



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

FORM

**SM-4417AE-A** (05-01-2017)**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>

Title 13 United States Code (U.S.C.), Sections 131 and 182, authorizes the Census Bureau to conduct this collection and to request your assistance. The U.S. Census Bureau is required by Section 9 of the same law to keep your information confidential and can use your responses only to produce statistics. The Census Bureau is not permitted to publicly release your responses in a way that could identify your business, organization, or institution. Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data.

This collection has been approved by the Office of Management and Budget (OMB). The eight-digit OMB approval number is 0607-0717 and appears at the upper right of this page. Without this approval, we could not conduct this survey.

*(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:**<https://www.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**

We estimate this survey will take an average of 5 minutes to complete. More information about this estimate and an address where you may write with comments is on the back of this form.

**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

Ending Date	
Month	Day

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

Dollars

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

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

- Book Figure
- Estimate

Dollars

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

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

We estimate this survey will take an average of 5 minutes to complete, 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 voluntary collection of information, including suggestions for reducing this burden, to: EID Survey Comments 0607-0717, U.S. Census Bureau, 4600 Silver Hill Road, Room EID-8K170, Washington, DC 20233. You may email comments to eid.retail.indicator.branch@census.gov. Be sure to use "EID Survey Comments 0607-0717" as the subject.

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