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

FORM
SM-4412AE-A (05-25-2017)

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:	**Return via Fax:**	**To view Survey Results:**
https://econhelp.census.gov/marts	1-800-447-4613	https://www.census.gov/retail

Username:

Password:

GENERAL INSTRUCTIONS

- Any significant change in this firm's operations should be noted in ❹
- 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

❶ 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* ❷. *Report additional EIN(s) in* ❹. . . . .

☐ No

❷ NUMBER OF RETAIL ESTABLISHMENTS

Number

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

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

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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* ❸C

☐ 4-week reporting period

☐ 5-week reporting period

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

Ending Date	
Month	Day

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

Dollars

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

☐ Book Figure

☐ Estimate

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

Dollars

OR

If e-commerce sales not available - **What was the percent of total sales in ❸C 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			

	Area code	Number	Extension		Area code	Number	
Telephone		-		Fax		-	

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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