

APPENDIX

ANALYZING THE SMALL CITY AND RURAL MARKET AREA SOURCE MATERIALS

This list includes only Federal and State publications and makes no pretense of being complete

I. CENSUS OF DISTRIBUTION DATA.

1. Volume I.—Retail Distribution:

Part I. Summary by States, Counties, and Incorporated Places of 1,000 Population and Over. State bulletins and United States Summary published in advance of volumes are available.

2. Volume II.—Wholesale Distribution:

Part I. State Reports with Statistics for Cities and a Summary for the United States, including County Statistics. State bulletins and United States Summary published in advance of volumes are available.

3. Retail Trade in the Small City and Rural Market Area. A number of special reports on retail trade in the small city and rural areas of which this is one. (1) The Assembling of Agricultural Commodities by Rural Retailers. (2) The final report on retail trade in this area, including data on the county seat as a trading center, the general store, and the like.

II. CENSUS OF POPULATION DATA.

1. Volume I. Number and Distribution of the Inhabitants of the United States. This gives the population in 1920 and 1930 for each State, county, township, or precinct, and for each incorporated place the population for 1910, 1920, and 1930.

2. Volume III. Reports by States. Composition and Characteristics for Counties, Cities, and Townships.

3. Volume IV. Occupations.

4. Volume VI. Families.

III. CENSUS OF AGRICULTURE DATA.

1. Volume I. Farm Acreage and Farm Values by State, County, and Township or other Minor Civil Division.

2. Volume II. Reports for States, with Statistics for Counties and United States Summary.

3. Volume III. Statistics by Type of Farm.

IV. CENSUS OF MANUFACTURES DATA.

V. DATA ON RELATED ECONOMIC FACTORS, SUCH AS NUMBER OF INCOME-TAX RETURNS, BANK DEPOSITS, NUMBER OF TELEPHONES, NUMBER OF PASSENGER AUTOMOBILES.

1. General Consumer Market Statistics. Published by the Bureau of Foreign and Domestic Commerce and the Bureau of the Census, United States Department of Commerce. This bulletin also contains a reprint of the Census of Distribution preliminary Summary of Retail Trade in the United States by States.

VI. PUBLICATIONS OF THE UNITED STATES DEPARTMENT OF AGRICULTURE.

Many statistics of value in analyzing the small town and rural market area are found in various publications of the Department of Agriculture, such as the Yearbook which is issued annually.

VII. PUBLICATIONS OF STATE AGRICULTURAL EXPERIMENT STATIONS, UNIVERSITY SCHOOLS OF BUSINESS, AND BUSINESS RESEARCH AND OTHER STATE DEPARTMENTS AND OFFICES.

Frequently data of considerable value in market analysis can be obtained from the State agricultural experiment station or the State university school of business and/or the State department of agriculture, banking, roads, etc., for the State wherein the particular area under consideration is located.

NOTE.—The above-mentioned Federal Government publications under Items I to VI may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., while for the State publications one should address the appropriate State agricultural college, university, or State department.