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

FORM
SA-44E (11-07-2011)

2011 ANNUAL RETAIL TRADE REPORT

DUE DATE

Need help or have questions?
Call 1-800-327-4389, option "2"
(8:00 a.m. - 5:00 p.m. ET, 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:
econhelp.census.gov/arts

Username:

Password:

Return via Fax:
1-800-447-4613

To view Survey Results:
census.gov/retail

GENERAL INSTRUCTIONS

- Any significant change in this Employer Identification Number's (EIN) operations should be noted in 15.
- For establishments sold or acquired in 2011 or 2010, report data only for the period the establishments were operated by this EIN.
- Estimates are acceptable if book figures are not available.
- Enter "0" where applicable.

INCLUDE

- All retail establishments located in the U.S. (including the District of Columbia) reporting payroll on its latest Employer's Federal Tax Return (Treasury Form 941 or 944), **under the EIN shown in 1.**
- Data for auxiliary facilities primarily engaged in supporting services to this EIN's establishment(s) such as warehouses, garages, central administrative offices, and repair services.

EXCLUDE

- Data for establishments operated by other firms, such as franchises.
- Departments and concessions operated by other firms in this EIN's establishment(s).
- Data for establishments located in U.S Territories (such as Puerto Rico, American Samoa, Guam, U.S. Virgin Islands and Northern Mariana Islands).

ANNOUNCEMENTS AND SPECIAL INSTRUCTIONS

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1 FEDERAL EMPLOYER IDENTIFICATION NUMBER (EIN)

Does this firm report payroll under EIN

☐ Yes

☐ No - *Enter current 9-digit EIN **AND** date payroll was first reported for this EIN* . . . . . EIN (9 digits) ____ – ____

Month	Day	Year

2 ORGANIZATIONAL CHANGE

A. Did this EIN experience any acquisitions, sales, mergers, and/or divestitures in 2011 or 2010?

☐ Yes

☐ No - *Go to* 3

B. Which of the following organizational changes occurred in 2011 or 2010?

Check all that apply. If more than one organizational change occurred during the reporting period, explain in 15.

☐ Acquisition
☐ Sale
☐ Merger
☐ Divestiture

Date of organizational change . . . . .

Month	Day	Year

AND

Enter detailed information below

Name of company	EIN (9 digits)
	____ – ____

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

City	State	ZIP Code
		____ – ____

3 REPORTING PERIOD

What time period is covered by the data provided in this report?

☐ Calendar year

☐ Fiscal or partial year - *Report beginning and ending dates.* . . . . .

2011 Beginning Date			2011 Ending Date		
Month	Day	Year	Month	Day	Year

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

4 NUMBER OF ESTABLISHMENTS

How many retail establishments (including departments and concessions) did this EIN operate in 2011 and 2010? . . . . .

2011	2010

The remainder of this report refers to the establishments reported here.

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5 SALES, RECEIPTS, OR REVENUE

INCLUDE

- Credit and cash net 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 EIN
- 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 this EIN's retail establishment(s)

DEDUCT

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

A. What were the total sales of merchandise and other operating receipts for this EIN in 2011 and 2010? . . . . . .

2011				2010			
$ Bil.	Mil.	Thou.	Dol.	$ Bil.	Mil.	Thou.	Dol.

B. Did this EIN collect any sales taxes in 2011 or 2010?

☐ Yes

☐ No - *Go to* 6

C. What were the total sales taxes collected in 2011 and 2010?
Exclude excise taxes. . . . . . .

2011				2010			
$ Bil.	Mil.	Thou.	Dol.	$ Bil.	Mil.	Thou.	Dol.

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6 E-COMMERCE

E-commerce is the sale of goods and services where the buyer places an order, or the price and terms of the sale are negotiated, over an Internet, mobile device (M-Commerce), extranet, EDI network, electronic mail, or other comparable online system. Payment may or may not be made online.

A. Did this EIN have any e-commerce sales in 2011 or 2010?

☐ Yes

☐ No - *Go to* 8

B. What were the total e-commerce sales in 2011 and 2010? . . . . . .

	2011				2010			
	$ Bil.	Mil.	Thou.	Dol.	$ Bil.	Mil.	Thou.	Dol.

7 E-COMMERCE TO CUSTOMERS OUTSIDE THE UNITED STATES

A. Did the e-commerce sales reported in 6B include sales made from US-based websites to customers located outside the United States in 2011 or 2010?

Include goods delivered via third-party logistics providers.

☐ Yes

☐ No - *Go to* 8

B. What were the total e-commerce sales reported in 6B that were made from US-based websites to customers located outside the United States in 2011 and 2010? . . . . . .

	2011				2010			
	$ Bil.	Mil.	Thou.	Dol.	$ Bil.	Mil.	Thou.	Dol.

OR

If e-commerce sales outside the United States are not available - Estimate the percent of total e-commerce that represents sales made from US-based websites to customers located outside the United States in 2011 and 2010 . . . . . .

