

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU



FORM
SA-44E
(3-21-2005)

DUE
DATE

ANNUAL RETAIL TRADE REPORT 2005

**INFORMATION COPY
DO NOT USE TO REPORT**

NOTICE — Your report to the Census Bureau is confidential by law (Title 13, U.S. Code). It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

RETURN COMPLETED FORM TO

➔ U.S. CENSUS BUREAU
National Processing Center
1201 East 10th Street
Jeffersonville, IN 47132-0001
FAX 1-800-447-4613

Any questions call
1-800-772-7851 weekdays,
8:30 a.m. to 5:00 p.m. EST

PROMPT RETURN WILL RESULT IN
CONSIDERABLE SAVINGS TO YOUR
GOVERNMENT.

(Please correct any error in name, address, and ZIP Code)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau.

GENERAL INSTRUCTIONS

- Provide data on a calendar year basis for 2004 and/or 2005. If data are not available in this format, indicate in the appropriate items the period covered.
- Always provide book figures. If they are not available, carefully prepared estimates, labeled "Est," are acceptable.
- Any significant change in your firm's operations should be noted in the "REMARKS" section of this report.

Include

- All domestic/U.S. retail establishments whose payroll was reported on the Employer's Quarterly Federal Tax Return, Treasury Form 941, under the Employer Identification Number (EIN) shown in item 1A
- Data for auxiliary facilities operated under this EIN primarily engaged in furnishing supporting services to your retail establishment(s) (such as warehouses, garages, central administrative offices, and repair services)
- Retail leased departments and concessions operated by this firm in establishments of others (e.g., shoe departments in department stores or prescription counters in food stores) which report payroll under this firm's current EIN shown in item 1A
- Data for establishment(s) sold or acquired during 2004 and/or 2005 for the period they were operated by your firm

Exclude

- Data for retail establishments operated by other firms, such as franchises
- Departments and concessions operated by other firms in your retail store(s)

▶ NOTE: A store front is not required for your firm to be classified as retail. For more information on classification, visit www.census.gov/epcd/www/drnaics.htm.

SPECIAL INSTRUCTIONS

Item 1A - FEDERAL EMPLOYER IDENTIFICATION NUMBER

1. Does your firm currently report payroll under the EIN

- 020 1 YES — Go to item 1A2
- 2 NO —

- (a) Enter your present EIN.
- (b) When did you start reporting payroll under this EIN?

021									
			-						
Month					Year				
022									

2. Did your firm experience any organizational change during 2004 and/or 2005?

- 025 1 YES —
- 2 NO — Go to item 1B
- 026 1 Sold to
- 027 1 Merged with
- 028 1 Acquired

029 Name of company sold to/merged with/acquired										
Number and street										
City, State, and ZIP Code										
Date of sale/merger or acquisition		030	Month	Year	EIN		031			

Item 1B - NUMBER OF RETAIL ESTABLISHMENTS

Total number of retail establishments, including departments and concessions, covered by this report as of December 31, 2004 and/or December 31, 2005.

Number as of December 31, 2004	Number as of December 31, 2005
160	110

▶ NOTE: Do not include cents. Always round to the nearest dollar.

Item 2A - TOTAL SALES FOR 2004 AND 2005

1. What were the total sales of merchandise and other operating receipts for 2004 and/or 2005?
INCLUDE e-commerce sales and excise taxes on gasoline, liquor, and tobacco. EXCLUDE all sales taxes. See below for detailed directions. →

2004	2005
Dollars	Dollars
150	100
\$	\$

INCLUDE

- Credit and cash sales of merchandise
- E-commerce sales
- Excise taxes
- Wholesale sales made by retail establishments covered by this report
- Receipts from layaway purchases
- Receipts from the rental or leasing of vehicles, equipment, instruments, tools, etc.
- Receipts from deliveries
- Receipts from installations, maintenance contracts, repairs, alterations, storage, and other such services
- Value of trade-ins taken as part payment for other merchandise
- Value of manufacturers' rebates
- Sales made by departments and concessions operated by your firm in establishment(s) of other firms
- Shipping and handling revenues
- Advertising revenues

EXCLUDE

- Carrying or other credit charges
- Commissions (such as vending machine operators, government lottery tickets, or other stores)
- Non-operating receipts (such as interest income, income from investments, and receipts from the rental or sale of real estate)
- Sales made by departments and concessions operated by other firms in your firm's retail establishment(s)
- Refunds and allowances for returned goods
- Value of rebates and discounts offered by your firm that are granted to the purchaser, even if granted as an increase in trade-in allowance

2. Did your firm collect any sales taxes during 2004 and/or 2005?

- 120 1 YES — What were the total sales taxes collected?
EXCLUDE excise taxes reported in item 2A1. →
- 2 NO — Go to item 2B

2004	2005
Dollars	Dollars
152	102
\$	\$

3. What were the total sales of merchandise and other operating receipts including sales taxes for 2004 and/or 2005? (Sum of items 2A1 and 2A2) →

153	103
\$	\$

Item 2B - E-COMMERCE SALES FOR 2004 AND 2005

E-commerce sales and other operating receipts are sales of goods and services, where an order is placed by the buyer or price and terms of the sale are negotiated over an Internet, extranet, EDI network, electronic mail, or other online system. Payment may or may not be made online.

