



# 1997 ECONOMIC CENSUS

## MOTOR VEHICLE DEALERS

**DUE DATE** ▶ **FEBRUARY 12, 1998**

If you have questions about completing this report, please call or write the Census Bureau. In any communication, be sure to refer to the 11-digit Census File Number (CFN) printed in the label to the right. Please return your completed report to:

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

Toll-free assistance, 8:00 a.m. to 8:00 p.m., eastern time, Monday through Friday:

1-800-233-6136

**RT-5501**

**RT**

*Please read the accompanying instructions before answering the questions.*

**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. EMPLOYER IDENTIFICATION NUMBER**  
**Is the Employer Identification Number (EIN) shown in the label the same as the one used for this establishment on its latest 1997 Employer's Quarterly Federal Tax Return, Treasury Form 941?**

094 1  Yes 2  No – Report current EIN below

(9 digits) \_\_\_\_\_

**Item 2. 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 3  No legal boundaries  
2  No 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 3. OPERATIONAL STATUS** Number of months

**a. How many months during 1997 was this establishment actively operated?**

002 \_\_\_\_\_

**b. Which of the following best describes this establishment's status at the end of 1997? Mark (X) only ONE box.**

001 1  In operation  
2  Temporarily or seasonally inactive  
3  Ceased operation – Give date at right  
4  Sold or leased to another operator – Give date at right AND enter name, etc., below

Figures only

Month Year

Name of new owner or operator \_\_\_\_\_

Number and street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

ZIP Code \_\_\_\_\_

**HOW TO REPORT DOLLAR FIGURES**

Dollar figures should be rounded to thousands of dollars.  
**Example:** If a figure is \$1,125,628.79 report **1 126** • Preferred  
Acceptable

Mil- lions (000)	Thou- sands (000)	Dol- lars (000)
1	126	
1	125	629

**Item 4. DOLLAR VOLUME OF BUSINESS**

**Sales of merchandise and other operating receipts for 1997** (Exclude sales or other taxes collected)

Mil. Thou. Dol.

010

**Item 5. PAYROLL**  
**Payroll in 1997, BEFORE DEDUCTIONS**

Mil. Thou. Dol.

030

**a. Annual**

031

**b. First quarter (January–March)**

**Item 6. EMPLOYMENT**

Number

**Number of paid employees for pay period including March 12, 1997** (Include both full- and part-time employees)

032

**Item 7. KIND OF BUSINESS AND SELLING CHARACTERISTICS**

**a. Kind of business**

**What was this establishment's PRINCIPAL kind of business in 1997? Mark (X) only ONE box.**

070

- Motor vehicle dealer (new and used) . . . . .  5511001
- Motor vehicle dealer (used only) . . . . .  5521001
- New tire dealer . . . . .  5531201
- Auto supply store . . . . .  5531101
- Used automobile parts dealer . . . . .  5015001
- Automotive scrap dealer . . . . .  5093121
- Gasoline station . . . . .  5541101
- Truck stop . . . . .  5541201
- Recreational vehicle dealer . . . . .  5561001
- Utility trailer dealer . . . . .  5599001
- Boat dealer . . . . .  5551001
- Motorcycle dealer . . . . .  5571001
- Light truck and cargo van dealer . . . . .  5012131
- Paint or body repair shop . . . . .  7532301
- Passenger car rental . . . . .  7514001
- Passenger car leasing . . . . .  7515001
- Automotive repair, specialized – Describe . . . . .  7530001
- \_\_\_\_\_
- Automotive repair, general . . . . .  7538001
- Other kind of business – Describe . . . . .  7777777
- \_\_\_\_\_

ITEM 7 CONTINUED ON PAGE 2

**Item 7. KIND OF BUSINESS AND SELLING CHARACTERISTICS – Continued**

**b. Selling characteristics**

**1. In what format did this establishment PRIMARILY sell in 1997? Mark (X) only ONE box.**

068

From physical displays of priced merchandise . . . 1

From a counter (little or no display) . . . . . 2

From a warehouse or office . . . . . 3

Other – Describe . . . . . 4

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**2. How did this establishment PRIMARILY attract new customers in 1997? Mark (X) only ONE box.**

