



# 1997 ECONOMIC CENSUS

## FURNITURE STORES

**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-5701**

**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)

**HOW TO REPORT DOLLAR FIGURES**

Dollar figures should be rounded to thousands of dollars.  
**Example:** If a figure is **\$1,125,628.79** • Preferred report **1 126**  
Acceptable 1 125 629

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 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

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

Mil.	Thou.	Dol.
030		
031		

**a. Annual**

**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

- Furniture store, except custom . . . . .  5712501
- Custom upholstered furniture store . . . . .  5712111
- Custom nonupholstered furniture store . . . . .  5712121
- Furniture warehouse showroom . . . . .  5712201
- Sleep shop. . . . .  5712301
- Waterbed store . . . . .  5712302
- Office and business furniture store . . . . .  5021281
- Specialty furniture store, except custom (recliners, outdoor furniture, baby and children's furniture, etc.) . . . . .  5712601
- Household appliance store . . . . .  5722001
- Automotive stereo store . . . . .  5731101
- Radio, TV, stereo, and electronics store . . . . .  5731201

ITEM 7 CONTINUED ON PAGE 2

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

**a. Kind of business – Continued** 070

Floor coverings store . . . . .  5713002

Drapery and curtain store, except custom . . . . .  5714101

Upholstery store . . . . .  5714201

Custom drapery and curtain store . . . . .  5714011

Blind and shade store . . . . .  5719101

Antique store . . . . .  5932102

Secondhand store, except pawn shop . . . . .  5932213

Pawn shop . . . . .  5932221

Homefurnishings store (china, glassware, metalware, lamps, lampshades, pictures, frames, mirrors, etc.) . . . . .  5719201

Custom wood cabinet shop (freestanding cabinetry) . . . . .  5712411

Cabinet shop (stock kitchen and bath cabinets to be installed) . . . . .  5211504

Interior decorator/designer . . . . .  7389201

Other kind of business – Describe . . . . .  7777777

**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

**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. METHOD OF SELLING**

**What was this establishment's PRINCIPAL method of selling in 1997? Mark (X) only ONE box.** 235

Selling at this establishment . . . . . 1

Mail order (include catalog selling and home shopping via television or computer) . . . . . 2

Telemarketing . . . . . 3

Direct selling (include selling from house-to-house and nonfixed or temporary locations) . . . . . 4

Operating merchandise vending machines . . . . . 5

**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.** 237

**a. General public (household consumers and individuals)** 239

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

**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)**

HOW TO REPORT PERCENTS	If figure is 38.76% of total sales:	Mil.	Thou.	Dol.	Per-cent
		• Report whole percents → <b>39</b> Not acceptable → 38.76			
Merchandise lines	Cen-sus use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
<b>1. Furniture, sleep equipment (Report parts and materials used in repair or upholstery work on line 23c)</b>	230	231			232
<b>a. Upholstered furniture (Report dual-purpose pieces on line 1b)</b>	<b>0341</b>				
<b>b. Sleep sofas, daybeds, and other dual-purpose pieces</b>	<b>0342</b>				
<b>c. Sleep furniture and equipment (Include mattresses, springs, cots, waterbeds, headboards, etc. Report sleep sofas on line 1b.)</b>	<b>0343</b>				
<b>d. Other living room, dining room, bedroom furniture</b>	<b>0344</b>				
<b>e. Office furniture (include computer-related furniture)</b>	<b>0346</b>				
<b>f. Outdoor/patio furniture</b>	<b>0347</b>				
<b>g. All other furniture (include kitchen, dinette, etc.)</b>	<b>0348</b>				
<b>h. Sum of lines 1a through 1g</b>	<b>0340</b>				
<b>2. Major household appliances (include refrigerators, ranges, microwave ovens, room air-conditioners, etc.)</b>					
<b>a. Kitchen appliances, parts, accessories (include refrigerators, freezers, dishwashers, microwave ovens, etc.)</b>	<b>0301</b>				
<b>b. Laundry appliances, parts, accessories (include clothes washers and dryers)</b>	<b>0302</b>				
<b>c. Other major household appliances, parts, accessories (include room air-conditioners, dehumidifiers, vacuum cleaners, sewing machines, etc.)</b>	<b>0303</b>				
<b>d. Sum of lines 2a through 2c</b>	<b>0300</b>				
<b>3. Small electric appliances (include mixers, toasters, coffee makers, personal care appliances, etc.)</b>	<b>0310</b>				
<b>4. Flooring and floor coverings</b>					
<b>a. Soft-surface (textile) floor coverings and accessories</b>	<b>0361</b>				
<b>b. Hardwood flooring</b>	<b>0363</b>				
<b>c. Other hard-surface floor coverings and accessories (include tile and sheet goods)</b>	<b>0364</b>				
<b>d. Sum of lines 4a through 4c</b>	<b>0360</b>				
<b>5. Homefurnishings and kitchenware (include cookware, dinnerware, clocks, pictures, frames, mirrors, bathroom accessories, etc.)</b>					
<b>a. Decorative accessories (include lamps, lampshades, mirrors, pictures, clocks, magazine racks, spice racks, desk sets, etc.)</b>	<b>0383</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

