

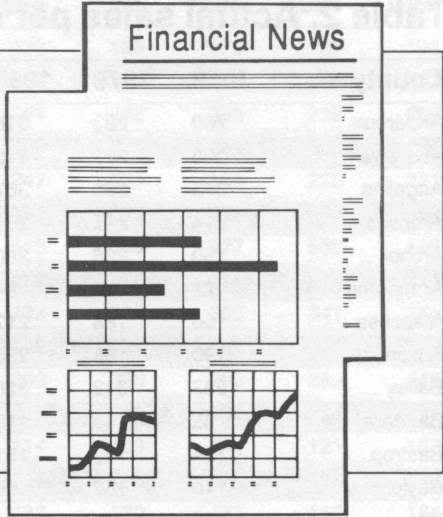


Financial News

Sales Per Store

How Well Are Your Merchants Doing?

Dennis U. Fisher and Donna Pfluger Adcock*



How well have your county merchants been doing over the past several years? Examining the change in sales per store over time is one method of measuring the success of retail businesses. Sales per store measures the amount of sales associated with businesses in a county in thousands of dollars. This is calculated using the following procedure.

For each year, the total county retail sales are divided by the number of retail stores in the county to yield the sales per store ratio. All retail establishments in the county are included.

$$\frac{\text{County retail sales}}{\text{Number of stores}} = \text{Sales per store}$$

Sales per store is influenced by the mix or types of stores in the county. Highly populated counties tend to have more of the larger type of stores, for example, department stores. Therefore, one can anticipate lower sales per store for smaller counties. However, the movement of sales per store over time is one measure of the economic strength of those stores in the county.

Sales per store have fluctuated over time because of the existing economic conditions and the number of operating retail outlets. This has created periods of both growth and decline. Most counties experienced an increase in sales per store from 1978 to 1981 during the "oil boom years," and a decline in sales in 1982 and 1983. From 1984 to 1987, relatively minor fluctuations in sales were observed in the majority of the counties, and then sales per store increased sharply in 1988.

For example, in Panola county, sales per store increased from \$207,000 to \$367,000 during the period of 1978 to 1981. In 1982, sales per store declined to \$303,000, and then in 1983 to \$258,000. Smaller fluctuations in sales was experienced from 1984 to 1987 with sales per store ranging from a low of \$254,000 in 1985 to a high of \$264,000 in 1986. In 1988, sales per store increased to \$308,000.

Changes in sales per store over time is further illustrated in Table 1. The number of counties associated with each type of movement in sales are shown for consecutive years. Actual sales per store for each county from 1978 to 1988 are shown in Table 2.

Table 1. Sales per store for Texas counties.

	Decrease	No change	Increase
1978-79	24	2	228
1979-80	21	1	232
1980-81	55	4	195
1981-82	219	3	32
1982-83	187	3	64
1983-84	116	5	133
1984-85	61	2	191
1985-86	163	2	89
1986-87	114	6	134
1987-88	9	1	244

* Extension Economist - Development and Policy, and Extension Graduate Assistant, Texas Agricultural Extension Service.

Table 2. Actual sales per store (in thousands of dollars).

