

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



FORM  
**SA-44N**  
(9-21-2004)

# ANNUAL RETAIL TRADE REPORT 2004

**DUE  
DATE** →

**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  
1-800-772-7851 weekdays,  
8:30 a.m. to 5:00 p.m. EST**

PROMPT RETURN WILL RESULT IN  
CONSIDERABLE SAVINGS TO YOUR  
GOVERNMENT.

*(Please correct any error in name, address, and ZIP Code)*

**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.

### GENERAL INSTRUCTIONS

- Provide data on a calendar year basis for 2004. 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 2004 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 2004?

- 025 1  YES —
- 2  NO — **Go to item 1B**
- 026 1  Sold to
- 027 1  Merged with
- 028 1  Acquired

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				

<b>Item 1B NUMBER OF RETAIL ESTABLISHMENTS</b>	<b>Number as of December 31, 2004</b>
Total number of retail establishments, including departments and concessions, covered by this report as of December 31, 2004. _____	110

▶ **NOTE:** All numerical values should be entered in the following format for items 2A, 2B, 4, 5, 6, 7, and 8B. For example: \$2,539,854,789 (two billion, five-hundred thirty-nine million, eight-hundred fifty-four thousand, seven-hundred eighty-nine dollars) would be entered like this:

Bil.	Mil.	Thou.	DoI.
2	539	854	789

Do not include cents. Always round to the nearest dollar.

<b>Item 2A TOTAL SALES FOR 2004</b>	<b>2004</b>			
	Bil.	Mil.	Thou.	DoI.
1. What were the total sales of merchandise and other operating receipts for 2004? INCLUDE e-commerce sales and excise taxes on gasoline, liquor, and tobacco. EXCLUDE all sales taxes. See below for detailed directions. _____	100			
	\$			

**INCLUDE**

- Credit and cash sales of merchandise
- E-commerce sales
- Excise taxes
- Wholesale sales made by retail establishments 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 part payment for other merchandise
- Value of manufacturers' rebates
- Sales made by departments and concessions operated by your firm in establishment(s) of other firms

**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

2. Did your firm collect any sales taxes during 2004? 120 1 <input type="checkbox"/> YES — What were the total sales taxes collected during 2004? EXCLUDE excise taxes reported in item 2A1. _____ 2 <input type="checkbox"/> NO — <b>Go to item 2B</b>	<b>2004</b>			
	Bil.	Mil.	Thou.	DoI.
	102			
	\$			
3. What were the total sales of merchandise and other operating receipts including sales taxes for 2004? (Sum of items 2A1 and 2A2) _____	103			
	\$			

<b>Item 2B E-COMMERCE SALES FOR 2004</b>	<b>2004</b>			
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.				
1. Did your firm have any e-commerce sales during 2004? 130 1 <input type="checkbox"/> YES — What were the total e-commerce sales during 2004? EXCLUDE all sales taxes. _____ 2 <input type="checkbox"/> NO — <b>Go to item 2C</b>	Bil.	Mil.	Thou.	DoI.
	113			
	\$			
2. Do the e-commerce sales in item 2B1 include sales to customers located outside the United States? 610 1 <input type="checkbox"/> YES — <i>Go to item 2B3</i> 2 <input type="checkbox"/> NO — <b>SKIP to item 2C</b>				
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 <input type="checkbox"/> < 1%    2 <input type="checkbox"/> 1%–5%    3 <input type="checkbox"/> 6%–10%    4 <input type="checkbox"/> > 10%				

**Item 2C SALES REPORT PERIOD FOR 2004**

1. Do the reported data in items 2A and 2B represent the calendar year (January 1 through December 31, 2004)?

121 1  YES — Go to item 3

2  NO — Report your beginning and ending dates for 2004

Beginning .....

Ending .....

Month	Day	Year
104		
105		

**Item 3 CLASS OF CUSTOMER**

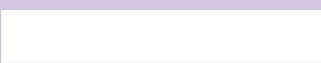
Report the percentage of this firm's total sales in 2004 (item 2A1) for each class of customer.

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

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

**Item 4 MAJOR MERCHANDISE LINES**

For clarification regarding merchandise lines call 1-800-772-7851.

- 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 .....

2004											
Total sales						E-commerce sales					
(a)						(b)					
Bil.	Mil.	Thou.	Dol.	or	Percent	Bil.	Mil.	Thou.	Dol.	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.

**Item 5 MERCHANDISE INVENTORIES AS OF DECEMBER 31, 2004**

Report the total cost value of all domestic/U.S. inventories for the retail establishment(s) reported in item 1B on December 31, 2004. If data are not available for December 31, specify the date that the data represent in item 5d. See below for detailed directions.

