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

FORM
SA-44C (11-15-2012)

2012 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. Under the same law, information that you report cannot be used for taxation, regulation, or investigation and are exempt from release under the Freedom of Information Act. Further, copies of your response retained in your 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 firm's operations should be noted in 17.
- For establishments sold or acquired in 2012, report data only for the period the establishments were operated by this firm.
- 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) operated by this firm and its subsidiaries.
- Data for auxiliary facilities primarily engaged in supporting services to this firm'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 firm'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

44002012

CONTINUE ON PAGE 2

1 Not Applicable.

2 **ORGANIZATIONAL CHANGE**

A. Did this firm experience any acquisitions, sales, mergers, and/or divestitures in 2012?

☐ Yes

☐ No - *Go to* **3**

B. Which of the following organizational changes occurred in 2012?

Check all that apply. If more than one organizational change occurred during the reporting period, explain in **17**.

☐ 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**

NOTE: Calendar year data are preferred. If it is not available, please report for the fiscal year that includes at least six months of data for the 2012 calendar year.

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

☐ Calendar year

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

2012		
Beginning Date		
Month	Day	Year
Ending Date		
Month	Day	Year

4 **NUMBER OF ESTABLISHMENTS**

How many retail establishments (including departments and concessions) did this firm operate in 2012?

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

Mark "X" if None	**2012** Number
☐	

44002020

CONTINUE ON PAGE 3

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 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

If AUTOMOTIVE also include:

- Charges for dealer preparation, warranty charges, and delivery cost
- Combined sales for a new and used car location, and service and parts facilities
- Fleet sales

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 firm'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

If AUTOMOTIVE also exclude:

- Receipts from customers for tag and title fees, licenses, etc. forwarded to State or local licensing agencies

	Mark "X" if None	2012 $ Bil.	Mil.	Thou.	Dol.
A. What were the total sales of merchandise and other operating receipts for this firm in 2012?	☐				

B. Did this firm collect any sales taxes in 2012?

☐ Yes

☐ No - *Go to* 6

	2012 $ Bil.	Mil.	Thou.	Dol.
C. What were the total sales taxes collected in 2012? *Exclude excise taxes.*				

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.

If AUTOMOTIVE also INCLUDE sales of cars where a binding sales price is established onilne through the dealer's or a third party's web site. EXCLUDE leads.

A. Did this firm have any e-commerce sales in 2012?

☐ Yes

☐ No - *Go to* 8

	2012 $ Bil.	Mil.	Thou.	Dol.
B. What were the total e-commerce sales in 2012?				

7 Not Applicable.

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CONTINUE ON PAGE 4

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 firm own inventories, regardless of where held, at the end of 2012 (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 2012?

	Mark "X" if None	2012 $ Bil.	2012 Mil.	2012 Thou.	2012 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)	☐				
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?

2012 Month	2012 Day	2012 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 2012?

☐ 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 2012?

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

2012 $ Bil.	2012 Mil.	2012 Thou.	2012 Dol.

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CONTINUE ON PAGE 5

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 inventories reported in 8B3 was subject to:

	Mark "X" if None	2012 $ Bil.	2012 Mil.	2012 Thou.	2012 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 firm
- Merchandise owned by, but in transit to, this firm
- 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

If AUTOMOTIVE also include:

- Value of automotive and other trade-ins exclusive of rebates and discounts granted as an increase in trade-in allowance

EXCLUDE

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

What was the total cost of all merchandise purchased for resale for which this firm took title, whether or not payment was made, in 2012? If purchases are greater than sales, explain in 17.	*Mark "X" if None*	2012 $ Bil.	2012 Mil.	2012 Thou.	2012 Dol.
	☐				

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CONTINUE ON PAGE 6

11 ACCOUNTS RECEIVABLE BALANCES

A. Did this firm extend credit to customers at any of its retail establishments or departments and concessions covered by this report in 2012?

- Exclude credit that is provided by others, such as banks, finance corporations, oil or other credit card issuing companies. Exclude credit extended to commercial customers.

☐ Yes

☐ No - *Go to* 13

Definitions of Accounts Receivable

Open or revolving accounts - Retail credit that is extended on a credit-line basis. A single contract governs multiple use of the account and purchases may or may not be made with a credit card. Generally, credit extensions can be made at the customer's discretion, provided that the outstanding balance does not exceed a prearranged credit limit. The amount of repayment is also made at the discretion of the customer, subject to a prearranged minimum usually with the option of paying the balance in full.

Closed or non-revolving accounts - Retail credit accounts for which full payment is scheduled to be made at the end of the customary billing period or installment contracts that specify a fixed schedule of payments and the amount and due date for the payment.