1. Did your firm have any e-commerce sales during 2004 and/or 2005?

- 130 1 YES — What were the total e-commerce sales?
EXCLUDE excise taxes reported in item 2A1. →
- 2 NO — Go to item 2C

2004	2005
Dollars	Dollars
163	113
\$	\$

2. Do the e-commerce sales in item 2B1 include sales to customers located outside the United States?

- 610 1 YES — Go to item 2B3 ↘ 2 NO — SKIP to item 2C

3. Check the percentage of total e-commerce sales in item 2B1 that were to customers located outside the United States. (Reminder: E-commerce sales from U.S. locations only).

- 620 1 <1% 2 1%-5% 3 6%-10% 4 >10%

Item 2C – SALES REPORT PERIOD FOR 2004 AND 2005

Do the reported data in items 2A and 2B represent the calendar year (January 1 through December 31) for 2004 and/or 2005?

121 1 YES — Go to item 3

2 NO — Report your beginning and ending dates for 2004 and/or 2005 Beginning Ending

2004			2005		
Month 154	Day	Year	Month 104	Day	Year
155			105		

Item 3 – CLASS OF CUSTOMER

Report the percentage of this firm's total sales in 2004 and/or 2005 (item 2A1) for each class of customer.

- a. Households _____ →
- b. Wholesalers and other retailers _____ →
- c. Other businesses and private nonprofit institutions _____ →
- d. Governments _____ →

TOTAL

Percentage of total sales 2004	Percentage of total sales 2005
630 %	600 %
631 %	601 %
632 %	602 %
633 %	603 %
100%	100%

Item 4 – MAJOR MERCHANDISE LINES

For clarification regarding merchandise lines call 1-800-772-7851.

- a. Books and magazines _____ →
- b. Clothing and clothing accessories (Include footwear) _____ →
- c. Computer hardware _____ →
- d. Computer software _____ →
- e. Drugs, health aids, and beauty aids _____ →
- f. Electronics and appliances _____ →
- g. Food, beer, and wine _____ →
- h. Furniture and home furnishings _____ →
- i. Jewelry _____ →
- j. Music and videos _____ →
- k. Office equipment and supplies _____ →
- l. Sporting goods _____ →
- m. Toys, hobby goods, and games _____ →
- n. Other merchandise – Specify principal line(s) below ↘
- o. Shipping and handling revenues _____ →
- p. Advertising revenues _____ →
- q. Other non-merchandise receipts – Specify principal receipt(s) ↘
- r. Total sales of merchandise _____ →

2004			
Total sales		E-commerce sales	
(a)		(b)	
Dollars	Percent	Dollars	Percent
1700 \$	1800 %	1720 \$	1820 %
1701 \$	1801 %	1721 \$	1821 %
1702 \$	1802 %	1722 \$	1822 %
1703 \$	1803 %	1723 \$	1823 %
1704 \$	1804 %	1724 \$	1824 %
1705 \$	1805 %	1725 \$	1825 %
1706 \$	1806 %	1726 \$	1826 %
1707 \$	1807 %	1727 \$	1827 %
1708 \$	1808 %	1728 \$	1828 %
1709 \$	1809 %	1729 \$	1829 %
1710 \$	1810 %	1730 \$	1830 %
1711 \$	1811 %	1731 \$	1831 %
1712 \$	1812 %	1732 \$	1832 %
1713 \$	1813 %	1733 \$	1833 %
1714 \$	1814 %	1734 \$	1834 %
1715 \$	1815 %	1735 \$	1835 %
1716 \$	1816 %	1736 \$	1836 %
1719 \$	1819 %	1740 \$	1840 %

▶ NOTE: Sum of all items should equal totals in items 2A1 and 2B1 for 2004.

Item 5 - MAJOR MERCHANDISE LINES

For clarification regarding merchandise lines call 1-800-772-7851.

		2005			
		Total sales		E-commerce sales	
		(a)		(b)	
		Dollars	Percent	Dollars	Percent
a. Books and magazines	700	800	720	820	
	\$	%	\$	%	
b. Clothing and clothing accessories (Include footwear)	701	801	721	821	
	\$	%	\$	%	
c. Computer hardware	702	802	722	822	
	\$	%	\$	%	
d. Computer software	703	803	723	823	
	\$	%	\$	%	
e. Drugs, health aids, and beauty aids	704	804	724	824	
	\$	%	\$	%	
f. Electronics and appliances	705	805	725	825	
	\$	%	\$	%	
g. Food, beer, and wine	706	806	726	826	
	\$	%	\$	%	
h. Furniture and home furnishings	707	807	727	827	
	\$	%	\$	%	
i. Jewelry	708	808	728	828	
	\$	%	\$	%	
j. Music and videos	709	809	729	829	
	\$	%	\$	%	
k. Office equipment and supplies	710	810	730	830	
	\$	%	\$	%	
l. Sporting goods	711	811	731	831	
	\$	%	\$	%	
m. Toys, hobby goods, and games	712	812	732	832	
	\$	%	\$	%	
n. Other merchandise - Specify principal line(s) below	713	813	733	833	
	\$	%	\$	%	
o. Shipping and handling revenues	714	814	734	834	
	\$	%	\$	%	
p. Advertising revenues	715	815	735	835	
	\$	%	\$	%	
q. Other non-merchandise receipts - Specify principal receipt(s)	716	816	736	836	
	\$	%	\$	%	
r. Total sales of merchandise	719	819	740	840	
	\$	%	\$	%	

▶ NOTE: Sum of all items should equal totals in items 2A1 and 2B1 for 2005.

