

**COMMUNIQUE ON THE COMMERCIAL CENSUS
IN BEIJING
May 11,1999**

According to the General Office of Beijing Municipal Government's instruction on the commercial census in Beijing, the commercial census in Beijing was conducted in the second half year of 1998. Under the leadership of municipal government, district and county government, with the support of related units and self-employed households, and great efforts of thousands of census working staff, the works on the stage of interviewing, quality check and summary have been smoothly completed.

The summarized data are as follows:

General Situation

1. Commercial Operating Units

By the end of 1998, the number of commercial operating units in the whole city totaled 257, 411£-1.4 times more than that of 1978 and the average annual rate of growth was 8.4 percent. The commercial operating units include the institutional units and establishments of wholesale, retail trade and catering, non-commercial enterprises engaged in sales, all commodities trade markets and self-employed households.

Table 1. The General Situation of Commercial Operating Units

Item	Number of Units	Retail Sales (100 million yuan)
Total	257411	1195.2
Commercial Enterprises	31140	704.5
Wholesale Trade	11357	139.9
Retail Sales Trade	16079	510.2
Catering	3704	54.4

Non-commercial Enterprises	9069	160.2
Residential Services,Hotels	4276	18.5
Manufacture	1019	40.2
Others	3774	101.5
All Commodities Trade Market	943	87.5
Self-employed Households	216259	243.0

2. Commercial Operating Outlets

By the end of 1998, the number of operating outlets of retail sales trade, catering and residential services totaled 241261, 1.3 times that of 1987 and the average annual rate of growth was 8 percent. Among them, 180510 were retail trade outlets, 1.6 times that of 1987 and accounting for 74.8 percent of the total outlets; 28754 were catering outlets and 31997 were residential services outlets, 2 times and 34.7 percent that of 1987 respectively; accounting for 11.9 percent and 13.3 percent respectively.

3. Retail Sales of Social Consumer Goods

The year 1998 saw a prosperous market with retail sales of social consumer goods amounted 119.52 billion yuan and up 5.8 times that of 1987, and the average annual rate of growth was 19 percent. It became the driving force behind the development of national economy.

Viewing from the structure of consumption, the percentage of daily use articles to the total retail sales of social consumer goods was obvious improved, but the percentage of food and clothes was down. In 1998, the retail sales of social consumer goods of food, clothes and daily use articles increased 3.8 times, 4.7 times and 7.9 times that of 1987 to reach 34.79 billion yuan, 14.55 billion yuan and 66.49 billion yuan respectively. The percentage of daily use articles to the total retail sales of social consumer goods accounted 55.6 percent, and up 13.1 percent over that of 1987; food accounted 29.1 percent and clothes accounted 12.2 percent, and down 13.7 percent and 2.9 percent respectively.

4. Purchases, Sales and Inventory

In 1998, the supply of consumer market was rich and variety. The total purchases of goods by wholesale and retail trade was 275.09 billion yuan, up 9.4 times that of 1987, and the average annual rate of growth was 23.7 percent; total sales was 283.7 billion yuan, up 8.7 times that of 1987, and the average annual rate of growth was 23 percent.

Viewing from the volume of sales, a batch of new type of household electric articles was sold well and enliven the consumer market.

Table 2 The Volume of Sales by Wholesale and Retail Sale Trade

Item	Unit	Sales in City
All Garments	10,000 pieces	5514.0
Leather Shoe	10,000 pair	671.0
Gold Ornament	100 million yuan	11.3
Color TV Set	10,000 sets	49.1
Recorder	10,000 sets	5.1
Video CD	10,000 sets	36.1
Refrigerator	10,000 sets	24.7
Washing-machine	10,000 sets	28.0
Air conditioner	10,000 sets	30.4
Hi-Fi	10,000 sets	6.4
Pickup Camera	10,000 sets	1.5
Micro Computer	10,000 sets	6.9

Geographical Distribution

Regarding geographical distribution, the number of outlets and the retail sales of social consumer goods of city proper and near-suburbs were important priority to the others. By the end of 1998, there were 162,662 commercial operating units in city proper and near-suburbs, the retail sales of social consumer goods was accomplished

99.15 billion yuan and accounted for 63.2 percent and 83 percent of the total respectively.

