

FORM **SA-44E**  
(11-7-2001)  
U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
**ANNUAL RETAIL  
TRADE REPORT  
2001**

Public reporting burden for this collection of information is estimated to average 25 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, Room 3110, FB 3, U.S. Census Bureau, Washington, DC 20233-1500. You may e-mail comments to [Paperwork@census.gov](mailto: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.

**NOTICE — Your response is required by law.** Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **your report is confidential.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are **immune from legal process.**

**Any questions call 1-800-772-7851**

Return the completed report in the enclosed preaddressed envelope within **30 days** after you receive it. **PROMPT RETURN WILL RESULT IN CONSIDERABLE SAVINGS TO YOUR GOVERNMENT.**

**RETURN TO**  
➔ **U.S. CENSUS BUREAU**  
1201 East 10th Street  
Jeffersonville, IN 47132-0001  
FAX 1-800-447-4613

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

**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 operated under this EIN 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.

For those establishments acquired or sold during 2001, 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, restaurants 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.

**Item 1A FEDERAL EMPLOYER IDENTIFICATION NUMBER** 021

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 . . . . .  
(2) When did you start reporting payroll under this EIN? . . . . .

	-						
Month 022			Year				

**Item 1B NUMBER OF RETAIL ESTABLISHMENTS** Number as of December 31, 2001

Enter the total number of retail establishments, including departments and concessions, covered by this report as of December 31, 2001. \_\_\_\_\_

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**Item 2A TOTAL SALES OF MERCHANDISE AND OTHER OPERATING RECEIPTS FOR 2001**

*See instruction sheet for detailed directions.*  
Book figures for the calendar year 2001 should be reported in items 2a through 2c 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.

	2001	
	Dollars	Cents
a. Sales of merchandise and other receipts for all retail establishments, departments, and concessions. <b>NOTE — Include excise taxes on sales of items such as gasoline, liquor, and tobacco. Include e-commerce sales.</b> <i>Do not include in item 2a receipts collected from customers for carrying charges or other charges for credit or sales taxes which were forwarded directly to taxing authorities.</i>	100 \$	.00
b. Did your firm collect sales taxes which were forwarded directly to taxing authorities? <b>NOTE — Do not include excise taxes reported in item 2a.</b> 120 1 <input type="checkbox"/> YES — Report the amount of such taxes collected. _____ 2 <input type="checkbox"/> NO	102 \$	.00
c. <b>TOTAL sales of merchandise and other operating receipts including sales taxes collected and forwarded directly to taxing authorities —</b> <i>Sum of items 2a and 2b</i>	103 \$	.00

**Item 2B E-COMMERCE SALES OF MERCHANDISE AND OTHER OPERATING RECEIPTS FOR 2001**

**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 2001?  
130 1  YES  
2  NO — SKIP to Item 2C.

	2001	
	Dollars	Cents
b. E-commerce sales by your firm for 2001 (Include e-commerce sales in Item 2Aa. Exclude sales taxes.)	113 \$	.00

**Item 2C SALES REPORT PERIOD**

a. Do the data reported in items 2A and 2B represent the calendar year (January 1 through December 31) for 2001?  
121 1  YES — Go to item 3  
2  NO — Enter the period that the data represent. \_\_\_\_\_

<b>From</b>	Month	Day	Year
104			
<b>To</b>			
105			

**Item 3 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 3a through 3c. 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.**

- a. Merchandise in retail store(s), departments, and concessions operated under the EIN shown on the reverse . . . . .
- 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 . . . . .
- c. **TOTAL merchandise inventories — Sum of items 3a and 3b** →
- d. Are the data reported in items 3a through 3c for December 31?  
 220 1  YES — Go to item 4  
 2  NO — Enter the date that the data represent. →

Merchandise inventories at cost value					
2001			2000		
Dollars		Cents	Dollars		Cents
201			251		
\$		.00	\$		.00
202			252		
\$		.00	\$		.00
200			250		
\$		.00	\$		.00
203			253		
Month	Day	Year	Month	Day	Year

**Item 4 INVENTORY VALUATION METHOD — See instruction sheet for detailed directions.**

- a. Were any of the inventories reported in item 3 above valued using the Last-in, First-out (LIFO) and/or LIFO Retail Method of inventory valuation?  
 305 1  YES  NO — SKIP to item 5
- b. LIFO value of inventories in item 3c — Exclude LIFO reserve. . . . .
- c. LIFO Reserve — The LIFO Reserve is the DIFFERENCE between a given physical stock valued on a non-LIFO basis, for example FIFO, and that same physical stock valued at LIFO (i.e., non-LIFO value MINUS LIFO value) . . . . .
- d. Amount of total inventories subject to LIFO costing . . . . .
- e. Amount of total inventories in item 3c which was not subject to LIFO costing . . . . .

