

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



FORM  
**SA-44E**  
(11-7-2005)

**DUE DATE** ➔

## 2005 ANNUAL RETAIL TRADE REPORT

**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.

**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 (press "2") weekdays,  
8:30 a.m. to 5:00 p.m. EST**

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

**Internet Reporting**

To complete this survey online go to: [www.census.gov/econhelp/arts](http://www.census.gov/econhelp/arts).  
Click on "Census Taker" and use your username and password to login.

**Username:**

**Password:**

**GENERAL INSTRUCTIONS**

- Provide data on a calendar year basis for 2005 and 2004, if applicable. 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 2005 and 2004 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](http://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 2005 or 2004?

- 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				

<b>Item 1B – NUMBER OF RETAIL ESTABLISHMENTS</b>	<b>Number as of December 31, 2005</b>	<b>Number as of December 31, 2004</b>
How many retail establishments, including departments and concessions, were covered by this report as of December 31, 2005 and December 31, 2004?	110	160

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

<b>Item 2A – TOTAL SALES FOR 2005 AND 2004</b>	<b>2005</b>	<b>2004</b>
	Dollars	Dollars
1. What were the total sales of merchandise and other operating receipts for 2005 and 2004? INCLUDE e-commerce sales and excise taxes on gasoline, liquor, and tobacco. EXCLUDE all sales taxes. See below for detailed directions. →	100 \$	150 \$
2. Did your firm collect any sales taxes during 2005 and 2004? 120 1 <input type="checkbox"/> YES – What were the total sales taxes collected? EXCLUDE excise taxes reported in Item 2A1. → 2 <input type="checkbox"/> NO – <b>SKIP to Item 2A4</b>	102 \$	152 \$
3. What were the total sales of merchandise and other operating receipts including sales taxes for 2005 and 2004? (Sum of Items 2A1 and 2A2) →	103 \$	153 \$

4. Did this firm have any receipts from customers for shipping and handling of merchandise?  
122 1  YES – *Go to Item 2A5*                      2  NO – **Go to Item 2B**
5. Are receipts for shipping and handling included in sales and receipts?  
123 1  YES    2  NO – **Go to Item 2B**

**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

<b>Item 2B – E-COMMERCE SALES FOR 2005 AND 2004</b>	<b>2005</b>	<b>2004</b>
	Dollars	Dollars
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 2005 and 2004? 130 1 <input type="checkbox"/> YES – What were the total e-commerce sales? EXCLUDE excise taxes reported in Item 2A1. → 2 <input type="checkbox"/> NO – <b>Go to Item 2C</b>	113 \$	163 \$
2. Do the e-commerce sales in Item 2B1 include sales to customers located outside the United States? 610 1 <input type="checkbox"/> YES – <i>Go to Item 2B3</i> 2 <input type="checkbox"/> NO – <b>Go to Item 2C</b>		
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 <input type="checkbox"/> <1%                      2 <input type="checkbox"/> 1%–5%                      3 <input type="checkbox"/> 6%–10%                      4 <input type="checkbox"/> >10%		

**Item 2C – SALES REPORT PERIOD FOR 2005 AND 2004**

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

121 1  YES – Go to Item 3

2  NO – **What were beginning and ending dates for 2005 and 2004?** →

**Beginning** . . . . .

**Ending** . . . . .

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

**Item 3 – MERCHANDISE INVENTORIES AS OF DECEMBER 31**

Report the total value of all inventories for the retail establishment(s) reported in Item 1B on December 31, 2005 and December 31, 2004. If any part of inventory is valued using the LIFO method, report the amount before adjustment. If data are not available for December 31, specify the date that the data represent in Item 3f.

► **NOTE: Report merchandise inventories covered by this report, regardless of where held, owned as of December 31:**

- a. Merchandise inventories in retail stores. (Include leased departments and concessions operated by your firm in other establishments) . . . . .
- b. Merchandise inventories in warehouses, offices, or in transit for distribution to retail stores . . . . .
- c. **Total of inventories before Last-in, First-out (LIFO) adjustment (if any)** (Add Items 3a and 3b) . . . . .
- d. LIFO reserve included in lines a–c (if any) . . . . .
- e. TOTAL inventories after LIFO adjustment (line c minus line d) . . . . .

2005		2004	
Dollars		Dollars	
201	\$	251	\$
202	\$	252	\$
200	\$	250	\$
301	\$	351	\$
307	\$	357	\$

f. Are the reported data in Items 3a through 3e as of December 31?

220 1  YES – Go to Item 4

2  NO – **When was inventory taken?** →

2005			2004		
Month	Day	Year	Month	Day	Year
203			253		

**Item 4 – INVENTORY VALUATION METHOD AND LOCATION**

a. Report how much of the inventory in Item 3c was subject to each valuation method:

► **NOTE: Total should equal amount reported in Item 3c.**

- (1) LIFO valuation method before adjustment . . . . .
- (2) Any other valuation method . . . . .
- (3) **Total** (Add Items 4a1 and 4a2) . . . . .

