



# 1997 ECONOMIC CENSUS

## SPORTING GOODS STORES

**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:

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

**RT-5904**

**RT**

*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** • Preferred report

Mil- lions (000)	Thou- sands (000)	Dol- lars (000)
<b>1</b>	<b>126</b>	
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 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 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 Figures only  
2  Temporarily or seasonally inactive Month Year  
3  Ceased operation – Give date at right  
4  Sold or leased to another operator – Give date at right AND enter name, etc., below

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		
031		

**a. Annual**

**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	
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**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

- Golf specialty shop . . . . .  5941401
- Gun shop . . . . .  5941501
- Ski shop . . . . .  5941601
- Tackle shop . . . . .  5941701
- Bicycle store . . . . .  5941301
- Scuba shop . . . . .  5941202
- Other specialty sporting goods store (specializing in a maximum of four (4) lines of sporting goods such as tennis/swimming, canoeing/camping, hunting/fishing, etc.) . . . . .  5941201
- General (full-line) sporting goods store . . . . .  5941102
- Fitness equipment specialty store . . . . .  5941203
- Sports apparel store (golf, tennis, ski, riding, etc.) . . . . .  5699101
- Athletic footwear store . . . . .  5661501
- 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

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**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**

**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)**

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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)**

<b>HOW TO REPORT PERCENTS</b>	If figure is <b>38.76%</b> 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
<b>1. Sporting goods</b>	230	231			232
<b>a. Team sporting goods equipment sold to teams, institutions, schools, etc.</b>	<b>0501</b>				
<b>b. Team sporting goods equipment sold to individuals (include equipment for baseball, softball, soccer, football, basketball, etc.)</b>	<b>0502</b>				
<b>c. Tennis equipment</b>	<b>0503</b>				
<b>d. Golf equipment</b>	<b>0504</b>				
<b>e. Snow-skiing equipment</b>	<b>0505</b>				
<b>f. Exercise/fitness equipment</b>	<b>0506</b>				
<b>g. Firearms, hunting equipment, and supplies</b>	<b>0507</b>				

Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
<b>1. Sporting goods – Continued</b>					
<b>h. Fishing tackle (include bait)</b>	<b>0508</b>				
<b>i. Camping and backpacking equipment and supplies</b>	<b>0509</b>				
<b>j. Trophies and plaques</b>	<b>0511</b>				
<b>k. Bicycles, parts, and accessories (Report parts installed in repair on line 22a)</b>	<b>0512</b>				
<b>l. Boats, canoes, kayaks, boat motors, parts and accessories</b>	<b>0513</b>				
<b>m. Scuba and skin diving equipment</b>	<b>0516</b>				
<b>n. Water skiing, surfing, and sail boarding equipment</b>	<b>0517</b>				
<b>o. Billiards equipment and supplies</b>	<b>0518</b>				
<b>p. In-line roller skates and accessories</b>	<b>0524</b>				
<b>q. All other sporting goods (include archery and hockey equipment, badminton sets, bowling equipment, ice skates, etc.)</b>	<b>0525</b>				
<b>r. Sum of lines 1a through 1q</b>	<b>0500</b>				
<b>2. Footwear (include accessories)</b>					
<b>a. Men's athletic footwear (include sneakers and outdoor hiking/sports boots)</b>	<b>0265</b>				
<b>b. Women's athletic footwear (include sneakers and outdoor hiking/sports boots)</b>	<b>0266</b>				
<b>c. Children's athletic footwear (Include boys', girls', and infants' and toddlers' athletic footwear. Include sneakers and outdoor hiking/sports boots.)</b>	<b>0267</b>				
<b>d. All other footwear (Include accessories. Report men's athletic socks on line 3c and women's athletic socks on line 4c.)</b>	<b>0269</b>				
<b>e. Sum of lines 2a through 2d</b>	<b>0260</b>				
<b>3. Men's wear (Report boys' wear on line 5 and footwear on line 2)</b>					
<b>a. Men's sweat tops, pants, and warm-ups</b>	<b>0216</b>				
<b>b. Men's sports apparel (tennis, golf, jogging, swimming, and other exercise apparel)</b>	<b>0212</b>				
<b>c. Other men's wear</b>	<b>0217</b>				
<b>d. Sum of lines 3a through 3c</b>	<b>0200</b>				
<b>4. Women's, juniors', and misses' wear (Report girls' and infants' and toddlers' wear on line 5 and footwear on line 2)</b>					
<b>a. Women's sweat tops, pants, and warm-ups</b>	<b>0236</b>				
<b>b. Women's sports apparel (tennis, golf, jogging, swimming, and other exercise apparel)</b>	<b>0227</b>				
<b>c. Other women's, juniors', and misses' wear</b>	<b>0238</b>				
<b>d. Sum of lines 4a through 4c</b>	<b>0220</b>				

