

DUE DATE:

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FORM **SM-44(06)AE** (9-11-2007)

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

# ADVANCE MONTHLY RETAIL TRADE REPORT

For assistance in completing this form you may visit [www.census.gov/econhelp/marts](http://www.census.gov/econhelp/marts)

**NOTICE** — Your report to the U.S. Census Bureau is **confidential by law (Title 13, U.S. Code, Section 9)**. Only persons sworn to uphold the confidentiality of U.S. Census Bureau information may see the questionnaires and may use them only for statistical purposes. Additionally, all reports are **immune from legal process**.

## ITEM 1 MAILING ADDRESS

**RETURN COMPLETED FORM IN THE ENCLOSED ENVELOPE**  
or FAX: 1-800-447-4613  
For help call: 1-800-772-7852

## ITEM 2 CONTACT PERSON

Name
Title
Telephone (Area code, number, ext.)
FAX (Area code, number)

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

## ITEM 3 FEDERAL EMPLOYER IDENTIFICATION NUMBER (EIN)

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## ITEM 4 SALES AND REPORT PERIOD (See instructions on reverse.)

<ul style="list-style-type: none"> <li>Report cash and credit sales. If none, enter "0".</li> <li>Estimates are acceptable if book figures are not available.</li> <li>Explain any significant difference in sales from previous month in "Remarks" section.</li> <li><b>Include</b> sales from e-commerce if not submitted on a separate monthly retail report. <i>E-commerce sales</i> 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.</li> <li><b>Include</b> leased departments and concessions operated in other establishments.</li> <li><b>Exclude</b> leased departments and concessions operated by other firms in your retail establishments.</li> <li><b>Exclude</b> sales taxes and finance charges.</li> </ul>	
	Dollars
<b>a. Sales</b> (1) <b>Total Sales</b> – Report total sales, including e-commerce. (2) <b>E-Commerce Sales</b> – Report e-commerce sales. <b>OR</b> (3) <b>If e-commerce sales not available</b> – Enter percent of total sales in item 4a(1) that represents e-commerce.	%
<b>b. Report period</b> Mark (X) one box to indicate the period covered by the sales entered in item 4a(1). If other than "Calendar month" is marked, specify ending date.	<input type="checkbox"/> Calendar month <input type="checkbox"/> 4-week period <input type="checkbox"/> 5-week period
<b>c. Do the sales reported in item 4a(1) represent book figures or estimates?</b>	<input type="checkbox"/> Book <input type="checkbox"/> Estimate

## ITEM 5 NUMBER OF RETAIL ESTABLISHMENTS (See instructions on reverse.)

Enter the total number of retail establishments, leased departments, and concessions covered by this report.
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## COVERAGE INSTRUCTIONS AND DEFINITIONS OF E-COMMERCE SALES, AUXILIARY ESTABLISHMENTS, LEASED DEPARTMENTS AND CONCESSIONS

### I. Coverage Instructions

**II. 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.

**III. Auxiliary Establishments** are facilities primarily engaged in furnishing supporting services (such as warehouses, garages and central administrative offices) to your retail establishments.

**IV. Leased Departments and Concessions** are separate businesses that lease space on the premises of another business.

For more help, access our Business Help Site at [www.census.gov/econhelp/marts](http://www.census.gov/econhelp/marts)

To view the results of this survey, visit [www.census.gov/retail](http://www.census.gov/retail)

### SPECIFIC INSTRUCTIONS FOR COMPLETING ITEMS 4 AND 5

#### ► Item 4 – Sales and Report Period

##### **INCLUDE**

- Cash and credit sales of merchandise whether or not payment was received
- Leased departments and concessions operated in other establishments
- E-commerce sales if not submitted on a separate monthly retail report
- 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, 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, and tobacco) which are levied on the manufacturer or wholesaler and included in the cost of goods purchased by this firm

##### **EXCLUDE**

- Sales taxes collected from customers and paid directly to a local, State, or Federal tax agency
- Leased departments and concessions operated by other firms in your retail establishments
- Carrying or other finance 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)
- Commissions from sales of government lottery tickets
- Sales from auxiliary establishments

##### **DEDUCT**

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

##### **Automotive Dealers**

##### **INCLUDE**

- In e-commerce the sales of cars where a binding sales price is established online through the dealer's or a third party's web site
- Charges for dealer preparation, warranty charges, and delivery costs.
- 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 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.

#### ► Item 5 – Number of Retail Establishments

##### **INCLUDE**

- Total number of retail establishments, leased departments, and concessions covered by this report
- Leased departments and concessions operated by this firm in other establishments

##### **EXCLUDE**

- Auxiliary establishments
- Leased departments and concessions operated by other firms in your retail establishments

REMARKS – *Please use this space for comments or to explain any large differences in data from the prior month.*

Public reporting burden for this collection of voluntary information is estimated to average 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0104, U.S. Census Bureau, 4600 Silver Hill Road, AMSD - 3K138, Washington, DC 20233. You may e-mail comments to [Paperwork@census.gov](mailto:Paperwork@census.gov); use "Paperwork Project 0607-0104" 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 on the front of this form.