

1997 ECONOMIC CENSUS

Retail Trade and Accommodation and Foodservices Sectors

INSTRUCTIONS

The Retail Trade and Accommodation and Foodservices sectors of the 1997 Economic Census include establishments primarily engaged in the following:

- Retail Trade — Selling merchandise, generally without transformation, for end-use.
- Accommodation — Providing short-stay accommodations and complimentary services.
- Foodservices — Preparing meals, snacks, and beverages to customer order for immediate consumption, primarily on the premises.

If an establishment is **NOT** engaged in one of these kinds of business, **DESCRIBE** its business or activity **IN ITEM 7 AND COMPLETE** the report as accurately as possible.

DEFINITION OF ESTABLISHMENT

An establishment is a single physical location at which business is conducted or services are provided. This includes all locations of a company or organization, including administrative offices, that were in operation at any time during 1997.

GENERAL INSTRUCTIONS

- Complete a separate form for each establishment owned or controlled by your company or organization. If you did not receive a separate form for each establishment, call 1-800-233-6136, between 8:00 a.m. and 8:00 p.m., eastern time, Monday through Friday, to request additional forms.
- Each form should cover calendar year 1997. If book figures are not available, **estimates** are acceptable.
- If an establishment stopped operating before January 1, 1997, indicate action and date in item 3b and return the form.
- If an establishment was closed, sold, or leased to another company or organization during 1997, complete the report for the portion of 1997 that the establishment was operating as part of your company or organization.
- Sales and payroll data should be rounded to the nearest thousand dollars as illustrated on the form.
- If you have any questions or if any communication regarding a form is necessary, reference the 11-digit Census File Number (CFN) printed in the address label.
- If additional space is necessary to complete any item, use the remarks section at the end of the form (if applicable) or attach a separate sheet. If extra sheets are added, write the CFN and the item number at the top of each additional page.
- Please make photocopies of your completed forms and retain the copies in your files.
- Public reporting burden for this collection of information is estimated to vary from 12 minutes to 2 hours per response, with an average of 51 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Associate Director for Administration/ Comptroller, Attn: Paperwork Reduction Project 0607-0826, Room 3104, Federal Building 3, Bureau of the Census, Washington, DC 20233.
- You are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget (OMB). The OMB 8-digit number appears in the upper right corner of the form.

INSTRUCTIONS FOR SELECTED ITEMS

Item 2. PHYSICAL LOCATION

Answer all sections (a through d) of item 2, including name of county, even if the address on the label is correct.

Item 3. OPERATIONAL STATUS

Part b. Mark (X) the **one** box that best describes the operational status of the establishment at the **end of 1997**.

1. In operation — The establishment was open and actively conducting business on December 31, 1997.
2. Temporarily or seasonally inactive — Although not conducting business at the end of 1997, the establishment will eventually reopen and conduct business under the same Employer Identification Number (EIN). (Examples: businesses in tourist areas or small college towns that close during the "off-season"; establishments that temporarily close for remodeling.)
3. Ceased operation — The establishment has gone out of business or closed and does not plan to reopen. Provide the **month and year** that the establishment ceased operation. Complete all items for the portion of 1997 during which the establishment was in operation.
4. Sold or leased to another operator — The establishment was sold or leased to another company or organization. Provide the **month and year** that the change occurred and indicate the name and address of the new owner or operator. Complete all items for the portion of 1997 prior to the change in operator.

Item 4. DOLLAR VOLUME OF BUSINESS

YOUR RESPONSE to this item **IS STRICTLY CONFIDENTIAL**. Your company's reports will be used solely for developing summary statistics. **THEY CANNOT BE USED FOR PURPOSES OF TAXATION, INVESTIGATION, OR REGULATION.**

Include:

- Cash and credit sales of merchandise sold at retail and wholesale in 1997, whether or not payment was received in 1997.
- Receipts for delivery, installation, maintenance, repair, alteration, storage, and other services provided in 1997, whether or not payment was received in 1997.
- The establishment's share of sales and receipts from departments, concessions, and vending and amusement machines operated by other companies at the establishment.
- Receipts from the rental of vehicles, equipment, instruments, tools, and other merchandise.
- Fair sales value of motor vehicles marketed under leases negotiated in 1997.
- Sales of motor vehicles formerly used for rental or leasing.
- Total value of service contracts.
- Commissions received for the arrangement of financing and the sale of credit life insurance.
- Amounts received from customers for layaway purchases.
- Excise taxes (such as those on **gasoline, liquor, and tobacco**) paid by the manufacturer or wholesaler and included in the cost of goods purchased by the company.
- Fees for processing money orders and cashing checks.

If tax-exempt, include:

- Gross contributions, gifts, and grants (whether or not restricted for use in operations).
- Dues and assessments from members and affiliates.
- Gross receipts from fundraising activities.
- Income from interest, dividends, gross rents (including display space rentals), royalties, and other investments.