Item 6 – MERCHANDISE INVENTORIES AS OF DECEMBER 31

Report the total cost value of all domestic/U.S. inventories for the retail establishment(s) reported in item 1B on December 31, 2004 and December 31, 2005. If data are not available for December 31, specify the date that the data represent in item 6d. See below for detailed directions.

INCLUDE

- Merchandise owned and held by your firm in the U.S.
- Merchandise in transit to the U.S.
- Merchandise under contract for sale
- Merchandise held by others for sale on consignment
- Merchandise inventories at departments and concessions operated by your firm in establishments of other firms

EXCLUDE

- Fixtures, equipment, and supplies not held for sale
- Merchandise owned and held outside the U.S.
- Merchandise owned by others, but held by you on consignment
- Merchandise inventories at departments and concessions operated by other firms in your establishment(s)

▶ **NOTE:** For inventories at LIFO cost, report the LIFO amount plus the LIFO Reserve.

- a. Amount of merchandise in retail store(s), departments, and concessions →
- b. Amount of merchandise in warehouses, offices, or in transit for distribution at your retail store(s) or through departments and concessions operated by your firm in other establishments →
- c. TOTAL merchandise inventories (Sum of items 6a and 6b) →

Merchandise inventories at cost value	
2004	2005
Dollars	Dollars
251	201
\$	\$
252	202
\$	\$
250	200
\$	\$

d. Are the reported data in items 6a through 6c as of December 31?

220 1 YES — Go to item 7

2 NO — Report the date inventory was taken →

2004			2005		
Month 203	Day	Year	Month 203	Day	Year

Item 7 – INVENTORY VALUATION METHOD

a. Does your firm value any inventory reported in item 6 on a LIFO (Last-In, First-Out) or LIFO Retail Method basis?

305 1 YES — Go to item 7b

2 NO — SKIP to item 8

b. What is the amount of inventories in item 6c subject to LIFO costing? Exclude LIFO Reserve. →

c. What is the amount of LIFO Reserve for inventories in item 6c? LIFO Reserve is the DIFFERENCE between a given physical stock valued on a non-LIFO basis, for example, FIFO, and that same physical stock values at LIFO (i.e., non-LIFO value MINUS LIFO value) →

d. What is the amount of TOTAL inventories subject to LIFO? (Sum of items 7b and 7c) →

e. What is the amount of total inventories in item 6c which was NOT subject to LIFO? →

2004	2005
Dollars	Dollars
350	300
\$	\$
351	301
\$	\$
352	302
\$	\$
353	303
\$	\$

▶ **NOTE:** The sum of lines 7d and 7e should equal item 6c.

Item 8 – TOTAL PURCHASES FOR 2004 AND 2005

a. What was the total cost value of all merchandise bought for resale to customers at your retail establishment(s) (net of returns, allowances, and trade and cash discounts) for the period reported in item 2C, for which you took title during 2004 and 2005 whether or not payment was made during the year?
See below for detailed directions. →

Purchases at cost value	
2004	2005
Dollars	Dollars
450	400
\$	\$

▶ NOTE: Purchases should not be greater than sales. If they are, explain in "REMARKS."

INCLUDE

- Cash and credit purchases by your firm
- Merchandise owned, but in transit to your firm
- Purchases made by both your warehouse(s) and establishment(s)
- Freight, delivery, and other transportation costs
- Import duties (if paid separately)
- Costs of services resold without any processing
- Parts and supplies used in repair work or other services

EXCLUDE

- Expenditures for supplies, equipment, and parts purchased for your company's own use
- Sales and other taxes collected directly from customers and paid directly to a local, State, or Federal Tax Agency
- Purchases made by other firms operating departments and concessions in your establishment(s)
- Purchases of merchandise held outside the U.S.
- Purchases of containers, wrappings, packaging, and selling supplies for your company's own use

b. Did you purchase any goods reported above over an Internet, extranet, EDI, or other online system?

405 1 YES 2 NO 3 DON'T KNOW

REMARKS – Use this space for clarification of responses
962

CENSUS USE
961

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Item 9 – CERTIFICATION — This report is substantially accurate and has been prepared to the best of my ability in accordance with instructions.

Name of person to contact regarding this report <i>(Please print)</i> 950	Address — Number and street, city, State, ZIP Code 951	954 Telephone		
		Area code	Number	Extension
E-mail address 957	Internet address (firm's homepage) 956 http://	955 Fax number		
		Area code	Number	
Signature of authorized person	Title 952	Date 953		