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

FORM
SA-44E
(10-14-2008)

DUE DATE ➧

2008 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.

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

Have questions?

Call 1–800–772–7851 (option 2)
weekdays,
8:30 a.m. to 5:00 p.m. EST

How can I report?

Via Fax:
1–800–447–4613

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

Via Internet:
http://www.census.gov/econhelp/arts
Use 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 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 2008 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 . . . . . 021 [ ][ ][–][ ][ ][ ][ ][ ][ ][ ]

(b) When did you start reporting payroll under this EIN? . . . . . Month 022 | Year

2. Did your firm experience any organizational change during 2008?

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

031 EIN [ ][ ][–][ ][ ][ ][ ][ ][ ][ ]

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1B NUMBER OF RETAIL ESTABLISHMENTS

		Number as of December 31, 2008
How many retail establishments, including departments and concessions, were covered by this report as of December 31, 2008?	110	

2A TOTAL SALES

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

		2008 Dollars
1. What were the total sales of merchandise and other operating receipts for 2008? *INCLUDE e-commerce sales and excise taxes on gasoline, liquor, and tobacco. EXCLUDE all sales taxes. See below for detailed directions.*	100	$

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)
- 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 allowances

			2008 Dollars
2. Did your firm collect any sales taxes during 2008?		102	
120 1 ☐ YES – **What were the total sales taxes collected?** *EXCLUDE excise taxes reported in Item 2A 1.*			$
2 ☐ NO – ***Go to Item 2A 4***		103	
3. What were the total sales of merchandise and other operating receipts including sales taxes for 2008? *(Sum of Items 2A 1 and 2A 2).*			$

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

122 1 ☐ YES
2 ☐ NO – ***Go to Item 2B***

5. Are receipts for shipping and handling included in item 2A 1?

123 1 ☐ YES
2 ☐ NO

2B E-COMMERCE SALES

1. Did your firm have any e-commerce sales during 2008?

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.

		2008 Dollars
130 1 ☐ YES – **What were the total e-commerce sales?** *EXCLUDE sales taxes.*	113	$

2 ☐ NO – ***Go to Item 2C***

2. Do the e-commerce sales in Item 2B 1 include sales to customers located outside the United States?

610 1 ☐ YES
2 ☐ NO – ***Go to Item 2C***

3. Check the percentage of total e-commerce sales in Item 2B 1 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%

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2C SALES REPORT PERIOD

Do the reported data in Items 2A and 2B represent the calendar year (January 1 through December 31) for 2008?

121 1 ☐ YES

2 ☐ NO – ***What were your beginning and ending dates for 2008?*** . . . . . .

		2008		
		Month	Day	Year
Beginning	104			
Ending	105			

3 MERCHANDISE INVENTORIES

Report the total value of all inventories for the retail establishment(s) reported in Item 1B on December 31, 2008. 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 2008?

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:

		2008 Dollars
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) *(Sum of items 3C1 and 3C2)*	200	$
4. LIFO reserve (if any)	301	$
5. Total inventories after LIFO adjustment (line 3 minus line 4)	307	$

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

220 1 ☐ YES

2 ☐ NO – ***When was inventory taken?*** 203

2008		
Month	Day	Year

4A INVENTORY VALUATION METHOD

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

		2008 Dollars
1. LIFO valuation method before adjustment	302	$
2. Any other valuation method	303	$
3. Total *(Sum of items 4A1 and 4A2)*	306	$

Total should equal amount reported in Item 3C3.

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4B INVENTORY OUTSIDE OF THE UNITED STATES

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

	2008 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 20, for which you took title during 2008 whether or not payment was made during the year? *See below for detailed directions.* . . . . . .

	2008 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
- 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 2008 (Item 21) were to each class of customer?

		Percentage of total sales 2008
a. Households	600	%
b. Wholesalers and other retailers	601	%
c. Other businesses and private nonprofit institutions	602	%
d. Governments	603	%
TOTAL		**100%**

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8 SALES BY MERCHANDISE LINES

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

	Total sales 2008 (a)			E-commerce sales 2008 (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 – ***Specify principal line(s) below***	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 – ***Specify principal receipt(s)***	716 $		816 %	736 $		836 %
r. Total sales of merchandise	719 $		819 **100** %	740 $		840 **100** %

▶ **NOTE:** ***Sum of all items should equal totals in Items 2A1 and 2B1 for 2008.***

CONTINUE ON NEXT PAGE ⟶

9 TOTAL OPERATING EXPENSES, INCLUDING PAYROLL

	2008
	Dollars
844	$

What were the total operating expenses, including payroll, during 2008 for establishments reported in Item 13? . . . . . .

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)

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 has been prepared in accordance with instructions.

Name of person to contact regarding this report *(Please print)* 950	Address — *Number and street, city, State, ZIP Code* 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

FORM SA-44E (10-14-2008)

Thank you for completing your Annual Retail Trade Report form. We suggest you retain a photocopy of this report for your records.