



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

FORM

**SA-44S**

(08-22-2019)

OMB No. 0607-0013: Approval Expires 2/28/2021

# 2019 ANNUAL RETAIL TRADE SURVEY

## DUE DATE

### Need help or have questions?

**Call** 1-877-787-9860 (option 2)  
(8:00 a.m. - 5:00 p.m. ET, M-F)  
or **Visit**

<https://census.gov/artshelp>

### YOUR RESPONSE IS REQUIRED BY LAW.

Title 13 United States Code (U.S.C.), Sections 131 and 182 authorizes this collection. Sections 224 and 225 require your response. 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 0607-0013 and appears at the upper right of this page. Without this approval we could not conduct this survey.

**INTERNET REPORTING - This survey should be completed online at:**  
<https://portal.census.gov>

**To view Survey Results:**  
<https://census.gov/arts>

## GENERAL INSTRUCTIONS

- Any significant change in this firm's operations should be noted in **13**.
- For establishments sold or acquired in 2019, report data only for the period the establishments were operated by this firm.
- Estimates are acceptable if book figures are not available.
- Enter "0" where applicable.

### INCLUDE

- All retail establishments located in the U.S. (including the District of Columbia) operated by this firm and its subsidiaries.
- 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.

### EXCLUDE

- Data for establishments operated by other firms, such as franchises.
- Departments and concessions operated by other firms in this firm's establishment(s).
- Data for establishments located in U.S. Territories (such as Puerto Rico, American Samoa, Guam, U.S. Virgin Islands and Northern Mariana Islands).

## ANNOUNCEMENTS AND SPECIAL INSTRUCTIONS

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CONTINUE ON PAGE 2

**1** Not Applicable.**2 ORGANIZATIONAL CHANGE****A. Did this firm experience any acquisitions, sales, mergers, and/or divestitures in 2019?**☐ Yes☐ No - Go to **3****B. Which of the following organizational changes occurred in 2019?**Check all that apply. If more than one organizational change occurred during the reporting period, explain in **13**.☐ Acquisition☐ Sale☐ Merger☐ Divestiture☐ Ceased Operation - Date of ceased operation/closure . . . . .

Date of organizational change . . . . .

AND

Enter detailed information below

Month	Day	Year

Month	Day	Year

Name of company		EIN (9 digits)	
			-
Address (Number and street, P.O. Box, etc.)			
City		State	ZIP Code
			-

**3 REPORTING PERIOD**NOTE: Calendar-year data are preferred. If this is not available, please report for the fiscal year that includes **at least six months** of data for the 2019 calendar year.**What time period is covered by the data provided in this survey?**☐ Calendar year☐ Fiscal or partial year - Report beginning and ending dates. . . . .

2019		
Beginning Date		
Month	Day	Year
Ending Date		
Month	Day	Year

**4 NUMBER OF ESTABLISHMENTS****How many retail establishments (including departments and concessions) did this firm operate in 2019?**The remainder of this survey refers to the establishments reported here. . . . . ☐Mark "X"  
if None**2019**  
Number

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**5 SALES, RECEIPTS, OR REVENUE****INCLUDE**

- Credit and cash net sales of merchandise
- E-commerce sales if not submitted on a separate Annual Retail Trade Survey
- Excise taxes (such as those on gasoline, liquor, and tobacco) which are included in the cost of goods purchased by this firm
- Wholesale sales made by retail establishment(s) covered by this report
- 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 partial payment for other merchandise
- Value of manufacturers' rebates
- Leased departments and concessions operated in other establishments
- Shipping and handling revenue
- Advertising revenues

**EXCLUDE**

- Sales from auxiliary establishments
- Carrying or other finance 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 this firm's retail establishment(s)

**DEDUCT**

- The actual value of rebates and discounts granted to the purchaser, even if granted as an increase in trade-in allowances

**A. What were the total sales of merchandise and other operating receipts for this firm in 2019?** . . . . . ☐

Mark "X"  
if None

2019			
\$ Bil.	Mil.	Thou.	Dol.