069

Location and store attractiveness . . . . . 1

Advertising to the general public, including direct mail advertising . . . . . 2

Advertising to the trade or calls directly to customers . . . . . 3

Other – Describe . . . . . 4

**Item 8.** Not applicable to this report

**Item 9. CLASS OF CUSTOMER** Whole percent of sales

**Report the percentage of this establishment's total sales in 1997 (item 4) to each class of customer.**

a. General public (household consumers and individuals) 237

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b. Other, including retailers; wholesalers; institutional, industrial, commercial, professional, and farm users (for use in farm production); and government 239

**Item 10. MERCHANDISE LINES**  
**Report sales for each merchandise line sold by this establishment, either as a dollar figure or as a whole percent of total sales. (See HOW TO REPORT DOLLAR FIGURES on page 1 and HOW TO REPORT PERCENTS below)**

<b>HOW TO REPORT PERCENTS</b>	If figure is <b>38.76%</b> of total sales:	Mil.	Thou.	Dol.	Per-cent
	• Report whole percents	→ 39			
	Not acceptable	→ 38.76			

Merchandise lines	Cen-sus use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
<b>1.</b> Cars, trucks, motorcycles, and other powered vehicles (Include all outright sales plus the fair sales value of all motor vehicles marketed under leases negotiated in 1997. Report receipts from the rental of automobiles or trucks on line 8a. Report converted vans on line 5b.)	230	231			232
<b>a.</b> New passenger cars – retail (include station wagons)	<b>0701</b>				
<b>b.</b> New passenger cars – leased (include station wagons)	<b>0715</b>				
<b>c.</b> New passenger cars – fleet (include station wagons)	<b>0702</b>				
<b>d.</b> New vans and trucks – retail (include minivans, cargo vans, sport utility vehicles, trucks, and buses)	<b>0703</b>				
<b>e.</b> New vans and trucks – leased (include minivans, cargo vans, sport utility vehicles, trucks, and buses)	<b>0716</b>				
<b>f.</b> New vans and trucks – fleet (include minivans, cargo vans, sport utility vehicles, trucks, and buses)	<b>0704</b>				
<b>g.</b> Used passenger cars – retail (Include station wagons. Include sales of passenger cars previously rented or leased.)	<b>0705</b>				

Merchandise lines	Cen-sus use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
<b>1.</b> Cars, trucks, motorcycles, and other powered vehicles – Continued					
<b>h.</b> Used passenger cars – wholesale (for resale) (Include station wagons. Include sales of passenger cars previously rented or leased.)	<b>0706</b>				
<b>i.</b> Used vans, minivans, trucks, and buses – retail (include sales of vans, minivans, trucks, and buses previously rented or leased)	<b>0707</b>				
<b>j.</b> Used vans, minivans, trucks, and buses – wholesale (include sales of vans, minivans, trucks, and buses previously rented or leased)	<b>0708</b>				
<b>k.</b> Motorcycles, motor scooters, motorbikes	<b>0709</b>				
<b>l.</b> All other powered transportation vehicles	<b>0711</b>				
<b>m.</b> Sum of lines 1a through 1l	<b>0700</b>				
<b>2.</b> Automotive tires, tubes, batteries, parts, accessories (Report parts installed in repair on line 8)					
<b>a.</b> Automotive tires, tubes, batteries, accessories	<b>0743</b>				
<b>b.</b> Parts, new and rebuilt	<b>0755</b>				
<b>c.</b> Parts, used	<b>0753</b>				
<b>d.</b> Sum of lines 2a through 2c	<b>0740</b>				
<b>3.</b> Automotive fuels	<b>0720</b>				
<b>4.</b> Automotive lubricants (oil, greases, etc.)	<b>0730</b>				
<b>5.</b> Recreational vehicles (Report motorcycles on line 1k)					
<b>a.</b> New motor homes	<b>0584</b>				
<b>b.</b> All other recreational vehicles (include used motor homes and new and used camping trailers, travel trailers, truck campers, converted vans, parts and accessories)	<b>0587</b>				
<b>c.</b> Sum of lines 5a and 5b	<b>0580</b>				
<b>6.</b> Sporting goods (include boats)	<b>0500</b>				
<b>7.</b> All other merchandise (Report receipts for services on line 8. Report receipts from the rental of automobiles or trucks on line 8a, and the fair sales value of leased motor vehicles on line 1.)	<b>9810</b>				
<i>Specify principal lines and estimated sales below</i>					
<b>a.</b>	076				<b>9811</b>
<b>b.</b>	077				<b>9812</b>
<b>c.</b>	078				<b>9813</b>

ITEM 10 CONTINUED ON PAGE 3

If not shown, please enter your 11-digit Census File Number from the address label on page 1