County	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988
Anderson	260	293	318	373	355	312	326	319	311	303	377
Andrews	220	277	340	397	331	324	333	356	267	269	314
Angelina	343	366	367	373	371	348	360	362	356	376	422
Aransas	214	241	266	259	250	240	243	249	293	311	353
Archer	180	226	380	494	400	329	283	255	201	206	243
Armstrong	77	74	96	128	124	144	98	79	69	85	132
Atascosa	166	188	217	226	202	190	199	222	219	214	259
Austin	190	195	223	251	233	227	261	270	253	256	300
Bailey	233	312	326	349	268	294	345	347	340	276	333
Bandera	88	98	113	110	104	101	98	110	130	114	124
Bastrop	124	139	151	170	160	145	165	218	198	198	248
Baylor	140	162	190	206	198	181	176	175	158	169	203
Bee	239	265	314	323	289	287	291	323	300	303	351
Bell	269	286	308	334	334	342	338	366	386	394	446
Bexar	310	334	365	378	342	343	370	431	450	432	502
Blanco	90	99	131	155	163	172	199	209	202	211	132
Borden (1)	0	2	50	71	64	52	21	27	27	24	95
Bosque	125	133	139	221	145	153	155	142	150	137	161
Bowie	289	314	324	345	326	329	325	377	414	420	504
Brazoria	242	281	324	321	301	292	260	264	277	307	381
Brazos	287	301	369	444	371	347	328	348	351	377	472
Brewster	135	154	182	197	176	166	144	170	176	180	224
Briscoe	262	228	175	159	154	121	111	143	104	107	111
Brooks	184	219	255	302	236	220	248	276	245	237	296
Brown	240	248	249	329	264	254	253	254	265	283	315
Burleson	146	177	301	436	294	204	222	233	201	198	232
Burnett	147	182	188	190	203	224	234	254	271	256	280
Caldwell	170	178	208	255	226	220	222	237	210	218	230
Calhoun	192	235	266	289	273	264	252	230	243	241	322
Callahan	132	159	187	202	185	177	200	166	166	165	182
Cameron	257	297	378	423	320	256	271	315	313	325	422
Camp	171	257	213	229	227	225	237	253	286	284	277
Carson	147	171	195	184	173	170	172	161	148	151	162
Cass	209	229	234	255	226	220	233	258	235	243	294
Castro	203	231	257	243	212	211	257	291	227	224	257
Chambers	263	245	284	334	266	217	212	219	211	201	232
Cherokee	224	258	286	296	290	281	276	288	292	288	336
Childress	172	183	212	233	228	209	202	196	206	247	283
Clay	176	232	251	261	216	176	189	185	174	180	256
Cochran	217	259	276	322	268	259	286	329	277	296	345
Coke	219	179	265	321	253	219	235	251	219	203	303
Coleman	162	176	223	214	188	195	215	187	160	174	207
Collin	233	297	309	311	313	340	353	402	438	455	512
Collingsworth	142	213	227	293	236	221	203	173	161	155	182
Colorado	205	229	302	335	296	256	261	257	230	212	259
Comal	178	191	187	192	181	186	196	228	247	252	389
Comanche	166	204	205	214	205	208	225	248	215	220	248
Concho	118	99	120	120	129	131	114	125	95	99	117
Cooke	266	294	309	344	318	292	297	324	330	321	411
Coryell	167	179	214	224	232	242	238	268	277	267	276

County	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988
Cottle	185	239	249	366	198	189	176	186	172	185	193
Crane	177	234	288	371	278	261	287	278	225	206	237
Crockett	225	298	366	397	374	301	264	266	288	232	256
Crosby	127	164	199	202	189	168	199	219	252	195	264
Culberson	174	230	258	334	301	271	247	239	194	226	211
Dallam	195	205	231	241	213	211	262	272	269	289	368
Dallas	469	505	569	546	482	493	518	565	577	566	665
Dawson	203	270	317	354	293	261	262	273	219	247	316
Deaf Smith (2)	282	297	328	341	301	877	733	328	300	341	366
Delta	212	117	131	136	127	131	128	131	146	118	129
Denton	272	312	310	316	297	313	300	356	392	389	446
De Witt	158	195	210	232	207	194	205	215	206	224	235
Dickens	156	179	205	194	204	111	114	139	141	121	163
Dimmit	246	253	334	361	331	196	180	205	178	166	219
Donley (2)	113	126	418	144	145	141	133	170	177	153	184
Duval	101	117	156	196	164	152	165	172	159	137	170
Eastland	160	193	212	231	228	211	220	255	213	220	259
Ector	460	481	601	823	590	426	435	432	375	409	509
Edwards	87	127	151	143	155	142	143	157	183	179	213
Ellis	229	235	259	265	254	264	293	308	313	300	354
El Paso	360	386	413	359	289	270	278	346	360	378	484
Erath	245	264	293	328	323	308	299	352	349	333	389
Falls	134	156	182	199	177	195	203	187	188	189	248
Fannin	253	272	298	267	271	240	252	272	253	254	324
Fayette	153	181	226	279	249	228	249	242	241	221	252
Fisher	132	170	209	216	237	230	232	211	204	208	175
Floyd	188	233	191	180	153	128	134	169	145	171	222
Foard	121	156	182	194	170	151	137	156	126	140	170
Fort Bend	227	254	276	333	273	256	236	221	243	357	628
Franklin	169	213	245	251	252	234	215	198	199	222	289
Freestone	204	219	258	278	280	255	248	254	231	217	236
Frio	183	185	257	280	235	200	215	236	213	223	285
Gaines	266	301	435	596	364	286	402	432	288	284	344
Galveston	513	663	874	343	311	296	278	269	280	296	340
Garza	153	198	253	322	303	261	235	254	202	193	214
Gillespie	170	192	202	188	177	183	182	197	200	196	240
Glasscock	83	128	183	108	152	155	148	207	124	177	202
Goliad	121	145	157	169	160	144	150	167	161	159	192
Gonzales	156	171	207	265	242	229	237	259	248	254	281
Gray	250	263	302	377	351	290	303	318	279	297	364
Grayson	266	306	322	326	299	311	302	319	326	311	380
Gregg	402	339	469	508	420	368	366	372	362	369	452
Grimes	145	149	206	220	202	163	167	178	169	172	209
Guadalupe	168	189	213	217	190	191	210	269	268	259	286
Hale (2)	238	297	297	292	260	245	220	258	263	302	618
Hall	138	178	217	227	180	168	165	241	187	182	227
Hamilton	134	163	157	156	147	146	142	174	199	220	227
Hansford	217	254	256	250	238	202	227	271	278	270	332
Hardeman	157	186	193	211	193	202	192	181	185	215	248
Hardin	246	301	282	280	263	242	251	241	240	240	305
Harris	464	515	569	607	483	441	421	452	461	473	577
Harrison (2)	302	286	623	355	326	319	298	323	310	313	385

