



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-5799

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.

- FURNITURE STORES 070
- Furniture store, except custom 571250 0
 - Custom upholstered furniture store 571211 2
 - Custom nonupholstered furniture store 571212 0
 - Sleep shop 571230 2
 - Waterbed store 571230 2
 - Specialty furniture store, except custom (recliners, outdoor furniture, baby and children's furniture, etc.) 571260 9
 - Furniture warehouse showroom 571220 3

ITEM 3 CONTINUED ON PAGE 2

Item 3. KIND OF BUSINESS AND SELLING CHARACTERISTICS – Continued

a. Kind of business – Continued

- FURNITURE STORES – Continued 070
- Office and business furniture store 502128 2
 - Custom wood cabinet shop (freestanding cabinetry) 571241 9
 - Cabinet shop (stock kitchen and bath cabinets to be installed) 521150 3
- HOMEFURNISHINGS STORES
- Floor covering store 571300 3
 - Carpet specialty store 571300 3
 - Carpet installation service 175200 5
 - Paint and wallpaper store 523110 5
 - Drapery and curtain store, except custom 571410 0
 - Upholstery store 571420 9
 - Custom drapery and curtain store 571401 9
 - Blind and shade store 571910 9
 - China, glassware, metalware store 571920 8
 - Lamps and lampshades store 571920 8
 - Lighting fixture store 521150 3
 - Domestics/linens store (sheets, blankets, towels, linens, etc.) 571920 8
 - Pictures and frames store (including custom framing) 571920 8
 - Kitchenware store 571920 8
 - Craft supply store 594520 9
 - Pottery and crafts store 571920 8
 - Homefurnishings store (china, glassware, metalware, lamps, lampshades, pictures, frames, mirrors, etc.) 571920 8
- ELECTRONICS AND APPLIANCE STORES
- Household appliance store 572200 4
 - Radio, TV, and electronics store 573120 3
 - Stereo/electronic equipment store 573120 3
 - Automotive stereo store 573110 4
 - Camera and photographic supply store 594600 9
- COMPUTER AND SOFTWARE STORES
- Computer store – primarily selling pre-assembled computers (NOT assembled at this location) 573411 6
 - Computer store – primarily selling computers assembled from components at this location 573412 4
 - Computer software store 573420 7
 - Mail order – computer hardware and/or software 596130 5
 - Computer-related services – Describe 737000 0
-
- PRERECORDED TAPE, COMPACT DISC, MUSICAL INSTRUMENT AND SUPPLY STORES
- Video tape store – retail 573520 4
 - Video tape rental store 784100 0
 - Prerecorded tape, compact disc, and record store 573510 5
 - Musical instrument and supply store 573600 4

Item 3. KIND OF BUSINESS AND SELLING CHARACTERISTICS – Continued

a. Kind of business – Continued

- OTHER KINDS OF BUSINESS 070
- Antique store 593210 8
 - Pawn shop 593222 3
 - Other secondhand store 593221 5
 - Gift, novelty, and souvenir store 594700 7
 - Art dealer 599940 4
 - Stereo, TV, VCR, and other equipment repair 762210 3
 - Interior decorator/designer 738920 8
 - 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

- Did sales of used or secondhand merchandise (including antiques and collectibles) account for more than 75 percent of the total 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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