B. Mark (X) to indicate if types of credit are extended and report balances as of December 31, 2012 for account types this firm extends. **Exclude credit extended to commercial customers.**

1. Types of accounts	**Balance Outstanding as of December 31, 2012**			
	$ Bil.	Mil.	Thou.	Dol.
a. Open (revolving) accounts				
☐ Yes				
☐ No				
b. Closed (non-revolving) accounts				
☐ Yes				
☐ No				
2. What was the total balance of accounts receivable in 2012? *Sum of* 11 *B1a and* 11 *B1b.*				

12 Not Applicable.

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)
- Transfers made within the company

	Mark "X" if None	**2012**			
		$ Bil.	Mil.	Thou.	Dol.
What were the total operating expenses for this firm in 2012?	☐				

14 Not Applicable.

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15 DETAILED OPERATING EXPENSES

A. What personnel costs were incurred by this firm in 2012?

	Mark "X" if None	2012 $ Bil.	2012 Mil.	2012 Thou.	2012 Dol.
1. Annual payroll before deductions - Total annual Medicare salaries and wages for all employees as reported on this firm's IRS Form 941, Employer's Quarterly Federal Tax Return, line 5(c). **Include** payments to temporary employees on this firm's payroll, and to commissioned employees on this firm's payroll. Also include the spread on stock options that are taxable to employees as wages. **Exclude** payments for contracted temporary help *(report in line **A3**)*; and commissions paid to contractors (*report in line **C1***). . .	☐				
2. Employer's cost for fringe benefits - Employer's cost for legally required programs and programs not required by law:					
a. Health Insurance - Insurance premiums or hospital plans, medical plans, and single service plans such as dental, vision, and prescription drugs. **Include** premium equivalents for self-insured plans and fees paid to third-party administrators (TPAs). **Exclude** employee contributions.	☐				
b. Pension plans:					
i. Defined contribution plans - Costs under defined contribution plans. **Include** pension plans that define the employer contributions to a separate account provided for each employee. The employee "benefit" at retirement depends on the amount contributed and the results of the account's activity. Examples include profit sharing plans, money purchase (e.g., 401k, 403b) and stock bonus plans (e.g., ESOPs).	☐				
ii. Defined benefit pension plans - Costs for both qualified and unqualified defined pension plans. **Include** pension plans that specify the benefits to be paid to employees upon retirement, generally either a specific amount or a percentage of compensation. Employer contributions are based on actuarial computations that include the employee's compensation and years of service and are not allocated to specific accounts maintained for employees.	☐				
c. Payroll taxes, employer paid insurance premiums (except health), and other employer benefits - Include legally-required fringe benefits (e.g., Social Security, workers' compensation insurance, unemployment tax, state disability insurance programs, Medicare). Also include benefits for life insurance, "quality of life" benefits (e.g., childcare assistance, subsidized commuting), employer contributions to pre-tax benefits not specified above. **Exclude** disbursements from trusts or funds to satisfy health insurance claims.	☐				
3. Contract temporary staff and leased employee expense - Total costs paid to Professional Employer Organizations (PEOs) and staffing agencies for personnel. **Include** all associated charges for payroll, benefits, and services.	☐				

B. What were the expensed equipment, materials, parts, and supplies (not for resale) incurred by this firm in 2012?

1. Expensed equipment - Expensed computer hardware and other equipment (e.g., copiers, fax machines, telephones, shop and lab equipment, CPUs, monitors). **Exclude** software *(report in line **C2**)*; leased and rented equipment *(report in line **C7**)*; depreciation for capitalized equipment *(report in line **C15**)*; capitalized equipment. . .	☐				
2. Purchasing of packaging materials and containers - Include the cost of bags, boxes, wrapping, and sealing materials. **Exclude** office supplies *(report in line **B3**)*; and cost of shipping to customers (*report in line **C12***).	☐				
3. Purchases of other materials, parts, and supplies (not for resale) - Materials and supplies used in providing services to others; materials and parts used in repairs; office and janitorial supplies; small tools; and motor fuels. **Exclude** office postage and package delivery expenses *(report in line **C12**)*.	☐				

