



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-5999

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.

070

USED MERCHANDISE STORES

Pawn shop 593222 3

Consignment shop 593221 5

Antique store 593210 8

Rare books and manuscripts store 593210 8

Book store, secondhand 593221 5

Jewelry store, secondhand 593221 5

Furniture store, secondhand 593221 5

HEALTH AND PERSONAL CARE STORES

Optical goods store/optician 599500 6

Drug store/pharmacy (prescriptions filled) 591210 0

ITEM 3 CONTINUED ON PAGE 2

Item 3. KIND OF BUSINESS AND SELLING CHARACTERISTICS – Continued

a. Kind of business – Continued

- HEALTH AND PERSONAL CARE STORES – Continued 070
- Proprietary, drug sundry store (without pharmacy) 591220 9
 - Cosmetics/beauty supplies/perfume store 599980 0
- JEWELRY AND ACCESSORIES STORES
- Jewelry store 594400 4
 - Costume jewelry/accessories store 563240 1
 - Luggage/leather goods store 594800 5
- SPORTS, HOBBY, BOOK, AND MUSIC STORES
- General sporting goods store 594110 9
 - Bicycle shop 594130 7
 - Golf shop 594140 6
 - Sports apparel store (golf, tennis, riding, etc.) 569910 3
 - Trophy/award shop 599970 1
 - Book store 594210 7
 - Specialty book store 594220 6
 - Book store, school and college 594230 5
 - News dealer, newsstand 599400 9
 - Hobby, toy, and game store 594510 0
 - Crafts/ceramics and supplies store 594520 9
 - Sewing, fabric and piece goods store 594910 2
 - Needlework and knitting store 594920 1
 - Camera and photographic supply store 594600 9
 - Video tape store – retail 573520 4
 - Prerecorded tape, compact disc, and record store 573510 5
 - Musical instrument and supply store 573600 4
- FUEL DEALERS
- Heating oil dealer (selling for end use) 598300 2
 - Liquefied petroleum gas (bottled gas) dealer (selling for end use) 598400 0
 - Other fuel dealer (including coal and wood) 598900 9
- OFFICE SUPPLY, STATIONERY, AND GIFT STORES
- Office supply store (excluding office furniture and computers) 594320 4
 - 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
 - Prepackaged computer software store 573420 7
 - Typewriter store 599920 6
 - Stationery store 594310 5
 - Gift, novelty, souvenir store 594700 7
 - Party goods store 599992 5
- MAIL/ELECTRONIC ORDER, VENDING, AND DIRECT SELLING
- Mail/electronic order – general merchandise 596120 6
 - Mail/electronic order – specialty merchandise 596130 5
 - Direct seller (selling house-to-house or by telemarketing) of:
 - Furniture, homefurnishings, electronics, and appliances 596350 9
 - Videos, tapes, compact discs, and records 596360 8
 - Books and magazines 596370 7
 - Stationery 596380 6
 - Newspapers 596391 3
 - Cameras and photographic equipment 596392 1

MAIL/ELECTRONIC ORDER, VENDING, AND DIRECT SELLING – Continued 070

- Other merchandise 596393 9
 - Mobile foodservice 596320 2
 - Catalog store (including telephone order offices) 596110 7
 - Merchandise vending machine operator 596200 6
- OTHER KINDS OF BUSINESS
- Art dealer 599940 4
 - Artists' supply store 599992 5
 - Collectors' items and supplies store (philatelist, numismatist, etc.) 599960 2
 - Pet/pet supply store 599910 7
 - Florist 599200 3
 - Liquor store 592100 2
 - Cigar/pipe/tobacco store 599300 1
 - Telephone store 599950 3
 - Religious goods store 599992 5
 - Monument and tombstone dealer 599992 5
 - Swimming pool (above ground) and supplies dealer 599992 5
 - 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

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 _____