**B. Did this firm collect any sales taxes in 2019?**

- ☐ Yes
- ☐ No - Go to **6**

**C. What were the total sales taxes collected in 2019?**

Exclude excise taxes. . . . .

2019			
\$ Bil.	Mil.	Thou.	Dol.

**6 E-COMMERCE**

*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.*

**A. Did this firm have any e-commerce sales in 2019?**

- ☐ Yes
- ☐ No - Go to **7**

**B. What were the total e-commerce sales in 2019?** . . . . .

2019			
\$ Bil.	Mil.	Thou.	Dol.

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**7 VALUE OF INVENTORIES****INCLUDE**

- All inventories of merchandise at locations covered by this survey, including all auxiliary locations (such as warehouses, garages, central administrative offices) servicing these establishments, regardless of where held
- Inventory held in Foreign Trade Zones or in bond warehouses in the United States
- Report at cost or market value as of the end of your reporting period

**EXCLUDE**

- Merchandise owned by others that are being held on consignment

**A. Did this firm own inventories, regardless of where held, at the end of 2019 (or the end of the period for which you are reporting)?**
☐ Yes

☐ No - Go to **9**
**B. What was the value of merchandise inventories as of December 31 in 2019?**Mark "X"  
if None

1. Merchandise inventories in retail stores . . . . . ☐
2. Merchandise inventories in warehouses, offices, or in transit for distribution to retail stores . . . . . ☐
3. **Total inventories (before Last-in, First-out (LIFO) adjustment, if applicable)**  
Sum of **7B1** and **7B2**. . . . . ☐
4. LIFO reserve (if applicable) . . . . . ☐
5. Total inventories after LIFO adjustment  
**7B3** minus **7B4**. . . . . ☐

2019			
\$ Bil.	Mil.	Thou.	Dol.

**C. Were inventories reported as of December 31?**
☐ Yes - Go to **8**
☐ No

2019		
Month	Day	Year

**D. If not December 31, as of what date were inventories reported?** . . . . .**8 INVENTORY VALUATION METHOD****A. Were any of the inventories reported in 7B3 subject to the LIFO valuation method?**
☐ Yes

☐ No - Go to **9**
**B. How much of the inventories reported in 7B3 was subject to:**Mark "X"  
if None

1. LIFO valuation method before adjustment . . . . . ☐
2. Any other valuation method . . . . . ☐
3. Verify Total  
Sum of **8B1** and **8B2**. Total must equal **7B3**. . . . . ☐

2019			
\$ Bil.	Mil.	Thou.	Dol.

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**9 TOTAL PURCHASES****INCLUDE**

- Cash and credit purchases by this firm
- Merchandise owned by, but in transit to, this firm
- Purchases made by both warehouse(s) and establishment(s)
- Freight, delivery, and other transportation costs
- Import duties (if paid separately)
- Parts and supplies used in repair work or other services

**EXCLUDE**

- Expenditures for supplies, equipment, and parts purchased for this firm's own use
- Purchases made by other firms' operating departments and concessions in this firm's establishment(s)
- Purchases of merchandise held outside the U.S.
- Purchases of containers, wrappings, packaging, and selling supplies for this firm's own use
- Trade and cash discounts, returns, and allowances

**What was the total cost of all merchandise purchased for resale for which this firm took title, whether or not payment was made, in 2019?**

Mark "X" if None

2019			
\$ Bil.	Mil.	Thou.	Dol.

If purchases are greater than sales, explain in **13**. . . . . ☐

**10 ACCOUNTS RECEIVABLE BALANCES**

**A. Did this firm extend credit to customers at any of its retail establishments or departments and concessions covered by this survey in 2019?**

- Exclude credit that is provided by others, such as banks, finance corporations, oil or other credit card issuing companies. Exclude credit extended to commercial customers.

