



2007 ECONOMIC CENSUS

Equipment Rental and Leasing: Consumer Goods

DUE DATE
FEBRUARY 12, 2008

Mail your completed form to:
U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

RE-53202

**INFORMATION COPY
DO NOT USE TO REPORT**

(Please correct any errors in this mailing address.)

Please read the accompanying information sheet(s) before answering the questions.

Need help or have questions about filling out this form?

Visit www.census.gov/econhelp

Call 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

- OR -

Write to the address above. Include your 11-digit Census File Number (CFN) printed in the mailing address.

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 U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ballpoint pen.
 - Do not use pencil or felt-tip pen.
 - Place an "X" inside the box.
 - Please center numbers in their respective boxes.
 - Do not put slashes through 0 or 7.
- Examples: 0 1 2 3 4 5 6 7 8 9

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

1 EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification Number (EIN) shown in the mailing address the same as the one used for this establishment on its latest 2007 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 Yes - Go to **2** 0022 No - Enter current EIN (9 digits) → 0025 -

2 PHYSICAL LOCATION

A. Is this establishment's physical location the same as shown in the mailing address? (P.O. Box and rural route addresses are not physical locations.)

0031 Yes - Go to line B

0032 No - Enter physical location →

0035 Number and street			
0036 City, town, village, etc.		0037 State	0038 ZIP Code

B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.? (Mark "X" only ONE box.)

0041 Yes 0042 No 0043 No legal boundaries 0044 Do not know

C. In what type of municipality is this establishment physically located? (Mark "X" only ONE box.)

0046 City, village, or borough 0047 Town or township 0048 Other 0024 Do not know

53202016

3 OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2007?
(Mark "X" only ONE box.)

0011 In operation

0013 Temporarily or seasonally inactive

0014 Ceased operation - Give date at right

Month	Day	Year

0015 Sold or leased to another operator - Give date at right
AND enter name and address of new owner or operator
and Employer Identification Number (EIN) below

0018

0060 Name of new owner or operator		0061 EIN (9 digits)	
		-	
0062 Mailing address (Number and street, P.O. Box, etc.)			
0063 City, town, village, etc.	0064 State	0065 ZIP Code	
		-	

0016 Other - Specify

0815

4 MONTHS IN OPERATION

Mark "X" if None 2007 Number

Number of months in operation during 2007 (If none, mark "X" and go to 50.) 0002

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be rounded to thousands of dollars.

If a figure is \$1,025,628.79:

Report

If a value is "0" (or less than \$500.00):

Report

Mark "X" if None

2007			
\$ Bil.	Mil.	Thou.	Dol.
	1 0 2 6		

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

See information sheet(s) for general description.

- Include revenue derived from rentals and operating leases.
- Include, if you hold the leases, interest from capital, finance, and full-payout leases.
- Include, if you do not hold the leases, the fair sales value of merchandise marketed by your firm under capital, finance, or full-payout leases.
- Exclude revenue from sales of used equipment previously rented or leased to customers.

Mark "X" if None

2007			
\$ Bil.	Mil.	Thou.	Dol.

Revenue 0100

6 Not Applicable.

53202024



If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

7 EMPLOYMENT AND PAYROLL

Include:

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown in the mailing address or corrected in 1.

Exclude:

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.

For further clarification, see information sheet(s).

A. Number of employees for pay period including March 12 0320

2007
Number

B. Payroll before deductions (Exclude employer's cost for fringe benefits.)

Mark "X" if None

2007			
\$ Bil.	Mil.	Thou.	Dol.

1. Annual payroll 0300

2. First quarter payroll (January-March, 2007) 0310

8 - 13 Not Applicable.

19 KIND OF BUSINESS

Which ONE of the following best describes this establishment's principal kind of business in 2007? (Mark "X" only ONE box.)

Consumer goods rental and/or leasing

- 0700 532 210 00 1 Consumer electronics and appliances
- 532 299 00 2 Party supplies
- 532 299 00 5 Tents, except for camping
- 532 230 00 2 Video tape rental store - **renting** prerecorded video tapes, cassettes, discs, DVDs, or video games
- 532 299 00 1 Residential furniture
- 532 291 00 1 Home health furniture and equipment
- 532 220 00 3 Formal wear and costume rental
- 532 220 00 2 Wardrobe rental, theatrical
- 532 292 00 1 Recreational goods and equipment rental, including canoes, pleasure boats, beach chairs, bicycles, mopeds, skis, etc.
- 532 310 00 1 General rental center - wide range of **consumer** items and equipment

Commercial/industrial goods rental and/or leasing

- 532 420 90 1 Computers and computer peripheral equipment
- 532 420 10 3 Office furniture, machines, and equipment, except computers
- 532 490 20 2 Audio/visual equipment
- 532 490 20 1 Industrial equipment, except oil/gas field and heavy construction/earthmoving equipment

CONTINUE WITH 19 ON PAGE 4

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19 KIND OF BUSINESS - Continued

Commercial/industrial goods rental and/or leasing - Continued

- 0700 532 412 10 1 Heavy construction and earthmoving equipment **without operators**
- 238 910 00 6 Heavy construction and earthmoving equipment, excluding crane rental **with operators**
- 238 990 00 5 Heavy construction and earthmoving crane rental **with operators**
- 532 310 00 2 General rental center - wide range of **commercial/industrial** items and equipment

