

TABLE 1.

Area.	Towns.	Number of Shops Visited.
London .. .. .	Administrative County .. .. .	546
Bristol and South Wales..	Bristol, Cardiff, Newport, Swansea .. .. .	399
Birmingham .. .. .	Birmingham, Wolverhampton .. .. .	333
Liverpool .. .. .	Liverpool, Birkenhead .. .. .	211
Manchester .. .. .	Manchester, Blackburn, Bolton, Wigan .. .. .	573
Yorkshire .. .. .	Bradford, Leeds, Sheffield .. .. .	441
Scotland .. .. .	Edinburgh, Glasgow .. .. .	415
Total All Areas .. .. .	.. .. .	2,918

As the required information as to volume of sales could not be obtained with sufficient accuracy, no attempt has been made to "weight" the returns from individual shops according to this measure, or the samples of groups according to their relative importance. On those questions in which there is marked divergence, generalisations have been avoided and the results have been presented separately.

#### *Classification of Shops.*

For the purpose of analysis, the shops visited have been classified according to type of organisation and class of trade.

In regard to organisation, the term *independent* has been taken to refer to a firm with a single shop; this first group of 1,330 shops constituted about 46 per cent. of the total and included five large department stores. The second group included branches of co-operative societies, multiple grocers and dairies. The multiple grocery and provision group may be roughly sub-divided into *local multiple*, where the branches are confined to a particular area; and *non-local multiple* with branches in more than one area, thus including organisations with branch shops in all parts of the country. Of the 1,588 shops in the second group, about 40 per cent. were of the local multiple and co-operative types, 45 per cent. were non-local, and 15 per cent. were dairies.