



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-5913

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 report

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

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

Florist 5992001

Nursery or garden center 5261204

Silk flowers/plant store 5999924

Gift, novelty, souvenir shop 5947001

Craft supply store 5945201

Landscape counseling and planning 0781001

Lawn and garden service 0782001

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

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. Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc. (Report nonfloral giftware on line 3a and report materials used in landscaping or lawn service on line 14b)	230	231			232
a. Cut flowers - unarranged	0622				
b. Cut flowers - arranged	0623				
c. Indoor potted plants - blooming	0624				
d. Indoor potted plants - nonblooming	0625				
e. Outdoor nursery stock (include trees, shrubs, bedding plants, bulbs, sod, seeds, etc.)	0627				

Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
1. Lawn, garden, and farm equipment and supplies - Continued					
f. All other lawn, garden, and farm equipment and supplies (include lawn and garden tools and equipment, fertilizers, lime, mulch, chemicals, etc.)	0633				
g. Sum of lines 1a through 1f	0620				
2. Artificial/silk flowers, plants, and trees	0879				
3. Kitchenware and homefurnishings (include cookware, dinnerware, clocks, pictures, frames, mirrors, bathroom accessories, etc.)					
a. Giftware and glassware (include vases. Report candy and confections on line 11a.)	0386				
b. All other kitchenware and homefurnishings (include cookware and cooking accessories, dinnerware, decorative accessories, etc.)	0387				
c. Sum of lines 3a and 3b	0380				
4. Souvenirs and novelty items (include fruit and gourmet food baskets and pre-filled balloons)	0877				
5. Seasonal decorations (Report cut live and balled live Christmas trees on line 1e)	0878				
6. Greeting cards	0855				
7. Furniture (include outdoor/patio furniture)	0340				
8. Jewelry (include watches, watch attachments, novelty jewelry, etc.)	0400				
9. Toys, hobby goods, and games (Include stuffed animals. Report pre-filled balloons on line 4.)	0460				
10. Craft supplies	0881				
11. Groceries and other food items for human consumption off the premises					
a. Candy	0109				
b. All other foods (Include dry groceries, canned and bottled foods, etc. Report fruit and gourmet food baskets on line 4.)	0114				
c. Sum of lines 11a and 11b	0100				
12. Packaged liquor, wine, and beer	0140				
13. All other merchandise (Report receipts for services on line 14)	9810				
<i>Specify principal lines and estimated sales below</i>					
	076				
a.	077				
b.	078				
c.	9813				

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
14. All nonmerchandise receipts (include receipts from rentals, storage, and other services provided to customers) EXCLUDING SALES AND OTHER TAXES					
a. Wire services and commissions	9945				
b. All other nonmerchandise receipts	9977				
c. Sum of lines 14a and 14b	9900				
15. TOTAL (Should equal item 4 if reporting in dollars)	9990				100%

Item 11. SPECIAL INQUIRIES Report in whole percent

What percentage of 1997 sales and receipts (item 4) was derived from items grown by this establishment?

255

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.					
1	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			
2	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			
3	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			

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