

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



FORM  
**SA-44E**  
(10-31-2006)

**DUE DATE** ➔

## 2006 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.

**NOTICE** — Your report to the Census Bureau is **confidential** by law (Title 13, U.S. Code). It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process**.

**RETURN COMPLETED FORM TO**

➔ U.S. CENSUS BUREAU  
National Processing Center  
1201 East 10th Street  
Jeffersonville, IN 47132-0001  
FAX 1-800-447-4613

**Any questions call  
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**Username:**

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### GENERAL INSTRUCTIONS

- Provide data on a calendar year basis for 2006, if applicable. If data are not available in this format, indicate in the appropriate items the period covered.
- 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 whose payroll was reported on the Employer's Quarterly Federal Tax Return, Treasury Form 941, **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 2006 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)

▶ **NOTE: A store front is not required for your firm to be classified as retail. For more information on classification, visit [www.census.gov/epcd/www/drnaics.htm](http://www.census.gov/epcd/www/drnaics.htm).**

### SPECIAL INSTRUCTIONS

#### Item 1A – FEDERAL EMPLOYER IDENTIFICATION NUMBER

1. Does your firm currently report payroll under the EIN

020 1  YES – **Go to Item 1A2**

2  NO

- (a) Enter your present EIN →
- (b) When did you start reporting payroll under this EIN? →

|       |  |  |   |  |  |      |  |  |  |
|-------|--|--|---|--|--|------|--|--|--|
| 021   |  |  |   |  |  |      |  |  |  |
|       |  |  | - |  |  |      |  |  |  |
| Month |  |  |   |  |  | Year |  |  |  |
| 022   |  |  |   |  |  |      |  |  |  |

2. Did your firm experience any organizational change during 2006?

025 1  YES –

- 032 1  Sold to
- 2  Merged with
- 3  Acquired

2  NO – **Go to Item 1B**

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 | EIN → | 031 |  |  |  |  |  |  |  |  |  |  |
|                                      |     |       |      |       |     |  |  |  |  |  |  |  |  |  |  |

**Item 1B - NUMBER OF RETAIL ESTABLISHMENTS**

**Number as of  
December 31, 2006**

How many retail establishments, including departments and concessions, were covered by this report as of December 31, 2006? →

110

**Item 2A - TOTAL SALES**

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

1. What were the total sales of merchandise and other operating receipts for 2006?

INCLUDE e-commerce sales and excise taxes on gasoline, liquor, and tobacco. EXCLUDE all sales taxes. See below for detailed directions. →

**2006**  
Dollars

100

\$

2. Did your firm collect any sales taxes during 2006?

- 120 1  YES - What were the total sales taxes collected?  
EXCLUDE excise taxes reported in Item 2A1. →
- 2  NO - **SKIP to Item 2A4**

102

\$

3. What were the total sales of merchandise and other operating receipts including sales taxes for 2006? (Sum of Items 2A1 and 2A2) →

103

\$

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

- 122 1  YES - Go to Item 2A5
- 2  NO - **Go to Item 2B**

5. Are receipts for shipping and handling included in sales and receipts?

- 123 1  YES
- 2  NO - **Go to Item 2B**

**INCLUDE**

- Credit and cash sales of merchandise
- E-commerce sales
- Excise taxes
- Wholesale sales made by retail establishment(s) covered by this report
- Receipts from layaway purchases
- 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
- Sales made by departments and concessions operated by your firm in establishment(s) of other firms
- Shipping and handling revenues
- Advertising revenues

**EXCLUDE**

- Carrying or other credit 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
- Value of rebates and discounts offered by your firm that are granted to the purchaser, even if granted as an increase in trade-in allowance

**Item 2B - E-COMMERCE SALES**

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.

**2006**  
Dollars

1. Did your firm have any e-commerce sales during 2006?

- 130 1  YES - What were the total e-commerce sales?  
EXCLUDE sales taxes. →
- 2  NO - **Go to Item 2C**

113

\$

2. Do the e-commerce sales in Item 2B1 include sales to customers located outside the United States?

- 610 1  YES - Go to Item 2B3
- 2  NO - **Go to Item 2C**

3. Check the percentage of total e-commerce sales in Item 2B1 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%

**Item 2C – SALES REPORT PERIOD**

Do the reported data in Items 2A and 2B represent the calendar year (January 1 through December 31) for 2006?

121 1  YES – Go to Item 3

2  NO – **What were beginning and ending dates for 2006?** → **Beginning** → **Ending**

| 2006  |     |      |
|-------|-----|------|
| Month | Day | Year |
| 104   |     |      |
| 105   |     |      |

**Item 3 – MERCHANDISE INVENTORIES AS OF DECEMBER 31**

Report the total value of all inventories for the retail establishment(s) reported in Item 1B on December 31, 2006. 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 3f.

1. Did establishments covered by this report own inventories (regardless of where held) at the end of 2006?

320 1  YES – Go to line B

2  NO – Go to Item 5

2. Were any of the inventories subject to the Last-in, First-out (LIFO) valuation method?

305 1  YES – Go to Item 3a

2  NO – Complete Item 3a–c, f and Go to Item 4B.

3. Report merchandise inventories covered by this report, regardless of where held, owned as of December 31:

a. Merchandise inventories in retail stores. (Include leased departments and concessions operated by your firm in other establishments) →

| 2006    |    |
|---------|----|
| Dollars |    |
| 201     | \$ |
| 202     | \$ |
| 200     | \$ |

b. Merchandise inventories in warehouses, offices, or in transit for distribution to retail stores →

c. Total of inventories before LIFO adjustment (if any) (Add Items 3a and 3b) →

d. LIFO reserve (if any) →

|     |    |
|-----|----|
| 301 | \$ |
| 307 | \$ |

e. Total inventories after LIFO adjustment (line c minus line d) →

f. Are the reported data in Items 3a through 3e as of December 31?