County	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988
Hartley	283	337	378	510	320	305	340	317	442	405	495
Haskell	145	180	202	209	202	201	184	186	179	183	221
Hays	168	183	202	199	191	198	206	230	237	368	320
Hemphill	259	260	363	416	370	264	281	189	146	158	226
Henderson	209	244	258	262	235	235	237	233	244	230	282
Hidalgo	250	279	352	416	326	265	288	334	333	355	489
Hill	165	207	224	228	212	224	219	241	232	243	309
Hockley	260	317	368	424	343	321	344	350	270	306	393
Hood	215	222	213	220	216	227	233	301	285	264	324
Hopkins	274	282	310	312	306	336	349	358	361	379	512
Houston	202	885	282	301	322	296	262	309	303	298	375
Howard	272	284	338	370	351	305	292	317	294	310	425
Hudspeth	67	89	92	125	95	80	76	95	80	78	87
Hunt	211	252	232	243	223	230	223	266	278	272	330
Hutchinson	274	253	298	380	367	300	272	254	236	240	270
Irion	53	70	104	89	77	79	73	86	89	95	100
Jack	181	197	212	254	228	200	213	200	155	150	166
Jackson	157	157	191	212	208	215	213	246	230	213	303
Jasper	284	311	356	345	338	301	310	299	288	288	410
Jeff Davis	83	79	88	81	74	72	81	89	90	80	84
Jefferson	337	358	408	421	370	348	354	359	364	376	445
Jim Hogg	124	143	166	219	236	237	293	301	319	220	273
Jim Wells	324	363	428	534	424	337	316	309	284	295	344
Johnson	247	241	260	268	244	259	283	293	277	279	329
Jones	175	279	281	298	261	252	250	270	239	253	295
Karnes	159	184	210	216	186	172	179	185	201	181	191
Kaufman	225	250	265	261	258	248	265	285	284	262	297
Kendall	103	112	151	151	150	144	170	185	238	253	307
Kenedy (2)	80	59	66	69	73	68	73	75	60	886	190
Kent	81	177	216	220	208	178	99	155	76	102	120
Kerr	176	205	218	233	218	223	211	232	251	227	282
Kimble	176	222	243	237	245	229	233	285	282	286	327
King (2)	112	109	127	77	106	112	119	107	116	128	986
Kinney	126	106	62	73	63	57	64	90	81	79	103
Kleberg	252	302	333	381	337	322	324	343	305	303	374
Knox	129	191	199	197	176	192	182	179	170	184	213
Lamar	241	268	294	301	291	289	292	289	307	326	406
Lamb	182	203	213	224	204	183	181	198	186	193	251
Lampasas	168	179	182	189	179	195	199	207	220	205	229
LaSalle	106	124	137	156	137	135	124	121	114	110	135
Lavaca	160	188	216	240	207	198	188	207	184	184	216
Lee	178	232	396	470	318	275	293	314	280	286	298
Leon	127	169	193	236	210	202	197	213	199	213	248
Liberty	241	288	304	356	287	280	283	278	269	263	324
Limestone	172	179	214	256	252	246	256	248	267	270	316
Lipscomb	119	132	163	181	195	160	178	193	162	128	128
Live Oak	152	176	219	253	206	179	188	195	202	174	199
Llano	204	191	204	220	197	193	171	162	182	167	178
Loving (1)	0	0	46	0	0	0	0	36	20	24	9
Lubbock	392	415	458	492	445	432	424	454	445	446	530
Lynn	116	160	158	162	145	152	143	171	161	167	177
McCulloch	161	179	200	211	200	198	191	208	197	249	276

