



1997 ECONOMIC CENSUS SHORT FORM

OMB No. 0607-0826: Approval Expires 08/31/99

DUE DATE ▶ **FEBRUARY 12, 1998**

This form is being sent in lieu of the regular economic census form in order to minimize reporting burden.

RT-5699

Please answer the questions on this form and return it in the enclosed envelope to:

BUREAU OF THE CENSUS
1201 East 10th Street
Jeffersonville, IN 47134-0001

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. 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
2 No
3 No legal boundaries
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 2. METHOD OF SELLING

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

- 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 3. 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.

- Men's clothing store 561100 9
- Women's clothing store 562100 8
- Women's accessory store 563240 1
- Women's lingerie store 563230 2
- Hat shop 563240 1
- Children's and infants' clothing store 564100 6
- Family clothing store 565100 5
- Sports apparel store (golf, tennis, riding, etc.) 569910 3
- Men's shoe store 566110 3

070

ITEM 3 CONTINUED ON PAGE 2

Item 3. KIND OF BUSINESS AND SELLING CHARACTERISTICS –
Continued

a. Kind of business – Continued

070

- Women's shoe store 566120 2
- Children's and juveniles' shoe store 566130 1
- Family shoe store 566140 0
- Athletic footwear store 566150 9
- Hiking/rugged outdoor shoe store 566150 9
- Shoe repair shop 725100 2
- Bridal shop 563230 2
- Maternity clothing shop 562100 8
- Furrier or fur shop 563220 3
- Custom tailor 569921 0
- Secondhand clothing store 593221 5
- Costume jewelry/accessory store 563240 1
- Jewelry store 594400 4
- T-shirt shop (custom printed) 569930 1

- Uniform store, except athletic (business, nurses', etc.) 569930 1

- Sporting goods store (general-line, including athletic uniforms) 594110 9
- Western wear store 565100 5
- Formal wear rental 729980 3
- Other kind of business – Describe

b. Selling characteristics

1. In what format did this establishment PRIMARILY sell in 1997?
Mark (X) only ONE box.

- 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.

- 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 4. SPECIAL INQUIRIES

a. Did sales of used or secondhand merchandise account for more than 75 percent of the sales and receipts of this establishment in 1997?

- 1 Yes
- 2 No

b. Did sales of garments made to customer's order account for more than half of the sales and receipts of this establishment in 1997?

- 1 Yes
- 2 No

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

Item 5. CERTIFICATION – This report is substantially accurate and has been prepared in accordance with instructions.

Name of person to contact regarding this report – *Print or type*

Title

Telephone	Area code	Number	Extension
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Signature of authorized person	Date
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