220 1  YES – Go to Item 4A

2  NO – **When was inventory taken?** →

| 2006  |     |      |
|-------|-----|------|
| Month | Day | Year |
| 203   |     |      |

**Item 4A – INVENTORY VALUATION METHOD AND LOCATION**

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

▶ **NOTE: Total should equal amount reported in Item 3c.**

1. LIFO valuation method before adjustment →

2. Any other valuation method →

3. Total (Add Items 4A1 and 4A2) →

| 2006    |    |
|---------|----|
| Dollars |    |
| 302     | \$ |
| 303     | \$ |
| 306     | \$ |

**Item 4B – INVENTORY OUTSIDE OF THE UNITED STATES**

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

- 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 – **Go to Item 5**

|             |
|-------------|
| <b>2006</b> |
| Dollars     |
| 204         |
| \$          |

**Item 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 2C, for which you took title during 2006 whether or not payment was made during the year?  
 See below for detailed directions. →

|             |
|-------------|
| <b>2006</b> |
| Dollars     |
| 400         |
| \$          |

► **NOTE: If purchases are greater than sales, explain in "REMARKS."**

**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
- Sales and other taxes collected directly from customers and paid directly to a local, State, or Federal Tax Agency
- 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.**

**Item 7 – SALES CLASS OF CUSTOMER**

Report the percentage of this firm's total sales in 2006 (Item 2A1) for each class of customer.

- a. Households →
- b. Wholesalers and other retailers →
- c. Other businesses and private nonprofit institutions →
- d. Governments →

| Percentage of total sales 2006 |             |
|--------------------------------|-------------|
| 600                            | %           |
| 601                            | %           |
| 602                            | %           |
| 603                            | %           |
| <b>TOTAL</b>                   | <b>100%</b> |

**Item 8 – SALES MAJOR MERCHANDISE LINES**

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

- 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) below* ↘
- o. Shipping and handling revenues →
- p. Advertising revenues →
- q. Other non-merchandise receipts – *Specify principal receipt(s)* ↘
- r. **Total sales of merchandise** →

| Total sales 2006 |     |         | E-commerce sales 2006 |     |         |
|------------------|-----|---------|-----------------------|-----|---------|
| (a)              |     |         | (b)                   |     |         |
| Dollars          | OR  | Percent | Dollars               | OR  | Percent |
| 700              | 800 |         | 720                   | 820 |         |
| \$               |     | %       | \$                    |     | %       |
| 701              | 801 |         | 721                   | 821 |         |
| \$               |     | %       | \$                    |     | %       |
| 702              | 802 |         | 722                   | 822 |         |
| \$               |     | %       | \$                    |     | %       |
| 703              | 803 |         | 723                   | 823 |         |
| \$               |     | %       | \$                    |     | %       |
| 704              | 804 |         | 724                   | 824 |         |
| \$               |     | %       | \$                    |     | %       |
| 705              | 805 |         | 725                   | 825 |         |
| \$               |     | %       | \$                    |     | %       |
| 706              | 806 |         | 726                   | 826 |         |
| \$               |     | %       | \$                    |     | %       |
| 707              | 807 |         | 727                   | 827 |         |
| \$               |     | %       | \$                    |     | %       |
| 708              | 808 |         | 728                   | 828 |         |
| \$               |     | %       | \$                    |     | %       |
| 709              | 809 |         | 729                   | 829 |         |
| \$               |     | %       | \$                    |     | %       |
| 710              | 810 |         | 730                   | 830 |         |
| \$               |     | %       | \$                    |     | %       |
| 711              | 811 |         | 731                   | 831 |         |
| \$               |     | %       | \$                    |     | %       |
| 712              | 812 |         | 732                   | 832 |         |
| \$               |     | %       | \$                    |     | %       |
| 713              | 813 |         | 733                   | 833 |         |
| \$               |     | %       | \$                    |     | %       |
| 714              | 814 |         | 734                   | 834 |         |
| \$               |     | %       | \$                    |     | %       |
| 715              | 815 |         | 735                   | 835 |         |
| \$               |     | %       | \$                    |     | %       |
| 716              | 816 |         | 736                   | 836 |         |
| \$               |     | %       | \$                    |     | %       |
| 719              | 819 |         | 740                   | 840 |         |
| \$               |     | %       | \$                    |     | %       |

▶ **NOTE: Sum of all items should equal totals in Items 2A1 and 2B1 for 2006. Percentages should total to 100.**

**Item 9 – TOTAL OPERATING EXPENSES**

|             |
|-------------|
| <b>2006</b> |
| Dollars     |
| 844         |
| \$          |

What were the total operating expenses during 2006 for establishments reported in Item 1B? →

**INCLUDE**

Expenses arising from the normal course of business.

**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)
- Transfers made within the company

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**REMARKS**

962

|                   |
|-------------------|
| <b>CENSUS USE</b> |
| 961               |

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**Item 10 – CERTIFICATION** – This report is substantially accurate and has been prepared to the best of my ability in accordance with instructions.

|   |  |                |        |           |
|---|--|----------------|--------|-----------|
| Name of person to contact regarding this report<br><i>(Please print)</i><br>950 | Address — <i>Number and street, city, State, ZIP Code</i><br>951 | 954 Telephone  |        |           |
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|   |  | Area code      | Number |           |
| Signature of authorized person  | Title<br>952   | Date<br>953    |        |           |