County	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988
McLennan	275	297	312	309	302	319	335	347	365	369	430
McMullen	57	63	78	81	89	96	98	102	73	71	93
Madison	269	283	360	313	332	291	299	334	268	271	306
Marion	112	149	180	185	156	137	114	120	107	119	128
Martin	235	308	299	333	367	318	259	278	246	257	336
Mason	155	183	191	174	183	168	167	154	152	140	155
Matagorda	223	276	310	314	267	261	273	270	258	264	313
Maverick	255	294	340	369	234	186	223	260	254	245	351
Medina	152	179	193	228	239	267	296	333	321	304	319
Menard	226	287	318	235	233	97	95	114	109	99	115
Midland	376	427	531	592	485	402	409	467	361	355	418
Milam	153	166	192	198	190	202	209	223	218	237	250
Mills	173	190	214	210	235	209	197	192	161	151	174
Mitchell	200	232	276	283	236	215	230	234	213	222	239
Montague	212	220	256	299	252	237	236	248	214	193	222
Montgomery	267	285	298	324	274	255	239	296	290	316	372
Moore	240	274	296	313	310	281	289	313	294	291	335
Morris	173	178	200	239	210	174	186	199	176	195	201
Motley	147	137	140	137	113	110	119	125	113	122	162
Nacogdoches	267	296	325	323	296	320	301	308	316	337	362
Navarro	206	211	253	242	246	237	254	290	303	309	346
Newton	489	400	250	228	220	192	169	165	148	346	425
Nolan	220	240	293	330	323	307	284	331	308	295	338
Nueces	315	349	595	445	390	345	345	364	361	368	462
Ochiltree	265	306	393	513	465	397	367	343	313	253	333
Oldham	98	120	135	158	150	140	125	147	157	160	257
Orange	300	306	361	360	299	283	262	261	260	254	323
Palo Pinto	212	259	458	321	299	269	269	289	275	273	306
Panola	207	266	350	367	303	258	262	254	264	261	308
Parker	238	281	337	330	290	306	343	334	323	331	377
Parmer	165	208	214	211	172	157	159	182	165	186	226
Pecos	209	236	290	365	347	290	267	273	272	274	325
Polk	250	264	262	279	279	261	294	311	322	318	371
Potter	362	390	439	490	466	427	419	433	461	486	579
Presidio	113	121	154	185	143	113	106	122	131	138	193
Rains	118	142	171	174	163	169	160	177	200	170	225
Randall	321	290	254	255	222	209	223	261	300	292	369
Reagan	206	307	351	406	368	379	371	374	304	309	352
Real	59	73	86	86	101	95	80	83	78	80	94
Red River	150	176	206	198	192	181	182	189	184	193	243
Reeves	200	216	269	324	300	247	257	255	244	244	263
Refugio	150	144	188	214	184	164	176	199	163	168	195
Roberts	125	120	100	170	184	162	136	144	120	102	115
Robertson (2)	117	390	191	208	178	189	188	179	167	170	197
Rockwall	178	250	284	274	243	293	295	291	319	310	347
Runnels	220	276	281	302	277	236	216	218	194	198	247
Rusk	200	257	259	273	240	254	252	247	246	255	321
Sabine	160	220	204	216	202	197	200	179	182	143	197
San Augustine	155	182	201	198	190	192	191	185	176	198	213
San Jacinto	90	112	135	123	113	113	120	120	126	129	143
San Patricio	197	216	249	269	253	239	233	237	241	243	283
San Saba	177	178	185	223	212	208	199	203	211	170	189

