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

FORM
**SM-4412SS-A** (09-14-2012)

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# 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** census.gov/econhelp/mrts

**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/mrts
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 4
- For establishments sold or acquired during the month, report data only for the period the establishment was operated by this firm
- 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 firm'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 firm's establishments
- Sales taxes and finance charges
- Data for establishments operated by other firms, such as franchises

## ANNOUNCEMENTS AND SPECIAL INSTRUCTIONS

## 1 FEDERAL EMPLOYER IDENTIFICATION (EIN)

**Has this firm acquired any new EINs for its retail operation(s) since last month?**

EIN (9 digits)

☐ Yes - *List here and continue with 2. Report additional EIN(s) in 4.* . . . . . .

☐ No

## 2 NUMBER OF RETAIL ESTABLISHMENTS

Number

**How many retail establishments did this firm operate?** . . . . . .

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

***CONTINUE ON PAGE 2***

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## 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* 3C

☐ 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. Did this firm have any e-commerce sales in**

☐ Yes

☐ No - *Go to* 4

**F. 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

**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 |
|---|---|
| | |

| | Area code | Number | | Extension | | Area code | Number | | |
|---|---|---|---|---|---|---|---|---|---|
| Telephone | | | - | | Fax | | | - | |

**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 firm'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 10 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: Paperwork Project 0607-0717, 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 0607-0717" 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.