



# 1997 ECONOMIC CENSUS

## DIRECT SELLING, ELECTRONIC SHOPPING, AND MAIL-ORDER HOUSES

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

**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-5911**

**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)

**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 3  No legal boundaries  
2  No 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  
2  Temporarily or seasonally inactive  
3  Ceased operation – Give date at right  
4  Sold or leased to another operator – Give date at right AND enter name, etc., below

Figures only

Month Year

Name of new owner or operator

Number and street

City

State

ZIP Code

**HOW TO REPORT DOLLAR FIGURES**

Dollar figures should be **rounded to thousands** of dollars.  
**Example:** If a figure is **\$1,125,628.79** report **1 126** • Preferred  
Acceptable

Mil- lions (000)	Thou- sands (000)	Dol- lars (000)
1	126	
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 5. PAYROLL**  
**Payroll in 1997, BEFORE DEDUCTIONS**

Mil. Thou. Dol.

030

**a. Annual**

031

**b. First quarter (January–March)**

**Item 6. EMPLOYMENT**

**Number of paid employees for pay period including March 12, 1997** (Include both full- and part-time employees)

Number

032

**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.**

Direct seller (selling house-to-house or by telemarketing) of:

- Furniture, home furnishings, electronics, and appliances . . . . .  5963501
- Books and magazines . . . . .  5963701
- Videos, tapes, compact discs, and records . . . . .  5963601
- Stationery . . . . .  5963801
- Newspapers . . . . .  5963911
- Cameras and photographic equipment . . . . .  5963921
- Other merchandise . . . . .  5963931
- Mail order/electronic shopping:
- Pharmacy . . . . .  5961301
- General merchandise . . . . .  5961201
- Computer hardware and/or software . . . . .  5961302
- Specialty merchandise . . . . .  5961303
- Catalog store (including telephone order offices) . . . . .  5961101
- Television order, home shopping . . . . .  5961401
- Mobile foodservice . . . . .  5963202
- Pizza place (including delivery only locations) . . . . .  5812805
- Coffee service . . . . .  5963936
- Bottled water distributor . . . . .  5963935
- Frozen food plan (door-to-door delivery) . . . . .  5963933
- Merchandise vending machine operator . . . . .  5962001
- Direct mail advertising service . . . . .  7331201

ITEM 7 CONTINUED ON PAGE 2

**Item 7. KIND OF BUSINESS AND SELLING CHARACTERISTICS – Continued** 070

**a. Kind of business – Continued**

Home delivery agent for newspapers (delivery service only, not reseller) . . . . .  4212901

Telemarketing service (selling, taking orders, soliciting information, etc. on a contract basis) . . . . .  7389071

Customer service center . . . . .  7777781

Distribution warehouse . . . . .  7777791

Other kind of business – Describe . . . . .  7777777

**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

**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** Whole percent of sales

**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)** 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)**

**HOW TO REPORT PERCENTS**

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

• Report whole percents → 39

Not acceptable → 38.76

Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
1. Women's, juniors', and misses' wear (Report girls' and infants' and toddlers' wear on line 3 and footwear on line 4)	230 0220	231			232
2. Men's wear (Report boys' wear on line 3 and footwear on line 4)	0200				

Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
3. 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 4.)	0240				
4. Footwear (include accessories)	0260				
5. Curtains, draperies, blinds, slipcovers, bed and table coverings	0280				
6. Sewing, knitting, needlework goods (include fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.)	0270				
7. Kitchenware and homefurnishings (include cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.)	0380				
8. Major household appliances (include vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwave ovens, clothes washers and dryers, trash compactors, etc.)	0300				
9. Small electric appliances (include mixers; blenders; can openers; toasters; coffee makers; frypans; and personal care appliances, such as hair dryers, curling irons, shavers, etc.)	0310				
10. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, sheet music, accessories (include audio tape books)					
a. Audio equipment, components, parts, accessories (include radios, stereos, tape recorders and players, compact disc players, and other sound reinforcement and recording equipment)	0331				
b. Records, tapes, and compact discs	0335				
c. Musical instruments, sheet music, and related items	0337				
d. Sum of lines 10a through 10c	0330				
11. Computer hardware, software, and supplies (Report computer-related furniture on line 15. Report calculators and office equipment, such as adding machines, copiers, fax machines, etc., on line 12. Report office supplies on line 13.)					
a. Computer and peripheral equipment	0375				
b. Prepackaged (off-the-shelf) computer software	0376				
c. Sum of lines 11a and 11b	0370				
12. Office equipment (Include fax machines, dictaphones, copying machines, calculating machines, etc. Report office supplies on line 13.)	0854				
13. Office supplies	0853				

