFINITIONS	<ul style="list-style-type: none"> · Trade: It is the voluntary, often asymmetric, exchange of goods, services, or money. It can be retail or wholesale, and includes all the agents, traders, commissioners, and all those whose task is the sell and purchase of goods for themselves or on behalf of a third party. - Retailing: It consists of the sale of goods or merchandise from a fixed location, in small or individual lots for direct consumption, personal or domestic use by the purchaser, or consumer. Retailing excludes other services, such as pawnshops, lottery kiosks; as well as all the activities related to the maintenance and fixing of goods. - Enterprise: It's a unit of economic organization or activity; <i>especially</i>: a business organization. A business (also known as a company, enterprise, and firm) is a legally recognized organization designed to provide goods or services, or both, to consumers, businesses and governmental entities. Businesses are predominant in capitalist economies. Most businesses are privately owned. A business is typically formed to earn profit that will increase the wealth of its owners and grow the business itself. The owners and operators of a business have as one of their main objectives <i>the receipt or generation of a financial return</i> in exchange for work and

	<p>acceptance of risk.</p> <p>In this context, the term “activity” refers to a productive process in which a set of actions, including the use of scarce resources, is completed in the provision of goods to satisfy unlimited wants.</p>
THEMATIC COVERAGE	Enterprises or business whose gross annual income was not less than 1210 millions of Colombian pesos in 1997, and/or with 20 or more employees, and whose main economic activity was the retailing of goods.
TYPE OF RESEARCH	Survey Sampling
VARIABLES AND INDICATORS	<p>Classification Variables: personnel categories, CIIU Rev. 3 activity, groups of goods and services.</p> <p>Study Variables: Sales income, equivalent labor, salaries, and wages.</p> <p>Calculated Variables: Sales by square meter (indicator in progress).</p>
ESTIMATING PARAMETERS	They are estimated as totals for the study variables.
SCOPE OF STUDY	Economic units formally established and located within the national territory and whose main economic activity is the retailing of goods, except those related to the maintenance and fixing of goods, the pawn shops, lottery kiosk, telemarketing, and mail sales. The trade of second-hand goods is not excluded.
POPULATION AND SAMPLING	Enterprises or business whose activity is the sale of goods or merchandise for direct consumption, personal or domestic use by the purchaser, or consumer. Those enterprises or business should have a gross annual income not less than 1210 millions of Colombian pesos in 1997, and/or should have 20 or more employees.
STATISTICAL UNITS OF OBSERVATION, SAMPLING, AND ANALYSIS	<p>Sampling, Observation, and Analysis Units: All enterprises or businesses whose activity is the retailing of goods, legally formed, with juridical personalities, with an assigned NIT, and that fulfills all the requirements established.</p> <p>Formation Unit: The accountant, manager, owner, or person who is responsible of the accounts of the enterprise or business.</p>
AMOUNT OF PRIMARY AND SECONDARY SOURCES	The sample is made up by 627 enterprises or business.
STATISTICAL FRAMEWORK	A list of enterprises and businesses that compulsorily have to be part of the E.A.C. and whose parameters are: gross annual income not less than 1210 millions of Colombian pesos in 1997, and/or 20 or more employees.
PRECISION REQUIREMENTS	For the main parameters, the estimation includes relative errors of 5% or less, but estimations with 15% or less are published.
SAMPLING DESIGN	Stratified Sampling
TYPE OF SAMPLE	Stratified sampling. The criterion for stratification is the economic activity, which divides the scope into 19 strata (activities), considering sales and Equivalent Labor as variables.
SELECTION METHOD	Within each stratum, the method used is the alleatory sampling.
SAMPLE SIZE	627 elements
CONSERVATION OF SAMPLE	Based on the framework provided by the annual survey, it is expected to have annual maintenance of the sample.
QUALITY INDICATORS	Errors in all the parameters estimated and published are calculated.
GEOGRAPHIC COVERAGE	Nationwide
REFERENCE PERIOD	Previous month to the collection.

COLLECTION PERIOD	Monthly
COLLECTION PERIODICITY	Monthly
FREQUENCY OF RESULT REPORTS	Monthly
DISAGGREGATION OF RESULTS	Geographical: Nationwide Thematic: According to the economic activity, based on the CIIU Revision 3 adapted to Colombia.
COLLECTION METHOD	Form filled by each one of the enterprises/business on their own, and in some cases with support and guidance when requested.
AVAILABLE YEARS AND PERIODS	In the data bank, information from January 1989 up to the date is available. On the webpage, the information from the last published period is available as well.
MEANS OF DISSEMINATION	Internet, C.D, Press bulletins.
COMPUTER SYSTEMS: A TOOL FOR DEVELOPMENT	Visual Fox 5.0
COMPUTER SYSTEMS: Developed Modules	Capture, modification, elimination, reports.
COMPUTER SYSTEMS: Development Architecture	Single User
COMPUTER SYSTEMS: Development Level	Intermediate
PUBLICATION	Since 1989, indexes have been published. Bulletins have been released since 1996 and up to the date.

