

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



FORM  
**SA-44E**  
(11-13-2006)

**DUE DATE** →

## 2006 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**

PROMPT RETURN WILL RESULT IN  
CONSIDERABLE SAVINGS TO YOUR  
GOVERNMENT.

*(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 2006, 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 2006 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 022							Year			

2. Did your firm experience any organizational change during 2006?

- 025 1  YES -
- 032 1  Sold to  
2  Merged with  
3  Acquired
- 2  NO - **Go to Item 1B**

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											

**CONTINUE ON NEXT PAGE** →

**Item 1B - NUMBER OF RETAIL ESTABLISHMENTS**

**Number as of  
December 31, 2006**

How many retail establishments, including departments and concessions, were covered by this report as of December 31, 2006? \_\_\_\_\_

110

**Item 2A - TOTAL SALES**

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

1. What were the total sales of merchandise and other operating receipts for 2006?

INCLUDE e-commerce sales and excise taxes on gasoline, liquor, and tobacco. EXCLUDE all sales taxes. See below for detailed directions. \_\_\_\_\_

**2006**  
Dollars

100

\$

2. Did your firm collect any sales taxes during 2006?

120 1  YES - What were the total sales taxes collected?  
EXCLUDE excise taxes reported in Item 2A1. \_\_\_\_\_

2  NO - **SKIP to Item 2A4**

102

\$

3. What were the total sales of merchandise and other operating receipts including sales taxes for 2006? (Sum of Items 2A1 and 2A2) \_\_\_\_\_

103

\$

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 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

**Item 2B - E-COMMERCE SALES**

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 2006?

130 1  YES - What were the total e-commerce sales?  
EXCLUDE sales taxes. \_\_\_\_\_

2  NO - **Go to Item 2C**

**2006**  
Dollars

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

**Item 2C - SALES REPORT PERIOD**

Do the reported data in Items 2A and 2B represent the calendar year (January 1 through December 31) for 2006?

121 1  YES - Go to Item 3

2  NO - **What were beginning and ending dates for 2006?** → **Ending**

2006		
Month	Day	Year
104		
105		

**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, 2006. 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 2006?

320 1  YES - Continue to line B

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 - Continue to line C

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) →

2006	
Dollars	
201	\$
202	\$
200	\$

2. Merchandise inventories in warehouses, offices, or in transit for distribution to retail stores →

3. Total of inventories before LIFO adjustment (if any) (Add Items 3C1 and 3C2) →

4. LIFO reserve (if any) →

5. Total inventories after LIFO adjustment (line 3 minus line 4) →

301	\$
307	\$

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

220 1  YES - Go to Item 4A

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

2006		
Month	Day	Year
203		

**Item 4A - INVENTORY VALUATION METHOD AND LOCATION**

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

► **NOTE: Total should equal amount reported in Item 3C3.**

1. LIFO valuation method before adjustment →

2. Any other valuation method →

3. Total (Add Items 4A1 and 4A2) →

2006	
Dollars	
302	\$
303	\$
306	\$

**Item 4B – INVENTORY OUTSIDE OF THE UNITED STATES**

Were any of the inventories from Item 3C3 stored or en route outside the U.S. 50 states and the District of Columbia?

- 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 – **Go to Item 5**

<b>2006</b>
Dollars
204
\$

**Item 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 2006 whether or not payment was made during the year? See below for detailed directions.

<b>2006</b>
Dollars
400
\$

► **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

► **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 2006 (Item 2A1) for each class of customer.

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

<b>Percentage of total sales 2006</b>	
600	%
601	%
602	%
603	%
<b>TOTAL</b>	<b>100%</b>

**Item 8 - SALES MAJOR MERCHANDISE LINES**

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

	Total sales 2006			E-commerce sales 2006		
	(a)			(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 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 - <i>Specify principal line(s) below</i>	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 - <i>Specify principal receipt(s)</i>	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 2006.  
Percentages should total to 100.**

**Item 9 – TOTAL OPERATING EXPENSES**

<b>2006</b>
Dollars
844
\$

What were the total operating expenses during 2006 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

**REMEMBER, YOU CAN FILL THIS REPORT OUT ONLINE BY GOING TO [www.census.gov/econhelp/arts](http://www.census.gov/econhelp/arts) AND USING THE USERNAME AND PASSWORD ON PAGE 1 OF THIS FORM.**

**REMARKS**

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<b>CENSUS USE</b>
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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, 4700 Silver Hill Road, Stop 1500, 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.

**Item 10 – 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		