



1997 ECONOMIC CENSUS

JEWELRY 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-5907

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 **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

Item 5. PAYROLL
Payroll in 1997, BEFORE DEDUCTIONS

Mil.	Thou.	Dol.
030		
031		

a. Annual

b. First quarter (January-March)

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 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

Jewelry store 5944001

Costume jewelry/accessory store 5632402

Pawn shop 5932221

Clock store 5944002

Gift, novelty, souvenir store 5947001

Other kind of business - Describe 7777777

ITEM 7 CONTINUED ON PAGE 2

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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

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				39
	Not acceptable				38.76

Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
1. Jewelry (Report flatware and holloware on line 2b and receipts from watch, clock, and jewelry repair and engraving on line 12b)	230	231			232
a. Estate/antique jewelry	0408				
b. Diamond jewelry – all jewelry items (rings, necklaces, etc.) in which diamonds constitute 50 percent or more of the value of the finished piece of jewelry (Report all watches on line 1g and loose diamonds on line 1e)	0401				
c. Pearl jewelry – all jewelry items (rings, necklaces, etc.) in which pearls constitute 50 percent or more of the value of the finished piece of jewelry	0402				

Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
1. Jewelry – Continued					
d. Other gemstone jewelry – all jewelry items (rings, necklaces, etc.) in which gemstones (other than diamonds or pearls) constitute 50 percent or more of the value of the finished piece of jewelry (Report loose gemstones on line 1e)	0403				
e. Loose gemstones (include diamonds and colored gemstones)	0404				
f. Karat gold jewelry – all karat gold jewelry items (rings, necklaces, etc.) in which there are no diamonds, colored stones, or pearls set or if diamonds, colored stones, or pearls constitute less than 50 percent of the value of the finished piece of jewelry	0405				
g. Watches	0406				
h. Platinum jewelry – all platinum jewelry items (rings, necklaces, etc.) in which there are no diamonds, colored stones, or pearls set or if diamonds, colored stones, or pearls constitute less than 50 percent of the value of the finished piece of jewelry	0414				
i. All other jewelry (include watchbands and goldfilled, sterling, costume, and novelty jewelry)	0415				
j. Sum of lines 1a through 1i	0400				
2. Kitchenware and homefurnishings (include cookware, dinnerware, clocks, pictures, frames, mirrors, bathroom accessories, etc.)					
a. China/glassware	0388				
b. Flatware and holloware (sterling silver, plated and stainless steel)	0389				
c. Clocks	0391				
d. All other kitchenware and homefurnishings (include cookware and cooking accessories, decorative accessories, mirrors, closet and bathroom accessories, etc.)	0392				
e. Sum of lines 2a through 2d	0380				
3. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, sheet music, accessories (include audio tape books)	0330				
4. TV's, video recorders, video cameras, video tapes, etc. (include parts and accessories)	0320				
5. Sporting goods	0500				
6. Women's, juniors', and misses' wear (Report footwear and girls', infants', and toddlers' wear on line 11)	0220				
7. Men's wear (Report footwear and boys' wear on line 11)	0200				
8. Groceries and other food items for human consumption off the premises	0100				

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

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Item 10. MERCHANDISE LINES - Continued

Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
9. Art goods (Include original pictures and sculptures. Report reproductions on line 2d.)	0863				
10. Coins, medals, and other numismatic items	0867				
11. All other merchandise (Report receipts for services on line 12)	9810				
Specify principal lines and estimated sales below					
a. 076	9811				
b. 077	9812				
c. 078	9813				
12. 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. All other nonmerchandise receipts (include receipts from customers for storage, rental or lease of tools and equipment, etc.)	9952				
d. Sum of lines 12a through 12c	9900				
13. 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 Yes
 2 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 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

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) _____

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

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		
Kind-of-business description	Paid employees for pay period including March 12			
	083			
Census use 088				
1				
2				
3				

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 _____