RT

Item 10. MERCHANDISE LINES - Continued					
Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
5. Homefurnishings and kitchenware - Continued					
b. All other kitchenware and homefurnishings (include cookware and cooking accessories, dinnerware, glassware, closet and bathroom accessories, etc.)	0385				
c. Sum of lines 5a and 5b	0380				
6. Televisions, video recorders, video cameras, video tapes, etc. (Include parts and accessories. Report video games on line 12, rentals on line 23f, and parts installed in repair on line 23c.)					
a. Televisions	0321				
b. Video recorders, cameras, and tapes (Report receipts from video tape rental on line 23f)	0324				
c. Sum of lines 6a and 6b	0320				
7. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, sheet music, accessories (include audio tape books)	0330				
8. Computer hardware, software, and supplies (Report computer-related furniture on line 1e. Report calculators and office equipment, such as adding machines, copiers, fax machines, etc., on line 22. Report office supplies on line 22.)	0370				
9. Sewing, knitting, needlework goods (include fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.)	0270				
10. Curtains, draperies, blinds, slipcovers, bed and table coverings	0280				
11. Jewelry (include watches, watch attachments, novelty jewelry, etc.)	0400				
12. Toys, hobby goods, and games	0460				
13. Sporting goods	0500				
14. Hardware, tools, and plumbing and electrical supplies	0600				
15. Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc.	0620				
16. Dimensional lumber and other building/structural materials and supplies (Report wallpaper on line 22. Report paint and sundries on line 17.)	0640				
17. Paint and sundries	0670				
18. Antiques (items over 100 years old)	0861				
19. Collectibles (items which are old, but less than 100 years old, and limited in supply)	0862				
20. Art goods (Include original pictures and sculptures. Report artists' supplies on line 22 and reproductions on line 5a.)	0863				
21. Seasonal decorations	0878				

Item 10. MERCHANDISE LINES - Continued					
Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
22. All other merchandise (Report receipts for services on line 23)	9810				
Specify principal lines and estimated sales below					
076					
a.	9811				
077					
b.	9812				
078					
c.	9813				
23. All nonmerchandise receipts (include receipts from rentals, storage, and other services provided to customers) EXCLUDING SALES AND OTHER TAXES					
a. Labor charges for work performed by this establishment	9904				
b. Labor charges for work contracted out to other establishments	9905				
c. Parts and materials used in repair or upholstery work	9908				
d. Delivery charges	9909				
e. Value of service contracts	9943				
f. All other nonmerchandise receipts (include receipts from rentals, storage, etc.)	9955				
g. Sum of lines 23a through 23f	9900				
24. TOTAL (Should equal item 4 if reporting in dollars)	9990				100%
Item 11. SPECIAL INQUIRIES					
Did sales of used or secondhand merchandise (including antiques and collectibles) account for more than 75 percent of the sales and receipts (item 4) of this establishment in 1997?					
248	1 <input type="checkbox"/> Yes				
	2 <input type="checkbox"/> No				
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 <input type="checkbox"/> Individual owner (sole proprietorship)				
	2 <input type="checkbox"/> Partnership				
	3 <input type="checkbox"/> Cooperative association (taxable)				
	4 <input type="checkbox"/> Cooperative association (tax-exempt)				
	5 <input type="checkbox"/> Government - Specify _____				
	0 <input type="checkbox"/> Corporation (Do not mark if any form of cooperative association)				
	9 <input type="checkbox"/> 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

**b. Is this company owned or controlled by another company?**

- 097 1  Yes →
- 2  No

Enter name, address, and EIN of the owning or controlling company

EIN (9 digits)

**c. Does this company own or control any other company or companies?**

- 098 1  Yes →
- 2  No

Enter name, address, and EIN of the owned or controlled company

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
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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	Number and street	City	State	ZIP Code	Kind-of-business description	1997	Mil.	Thou.	Dol.
							Sales	Annual payroll	Paid employees for pay period including March 12	
1							081			
							082			
							083			
	<b>Census use</b> <sup>088</sup>									
2							081			
							082			
							083			
	<b>Census use</b> <sup>088</sup>									
3							081			
							082			
							083			
	<b>Census use</b> <sup>088</sup>									

**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.

<b>Period covered by this report</b>	FROM: Mo.   Year	TO: Mo.   Year	Name of person to contact regarding this report – <i>Print or type</i>		
Telephone	Area code	Number	Extension	Title	
Signature of authorized person					Date