



# 2010 ANNUAL RETAIL TRADE REPORT

FORM

**SA-44E**

OMB No. 0607-0013: Approval Expires 10/31/2011

## DUE DATE

### Need help or have questions?

**Call** 1-800-327-4389, option "2"  
(8:30 a.m. - 5:00 p.m. EST, M-F)

**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 CENSUS 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.

*(Please correct any errors in name, address, and ZIP Code.)*

### Return via Internet:

[www.census.gov/econhelp/arts](http://www.census.gov/econhelp/arts)

Username:

Password:

Use your firm's unique username and original password. If you change your password, please keep a record for future reference.

### Return via Fax:

1-800-447-4613

### Return via Mail:

U.S. CENSUS BUREAU  
1201 East 10th Street  
Jeffersonville, IN 47132-0001

## 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.
- To view the results of this survey, visit **www.census.gov/retail**.

### INCLUDE

- All domestic/U.S. retail establishments reporting payroll on its latest Employer's Federal Tax Return (Treasury Form 941 or 944), **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 2010 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

44003010



**1A FEDERAL EMPLOYER IDENTIFICATION NUMBER**

1. Does your firm currently report payroll under the EIN

Yes

No → a. Enter your present EIN . . . . .

EIN (9 digits)								
		-						

b. When did you start reporting payroll under this EIN? . . . . .

Month	Year

2. Did your firm experience any organizational change during 2010?

Yes

No - Go to **1B**

3. Which one of the following best describes your firm's organizational change?

Sold to

Merged with

Acquired

*Date of sale/merger or acquisition* →  
*AND enter name and address of company sold to/merged with/acquired* ↴

2010	
Month	Year

Name of company sold to/merged with/acquired	EIN (9 digits)

Address (Number and street, P.O. Box, etc.)

City	State	ZIP Code

**1B NUMBER OF RETAIL ESTABLISHMENTS**

How many retail establishments, including departments and concessions, were covered by this report as of December 31, 2010? . . . . .

Mark "X" if None

Number as of December 31, 2010

--

44003028



2A SALES

INCLUDE

- Credit and cash sales of merchandise
- E-commerce sales if not submitted on a separate Annual Retail Trade Report
- Excise taxes (such as those on gasoline, liquor, and tobacco) which are included in the cost of goods purchased by this firm
- Wholesale sales made by retail establishment(s) covered by this report
- 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
- Leased departments and concessions operated in other establishments
- Shipping and handling revenues
- Advertising revenues

EXCLUDE

- Sales from auxiliary establishments
- Carrying or other finance 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)

DEDUCT

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

1. What were the total sales of merchandise and other operating receipts for 2010?  
 (INCLUDE e-commerce sales and excise taxes on gasoline, liquor, and tobacco. EXCLUDE all sales taxes.) . . . . .

Mark "X" if None

	2010			
	\$ Bil.	Mil.	Thou.	Dol.
1. What were the total sales of merchandise and other operating receipts for 2010? (INCLUDE e-commerce sales and excise taxes on gasoline, liquor, and tobacco. EXCLUDE all sales taxes.) . . . . .				
2. Did your firm collect any sales taxes during 2010? <input type="checkbox"/> Yes - What were the total sales taxes collected? (Exclude excise taxes reported in line 1.) . . . . .				
<input type="checkbox"/> No - Go to line 4				
3. What were the total sales of merchandise and other operating receipts including sales taxes for 2010? (Sum of lines 1 and 2.) . . . . .				

2. Did your firm collect any sales taxes during 2010?  
 Yes - What were the total sales taxes collected?  
 (Exclude excise taxes reported in line 1.) . . . . .

No - Go to line 4

3. What were the total sales of merchandise and other operating receipts including sales taxes for 2010? (Sum of lines 1 and 2.) . . . . .

4. Did your firm have any receipts from customers for shipping and handling of merchandise?  
 Yes

No - Go to 2B

5. Are receipts for shipping and handling included in line 1?  
 Yes

No

44003036



**2B SALES REPORT PERIOD**

Do the reported data in 2A represent the calendar year (January 1 through December 31) for 2010?

Yes - Go to 2C

No - What were your beginning and ending dates for 2010? . . . . .

2010		
Beginning Date		
Month	Day	Year
2010		
Ending Date		
Month	Day	Year

**2C E-COMMERCE SALES**

1. Did your firm have any e-commerce sales during 2010?

*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.*

Yes

No - Go to 2D

2010			
\$ Bil.	Mil.	Thou.	Dol.

2. What were the total e-commerce sales? (Exclude sales taxes.) . . . . .

3. Do the e-commerce sales in 2C1 include sales to customers located outside the United States? (Reminder: E-commerce sales from U.S. locations only.)