Table 3 Geographical Distribution of Commercial Operating Units

Item	Number of Units (Unit)	Proportion (%)	Retail Sales (100 million yuan)	Proportion (%)
Total	257411	100.0	1195.2	100.0
City Proper, Near Suburbs	162662	63.2	991.5	83.0
Outer Suburbs	48321	18.8	114.6	9.6
Counties	46428	18.0	89.1	7.4

The commercial operating units were distributed mainly inside of the third-ring road and amounted to 19,966(not included self-employed households); accomplished the retail sales of social consumer goods 51.31 billion yuan and accounted for 42.9 percent of the total.

Table 4 Geographical Distribution of Commercial Operating Units (2)

Item	Number of Units (Unit)	Proportion (%)	Retail Sales (100 million yuan)	Proportion (%)
Total	41152	100.0	952.2	100.0
Inside of Two-Ring Road	10479	25.5	227.4	23.9
Two-Three Ring Road	9487	23.0	285.7	30.0
Three-Four Ring Road	8263	20.1	241.7	25.4
Satellite Town Outside of Four-Ring Road	4978	12.1	97.0	10.2
Outside of Four-Ring Road				

(Not Included Statellite Town)	7945	19.3	100.4	10.5
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Structure of Commerce

1. Classified by Types of Ownership

The economic pattern with public ownership and collective ownership as the principal part and other economic ownership sharing the development has formed. Non-public ownership economy developed rapidly. Among the total retail sales of social consumer goods, 57.63 billion yuan was accomplished by state-owned and collective-owned commercial operating units, accounted for 48.2 percent of the total and down 43.3 percentage point from 91.5 percent of 1987; 61.89 billion yuan was accomplished by the other economic pattern and accounted for 51.8%.

Table 5 The Commercial Operating Units Classified by Types of Ownership

Item	Number of Units (Unit)	Proportion (%)	Retail Sales (100 million yuan)	Proportion (%)
Total	257411	100.0	1195.2	100.0
State-Owned	12472	4.8	344.8	28.8
Collective-Owned	16036	6.2	231.5	19.4
Private-Owned	5137	2.0	37.7	3.2
Individuals	216259	84.0	243.0	20.3
Joint-Owned	553	0.2	28.8	2.4
Share Holding	5544	2.2	214.8	18.0
Foreign Funded	757	0.3	59.9	5.0
HongKong, Macao, Taiwan Funded	513	0.2	25.6	2.1
Others	140	0.1	9.1	0.8

2. Classified by Types of Sector

The market shared by the traditional sole sector, the wholesale, retail trade sector was gradually shrunk and the shared by other sectors were increased. In 1998, 86.57 billion yuan of retail sales of social consumer goods was accomplished by the wholesale and retail trade and accounted 72.4 percent of the total, down 6.9 percentage point over that of 1987; 8.18 billion yuan by catering, accounted for 6.8 percent, up 0.8 percentage point over the 1987; 6.38 billion yuan by manufacture and accounted for 5.3 percent, down 1.5 percentage point over the 1987; 18.39 billion yuan by the other sectors, accounted for 15.4 percent and up 7.6 percentage point over the 1987.

3. Classified by Types of Administration Level

The major large commercial wholesale enterprises were distributed mainly in the central commercial enterprises and its sales of 1998 accounted for 36.2 percent of the wholesale and retail sale trade. The major large and medium commercial retail enterprises were distributed mainly in the local commercial enterprises. The retail sales of social consumer goods accomplished by local commercial operating units accounted for 51 percent of the total with 60.96 billion yuan.