Census File Number

**Item 10. MERCHANDISE LINES – Continued**

Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
<b>8.</b> All nonmerchandise receipts EXCLUDING SALES AND OTHER TAXES (Include rentals, storage, and other services provided to customers. Report receipts from the rental of automobiles or trucks on line 8a, and the fair sales value of leased motor vehicles on line 1.)					
<b>a.</b> Rental of automobiles or trucks	<b>9919</b>				
<b>b.</b> Value of service contracts	<b>9943</b>				
<b>c.</b> Labor charges to customers for work performed by this establishment	<b>9916</b>				
<b>d.</b> Labor charges to insurance companies for work performed by this establishment	<b>9931</b>				
<b>e.</b> Labor charges for warranty and extended contract work by this establishment	<b>9947</b>				
<b>f.</b> Parts installed in repair and charged directly to customers	<b>9949</b>				
<b>g.</b> Parts installed in repair and charged to insurance companies	<b>9958</b>				
<b>h.</b> Parts installed in repair and covered by warranty or extended service contract	<b>9971</b>				
<b>i.</b> Parts sold internally and installed in repair	<b>9973</b>				
<b>j.</b> Commissions received for the sale of credit life insurance and the arrangement of financing	<b>9944</b>				
<b>k.</b> All other nonmerchandise receipts	<b>9974</b>				
<b>l.</b> Sum of lines 8a through 8k	<b>9900</b>				
<b>9. TOTAL</b> (Should equal item 4 if reporting in dollars)	<b>9990</b>				<b>100%</b>

**Item 11. SPECIAL INQUIRIES**

**a. Did this establishment lease motor vehicles during 1997?**

- 272 1  Yes – Complete b  
2  No – Skip to item 13

**b. What was the fair sales value of leased motor vehicles (as included in item 10) for this establishment during 1997? (Report in thousands of dollars)**

	Mil.	Thou.	Dol.
273			

**Item 12.** Not applicable to this report

**Item 13. LEGAL FORM OF ORGANIZATION**

Which of the following best describes this establishment's legal form of organization during 1997? Mark (X) only ONE box.

- 003 1  Individual owner (sole proprietorship)  
2  Partnership  
3  Cooperative association (taxable)  
4  Cooperative association (tax-exempt)  
5  Government – Specify \_\_\_\_\_  
0  Corporation (Do not mark if any form of cooperative association)  
9  Other – Specify \_\_\_\_\_

**Item 14. OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION**

**a. Is the FIRST DIGIT of your Census File Number (shown in the address label immediately after "CFN") a zero?**

- 1  Yes – Complete this item  
2  No – Skip to item 15

**Item 14. OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION – Continued**

**b. Is this company owned or controlled by another company?** Enter name, address, and EIN of the owning or controlling company

097 1  Yes →  
2  No

EIN (9 digits) \_\_\_\_\_

**c. Does this company own or control any other company or companies?** Enter name, address, and EIN of the owned or controlled company

098 1  Yes →  
2  No

EIN (9 digits) \_\_\_\_\_

**d. How many establishments operated under the Employer Identification Number shown in the label (or as corrected in item 1) AT THE END of 1997?** Number 079

If more than one, provide the physical location address and other information indicated below for each establishment. The headquarters location should be first, followed by all other locations. If more room is needed, continue in the same format in REMARKS or on a separate sheet of paper.

**Estimates are acceptable** if book figures are not available.

Name	1997	Mil.	Thou.	Dol.
Number and street	Sales	081		
City State ZIP Code	Annual payroll	082		
1 Kind-of-business description	Paid employees for pay period including March 12			
	083			
	<b>Census use</b> 088			

Name	1997	Mil.	Thou.	Dol.
Number and street	Sales	081		
City State ZIP Code	Annual payroll	082		
2 Kind-of-business description	Paid employees for pay period including March 12			
	083			
	<b>Census use</b> 088			

Name	1997	Mil.	Thou.	Dol.
Number and street	Sales	081		
City State ZIP Code	Annual payroll	082		
3 Kind-of-business description	Paid employees for pay period including March 12			
	083			
	<b>Census use</b> 088			

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

**Item 15. CERTIFICATION** – This report is substantially accurate and has been prepared in accordance with instructions.

**Period covered by this report** FROM: Mo. Year TO: Mo. Year

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

Title

Telephone Area code Number Extension

Signature of authorized person Date