**INCLUDE**

- Merchandise owned and held by your firm in the U.S.
- Merchandise in transit to the U.S.
- Merchandise under contract for sale
- Merchandise held by others for sale on consignment
- Merchandise inventories at departments and concessions operated by your firm in establishments of other firms

**EXCLUDE**

- Fixtures, equipment, and supplies not held for sale
- Merchandise owned and held outside the U.S.
- Merchandise owned by others, but held by you on consignment
- Merchandise inventories at departments and concessions operated by other firms in your establishment(s)

▶ **NOTE: For inventories at LIFO cost, report the LIFO amount plus the LIFO Reserve.**

- a. Amount of merchandise in retail store(s), departments, and concessions . . . . .
- b. Amount of merchandise in warehouses, offices, or in transit for distribution at your retail store(s) or through departments and concessions operated by your firm in other establishments . . . . .
- c. TOTAL merchandise inventories (Sum of items 5a and 5b) . . . . .

Merchandise inventories at cost			
2004			
Bil.	Mil.	Thou.	Dol.
201			
\$			
202			
\$			
200			
\$			

d. Are the reported data in items 5a through 5c as of December 31, 2004?

220 1  YES — Go to item 6

2  NO — Report the date inventory was taken → Ending . . . . .

Month	Day	Year
203		

**Item 6 INVENTORY VALUATION METHOD**

a. Does your firm value any inventory reported in item 5 on a LIFO (Last-In, First-Out) or LIFO Retail Method basis?

305 1  YES — Go to item 6b

2  NO — SKIP to item 7

b. What is the amount of inventories in item 5c subject to LIFO costing? Exclude LIFO Reserve. . . . .

c. What is the amount of LIFO Reserve for inventories in item 5c? LIFO Reserve is the DIFFERENCE between a given physical stock valued on a non-LIFO basis, for example, FIFO, and that same physical stock values at LIFO (i.e., non-LIFO value MINUS LIFO value) . . . . .

d. What is the amount of TOTAL inventories subject to LIFO? (Sum of items 6b and 6c) →

e. What is the amount of total inventories in item 5c which was NOT subject to LIFO? . . . . .

2004			
Bil.	Mil.	Thou.	Dol.
300			
\$			
301			
\$			
302			
\$			
303			
\$			

▶ **NOTE: The sum of lines 6d and 6e should equal item 5c.**

**Item 7 TOTAL PURCHASES FOR 2004**

a. What was the total cost value 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 2004 whether or not payment was made during the year? See below for detailed directions. \_\_\_\_\_ →

Purchases at cost value			
2004			
Bil.	Mil.	Thou.	Dol.
400			
\$			

▶ **NOTE: Purchases should not be greater than sales, if they are, 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

b. Did you purchase any goods reported above over an Internet, extranet, EDI, or other online system?

405 1  YES      2  NO      3  DON'T KNOW

**DEFINITIONS OF ACCOUNTS RECEIVABLE**

**INSTALLMENT ACCOUNTS**

**Open-end** — Primarily "revolving" or optional accounts in which a deferred payment privilege is extended through a line of credit and the customer has the option of paying the balance in full, usually with no finance charge, paying in two or more installments subject to some minimum required payment with a finance charge usually assessed.

**Closed-end** — Credit generally requiring a new contract to cover each extension of credit in which a precomputed finance charge is assessed, and which specifies a fixed schedule of installment payments with the number and the amount of payments and due dates specified in the contract.

**CHARGE ACCOUNTS** — Credit accounts for which full payment is scheduled to be made at the end of the customary billing period.

**PLEASE READ THE INSTRUCTIONS ABOVE BEFORE ANSWERING ITEM 8B.**

**Item 8A ACCOUNTS RECEIVABLE BALANCES**

Does this company extend credit to customers at any of its retail establishments or departments and concessions covered by this report?

▶ **NOTE: Report credit that is extended to customers and is managed through the firm itself. EXCLUDE credit that is actually provided by third parties, such as banks, finance companies, oil or other credit card issuing companies.**

520 1  YES — Refer to definitions of accounts receivable above.      2  NO — **SKIP to item 9**

**Item 8B ACCOUNTS RECEIVABLE BALANCES FOR 2004**

Mark (X) one box for each line to indicate type of credit account carried.

Type of account

**1. INSTALLMENT ACCOUNTS**

(a) Open-end accounts (revolving or optional)      521 1  YES      2  NO

(b) Closed-end accounts      522 1  YES      2  NO

**2. CHARGE ACCOUNTS**

523 1  YES      2  NO

**3. Total — Sum of lines 1(a), 1(b), and 2** \_\_\_\_\_ →

Balances outstanding as of December 31, 2004			
Bil.	Mil.	Thou.	Dol.
501			
\$			
502			
\$			
503			
\$			
500			
\$			

**REMARKS – Use this space for clarification of responses**

962

CENSUS USE
961

Public reporting burden for this collection of information is estimated to average 24 minutes per response, including the time for assembling data from existing records and completing the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0013, U.S. Census Bureau, 4700 Silver Hill Road, Stop 1500, Washington, DC 20233-1500. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0013" as the subject. **PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE.** Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner of this form.

**Item 9 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 (Please print) 950	Address — Number and street, city, State, ZIP Code 951	954 Telephone		
		Area code	Number	Extension
E-mail address 957	Internet address (firm's homepage) 956  http://	955 Fax number		
		Area code	Number	
Signature of authorized person	Title 952	Date 953		