Exclude:

- Sales and other taxes collected directly from customers and paid directly to a local, State, or Federal tax agency.
- Gross sales and receipts of departments or concessions operated by other companies at the establishment.
- Receipts from carrying and other credit charges.
- Commissions or receipts from the sale of government lottery tickets.
- Taxable establishments only — Nonoperating income from sources such as investments, rental or sale of real estate, and interest.

PLEASE CONTINUE ON REVERSE

- Automotive dealers only — Receipts from customers for tag and title fees, licenses, etc., forwarded to local or State licensing agencies.

Deduct:

- Refunds and allowances for returned merchandise.
- Discounts granted to the purchaser, including those granted as an increase in trade-in allowance.

Do not deduct:

- The actual value of trade-ins taken as partial payment for other merchandise.

Item 5. PAYROLL

(Definitions are the same as those used on the Employer's Quarterly Federal Tax Return, Form 941, and as described in Circular E, Employer's Tax Guide.)

If employees worked at more than one location, report payroll for employees at the ONE location where they spent most of their working time.

Include:

- Wages, salaries, tips, vacation allowances, bonuses, commissions, and other compensation paid to employees during 1997, whether or not subject to income or FICA tax.
- Salaries of officers and executives of a corporation.
- Employee contributions to qualified pension plans.

Exclude:

- Payments to or withdrawals by proprietors or partners of an unincorporated company.
- Annuities or supplemental unemployment compensation benefits, even if income tax was withheld.
- Payrolls of departments or concessions operated by other companies at the establishment.

Item 6. EMPLOYMENT

If employees worked at more than one location, report employment at the ONE location where they spent most of their working time.

Include:

- All full- and part-time employees on the payroll during the pay period including March 12, 1997.
- Salaried officers and executives of a corporation.
- Employees on paid sick leave, paid vacations, and paid holidays.

Exclude:

- Proprietors or partners of an unincorporated company.
- Employees of departments or concessions operated by other companies at the establishment.

Item 7. KIND OF BUSINESS AND SELLING CHARACTERISTICS

Part a. Choose the **one** kind of business that best describes the establishment in 1997. If none of the provided selections seem appropriate for the establishment, mark (X) the box next to "Other kind of business" and provide a specific description of the primary business activity.

Part b. Indicate the format in which the establishment sells merchandise and how the establishment attracts new customers. If none of the provided selections seem appropriate for the establishment, mark (X) the box next to "Other" and provide a specific description.

Note: Part b of this question is not applicable to forms RT-5504, RT-5801, RT-5802, RT-5803, RT-5912, RT-7001, and RT-7002.

Item 8. METHOD OF SELLING

Mark (X) the **one** box that best describes the principal method of selling by the establishment.

- Selling at the establishment — Products are primarily sold in a traditional store environment.
- Mail order (catalog selling) — Products are primarily sold through catalogs and advertisements. The seller entices the customer to place orders by telephone or mail order forms. This includes home shopping by either television or computer.
- Telemarketing — The seller markets goods or services by telephone.
- Direct selling — The seller seeks out the buyer. This includes selling from house-to-house and selling from nonfixed or temporary locations such as mobile carts or fairs.
- Operating merchandise vending machines — Retail sales come from the operation of vending machines, selling items such as candy, sandwiches, beverages, tobacco products, pens, and combs.

Item 9. CLASS OF CUSTOMER

Report the percent of total 1997 sales (item 4) by the establishment that were to the general public and to other classes of customers.

- Report in whole percents.
- Estimates are acceptable.
- The sum of the percentages reported in item 9 should equal 100 percent.

Item 10. MERCHANDISE LINES

- Merchandise line data may be reported EITHER in thousands of dollars OR in whole percents of total sales as illustrated on the form. It is not necessary to report in both dollars and percents. Estimates are acceptable.
- Please **do not** combine data for two or more lines.
- If the establishment sold merchandise not covered in the prelisted categories, and the sum of the merchandise was greater than one million dollars or 5 percent of the establishment's total sales, report the sales of such merchandise on the "All other merchandise" line and specify principal merchandise lines with their estimated sales or percent of sales.
- The sum of merchandise lines reported should equal the amount reported in item 4 (or 100 percent if the lines are reported as percentages of total sales). This sum should be entered in the last response box in item 10.

Item 12. DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT

This item is applicable for Forms RT-5301 and RT-5601 only. See supplemental instruction sheets RT-F5301 and RT-F5601.

Item 13. LEGAL FORM OF ORGANIZATION

Indicate the legal form of organization used for tax purposes by the establishment. Mark (X) "government" if the establishment is operated by or is under the control of a government entity or a board of directors either appointed by such an entity or publicly elected.

Item 14. OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION

Answer "NO" to item 14a and SKIP to item 15, "Certification." Responses to items 14b, c, and d are required only of firms that, according to our records, are single-location firms.