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

FORM
SA-44N
(12-12-2003)

DUE DATE

ANNUAL RETAIL TRADE REPORT 2003

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 TO

U.S. CENSUS BUREAU
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

Please read all instructions and complete all items in this report. If book figures are not available, carefully prepared estimates, labeled "Est." are acceptable.

This report should cover ALL 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 the address label (or as corrected in item 1A).

Data for auxiliary facilities of your firm primarily engaged in furnishing supporting services to your retail establishments (such as warehouses, garages, central administrative offices, and repair services), should also be included in this report.

Data for retail establishments operated by other firms, such as by franchises, should be excluded entirely from this report.

For those establishments acquired or sold during 2003, only include data for the period they were operated by your firm.

Leased departments and concessions

1. **Include** in all items of this report, retail leased departments and concessions operated by this firm in establishments of others (e.g., shoe departments in department stores, prescription counters in food stores, gift shops in hotels, concession operations in sports stadiums) which report payroll under this firm's current EIN shown in the address label (or as corrected in item 1A).
2. **Exclude** from all items of this report, departments and concessions operated by other firms in your retail stores.

SPECIAL INSTRUCTIONS

Item 1A **FEDERAL EMPLOYER IDENTIFICATION NUMBER**

Does your firm currently report payroll under the EIN shown in the address label?

020 1 ☐ YES — *Go to item 1B* 2 ☐ NO

(1) Enter your present EIN . . . . 021 [ ][ ] – [ ][ ][ ][ ][ ][ ][ ]

(2) When did you start reporting payroll under this EIN? . . . . Month 022 ____ Year ____

Item 1B **NUMBER OF RETAIL ESTABLISHMENTS**

Enter the total number of retail establishments, including departments and concessions, covered by this report as of December 31, 2003. → Number as of December 31, 2003: 110 ______

CONTINUE ON REVERSE SIDE →

Item 2A TOTAL SALES OF MERCHANDISE AND OTHER OPERATING RECEIPTS FOR 2003

See instruction sheet for detailed directions.

Book figures for the calendar year 2003 should be reported in items 2Aa through 2Ac below. If book figures for the calendar year are not available, carefully prepared estimates for the calendar year are preferable to book figures covering another period.

a. Sales of merchandise and other receipts for all retail establishments, departments, and concessions. →

NOTE — Include excise taxes on sales of items such as gasoline, liquor, and tobacco. Include e-commerce sales.
Do not include in item 2Aa *receipts collected from customers for* ***carrying charges*** *or other charges for credit or* ***sales taxes*** which were forwarded directly to taxing authorities.

b. Did your firm collect sales taxes which were forwarded directly to taxing authorities?

NOTE — Do not include excise taxes reported in item 2Aa.

120 1 ☐ YES — *Report the amount of such taxes collected.* →
2 ☐ NO

c. TOTAL sales of merchandise and other operating receipts including sales taxes collected and forwarded directly to taxing authorities —
Sum of items 2Aa and 2Ab →

	2003			
	Bil.	Mil.	Thou.	Dol.
a.	100 $			
b.	102 $			
c.	103 $			

Item 2B E-COMMERCE SALES OF MERCHANDISE AND OTHER OPERATING RECEIPTS FOR 2003

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.

a. Did your firm have e-commerce sales during 2003?

130 1 ☐ YES 2 ☐ NO — ***SKIP to item 2D***

b. E-commerce sales by your firm for 2003. (Include e-commerce sales in item 2Aa. Exclude sales taxes.) →

2003			
Bil.	Mil.	Thou.	Dol.
113 $			

Item 2C E-COMMERCE SALES

a. Do the e-commerce sales in Item 2B include sales to customers located outside the United States?

610 1 ☐ YES — *Go to item 2Cb* 2 ☐ NO — ***SKIP to iltem 2D***

b. Check the percentage of total e-commerce sales in Item 2B 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 2D SALES REPORT PERIOD

a. Do the data reported in items 2A and 2B represent the calendar year (January 1 through December 31) for 2003?

121 1 ☐ YES — *Go to item 3*
2 ☐ NO — *Enter the period that the data represent.* →

	Month	Day	Year
104 **From**			
105 **To**			

Item 3 CLASS OF CUSTOMER

Report the percentage of this firm's total sales in 2003 (Item 2A) for each class of customer.

Class of customer	Percentage of total sales
a. Households	600 %
b. Wholesalers and other retailers	601 %
c. Other businesses and private nonprofit institutions	602 %
d. Governments	603 %

Item 4 MAJOR MERCHANDISE LINES

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

	2003 Total sales (a) Bil.	Mil.	Thou.	Dol.	Percent	2003 E-commerce sales (b) Bil.	Mil.	Thou.	Dol.	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	714 $				814 %	734 $				834 %
p. Advertising revenues	715 $				815 %	735 $				835 %
q. Other non-merchandise receipts — *Specify principal receipt(s) below*	716 $				816 %	736 $				836 %
r. Total Sales of Merchandise *NOTE – Sum of all items should equal totals in items 2A and 2B.*	719 $				819 %	740 $				840 %

Item 5 MERCHANDISE INVENTORIES (December 31) — *See instruction sheet for detailed directions.*

Report **cost value** of **all** merchandise. **Cost figures for December 31** should be reported in items 5a through 5c. If book figures are not available, carefully prepared estimates of inventories for December 31 are preferable to book figures representing another date. **For inventories at LIFO cost, report the LIFO amount plus the LIFO reserve.**

Complete each item; enter "0" if none.