Automotive equipment rental and/or leasing

- 532 111 00 1 Renting passenger cars, passenger vans, and sport utility vehicles **without drivers** on a short-term basis
- 532 112 00 1 Leasing passenger cars, passenger vans, and sport utility vehicles **without drivers**
- 532 120 10 1 Renting trucks, including nonpassenger vans, truck tractors, truck trailers, semitrailers, and storage semitrailers **without drivers** on a short-term basis
- 532 120 20 1 Leasing trucks, including nonpassenger vans, truck tractors, truck trailers, semitrailers, and storage semitrailers **without drivers**
- 532 120 90 3 Other automotive equipment, including trailers and motor homes

Other business activities

- 777 530 00 3 Other rental and/or leasing - *Specify* ↴

0701

- 522 220 90 2 Third party financing of equipment leases
- 451 220 20 2 Video tape store - **selling** prerecorded video tapes and/or DVDs
- 775 000 00 1 Other kind of business or activity - *Specify* ↴

0701

20 CLASS OF CUSTOMER

*Estimate the percentage of this establishment's total revenue (reported in **5**) by class of customer.*

1.	Individuals	5350	
2.	Federal, state, and local governments	5351	
3.	All other	5352	
4. TOTAL		

2007	
Whole percent of revenue	
	%
	%
	%
1 0 0	%

21 Not Applicable.

53202040

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

HOW TO REPORT PERCENTS

If figure is **38.76%** of total sales:

Report whole percents

2007

Estimates are acceptable. Report dollars OR percents.

\$ Bil.	Mil.	Thou.	Dol.	Percent
				39

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report sources of revenue for this establishment, either as a dollar figure or as a whole percent of total revenue (reported in 5). See HOW TO REPORT DOLLAR FIGURES on page 2 and HOW TO REPORT PERCENTS above. Do not combine data for two or more lines.)

Line 16d - Exclude the value of used equipment sold or traded for replacement, or sales of other capital assets. Include sales of vehicles acquired for the purpose of resale (not previously rented or leased by this company) as well as the fair market value of merchandise marketed in 2007 by your firm under capital, finance, or full-payout leases (if you do not hold the lease).

Description of sales, shipments, receipts, or revenue	Census use	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Rental and leasing of home entertainment electric and electronic equipment, components, and accessories, except computers and peripherals	52600					
2. Rental and leasing of computers and peripheral equipment	52811					
3. Rental and leasing of household type appliances	52620					
4. Rental and leasing of general homeowner tools and do-it-yourself equipment	52630					
5. Rental and leasing of formal wear, costumes, and accessories	52640					
6. Rental and leasing of prerecorded cassettes, tapes, discs, or video games						
a. Non-subscription rental and leasing services for prerecorded cassettes, tapes, discs, or video games	52651					
b. Subscription rental and leasing services for prerecorded cassettes, tapes, discs, or video games	52652					
c. Sum lines 6a and 6b	52650					
7. Rental and leasing of home health-care equipment	52660					
8. Rental and leasing of sports and recreational equipment	52670					
9. Rental and leasing of special events equipment	52680					
10. Rental and leasing of household furniture and furnishings	52700					
11. Rental and leasing of consumer goods, not elsewhere classified	52710					
12. Rental and leasing of passenger cars	52500					
13. Rental and leasing of trucks, except light-duty, and trailers	52510					
14. Rental and leasing of other road vehicles	52520					
15. Rental and leasing of construction, mining, and forestry machinery and equipment (without operators)	52820					

CONTINUE WITH 2 ON PAGE 6

CONTINUE ON PAGE 6

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2007					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721				0722	
16. Consumer goods rental and leasing related services							
a. Delivery/pick-up services for home goods and equipment	52721						
b. Maintenance and repair services for home goods and equipment . . .	52722						
c. Damage waiver	52723						
d. Reselling services for merchandise, retail	52724						
e. Special events consulting services	52725						
f. Related services, not elsewhere classified	52729						
g. Sum lines 16a through 16f	52720						
17. Other products - <i>Specify</i> ↴							
	59810						
18. TOTAL (Should equal 5 if reporting in dollars.)	59990						1 0 0

23 and **24** Not Applicable.

25 EXPORTED SERVICES

NOTE - An exported service is a service performed for a customer or client (individual, government, business establishment, etc.) located **outside** the United States (i.e., outside the 50 States, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). Services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.) are included. Services provided to domestic subsidiaries of foreign firms are excluded.

A. Did the receipts or revenue (reported in 5) include any amounts for exported services?

0911 Yes - Go to line B

0912 No

2007		
\$ Mil.	Thou.	Dol.

B. Amount of receipts or revenue for exported services 0914

26 SPECIAL INQUIRIES

A. CAPITAL LEASES

(Capital leases - Include direct financing, leveraged, or sales-type leases.)

Mark "X" if None

1. Report the **revenue** generated from the lease of assets to others under a capital lease in 2007 5401

2. Report the **acquisition cost** of all assets owned by this establishment that were leased to others beginning in 2007 under a capital lease 5402

3. Report the **fair market value** at the **inception** of the lease of all assets owned by this establishment that were leased to others beginning in 2007 under a capital lease 5403

2007			
\$ Bil.	Mil.	Thou.	Dol.

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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

26 SPECIAL INQUIRIES - Continued

B. FRANCHISE

Was this establishment operating under a trademark authorized by a franchisor in 2007?
(Mark "X" only ONE box.)

0237 Yes - franchisee owned establishment

0238 Yes - franchisor owned establishment

0239 No

27-29 Not Applicable.

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

30 CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?

Yes No - Enter time period covered →

FROM	Month	Year	TO	Month	Year

Name of person to contact regarding this report	Title

Telephone	Area code	Number		Extension	Fax	Area code	Number	
			-					-

Internet e-mail address	Date completed	Month	Day	Year

Thank you for completing your 2007 ECONOMIC CENSUS form.
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.

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