ITEM 10 CONTINUED ON PAGE 3

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

Census File Number

RT

Item 10. MERCHANDISE LINES – Continued					Item 10. MERCHANDISE LINES – Continued						
Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.				Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent			Mil.	Thou.	Dol.	Per-cent
<b>14.</b> Televisions, video recorders, video cameras, video tapes, etc. (Include parts and accessories. Report video games on line 25b.)											
<b>a.</b> Televisions	<b>0321</b>				<b>25.</b> Toys, hobby goods, and games (Include video and electronic games, and wheel goods, except bicycles. Report bicycles on line 41b.)						
<b>b.</b> Video recorders, cameras, and tapes (Report receipts from video tape rental on line 44)	<b>0324</b>				<b>a.</b> Toys (include wheel goods)	<b>0461</b>					
<b>c.</b> Sum of lines 14a and 14b	<b>0320</b>				<b>b.</b> Games (include video and electronic games)	<b>0462</b>					
<b>15.</b> Furniture, sleep equipment	<b>0340</b>				<b>c.</b> Hobby goods	<b>0463</b>					
<b>16.</b> Flooring and floor coverings	<b>0360</b>				<b>d.</b> Sum of lines 25a through 25c	<b>0460</b>					
<b>17.</b> Groceries and other food items for human consumption off the premises (Include candy, gum, packaged snacks, etc. Report vitamins on line 19c and pet food on line 43.)	<b>0100</b>				<b>26.</b> Optical goods (include eyeglasses, contact lenses, sunglasses, etc.)	<b>0490</b>					
<b>18.</b> Meals, unpackaged snacks, sandwiches, nonalcoholic beverages generally served for immediate consumption	<b>0120</b>				<b>27.</b> Books (Report audio tape books on line 10b and comic books on line 28)	<b>0420</b>					
<b>19.</b> Drugs, health aids, beauty aids					<b>28.</b> Magazines and newspapers	<b>0856</b>					
<b>a.</b> Prescriptions	<b>0161</b>				<b>29.</b> Stationery and computer paper	<b>0851</b>					
<b>b.</b> Nonprescription medicines	<b>0162</b>				<b>30.</b> School supplies	<b>0852</b>					
<b>c.</b> Vitamins, minerals, and other dietary supplements	<b>0163</b>				<b>31.</b> Greeting cards	<b>0855</b>					
<b>d.</b> Health aids (Include first-aid products; foot products; prescription accessories; eye/contact lens care products; convalescent aids; orthopedic equipment, except shoes; and artificial limbs. Report first-aid and footcare nonprescription medicines on line 19b. Report orthopedic shoes on line 4.)	<b>0164</b>				<b>32.</b> Luggage and leather goods (Report men's and women's small leather apparel accessories on line 2 or 1)	<b>0859</b>					
<b>e.</b> Cosmetics (include face cream, make-up, perfumes and colognes, etc.)	<b>0165</b>				<b>33.</b> Antiques (items over 100 years old)	<b>0861</b>					
<b>f.</b> Other hygiene needs (include deodorants; hair and shaving products; oral, feminine, and baby hygiene needs; hand products; etc.)	<b>0166</b>				<b>34.</b> Collectibles (items which are old, but less than 100 years old, and limited in supply)	<b>0862</b>					
<b>g.</b> Hearing aids and supplies	<b>0167</b>				<b>35.</b> Art goods (Include original pictures and sculptures. Report artists' supplies on line 43 and reproductions on line 7.)	<b>0863</b>					
<b>h.</b> Sum of lines 19a through 19g	<b>0160</b>				<b>36.</b> Souvenirs and novelty items	<b>0877</b>					
<b>20.</b> Cigars, cigarettes, tobacco, and smokers' accessories (exclude sales from vending machines operated by others)	<b>0150</b>				<b>37.</b> Artificial/silk flowers, plants, and trees	<b>0879</b>					
<b>21.</b> Soaps, detergents, and household cleaners	<b>0180</b>				<b>38.</b> Dimensional lumber and other building/structural materials and supplies (Include heating stoves and prefabricated fireplaces. Report stand-alone air conditioners and other major appliances on line 8 and portable electric heaters and other small appliances on line 9.)	<b>0640</b>					
<b>22.</b> Paper and related products (Include paper towels, toilet tissue, wraps, bags, foils, etc. Report stationery and computer paper on line 29.)	<b>0190</b>				<b>39.</b> Hardware, tools, and plumbing and electrical supplies	<b>0600</b>					
<b>23.</b> Jewelry (Include watches, watch attachments, novelty jewelry, etc. Report flatware and holloware on line 7.)	<b>0400</b>				<b>40.</b> Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc.	<b>0620</b>					
<b>24.</b> Photographic equipment and supplies (Report photofinishing on line 44)	<b>0440</b>				<b>41.</b> Sporting goods						
					<b>a.</b> Boats, motors, parts and accessories	<b>0519</b>					
					<b>b.</b> All other sporting goods (include bicycles, snowmobiles, go-carts, parts and accessories, etc.)	<b>0522</b>					
					<b>c.</b> Sum of lines 41a and 41b	<b>0500</b>					

ITEM 10 CONTINUED ON PAGE 4

CONTINUE ON PAGE 4

Item 10. MERCHANDISE LINES – Continued					
Merchandise lines	Cen- sus use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per- cent
42. Automotive tires, batteries, parts, accessories	0740				
43. All other merchandise (Report receipts for services on line 44)	9810				
<i>Specify principal lines and estimated sales below</i>					
a. 076	9811				
b. 077	9812				
c. 078	9813				
44. All nonmerchandise receipts EXCLUDING SALES AND OTHER TAXES (include all receipts from customers for parts installed in repair, direct mail advertising, insurance premiums, investments, securities, delivery charges, and other services provided to customers)	9900				
45. TOTAL (Should equal item 4 if reporting in dollars)	9990				100%

Item 11. Not applicable to this report  
 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. OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION – Continued**

**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?**

Number 079

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.
2	Number and street	Sales	081		
		Annual payroll	082		
3	City State ZIP Code	Paid employees for pay period including March 12			
		083			
4	Kind-of-business description	Census use 088			

2	Name	1997	Mil.	Thou.	Dol.
3	Number and street	Sales	081		
		Annual payroll	082		
4	City State ZIP Code	Paid employees for pay period including March 12			
		083			
5	Kind-of-business description	Census use 088			

3	Name	1997	Mil.	Thou.	Dol.
4	Number and street	Sales	081		
		Annual payroll	082		
5	City State ZIP Code	Paid employees for pay period including March 12			
		083			
6	Kind-of-business description	Census use 088			

**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.**

**Period covered by this report** FROM: Mo. Year TO: Mo. Year

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

Title

Telephone Area code Number Extension

Signature of authorized person Date