



1997 ECONOMIC CENSUS

ELECTRONICS AND APPLIANCE 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:

RT-5702

RT

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

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

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

Acceptable

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 Figures only
2 Temporarily or seasonally inactive Month Year
3 Ceased operation – Give date at right
4 Sold or leased to another operator – Give date at right AND enter name, etc., below

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	
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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

Household appliance store 5722001

Specialty household appliance store (sewing machines, vacuum cleaners, etc.). 5722002

Household appliance/electronics store (selling primarily appliances, and a smaller dollar volume of televisions and/or other consumer electronics) 5722004

Electronics/household appliance store (selling primarily televisions and/or other consumer electronics, and a smaller dollar volume of appliances) 5731203

Typewriter store 5999201

Radio, TV, and electronics store 5731205

Automotive stereo store 5731101

Stereo/electronic equipment store 5731202

Mobile, cellular, or other phone store 5999502

Mobile electronics store 5731204

ITEM 7 CONTINUED ON PAGE 2

Item 7. KIND OF BUSINESS AND SELLING CHARACTERISTICS – Continued

a. Kind of business – Continued

Computer store – primarily selling pre-assembled computers (NOT assembled at this location) 070 5734111

Computer store – primarily selling computers assembled from components at this location 5734121

Computer software store 5734201

Mail order – computer hardware and/or software 5961302

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) 7373001

Computer systems design consultant (providing advice on computer systems, including hardware and software requirements, and use) 7379111

Computer related services – Describe 7370001

Furniture store, except custom 5712501

Prerecorded tape, compact disc, and record store 5735101

Musical instrument and supply store 5736001

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.

a. General public (household consumers and individuals) 237

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)

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

Merchandise lines	Cen-sus use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
1. Audio equipment, musical instruments, and supplies (Include radios, stereos, compact discs, records, tapes, sheet music, accessories. Report parts installed in repair on line 24a and rental receipts on line 24d or 24e.)	230	231			232
a. Audio equipment, components, parts, accessories (include radios, stereos, tape recorders and players, compact disc players, and other sound reinforcement and recording equipment)	0331				
b. Records, tapes, and compact discs	0335				
c. Musical instruments, sheet music, and related items	0337				
d. Sum of lines 1a through 1c	0330				
2. Major household appliances (Report parts installed in repair on line 24a)					
a. Kitchen appliances, parts, accessories (include refrigerators, freezers, dishwashers, microwave ovens, etc.)	0301				
b. Laundry appliances, parts, accessories (include clothes washers and dryers)	0302				
c. Other major household appliances, parts, accessories (include room air-conditioners, dehumidifiers, vacuum cleaners, sewing machines, etc.)	0303				
d. Sum of lines 2a through 2c	0300				
3. Small electric appliances (Include mixers; blenders; can openers; toasters; coffee makers; frypans; and personal care appliances such as hair dryers, curling irons, shavers, etc. Report vacuum cleaners on line 2c.)	0310				
4. Computer hardware, software, and supplies (Report computer-related furniture on line 7. Report calculators and office equipment, such as adding machines, copiers, fax machines, etc., on line 5. Report office supplies on line 23.)					
a. Computer and peripheral equipment	0375				
b. Prepackaged (off-the-shelf) computer software	0376				
c. Sum of lines 4a and 4b	0370				
5. Office equipment (Include fax machines, dictaphones, copying machines, calculating machines, etc., Report office supplies on line 23.)	0854				

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
6. Televisions, video recorders, video cameras, video tapes, etc. (Include parts and accessories. Report video games on line 10, video tape and player rentals on line 24d, other rentals on line 24e, and parts installed in repair on line 24a.)					
a. Televisions	0321				
b. Video tape recorders and cameras (Include video laser disc players. Report receipts from video tape player/recorder and laser disc player rentals on line 24d.)	0322				
c. Video tapes and laser discs (Report receipts from video tape and laser disc rentals on line 24d)	0323				
d. Sum of lines 6a through 6c	0320				
7. Furniture, sleep equipment (Report repair receipts on line 24b or 24c and rental receipts on line 24e)	0340				
8. Kitchenware and homefurnishings (Include cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc. Report ceiling fans, lighting and light fixtures on line 12.)	0380				
9. Flooring and floor coverings	0360				
10. Toys, hobby goods, and games	0460				
11. Sewing and knitting materials and supplies	0270				
12. Hardware, tools, and plumbing and electrical supplies	0600				
13. Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc.	0620				
14. Dimensional lumber and other building/structural materials and supplies (Report paint and sundries on line 22)	0640				
15. Automotive tires, batteries, parts, accessories	0740				
16. Telephones	0865				
17. Typewriters	0882				
18. Photographic equipment and supplies	0440				
19. Jewelry (include watches, watch attachments, novelty jewelry, etc.)	0400				
20. Sporting goods	0500				
21. Books (Report audio tape books on line 1b)	0420				
22. Paint and sundries	0670				
23. All other merchandise (Report receipts for services on line 24) Specify principal lines and estimated sales below	9810				
a. 076	9811				
b. 077	9812				
c. 078	9813				

Item 10. MERCHANDISE LINES - Continued					
Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per cent
24. All nonmerchandise receipts (include receipts from rentals, storage, and other services provided to customers) EXCLUDING SALES AND OTHER TAXES					
a. Parts installed in repair	9907				
b. Labor charges for work performed by this establishment	9904				
c. Labor charges for work contracted out to other establishments	9905				
d. Receipts from video tape, video player/recorder, laser disc, and laser disc player rentals	9912				
e. Rental or lease of appliances, stereos, televisions, etc.	9924				
f. Value of service contracts	9943				
g. All other nonmerchandise receipts (include charges for delivery, maintenance, storage, etc.)	9956				
h. Sum of lines 24a through 24g	9900				
25. TOTAL (Should equal item 4 if reporting in dollars)	9990				100%
Item 11. SPECIAL INQUIRIES					
248					
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?					
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 <input type="checkbox"/> Yes - Complete this item					
2 <input type="checkbox"/> No - Skip to item 15					
b. Is this company owned or controlled by another company?		Enter name, address, and EIN of the owning or controlling company			
097 1 <input type="checkbox"/> Yes →					
2 <input type="checkbox"/> 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 <input type="checkbox"/> Yes →					
2 <input type="checkbox"/> No		EIN (9 digits) _____			

ITEM 14 CONTINUED ON PAGE 4

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

Number

079

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?

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	Number		
			Mil.	Thou.	Dol.
1	Number and street	Sales	081		
	City	Annual payroll	082		
	State	Paid employees for pay period including March 12			
	ZIP Code	083			
	Kind-of-business description	Census use 088			
2	Number and street	Sales	081		
	City	Annual payroll	082		
	State	Paid employees for pay period including March 12			
	ZIP Code	083			
	Kind-of-business description	Census use 088			
3	Number and street	Sales	081		
	City	Annual payroll	082		
	State	Paid employees for pay period including March 12			
	ZIP Code	083			
	Kind-of-business description	Census use 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 – <i>Print or type</i>		
Telephone	Area code	Number	Extension	Title	
Signature of authorized person					Date