



**DUE DATE** ▶ **FEBRUARY 12, 1998**

This form is being sent in lieu of the regular economic census form in order to minimize reporting burden. Please answer the questions on this form and return it in the enclosed envelope to:

BUREAU OF THE CENSUS  
1201 East 10th Street  
Jeffersonville, IN 47134-0001

**SV-7398**

Census use

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

**YOUR RESPONSE IS REQUIRED BY LAW.** Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by Census Bureau employees and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

**Item 1. PHYSICAL LOCATION**

**a. Is this establishment's physical location the same as the address shown in the label?** (P.O. box and rural route addresses are not physical locations)

093 1  Yes 2  No - Report physical location below

Number and street

City, town, village, etc.

State

ZIP Code

**b. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?**

095 1  Yes  
2  No  
3  No legal boundaries  
4  Do not know

**c. In what type of municipality is this establishment physically located?**

096 1  City, village, or borough  
2  Town or township  
3  Other - Specify \_\_\_\_\_  
4  Do not know

**d. In what county (e.g., Dade County) is this establishment physically located?**

\_\_\_\_\_

**Item 2. KIND OF BUSINESS OR ACTIVITY**

Mark (X) the ONE box which best describes the PRINCIPAL business or activity of this establishment in 1997.

**Advertising**

070

- Advertising agency . . . . .  731100 4
- Media buying service . . . . .  731910 6
- Outdoor advertising service . . . . .  731200 2
- Display advertising service, except outdoor . . . . .  731930 4
- Advertising specialties goods distributor (selling goods featuring advertising or promotional messages such as pens, calendars, key chains, etc., to clients) . . . . .  519977 3
- Advertising materials distributor . . . . .  731920 5
- Independent advertising representative for radio and television broadcasters . . . . .  731310 9
- Independent publishers' representative (soliciting advertising for newspapers and magazines) . . . . .  731320 8
- Other - Describe . . . . .

**Credit bureaus, collection, and repossession services**

- Adjustment bureau . . . . .  732220 9
- Collection agency . . . . .  732210 0
- Consumer credit reporting agency . . . . .  732320 7
- Mercantile reporting agency . . . . .  732310 8
- Recovery or repossession service . . . . .  738918 2

ITEM 2 CONTINUE ON PAGE 2

**Item 2. KIND OF BUSINESS OR ACTIVITY – Continued**

**Mailing, reproduction, commercial art and photography, and stenographic services**

070

- Direct mail advertising service, except mailing list compiler, broker, or manager . . . . .  733120 0
- Mailing list compiler, broker, or manager . . . . .  733110 1
- Photocopying, blueprinting, or other duplicating service . . . . .  733400 6
- Typing, word processing, or other secretarial service . . . . .  733810 6
- Court reporting or stenotype service . . . . .  733820 5
- Commercial photography . . . . .  733500 3
- Commercial art . . . . .  733610 0
- Graphic design service . . . . .  733620 9
- Other – Describe . . . . .

**Services to dwellings and other buildings**

- Exterminating or fumigating service . . . . .  734210 8
- Disinfecting service . . . . .  734220 7
- Janitorial, maid, or other building cleaning and maintenance service (except major repairs) . . . . .  734900 4
- Other – Describe . . . . .

**Personnel supply services**

- Executive search consulting and placement service . . . . .  736120 7
- Employment agency . . . . .  736110 8
- Nursing agency primarily providing nursing and nursing assistant services to patients in their homes . . . . .  808200 0
- Nursing agency primarily providing nurses and other employees on a temporary basis to hospitals, doctor's offices, and other health care providers . . . . .  736310 4
- Temporary help supply . . . . .  736310 4
- Employee leasing service . . . . .  736330 2
- Other – Describe . . . . .

**Computer programming, data processing, and other computer related services**

- Custom computer programming service . . . . .  737100 8
- Software publisher (development and marketing of packaged software) . . . . .  737200 6
- Systems integrator (engaged in the development or modification of software **and** the "bundling" of software with computers and peripheral equipment to create an integrated system designed for specific applications) . . . . .  737300 4
- Data processing service . . . . .  737400 2
- "On-line" information access service (providing access to computer-held information via telecommunications networks, including Internet access providers) . . . . .  737500 9
- Computer equipment rental or leasing . . . . .  737700 5
- Computer maintenance and repair . . . . .  737800 3

**Item 2. KIND OF BUSINESS OR ACTIVITY – Continued**

**Computer programming, data processing, and other computer related services – Continued**

070

- Computer systems design services (may include consulting, planning/designing, and software development, except sales of complete integrated systems) . . . . .  737911 8
- Computer-related consulting, except computer systems design services . . . . .  737912 6
- Computer store – primarily selling pre-assembled computers (**not** assembled at this location) . . . . .  573411 6
- Computer store – primarily selling computers assembled from components at this location . . . . .  573412 4
- Other – Describe . . . . .

**Travel agencies, tour operators, and related services**

- Travel agency . . . . .  472400 1
- Tour operator (assembling tour packages and selling directly to travelers or through travel agencies) . . . . .  472500 8
- Independent transportation ticket agency (airline, railroad, bus, etc.) . . . . .  472902 6
- Airline reservation system . . . . .  472902 6
- Arrangement of carpools and/or vanpools . . . . .  472901 8

**Wholesaler**

- Selling goods to which you have title . . . . .
- Selling as agent or broker for other firms (including **manufacturers' representatives**) . . . . .

**Retailer** . . . . .

**Other kind of activity – Describe** . . . . .

**Item 3. MERCHANDISE SALES**

**Did the sales of merchandise account for more than half of the total receipts of this establishment in 1997?**

- 403 1  Yes – Describe merchandise sold
- 2  No

**REMARKS** – Please use this space for any explanations that may be essential in understanding your reported data.

**Item 4. CERTIFICATION** – This report is substantially accurate and has been prepared in accordance with instructions.

Name of person to contact regarding this report – *Print or type*

Title

|           |           |        |           |
|-----------|-----------|--------|-----------|
| Telephone | Area code | Number | Extension |
|-----------|-----------|--------|-----------|

Signature of authorized person \_\_\_\_\_ Date \_\_\_\_\_