### ITEM 1  MAILING ADDRESS

**Return Via Internet:**
econhelp.census.gov/marts

Username: 
Password: 

**Return Via Fax:**
1–800–447–4613

**Return Via Mail:**
U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, Indiana 47132-0001

### ITEM 2  CONTACT PERSON

**Name**

**Title**

**Telephone (Area code, number, ext.)**

**FAX (Area code, number)**

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

### ITEM 3  FEDERAL EMPLOYER IDENTIFICATION NUMBER (EIN)

<table>
<thead>
<tr>
<th>Federal Employer Identification Number (EIN)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

### 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.**

### ITEM 4  SALES AND REPORT PERIOD *(See instructions on reverse.)*

- **Sales**
  - Report cash and credit sales. If none, enter "0".
  - Estimates are acceptable if book figures are not available.
  - Explain any significant difference in sales from previous month in "Remarks" section.
  - Include sales from e-commerce if not submitted on a separate monthly retail report. 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.
  - Include leased departments and concessions operated in other establishments.
  - Exclude leased departments and concessions operated by other firms in your retail establishments.
  - Exclude sales taxes and finance charges.
  - Include total sales – Report total sales, including e-commerce.

#### a. Sales

<table>
<thead>
<tr>
<th>(1) Total Sales – Report total sales, including e-commerce.</th>
</tr>
</thead>
</table>

#### b. Report period

- Mark (X) one box to indicate the period covered by the sales entered in item 4a(1). If other than "Calendar month" is marked, specify ending date.
  - Calendar month
  - 4-week period
  - 5-week period

#### c. Do the sales reported in item 4a(1) represent book figures or estimates?

- Yes – Report e-commerce sales

- No – continue with item 4b.

- OR

- If e-commerce sales not available – Enter percent of total sales in item 4a(1) that represents e-commerce.

- %

- Ending date (Month and day)

### ITEM 5  NUMBER OF RETAIL ESTABLISHMENTS *(See instructions on reverse.)*

Enter the total number of retail establishments, leased departments, and concessions covered by this report.
COVERAGE INSTRUCTIONS AND DEFINITIONS OF E-COMMERCE SALES, AUXILIARY ESTABLISHMENTS, LEASED DEPARTMENTS AND CONCESSIONS

I. Coverage Instructions

II. E-Commerce Sales and other operating receipts are sales of goods and services, where an order is placed by the buyer or price terms of the sale are negotiated over an Internet, extranet, EDINetwork, electronic mail, or other online system. Payment may or may not be made online.

III. Auxiliary Establishments are facilities primarily engaged in furnishing supporting services (such as warehouses, garages and central administrative offices) to your retail establishments.

IV. Leased Departments and Concessions are separate businesses that lease space on the premises of another business.

For more help, access our Business Help Site at www.census.gov/econhelp/marts

To view the results of this survey, visit www.census.gov/retail

SPECIFIC INSTRUCTIONS FOR COMPLETING ITEMS 4 AND 5

Item 4 – Sales and Report Period

INCLUDE

• Cash and credit sales of merchandise whether or not payment was received
• Leased departments and concessions operated in other establishments
• E-commerce sales if not submitted on a separate monthly retail report
• 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 installments, maintenance, repairs, alterations, storage, and other such services
• Value of trade-ins taken as part payment for other merchandise
• 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

EXCLUDE

• Sales taxes collected from customers and paid directly to a local, State, or Federal tax agency
• Leased departments and concessions operated by other firms in your retail establishments
• Carrying or other finance charges
• Commissions from vending machine operators
• Nonoperating receipts (such as interest income, income from investments, and receipts from the rental or sale of real estate)
• Commissions from sales of government lottery tickets
• Sales from auxiliary establishments

Item 5 – Number of Retail Establishments

INCLUDE

• Total number of retail establishments, leased departments, and concessions covered by this report
• Leased departments and concessions operated by this firm in other establishments

EXCLUDE

• Auxiliary establishments
• Leased departments and concessions operated by other firms in your retail establishments

REMARKS – Please use this space for comments or to explain any large differences in data from the prior month.