ITEM 10 CONTINUED ON PAGE 3

Census File Number

If not shown, please enter your 11-digit Census File Number from the address label on page 1

RT

Item 10. MERCHANDISE LINES – Continued					
Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
5. Children's wear (Include boys' (sizes 2 to 7 and 8 to 20), girls' (sizes 4 to 6x and 7 to 14), and infants' and toddlers' clothing and accessories. Report footwear on line 2.)	0240				
6. Recreational vehicles	0580				
7. Groceries and other food items for human consumption off the premises	0100				
8. Meals and snack items generally served for immediate consumption	0120				
9. Tobacco products and accessories (exclude sales from vending machines operated by others)	0150				
10. Packaged liquor, wine, and beer	0140				
11. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, sheet music, accessories (include audio tape books)	0330				
12. TV's, video recorders, video cameras, video tapes, etc. (include parts and accessories)	0320				
13. Kitchenware and home-furnishings (include cookware, dinnerware, clocks, pictures, frames, mirrors, bathroom accessories, etc.)	0380				
14. Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc.	0620				
15. Hardware, tools, and plumbing and electrical supplies	0600				
16. Optical goods (Include eyeglasses, contact lenses, sunglasses, etc. Report binoculars on line 21.)	0490				
17. Jewelry (include watches, watch attachments, novelty jewelry, etc.)	0400				
18. Cars, trucks, motorcycles, and other powered vehicles	0700				
19. Automotive fuels	0720				
20. Toys, hobby goods, and games	0460				
21. All other merchandise (Report receipts for services on line 22)	9810				
Specify principal lines and estimated sales below					
076					
a.	9811				
077					
b.	9812				
078					
c.	9813				

Item 10. MERCHANDISE LINES – Continued					
Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
22. All nonmerchandise receipts (include receipts from rentals, storage, and other services provided to customers) EXCLUDING SALES AND OTHER TAXES					
a. Parts installed in repair	9907				
b. Labor charges for work performed by this establishment	9904				
c. Receipts from instructions and lessons	9915				
d. Rental or lease of equipment	9927				
e. All other nonmerchandise receipts	9961				
f. Sum of lines 22a through 22e	9900				
23. TOTAL (Should equal item 4 if reporting in dollars)	9990				100%

**Item 11. SPECIAL INQUIRIES**

**Did sales of used or secondhand merchandise account for more than 75 percent of the sales and receipts (item 4) of this establishment in 1997?**

248 1  Yes  
2  No

**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 CONTINUED ON PAGE 4

**Item 14. OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION – Continued**

Number

079

**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?**

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			
				<b>Census use</b> <sup>088</sup>				
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			
				<b>Census use</b> <sup>088</sup>				
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			
				<b>Census use</b> <sup>088</sup>				

**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.

<b>Period covered by this report</b>	FROM: Mo.   Year	TO: Mo.   Year	Name of person to contact regarding this report – <i>Print or type</i>		
Telephone	Area code	Number	Extension	Title	
Signature of authorized person					Date