County	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988
Schleicher	142	164	188	192	168	114	97	116	100	118	114
Scurry	240	258	325	405	379	338	341	350	287	283	334
Shackleford	156	178	234	252	214	193	190	189	130	116	123
Shelby	204	219	234	258	232	223	227	244	251	271	297
Sherman	176	206	212	225	180	143	123	136	148	161	204
Smith	318	344	399	418	393	375	367	372	354	352	419
Somervell	127	153	171	163	164	184	180	194	201	163	191
Starr	129	156	201	222	199	167	182	201	173	179	238
Stephens	195	199	235	271	264	256	265	271	241	225	263
Sterling	126	209	197	236	197	132	149	132	110	109	173
Stonewall	133	172	221	343	291	200	198	213	156	182	184
Sutton	287	321	340	349	322	244	241	215	194	191	217
Swisher	180	206	260	219	208	177	189	187	180	202	249
Tarrant	371	402	476	465	410	413	423	482	504	487	572
Taylor	361	380	497	556	444	388	382	378	355	363	424
Terrell	139	157	184	161	130	121	110	120	97	92	105
Terry	286	346	351	399	331	309	343	376	352	326	406
Throckmorton	105	137	133	177	158	180	155	168	135	123	112
Titus	266	292	509	370	347	331	346	363	375	346	388
Tom Green	283	316	337	367	357	339	322	328	325	339	397
Travis	319	326	367	377	356	368	400	448	455	439	507
Trinity	129	142	180	206	202	197	183	185	187	185	215
Tyler	166	199	230	232	209	219	229	269	233	202	232
Upsher	201	244	339	412	431	271	208	216	212	216	256
Upton	155	106	144	171	173	163	138	135	123	120	157
Uvalde	204	234	242	262	236	230	242	258	274	300	337
Val Verde	198	214	253	279	243	222	231	256	258	275	309
Van Zandt	153	149	170	170	134	136	133	164	166	157	186
Victoria	266	295	350	407	355	320	320	322	302	322	368
Walker	274	311	344	371	347	361	348	359	349	367	429
Waller	343	383	436	565	541	544	559	597	517	489	668
Ward	230	251	294	332	316	240	284	270	228	217	265
Washington	167	195	241	274	255	243	243	260	255	247	281
Webb (2)	320	387	519	635	379	275	367	467	451	477	736
Wharton	220	246	297	315	272	276	258	258	273	245	316
Wheeler	166	196	228	294	362	273	294	349	200	210	249
Wichita	305	334	359	402	345	334	323	335	321	340	417
Wilbarger	167	195	247	240	236	243	232	262	270	270	298
Willacy	146	140	183	192	185	188	176	186	170	208	299
Williamson	178	190	210	217	206	212	255	294	299	258	314
Wilson	147	184	211	221	190	201	187	183	193	210	237
Winkler	227	254	288	354	293	267	248	253	186	206	211
Wise	161	199	212	238	226	219	253	287	303	265	278
Wood	160	211	218	225	200	197	187	197	196	186	226
Yoakum	301	343	426	559	422	365	372	432	319	304	379
Young	224	225	285	343	293	264	270	281	228	220	236
Zapata	100	106	140	141	116	108	104	136	125	117	159
Zavala	139	137	171	177	165	142	170	173	185	183	220
Texas	325	359	413	422	365	349	354	385	388	392	473

Source: Compiled from retail sales data supplied by the Office of the Texas Comptroller of Public Accounts.

Footnotes: (1) Data omitted.

(2) Large changes in sales per store may indicate data errors.

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County	1976	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988
Anderson	140	184	183	192	188	114	87	116	109	118	115
Brewster	158	178	234	251	274	294	190	189	120	116	100
Comanche	170	200	213	225	180	140	200	180	189	197	204
DeWitt	152	199	235	271	284	288	265	271	241	298	271
Dimmit	130	172	221	243	261	200	186	243	150	186	194
Dwight	180	206	200	215	208	177	100	187	180	200	204
Franklin	301	361	437	508	444	388	382	378	288	303	288
Ford	294	344	351	360	321	305	240	378	351	328	300
Gaines	260	300	349	370	347	321	348	300	370	348	300
Garland	319	326	327	377	388	360	430	448	452	430	397
Harris	174	198	240	230	228	210	229	240	233	212	188
Haskell	158	190	144	171	173	163	100	135	121	120	127
Hemphill	171	214	257	279	243	290	231	255	268	274	260
Hidalgo	204	288	300	407	348	320	320	324	264	320	308
Hunt	348	303	430	500	541	344	509	597	617	652	608
Jack	187	155	241	174	250	247	243	280	255	247	284
Jim Hogg	220	247	277	315	272	270	218	218	270	240	210
Johnson	318	334	314	377	345	344	323	388	327	340	417
Kimble	146	140	187	191	140	180	170	180	120	208	200
King	128	144	210	217	220	204	187	180	103	210	207
Knox	81	130	212	258	270	310	284	287	280	240	270
Landrum	201	248	288	379	420	368	371	380	380	340	370

Educational programs conducted by the Texas Agricultural Extension Service serve people of all ages regardless of socioeconomic level, race, color, sex, religion, handicap or national origin.

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