



FORM

**SM-4512B-A**

(09-14-2012)

# 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](http://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](http://econhelp.census.gov/mrts)

### Return via Fax:

1-800-447-4613

### To view Survey Results:

[census.gov/retail](http://census.gov/retail)

Username:

Password:

## GENERAL INSTRUCTIONS

- Any significant change in this firm's operations should be noted in **5**
- 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?

Yes - List here and continue with **2**. Report additional EIN(s) in **5**.

No

EIN (9 digits)

### 2 NUMBER OF RETAIL ESTABLISHMENTS

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

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

Number

**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

Ending Date	
Month	Day

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

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

	Dollars
1. Main store sales . . . . .	
2. Leased department sales . . . . .	
3. Total department store sales . . . . .	

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

- Book Figure  Estimate

**4 VALUE OF INVENTORIES**

**INCLUDE**

- The cost value of all merchandise for the end of the month
- Merchandise owned by this firm but held by others for consignment
- Merchandise under contract for sale
- Merchandise if title has passed to you, including merchandise in transit
- Inventory held in Foreign Trade Zones or in bond warehouses in the U.S.

**EXCLUDE**

- Items such as fixtures, equipment, and supplies not held for resale
- Merchandise owned by others such as those held on consignment
- Merchandise of leased departments and concessions operated by other firms in this retail establishment

**A. What was the value of merchandise inventories, regardless of where held, owned as of the end of the month?**

- Merchandise inventories in retail stores  
*Include leased departments and concessions operated by this firm in other establishments.* . . . . .
- Merchandise inventories in warehouses, offices, or in transit for distribution to retail stores . . . . .
- Total inventories (if applicable, before Last-in, First-out (LIFO) adjustment) . . . . .

	Dollars

Month	Day

**B. Inventories were reported as of what date?** . . . . .

**5 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 firm's establishments.
- **Leased Departments and Concessions** are separate businesses that lease space on the premises of another business.

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