Merchandise inventories at cost value

	2003 Bil.	Mil.	Thou.	Dol.	2002 Bil.	Mil.	Thou.	Dol.
a. Merchandise in retail store(s), departments, and concessions	201 $				251 $			
b. Merchandise in warehouses, offices, or in transit for distribution to your retail outlet(s), including merchandise to be distributed to retail departments and concessions operated by your firm in other establishments	202 $				252 $			
c. TOTAL merchandise inventories — ***Sum of items 5a and 5b***	200 $				250 $			

d. Are the data reported in items 5a through 5c for December 31?

220 1 ☐ YES — *Go to item 6*

2 ☐ NO — *Enter the date that the data represent.*

2003 (203) Month	Day	Year	2002 (253) Month	Day	Year

Item 6 INVENTORY VALUATION METHOD — *See instruction sheet for detailed directions.*

a. Were any of the inventories reported in item 5 above valued using the Last-In, First-Out (LIFO) and/or LIFO Retail Method of inventory valuation?

305 1 ☐ YES 2 ☐ NO — ***SKIP to item 7***

	2003 Bil.	Mil.	Thou.	Dol.	2002 Bil.	Mil.	Thou.	Dol.
b. Amount of inventories in item 5c subject to LIFO — *Exclude LIFO reserve.*	300 $				350 $			
c. Amount of LIFO Reserve — The LIFO Reserve is the DIFFERENCE between a given physical stock valued on a non-LIFO basis, for example First-In, First-Out (FIFO), and that same physical stock valued at LIFO (i.e., non-LIFO value MINUS LIFO value)	301 $				351 $			
d. Amount of total inventories subject to LIFO ***Sum of items 6b and 6c***	302 $				352 $			
e. Amount of total inventories in item 5c which was not subject to LIFO	303 $				353 $			

NOTE — The sum of lines 6d and 6e should equal item 5c.

Item 7 PURCHASES OF MERCHANDISE (AT COST)

See instruction sheet for detailed directions.

	Purchases at cost value 2003			
	Bil.	Mil.	Thou.	Dol.
a. Report **total cost of merchandise** purchased for resale (net of returns, allowances, and trade and cash discounts), for which you took title during 2003 whether or not payment was made during the year. *Exclude expenditures for supplies, equipment, and parts purchased for your company's own use.* →	400 $			

b. Were any of the goods purchased for resale in item 7a ordered over an Internet, extranet, EDI or other online system?

405 1 ☐ YES 2 ☐ NO 3 ☐ DON'T KNOW

DEFINITIONS OF ACCOUNTS RECEIVABLE

INSTALLMENT ACCOUNTS

Open-end – Primarily "revolving" or optional accounts in which a deferred payment privilege is extended through a line of credit and the customer has the option of paying the balance in full, usually with no finance charge, paying in two or more installments subject to some minimum required payment with a finance charge usually assessed.

Closed-end – Credit generally requiring a new contract to cover each extension of credit in which a precomputed finance charge is assessed, and which specifies a fixed schedule of installment payments with the number and the amount of payments and due dates specified in the contract.

CHARGE ACCOUNTS – Credit accounts for which full payment is scheduled to be made at the end of the customary billing period.

PLEASE READ THE INSTRUCTIONS ABOVE BEFORE ANSWERING ITEMS 8B.

Item 8A ACCOUNTS RECEIVABLE BALANCES

Does this company extend credit to customers at any of its retail establishments or departments and concessions covered by this report?

NOTE — Exclude credit which may have originated at this firm, but is actually provided by others, such as banks, finance companies, oil or other credit card issuing companies.

520 1 ☐ YES — *Refer to definitions of accounts receivable above.* 2 ☐ NO — ***SKIP to item 9***

Item 8B UNPAID BALANCES FOR ALL RETAIL ESTABLISHMENTS COVERED BY THIS REPORT

Type of account *Mark (X) one box for each line to indicate type of credit account carried.*				Balances outstanding as of — December 31, 2003			
				Bil.	Mil.	Thou.	Dol.
1. INSTALLMENT ACCOUNTS							
(a) Open-end accounts (revolving or optional)	521	1 ☐ YES	2 ☐ NO	501 $			
(b) Closed-end accounts	522	1 ☐ YES	2 ☐ NO	502 $			
2. CHARGE ACCOUNTS	523	1 ☐ YES	2 ☐ NO	503 $			
3. Total — *Sum of lines 1(a), 1(b), and 2* →				500 $			

REMARKS
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CENSUS USE
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Public reporting burden for this collection of information is estimated to average 24 minutes per response, including the time for assembling data from existing records and completing the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0013, U.S. Census Bureau, 4700 Silver Hill Road, Stop 1500, Washington, DC 20233-1500. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0013" as the subject. *PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE.* Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner of this form.

Item 9 CERTIFICATION — This report is substantially accurate and has been prepared in accordance with instructions.

Name and e-mail address of person to contact regarding this report – *Print or type* 950	Address — *Number and street, city, State, ZIP Code* 951		954 Telephone: Area code / Number / Extension; 955 Fax number: Area code / Number
Signature of authorized person	Title 952	Date 953	956 Internet address (firm's homepage) http://