☐ Yes

☐ No - Go to **11**

**Definitions of Accounts Receivable**

**Open or revolving accounts** - Retail credit that is extended on a credit-line basis. A single contract governs multiple use of the account and purchases may or may not be made with a credit card. Generally, credit extensions can be made at the customer's discretion, provided that the outstanding balance does not exceed a prearranged credit limit. The amount of repayment is also made at the discretion of the customer, subject to a prearranged minimum usually with the option of paying the balance in full.

**Closed or non-revolving accounts** - Retail credit accounts for which full payment is scheduled to be made at the end of the customary billing period or installment contracts that specify a fixed schedule of payments and the amount and due date for the payment.

**B. Mark (X) to indicate if types of credit are extended and report balances as of December 31, 2019 for account types this firm extends. Exclude credit extended to commercial customers.**

**1. Types of accounts****a. Open (revolving) accounts**

☐ Yes . . . . .

☐ No

**b. Closed (non-revolving) accounts**

☐ Yes . . . . .

☐ No

**2. What was the total balance of accounts receivable in 2019?**

Sum of **10B1a** and **10B1b**. . . . .

Balance Outstanding as of December 31, 2019			
\$ Bil.	Mil.	Thou.	Dol.

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**11 SALES BY MERCHANDISE LINES**

For clarification regarding merchandise lines call 1-877-787-9860 (option 2).

Description of sales, shipments, receipts, or revenue	Total sales for 2019					E-commerce sales for 2019				
	Report dollars OR percentages					Report dollars OR percentages				
	\$ Bil.	Mil.	Thou.	Dol.	Percent	\$ Bil.	Mil.	Thou.	Dol.	Percent
<b>a. Books</b> <i>Include audio books and e-books. . . . .</i>										
<b>b. Clothing and clothing accessories</b> <i>Include footwear. . .</i>										
<b>c. Computers and peripheral equipment, communications equipment, and related products</b> <i>Include cellular phones. . . . .</i>										
<b>d. Computer software</b> <i>Include video game software. . . . .</i>										
<b>e. Drugs, health aids, and beauty aids . . .</b>										
<b>f. Electronics and appliances . . . . .</b>										
<b>g. Food, beer, and wine .</b>										
<b>h. Furniture and home furnishings . . . . .</b>										
<b>i. Jewelry . . . . .</b>										
<b>j. Audio and video recordings</b> <i>Include purchased downloads. . . . .</i>										
<b>k. Office equipment and supplies . . . . .</b>										
<b>l. Sporting goods . . .</b>										
<b>m. Toys, hobby goods, and games . . . . .</b>										
<b>n. Other merchandise - Specify principal line(s) ↗</b>										
<b>o. Shipping and handling revenues . .</b>										
<b>p. Advertising revenues .</b>										
<b>q. Other non- merchandise receipts - Specify principal receipt(s) ↗</b>										
<b>r. TOTAL</b> <i>Sum of 11a through 11q. . . .</i>					100					100

Total should equal 5A for 2019

Total should equal 6B for 2019

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**12 OPERATING EXPENSES****INCLUDE**

- Expenses arising from the normal course of business
- Payroll
- Depreciation and amortization

**EXCLUDE**

- Bad debt
- Purchases of goods for resale or cost of goods sold
- Income taxes
- Interest expenses
- Impairment (reduction in value of long-lived assets due to reappraisal)
- Capitalized expenses (except payroll and fringe benefits)
- Transfers made within the company

**What were the total operating expenses for this firm in 2019?**

If operating expenses are greater than sales, explain in **13**. . . . . ☐

Mark "X"  
if None

2019			
\$ Bil.	Mil.	Thou.	Dol.

**13 REMARKS** - Please use this space to explain any significant year-to-year changes, to clarify responses, or indicate where data were estimated.

**14 CONTACT INFORMATION**

Name of person to contact regarding this survey ( <i>Please print</i> )					Title				
Telephone	Area code	Number		Extension	Fax	Area code	Number		
		-					-		
E-mail address					Website address				
					www.				

**THANK YOU for completing your 2019 ANNUAL RETAIL TRADE SURVEY.**

We suggest you keep a copy for your records.

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