

# Four Options for a Broader Definition of Retail Trade

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1. **Distributional** would include much or all of wholesale, retail, warehousing and freight transportation. It might be defined as follows: All establishments engaged in the business of distributing goods from manufacturers, agriculture, resource extraction, and importers to users (including both firms and final consumers).
2. **Retail Supporting** would include all establishments in retail trade plus the NAICS codes within transportation, warehousing, and wholesale trade that primarily serve retail trade firms.
3. **Retail Controlled** would include retail trade establishments and their supporting auxiliary establishments in transportation, warehousing and wholesale.
4. **Enterprise-Based Retail Trade** would include all establishments that are part of enterprises/ firms primarily engaged in retail trade.

# 1. Distributional and 2. Retail Supporting

Units		Enterprises										
	NAICS Name				Wholesale trade	Retail Trade	Transportation and Warehousing				Not on list	
		Two-digit NAICS Codes		other	42	44-45	48-49				other	
	....		Three digit Naics Codes				484	492	493	Other		
	...	Other										
Establishments	Wholesale trade	42	codes that serve retail trade firms									
			codes that do not serve retail trade firms									
	Retail Trade	44-45										
	Transportation and Warehousing	48-49	Warehousing and freight transportation									
			Couriers and Messengers									
			Other codes that serve retail trade firms									
			Other codes that do not serve retail trade									
	Administrative and Support and Waste Management and Remediation	56	codes that serve retail trade firms									
			codes that do not serve retail									
		Other										
	Not on list											

- Option 1      Distributional
- Option 2      Retail Supporting
- Option 3      Retail Controlled
- Option 4      Enterprise based Retail Trade



# 3. Retail controlled and 4. Retail enterprise

Units				Enterprises							
NAICS Name				Wholesale trade	Retail Trade	Transportation and Warehousing				not on list	
	Two-digit NAICS Codes		other	42	44-45	48-49				other	
Establishments	....		Three digit Naics Codes			484	492	493	Other		
	...	Other									
	Wholesale trade	42	codes that serve retail trade firms								
			codes that do not serve retail trade firms								
	Retail Trade	44-45									
	Transportation and Warehousing	48-49	Warehousing and freight transportation								
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			Other codes that serve retail trade firms								
			Other codes that do not serve retail trade								
	Administrative and Support and Waste Management and Remediation	56	codes that serve retail trade firms								
codes that do not serve retail											
	Other										
	not on list										

- Option 1      Distributional
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# Other Options to Study in Satellite Account

1. Capturing the **many services** provided by today's retail trade firms: broad diversity of products, ability to compare prices and product characteristics; and rapid and low- cost home delivery.
2. Provide **alternative aggregations and details of interest.**
3. Better measure and allocate **productivity gains** due to different sources (eg. imported inputs, domestic IT products sold by retailers, and non-retail trade support industries, such as transport.)

# Many Services

1. Capturing the **many services** provided by today's retail trade firms: broad diversity of products, ability to compare prices and product characteristics; and rapid and low- cost home delivery.
  - a. Quality adjusted price indices.
  - b. Detailed breakdowns by types of services.
  - c. Experiment with several alternative new price indexes and real output and productivity.

# Alternative Aggregations and details

2. Provide **alternative aggregations and details of interest.**
  - a. EG. Size of firm, by occupation or wages, foreign vs domestic owned.
  - b. Focus on big firms vs the entire industry.

# Productivity gains due to various sources

1. Better measure and allocate **productivity gains** due to different sources (eg. imported inputs, domestic IT products sold by retailers, and non-retail trade support industries, such as transport.)
  - a. Accounts with GVC links
  - b. Compare impact of using the current BLS sectoral output measure, value-added, and gross margin measures.
  - c. Compare use of current deflation measures for sectoral real output and productivity with using the BLS PPI gross margin deflators applied to BLS alternative gross margins.