2001		2000	
Dollars	Cents	Dollars	Cents
300		350	
\$	.00	\$	.00
301		351	
\$	.00	\$	.00
302		352	
\$	.00	\$	.00
303		353	
\$	.00	\$	.00

**NOTE — The sum of lines b and c should equal line d. The sum of lines d and e should equal item 3c.**

**Item 5 PURCHASES OF MERCHANDISE (AT COST)**

**See instruction sheet for detailed directions.**

- a. Report total cost of merchandise purchased for resale (net of returns, allowances, and trade and cash discounts), for which you took title in 2001 whether or not payment was made during the year. Exclude purchases of containers, wrappings, packaging, and selling supplies. →
- b. Were any of the goods purchased for resale in item 5a ordered over an Internet, extranet, EDI or other online system?  
 405 1  YES    2  NO    3  Don't know

Purchases at cost value	
2001	
Dollars	Cents
400	
\$	.00

**Item 6 CLASS OF CUSTOMER**

Report the percentage of this firm's total sales in 2001 (Item 2A) 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	
600	%
601	%
602	%
603	%

**Item 7 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 7b  
2  NO — Skip to Item 8

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%

	2001					
	Total sales (a)			E-commerce sales (b)		
	Dollars	or	Percent	Dollars	or	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 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 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
	\$		%	\$		%

**REMARKS**

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

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

# INSTRUCTIONS

## ANNUAL RETAIL TRADE REPORT

### SALES

Report sales figures for the calendar year. If calendar year data are not available, specify the period that the data represent in item 2C.

**NOTE** – Carefully prepared estimates for the calendar year are acceptable if book figures are not available.

For those establishments acquired during the year, only include data from time of acquisition. Do not include these establishments in previous year data.

**INCLUDE** in item 2A

- Credit and cash sales of merchandise
- E-commerce sales
- 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
- Excise taxes (such as those on gasoline, liquor, tobacco) which are levied on the manufacturer or wholesaler and included in the cost of goods purchased by this firm
- Sales made by departments and concessions operated by this firm in establishment(s) of other firms

**INCLUDE** in item 2Ab

- Sales taxes which were forwarded directly to taxing authorities

**EXCLUDE** from all parts of item 2

- Carrying or other credit charges
- Commissions from vending machine operators
- Nonoperating 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 this firm's retail establishment(s)
- Commissions from sale of government lottery tickets

**DEDUCT**

- Refunds and allowances for returned goods
- The value of rebates and discounts granted to the purchaser that originated with your firm, even if granted as an increase in trade-in allowance

**DO NOT DEDUCT**

- The value of trade-in taken as part payment for other merchandise
- The value of manufacturers' rebates

### SPECIAL INSTRUCTIONS

#### 1. Automotive dealers

- Include charges for dealer preparation, warranty charges, and delivery costs.
- Include combined sales for all new and used car locations and service facilities within the immediate vicinity of the new car showroom when such locations are considered as integral parts of the "new car" business and separate books are not maintained for their operations.
- Exclude receipts from customers for tag and title fees, licenses, etc., forwarded to State or local licensing agencies.

**2. 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.

### INVENTORIES

**INCLUDE**

- Merchandise purchased if title has passed to you, including merchandise in transit in the United States
- Merchandise under contract for sale
- Merchandise owned by your firm but 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 inventories owned by others such as those held on consignment
- Merchandise inventories at departments and concessions operated by other firms in your retail establishment(s)
- Merchandise held outside the United States

### INVENTORY VALUATION METHOD

Answer inventory valuation items only when the Last-in, First-out (LIFO) or LIFO Retail Method was used to value any of your inventory. If another method was used, SKIP to purchases.

- The Last-in, First-out (LIFO) method of inventory valuation is based on the assumption that the last merchandise acquired is the first merchandise sold; therefore, the ending inventory consists of the oldest acquired goods.
- The LIFO Retail Method – In addition to the Last-in, First-out assumption, the LIFO Retail Method derives the cost value of the inventory by applying a cost ratio to the retail value of the inventory.

### PURCHASES OF MERCHANDISE

**INCLUDE**

- Cash and credit purchases
- Merchandise in transit to you for which you have taken title
- Purchases made by both your warehouse(s) and establishment(s)
- Value of automotive and other trade-ins exclusive of rebates and discounts granted as an increase in trade-in allowance
- Freight, delivery, and other transportation costs, import duties (if paid separately)
- Purchases made for departments and concessions operated by your firm in establishments of other firms
- Cost of services resold without any processing
- Parts and supplies used in repair work or other service type activities

**EXCLUDE**

- Sales and other taxes collected directly from customers and paid directly to a local, State, or Federal tax agency
- Expenditures for supplies, equipment, and parts purchased for your company's own use
- Purchases made by other firms operating departments and concessions in your retail establishment(s)
- Purchases of merchandise held outside the United States