Yes

No - Go to 2D

4. Check the percentage of total e-commerce sales in 2C1 that were to customers located outside the United States. (Reminder: E-commerce sales from U.S. locations only.)

Less than 1%

1%-5%

6%-10%

Greater than 10%

**2D SALES BY CLASS OF CUSTOMER**

What percentage of this firm's total sales in 2010 (2A, line 1) were to each class of customer?

Mark "X" if None

- A. Households . . . . .
- B. Wholesalers and other retailers . . . . .
- C. Other businesses and private nonprofit institutions . . . . .
- D. Governments . . . . .
- E. TOTAL . . . . .

2010	
Percentage of total sales	
	%
	%
	%
	%
1 0 0	%

44003044

3 VALUE OF INVENTORIES

Report the total value of all inventories for the retail establishment(s) reported in item 1B on December 31, 2010. 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 3C, line 6.

A. Did the establishments covered by this report own inventories (regardless of where held) at the end of 2010?

- Yes
No - Go to 5

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

- Yes
No - Complete lines C1 through C3, C6 and then go to 4B

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

Mark "X" if None

- 1. Merchandise inventories in retail stores
2. Merchandise inventories in warehouses, offices, or in transit for distribution to retail stores
3. Total of inventories before LIFO adjustment (if any)
4. LIFO reserve (if any)
5. Total inventories after LIFO adjustment
6. Are the reported data in lines C1 through C5 as of December 31?

Table with 4 columns: \$ Bil., Mil., Thou., Dol. for the year 2010.

Yes

No - When was inventory taken?

Table with 3 columns: Month, Day, Year for the year 2010.

4A INVENTORY VALUATION METHOD

Report how much of the inventory in 3, line C3, was subject to:

Mark "X" if None

- 1. LIFO valuation method before adjustment
2. Any other valuation method
3. TOTAL (Sum of lines 1 and 2.)
Total should equal amount reported in 3, line C3.

Table with 4 columns: \$ Bil., Mil., Thou., Dol. for the year 2010.

4B INVENTORY OUTSIDE OF THE UNITED STATES

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

- Yes
No - Go to 5

2. TOTAL value of these inventories (in dollars) (EXCLUDE inventory held in Foreign Trade Zones or in-bond warehouses in the U.S.)

Table with 4 columns: \$ Bil., Mil., Thou., Dol. for the year 2010.

44003051



**5 TOTAL PURCHASES**

**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 firm's own use
- 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 firm's own use

What is 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 2B, for which you took title during 2010 whether or not payment was made during the year? . . . . .

Mark "X" if None

2010			
\$ Bil.	Mil.	Thou.	Dol.

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

**6** Not Applicable.

44003069



**7 SALES BY MERCHANDISE LINES**

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

Description of sales, shipments, receipts, or revenue	Total sales for 2010					E-commerce sales for 2010				
	Report dollars OR percents					Report dollars OR percents				
	\$ Bil.	Mil.	Thou.	Dol.	Percent	\$ Bil.	Mil.	Thou.	Dol.	Percent
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) ↴										
o. Shipping and handling revenues . . . . .										
p. Advertising revenues . . .										
q. Other non-merchandise receipts - Specify principal receipt(s) ↴										
r. <b>TOTAL</b> (Sum of lines a through q.) . . . . .					1 0 0					1 0 0

Total should equal 2A, line 1

Total should equal 2C, line 2

44003077



**8 TOTAL OPERATING EXPENSES, INCLUDING PAYROLL**

**INCLUDE**

- Expenses arising from the normal course of business
- Payroll

**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)

What were the total operating expenses, including payroll, during 2010 for establishments reported in **1B**? . . . . .

Mark "X" if None

2010			
\$ Bil.	Mil.	Thou.	Dol.

44003085



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

Public reporting burden for this collection of information is estimated to average 34 minutes, including the time for assembling data from existing records and completing this 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](mailto: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 (OMB). The OMB eight-digit number appears in the upper right corner of the form.

**9 CERTIFICATION** - This report is substantially accurate and has been prepared in accordance with the instructions.

Name of person to contact regarding this report *(Please print)*

Address - Number and street			City			State	ZIP Code		
-----------------------------	--	--	------	--	--	-------	----------	--	--

Telephone	Area code	Number		Extension	Fax	Area code	Number	
		-					-	

Internet address (firm's homepage)

http://

Signature of authorized person			Title			Date completed		
--------------------------------	--	--	-------	--	--	----------------	--	--

**Thank you for completing your 2010 ANNUAL RETAIL TRADE REPORT form.**  
**WE SUGGEST YOU RETAIN A PHOTOCOPY OF THIS REPORT FOR YOUR RECORDS.**

44003093