Percent 2011		Percent 2010	
	%		%

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8 VALUE OF INVENTORIES

INCLUDE

- All inventories of merchandise at locations covered by this report, including all auxiliary locations (such as warehouses, garages, central administrative offices) servicing these establishments, regardless of where held
- Inventory held in Foreign Trade Zones or in bond warehouses in the United States
- Report at cost or market value as of the end of your reporting period

EXCLUDE

- Merchandise owned by others that are being held on consignment

A. Did this EIN own inventories, regardless of where held, at the end of 2011 or 2010 (or the end of the period for which you are reporting)?

☐ Yes

☐ No - *Go to* 10

B. What was the value of merchandise inventories as of December 31 in 2011 and 2010?

	2011				2010			
	$ Bil.	Mil.	Thou.	Dol.	$ Bil.	Mil.	Thou.	Dol.
1. Merchandise inventories in retail stores								
2. Merchandise inventories in warehouses, offices, or in transit for distribution to retail stores								
3. Total inventories (before Last-in, First-out (LIFO) adjustment, if applicable) *Sum of 8B1 and 8B2.*								
4. LIFO reserve (if applicable) *Enter zero if not applicable.*								
5. Total inventories after LIFO adjustment *8B3 minus 8B4.*								

C. Were inventories reported as of December 31?

☐ Yes - *Go to 8E*

☐ No

D. If not December 31, as of what date were inventories reported? . . . . . .

2011			2010		
Month	Day	Year	Month	Day	Year

E. Were any of the inventories reported in 8B3 stored outside of, or en route to, the 50 states and the District of Columbia in 2011 or 2010?

☐ Yes

☐ No - *Go to* 9

F. What was the value of the inventories stored outside of, or en route to, the 50 states and District of Columbia (for sale in the 50 states or District of Columbia) in 2011 and 2010 ?

Exclude inventory held in Foreign Trade Zones or in bond warehouses in the U.S.

2011				2010			
$ Bil.	Mil.	Thou.	Dol.	$ Bil.	Mil.	Thou.	Dol.

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9 INVENTORY VALUATION METHOD

A. Were any of the inventories reported in 8B3 subject to the LIFO valuation method?

☐ Yes

☐ No - *Go to* 10

B. How much of the inventory reported in 8B3 was subject to:

	2011				2010			
	$ Bil.	Mil.	Thou.	Dol.	$ Bil.	Mil.	Thou.	Dol.
1. LIFO valuation method before adjustment								
2. Any other valuation method								
3. Verify Total *Sum of 9B1 and 9B2. Total must equal 8B3.*								

10 TOTAL PURCHASES

INCLUDE

- Cash and credit purchases by this EIN
- Merchandise owned by, but in transit to, this EIN
- Purchases made by both warehouse(s) and establishment(s)
- Freight, delivery, and other transportation costs
- Import duties (if paid separately)
- Parts and supplies used in repair work or other services

EXCLUDE

- Expenditures for supplies, equipment, and parts purchased for this EIN's own use
- Purchases made by other firms operating departments and concessions in this EIN's establishment(s)
- Purchase of merchandise held outside the U.S.
- Purchase of containers, wrappings, packaging, and selling supplies for this EIN's own use
- Trade and cash discounts, returns, and allowances

What was the total cost of all merchandise purchased for resale for which this EIN took title, whether or not payment was made, in 2011 and 2010? If purchases are greater than sales, explain in 15.	2011				2010			
	$ Bil.	Mil.	Thou.	Dol.	$ Bil.	Mil.	Thou.	Dol.

11 Not Applicable.

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12 SALES BY MERCHANDISE LINES

For clarification regarding merchandise lines call 1-800-327-4389 (option 2).

Description of sales, shipments, receipts, or revenue	Total sales for 2011 — Report dollars OR percents					E-commerce sales for 2011 — 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. TOTAL *Sum of 12a through 12q.*					100					100

Total should equal 5A for 2011

Total should equal 6B for 2011

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CONTINUE ON PAGE 8

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12 SALES BY MERCHANDISE LINES - Continued

For clarification regarding merchandise lines call 1-800-327-4389 (option 2).

Description of sales, shipments, receipts, or revenue	Total sales for 2010 — Report dollars OR percents					E-commerce sales for 2010 — 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. TOTAL *Sum of* 12*a through* 12*q.* . . .					100					100

Total should equal 5A for 2010 — Total should equal 6B for 2010

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13 OPERATING EXPENSES

INCLUDE

- Expenses arising from the normal course of business
- Payroll
- Depreciation and amortization

EXCLUDE

- Bad debt
- Purchases of goods for resale or cost of goods sold
- Income taxes
- Interest expenses
- Impairment (reduction in value of long-lived assets due to reappraisal)
- Capitalized expenses (except payroll and fringe benefits)

	2011				2010			
	$ Bil.	Mil.	Thou.	Dol.	$ Bil.	Mil.	Thou.	Dol.
What were the total operating expenses for this EIN in 2011 and 2010?								

14 Not Applicable.

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

16 CONTACT INFORMATION

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

Address - Number and street	City	State	ZIP Code
			-

	Area code	Number	Extension		Area code	Number
Telephone		-		Fax		-

Website address

THANK YOU
for completing your 2011 ANNUAL RETAIL TRADE REPORT.
We suggest you keep a copy for your records.

Public reporting burden for this collection of information is estimated to average 58 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 (OMB). This 8-digit number appears in the top right corner of the form.