Table 6 The Commercial Operating Units Classified by Administration Level

Item	Number of Units (Unit)	Proportion (%)	Retail Sales (100 million yuan)	Proportion (%)
Total	257411	100.0	1195.2	100.0
Central	4641	1.8	137.2	11.5
Local	240380	93.4	852.6	71.3
Municipal	6584	2.6	249.8	20.9
Below District and County	17537	6.8	359.8	30.1
Individuals	216259	84.0	243.0	20.3
Others	12390	4.8	205.4	17.2

4. Classified by Types of Enterprises Size

The large commercial enterprises play important role in the city*s commercial development with their solid capital and strong competition. In 1998, there are 322 large commercial enterprises in the city, among them, 33 are the wholesale enterprises with the sales surpassing 1 billion yuan; 105 are the retail enterprises with the sales surpassing 100 million yuan and 92 are catering enterprises with business income surpassing 10 million. They accomplished the retail sales of social consumer goods 35.51 billion yuan and accounted 29.7 percent of the total.

Table 7 Composition of Commercial Enterprises by Operating Size

Item	Number of Units (Unit)	Proportion (%)	Retail Sales (100 million yuan)	Proportion (%)
Total	31140	100.0	704.5	100.0
Large	322	1.0	355.1	50.4
Medium	2767	8.9	252.9	35.9
Small	28051	90.1	96.5	13.7

5. Classified by Types of Operating Mode

The retail trade was mainly confined to comprehensive department stores before 1978. Since reform and opening, there has been presented the various commercial operating modes and distributed in the whole city. By the end of 1998, the number of supermarket, convenient shop, monopoly shop and store market totaled 3510, with the retail sales of social consumer 7.89 billion yuan and accounted for 15.5 percent of the retail sale trade.

Table 8 Retail Sale Trade Classified by Operating Mode

Item	Number of Units (Unit)	Proportion (%)	Retail Sales (100 million yuan)	Proportion (%)
Total	16079	100.0	510.2	100.0
Department Store	1977	12.3	251.6	49.3
Supermarket	159	1.0	24.0	4.7
Specialized Shop	4580	28.4	102.8	20.2
Monopoly Shop	642	4.0	12.1	2.4
Convenient Shop	2651	16.5	20.1	3.9
Store Market	58	0.4	22.7	4.4
Others	6012	37.4	76.9	15.1

Commercial Equipment

The modern commercial equipment was developed rapidly and the environment of shopping was improved. By the end of 1998, the housing area (construction area) of commercial enterprises was 24.27 million square meters, the operating area was 13.42 million square meters and the storehouse area was 7.68 million square meters. There were 35,000 motor vehicles, among them, 24,000 were used for operating and accounted for 68.6 percent of the total. The city's investment in commercial enterprise automation was 1.46 billion yuan, among them, the investment in hardware was 1 billion yuan. 357 retail trade enterprises have central air conditioning; 156 enterprises have escalator; 356 enterprises have POS system; 109 enterprises have MIS system and 180 enterprises have electric monitor system and etc.

All Commodities Trade Markets

All commodities trade markets development rapidly, and the new type of markets present continuously. By the end of 1998, the city have 943 all commodities trade markets with the volume of business 54 billion yuan, among them, 207 trade markets, with areas surpassing 10,000 square meters, occupy areas of 8.014 million square meters and accounted for 83 percent of the total. The number of large trade markets

with volume business surpassing 100 million yuan amounted to 77 and accounted for 81.3 percent of the total with the volume of business of 43.92 billion yuan. A batch of special trade markets, such as the construction materials trade market, furniture trade markets and motor vehicle trade markets were acclaimed by residents with its convenient to the public and low price and developed rapidly.

Table 9 General Situation of All Commodity Trade Markets

Item	Number of Units (Unit)	Volume of Business (100 million yuan)
Total	943	540.4
Farm and Sideline Products Markets	637	326.0
Industrial Products Markets	163	86.0
Furniture Markets	22	7.1
Construction Materials Markets	47	21.0
Motor Vehicle Markets	4	89.3
Others	70	11.0

The result of survey showed that the city's commerce developed rapidly. The enterprises, with consorted service function, circulation channel smoothly, various economic pattern co-existing and good efficient, have preliminary been formulated. The city's commerce also promoted the development of industry and farming, made life convenient to the public, became one of the pillar sector in tertiary industry and took great effect in pushing capital's modernization construction and with meeting the growing needs of material culture.

Notes:

The first commercial census in Beijing was conducted in 1987, so the data in this communique was contrasted with that for 1987.