CONTINUE WITH 15 ON PAGE 8

CONTINUE ON PAGE 8

15 DETAILED OPERATING EXPENSES - Continued

C. What other operating expenses were incurred by this firm in 2012?

	Mark "X" if None	2012 $ Bil.	2012 Mil.	2012 Thou.	2012 Dol.
1. Commission expense - Include commission paid to other firms for sale of products owned by this firm. **Exclude** commission paid to your own employees *(reported in line **A1**)*.	☐				
2. Expensed purchases of software - Purchases of prepackaged, custom coded, or vendor customized software. **Include** software developed or customized by others, web design, services and purchases, licensing agreements, upgrades of software; and maintenance fees related to software upgrades and alterations. **Exclude** depreciation for capitalized software *(report in line **C15**)*.	☐				
3. Data processing and other purchased computer services - Include computer facilities management services, computer input preparation, data storage, computer time rental, optical scanning services, and other computer-related advice and services, including training. **Exclude** expenses for telecommunication services e.g., Internet connectivity, telephone, fax *(report in line **C4**)*; repair and maintenance of computer equipment *(report in line **C5**)*; payroll processing *(report in line **C14**)*; credit card transaction fees *(report in line **C17**)*.	☐				
4. Purchased communication services - Telephone, cellular, and fax services; computer-related communications (e.g., Internet connectivity); and other wired and wireless communication services.	☐				
5. Purchased repairs and maintenance to machinery and equipment - Include expensed repair and maintenance services to machinery, vehicles, equipment, and computer hardware. **Exclude** materials, parts, and supplies used for repairs and maintenance performed by this firm's employees *(reported in line **B3**)*.	☐				
6. Purchased repairs and maintenance to buildings, structures, and offices - Include repair and maintenance to integral parts of buildings (e.g., elevators, heating systems). **Exclude** materials, parts, and supplies, used for repairs and maintenance performed by this firm's employees *(reported in line **B3**)*; purchased janitorial and grounds maintenance services *(report in line **C17**)*.	☐				
7. Lease and rental payments for machinery, equipment, and other tangible items - Include lease and rental of transportation equipment without operators; and penalties incurred for broken leases. **Exclude** licensing/leasing of software *(reported in line **C2**)*; payments for capital and financing lease agreements.	☐				
8. Lease and rental payments for land, buildings, structures, store space, and offices - Include penalties incurred for broken leases.	☐				
9. Purchased electricity - Include the cost of electricity paid directly to the utility company. **Exclude** the cost of electricity within lease or rental payments *(reported in line **C8**)*.	☐				
10. Purchased fuels (except motor fuels) - Include fuel for heating, power, or generating electricity (e.g., natural gas, propane, oil, coal). **Exclude** the cost of motor fuels *(reported in line **B3**)*; and the cost of fuels within lease or rental payments *(reported in line **C8**)*.	☐				
11. Water, sewer, refuse removal, and other utility payments - Include the cost of hazardous waste removal. **Exclude** the cost of these utilities within lease or rental payments *(reported in line **C8**)*.	☐				
12. Purchased transportation, shipping, and warehousing services - Include the cost of postage, delivery expenses, and packaging and containers provided as part of the purchased service. **Exclude** the cost of shipping using this firm's vehicles or employees.	☐				
13. Purchased advertising and promotional services - Include marketing and public relations services.	☐				
14. Purchased professional and technical services - Include management consulting, accounting, auditing, bookkeeping, legal, actuarial, payroll processing, architectural, engineering, and other professional services. **Exclude** salaries paid to your own employees for these services *(reported in line **A1**)*.	☐				

CONTINUE WITH 15 ON PAGE 9

CONTINUE ON PAGE 9

15 DETAILED OPERATING EXPENSES - Continued

	Mark "X" if None	2012 $ Bil.	Mil.	Thou.	Dol.
15. Depreciation and amortization charges - Include depreciation charges taken against tangible assets owned and used by this firm, tangible assets and improvements owned by this firm within leaseholds, tangible assets obtained through capital lease agreements, and amortization charges against intangible assets (e.g., patents, copyrights). **Exclude** impairment (reduction in value of long-lived assets due to reappraisals).	☐				
16. Governmental taxes and license fees - Payments to government agencies for taxes and licenses. **Include** business and property taxes. **Exclude** income taxes and sales and excise taxes collected from customers.	☐				
17. All other operating expenses - Include operating expenses not reported elsewhere, unless excluded by the following list. **Exclude** purchase of products for resale (cost of goods sold); bad debt; transfers made within the company; capitalized expenses; interest; impairment; income, sales, and excise taxes; and other non-operating expenses.	☐				
18. TOTAL OPERATING EXPENSES Total of **15A1-15C17** must equal **13**.	☐				

16 INTEREST EXPENSE

	Mark "X" if None	2012 $ Bil.	Mil.	Thou.	Dol.
What was the total interest expense for this firm in 2012? **Interest expense -** expenses incurred in the financing of operations and long lived assets used in continuing operations. **Exclude** transfers made within the company and capitalized interest.	☐				

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

18 CONTACT INFORMATION

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

Address - Number and street	City	State	ZIP Code
			-

Telephone	Area code	Number	Extension	Fax	Area code	Number
		-				-

Website address

www.

THANK YOU
for completing your 2012 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 3.4 hours 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.