

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



FORM
SA-44E
(9-19-2007)

DUE DATE ➔

2007 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**

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

Internet Reporting

You may complete this survey online at:

<http://www.census.gov/econhelp/arts>

using your firm's unique username and original password, if you change your password, please keep a record for reference.

Username:

Password:

GENERAL INSTRUCTIONS

- 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 2007 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)

SPECIAL INSTRUCTIONS

1A FEDERAL EMPLOYER IDENTIFICATION NUMBER

1. Does your firm currently report payroll under the EIN

020 1 YES

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 2007?

025 1 YES -

- 032
- 1 Sold to
 - 2 Merged with
 - 3 Acquired

2 NO

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										
						-								

1B NUMBER OF RETAIL ESTABLISHMENTS	Number as of December 31, 2007
How many retail establishments, including departments and concessions, were covered by this report as of December 31, 2007?	110

2A TOTAL SALES		2007
NOTE: Do not include cents. Always round to the nearest dollar.		Dollars
1. What were the total sales of merchandise and other operating receipts for 2007? INCLUDE e-commerce sales and excise taxes on gasoline, liquor, and tobacco. EXCLUDE all sales taxes. See below for detailed directions.	100	
		\$
2. Did your firm collect any sales taxes during 2007?	102	
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 – SKIP to Item 2A4	103	
3. What were the total sales of merchandise and other operating receipts including sales taxes for 2007? (Sum of Items 2A1 and 2A2)		\$
4. Did this firm have any receipts from customers for shipping and handling of merchandise?		
122 1 <input type="checkbox"/> YES		
2 <input type="checkbox"/> NO – Go to Item 2B		
5. Are receipts for shipping and handling included in sales and receipts?		
123 1 <input type="checkbox"/> YES		
2 <input type="checkbox"/> NO		

INCLUDE

- Credit and cash sales of merchandise
- E-commerce sales
- Excise taxes
- Wholesale sales made by retail establishment(s) 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 partial 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

2B E-COMMERCE SALES		2007
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.		Dollars
1. Did your firm have any e-commerce sales during 2007?	113	
130 1 <input type="checkbox"/> YES – What were the total e-commerce sales? EXCLUDE sales taxes		\$
2 <input type="checkbox"/> NO – Go to Item 2C		
2. Do the e-commerce sales in Item 2B1 include sales to customers located outside the United States?		
610 1 <input type="checkbox"/> YES		
2 <input type="checkbox"/> NO – Go 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 <input type="checkbox"/> <1% 2 <input type="checkbox"/> 1%–5% 3 <input type="checkbox"/> 6%–10% 4 <input type="checkbox"/> >10%		

2C SALES REPORT PERIOD

Do the reported data in Items 2A and 2B represent the calendar year (January 1 through December 31) for 2007?

- 121 1 YES
 2 NO – *What were beginning and ending dates for 2007?*

		2007		
		Month	Day	Year
Beginning	104			
	105			
Ending				

3 MERCHANDISE INVENTORIES

Report the total value of all inventories for the retail establishment(s) reported in Item 1B on December 31, 2007. If any part of inventory is valued using the Last-in, First-out (LIFO) method, report the amount before adjustment. If data are not available for December 31, specify the date that the data represent in Item 3C6.

A. Did establishments covered by this report own inventories (regardless of where held) at the end of 2007?

- 320 1 YES
 2 NO – *Go to Item 5*

B. Were any of the inventories subject to the Last-in, First-out (LIFO) valuation method?

- 305 1 YES
 2 NO – *Complete Item 3C1-3, 6 and Go to Item 4B.*

C. Report merchandise inventories covered by this report, regardless of where held, owned as of December 31:

1. Merchandise inventories in retail stores. (*Include leased departments and concessions operated by your firm in other establishments*) 201
 \$
2. Merchandise inventories in warehouses, offices, or in transit for distribution to retail stores 202
 \$
3. **Total of inventories before LIFO adjustment (if any)** (*Add Items 3C1 and 3C2*) 200
 \$
4. LIFO reserve (if any) 301
 \$
5. **Total inventories after LIFO adjustment** (line 3 minus line 4) 307
 \$

		2007		
		Dollars		
	201			
	202			
	200			
	301			
	307			

6. Are the reported data in Items 3C1 through 3C5 as of December 31?

- 220 1 YES
 2 NO – *When was inventory taken?*

		2007		
		Month	Day	Year
	203			

4A INVENTORY VALUATION METHOD

Report how much of the inventory in Item 3C3 was subject to each valuation method:

1. LIFO valuation method before adjustment 302
 \$
2. Any other valuation method 303
 \$
3. **Total** (*Add Items 4A1 and 4A2*) 306
 \$

		2007		
		Dollars		
	302			
	303			
	306			

Total should equal amount reported in Item 3C3.

4B INVENTORY OUTSIDE OF THE UNITED STATES

Were any of the inventories from Item 4C3 stored or en route outside the U.S. 50 states and the District of Columbia?

2007
Dollars
204
\$

- 221 1 YES – **Report the amount (in dollars)**
 EXCLUDE inventory held in Foreign Trade Zones
 or in-bond warehouses in the U.S.
- 2 NO

5 TOTAL PURCHASES

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 2007 whether or not payment was made during the year? See below for detailed directions.

2007
Dollars
400
\$

► **NOTE: If purchases are greater than sales, explain in "REMARKS" on the final page of this report.**

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

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

7 SALES BY CLASS OF CUSTOMER

What percentage of this firm's total sales in 2007 (Item 2A1) were to each class of customer?

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

Percentage of total sales 2007	
600	%
601	%
602	%
603	%
TOTAL	100%

8 SALES BY MERCHANDISE LINES

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

- 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** ,

Total sales 2007			E-commerce sales 2007		
(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
\$		100 %	\$		100 %

▶ **NOTE: Sum of all items should equal totals in Items 2A1 and 2B1 for 2007.**

9 TOTAL OPERATING EXPENSES

2007
Dollars
844
\$

What were the total operating expenses during 2007 for establishments reported in Item 1B?

INCLUDE

Expenses arising from the normal course of business.

EXCLUDE

- Bad debt
- Purchases of goods for resale or cost of goods sold
- Income taxes
- Sales and other taxes collected directly from customers and paid directly to a local, State, or Federal government agency
- Interest expenses
- Impairment (reduction in value of long-lived assets due to reappraisal)
- Capitalized expenses (except payroll and fringe benefits)
- Transfers made within the company

REMARKS – Please use this space to explain any significant year-to-year changes, to clarify your responses, or to indicate where data were estimated.

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Public reporting burden for this collection of information is estimated to average 34 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, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0013" as the subject. 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.

10 CERTIFICATION – This report is substantially accurate and 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		