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

FORM
SM-4412AE-E (07-14-2015)

ADVANCE MONTHLY RETAIL TRADE REPORT

Due Date

Need help or have questions?

Call 1-800-772-7852
(8:30 a.m. - 5:00 p.m. ET, M-F)
or **Visit**
https://econhelp.census.gov/marts

YOUR CENSUS REPORT IS CONFIDENTIAL. This report is authorized by law (Title 13, United States Code, Sections 131 and 182). By Section 9 of the same law, your report to the Census Bureau 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 responses retained in your files are immune from legal process.

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

Return via Internet:
https://econhelp.census.gov/marts

Username:

Password:

Return via Fax:
1-800-447-4613

To view Survey Results:
census.gov/retail

GENERAL INSTRUCTIONS

- This report should cover all establishments in the U.S. (including the District of Columbia) reporting payroll on its latest Federal Tax Return (Treasury Form 941 or 944), **under the Employer Identification Number (EIN)** as shown in ❶
- Any significant change in this EIN's operations should be noted in ❹
- For establishments sold or acquired during the month, report data only for the period the establishment was operated by this EIN
- Estimates are acceptable if book figures are not available
- Enter "0" where applicable

INCLUDE
- 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
- Leased departments and concessions operated in other establishments

EXCLUDE
- Leased departments and concessions operated by other firms in this EIN's establishments
- Sales taxes and finance charges
- Data for establishments operated by other firms, such as franchises

ANNOUNCEMENTS AND SPECIAL INSTRUCTIONS

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❶ FEDERAL EMPLOYER IDENTIFICATION (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

❷ NUMBER OF RETAIL ESTABLISHMENTS

How many retail establishments did this EIN operate? . . . . . Number

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

CONTINUE ON PAGE 2

3 SALES, RECEIPTS, OR REVENUE

INCLUDE

- Cash and credit sales of merchandise whether or not payment was received
- E-commerce sales if not submitted on a separate monthly retail report
- Wholesale sales and services revenue made by retail establishments covered by this report
- Value of trade-ins taken as part payment for other merchandise

EXCLUDE

- Commissions from vending machine operators and from sales of government lottery tickets
- Nonoperating receipts (such as interest income, income from investments, and receipts from the rental or sale of real estate)
- 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

A. What type of reporting period do this month's sales represent?

☐ Calendar month reporting period - *Go to* 3*C*

☐ 4-week reporting period

☐ 5-week reporting period

B. If not a calendar month reporting period, what is the ending date for the period you are reporting sales?

Ending Date	
Month	Day

C. What were the total sales in . . . . . .

Dollars

D. Do the sales reported in 3C represent book figures or estimates?

☐ Book Figure

☐ Estimate

E. What were the total e-commerce sales in . . . . . .

Dollars

OR

If e-commerce sales not available - **What was the percent of total sales in 3C that represents e-commerce?**

Percent	
	%

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

CONTACT INFORMATION

Name of person to contact regarding this report					Title				
Telephone	Area code	Number	-	Extension	Fax	Area code	Number	-	

DEFINITIONS OF E-COMMERCE SALES, AUXILIARY ESTABLISHMENTS, LEASED DEPARTMENTS AND CONCESSIONS

- **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.
- **Auxiliary Establishments** are facilities primarily engaged in furnishing supporting services (such as warehouses, garages and central administrative offices) to this EIN's establishments.
- **Leased Departments and Concessions** are separate businesses that lease space on the premises of another business.

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: Econ Survey Comments 0607-0104, U.S. Census Bureau, 4600 Silver Hill Road, Room EMD-8K122, Washington, DC 20233. You may e-mail comments to ECON.Survey.Comments@census.gov; use "Econ Survey Comments 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 (OMB). The 8-digit OMB number appears in the top right corner on the front of this form.

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