

**DUE DATE:**

OMB No. 0607-0104; Approval Expires 09/30/2009

FORM <b>SM-44(06)FAE</b> (5-3-2006)	U.S. DEPT. OF COMMERCE Economic & Statistics Administration U.S. CENSUS BUREAU	Public reporting burden for this collection of 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: Paperwork Project; 0607-0104, U.S. Census Bureau; 4700 Silver Hill Road, Stop 1500, Washington, DC 20233-1500. You may e-mail comments to <a href="mailto:Paperwork@census.gov">Paperwork@census.gov</a> ; use "Paperwork Project 0607-0104" as the subject.
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**ADVANCE MONTHLY  
RETAIL TRADE REPORT**

**Notice** - Your report to the U.S. Census Bureau is **confidential by law (Title 13, U.S. Code, Section 9)**. Only persons sworn to uphold the confidentiality of U.S. Census Bureau information may see the questionnaires and may use them only for statistical purposes. Additionally, all reports are **immune from legal process**.

**MAILING ADDRESS**

**FAX TO** **1-800-447-4613**

<b>CONTACT PERSON (Name)</b>	Telephone (Area code, number, ext.)	FAX (Area code, number)
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**INSTRUCTIONS FOR REPORTING SALES ITEMS**

<p><b>A. INCLUDE</b></p> <ol style="list-style-type: none"> <li>Wholesale sales made by retail establishments covered by this report</li> <li>Receipts from layaway purchases</li> <li>Receipts from the rental or leasing of vehicles, equipment, instruments, tools, etc.</li> <li>Receipts from deliveries</li> <li>Receipts from installations, maintenance, repairs, alterations, storage, and other such services</li> <li>Value of trade-ins taken as part payment for other merchandise</li> <li>Excise taxes (such as those on gasoline, liquor, and tobacco) which are levied on the manufacturer or wholesaler and included in the cost of goods purchased by this firm</li> </ol>	<p><b>B. EXCLUDE</b></p> <ol style="list-style-type: none"> <li>Commissions from vending machine operators</li> <li>Non-operating receipts (such as interest income, income from investments, and receipts from rental or sale of real estate)</li> <li>Commissions from sales of government lottery tickets</li> </ol> <p><b>C. DEDUCT</b></p> <ol style="list-style-type: none"> <li>Refunds and allowances for returned goods</li> <li>The actual value of rebates and discounts granted to the purchaser, even if granted as an increase in trade-in allowance</li> </ol> <p><b>D. DEFINITION</b></p> <p><b>E-Commerce Sales</b> 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, electronic mail, or other online system. Payment may or may not be made online.</p>
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**E. INDUSTRY SPECIFIC REPORTING INSTRUCTIONS**

<b>SALES AND REPORT PERIOD</b>	Sales for	Sales for
<ul style="list-style-type: none"> <li>Report cash and credit sales. If none, enter "0."</li> <li>Estimates are acceptable if book figures are not available.</li> <li><b>Include</b> sales from e-commerce if not submitted on a separate monthly report.</li> <li><b>Include</b> leased departments and concessions operated in other establishments and <b>exclude</b> similar operations by other firms in your retail establishments.</li> <li><b>Exclude</b> sales taxes, carrying or other finance charges.</li> </ul>		
	Dollars	Dollars
<p><b>a. Sales</b></p> <p>(1) <b>Total Sales</b> - Report total sales, including e-commerce.</p> <p>(2) <b>E-Commerce Sales</b> - Report e-commerce sales (<i>See definition in Item 3D.</i>)</p> <p style="text-align: center;"><b>OR</b></p> <p>(3) <b>If e-commerce sales are not available</b> - Enter percent of total sales in Item 4a.(1) that represents e-commerce.</p>	Percentage	Percentage
	%	%
<p><b>b. Report period</b></p> <p>Mark (X) one box to indicate the period covered by the sales entered in Item 4a.(1).</p> <p>If other than "Calendar Month" is marked, specify ending date.</p>	1 <input type="checkbox"/> Calendar month 2 <input type="checkbox"/> 4-week period 3 <input type="checkbox"/> 5-week period	1 <input type="checkbox"/> Calendar month 2 <input type="checkbox"/> 4-week period 3 <input type="checkbox"/> 5-week period
	Ending date (Mo./Day)	Ending date (Mo./Day)
<p><b>c. Do the sales reported in Item 4a.(1) represent book figures or estimates?</b></p>	<input type="checkbox"/> Book <input type="checkbox"/> Estimate	<input type="checkbox"/> Book <input type="checkbox"/> Estimate
<p><b>NUMBER OF RETAIL ESTABLISHMENTS</b></p> <p>Enter the total number of retail establishments, leased departments and concessions covered by this report.</p>		

FOR HELP CALL 1-800-772-7852