2005		2004	
Dollars		Dollars	
302	\$	352	\$
303	\$	353	\$
306	\$	356	\$

b. Were any of the inventories from Item 3c stored or en route outside the U.S. (50 states and the District of Columbia), or stored in U.S. Customs In-Bond Warehouses or Foreign Trade Zones?

221 1  YES – Report the amount (in dollars) →

2  NO – Go to Item 5

2005		2004	
Dollars		Dollars	
204	\$	254	\$

**Item 5 – TOTAL PURCHASES FOR 2005 AND 2004**

a. What was the total cost 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 2005 and 2004 whether or not payment was made during the year? See below for detailed directions. →

2005	2004
Dollars	Dollars
400	450
\$	\$

► **NOTE: If purchases are greater than sales, 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

► **NOTE: Item 6 does not apply to this form.**

**Item 7 – SALES CLASS OF CUSTOMER**

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

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

	Percentage of total sales 2005	Percentage of total sales 2004
600	%	%
601	%	%
602	%	%
603	%	%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

**Item 8 – SALES MAJOR MERCHANDISE LINES**

For clarification regarding merchandise lines call 1-800-772-7851 (press "2").

Total sales 2005			E-commerce sales 2005		
(a)			(b)		
Dollars	OR	Percent	Dollars	OR	Percent
700	800		720	820	
\$		%	\$		%
701	801		721	821	
\$		%	\$		%
702	802		722	822	
\$		%	\$		%
703	803		723	823	
\$		%	\$		%
704	804		724	824	
\$		%	\$		%
705	805		725	825	
\$		%	\$		%
706	806		726	826	
\$		%	\$		%
707	807		727	827	
\$		%	\$		%
708	808		728	828	
\$		%	\$		%
709	809		729	829	
\$		%	\$		%
710	810		730	830	
\$		%	\$		%
711	811		731	831	
\$		%	\$		%
712	812		732	832	
\$		%	\$		%
713	813		733	833	
\$		%	\$		%
714	814		734	834	
\$		%	\$		%
715	815		735	835	
\$		%	\$		%
716	816		736	836	
\$		%	\$		%
719	819		740	840	
\$		%	\$		%

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** →

▶ **NOTE: Sum of all items should equal totals in Items 2A1 and 2B1 for 2005. Percentages should total to 100.**

**Item 8 – SALES MAJOR MERCHANDISE LINES – Continued**

For clarification regarding merchandise lines call  
1-800-772-7851 (press "2").

	Total sales 2004			E-commerce sales 2004		
	(a)			(b)		
	Dollars	OR	Percent	Dollars	OR	Percent
a. Books and magazines	1700	1800	%	1720	1820	%
	\$			\$		
b. Clothing and clothing accessories (Include footwear)	1701	1801	%	1721	1821	%
	\$			\$		
c. Computer hardware	1702	1802	%	1722	1822	%
	\$			\$		
d. Computer software	1703	1803	%	1723	1823	%
	\$			\$		
e. Drugs, health aids, and beauty aids	1704	1804	%	1724	1824	%
	\$			\$		
f. Electronics and appliances	1705	1805	%	1725	1825	%
	\$			\$		
g. Food, beer, and wine	1706	1806	%	1726	1826	%
	\$			\$		
h. Furniture and home furnishings	1707	1807	%	1727	1827	%
	\$			\$		
i. Jewelry	1708	1808	%	1728	1828	%
	\$			\$		
j. Music and videos	1709	1809	%	1729	1829	%
	\$			\$		
k. Office equipment and supplies	1710	1810	%	1730	1830	%
	\$			\$		
l. Sporting goods	1711	1811	%	1731	1831	%
	\$			\$		
m. Toys, hobby goods, and games	1712	1812	%	1732	1832	%
	\$			\$		
n. Other merchandise – <i>Specify principal line(s) below</i> ↴	1713	1813		1733	1833	
	\$		%	\$		%
o. Shipping and handling revenues	1714	1814	%	1734	1834	%
	\$			\$		
p. Advertising revenues	1715	1815	%	1735	1835	%
	\$			\$		
q. Other non-merchandise receipts – <i>Specify principal receipt(s)</i> ↴	1716	1816		1736	1836	
	\$		%	\$		%
r. Total sales of merchandise	1719	1819	%	1740	1840	%
	\$			\$		

▶ **NOTE: Sum of all items should equal totals in Items 2A1 and 2B1 for 2004.  
Percentages should total to 100.**

**REMARKS – Use this space for clarification of responses**

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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 — <i>Number and street, city, State, ZIP Code</i> 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		